

In the rapidly evolving landscape of AI-powered search and content generation tools, marketing teams are facing a new set of challenges when it comes to search visibility tracking. HubSpot's Answer Engine Optimization (AEO) feature aims to bridge traditional SEO with AI-powered discovery, but businesscloud.co.uk how well does it perform? More specifically, does HubSpot AEO track emerging AI platforms like Claude, Microsoft Copilot, or Deepseek? In this post, we'll analyze HubSpot AEO's limitations in relation to these AI engines, compare it with industry alternatives such as Semrush, Writesonic, and Moz, and explore new concepts such as AI visibility versus traditional SEO rank tracking, AI platform coverage differences, pricing models, and prompt tracking capabilities.



Understanding HubSpot AEO and Its Limitations

HubSpot's AEO is designed to complement traditional SEO analytics by focusing on search query intent and answer engine visibility, optimizing content to appear in AI-driven answer boxes and voice assistants. While this offers exciting opportunities, HubSpot AEO currently shows some notable limitations.

- **HubSpot AEO Limitations:** Unlike rank tracking tools that focus solely on keyword positions in classic search engines (Google, Bing), HubSpot's AEO primarily targets AI-driven answer results and featured snippets within those engines.
- **Claude Not Supported:** Claude, the AI language model developed by Anthropic, is gaining traction in enterprise conversational AI. However, HubSpot AEO does not track search visibility or content performance as surfaced by Claude-powered platforms.
- **Copilot Not Supported:** Microsoft Copilot integrates AI directly into productivity tools and search, but its AI search results are proprietary and dynamic. HubSpot AEO currently lacks integration or tracking capabilities for Copilot-driven search environments.

Deepseek, a newer AI-powered discovery engine focusing on video and multimedia content, also falls outside HubSpot's coverage. HubSpot AEO's focus remains narrowed to traditional and emerging answer engine results within major search engines rather than broader AI platform coverage.

AI Visibility vs Traditional SEO Rank Tracking

Traditionally, SEO rank tracking tools monitor keyword positions for websites on search engines such as Google and Bing. This approach provides quantitative rankings and fluctuations at the keyword level. However, the rise of AI answer engines and conversational AI tools demands a new perspective — AI Visibility.

AI Visibility goes beyond mere keyword rankings. It measures the impact and presence of your content within AI-driven results, including featured answer boxes, voice assistants, chatbots, and AI-powered search tools. This requires specialized tracking technologies that recognize AI-centric content delivery and user engagement patterns.

Aspect	Traditional SEO Rank Tracking	AI Visibility Tracking Focus
Keyword rankings on search engines	Presence and influence within AI-powered answer engines	Metrics
Position, search volume, clicks	Answer box appearances, AI snippet shares, conversational engagements	Platforms Covered
Google, Bing, Yahoo	Google, Bing AI answers, Microsoft Copilot, Claude, Deepseek, and more	Purpose
Optimize for search visibility via keywords	Optimize for brand visibility within AI-driven search and answers	

AI Platform Coverage Differences: From 2 to 10 Engines

One of the key differences among tools in this emerging space is the breadth of AI platform integration. HubSpot AEO, for all its promise, currently offers coverage primarily centered around major search engines — effectively 2 to 3 AI-powered engines (Google’s AI snippets and Bing’s AI features).

By contrast, more comprehensive AI visibility tools, such as the **AI Visibility Toolkit** paired with an **AI Visibility Score**, extend coverage to a wider set of AI platforms, ranging anywhere from 5 to over 10 engines. This increased platform breadth offers marketing teams deeper insights into how their content performs in diverse AI search environments, including:



- Google AI Answer Boxes and MUM
- Bing AI Search and Microsoft Copilot Integration
- Anthropic’s Claude-powered platforms
- Deepseek’s AI-video search discovery
- Emerging AI social search tools and startup engines

Tools like Semrush have begun exploring integrations that measure AI-driven SERP features, although this is still in the early stages. Writesonic and Moz, while primarily content generation and traditional SEO tools, are exploring AI visibility frameworks with varying degrees of platform inclusiveness.

Pricing Models: Add-Ons, Tiered Plans, and Enterprise Approaches

Pricing models for AI visibility and rank tracking vary significantly across vendors, especially when AI-powered features are involved.

Vendor	Pricing Type	AI Features Included	Limitations
HubSpot AEO	Enterprise add-on / Tiered Basic	answer engine optimization	Limited AI platform coverage; no Claude or Copilot support
Semrush	Tiered subscription + add-ons	Early AI SERP feature tracking	AI score in beta; limited platform breadth
Writesonic	Prompt-based pricing / credits	AI content generation, prompt set building	No direct AI visibility tracking
Moz	Subscription tiers	Traditional rank and SERP features	Currently no AI visibility toolkit
AI Visibility Toolkit Providers	Enterprise + usage (checks / prompt counts)	Comprehensive AI platform tracking, prompt tracking	Higher cost; complex setup

Notably, pricing for AI visibility tools often includes a "prompt tracking" component. This relates to how many AI prompts or queries a user can track to see how different prompt inputs affect content performance across AI platforms.

Prompt Tracking and Prompt Set Building

An emerging best practice in AI visibility is **prompt tracking**. Since AI-driven search results depend heavily on the exact prompts or queries inputted, marketers must be able to monitor and refine prompt sets — collections of queries designed to simulate different user intents or conversational styles.

HubSpot AEO currently does not provide prompt tracking or prompt set building features. Companies such as Writesonic enable prompt engineering for content generation, but lack multi-platform AI visibility tracking. Dedicated AI visibility tools support:

- **Prompt Set Management:** Organize and test multiple prompt variations.
- **Performance Analysis:** Measure how prompts affect AI snippet placements or answer box appearances.
- **Optimization Workflows:** Adjust content and prompts iteratively for maximum AI visibility.

These capabilities are critical for marketing teams aiming to maximize their presence across diversified AI search engines instead of relying solely on traditional keyword rank tracking.

Summary: Why HubSpot AEO May Not Be Enough

HubSpot AEO represents an important step toward acknowledging AI answer engines in SEO workflows. However, for marketing teams focused on cutting-edge AI platforms like Claude, Microsoft Copilot, and Deepseek, the tool comes with significant limitations:

- **Limited platform coverage:** It does not track or support Claude or Copilot at this time.
- **Absence of prompt tracking:** No capability to build or monitor prompt sets for AI result optimization.
- **Smaller AI visibility scope:** Focused mainly on traditional search engine answer boxes.

In comparison, tools like Semrush are gradually expanding AI SERP tracking, and AI Visibility Toolkit solutions provide broader coverage with support for multiple AI engines, prompt tracking, and enterprise-grade reporting.

Meanwhile, Writesonic and Moz serve complementary roles but do not yet address comprehensive AI visibility tracking.

Marketing teams looking to stay ahead should consider supplementing HubSpot AEO with dedicated AI visibility tools that include prompt tracking and multi-platform AI search coverage to capture the evolving AI-driven search ecosystem effectively.

Further Reading and Tools

- [Semrush SEO Rank Tracking](#)
- [Writesonic AI Content Generator](#)
- [Moz SEO Tools](#)
- [AI Visibility Toolkit \(Example\)](#)