

FIVE SCREENS, ABOUT TWO MINUTES

Connect Visibility to Claude.

Add Visibility as a custom connector and Claude can read your live SEO and AI-visibility data — and start jobs for you — in plain English. No API keys, no copy-paste.

CONNECTOR ADDRESS

<https://visibility.pixis.ai/mcp>

5	~2 min	Once
steps, start to finish	typical setup time	per Claude account, not per chat

- STEP 1
- Open the + menu
- STEP 2
- Add custom connector
- STEP 3
- Paste the address
- STEP 4
- Keep every default
- STEP 5
- Sign in to Visibility

YOU NEED BOTH OF THESE BEFORE YOU START

- A Visibility account

with at least one site added
- A paid Claude subscription

Pro, Max, Team or Enterprise — custom connectors are not available on the free plan
- Use Claude on the web or the desktop app.

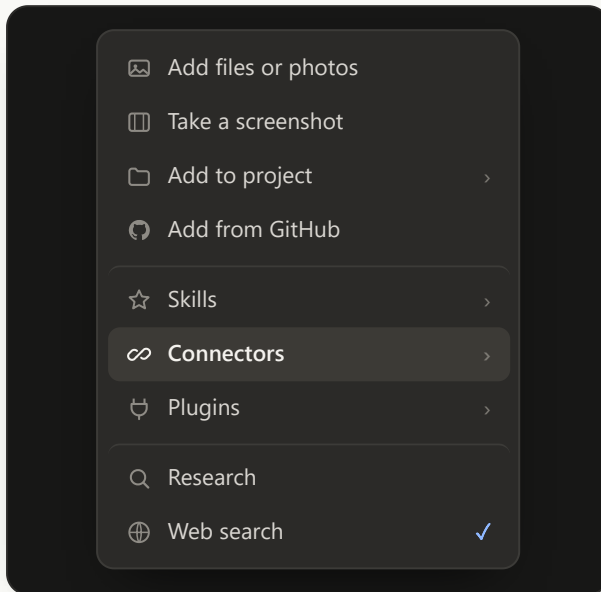
The phone app cannot add connectors.

Open the connector settings

STEPS 1 – 2

1 Click +, then **Connectors**

In any Claude chat, open the + menu beside the message box.



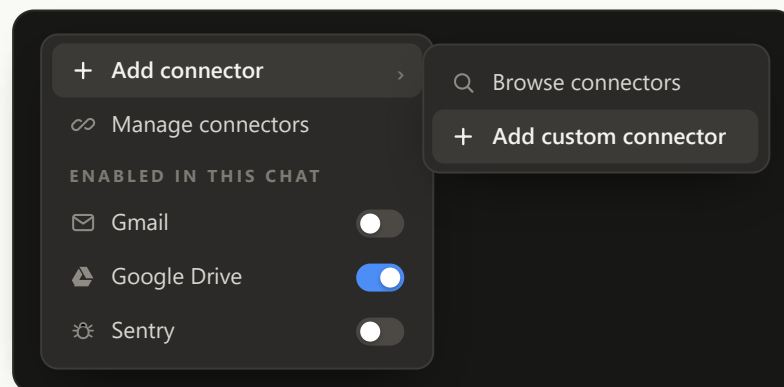
The + menu sits at the bottom-left of the chat box.

i Your menu may list more or fewer items than this — that depends on your Claude plan. Only **Connectors** matters here.

i Same destination, longer route: **Settings** → **Connectors** on claude.ai. The + menu is simply the quickest way in.

2 Hover **Add connector** → click **Add custom connector**

Any connectors you already use are listed underneath with on/off switches.



Hovering **Add connector** opens the small submenu on the right. **Add custom connector** is the second row in it.

i **Browse connectors** is Anthropic's public directory — Visibility is not listed there. It is added as a **custom** connector, which is why the address matters.

✓ You do this **once**. After that Visibility is available in every new chat on this Claude account — you only flick the per-chat switch.

! **No "Add custom connector" option?** Custom connectors need a paid Claude plan (Pro, Max, Team or Enterprise), and on Team or Enterprise an administrator may have to allow them first. On the mobile app the option is not shown at all — use the web or desktop app.

Add the connector

STEPS 3 – 4

3 Name it, paste the address, click **Continue**

Any name you will recognise works. Copy the address exactly as printed below.

Add custom connector

Connect Claude to your data and tools.

Name

Shown in your connectors list.

Remote MCP server URL

The HTTPS address where the server accepts requests.

Cancel
Continue

TYPE OR PASTE EXACTLY

https://visibility.pixis.ai/mcp

! It must start with **https://** and end with **/mcp**. A typo here is the single most common reason setup fails — no trailing slash, no **www**.

i Leave **Advanced settings** and any request-header fields completely empty.

4 Change nothing — click **Add**

Claude reads the right settings from the server itself. Both “Detected” labels should appear.

AUTHENTICATION

☒ **Always required** **DETECTED**

Each person signs in through the server’s own OAuth flow.

☐ Required when the server asks

☐ None

OAUTH CLIENT

☒ **Use Anthropic’s hosted client metadata** **RECOMMENDED** **DETECTED**

No client ID needed — one is registered automatically.

☐ Use your own OAuth client

Back
Add

Do not switch to “None” or to your own OAuth client — sign-in will fail.

? **No “Detected” labels, or an error on Continue?** The address is wrong or unreachable — go back to step 3 and re-check it character by character.

Sign in to Visibility

STEP 5

5

Use your normal Visibility login

A sign-in window opens. Continue with the **same email or Google account you use for Visibility**, then approve access. Claude never sees your password.

The sign-in screen is titled "Sign in". It features an "Email" label above a text input field containing "Your email address". Below the input field is a black "Continue" button with a "Last used" tooltip. Underneath is a horizontal line with "OR" in the center. Below that is a "Continue with Google" button with the Google logo. At the bottom, it says "Don't have an account? [Sign up](#)".

A plain sign-in screen with no Visibility logo on it — that is normal.

WHAT YOU ARE APPROVING

- Claude gets a **token for your account only** — the same sites and workspaces you see when you log in, nothing more.
- Your password is entered on the Visibility sign-in page, never in Claude.
- The session expires after a while. Reconnecting is the same five steps — nothing is lost.

- When the window closes on its own, the connector is added. You will see **Visibility** in your connectors list.

✓

Last thing — switch it on for the chat

Back in + → **Connectors**, the switch next to **Visibility** must be on.

The screenshot shows a dark-themed menu with options: "+ Add connector", "Manage connectors", and "ENABLED IN THIS CHAT". Under the enabled section, there are three items: "Gmail", "Google Drive", and "Visibility". Each item has a toggle switch to its right. The "Visibility" toggle switch is turned on (blue).

- The switch is **per chat**. Turning it off just hides the tools from that conversation — it does not disconnect your account. If Claude says it has no Visibility tools, this switch is almost always the reason.

WHAT CLAUDE CAN DO ONCE THE SWITCH IS ON

- Run a GEO audit across ChatGPT, Gemini, Perplexity and Claude
- Generate content briefs and full drafts from real data
- Audit technical SEO health with fixes ranked by impact
- Surface keyword gaps competitors rank for and you don't
- Track AI market share, brand sentiment and citations
- Check what is still running and what a job cost



You're connected

Ask in plain English. Claude reads your live Visibility data, and starts jobs for you when you ask it to.

TRY ONE OF THESE FIRST

"List my sites in Visibility."

"Give me a search performance overview for the last 28 days."

"Run an AI visibility audit and tell me when it's done."

"Check my technical SEO health and rank the fixes by impact."

"Create a content brief for 'best CRM for small teams'."

HOW CLAUDE HANDLES YOUR DATA



Reading is free and instant. Overviews, rankings, health scores and lists come straight back in the chat.



Anything that changes or deletes something asks you first and shows what it is about to do. Nothing is written silently.



Some jobs use credits — audits, clustering, briefs and drafts. Claude tells you the cost before it starts, and refuses if the balance is short.



Long jobs run in the background. Ask "is it finished?" and Claude checks; you can close the chat while it runs.

IF SOMETHING LOOKS WRONG

• Asked to sign in again

The session expired. Open **Manage connectors** and reconnect — your data and settings are untouched.

• "No sites found"

You signed in with a different email than you use in the app, or the account has no site yet. Add one in Visibility, then ask again.

• Claude picks odd tools

Switch off your other connectors for that chat, then ask again in one plain sentence naming the site.

• Claude can't reach the server

Open `visibility.pixis.ai` in a browser. If the app itself does not load, wait a minute and add the connector again.

• Tools missing mid-chat

Check the per-chat switch on page 03, then start a fresh chat — connectors are attached when a conversation begins.

• Want to disconnect

Manage connectors → remove Visibility. Access is revoked immediately and no data leaves with it.

One connection, every site

Name the site in your question if you manage several — "technical health for example.com".

Other connectors keep working

Visibility only answers with Visibility data; it does not touch your Drive, mail or repos.

Keep this page handy

The step numbers here are what your Visibility contact will ask for if you get stuck.

Still stuck? Screenshot the screen you are on, note the exact wording of any error, and send both to your Visibility contact. The step number from this guide tells us where it broke.