

Weekly GEO Visibility Report

Cloudflare (test brand) · Week 4 · June–July 2026

Prepared by Ellen Tuckett · AI Search, AEO, GEO, and SEO Strategy · ellentuckett.com/proof-lab

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. This is the final report in the four-week series.

Scope and Method

Test brand	Cloudflare
Market	United States
Reporting period	July 3 to July 9, 2026 (7-day window)
Prompt set	15 buyer-intent prompts
Date generated	July 21, 2026
Measurement layer	Otterly.AI
Workflow layer	Claude-assisted analysis with human review
Report purpose	Week 4 system and final-framework wrap-up, closing the four-week series against the Week 1 baseline

Reporting window July 3–9, 2026. Source: Otterly.AI Cloudflare brand report, United States.

This Week 4 report covers a 7-day measurement window, July 3 to 9, 2026, across the AI search engines tracked in Otterly.AI. It compares against Week 3 (June 26 to July 2), Week 2 (June 19 to 25), and the Week 1 baseline (June 12 to 18). Per the measurement cadence, Week 4 packages the findings into the final repeatable framework. Compare on normalized metrics (coverage, share of voice, and average position), not raw counts.

1. Executive summary

Cloudflare closes the four-week program as the category **Leader**. In Week 4 (July 3–9) it holds a 49% generative share of voice, 264 brand mentions, an average position of 1.09, and sentiment of +59. The Brand Visibility Index still classifies Cloudflare as a Leader, with a 98% likelihood-to-buy score, well ahead of Akamai, Fastly, and Imperva, all of which sit in the Niche quadrant.

The early-warning signal from Week 3 played out. Brand coverage fell again, from 66% to 63%, the second straight decline, so last week’s late-week slide was not noise. Dominance is intact, but breadth is narrowing in a specific way: Cloudflare is mentioned *more* often than in Week 3 (264 versus 237) while appearing in a *smaller* share of prompts. Depth is concentrating in the core CDN, DDoS, and WAF categories while the softer clusters thin out.

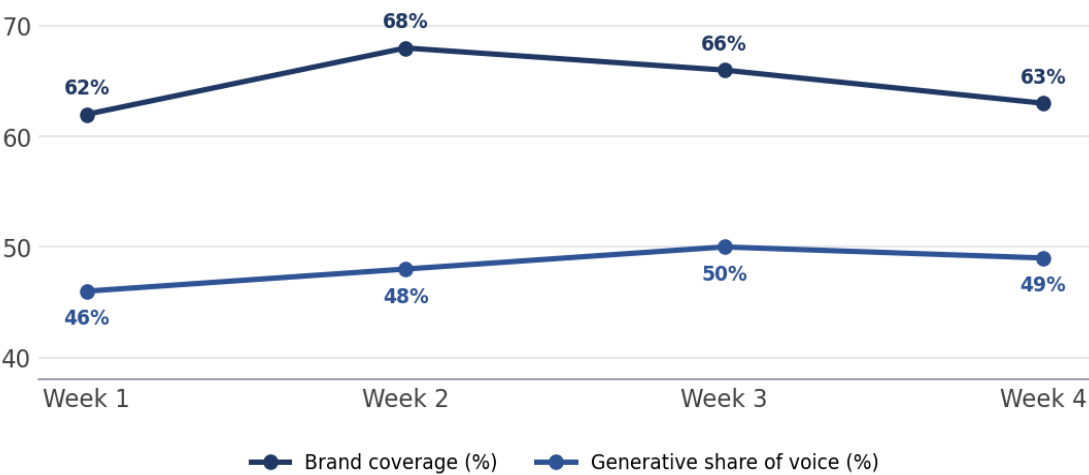
The citation gap, the Week 3 focus, widened. Owned-domain citation share slipped again, from 5% to 4%, and for the second consecutive week a third-party page, **egresscost.com/reduce-costs**, is the single most-cited URL in the tracked set, ahead of Cloudflare’s own top page. YouTube (136 citations), Microsoft Learn (76), and security vendors such as Zscaler (59) and Cisco (49) keep gaining citation ground in exactly the soft clusters: Zero Trust, edge compute, and origin egress cost.

Read across the full program, the pattern is consistent: AI reliably names Cloudflare first, but it increasingly explains the category using other companies’ pages. The system’s core finding is that **mention leadership and citation**

leadership are diverging, and citation share is the leading indicator to manage. The final-week action is to convert mention dominance into citation dominance before the coverage slide reaches the core clusters.

2. KPI snapshot

Metric	Week 4 result	Movement vs Week 3
Brand coverage	63%	Down 3 points from 66%; second straight decline as breadth eases
Generative share of voice	49%	Down 1 point from 50%; still essentially half the tracked category
Brand mentions	264	Up from 237; depth in core prompts rose even as coverage fell
Average position	1.09	Steady versus 1.07; still ranked first whenever present
Closest competitor	Akamai (23% SoV)	Unchanged; the voice lead holds at roughly 26 points
Highest-pressure competitor	Fastly (20% SoV)	Up 1 point on voice; average position eased to 2.62 from 2.52
Sentiment	+59	Up from +58; strongly positive across answers
Owned citation share	4%	Down from 5%; a third-party URL is again the most-cited source



Week-over-week trend, Weeks 1 to 4. Source: Otterly.AI Cloudflare brand reports, United States.

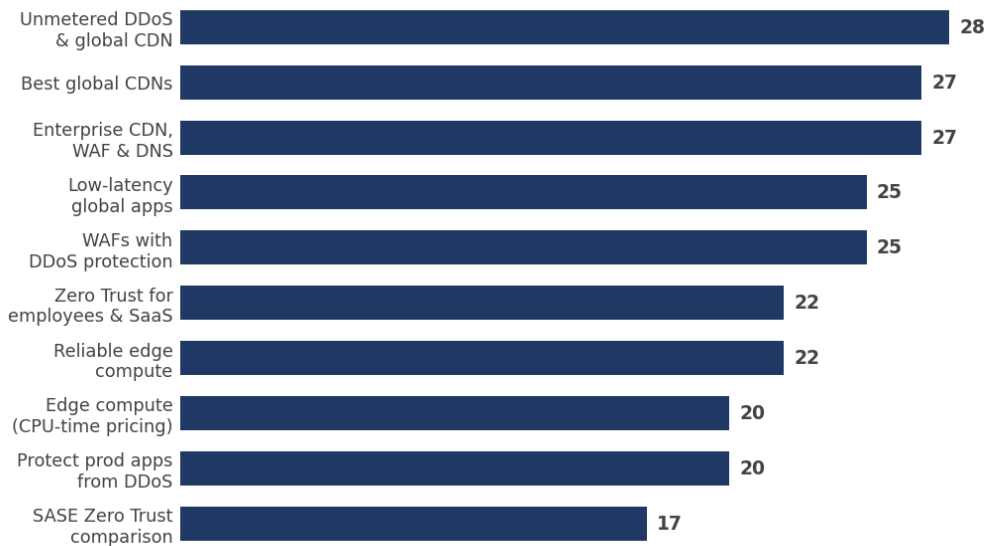
3. Prompt-level findings

Competitive set across the 15-prompt library:

Brand	Mentions	Brand coverage	Share of voice	Avg position
Cloudflare	264	63%	49%	1.09
Akamai	125	30%	23%	2.08
Fastly	106	25%	20%	2.62

Brand	Mentions	Brand coverage	Share of voice	Avg position
Imperva	42	10%	8%	2.73

Source: Otterly.AI Cloudflare brand report, United States, reporting window July 3–9, 2026.



Top prompt clusters by Cloudflare brand mentions, July 3–9, 2026. Source: Otterly.AI.

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	Class	Mentions	What it signals	Recommended action
Unmetered DDoS and global CDN	Win	28	Category-leading visibility and 50 owned-domain citations	Protect and monitor
Enterprise CDN, WAF, and DNS	Win	27	Well framed for platform consolidation; 23 owned citations	Protect and monitor
Best global CDNs for high-traffic sites	Competitive	27	Akamai and Fastly each also hit 27 mentions; only 2 owned citations	Strengthen owned CDN comparison content
WAFs with DDoS protection	Win	25	Strong owned-category authority; 23 owned citations	Protect; contest Microsoft Learn
Low-latency global app deployment	Win	25	Accurately framed, but Akamai out-cites on this prompt	Add serverless and edge citations
Zero Trust for employees and SaaS	Competitive	22	Owned domain cited 47× here, a real gain, but Zscaler shapes sources	Press the Zero Trust citation gain
Reliable edge compute	Competitive	22	Fastly (21 mentions) and third-party roundups shape the answer	Target edge roundups and reviews
Protect production apps from	Win	20	Strongly included in a core	Protect and monitor

Prompt cluster	Class	Mentions	What it signals	Recommended action
DDoS			category; 14 owned citations	
Edge compute priced on CPU time	Competitive	20	Framing thinner; only 1 owned citation, developer sources lead	Deepen developer documentation
SASE and Zero Trust comparison	Competitive	17	Present, but security specialists shape the sources	Strengthen comparison content
Zero Trust replacing legacy VPNs	Competitive	16	Present but thin; only 4 owned citations	Build VPN-replacement content
Origin egress cost reduction	Competitive	12	egresscost.com is again the single most-cited URL; Fastly cited 27x	Reclaim the egress narrative with owned content
VPN concentrator overloaded	Whitespace	3	Thin presence; netmaker.io owns the answer	Publish VPN-overload guidance
Securing AI agents	Whitespace	0	Cloudflare not mentioned at all; no brand owns the answer	Create category-definition content
Securing users, devices, and data on one network	Whitespace	0	Cloudflare not mentioned; only 3 owned citations	Build owned SASE / one-network content

Mentions are per-prompt Cloudflare brand mention counts from Otterly.AI, July 3–9, 2026. Average position is tracked at brand level (1.09), so per-cluster position is not broken out.

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 (+59). The contested clusters are unchanged from Week 3, and two of them are now outright gaps. In Week 4, Cloudflare is **not mentioned at all** on two tracked prompts: securing AI agents and securing users, devices, and data on one network. Both are adjacent to Cloudflare’s SASE and one-network positioning, so their absence is a fidelity risk, not just a coverage one.

Where Cloudflare is present, the framing holds. In Zero Trust for employees and SaaS the owned domain was cited 47 times, the strongest owned-citation showing outside the core CDN and DDoS prompts, which suggests the Week 3 recommendation to close that gap is starting to land. The persistent risk is unchanged: in edge compute and origin egress cost, third-party review and cost-comparison sites carry the framing, and security specialists such as Zscaler, Cisco, and Palo Alto Networks continue to shape the sources retrieved for SASE and Zero Trust answers.

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 was the Week 3 focus, and the signals kept moving through Week 4:

- **Owned authority:** cloudflare.com still leads all domains with 176 citations, but its share slipped again from 5% to 4%. developers.cloudflare.com holds at 76 citations, so documentation authority is steady even as the top-level domain eases.

- **Third-party #1 URL:** for the second straight week a third-party page is the single most-cited URL — egresscost.com/reduce-costs (20 citations), ahead of Cloudflare’s own top page, /products/ddos (17). CDN and edge roundups follow closely: TechRadar (17), iplocation.net (16), Portainer (16), the Fastly blog (16), and EdgeNext (14).
- **Security vendors:** Zero Trust and SASE answers are still shaped by zscaler.com (59), cisco.com (49), and paloaltonetworks.com (43), all top-ten domains that sit inside Cloudflare’s softer clusters.
- **Microsoft Learn:** learn.microsoft.com holds at 76 citations, a top-four domain, cited on DDoS and WAF prompts. Microsoft is competing for citations inside Cloudflare’s core categories, not just the soft ones.
- **Community:** youtube.com is the second-most-cited domain overall at 136 citations, and reddit.com holds at 62. Community authority remains a large and 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 keep gaining citation share, and the gains cluster in Zero Trust, edge, and egress. Across four weeks the citation gap has been the earliest and most reliable indicator, and it is the priority to manage going forward.

6. Prioritized action plan

Priority	Action	Why it matters
High	Reclaim the egress-cost narrative with an owned page and comparison	egresscost.com is again the single most-cited URL, out-citing Cloudflare’s own pages for a second week
High	Fill the two whitespace gaps — securing AI agents and one-network security — with owned category-definition content	Cloudflare is absent from both prompts, adjacent to its SASE positioning
High	Contest Microsoft Learn on DDoS and WAF prompts by strengthening and structuring owned docs	learn.microsoft.com (76) is cited inside Cloudflare’s core categories
Medium	Press the Zero Trust citation gain versus Zscaler, Cisco, and Palo Alto	Owned citations on that prompt jumped to 47; keep the momentum
Medium	Target edge-compute reviews and roundups (Portainer, EdgeNext, iplocation)	Third-party edge pages out-cite owned pages on edge prompts
Medium	Invest in authoritative YouTube content and transcripts	YouTube (136) is the second-most-cited domain overall
Medium	Defend the coverage slide: monitor daily coverage and protect the CDN and DDoS lead	Coverage fell for a second straight week against Akamai and Fastly

7. Measurement cadence and final framework

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

Report	Run window	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

Report	Run window	Focus
Week 4	July 3 to 9, 2026	System and final framework (this report)

The system, in one page

The deliverable is not a single report; it is a repeatable measurement system. Four elements make it comparable week to week:

- **Fixed inputs.** The same 15 buyer-intent prompts, the same market (United States), and the same Otterly.AI engine set every week, so movement reflects the market, not the setup.
- **Normalized metrics.** Comparisons run on coverage, share of voice, and average position, never raw counts, so a change in tracking volume does not masquerade as a change in performance.
- **A rotating focus.** Baseline, then narrative fidelity, then competitive and citation gaps, then system wrap-up, so each week adds a layer instead of repeating the last.
- **Human-reviewed analysis.** Claude-assisted synthesis with human review turns the export into an action map: Win, Competitive, or Whitespace, each with a recommended move.

The program's headline finding, stable across all four weeks: **mention leadership and citation leadership diverge, and the citation gap moves first.** Cloudflare stayed the clear mention Leader throughout, yet owned citation share fell from 6% to 4% and a third-party URL overtook its own top page. Watch citation share as the leading indicator, and convert mention dominance into citation dominance before coverage follows it down.