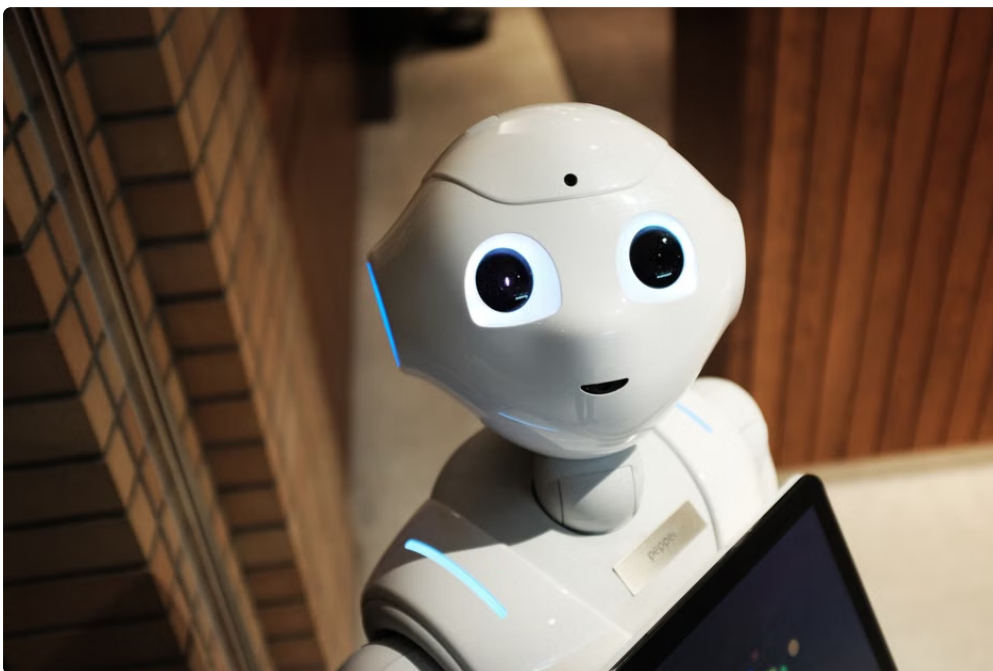


As search engines evolve and artificial intelligence (AI) reshapes how we find information, marketers are asking new questions about SEO and visibility. One of the biggest topics is whether enormous keyword databases like Semrush's recent 28.9 billion keywords figure really matter in the emerging era of **AI search monitoring**. Today, we'll explore why massive keyword databases only tell part of the story and how new concepts like AI Visibility and fresh toolkits are changing the game.

Understanding Traditional SEO Rank Tracking vs AI Visibility

For years, marketers relied on **traditional SEO rank tracking** to monitor their website's position in search engine results pages (SERPs). Tools like Semrush, Moz, and others built vast keyword databases to power these trackers, sometimes boasting billions of keywords. Semrush's announcement of hitting 28.9 billion keywords in its database marks a milestone, but what does it mean?

Traditional SEO rank tracking measures rankings on predefined keywords across popular search engines like Google, Bing, and Yahoo. While very useful, large databases often include long-tail and rarely searched queries; not every keyword tracked delivers actionable insight. Moreover, traditional rank tracking tools generally limit their scope to a few search engines with relatively static ranking signals.



AI Visibility: A New Paradigm

AI Visibility represents the ability to track and understand how a brand's content performs in AI-driven search environments, including AI chatbots, recommendation engines, and next-gen answer engines that leverage multiple AI platforms. This is different from organic keyword rankings alone.

AI search results are often generated dynamically from multiple sources and can pull from various AI engines, using machine learning to personalize or synthesize answers. Monitoring visibility in this context means tracking more than just keyword positions; it means understanding how well your content is surfaced by AI interfaces.

AI Platform Coverage Differences: Why 2 or 10 Engines Matter

One key challenge in AI Visibility is platform coverage. Traditional tools focus on 2-3 main search engines, but AI Visibility toolkits start to cover a broader range of AI-powered environments — sometimes 10 or more distinct engines and platforms.

- **Semrush and Moz:** While industry leaders in SEO tools, their current rank tracking still focuses primarily on traditional search engines.
- **Writesonic and AI Visibility Toolkit providers:** These newer toolsets incorporate AI content performance tracking across multiple AI platforms including AI chatbots, discovery engines, and voice assistants.

This expanded coverage is crucial because AI models may incorporate different answers from varied sources, making traditional rank monitoring insufficient for complete visibility.



Pricing Models: Add-on, Tiered, Prompts, Checks, and Enterprise

With increasing complexity comes evolving pricing:

Pricing Model Description Common In Add-on Additional features (e.g., AI Visibility Score) added on top of existing plans for extra cost. Enterprise SEO suites like Semrush, Moz Tiered Higher tiers unlock more AI engines coverage and prompt tracking limits. AI Visibility Toolkit providers Prompt Credits/Checks Pricing based on number of AI prompt queries or checks run, reflecting AI use. Writesonic and AI-focused platforms Enterprise Custom contracts with full features, premium support, and integrations. Large marketing teams with AI Visibility needs

Companies should carefully evaluate these models, especially as prompt usage and AI checks become central to their AI Visibility strategy.

Prompt Tracking and Prompt Set Building: The New Frontier

One of the most intriguing aspects of AI Visibility monitoring is tracking the effectiveness of *prompts*. Since AI platforms rely on natural language prompts to retrieve or generate content, tracking which prompts surface your

brand or product becomes <https://businesscloud.co.uk/news/top-tools-for-tracking-brand-visibility-in-ai-search-2026-comparison/> a key performance indicator.

Prompt tracking involves monitoring the performance and ranking of specific prompt queries across multiple AI engines, while **prompt set building** is the practice of crafting a collection of prompts tailored to maximize visibility in AI responses.

Brands leveraging AI Visibility toolkits can:

- Understand which prompts lead to visibility in AI responses
- Test variations of queries to optimize AI content discovery
- Expand prompt sets to cover niche AI platforms beyond traditional search engines
- Correlate prompt success with AI Visibility Score—an evolving metric that quantifies AI search presence

Writesonic, although primarily an AI content generation platform, benefits from understanding prompt dynamics. Integrating such insights into AI Visibility Score calculations offers a powerful feedback loop for marketers and content strategists.

Does Semrush's 28.9 Billion Keyword Database Matter for AI Visibility?

While 28.9 billion keywords sound impressive—and it is a testament to Semrush's scale—the question is relevance in the new world of AI search monitoring.

- **Pro for Traditional SEO:** A massive keyword database powers comprehensive traditional rank tracking, competitive analysis, and keyword research.
- **Con for AI Visibility:** AI-driven search rarely adheres to exact keywords or traditional query patterns; it's more about the prompt context and AI model responses.
- **Need for Integration:** Tools that integrate traditional keyword data with AI platform coverage and prompt tracking will outperform those relying only on keyword volume.

In other words, the raw size of a keyword database is less important than intelligent AI Visibility metrics, multi-engine tracking, and actionable prompt insights.

Conclusion: Embrace the Hybrid Approach for Future SEO Success

For marketers and SEO professionals, the evolution toward AI Visibility means expanding beyond traditional keyword-focused rank tracking to embrace new metrics, broader AI platform coverage, and prompt tracking methodologies. Semrush's 28.9 billion keyword database remains a foundational asset for classic SEO, but the future belongs to hybrid strategies incorporating AI Visibility toolkits and scores.

In this space, tools from companies like Semrush and Moz will need to augment keyword data with AI prompt analytics, while emerging platforms inspired by Writesonic's AI content capabilities push forward the tracking of AI-driven search results across multiple engines. Pricing models will evolve accordingly, offering tiered access, prompt usage limits, and enterprise-grade AI Visibility functionalities.

Ultimately, marketers should seek vendors and tools that balance traditional SEO strengths with AI Visibility innovations to maintain competitive edge in a rapidly transforming digital landscape.