

»Wo finde ich in der Schweiz gesundes Pferdefutter ohne Zucker?«

Topic: *Pferdefutter Ergänzungsmittel* · volume 3 · prompt ID `pr_df6c13c4-5d9c-45f9-8971-cb9a61a20b5e`

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 % (Gemini 100 %, AI Overview 67 %, ChatGPT 33 %)

St. Hippolyt · top visibility 100 % (Gemini 100 %, AI Overview 67 %)

Pavo · top visibility 67 % (ChatGPT 67 %, Gemini 67 %, AI Overview 33 %)

Höveler · top visibility 67 % (Gemini 67 %)

Nösenberger · top visibility 33 % (AI Overview 33 %)

Citation source mix

■ **UGC** 1.9 % · ■ **Institutional** 3.8 % · ■ **Corporate** 86.5 % · ■ **Other** 7.7 %

Top cited domains:

`equusvitalis.ch` — Corporate retrieved 44 % of chats
`pferde-reformhaus.ch` — Corporate retrieved 44 % of chats
`cavale-schweiz.ch` — Corporate retrieved 33 % of chats
`reitsport.ch` — Corporate retrieved 33 % of chats
`hauptner.ch` — Corporate retrieved 33 % of chats
`lexa-pferdefutter.ch` — Corporate retrieved 33 % of chats

Concrete moves

- **Head-to-head comparison page.** Build a landing page that positions **Pferdegold** directly against **Marstall**, **St. Hippolyt**, **Pavo** 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