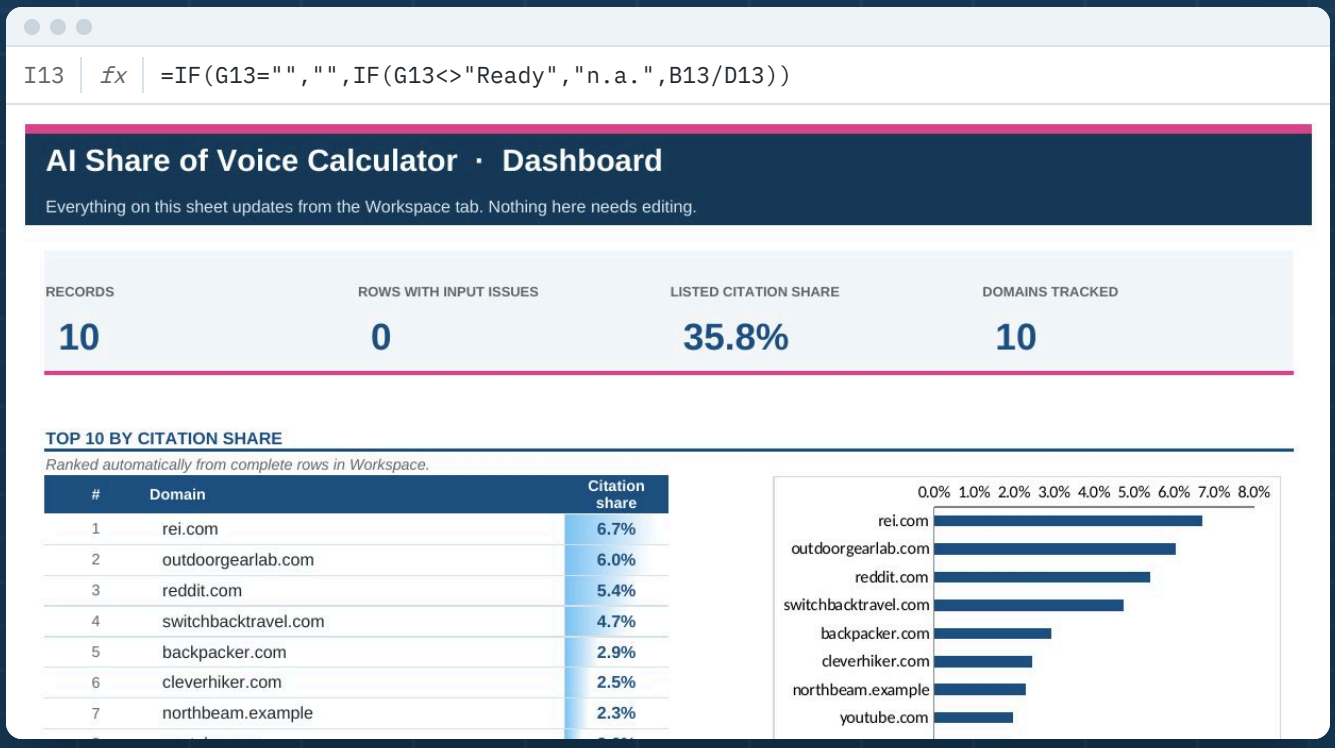
OptimizationTheory.com

AI Visibility & GEO Toolkit, resource 27

AI Share of Voice Calculator

Compare citation rate and share across competitor domains inside one fixed set of AI answers.

Built for the DataForSEO API: AI Optimization: LLM Mentions



I13 | *fx* | =IF(G13="","",IF(G13<>"Ready","n.a.",B13/D13))

AI Share of Voice Calculator · Dashboard

Everything on this sheet updates from the Workspace tab. Nothing here needs editing.

RECORDS	ROWS WITH INPUT ISSUES	LISTED CITATION SHARE	DOMAINS TRACKED
10	0	35.8%	10

TOP 10 BY CITATION SHARE

Ranked automatically from complete rows in Workspace.

#	Domain	Citation share
1	rei.com	6.7%
2	outdoorgearlab.com	6.0%
3	reddit.com	5.4%
4	switchbacktravel.com	4.7%
5	backpacker.com	2.9%
6	cleverhiker.com	2.5%
7	northbeam.example	2.3%

Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

How your domain's AI citation rate and share compare with competitors' within the same answer corpus.

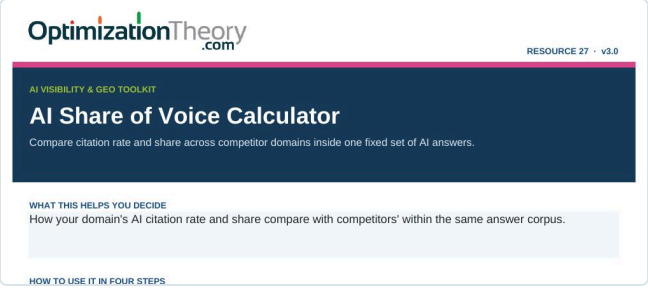
Your citation rate means more with context. Being cited in 12% of answers is excellent in a category where the leader gets 15% and poor where competitors average 40%. AI share of voice puts your number next to theirs.

This AI share of voice calculator works from one fixed corpus of AI answers. For each domain, enter the answers that cite it, the valid answers in the corpus and the total domain citations. It calculates each domain's citation rate and share of all citations, ranked on the Dashboard.

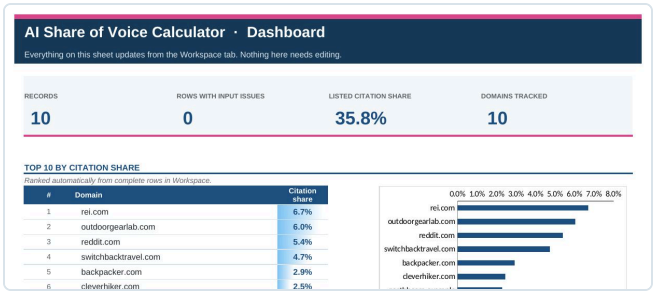
Who it's for

- Brands benchmarking AI visibility against competitors
- Agencies building GEO competitive reports
- SEOs choosing which competitors' content to study
- Teams tracking whether GEO work closes the gap

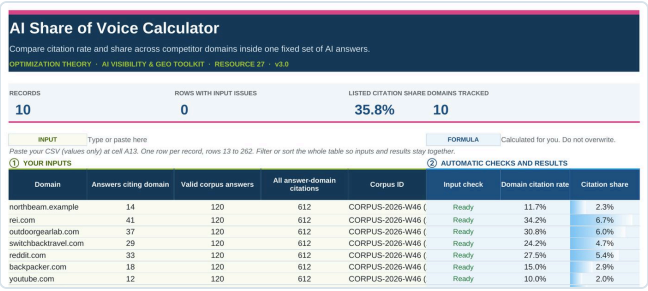
What's in the workbook



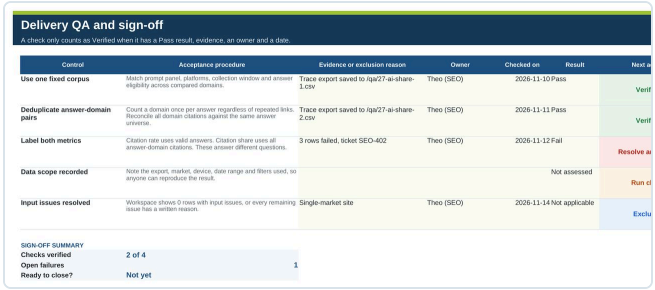
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Citation rate = answers citing the domain ÷ valid answers. Citation share = answers citing the domain ÷ total unique answer-domain citations. Shares add up to 100% across all domains in the corpus.

The key formula, as written in the workbook

```
=IF(G13="","",IF(G13<>"Ready","n.a.",B13/D13))
```

Result column	Plain-English formula	What it tells you
Domain citation rate	Answers citing domain ÷ Valid corpus answers	Share of corpus answers citing this domain. Several domains can occur in one answer.
Citation share	Answers citing domain ÷ All answer-domain citations	Share of answer-domain pairs attributed to this domain.

How to use it, step by step

1

Define the corpus

Choose the prompt panel and cycle. All domains are measured against the same set of answers.

2

Count citations per domain

Count answers citing each domain (once per answer) and the total domain citations across the corpus.

3

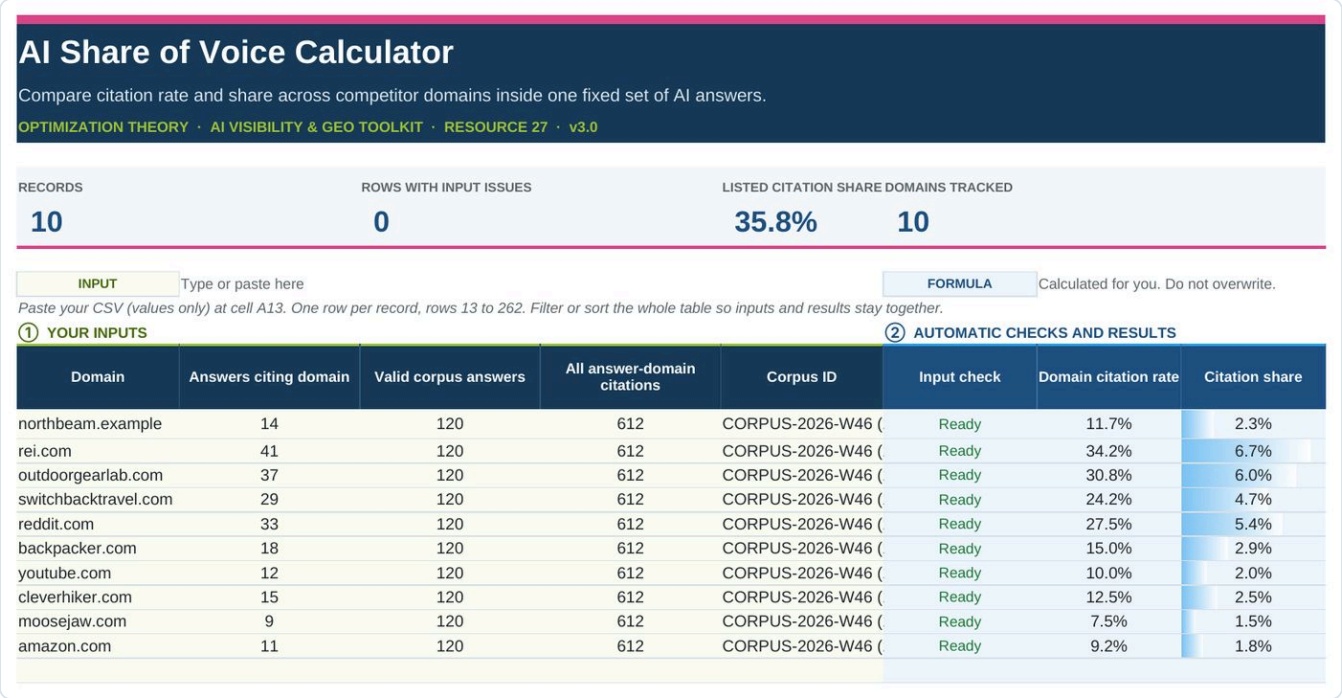
Enter the corpus ID

Label the corpus so future cycles are comparable.

4

Study the leaders

Open the top-cited domains' cited URLs. That's the content AI trusts in your category.



AI Share of Voice Calculator

Compare citation rate and share across competitor domains inside one fixed set of AI answers.

OPTIMIZATION THEORY · AI VISIBILITY & GEO TOOLKIT · RESOURCE 27 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	LISTED CITATION SHARE	DOMAINS TRACKED
10	0	35.8%	10

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Domain	Answers citing domain	Valid corpus answers	All answer-domain citations	Corpus ID	Input check	Domain citation rate	Citation share
northbeam.example	14	120	612	CORPUS-2026-W46 (	Ready	11.7%	2.3%
rei.com	41	120	612	CORPUS-2026-W46 (	Ready	34.2%	6.7%
outdoorgearlab.com	37	120	612	CORPUS-2026-W46 (	Ready	30.8%	6.0%
switchbacktravel.com	29	120	612	CORPUS-2026-W46 (	Ready	24.2%	4.7%
reddit.com	33	120	612	CORPUS-2026-W46 (	Ready	27.5%	5.4%
backpacker.com	18	120	612	CORPUS-2026-W46 (	Ready	15.0%	2.9%
youtube.com	12	120	612	CORPUS-2026-W46 (	Ready	10.0%	2.0%
cleverhiker.com	15	120	612	CORPUS-2026-W46 (	Ready	12.5%	2.5%
moosejaw.com	9	120	612	CORPUS-2026-W46 (	Ready	7.5%	1.5%
amazon.com	11	120	612	CORPUS-2026-W46 (	Ready	9.2%	1.8%

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO AI Optimization: LLM Mentions**: AI answers (ChatGPT or Google AI Overviews) that mention a domain or keyword, with their cited sources.

A helper command builds the input rows from saved API responses. Count citations per domain from your LLM Mentions responses (or from the AI Citation Tracker), one count per answer per domain, then fill the CSV.

1. Request the data

```
POST https://api.dataforseo.com/v3/ai_optimization/llm_mentions/search_mentions/live
[
  {
    "target": [
      {
        "domain": "yourdomain.com"
      }
    ],
    "platform": "chat_gpt",
    "location_code": 2840,
    "language_code": "en",
    "limit": 100
  }
]
```

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

Fills automatically	You add
Source reference (audit trail)	Domain, Answers citing domain, Valid corpus answers, All answer-domain citations, Corpus ID

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`domain`	Domain	One normalized root or host domain under a documented grouping rule.	Your records or manual review
`cited_answers`	Answers citing domain	Count each domain at most once per valid answer in the same corpus.	Your records or manual review
`valid_answers`	Valid corpus answers	Same complete observed-answer denominator repeated for each domain.	Your records or manual review
`all_domain_citations`	All answer-domain citations	Total unique answer-domain pairs across the declared domain universe. Same denominator for every row.	Your records or manual review
`corpus_id`	Corpus ID	Stable panel/corpus, locale, platform and date scope identifier.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

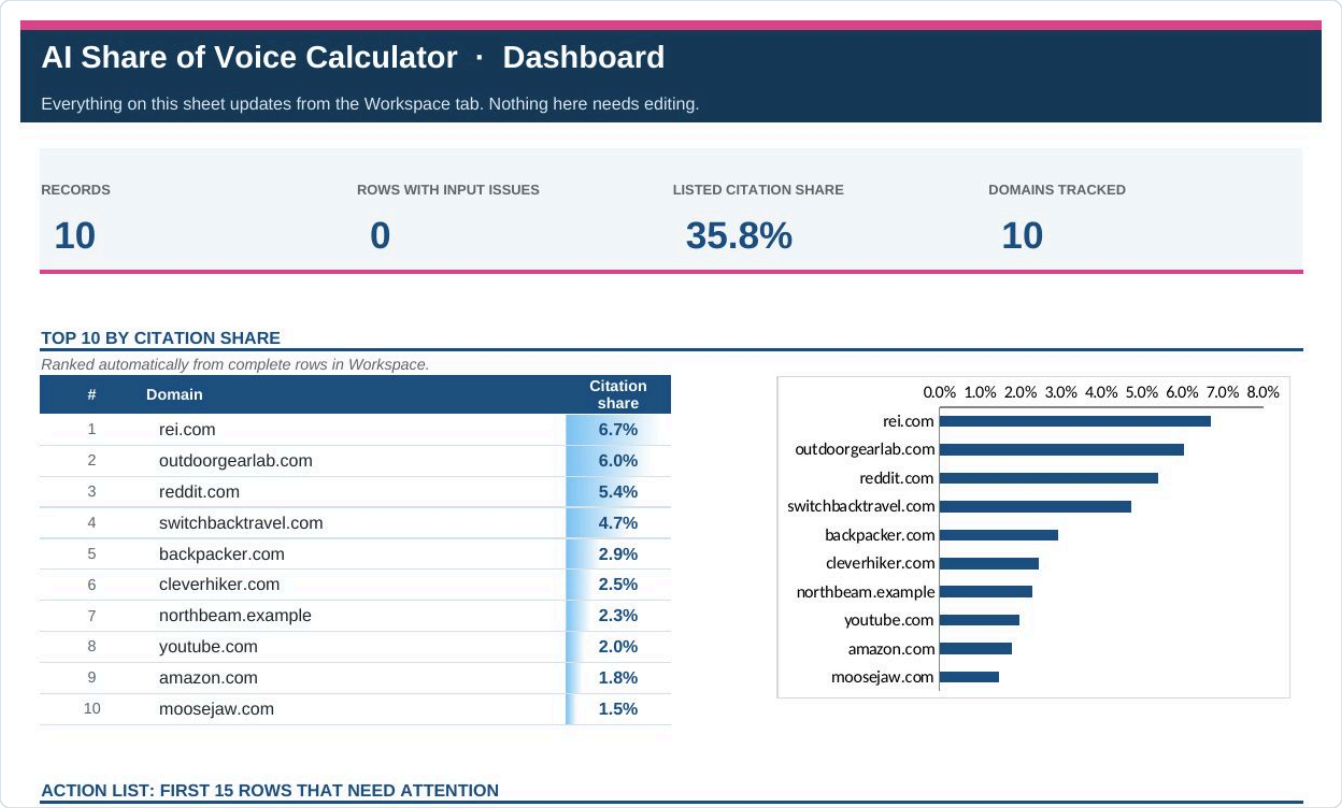
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 10 example rows.

10	0	35.8%	10
Records	Rows with input issues	Listed citation share	Domains tracked

In the example corpus REI and OutdoorGearLab lead, with Reddit close behind. Northbeam sits seventh of ten domains, which makes the gap to close concrete.

Top 10 by citation share

#	Domain	Citation share
1	rei.com	6.7%
2	outdoorgearlab.com	6.0%
3	reddit.com	5.4%
4	switchbacktravel.com	4.7%
5	backpacker.com	2.9%



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Citation rates across domains can sum above 100% because one answer can cite several domains. Citation shares sum to 100% only when every universe domain is listed.

Limits. Target-filtered mention results can bias the corpus. Do not compare different platform or locale samples as one denominator.

Mistakes to avoid

Mixing corpora. Comparing domains from different prompt sets isn't share of voice.

Counting repeated citations in one answer. Count a domain once per answer so long answers don't dominate.

Ignoring forums and video. Reddit and YouTube are often among the most-cited domains. Include them.

Tips from the field

Feed counts from the AI citation tracker or your AI visibility tool's export.

Track the same competitors every cycle.

Look at which page types competitors get cited for and plan content accordingly.

Questions people ask

What is AI share of voice?

Your share of all citations (or mentions) in AI answers for a defined set of prompts, compared with competitors.

How is citation share different from citation rate?

Rate is how often you're cited per answer. Share is your portion of all citations across all domains.

How many answers do I need?

Enough that a few answers don't swing the result. A hundred or more valid answers per cycle is a sensible starting point.

Which tools measure AI share of voice?

Several AI visibility tools do it automatically. This calculator works with their exports or your own manual corpus.

Templates that work well with this one

AI Citation Tracker

Log answers from ChatGPT, Perplexity, Gemini and AI Overviews, and measure your citation rate by platform.

AI Prompt Research Template

Turn real customer tasks and keywords into a weighted prompt panel for ChatGPT, Perplexity, Gemini and AI Overviews.

Keyword Gap Analysis Template

Find the queries your competitors rank for that you don't, and size each gap in potential clicks.

AI Referral Traffic Tracker

Measure sessions, conversion rate and contribution per session from ChatGPT, Perplexity, Gemini, Copilot and Claude.

Brand Entity Consistency Audit

Compare your official brand facts with Wikidata, LinkedIn, GBP, Yelp and more, and log every correction request.

SEO Visibility Score Calculator

Weight rankings by search volume and CTR to see real visibility gains and losses across a fixed keyword set.

Read the full tutorial online: **optimizationtheory.com/download-view/ai-share-of-voice-calculator/**
Get all six templates in the **AI Visibility & GEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.