

Weekly GEO Visibility Report

Cloudflare (test brand) · Week 1 Baseline · June 2026

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Sample output. This illustrative weekly GEO report was generated from Otterly.AI exports and human-reviewed strategy notes. Cloudflare is used as the test brand to stress-test the workflow. The system, measurement cadence, and analysis framework are the deliverables.

Scope and Method

Test brand	Cloudflare
Market	United States
Reporting period	June 12 to 18, 2026 (7-day window)
Prompt set	15 buyer-intent prompts
Measurement layer	Otterly.AI
Workflow layer	Claude-assisted analysis with human review
Report purpose	Week 1 GEO baseline for visibility, narrative fidelity, citation authority, and action planning

This Week 1 baseline covers a 7-day window, June 12 to 18, 2026, across tracked engines including ChatGPT, Perplexity, Gemini, and Google AI Overviews. It is the first week of tracking, so raw counts are small and grow in later weeks; week-over-week comparisons use normalized metrics (share of voice, coverage, and average position).

1. Executive summary

Cloudflare leads the tracked category in Week 1 with a clear category lead, the highest generative share of voice, and the best average position across 15 buyer-intent prompts. When Cloudflare appears in an AI answer, it is almost always cited first (average position 1.05), which signals strong perceived authority and buyer recall in its core categories.

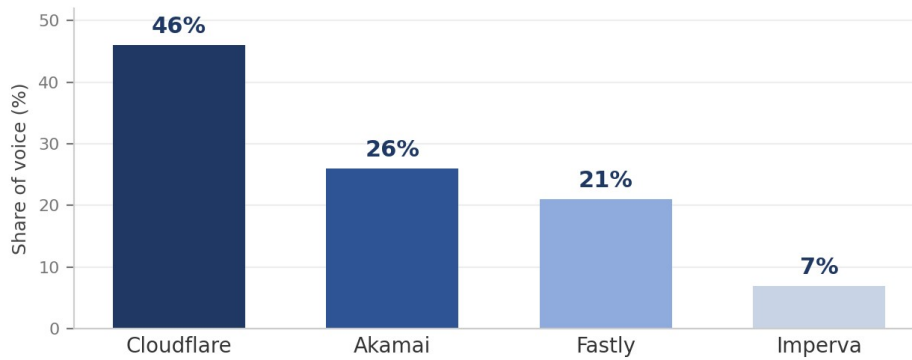
The opportunity is not inclusion. Cloudflare is already visible. The opportunity is narrative depth in softer prompt clusters, specifically Zero Trust, VPN replacement, and origin egress cost reduction, where mention counts are lower and competitor or third-party sources have more room to shape the answer.

This baseline turns AI search visibility into an operating cadence: what the brand owns, where competitors still shape the answer, and which content, authority, or messaging gaps should be addressed next.

2. KPI snapshot

Metric	Week 1 result	What it means
Brand coverage	62%	Appears across the majority of tracked prompts
Generative share of voice	46%	Leads the tracked competitive set
Brand mentions	74	Most-mentioned brand across the prompt library
Average position	1.05	When it appears, it is usually ranked first
Closest competitor	Akamai	Trails Cloudflare but remains visible across core prompts
Highest-pressure competitor	Fastly	Frequent in CDN, edge, and performance answer sets
Sentiment	+62	Strongly positive across answers

Week 1 Generative Share of Voice



Source: Otterly.AI Cloudflare brand report, United States, captured June 18, 2026.

3. Prompt-level findings

Competitive set across the 15-prompt library:

Brand	Mentions	Brand coverage	Share of voice	Avg position
Cloudflare	74	62%	46%	1.05
Akamai	42	35%	26%	2.15
Fastly	34	28%	21%	2.17
Imperva	12	10%	7%	3.00

Each prompt cluster is classified to turn the data into an action map. Win means strongly included and accurately framed; Competitive means present but contested; Whitespace means no brand fully owns the answer yet.

Prompt cluster	Classification	Mentions	Avg position	What it signals	Recommended action
Low-latency global app deployment	Win	8	TBD	Cloudflare is strongly included and accurately framed	Protect and monitor
Unmetered DDoS and global CDN	Win	8	TBD	Strong visibility in a core category	Protect and monitor
Best global CDNs for high-traffic sites	Win	8	TBD	Cloudflare is competitively positioned	Protect and monitor
WAFs with DDoS protection	Win	8	TBD	Strong owned-category authority	Protect and monitor
Reliable edge compute	Win	8	TBD	Strong inclusion and positioning	Protect and monitor
Enterprise CDN, WAF, and DNS consolidation	Win	8	TBD	Well framed for platform consolidation	Protect and monitor
Zero Trust	Competitive	6	TBD	Cloudflare appears, but framing is thinner	Strengthen narrative and supporting content
VPN replacement	Competitive	TBD	TBD	Competitors and third parties can shape the answer	Improve comparison and use-case content
Origin egress cost reduction	Competitive	4	TBD	Lower mention depth and less precise framing	Map to owned content and documentation
Competitor-heavy CDN prompts	Competitive	TBD	TBD	Akamai and Fastly remain visible	Build comparison and authority assets
Security platform consolidation prompts	Whitespace	TBD	TBD	No single brand fully owns the answer	Create thought leadership and structured content
Developer documentation prompts	Win	TBD	TBD	Documentation is acting as a GEO asset	Protect, refresh, and strengthen internal links
Community-influenced prompts	Competitive	TBD	TBD	Reddit, YouTube, and review sources influence answers	Strengthen third-party and community visibility
Buyer comparison prompts	Competitive	TBD	TBD	The answer set is shaped by comparison framing	Improve comparison pages and citation sources

Emerging AI security and edge prompts	Whitespace	TBD	TBD	Chance to define the category before competitors	Create category-definition content
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Mentions are per-cluster brand mention counts from Otterly.AI for June 12 to 18. Average position is tracked at brand level (1.05), so per-cluster position is marked TBD.

4. Narrative fidelity review

Inclusion alone can mislead, since a brand can appear yet be described generically or in a way that favors a competitor. In Week 1, Cloudflare is described accurately and on-strategy in its core categories (global CDN, DDoS protection, WAF, and edge compute). Fidelity is thinner in the softer clusters, Zero Trust, VPN replacement, and origin egress cost reduction, where Cloudflare is mentioned less often and framed less precisely. These clusters are the priority for Week 2 narrative scoring and supporting-content work.

5. Citation and authority review

A brand can hold strong owned content and still lose narrative ground if competitor or third-party sources are retrieved more often. Week 1 citation findings:

- **cloudflare.com** is the most-cited domain (68 citations), anchoring Cloudflare's owned authority.
- **developers.cloudflare.com** adds 20 more citations, confirming documentation is a meaningful GEO asset, not just a developer resource.
- **Competitor presence:** competitor domains still shape answers: fastly.com (42 citations) and akamai.com (12 citations).
- **Earned and community:** YouTube, Reddit, and TechRadar all influence answers, so third-party and community authority matters alongside owned content.

Takeaway: know which sources are retrieved, which are trusted, and which shape the answer, then prioritize citation quality over volume.

6. Prioritized action plan

Priority	Action	Why it matters
High	Review Zero Trust and VPN replacement answer text for narrative fidelity	These prompts show softer visibility and may need clearer positioning
High	Map weaker prompts to existing Cloudflare pages and documentation	Identifies whether the gap is content, structure, citation, or messaging
Medium	Strengthen comparison and use-case content around competitor-heavy prompts	Improves retrieval when Akamai or Fastly are strongly present
Medium	Review citation sources by prompt cluster	Shows which sources shape each answer
Medium	Build an executive trend view for Weeks 2 through 4	Turns the baseline into a measurable operating cadence

7. Measurement cadence

To keep week-over-week comparisons clean, each report should be run seven days apart using the same prompt library, market, and measurement setup.

Report	Run date	Focus
Week 1	June 12 to 18, 2026	Baseline
Week 2	June 19 to 25, 2026	Narrative fidelity
Week 3	June 26 to July 2, 2026	Competitive and citation gaps
Week 4	July 3 to 9, 2026	System and final framework