

# »Gutes Zusatzfutter für Pferde in Österreich gesucht.«

Topic: *Pferdefutter Ergänzungsmittel* · volume – · prompt ID *pr\_e107b87d-d16a-46cd-a7cd-97643c2eecea*

*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.*

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## Engine visibility

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

## Who is cited instead

**Pavo** · top visibility 100 % (ChatGPT 100 %, Gemini 67 %)

**Marstall** · top visibility 100 % (ChatGPT 100 %, Gemini 67 %)

**Höveler** · top visibility 33 % (ChatGPT 33 %, Gemini 33 %)

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

## Citation source mix

■ **Institutional** 12.0 % · ■ **Corporate** 88.0 %

## Top cited domains:

*kraemer.at* — Corporate retrieved 50 % of chats  
*alphahorse.at* — Corporate retrieved 50 % of chats  
*vetapo-austria.at* — Corporate retrieved 50 % of chats  
*marstall.at* — Institutional retrieved 50 % of chats  
*sanovet.com* — Corporate retrieved 33 % of chats  
*stroeh.de* — Corporate retrieved 33 % of chats

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## Suggested article

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

**Headline starting point:** »Pferdegold vs Pavo: Gutes Zusatzfutter für Pferde in Österreich gesucht.«

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

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## Concrete moves

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

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