BRAND MANAGEMENT PLATFORM, OPERATED BY THE MOMENTIC TEAM

What Atlas does for a brand

Atlas is an end-to-end content strategy and execution system. It finds the content your brand needs, plans it, drafts it, gets it approved and measures the results. Around that work, Atlas manages what Google, ChatGPT and other AI platforms say about your brand, the websites those answers read, and whether search and AI crawlers can read your website.

Atlas grew out of Momentic's client work, so it is organized around the questions marketing leaders ask in a review, and the methods Momentic's strategists use on client brands are built into how it measures and decides what to do next. Reviews are one input among many. The Momentic operating team runs Atlas with you, and the software scales what that team can deliver.

ChatGPT · Gemini · Claude · Perplexity · Google AI Overviews · Google AI Mode · Microsoft Copilot · Google Search

PILLAR 1 Content strategy and execution

From the gap to the approved page.

Content plan

Atlas groups work into themes drawn from coverage gaps, competitor content, and community, social and video ideas. One theme starts from a website page and lists the posts, threads and videos that distribute it. The Momentic operator adds, removes and orders themes.

Updates to existing pages

Atlas finds pages with search demand within reach, compares them with the pages that rank and get cited, and proposes section-level changes for review.

Briefs and drafts

Atlas writes briefs from your search data and the competing pages, then drafts against your brand rules and knowledge base. Reviewers see tracked changes, version history and checks, and they approve a draft or send it back with comments. A client approval link lets your team approve without a login.

Publishing and export

Approved pages go to Webflow as staged drafts for your team to publish. Documents export to Word, Google Docs, HTML or Markdown.

PILLAR 2

Brand reputation in AI answers

What ChatGPT, Google's AI and the other platforms say about you.

Answers to buyer prompts

Atlas sends the prompts your buyers use to the platforms above on a schedule set per brand, typically weekly. It records whether the answer mentioned, cited or recommended your brand, the claims and caveats it made about you, and the competitors it named.

Competitors

The Competitors page shows which competitors AI answers prefer over your brand, on which prompts and platforms, and the sources behind that preference.

Sentiment by theme

Atlas scores sentiment on the claims in an answer and groups them into themes such as price, service or results. Where Google Business Profile is connected, Brand health also shows location ratings, review counts and recent reviews.

PILLAR 3

Search and AI measurement

One reporting layer for search, analytics and AI citations.

Website performance by page

With Google Search Console and Google Analytics 4 connected, the Onsite page joins clicks, sessions and AI citations for your pages, with week-over-week change. Share of citations reports how often AI answers cite your website, next to your competitors.

Reports and exports

A monthly brand audit, a report on AI answers by prompt type, and a monthly organic performance report open by a revocable share link or download as PDF. Prompts, answers, citations and rankings export as CSV, and threshold alerts can post to Slack.

Executive view

A one-page quarter for senior leaders, with goals, business lines and custom date ranges, readable by a share link.

Live work

Live work lists the recommendations your team acted on, who owned them, and how the measurements changed afterward.

PILLAR 4

Offsite and community

The third-party websites that shape the answer, and the work on them.

Offsite sources

Atlas lists the third-party websites that AI answers cite about your brand and category, such as review sites, Reddit and forums, press, directories and video. It shows which sources mention you and which favor a competitor.

Audience and outreach

The Audience page shows where your buyers spend time online and builds an outreach list from it. The Momentic team works that list with you.

Community and social drafts

Atlas drafts Reddit replies, social posts and video ideas tied to a content theme. Atlas does not post on your behalf. A person on your team or ours reads, edits and posts them.

Recommendations by channel

Atlas ranks recommended work across seven channels: content, citations, community, social, technical, product data and reputation. The reputation channel covers negative sources cited in answers, confusion with similarly named companies, and flagged sentiment themes.

PILLAR 5 Technical findability

Whether search and AI crawlers can reach and read your website.

Findable pages

Atlas checks whether your pages can be found, read and cited, and lists the pages that fail and why.

Crawler traffic

With your Cloudflare connection, Atlas counts the visits your website receives from search and AI crawlers, by crawler.

Diagnostics

The Momentic team uses Atlas diagnostics to test why a page is or is not used in an answer, and the Technical management view lists what is broken.

PILLAR 6 AI search, SEO and content testing

One system across AI search and classic search, with tests that measure the effect of a change.

Coverage across AI search and SEO

Behind one prompt, AI platforms run several searches of their own. Atlas records those query fan outs and checks whether your pages answer them. Rank captures, Search Console data and the organic report cover classic search on the same pages.

Management views

Six pages summarize the brand by area: Brand, Content, Distribution, Technical, AEO and SEO. Each page states how the area is doing, what changed, who is ahead and what to do next.

Content testing

The Momentic team sets up an experiment by picking the prompts or pages that change and a comparison set that does not. Before the test starts, the team declares the measure it expects to move and a guardrail measure, such as the caveat rate. Atlas then reports the effect as a range: the change in the test set minus the change in the comparison set, across measurement cycles. The result reads as expected, adverse, no clear effect, or not enough data.

THE OPERATING TEAM

Momentic runs it with you

A Momentic operator reads your brand's measurements weekly, turns movement into a decision, and does or directs the work: briefs, page updates, technical fixes, community and social drafts. Your team approves anything public before it goes live.

Engagements start with a discovery phase. After that, a monthly platform fee covers the agreed managed work, and monthly credits pay for tasks beyond it.

ACCESS AND CONNECTIONS

How your team uses it

Your team signs in as viewers or editors, and leaders can open shared reports without an account. Atlas connects to Google Search Console, Google Analytics 4, Bing Webmaster Tools, Cloudflare, Google Merchant Center, Amplitude and Webflow. An in-platform assistant answers questions about your brand's data.

NOT AVAILABLE TODAY

Where Atlas stops

- Review requests, review replies, listing management, surveys and customer messaging. A reputation platform covers these.
- Posting to social or community websites on your behalf.
- Publishing to CMS platforms other than Webflow.
- Scheduled report delivery by email. Reports open by link or download.

CAPABILITIES AS OF OCTOBER 27, 2026. SOME FEATURES ARE ENABLED PER BRAND DURING ONBOARDING.