

# »Analysiere die Inhaltsstoffe von natürlichem Pferdefutter hinsichtlich ihrer biologischen Wertigkeit.«

Topic: *Pferdefutter Ergänzungsmittel* · volume – · prompt ID `pr_ebe654e5-8567-4eaa-b981-b302228a7121`

*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 67 % (AI Overview 67 %)

## Citation source mix

■ Competitor 3.5 % · ■ Editorial 7.0 % · ■ UGC 1.2 % · ■ Reference 4.6 % · ■ Institutional 22.2 % · ■ Corporate 54.6 % · ■ Other 7.0 %

## Top cited domains:

`dr-susanne-weyrauch.de` — Institutional retrieved 56 % of chats  
`pavo-futter.de` — Corporate retrieved 33 % of chats  
`iwest.de` — Corporate retrieved 33 % of chats  
`agrobs.de` — Corporate retrieved 33 % of chats  
`horsewellness.de` — Other retrieved 33 % of chats  
`tiergarten.de` — Institutional 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: Analysiere die Inhaltsstoffe von natürlichem Pferdefutter hinsichtlich ihrer biologischen Wertigkeit.«

*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 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