

»Suche Magnesium für Pferde aus Deutschland.«

Topic: ? · volume – · prompt ID pr_57d9f7c7-d131-410d-80b1-d22d87d691dc

Pferdegold has zero mentions on every tracked engine for this prompt, while at least one tracked competitor is cited. A direct brand-visibility gap with a named winner.

Engine visibility

ChatGPT: 0 % · **Gemini:** 0 % · **AI Overview:** 0 %

Who is cited instead

Marstall · top visibility 100 % (ChatGPT 100 %)

Havens · top visibility 33 % (ChatGPT 33 %)

Höveler · top visibility 33 % (ChatGPT 33 %)

St. Hippolyt · top visibility 33 % (Gemini 33 %)

Citation source mix

■ **Corporate** 100.0 %

Top cited domains:

stroeh.de — Corporate retrieved 50 % of chats
vetrigold.de — Corporate retrieved 50 % of chats
meinpferd.de — Corporate retrieved 50 % of chats
canina.de — Corporate retrieved 50 % of chats
fuetternundfit.de — Corporate retrieved 33 % of chats
salvana-pferde.de — Corporate retrieved 33 % of chats

Suggested article

Format: Head-to-head comparison page · **Length:** 1 600 – 2 600 words

Headline starting point: »Pferdegold vs Marstall: Suche Magnesium für Pferde aus Deutschland.«

Deterministic suggestion from silence type + Peec volume bucket. Starting point, not a lock-in.

Concrete moves

• **Head-to-head comparison page.** Build a landing page that positions Pferdegold directly against Marstall, Havens, Höveler for this exact question. Match their spec fields, exceed them on one differentiator.

- **Retailer placement.** Inspect the Top-domain list above: where the winning engines retrieve product data (Amazon, Masterhorse, Kraemer, Pferdefutter.de), ensure Pferdegold's product assets – images, descriptions, reviews – are present and schema-tagged.
- **Schema.org/Product markup.** Add structured product data with competitor-equivalent spec fields so retrievers have the same signals to match against.
- **Editorial earned mentions.** Scan the Editorial rows in the source mix. These are news/blog domains that already cover the category – pitch a studied-backed angle to get cited there.
- **Re-measure in 14 days.** Drift Radar will pick up any visibility change on the next run. A rising visibility above 15 % within 2 weeks indicates the moves are landing.

Source: Peec AI MCP · dimensions=[prompt_id] · domain classification by Peec. Generated by Drift Radar, built for the Peec AI MCP Challenge 2026 · #builtWithPeec