

AEO Stars User Guide

Official AEO Stars product guide. Chapters are organized by product screen for stable in-app deep links.

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Getting Started

Getting Started guide section. Content owner: Trang.

Overview

Getting Started

Welcome to AEO Stars

“ AEO Stars tracks how your brand actually shows up in AI answers — ChatGPT, Claude, Gemini, and other AI engines — not just where you rank on Google.

Setting up your brand

When you first log in, you'll be asked for your website. AEO Stars uses AI to research your brand automatically and suggests the key search terms to track across the AI engines it monitors. You can adjust these terms at any time in **Brand Settings**.

Finding your way around

The sidebar is organized into a few groups:

- **Intelligence** — My Actions, Dashboard, Visibility Report, Perception Mirror, Coverage Analysis, Competitor Map, Technical Brand Audit, and Core Web Vitals. This is where you monitor and analyze your AI visibility.
- **Alerts & Reports** — get notified when something changes, and pull scheduled or on-demand reports.
- **Resource Library** — step-by-step guides and templates for improving your AI visibility, plus the welcome video if you want to watch it again.
- **Admin** — Brand Settings, Team, and Billing.

Getting help as you go

You don't need to learn everything on day one. Every screen has a ? icon next to its title — click it for a short explanation, a quick video, or a link to the full guide for that section.

A note on plans

Some features (like Coverage Analysis and Competitor Map) are only available on Growth plan and above. If a feature is locked for your plan, you'll see an upgrade prompt rather than the feature itself.

Dashboard

Dashboard guide section. Content owner: Trang.

Dashboard Overview

Your Dashboard

Your Dashboard is the first thing you see after onboarding, and gives you an at-a-glance snapshot of your brand's AI visibility.

Top metrics:

- **AI Share of Voice** — the percentage of tracked question runs where your brand appears in the AI's answer
- **Commercial Score** — your appearance rate specifically on bottom-funnel, buying-intent questions
- **Category Authority** — your appearance rate on category-comparison questions

AI Funnel Analysis breaks your visibility down by funnel stage — Awareness, Consideration, and Commercial — and separately for **non-branded** queries (where you're not named) vs. **branded** queries (where you are). This tells you whether people find you when they don't know your name yet, not just when they're already asking about you directly.

Competitor AI Funnels shows the same three-stage breakdown for each of your tracked competitors side by side, so you can see exactly where you're outperforming — or losing to — each one.

Discovered Competitors surfaces brands AI mentioned alongside yours that you aren't tracking yet — add them to keep monitoring, or dismiss if irrelevant.

Further down, the **30-Day Share of Voice Trend** chart shows how your visibility has moved over the past month, and the **Visibility Run Summary** table gives you the full numeric breakdown — questions, total runs, appearances, appearance rate, sentiment, and estimated monthly search volume — per category.

“ ? If you see "Unable to load performance data" under Core Web Vitals, this means your domain isn't fully configured yet for performance tracking — click Retry, or contact your account manager if it persists.

Visibility Report

Visibility Report guide section. Content owner: Trang.

Visibility Report Overview

Visibility Report

Your Visibility Report gives you a detailed, question-by-question breakdown of your AI visibility.

Brand Visibility shows two views side by side:

- **Non-Brand Terms** — how often your brand appears for generic, category-level queries where you aren't named
- **Brand Terms** — how often your brand appears when someone asks about you directly by name

Sentiment Analysis shows how AI models describe your brand across all responses — Positive, Neutral, or Negative — for both query types.

Visibility Results lists every tracked term with its question count, visibility percentage, and sentiment. Switch between the **Non-Brand Terms Visibility** and **Brand Terms Visibility** tabs to filter the list. Click any term to expand it and see:

- The exact questions asked
- Your visibility rate for that term
- Any competitors mentioned instead of you

Use **Manage Terms** (top right) to add, remove, or edit the terms you're tracking at any time — changes take effect on your next scan.

“ ? A term showing 0% visibility with competitors mentioned is a strong signal for where to focus content or technical improvements — check My Actions for AI-suggested next steps tied to these gaps.

Perception Mirror

Perception Mirror guide section. Content owner: Trang.

Perception Mirror Overview

Perception Mirror

Perception Mirror shows you how AI models actually perceive and describe your brand — not what you say about yourself, but what AI infers and repeats.

AI Positioning Summary is a narrative paragraph describing how AI currently positions your brand, along with its inferred audience and market tier.

Perception Scores (each out of 100):

- **Positioning Clarity** — how clearly AI describes your market position
- **Authority Depth** — depth of expertise and credibility AI perceives
- **Proof Strength** — evidence and testimonials AI associates with you
- **Differentiation Clarity** — how uniquely AI distinguishes you from competitors

Strength Signals and **Weakness Signals** list the specific positive attributes AI associates with your brand, and the specific gaps or uncertainties in its understanding.

Known Brand Weaknesses — click **Research Brand Weaknesses** to have AI search review platforms and forums for real complaints, negative reviews, and vulnerabilities associated with your brand, plus flags specific risks to address.

Confusion Markers — click any marker to see an AI review of what it means and what "good" looks like for fixing it.

Top 5 Improvements to Increase AI Inclusion gives you a prioritized, actionable list of the highest-impact changes to improve how AI represents your brand.

Coverage Analysis

Coverage Analysis guide section. Content owner: Trang.

Coverage Analysis Overview

Coverage Analysis

“ ? Available on **Growth plan and above**. Not included on Starter.

Coverage Analysis shows how well your brand covers the topics that matter in your category, compared to competitors.

Summary cards at the top show your count of Strong, Weak, and Competitor-owned topics, plus how many are flagged as high-priority gaps.

Topic Cluster Map is a visual bubble map — green bubbles are strong coverage, red are weak, gray are competitor-owned. Hover any bubble for the AI's analysis of that topic.

Topic Coverage Detail lists every analyzed topic with its coverage status and a written explanation of why it's scored that way.

Gap Analysis & Recommendations compares your coverage against each tracked competitor topic-by-topic, with a severity rating (High/Medium) and a specific recommended content action for each gap.

Missing Content Topics is a shortlist of topics you should consider creating content for, based on where your coverage is weakest.

Competitor Topic Strengths shows a bar chart of how many strong topics each competitor has, with the specific topics they're strong in listed alongside.

Competitor Map

Competitor Map guide section. Content owner: Trang.

Competitor Map Overview

Competitor Map

“ ? Available on **Growth plan and above**. Not included on Starter.

Competitor Map shows you exactly where your tracked competitors are winning in AI responses — and where you have an opportunity to close the gap.

Competitor Frequency is a bar chart showing how often each competitor appears in AI responses; click any competitor for an AI-generated intelligence briefing.

Funnel Stage Coverage is a radar chart showing which stage of the buyer journey — Awareness, Consideration, or Commercial — each competitor dominates.

By AI Model and **Response Sentiment** show which AI models surface your competitors most, and how positively they're described when they do.

Competitive Intelligence has two tabs:

- **Missed Prompts** — the exact questions where competitors appeared and you didn't, which competitor(s) showed up, why they appeared, and a recommended action to improve your inclusion
- **Competitor Weakness** — select any tracked competitor to get an AI-researched summary of their known vulnerabilities, drawn from reviews and public feedback

Manage Competitors (top right) lets you add, edit, or remove tracked competitors at any time — changes take effect on your next scan.

Technical Brand Audit

Technical Brand Audit guide section. Content owner: Trang.

Technical Brand Audit

Overview

Technical Brand Audit

Technical Brand Audit gives your site an overall AI-readiness score out of 100, based on 12 individual checks that matter for how well AI models can find, understand, and trust your content.

The checklist covers: Organisation Schema, FAQ Schema, Article/Content Schema, Author & E-E-A-T Signals, Internal Linking Structure, Canonical Tags & URL Structure, Meta Descriptions & Page Summaries, Comparison & Alternative Pages, Content Freshness & Update Frequency, Social Proof & Trust Signals, Site Performance & Core Web Vitals, and AI Bot Crawlability.

Click any check to expand it and see:

- **What is this** — what the check measures and why it matters
- **How it should work** — best practice
- **Where you are today** — your site's current state, in plain English
- **What to fix** — a specific, actionable recommendation

Click **Run AI Audit** to trigger a fresh assessment at any time (takes roughly 45–90 seconds).

“ ? If your site is a React/Next.js single-page application, you may see a note that some checks can't fully inspect rendered content — this is expected and doesn't affect the accuracy of most checks.

“ ? Since most checks are evaluated live by AI against current search results, scores can shift slightly between runs even without site changes — this reflects real-world AI perception, not a bug.

Core Web Vitals

Core Web Vitals guide section. Content owner: Trang.

Core Web Vitals Overview

Core Web Vitals

Core Web Vitals benchmarks your site's technical performance against your tracked competitors, using real Google PageSpeed data.

Click **Generate Report** to run a fresh analysis — this fetches Performance, Accessibility, Best Practices, and SEO scores for your site and each competitor, on both **Mobile** and **Desktop**.

Benchmark Comparison tables show all sites side by side across the four score categories, so you can immediately see where you stand.

AI Performance Analysis gives you a written, plain-English summary of the most important takeaways from the comparison — written as if a web performance consultant reviewed the results for you.

Use the **site tabs** (your domain + each competitor) to drill into any individual site's full metrics.

“ ? If you see "Unable to load performance data" elsewhere in the platform (e.g. on your Dashboard), it means your domain isn't fully configured for performance tracking yet — this page is where you generate that data.

My Actions

My Actions guide section. Content owner: Trang.

My Actions Overview

My Actions

My Actions is your prioritized to-do list, built from your latest AI visibility scan.

Generate All Tickets — click this to have AI review your latest Technical Brand Audit, Perception Mirror, Coverage Analysis, and Competitor Map data, and automatically create a full batch of prioritized tasks in one pass (takes roughly 30–90 seconds).

Create Ticket — to add a task manually, click **Create Ticket** and fill in:

- **Title** (required)
- **Description** — details, context, acceptance criteria
- **Priority** — High, Medium, or Low
- **Stage** — which column the ticket starts in

Tracking progress — tickets move through four stages: **Approval ? In Progress ? Testing ? Finished**. Drag a card between columns as work progresses, or open it to update its stage directly.

Each ticket shows a category tag (e.g. Readability, Multi-Source, Perception), a priority badge, and when it was created — so you can quickly see what needs attention first.

Alerts

Alerts guide section. Content owner: Trang.

Alerts Overview

Alerts

Alerts notifies you whenever something meaningful changes in how AI models reference your brand.

Two alert types:

- **Sentiment Change** — a tracked question's AI-generated sentiment shifted (e.g. from positive to neutral) on a specific model
- **New Competitor** — a competitor now appears in a tracked prompt where they didn't before

Each alert shows the exact question, the AI model involved, the date, and what changed. Use the **All / Unread** tabs to filter, and click **Mark read** on individual alerts or **Mark all read** to clear your queue.

“ ? New alerts are generated automatically as your scans run — no setup required.

Reports

Reports guide section. Content owner: Trang.

Reports Overview

Reports

Reports turns your platform data into polished, downloadable PDF reports — three types are available:

- **Executive Snapshot** — a high-level AI-powered briefing with visual scorecards, a competitor prominence pie chart, perception score gauges (positioning, authority, proof, differentiation), AI-generated strategic actions with priority levels, and a model-by-model visibility breakdown
- **Marketing Action Report** — a complete DIY guide with one page per recommended action, including real content examples (not generic templates), exact key phrases to use, step-by-step implementation instructions, competitor comparison page blueprints, an FAQ/schema strategy, and a 3-month content calendar
- **Competitive Intelligence** — visual competitor prominence charts, a per-competitor AI strategy analysis, key phrases competitors own in AI responses, specific differentiation opportunities, and a threat assessment

Click **Generate Report** on any type — this takes roughly 30–60 seconds. Once ready, click **Download Latest PDF**, or find any past report in the **Generated Reports** history below, each marked with its generation date and a "Ready" status.

Resource Library

Resource Library guide section. Content owner: Trang.

Resource Library Overview

Resource Library

Resource Library gives you practical, step-by-step guides for improving your brand's AI visibility and machine readability, organized into three sections.

Structured Data Schemas — JSON-LD markup that tells AI models who you are:

- **Organisation Schema** — your brand's identity card; tells AI your company name, what you do, where you're based, and how to contact you
- **FAQ Schema** — helps AI quote your answers directly when someone asks a relevant question
- **Article Schema** — establishes authorship and E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) signals for your content

SEO Essentials — HTML elements AI crawlers read when indexing your site:

- **Canonical Tags** — point every URL variant of a page to one "official" version, so AI doesn't get confused about which to cite
- **Meta Descriptions & Page Titles** — often the first (sometimes only) text AI reads before deciding whether to dig deeper into your page

AI & Crawler Files — three configuration files at your site's root that gatekeep AI access:

- **robots.txt** — controls whether AI bots (GPTBot, ClaudeBot, etc.) can access your site at all
- **ai.txt** — controls what AI models are permitted to do with your content (quote, summarize, train)
- **llms.txt** — a structured markdown summary of your brand written specifically for AI models, like a Wikipedia entry optimized for machine reading

“ ? If you only implement three things from this whole library, the platform recommends starting with the three AI & Crawler Files — they're the most common reason brands score zero on AI visibility despite having great content.

Brand Settings

Brand Settings Overview

Brand Settings

Brand Settings is where you manage the core inputs that power every AI scan on your account, across three tabs.

Brand Profile — your company details, editable at any time:

- Company Name, Domain, Category, Target Audience, Territory
- Brand Positioning and Problem Statement — your value proposition, used in perception and competitor analysis
- Products/Services and Key Differentiators — used to generate product-aware questions and competitive analysis prompts
- Brand Tone — influences how AI interprets your messaging
- Key Topics — comma-separated topics your brand should be known for, used in Coverage Analysis gap detection

Click **Save Changes** after editing. A **Remove Brand** option is available at the bottom — this permanently deletes all scan history, tracked terms, questions, and visibility data for that brand, and cannot be undone.

Competitors — manage who you're tracked against (shown as a running count, e.g. "4 / Unlimited" depending on your plan). Click **Add competitor**, enter their URL, and AI researches and verifies the company before adding it to your list. Changes take effect on your next scan.

Key Terms — manage the search terms AI monitors for you, split into two views:

- **Non-Brand Terms Visibility** — generic questions real people ask AI, where your brand should appear without being named
- **Brand Terms Visibility** — questions that directly reference your brand, testing whether AI knows about and recommends you

Click **Add Term**, describe your brand in a **Brand statement** (e.g. "best project management tools for remote teams") and optionally a **Category** — AI automatically generates both user questions and brand sentiment questions from it. Each active question is queried daily across GPT-4o, Claude Haiku, and Gemini, with results appearing on your Dashboard within 24 hours.

Team Management

Team Management guide section. Content owner: Trang.

Team Management Overview

Team Management

Team Management is where you invite teammates and control exactly what each person can do on your account.

Team Seats shows how many seats you're using out of your plan's total (seat count varies by tier — e.g. Starter includes 2, Accelerate includes 5; higher tiers may include unlimited seats).

To invite someone, click **Invite** and fill in:

- **Full Name**
- **Email Address**
- **Permissions** — check exactly what they can do:

Permission	What it allows
Add Brands	Create new brand profiles
Billing	View and manage billing
Add Competitors	Manage competitor tracking
Manage Users	Invite and manage team members
Create Tickets	Create action tickets (on by default)
Delete Tickets	Delete action tickets
Edit Tickets	Edit and move action tickets (on by default)

Click **Send Invite** once you're done — they'll receive an email to join your account with exactly the access you've selected.

“ ? If the invite modal doesn't let you scroll to the Send Invite button, try resizing your browser window or zooming out.

Billing & Plans

Billing & Plans guide section. Content owner: Trang.

Billing Overview

Billing

“ ? What you see on this page depends on how your account is set up.

If your plan is **managed directly by your account manager**, you'll see a simplified view: your **Current Plan** badge and status, a note that billing is handled outside the app, and a **Usage This Period** summary (key terms, brand profiles, competitors, reports, and alerts used so far).

If you're on **self-serve billing**, you'll additionally see:

- **Change Plan** — select a new tier from the pricing page
- **Add-on Packs** — browse additional capacity (extra brands, competitors, users, topics, or alerts)
- **Invoice History** — past invoices available for download

If you're not sure which applies to you, or something looks different from what's described here, contact your account manager.

“ ?? **Important:** Cancelling your subscription permanently deletes all your brand profiles, competitor data, tracked key terms, AI scan results, reports, and alerts. This cannot be undone. If you intend to pause usage rather than cancel, contact support instead.

FAQ

FAQ guide section. Content owner: Trang.

Overview

FAQ

“ How does AEO Stars monitor my brand presence?

AEO Stars regularly runs your tracked search terms against multiple AI engines (ChatGPT, Claude, Gemini, and others) and records whether and how your brand is mentioned in the answers.

“ How does AEO (AI visibility) compare to SEO?

Traditional SEO is about ranking in search engine results pages. AEO is about how AI engines describe and recommend your brand when someone asks a question directly — a different, increasingly important channel that doesn't show up in standard SEO tools.

“ Does AEO matter to me now?

If your customers are starting to ask AI assistants for recommendations in your category, then yes — AEO Stars shows you what those assistants are currently saying, so you're not flying blind on a channel you can't see with regular analytics.

“ Why is my competitor list capped?

Competitor tracking limits are tied to your plan. If you're on a plan that caps you below the number of competitors you want to track, you can prioritize which ones matter most or upgrade your plan in **Billing**.

“ What if AI mentions a competitor I'm not tracking yet?

The Dashboard's Discovered Competitors panel surfaces brands AI mentioned alongside yours that aren't in your tracked list yet — you can add them to start monitoring, or dismiss them if they're not relevant.

“ Where can I get help with a specific screen?

Click the ? icon next to any page title for a short explanation and video, or use **Read the full guide** to come here for more detail.