

Weekly GEO Visibility Report

Cloudflare (test brand) · Week 3 · June–July 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 26 to July 2, 2026 (7-day window)
Prompt set	15 buyer-intent prompts
Date generated	July 2, 2026
Measurement layer	Otterly.AI
Workflow layer	Claude-assisted analysis with human review
Report purpose	Week 3 competitive and citation-gap analysis versus the Week 1 baseline and Week 2

This Week 3 report covers a 7-day measurement window, June 26 to July 2, 2026, across the AI search engines tracked in Otterly.AI, including ChatGPT, Perplexity, Gemini, and Google AI Overviews where available. It compares against Week 2 (June 19 to 25) and the Week 1 baseline (June 12 to 18). Per the measurement cadence, Week 3 focuses on competitive and citation gaps. Compare on normalized metrics (coverage, share of voice, and average position), not raw counts.

1. Executive summary

Cloudflare remains the category Leader in Week 3. Generative share of voice climbed again to 50% (from 48%), average position recovered to 1.07 (from 1.11), and sentiment ticked up to +58. The Brand Visibility Index still classifies Cloudflare as a Leader, with a 99% likelihood-to-buy score, well ahead of Akamai, Fastly, and Imperva, all of which sit in the Niche quadrant.

But this is the first week with an early-warning signal. Brand coverage dipped for the first time since tracking began, from 68% to 66%, and the daily coverage chart shows Cloudflare sliding through the back half of the week, from roughly 70% toward the low 50s by July 1. Dominance is intact, but the streak of gains broke, and the shape of the decline is worth watching.

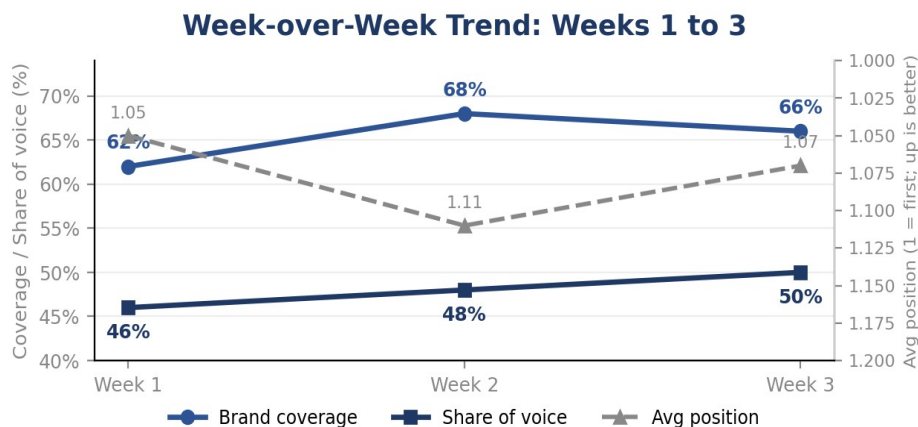
The Week 3 focus, competitive and citation gaps, surfaces the more important story. Cloudflare wins mentions but is losing citation ground. Its owned domain citation share slipped from 6% to 5%, and for the first time a third-party page, egresscost.com (16 citations), is the single most-cited URL in the

tracked set, ahead of Cloudflare’s own top page. Security vendors, Microsoft Learn, and YouTube are all gaining citation share in exactly the soft clusters: Zero Trust, edge compute, and origin egress cost.

Read together: AI still names Cloudflare first, but it increasingly explains the category using other companies’ pages. A citation gap tends to precede a coverage and narrative gap. The action this week is to close it while the lead is still comfortable.

2. KPI snapshot

Metric	Week 3 result	Movement vs Week 2
Brand coverage	66%	Down 2 points from 68%; first decline since Week 1, with a visible late-week slide
Generative share of voice	50%	Up 2 points from 48%; now half the tracked category
Brand mentions	237	Steady versus 244; counts have leveled off as tracking matured
Average position	1.07	Improved from 1.11; still ranked first when present
Closest competitor	Akamai (23% SoV)	Down 2 points from 25%; the voice lead is widening
Highest-pressure competitor	Fastly (19% SoV)	Steady on voice, but average position slipped to 2.52 from 2.33
Sentiment	+58	Up from +55; strongly positive across answers
Owned citation share	5%	Down from 6%; a third-party URL is now the most-cited source



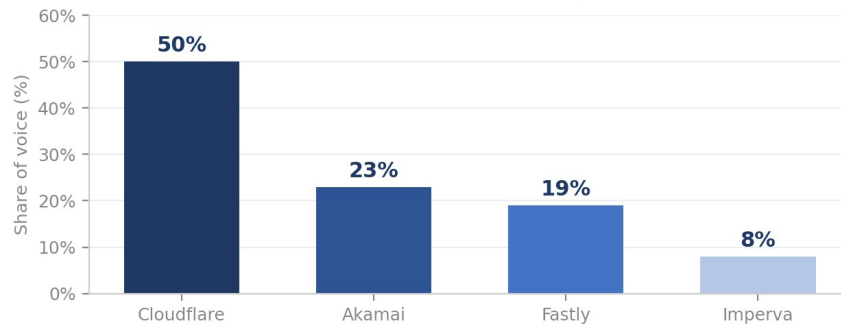
Week-over-week trend, Weeks 1 to 3. Source: Otterly.AI Cloudflare brand reports, United States.

3. Prompt-level findings

Competitive set across the 15-prompt library:

Brand	Mentions	Brand coverage	Share of voice	Avg position
Cloudflare	237	66%	50%	1.07
Akamai	111	31%	23%	2.08
Fastly	92	26%	19%	2.52
Imperva	37	10%	8%	2.96

Week 3 Generative Share of Voice



Source: Otterly.AI Cloudflare brand report, United States, captured July 2, 2026.

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	What it signals	Recommended action
Unmetered DDoS and global CDN	Win	24	Strong visibility in a core category	Protect and monitor
Best global CDNs for high-traffic sites	Win	24	Competitively positioned against Akamai and Fastly	Protect and monitor
Enterprise CDN, WAF, and DNS consolidation	Win	24	Well framed for platform consolidation	Protect and monitor
SASE and Zero Trust comparison	Competitive	23	Present, but security specialists shape the answer	Strengthen comparison content and citations
WAFs with DDoS protection	Win	22	Strong owned-category authority	Protect; Microsoft Learn now cited here
Reliable edge compute	Competitive	20	Third-party review sites out-cite owned pages	Target edge roundups and reviews
Zero Trust for employees and SaaS	Competitive	19	Cloudflare appears; Zscaler and Check Point dominate sources	Close the Zero Trust citation gap
Protect production apps from DDoS	Win	19	Strongly included in a core category	Protect and monitor
Edge compute priced	Competitive	18	Framing thinner; developer sources	Deepen developer

on CPU time			shape answers	documentation
Low-latency global app deployment	Win	17	Accurately framed, slightly lower depth than Week 2	Protect and monitor
Origin egress cost reduction	Competitive	TBD	egresscost.com is now the single most-cited URL	Reclaim the egress narrative with owned content
Community-influenced prompts	Competitive	TBD	YouTube citations surged; Reddit remains influential	Strengthen third-party and community visibility
Security platform consolidation	Whitespace	TBD	No brand fully owns the answer	Create category-definition content

Mentions are per-cluster brand mention counts from Otterly.AI for June 26 to July 2. Average position is tracked at brand level (1.07), so per-cluster position is not broken out. Clusters marked TBD are not in this week's top-10 mention export but remain tracked through citations.

4. Narrative fidelity review

Cloudflare is still 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 (+58). The contested clusters are unchanged from Week 2 but the pressure has intensified: in Zero Trust and SASE, security specialists such as Zscaler, Check Point, Palo Alto Networks, and now Cisco are prominent in the sources shaping answers; in edge compute and origin egress cost, third-party review and cost-comparison sites carry the framing. Fidelity is fine where Cloudflare is cited; the risk is that competitors' and third parties' pages are increasingly the ones being retrieved to explain these clusters.

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. This is the Week 3 focus, and the signals are moving:

- **Owned authority:** cloudflare.com still leads all domains with 184 citations, but its share slipped from 6% to 5%, and developers.cloudflare.com rose to 51 (from 44), so documentation is strengthening even as the top-level domain eases.
- **Third-party #1 URL:** for the first time, a third-party page is the single most-cited URL: egresscost.com/reduce-costs (16), ahead of Cloudflare's own top page (/products/ddos, 13). CDN and edge roundups follow closely: TechRadar (14), InMotion Hosting (14), Portainer (13), and EdgeNext (12).
- **Security vendors:** Zero Trust and SASE answers are shaped by zscaler.com (48), checkpoint.com (40), paloaltonetworks.com (13 on the cyberpedia page), and cisco.com (39), a new top-10 domain this week.

- **Microsoft Learn:** learn.microsoft.com jumped to 57 citations, a top-four domain, cited on DDoS and WAF prompts. Microsoft is now competing for citations inside Cloudflare's core categories, not just the soft ones.
- **Community:** youtube.com surged to 91 citations (from 61), the second-most-cited domain overall, while reddit.com held at 49. Community authority is a growing share of the answer.

Takeaway: owned authority is holding at the top of the list, but third-party review sites, security vendors, Microsoft Learn, and YouTube are all gaining citation share, and the gains cluster in Zero Trust, edge, and egress. The citation gap is the leading indicator here, and it is the priority for Week 3 action.

6. Prioritized action plan

Priority	Action	Why it matters
High	Reclaim the egress-cost narrative with an owned page and comparison	egresscost.com is now the single most-cited URL, out-citing Cloudflare's own pages
High	Contest Microsoft Learn on DDoS and WAF prompts by strengthening and structuring owned docs	learn.microsoft.com (57) is being cited inside Cloudflare's core categories
High	Close the Zero Trust citation gap versus Zscaler, Check Point, Palo Alto, and Cisco	These vendors shape Zero Trust and SASE answers where Cloudflare framing is thinner
Medium	Target edge-compute reviews and roundups (Portainer, EdgeNext, InMotion)	Third-party edge pages out-cite owned pages on edge prompts
Medium	Invest in authoritative YouTube content and transcripts	YouTube citations surged to 91, now the second-most-cited domain
Medium	Protect the coverage dip: monitor daily coverage and defend the CDN and DDoS lead	Coverage fell for the first time and slid late in the week against Akamai and Fastly

7. Measurement cadence

To keep week-over-week comparisons clean, each report is 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 (this report)
Week 4	July 3 to 9, 2026	System and final framework