

Weekly GEO Visibility Report

Cloudflare (test brand) · Week 2 · 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 19 to 25, 2026 (7-day window)
Prompt set	15 buyer-intent prompts
Date generated	June 25, 2026
Measurement layer	Otterly.AI
Workflow layer	Claude-assisted analysis with human review
Report purpose	Week 2 movement and narrative fidelity versus the Week 1 baseline

This Week 2 report covers a 7-day measurement window, June 19 to 25, 2026, across the AI search engines tracked in Otterly.AI, including ChatGPT, Perplexity, Gemini, and Google AI Overviews where available. Week 1 covered June 12 to 18 (a 7-day window) and was the first week of tracking, so compare on normalized metrics, not raw counts.

1. Executive summary

In Week 2, Cloudflare extended its baseline lead. Brand coverage rose to 68% (from 62%) and generative share of voice rose to 48% (from 46%), while Cloudflare held the top average position at 1.11. Sentiment is strongly positive at +55, and the Brand Visibility Index classifies Cloudflare as a category Leader.

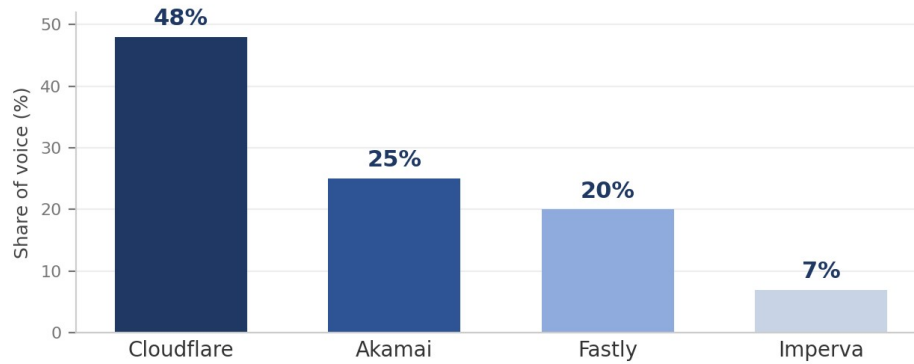
Inclusion is not the issue; Cloudflare is highly visible. The watch area is the Zero Trust and edge-compute clusters, where security vendors (Zscaler, Palo Alto Networks, Check Point) and community sources (YouTube, Reddit) are prominent citation sources, and a third-party review site is the single most-cited URL for edge prompts.

This week confirms the baseline trend and sharpens the focus: defend the CDN and DDoS lead, and earn presence in the third-party, security-vendor, and community sources that shape the softer clusters.

2. KPI snapshot

Metric	Week 2 result	Movement vs Week 1
Brand coverage	68%	Up 6 points from the 62% baseline
Generative share of voice	48%	Up 2 points from the 46% baseline
Brand mentions	244	Up from 74 in Week 1; counts grow as tracking data fills in
Average position	1.11	Held first; 1.05 at baseline
Closest competitor	Akamai (25% SoV)	Down 1 point from baseline
Highest-pressure competitor	Fastly	Steady in CDN, edge, and performance answers
Sentiment	+55	Strongly positive across answers

Week 2 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	244	68%	48%	1.11
Akamai	125	35%	25%	2.06
Fastly	103	29%	20%	2.33
Imperva	38	11%	7%	2.88

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	19	TBD	Cloudflare is strongly included and accurately framed	Protect and monitor
Unmetered DDoS and global CDN	Win	24	TBD	Strong visibility in a core category	Protect and monitor
Best global CDNs for high-traffic sites	Win	24	TBD	Cloudflare is competitively positioned	Protect and monitor
WAFs with DDoS protection	Win	22	TBD	Strong owned-category authority	Protect and monitor
Reliable edge compute	Win	22	TBD	Strong inclusion and positioning	Protect and monitor
Enterprise CDN, WAF, and DNS consolidation	Win	23	TBD	Well framed for platform consolidation	Protect and monitor
Zero Trust	Competitive	19	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	17	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

4. Narrative fidelity review

Narrative fidelity is the Week 2 focus. Cloudflare is described accurately and on-strategy in its core categories, global CDN, DDoS protection, WAF, and edge compute, with high mention counts, an average position near first, and strongly positive sentiment (+55). Fidelity is more contested in Zero Trust and VPN replacement: Cloudflare now appears (19 mentions on the Zero Trust prompt), but security specialists such as Zscaler, Palo Alto Networks, and Check Point are prominent in the sources shaping those answers. These clusters remain the priority for supporting content and citation 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 2 citation findings:

- **cloudflare.com** leads all sources with 189 citations (6% share), and developers.cloudflare.com adds 44, so owned content and docs anchor authority.
- **Third-party reviews:** a third-party edge-compute review (wavesandalgorithms.com, 16) is the single most-cited URL, out-citing owned pages for edge prompts.
- **Competitor and category sources:** Zero Trust answers are shaped by security vendors, zscaler.com (52), paloaltonetworks.com (33), and checkpoint.com, alongside fastly.com (88) and akamai.com (48).
- **Community:** youtube.com (61) and reddit.com (52) are top-five citation sources, so community authority materially shapes answers.

Takeaway: owned authority is strong, but edge and Zero Trust answers are shaped by third-party reviews, security vendors, and community sources, the priority targets for citation work.

6. Prioritized action plan

Priority	Action	Why it matters
High	Earn citations in Zero Trust sources where Zscaler, Palo Alto, and Check Point dominate	These vendors shape Zero Trust answers where Cloudflare framing is thinner
High	Target third-party edge-compute reviews and roundups out-citing owned pages	A review site is the single most-cited URL for edge prompts
Medium	Deepen developer documentation as a cited GEO asset	developers.cloudflare.com is already cited 44 times this week
Medium	Engage authentically in community sources such as YouTube and Reddit	Both are top-five citation sources shaping answers
Medium	Hold the CDN and DDoS lead against Akamai and Fastly	Cloudflare leads but competitors remain visible in core prompts

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 (this report)
Week 3	June 26 to July 2, 2026	Competitive and citation gaps
Week 4	July 3 to 9, 2026	System and final framework