FREE BLUEPRINT

AI SEARCH · GEO · AEO · MODERN SEO

The AI Visibility Blueprint

How to become the business AI recommends. A 30-day framework for building authority, trust and visibility across AI search — including performance tracking and becoming a Google preferred source.

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60%
of buyers use AI for research

35%
more clicks for AI-featured brands

30 days
to build your AI visibility system

SECTION 1

The problem most businesses haven't diagnosed yet.

AI search has changed how buyers discover, evaluate and choose businesses. Most companies are still operating with strategies built for a search landscape that no longer exists.

SEO

Rankings aren't producing commercial outcomes

Traffic is arriving from organic search but not converting. AI Overviews are absorbing clicks that used to reach the website, even when positions hold steady.

AI SEARCH

Competitors are being recommended, you aren't

When buyers ask ChatGPT, Claude, Gemini or Perplexity which businesses to consider, competitor names appear. Your business doesn't — not because you're inferior, but because you're not set up for AI visibility.

CONTENT

Content isn't structured for machine reading

Your website was built for humans and traditional crawlers. AI models need clearly structured, entity-rich, trustworthy content. Most sites don't come close to meeting that standard.

VISIBILITY

Organic investment isn't compounding into authority

Spend is going into campaigns but no underlying authority is being built. When activity stops, so does the visibility. There's no organic engine running in the background.

STRATEGY

No joined-up system connecting activity to revenue

SEO, content and paid channels are running in silos. No coherent framework connects channel activity to commercial outcomes — and no clear way to know what's actually working.

If any of these feel familiar, you're not alone. Most businesses in competitive sectors are dealing with several of these at once — and the shift to AI search is making each one harder to ignore. This blueprint fixes the foundation.

SECTION 2

The growth system AI search demands.

Becoming recommendable by AI isn't a single fix. It's the result of multiple layers working together. Improving only one layer is rarely enough.

TERMS YOU SHOULD KNOW BEFORE YOU START

AI Overview	The summarised answer Google generates at the top of search results using AI — often replacing the need to click through to a website	**AI Mode**	Google's fully AI-powered search experience where results are generated rather than listed as links
GEO	Generative Engine Optimisation — optimising your brand and content to appear in AI-generated answers, not just traditional search results	**AEO**	Answer Engine Optimisation — structuring your content so AI tools can extract and cite your answers directly
Entity	How AI models identify and understand your business as a real, distinct organisation — built through consistent information across your website, directories and the wider web	**Citation**	When an AI tool or search engine references your website or content as a source in its answer
Citation gap	Queries where a competitor's content is being referenced by AI and yours isn't	**Schema markup**	Hidden code added to your website that helps AI and search engines understand exactly what your content means, not just what it says
E-E-A-T	Google's framework for assessing content quality — Experience, Expertise, Authoritativeness and Trustworthiness	**Topical authority**	Being recognised by AI and search engines as a genuinely knowledgeable source across a whole subject area, not just a single page
NAP data	Your business Name, Address and Phone number — needs to be identical	**DR (Domain Rating)**	A third-party score out of 100 indicating how authoritative a website is, used to

	everywhere it appears online		prioritise link and citation targets
Backlinks	Links from other websites pointing to yours — one of the main signals search engines and AI use to assess your authority and credibility	**Organic traffic**	Visitors who find your website through unpaid search results rather than paid ads

More traffic does not automatically mean more leads. If content isn't structured for AI, rankings don't translate into recommendations. The businesses AI recommends have built all five layers.

MODERN SEO

Commercial visibility and demand capture

Ranking for keywords with real buying intent. Service pages built to convert, not just to inform.

WHY IT MATTERS FOR AI

Strong traditional SEO signals — authority, relevance, E-E-A-T — remain the foundation AI uses to determine which sources to trust.

GEO

Brand authority and citation presence

Building trust through brand mentions, earned citations and authority signals that AI models learn from.

WHY IT MATTERS FOR AI

AI recommends brands it has encountered repeatedly in trusted sources. GEO is about becoming that brand consistently.

AEO

Structured, machine-readable content

Schema markup, entity clarity, FAQ structure formatted to be parsed and cited by AI assistants.

WHY IT MATTERS FOR AI

Before AI can recommend you, it needs to understand you. AEO makes your content legible to machines, not just humans.

CRO

Converting AI-referred traffic into leads

Clear value propositions, strong CTAs, trust signals and pages built to convert the visitors AI sends.

WHY IT MATTERS FOR AI

Buyers referred by AI often arrive with high intent. AI visibility without conversion is wasted opportunity.

TRACKING

Measuring what actually drives recommendations

Monitoring brand visibility across AI platforms and understanding which signals are working.

WHY IT MATTERS FOR AI

You can't improve what you can't see. AI visibility tracking is a new discipline most businesses aren't doing yet.

WHAT AI-FRIENDLY CONTENT ACTUALLY LOOKS LIKE

BEFORE — NARRATIVE PROSE

"We offer a range of kitchen installation services across the Midlands."

AFTER — AI-CITABLE FAQ BLOCK

Q: How long does a kitchen installation take?
A kitchen installation typically takes between 5 and 10 working days depending on the size of the kitchen and the complexity of units being fitted. This includes removal, installation and a final check of all plumbing and electrical connections.

Each question should be written the way a buyer would ask it in ChatGPT. The answer should be 40 to 60 words, self-contained, and answer the question directly without preamble. AI models pull these clean, direct answers far more reliably than narrative prose buried in a page.

SECTION 3

The 30-day AI visibility blueprint.

A practical framework for building your AI visibility system. Each phase builds on the last — foundation first, then authority, then measurement and compounding.

Days 1 to 10

Audit AI visibility and fix the foundations

AEO · Technical SEO · Content structure

DIAGNOSTIC QUESTIONS

- When buyers ask ChatGPT, Claude, Gemini or Perplexity in your category, does your brand appear?
- Is your content structured with schema markup, clear entities and FAQ formatting?
- Are your highest-intent pages answering the questions buyers ask AI assistants?
- Can AI models understand what your business does, who it serves and why it's credible?
- Are you ranking for commercially valuable keywords, or primarily informational traffic?
- Are your service and category pages built to convert, or just to rank?

PRIORITY ACTIONS

1. Run a structured AI visibility audit using three prompt types across ChatGPT, Claude, Gemini and Perplexity:

   THREE PROMPT TYPES TO USE EVERY MONTH

RECOMMENDATION	"What are the best [your service] companies in [your city]?"
COMPARISON	"Compare [your service type] providers in the UK"
PROBLEM-LED	"Who should I use for [specific problem your business solves]?"

   For each prompt note: did your brand appear, in what position, what language was used to describe you, and which competitors appeared instead. Run this test monthly and track whether your position improves over time.

2. Implement or fix schema markup on all service, product and location pages
3. Add structured FAQ content to high-intent pages using the questions buyers actually ask AI
4. Audit your top 10 pages for entity clarity — does AI know who you are, what you do and who you serve?
5. Identify the commercial keywords driving competitor AI recommendations

KEY INSIGHT

Before you can become recommendable, you need to be readable. Most businesses aren't. This phase fixes the foundation that everything else depends on.

Days 11 to 20

Build the authority and trust layer AI needs

GEO · E-E-A-T · Brand authority · Digital PR

DIAGNOSTIC QUESTIONS

- Is your brand mentioned by sources that AI models treat as authoritative?
- Do you have clear author entities with credentials, bylines and expertise signals?
- Is your business cited in industry publications, trusted directories and reference sources?
- Does your content demonstrate direct experience and expertise, not just information?
- Are trust signals — reviews, accreditations, case studies — prominently surfaced?
- Does your brand have a clear, consistent entity presence across the web?

PRIORITY ACTIONS

1. Build or strengthen your brand entity — consistent NAP data, clear brand descriptions across the web
2. Create an E-E-A-T content layer: author bios with credentials, experience-led content, original research or data
3. Run a targeted digital PR campaign to earn **citations** in sources AI models trust

DIGITAL PR TARGET FRAMEWORK

DIRECTORIES	Identify 10 industry directories relevant to your sector. Prioritise those with a DR of 40 or above.
TRADE PRESS	Target 5 trade or industry publications relevant to your market. Focus on those that publish expert commentary, research and data-led features — the formats AI models reference most reliably.
LOCAL MEDIA	Target 3 local business or regional news sites. These earn citations that reinforce your geographic and entity signals — particularly valuable for businesses serving a specific area.
PITCH ANGLES	Lead with data-led insights, expert commentary on industry news and original research or statistics. Generic guest posts rarely earn the kind of citation that influences AI recommendations.

4. Surface trust signals on every high-intent page: reviews, accreditations, case study results
5. Build topical authority content that answers the full question cluster around your core offering

KEY INSIGHT

AI recommends brands it trusts. Trust is built through consistent presence in credible sources, clear expertise signals and a brand entity AI can verify — not just a website.

Days 21 to 30

Convert AI visibility into commercial outcomes

CRO · Tracking · Reporting · Preferred source

DIAGNOSTIC QUESTIONS

- Are landing pages built to convert AI-referred visitors who arrive with high intent?
- Is the value proposition clear above the fold before any scrolling?
- Are you tracking brand visibility across AI platforms, not just traditional search?
- Do you know which content pieces are driving AI citations and recommendations?

? Is your domain set up as a Google preferred source and actively promoted?

? Can you connect AI visibility activity to qualified leads and revenue?

PRIORITY ACTIONS

1. Audit landing pages for AI-referred visitors — high intent needs high clarity, not more information
2. Set up AI visibility monitoring across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews
3. Implement the Google preferred source widget on your site footer and article pages
4. Connect AI referral traffic to conversion data in GA4
5. Build a monthly AI visibility report using the metrics framework in Section 4

KEY INSIGHT

Visibility without conversion is vanity. Conversion without visibility isn't scalable. This phase connects both — and builds the measurement system that tells you what to do next.

Want Kaweb to build this for you?

We handle the full implementation — from technical foundations to AI tracking and conversion.

Book a strategy call

SECTION 4

AI performance tracking and reporting.

Traditional SEO metrics don't capture AI visibility. This section is structured in three levels — what to set up first, what to add in month one, and what to review on an ongoing basis.

Most businesses measuring AI performance are still using vanity metrics — impressions, keyword positions. What actually matters is brand recommendation rate, citation share and the commercial outcomes that AI visibility drives.

LEVEL 1

Step-by-step setup — do this first

Manual but highly reliable. No third-party tools required.

Brand mention monitoring

Test your brand weekly using the same three prompt types from the audit above — recommendation, comparison and problem-led. Keep a simple log: did your brand appear (yes/no), what position, which competitors appeared. This is manual but it's the most reliable signal available without expensive third-party tools.

GA4 LLM traffic report

Set this up once and it runs automatically. It creates a permanent report in your GA4 navigation showing every session arriving from an AI platform.

PART 1 — CREATE THE REPORT

1. Go to GA4, then Reports, then Library (bottom of the left-hand navigation).
2. Scroll to Detail reports and click Create new report, then Create detail report.
3. Choose Traffic acquisition as your template. Click Customise report and name it LLM Traffic.
4. Click Filter in the top right and add: Dimension = Session source, Match type = matches regex (ignore case).
5. Paste this regex exactly:

   ```
   .*(openai|copilot|chatgpt|gemini|gpt|neeva|writesonic|nimble|perplexity|google\.bard|bard\.google|bard|edgeservices|bnngpt|gemini\.google|claude|anthropic).*
   ```

   This regex covers all major AI platforms currently sending referral traffic, including ChatGPT, Claude, Gemini and Perplexity. If you only want to track specific platforms, remove the relevant terms from the list. If a new AI platform launches, add its domain name to the pattern in the same format.
6. Click Apply, then Save, then Save as a new report.

PART 2 — ADD TO YOUR NAVIGATION

1. Still in Library, find the Life cycle collection and click the three-dot menu next to it, then Edit collection.
2. Under Acquisition, click Add report and search for your new LLM Traffic report.
3. Drag it to sit below Traffic acquisition and click Apply changes, then Publish.
4. Your LLM Traffic report will now appear permanently in your left-hand GA4 navigation.

💡 PRO TIP

Once your LLM Traffic report is live, your first action is to look at which pages are already receiving AI-referred traffic and treat them as your control group. Look at what those pages have in common — how the content is structured, whether they have FAQ sections, how many external sites link to them, and how clearly they explain what your business does and who it serves. Then compare that against your highest-intent pages that aren't appearing in AI results at all. The gap between those two sets of pages is your optimisation brief.

LEVEL 2 — Framework with a concrete action — set up in month one

Builds on Level 1 with structured competitive and citation intelligence.

Citation source tracking

Paste your website URL into ChatGPT or Perplexity and ask "which sources would you recommend for [your topic or service]?" and "where did you get this information from?" Note which of your pages are referenced and which competitor pages appear that yours don't. Each competitor page that appears and yours doesn't is a content gap to act on.

Preferred source adoption

Follow the widget implementation steps in Section 5 to set up your Google preferred source. Track uptake indirectly via referral traffic from `google.com/preferences` in GA4. Google does not provide adoption numbers directly — use the referral traffic trend as your proxy.

LEVEL 3 — Directional signals — review monthly, no hard numbers

Qualitative signals that guide your optimisation priorities.

Entity coverage score

Once a month, ask three different AI tools to describe your business — what it does, who it serves and why it's credible. Score the accuracy informally. If answers are vague, incomplete or wrong, your About page, author information and schema markup need attention.

Competitor citation gap

Every quarter, run your core category queries across AI tools and record which competitor pages are being cited that yours aren't. This becomes your content and authority priority list for the next quarter.

AI-referred conversion rate

In GA4, compare how AI-referred sessions convert against your overall organic average. If AI-referred visitors convert significantly lower, the issue is usually the landing page — these visitors typically arrive with high intent, so a weak or unclear page is the likely cause.

SECTION 4 — REFERENCE

Metrics reference and interpretation guide.

Your monthly reporting dashboard. Each card shows what the metric measures, where to find it, and what the number usually means in practice.

AI brand mention rate

Weekly

MANUAL TESTING / AI MONITORING TOOLS

How often your brand appears when your category is queried in AI tools

→ If competitors appear consistently and you don't, the gap is usually how clearly AI understands your business. Start with schema fixes and making sure your brand information is consistent everywhere online.

AI Overview impressions

Weekly

GOOGLE SEARCH CONSOLE

How often Google triggers an AI Overview for queries you should rank for

→ Low impressions on searches you should be appearing for usually means Google doesn't yet see you as an authority on that topic. Publishing more in-depth content around your core services is the lever.

AI Overview citation rate

Monthly

GSC AND MANUAL AUDIT

Percentage of AI Overviews where your content is cited as a source

→ If low, the priority is adding schema markup and clear FAQ sections to your most important pages.

AI-referred sessions

Monthly

GA4 LLM TRAFFIC REPORT

Traffic arriving from AI platforms including ChatGPT, Claude and Perplexity

→ Track the trend over time rather than the raw number. Very low figures are normal in the early months — what matters is whether the trend is moving upward.

AI-referred conversion rate

Monthly

GA4 SEGMENT COMPARISON

How AI-referred visitors convert versus your overall organic average

→ If this is below your organic average, the landing page is usually the issue, not the quality of the traffic. AI-referred

Entity coverage score

Monthly

MANUAL AI PROMPT TESTING

How completely AI models can describe your business, services and expertise

→ If AI tools give vague or inaccurate answers about your business, your About page, team pages and structured visitors typically arrive with high intent.

data need work.

Competitor citation gap

Quarterly

MANUAL COMPETITIVE AUDIT

Queries where competitors are cited in AI results but your content isn't

→ Every query a competitor wins and you don't is a brief for new content or an authority-building activity. Build your quarterly content plan around this list.

Preferred source adoption

Monthly

GA4 — REFERRAL FROM GOOGLE.COM/PREFERENCES

Whether your domain is active and promoted as a Google preferred source

→ Google does not publish adoption numbers. Use referral traffic from google.com/preferences as a proxy and focus on the trend rather than the absolute figure.

SECTION 5 — MAY 2026 UPDATE

Google preferred sources: how to get the badge.

Google's May 2026 update expanded preferred source functionality — allowing publishers to be highlighted directly within AI Overviews and AI Mode answers with a distinctive "Preferred" badge.

What is a Google preferred source?

Users can nominate websites they trust as preferred sources in Google Search. When a preferred site's content generates an AI Overview or AI Mode answer, it appears with a "Preferred" badge — a visible trust signal inside AI-generated results. Publishers can encourage readers to add them by implementing a dedicated widget or link on their site.

TECHNICAL ELIGIBILITY RULES

- ✓ Domain-level URLs are eligible: `https://example.com`
- ✓ Subdomain-level URLs are eligible: `https://blog.example.com`
- ✗ Subdirectories are strictly ineligible: `https://example.com/blog`
- ✓ Must actively publish fresh, relevant content
- ✗ Static or rarely-updated sites may not qualify

WHERE YOUR SITE APPEARS WHEN ADDED

- ✓ **AI Overviews and AI Mode** — content shown with "Preferred" badge
- ✓ **Top Stories** — articles prominently placed and up-ranked in carousels
- ✓ **"From your sources"** — dedicated carousel for specific queries
- ✓ Visible across desktop and mobile Google Search

IMPLEMENTING THE PREFERRED SOURCE WIDGET — STEP BY STEP

1. **Construct the selection URL**
   Create a link to Google's source preferences tool: `https://google.com/preferences/sources?source=https://yourdomain.com`. Only domain-level and subdomain-level URLs are accepted.

2. **Design the widget or button**
   Use Google's official badges or design a custom button matching your brand. Keep the CTA clear: "Add us as a Google preferred source to see our content highlighted in AI results."

3. **Embed in your global footer and article pages**
   Add the widget to your global footer and at the bottom of all published articles. The more readers who add your domain, the stronger the signal becomes over time.

4. **Maintain content freshness to stay eligible**
   Preferred source eligibility requires active, relevant publishing. Sites that stop publishing regularly risk losing eligibility status.

AI OVERVIEWS

Preferred badge in AI answers

Your content appears with a "Preferred" label when used to generate AI Overview responses for your category queries.

TOP STORIES

Up-ranked in story carousels

Articles from preferred sources are prominently placed in Top Stories — more visibility for breaking and topical content.

FROM YOUR SOURCES

Dedicated content carousel

Google displays a "From your sources" section giving preferred sites a dedicated, labelled placement in results pages.

YOUR PRIORITY CHECKLIST

What to do this week, this month, this quarter.

THIS WEEK — QUICK WINS

- [ ] Test brand visibility in ChatGPT, Claude, Gemini and Perplexity
- [ ] Add FAQ schema to your 3 highest-intent pages
- [ ] Audit top 5 pages for entity and service clarity
- [ ] Note which competitors appear in AI results
- [ ] Verify domain eligibility for preferred source

THIS MONTH — FOUNDATION

- [ ] Implement full schema stack across all commercial pages
- [ ] Strengthen author entity and E-E-A-T signals
- [ ] Publish 3 to 5 answer-led, AI-citable content pieces
- [ ] Begin digital PR outreach for citation building
- [ ] Implement Google preferred source widget site-wide
- [ ] Set up GA4 segments for AI-referred traffic

THIS QUARTER — COMPOUNDING

- [ ] Build topical authority across core service clusters
- [ ] Earn citations in 10 or more trusted industry sources
- [ ] Set up monthly AI visibility reporting cadence
- [ ] Connect AI visibility to revenue in tracking setup
- [ ] Review competitor citation gaps and act on findings
- [ ] Iterate based on AI recommendation data monthly

Ready to build your AI visibility system?

This blueprint gives you the framework. Kaweb can build and implement it for your business — from technical foundations and authority building to AI tracking, preferred source setup and conversion optimisation.

Book a strategy call

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