

In today's digital landscape, having a robust online presence is no longer optional for small businesses—it's essential. But visibility isn't just about rankings anymore. Enter **AI visibility tools**, a new breed of software that combines data from search engines and AI models to give you a smarter, real-time view of how your digital footprint performs across multiple channels.

If you're a small business owner or digital marketing manager looking for AI visibility under \$50 or \$29 per month monitoring options, this post will help you understand what you're getting and at what cost. We'll explain the distinction between traditional SEO rank tracking and modern AI visibility, dive into pricing transparency issues, and compare tools from Semrush, Otterly.ai, and AthenaHQ—all while referencing today's AI workhorses like ChatGPT and Perplexity.

What Is AI Visibility—and How Is It Different from SEO Rank Tracking?

Let's start with some definitions because the terms "AI visibility" and "SEO rank tracking" are sometimes used interchangeably, but they serve different purposes.

- **SEO Rank Tracking:** This refers to monitoring where your website ranks on search engine result pages (SERPs) for specific keywords. It's a historical and comparative measure focused on organic rankings.
- **AI Visibility:** Goes beyond keyword rankings to include monitoring your brand presence, sentiment, and response across AI-powered platforms (like ChatGPT, Perplexity), voice assistants, and sometimes paid search. It may also analyze AI-generated content visibility and mentions.

For example, Semrush's new offering, the AI Visibility Toolkit, combines data from search and AI platforms to provide a unified visibility score and insights. It not only tracks organic rankings but also shows how your brand appears in AI-generated answers or chatbots.

Why Should Small Businesses Care?

With AI like ChatGPT reshaping how users find information, knowing your AI visibility means understanding how your content surfaces in these new, non-traditional search environments. SEO alone doesn't capture this, which is why monitoring AI visibility is increasingly important.

Pricing of AI Visibility Tools: What Do Small Businesses Pay?

Small businesses often operate with tight budgets, and transparency around pricing can be a deal-breaker. One key complaint in the market is "contact sales for pricing" without any indication of baseline cost or tiered plans.

Here's how some popular tools stack up for small business affordability, with a focus on pricing transparency, prompt limits, and daily monitoring capabilities.

Tool	Starting Price	Pricing Transparency	Prompt/Query Limits	Engine Coverage	Monitoring Frequency	Add-ons
Semrush AI Visibility Toolkit	\$139/mo	starting Clear pricing published	Variable by plan	Google, Bing + AI engines (ChatGPT, etc.)	Daily	Extra reports, increased limits
Otterly.ai	€49/mo	tracking Published, moderate details	Limited prompt usage	AI chat platforms only (Perplexity, GPT)	Daily	Premium query pools
AthenaHQ	\$29/mo	monitoring Transparent	Prompt limits apply	Multichannel including search and chat	AI Daily	Custom dashboards

Semrush AI Visibility Toolkit: Premium Pricing With Depth

Semrush remains a giant in the SEO and digital marketing space and their **AI Visibility Toolkit** starts at **\$139 per month**. This is above the typical small business budget if you're looking for ai visibility under \$50, but it's an enterprise-grade tool, so you get extensive engine coverage (Google, Bing, and integration with AI engines such as ChatGPT).

Semrush is upfront about their pricing and prompt/query limits, which vary by plan and add-ons. The dashboard is designed to turn insights into recommended actions, something that smaller, cheaper alternatives sometimes lack. It supports daily monitoring and prompt tracking, making it a solid choice if your budget can stretch.

Why Choose Semrush?

- Comprehensive visibility combining SEO and AI results
- Strong data visualization and action-focused dashboard
- Published pricing with straightforward upgrade options

Otterly.ai: Affordable AI Chat Visibility at €49/mo

Looking for ai visibility under €50 per month? **Otterly.ai** is a good mid-range option focused primarily on AI chat platforms like Perplexity and GPT-derived engines. While it doesn't provide traditional SEO rank tracking, it offers daily AI monitoring and prompt-level insights.

Pricing at **€49 per month** is published and transparent, but be aware there are reasonable limits on prompt usage in the base plan, which will require add-ons or upgrades if you need heavier querying.

Who Should Use Otterly.ai?

- Businesses prioritizing AI chat platform visibility
- Those who want simple daily alerting and monitoring without SEO rank tracking
- Teams looking for a moderately priced, transparent plan

AthenaHQ: Budget-Friendly AI Monitoring at \$29/mo

If you're hunting for \$29 per month monitoring or less, **AthenaHQ** offers a solid entry point into AI visibility. Their platform covers multichannel visibility, including traditional search engines and AI chatbots.

AthenaHQ's pricing is published and clear, and while prompt limits apply, it strikes a nice balance between usability and budget, making it ideal for small businesses or startups exploring AI visibility without a large investment.

Pros and Cons of AthenaHQ

- **Pros:** Low starting price, daily monitoring, integration with multiple engines
- **Cons:** Prompt limits can be restrictive for heavy users; some advanced features require add-ons

Prompt Limits and Add-Ons: What to Watch Out For

One of my biggest pet peeves after years of vendor evaluations is vague limits on usage. Many AI visibility tools restrict the number of prompts or queries you can run daily, and the way these limits are communicated is often murky. Are prompts counted per query per engine? Does a long chain of queries use more prompts? Can you buy extra prompt packs easily, or is it "contact sales" with no clear pricing?

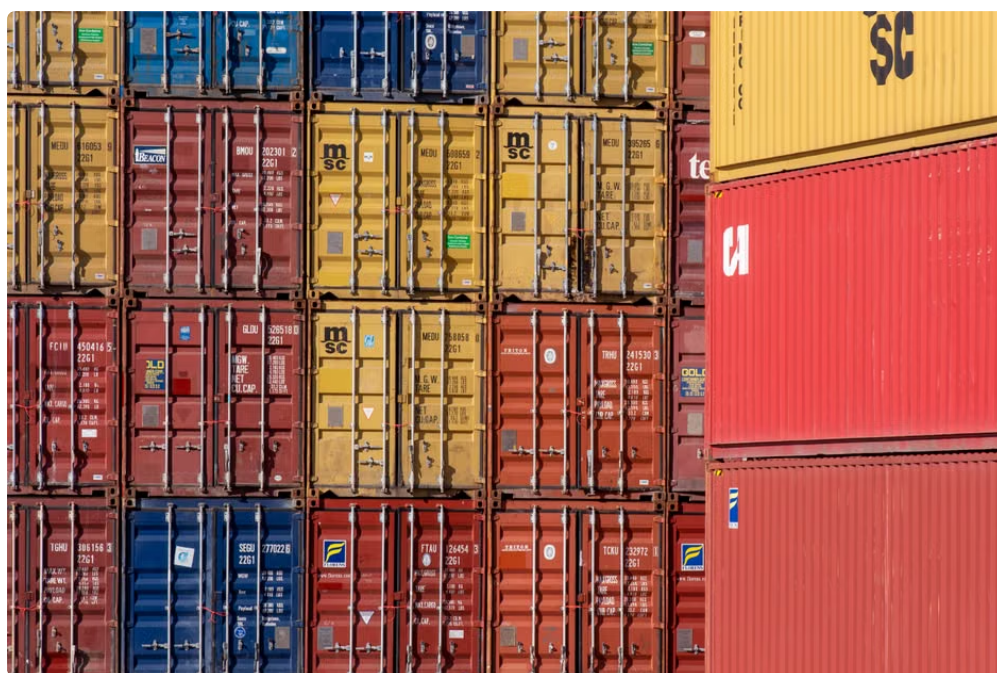
Here's what to consider:

1. **Check if pricing is published or quote-only.** Always prefer tools that are transparent about monthly limits and costs.
2. **Understand which engines are included.** ChatGPT, Perplexity, and others may be add-ons or carry separate prompt costs.
3. **Know your daily monitoring needs.** Some tools offer daily automatic checks and alerts; others require manual prompting.
4. **Look out for add-ons.** If your business grows, will you be hit with steep costs for extra prompts or engine integrations?

Integrating AI Visibility into Your Existing Workflow

Another point worth emphasizing is workflow integration. Many tools seem great on paper, but if they don't integrate with your current dashboards, project management software, or alert systems, precious time is lost. Semrush and AthenaHQ both offer APIs or integrations with popular marketing platforms. Otterly.ai is still maturing here but supports some exports and browser-based alerting.

For small businesses, this matters: you want visibility notifications where your team already works, whether that's Slack, email, or a marketing analytics dashboard.



Summary: Choosing the Right AI Visibility Tool Based on Budget and Needs

Tool	Starting Price	Best For
Semrush AI Visibility Toolkit	\$139/mo	Need Comprehensive SEO + AI visibility
AthenaHQ	\$29/mo	Businesses ready to invest in advanced insights and action plans
Otterly.ai	€49/mo	AI chat platform visibility only
Small to mid-size teams focusing on AI-driven search results visibility	Budget-friendly	multichannel monitoring
Startups or small businesses experimenting with AI visibility		

Final Thoughts

AI visibility tools are an [AI referral traffic tracking](#) exciting but rapidly evolving category. When choosing a product, don't just look at the price; consider what engines are covered, how prompt limits might constrain you, and whether the dashboard turns data into actionable insights.



Transparent pricing matters more than ever. Whether you want AI visibility under \$50 or \$29 per month monitoring, carefully evaluate the details, ask vendors for demo access, and ensure that your chosen tool fits naturally within your existing marketing workflow.

The future of search is AI-augmented, and staying visible in that world requires smarter tools. Hopefully, this overview helps you make an informed decision—without spending hours slogging through opaque “contact sales” pages.