

»Vergleiche die Inhaltsstoffe von natürlichem Ergänzungsfutter für Pferde.«

Topic: *Pferde Nahrungsergänzung* · volume – · prompt ID `pr_df883bf3-b98c-4bca-a389-2b4cab0aaca5`

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

St. Hippolyt · top visibility 100 % (ChatGPT 100 %)

Pavo · top visibility 67 % (AI Overview 67 %)

Citation source mix

■ **Editorial** 12.5 % · ■ **Reference** 10.9 % · ■ **Institutional** 3.1 % · ■ **Corporate** 71.9 % · ■ **Other** 1.6 %

Top cited domains:

natural-horse-care.com — **Corporate** retrieved 67 % of chats
lexa-pferdefutter.de — **Corporate** retrieved 33 % of chats
reiter-guide.de — **Reference** retrieved 33 % of chats
pavo-futter.de — **Corporate** retrieved 33 % of chats
go4vet.com — **Reference** retrieved 33 % of chats
laurelnature.com — **Corporate** retrieved 33 % of chats

Suggested article

Format: Head-to-head comparison page · **Length:** 1 200 – 1 800 words

Headline starting point: »Pferdegold vs St. Hippolyt: Vergleiche die Inhaltsstoffe von natürlichem Ergänzungsfutter für Pferde.«

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 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