

A GIFT OF KNOWLEDGE FROM AUDIENCEINTENT

Is Your Business Invisible to AI?

How ChatGPT, Google and Gemini decide which businesses to recommend to your customers, and how to make sure yours is one of them.

**The AI finds you.
Or it finds someone else.**

Updated October 2026 · audienceintent.ai



When AI answers, only a few businesses get named.

Your customers are asking ChatGPT, Google and Gemini who to hire, what to buy and who to trust. They get back one confident answer with two or three names in it. If yours is one of them, you get the call. If it isn't, you were never considered.

There is no page two in an AI answer. There is a shortlist, and there is everyone who didn't make it. This guide shows how that shortlist gets built, why it already affects your revenue, and what it takes to get on it. Every technical term is explained in the glossary at the back.

This second edition replaces every figure with the latest research available in October 2026. Where studies disagree, we say so. We've also added ten prompts you can run today to see where you stand, and a real client case study.



Kevin Bovett

Founder & CEO, AudienceIntent

1B

people now use ChatGPT every week, up from 400 million in early 2025.

OPENAI, 2026

2.5B

monthly users see Google's AI Overviews. AI Mode passed 1 billion in its first year.

GOOGLE I/O, MAY 2026

68%

of US Google searches now end without a click to any website.

SPARKTORO / SIMILARWEB, 2026

Everything you need to understand AI visibility

Ten short chapters, a self-test, a client case study and a glossary. Read it in order, or go straight to the question on your mind.

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START WITH A NUMBER

What does AI say about your business right now?

Your AI visibility score, the prompts that mention you, and who gets named instead.

[Get my free AI Visibility Report →](#)

report.audienceintent.ai

01

CHAPTER ONE

What answer engine optimization means

The practice of getting your business named, cited and recommended inside the answers AI tools give: ChatGPT, Google AI Overviews and AI Mode, Gemini, Perplexity, Claude and Copilot.

Search used to list. Now it answers.

Answer engine optimization (AEO) is the work of making sure AI tools mention, trust and recommend your business when someone asks a question in your category.

A traditional search engine hands people a list of links and lets them choose. An answer engine does the choosing. It reads across the web, decides which businesses it trusts on a topic, and replies with a short, confident recommendation. AEO earns enough of that trust that the answer includes your name.

The idea isn't new. Rand Fishkin, co-founder of Moz and SparkToro, was using the term answer engine optimization in 2017, as results began moving from ten blue links toward direct answers. What changed is scale. Google's AI Mode passed one billion monthly users within a year of launch, and ChatGPT now reaches around one billion people every week.

You'll also hear **GEO** (generative engine optimization) and **LLMO** (large language model optimization). They describe the same goal. We use AEO throughout.

The four goals of AEO

01

Build entity presence

Make sure AI clearly understands who you are, what you do and where you operate, consistently, across many sources beyond your own website.

02

Get cited in the answer

Move from "the AI knows you exist" to "the AI quotes you, links to you and recommends you" when a customer asks.

03

Earn brand mentions

Mentions on trusted third-party sites are the new currency. To an AI, being talked about by others reads as authority.

04

Beat the new competition

Your competitor is no longer just the site ranking above you. It's any brand the model already knows in your space.

02

CHAPTER TWO

How it differs from SEO

Same roots, different game. SEO ranks a page in a list. AEO gets your brand named in the answer. Different rules, different winners.

Ranking #1 isn't the win it used to be

SEO and AEO share foundations, but they reward different things. Here is the side-by-side.

	TRADITIONAL SEO	ANSWER ENGINE OPTIMIZATION
The goal	Rank your page in a list of links	Be the answer the AI gives
What counts	Clicks and traffic volume	Citations, mentions, recommendations
Where you compete	Google's results page	ChatGPT, AI Overviews, AI Mode, Gemini, Perplexity, Claude, Copilot
Who wins	The highest-ranked page	The most trusted, most-referenced brand
Main lever	Keywords and backlinks	Clear entity facts and third-party authority
Success looks like	Position #1	Recommended by name
Your competitors	Sites ranking for your keyword	Any brand the model already knows

THE MOST IMPORTANT LINE IN THIS GUIDE

AEO doesn't replace SEO. It sits on top of it. Your SEO foundation still matters, because AI tools still read the web and Google still feeds its own AI. It's just no longer enough on its own. The brands that win build both at once.

"AI Mode has been a revelation, our biggest upgrade to Search ever."

SUNDAR PICHAI, CEO, GOOGLE AND ALPHABET · GOOGLE I/O, MAY 2026

03

CHAPTER THREE

The numbers that should worry you

If you've spent years climbing Google, this is the uncomfortable part: that authority does not automatically carry into AI search.

The data is blunt about it

68%

of US Google searches ended without a click to any website in early 2026, up from 60% in 2024.

SPARKTORO / SIMILARWEB, JUNE 2026

61%

drop in organic click-through rate on informational searches that show an AI Overview.

SEER INTERACTIVE, 3,119 QUERIES

58%

fewer clicks for the #1 organic result when an AI Overview sits above it. Top of Google no longer guarantees the visit.

AHREFS, 300,000 KEYWORDS

+120%

more organic clicks per impression for brands cited inside an AI Overview than for brands that aren't.

SEER INTERACTIVE, 2026

THE PART THAT CHANGES EVERYTHING

Ranking and being recommended are now different things.

Studies from BrightEdge and Ahrefs put the overlap between pages AI cites and pages in Google's top 10 at somewhere between 17% and 38%. A business with modest rankings can still be the brand AI names, if the right third-party sources describe it clearly. The field is more open than it has been in twenty years.

AI also leans heavily on consensus. It trusts what several independent sources agree on. One website calling itself the best means little. Twenty credible sources independently describing what you do is what gets you named.

04

CHAPTER FOUR

Why you can't afford to wait

Trust with AI isn't bought overnight. It's earned and it compounds.
Whoever starts building it now is who the AI recommends a year from now.

Trust compounds for whoever starts first

THE GREAT DECOUPLING IS ALREADY HERE

Searching keeps growing while clicks to websites shrink. Google's share of traffic sent to a panel of more than 75,000 websites fell about 22% between June 2025 and May 2026 (Similarweb). People get the answer on the page or inside the AI, and many never visit a site. That traffic isn't coming back. What matters now is visibility and share of voice, not clicks alone.

40–60%

of the sources AI tools cite change from one month to the next, even for identical questions.

PROFOUND, CITATION TRACKING

30%

of brands stay visible from one AI answer to the next. Visibility has to be maintained, not achieved once.

AIROPS, 2026 STATE OF AI SEARCH

THE COMPOUNDING PROBLEM

AI rewards established, repeated signals. The longer a brand has been consistently mentioned, reviewed and cited, the more the models trust it. Start late and you aren't only behind. You're behind a competitor whose authority grows every week you wait. The gap doesn't hold still. It widens.

The upside of all that movement: the shortlist isn't locked. Because sources rotate so often, a business that starts showing up consistently in credible places can earn a spot quickly, and a business that stops can lose one just as fast.

05

CHAPTER FIVE

Is AI search really that important?

Yes. It's the highest-quality channel most businesses aren't measuring yet, and the people arriving through it are much closer to buying.

Where your next customers are looking

51%

of B2B software buyers now start their research in an AI chatbot instead of a search engine.

G2, MARCH 2026 · 1,076 BUYERS

62%

of AI-assisted shoppers have bought a different brand than their usual choice because of an AI chatbot.

ATTENTIVE, 2026 · 3,000+ US CONSUMERS

+42%

better conversion from AI-referred retail visitors than other traffic, a reversal from 38% worse a year earlier.

ADOBE DIGITAL INSIGHTS, Q1 2026

4.4x

AI search visitors convert at roughly 4.4 times the rate of standard organic search visitors.

SEMRUSH

THE HYBRID JOURNEY: WHY THIS CUTS BOTH WAYS

Most buyers still check before they buy. 86% of US shoppers who used AI for research verified the recommendation somewhere else first (Product.ai, 2026). AI writes the shortlist; Google, reviews and your website confirm it. So if a competitor is named and you aren't, you lose the AI customer and hand your competitor the follow-up search as well. The AI answer now decides who even gets considered.

AI referrals are still a small share of total visits (around 1%, Conductor 2026), and much of it shows up as "direct" traffic in analytics. The volume is small today. The value per visitor is not.

06

CHAPTER SIX

What makes AI recommend you

The biggest surprise: it's mostly not your website. AI builds its recommendation from what the rest of the web says about you.

The 84% that isn't on your website

84%

of AI citations come from earned, third-party sources, not brand websites or paid placements.

MUCK RACK, MAY 2026 · 25M+ CITED LINKS ACROSS CHATGPT, CLAUDE AND GEMINI

Other studies land in the same place. AirOps' 2026 State of AI Search found 85% of brand mentions in AI answers come from third-party pages. In the Muck Rack data, paid and advertorial content made up just 0.3% of citations, and press releases sent through wire services barely registered. Across industry studies, brand mentions track AI visibility far more closely than backlinks do.

To AI, what others say about you counts for more than what you say about yourself.

That's why AEO can't be solved by polishing your homepage. Your site still matters, because it's where AI confirms the facts. But most of the influence lives elsewhere. Three things matter most:

- ✓ **Third-party mentions.** Being named and described by credible sites: industry publications, directories, comparison articles, local news, forums and community threads.
- ✓ **Expert presence.** Being quoted as the expert: commentary, interviews, original data and named authors with real credentials. AI favors pages with named people and verifiable facts.
- ✓ **Recent reviews in many places.** Not one platform, several. AI tools read reviews directly, and 74% of shoppers say they'd be less likely to buy if a chatbot flagged mixed or negative reviews (Semrush, 2026).

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CHAPTER SEVEN

Can I do this myself?

Some of it, yes. All of it, every month, while running your business? That's the honest catch. Start with the ten prompts on page 18.

Yes, you can start. Here's what "all of it" includes.

WHAT YOU CAN DO YOURSELF

- ✓ Run the ten prompts on the next page and see if you're mentioned
- ✓ Make your name, address, phone and services match everywhere
- ✓ Add basic schema and check AI crawlers aren't blocked
- ✓ Ask happy customers for reviews on more than one platform
- ✓ Publish clear, fact-led answers to your customers' top questions

WHERE IT GETS HARD

- Earning consistent third-party mentions at scale
- Digital PR and getting quoted as the expert
- Keeping your facts consistent across dozens of sources
- Testing hundreds of prompts across six AI platforms
- Monitoring every month as the models and sources shift

The honest reality: around 84% of what drives AI visibility lives off your website, on sources you don't control. That's relationship-building, PR, content and monitoring, and it doesn't stop, because the models, the citations and your competitors change every month. It's less a project and more an ongoing discipline.

THINK OF IT LIKE FITNESS

You can learn the moves yourself. Whether you'll do them consistently for twelve months while running a company is the real question. Most owners would rather hand the reps to a team that does only this, and spend their own time on the business.

10 prompts to test your AI visibility

Replace the brackets with your details. Run each prompt in ChatGPT, Google AI Mode, Gemini and Perplexity. For each answer, mark whether you were **named**, **cited with a link**, or **missing**, and write down who was named instead.

01	"What are the best [your service] companies in [your city]?"	LOCAL SHORTLIST
02	"Who would you recommend for [problem you solve] for a [type of customer]?"	PROBLEM-LED
03	"What is [your business name] and what do they do?"	ENTITY CLARITY
04	"Is [your business name] a good choice for [service]? What do reviews say?"	REPUTATION
05	"Compare [your business name] with [main competitor]."	HEAD-TO-HEAD
06	"What are the best alternatives to [biggest competitor]?"	ALTERNATIVES
07	"How much does [your service] usually cost, and who offers good value?"	PRICE INTENT
08	"Which [category] companies are most trusted by [your industry or audience]?"	TRUST
09	"What should I look for when hiring a [type of provider]? Who fits that?"	CRITERIA
10	"Who are the leading experts on [your topic]?"	EXPERTISE

HOW TO READ YOUR RESULTS

Use a private browser window, logged out. Answers vary between sessions, and 40–60% of cited sources change month to month, so one test is a snapshot, not a verdict. Named in 7+ answers: a strong base. 3–6: present but not trusted. 0–2: invisible on the questions that matter.

Want this run across hundreds of prompts?

That's what the free AI Visibility Report does.

report.audienceintent.ai →

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CHAPTER EIGHT

How it gets done

The whole discipline comes down to four repeating moves. This is the shape of the work, whoever does it.

Four moves, run on repeat

01

Audit & baseline

Where do you stand today? Your AI visibility score, which prompts mention you, who gets recommended instead, what AI gets wrong about you, and where the gaps are. You can't improve a number you've never measured.

02

On-site technical setup

Get your own house in order: a clear description of who you are, schema (structured data), clean page structure, and a robots.txt and sitemap.xml that let AI crawlers in. Then build a prompt library mapped to how your customers actually ask.

03

Off-site authority

The heavy lifting: digital PR, reviews, expert commentary and getting cited across trusted third-party sources. This is where roughly 84% of AI citations come from, so it's where most of the work and most of the results live.

04

Monitor, report & adapt

Track visibility, share of voice, mentions, citations, AI referral traffic and sentiment, then adjust as the models change. They will: 40–60% of cited sources shift month to month.

🔄 Step four feeds back into step one. The cycle repeats every month.

What gets scored in an audit

When we baseline a business, this is the rubric: five categories, 100 points. It shows exactly where you're strong and where you're invisible.

CATEGORY	WEIGHT	WHAT WE'RE ASKING
Access & indexability	20 pts	Can AI crawlers reach your content, or are they blocked?
Entity clarity	20 pts	Does AI know who you are? Consistent name, schema and presence across platforms.
Content citation readiness	30 pts	Is your content structured so AI can lift and quote it: clear answers, facts, tables?
Trust & E-E-A-T	20 pts	Are there real people behind this? Author pages, credentials, sources, recent updates.
Measurement	10 pts	Is tracking in place to know if any of this is working?

What "AI-ready" content looks like

Citation readiness carries the most weight because AI can only quote what it can cleanly read.

- ✓ **Answer first.** Put a direct, one- or two-sentence answer at the top of each section, then the detail.
- ✓ **Clear structure.** One H1, then H2s and H3s in order. Tables for comparisons, bullets for steps and criteria.
- ✓ **Facts with names.** Specific numbers, dates and named sources. Research presented at KDD 2024 found adding statistics raised AI visibility by up to 41%.
- ✓ **Kept current.** Review key pages at least quarterly and show the last-updated date. Schema on every key page.

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CHAPTER NINE

What's realistic, and what isn't

We'd rather tell you the truth than sell you a fantasy. Here's how the timeline plays out, and what it looked like for a real client.

Citations first. Traffic follows.

MILESTONE	TYPICAL TIMING	WHY
Schema picked up	1–2 weeks	Google recrawls quickly; AI platforms vary
Perplexity gains	2–4 weeks	Searches the live web for most answers, so changes show fastest
First citation movement	4–8 weeks	Structure and schema changes produce the earliest lift
Google AI Overviews & AI Mode	4–8 weeks	Tied to organic ranking plus structured data
ChatGPT citations	6–12 weeks	Weights established authority signals heavily
Meaningful AI traffic	2–3 months	Needs enough citation volume to register
Full citation momentum	3–6 months	Sustained work across every signal

Typical ranges from our campaign experience. Your timing depends on your category, competition and starting point.

Citations first

Citation lift shows in 4–8 weeks. Traffic follows in 2–3 months. Don't judge it by week three.

A quality channel

AI-referred visitors converted 42% better than other retail traffic in Q1 2026 (Adobe). Fewer visitors, better ones.

Not overnight

Anyone promising instant AI dominance is selling something. Trust compounds; it doesn't teleport.

Always ongoing

With 40–60% of cited sources rotating monthly, visibility you don't maintain fades.

VAULT METAL

JUNE → AUGUST

From 169 mentions in June to 7,808 in August.

7,808

Mentions across tracked LLMs

751

Citations in August vs 3 in June

112%

Increase in overall AI visibility score

93%

Increase in visitors from Gemini + ChatGPT

"AudienceIntent showed us we were invisible to AI, so we are fixing it. Ninety days later, we're asking new customers where they found us and hearing 'ChatGPT' — something that never happened before."

NICK HINES, CO-FOUNDER, VAULT METAL

THE SETUP

The goal was straightforward: make sure AI platforms could actually access, read, and discover Vault Metal — who they were, what they did, and why they were worth recommending over competitors. Mentions went from 169 in June to 7,808 in August.

Results from an actual AudienceIntent campaign, documented with the named client contact and used with permission. Individual results vary by industry, competition and timing. More at results.audienceintent.ai.

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CHAPTER TEN

Honesty & transparency

This field is new. Anyone claiming perfect certainty is guessing with confidence. Here's what we don't know, and the one thing we do.

What we know, what we don't

THE EXACT VALUE OF A CITATION IS STILL UNCLEAR

There's no agreed formula yet for what a single AI citation is worth. Numbers get thrown around and many don't hold up. Studies even disagree on basics: estimates of how much AI traffic outconverts organic range from 25% better to many times better, depending on the industry and method. We'd rather say "we don't know precisely" than invent a figure.

MENTIONS DRIVE TRAFFIC, BUT THE DOLLAR VALUE LAGS

We can see mentions and citations driving high-quality visits. Tying an exact dollar figure to each one is still maturing, because a lot of AI-influenced traffic shows up as "direct" in your analytics, and many buyers read the AI answer and then search for you by name.

THE PLATFORMS KEEP CHANGING

In 2026 alone, ChatGPT sharply cut how often it cited sources in March and recovered by May (seoClarity), and Google merged AI Mode and AI Overviews more closely. Tactics that work today will need adjusting. The fundamentals of being clear, consistent and talked about have held steady.

THE ONE THING WE'RE CERTAIN OF

If you wait one to two years, catching up will be slow and expensive. Authority compounds for whoever starts first. Right now, that can still be you.

Three questions worth sitting with

1 What are my competitors doing that I'm not?

Ask an AI to recommend a business in your category. If a competitor comes up and you don't, that's a customer who just got pointed elsewhere, today.

2 If I don't build authority now, what happens?

Every month you wait, a competitor's mentions, reviews and citations stack higher, and the models trust them a little more.

3 Right now, is AI recommending me, or someone else?

There's a definite answer, and it's being given to your customers thousands of times a day whether you're watching or not.

The AI finds you. Or it finds someone else. **Make it you.**

THE NEXT STEP IS SIMPLE

Find out what AI says about you, before your competitor does.

You don't have to guess. Your free AI Visibility Report shows where you stand today: your score, the prompts that mention you, who's recommended instead, and the fastest path to fixing it.

Get my free AI Visibility Report →

report.audienceintent.ai

Every term, explained simply

AEO (answer engine optimization)

Making your business the one AI tools name and recommend when people ask questions in your category.

AI crawler

Software AI companies send to read websites. If your site blocks it, the AI can't learn from your pages.

AI Overview

The AI-written summary that appears at the top of many Google results, above the regular links.

AI visibility

How often, and how favorably, AI tools mention your business when people ask relevant questions.

Attribution

Working out which channel deserves credit for a sale or lead. Still hard to do precisely for AI.

Citation

When an AI answer links to or names a specific web page as its source.

Click-through rate (CTR)

The share of people who see a link and click it. Ten clicks from 100 views is a 10% CTR.

Conversion rate

The share of visitors who take the action you want: buy, book, call or fill in a form.

E-E-A-T

Experience, Expertise, Authoritativeness, Trustworthiness. Google's checklist for judging content quality.

AI assistant

A tool you type or talk to that answers in full sentences: ChatGPT, Gemini, Claude, Perplexity, Copilot.

AI Mode

Google's chat-style search, where you ask follow-up questions and get a written answer instead of links.

AI referral traffic

Visitors who arrive on your website by clicking a link inside an AI answer.

Answer engine

Any tool that replies with a direct answer rather than a list of links.

Brand mention

Your business named on another website or in an AI answer, with or without a link.

Citation drift

How much the sources AI cites change over time for the same question. Often 40–60% a month.

Consensus

When many independent sources say the same thing about you. AI trusts consensus over self-promotion.

Digital PR

Getting your business covered, quoted or listed by online publications, blogs and industry sites.

Earned media

Coverage you didn't pay for: articles, reviews, roundups and mentions by others. The source of most AI citations.

Entity

A distinct thing AI can recognize: your business, a person, a product or a place.

Fact density

How many specific, checkable facts a page contains: names, numbers, dates, places.

Hallucination

When AI states something false with confidence, such as the wrong hours or a service you don't offer.

LLM (large language model)

The technology inside AI assistants, trained on huge amounts of text to understand and write language.

Prompt

The question or instruction someone types into an AI tool.

robots.txt

A small file on your website that tells crawlers which pages they may and may not read.

SEO (search engine optimization)

Improving your website so it ranks higher in Google's regular results.

Share of voice

Your share of all the mentions in your category, compared with competitors. Named in 3 of 10 answers is 30%.

Third-party source

Any website you don't own: news sites, directories, review platforms, forums, industry blogs.

Entity clarity

How confidently AI understands who you are, what you do and where, based on consistent facts across the web.

GEO (generative engine optimization)

Another name for AEO. Same goal: being included in AI-written answers.

Indexability

Whether search engines and AI tools are able to read and store your pages.

Organic search

The regular, unpaid results on Google, as opposed to ads.

Prompt library

A set of the real questions your customers ask AI, used to test and track your visibility.

Schema (structured data)

Hidden labels in your page code that tell machines exactly what's what: business name, address, prices, reviews.

Sentiment

Whether AI describes your business positively, neutrally or negatively.

Sitemap.xml

A file listing every important page on your site, so crawlers can find them all.

Zero-click search

A search that ends without the person clicking any website, because the answer was on the page.

Sources & further reading

OpenAI, 2026	ChatGPT at 900 million weekly users (February 2026) and 1 billion weekly (August 2026).
Google I/O, May 2026	AI Mode past 1 billion monthly users; AI Overviews at 2.5 billion monthly users; Sundar Pichai keynote quote.
SparkToro / Similarweb, June 2026	68.01% of US Google searches zero-click, January to April 2026, vs. 60.45% in 2024.
Similarweb, 2026	Google's share of traffic to a 75,000+ site panel down about 22%, June 2025 to May 2026.
Seer Interactive, 2025–26	61% organic CTR decline on informational queries with AI Overviews (3,119 queries, 42 organizations); cited brands earn about 120% more clicks per impression.
Ahrefs, December 2025	58% lower CTR for position one when an AI Overview is present (300,000 keywords).
BrightEdge; Ahrefs	Overlap between AI-cited pages and Google top-10 rankings, roughly 17–38%.
Muck Rack, May 2026	"What Is AI Reading?": 84% of AI citations from earned media; 0.3% paid; 25M+ links across ChatGPT, Claude and Gemini.
AirOps, 2026	State of AI Search: 85% of brand mentions from third-party pages; 30% of brands stay visible answer to answer.
Profound	Citation drift: 40–60% of cited domains change month to month for identical prompts.
G2, March 2026	"The Answer Economy": 51% of B2B software buyers start research in AI chatbots (1,076 buyers).
Attentive, September 2026	State of AI in Retail: 62% of AI-assisted shoppers switched brands because of AI (3,000+ US consumers).
Adobe Digital Insights, Q1 2026	AI-referred retail traffic converted 42% better than non-AI traffic in March 2026.
Semrush, 2025–26	AI search visitors convert at about 4.4× organic; consumer survey on AI and reviews (2,338 US adults).
Product.ai, 2026	86% of AI-assisted US shoppers verify recommendations elsewhere before buying.
Conductor; seoClarity, 2026	AI referrals around 1% of total visits; ChatGPT citation volume dipped in March 2026 and recovered by May.
Aggarwal et al., KDD 2024	"GEO: Generative Engine Optimization": adding statistics raised visibility in AI answers by up to 41%.

Figures reflect publicly reported research available as of October 2026. AI search moves quickly; percentages vary by study, platform and method, and change over time. Timelines are typical ranges, not promises. This guide is general information, not a guarantee of results.

Let's find out what AI says **about you.**

Your free AI Visibility Report: your score, the prompts that name you,
and who's recommended instead.

report.audienceintent.ai →

FREE REPORT

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