



AI VISIBILITY CHEAT SHEET

AI is already changing how B2B buyers discover, research, and choose solutions, and your website needs to keep up.

This guide is your playbook for becoming visible, recommended, and trusted by AI systems and the people using them. Whether you're optimizing for ChatGPT, Claude, Gemini, or AI-assisted humans doing research, the strategies in this cheat sheet will help your content show up—and stand out.

Let's start by understanding who your new AI "visitors" are and what they're doing on your site.

PART 1: FOUNDATIONS FOR AI VISIBILITY

TYPES OF AI INTERACTIONS WITH YOUR WEBSITE

AI Bots/Crawlers (e.g., GPTBot)

Visit to gather training data for AI model knowledge and intelligence

AI Agents (e.g., ChatGPT Operator)

Task-oriented virtual visitors using virtual browsers to complete research or actions

AI-Assisted Humans

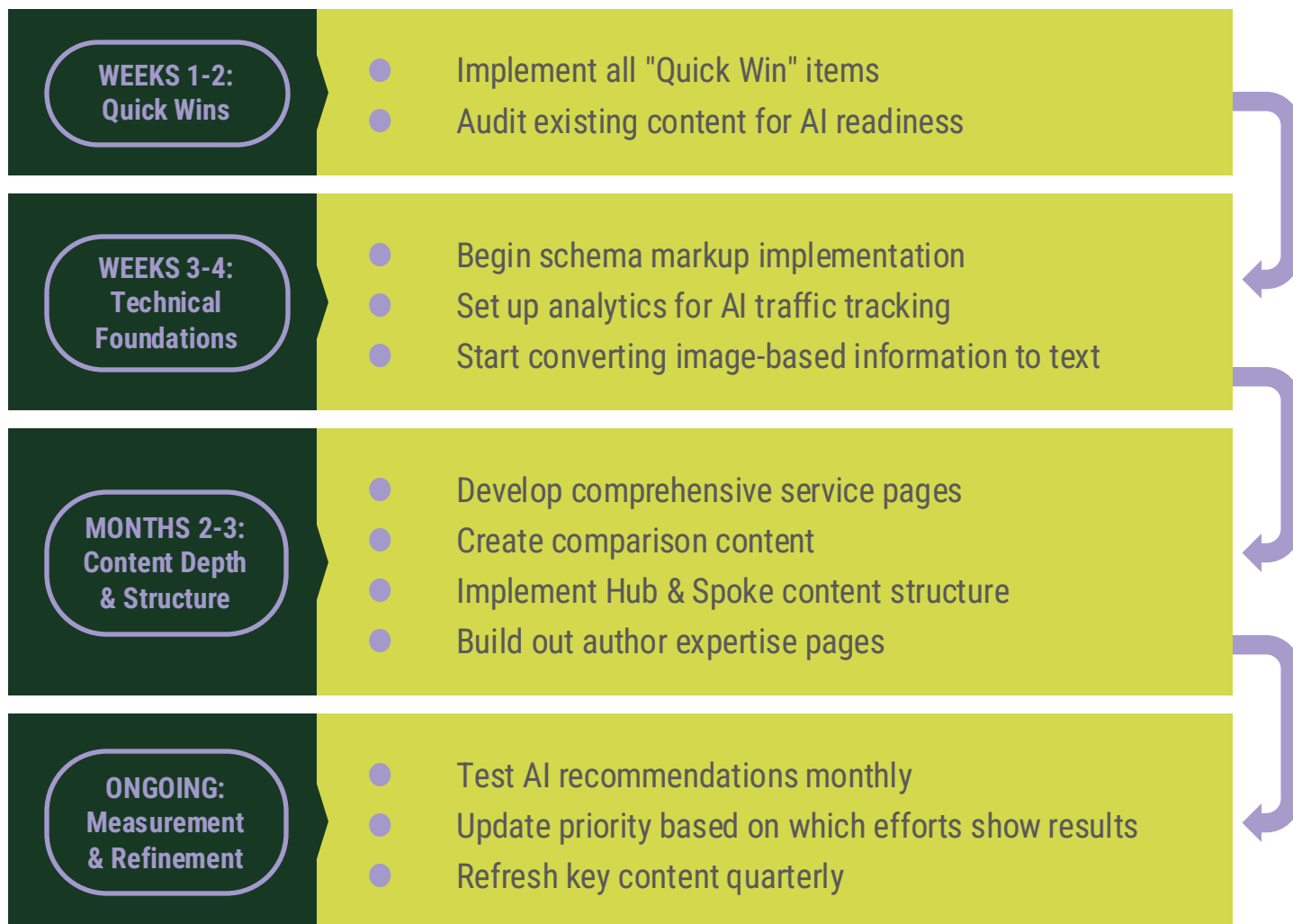
People using AI tools to research solutions before visiting your site

IMPLEMENTATION PRIORITY MATRIX

Before diving into the cheat sheet, use this matrix to prioritize your efforts based on impact and difficulty:

TASK	IMPACT	DIFFICULTY	PRIORITY
Implement Navu or similar AI chatbot	High	Low	🔥 Quick Win
Create an AI-friendly FAQ page	High	Low	🔥 Quick Win
Implement schema markup	High	Medium	Strategic
Build comparison pages	High	Medium	Strategic
Add author credentials to all content	Medium	Low	🔥 Quick Win
Convert video content to text	Medium	Medium	Important
Create dedicated service pages	High	High	Foundation
Develop an AI disclosure page	Medium	Low	🔥 Quick Win
Add "AI" to contact form sources	Low	Low	🔥 Quick Win
Set up GA4 for AI referrals	Medium	Medium	Important
Build internal linking structure	High	High	Foundation

SUGGESTED 90-DAY IMPLEMENTATION PLAN



FROM SEO TO GEO (GENERATIVE ENGINE OPTIMIZATION)

Understanding How AI Works vs. Traditional Search

Traditional SEO

Focuses on ranking in search results using keywords, backlinks, and domain authority

GEO

(Generative Engine Optimization)

Focuses on making your content easily retrievable and citeable by AI models

Key Difference

AI doesn't rank; it retrieves and synthesizes information it considers authoritative

PART 2:

GETTING YOUR BUSINESS RECOMMENDED BY LLMS

UNDERSTANDING SEARCH INTENT

- Align content with four primary search intents:
 - **Informational:** Users seeking knowledge or answers
 - **Navigational:** Users looking for a specific website or page
 - **Transactional:** Users intending to make a purchase
 - **Commercial investigation:** Users researching before buying
- Match your content format to the user's search intent for better engagement
- Optimize for featured snippets by directly answering common questions

KEYWORD & TERM SELECTION

- Focus on specific, highly relevant terms rather than broad industry keywords
- Identify phrases you want your brand to be associated with in your niche
- Keep terms directly relevant to your actual offerings
- Target terms that reflect your unique value proposition

SOURCE TARGETING STRATEGY

- Get your content in Reddit, as it's known to be in AI training data
- Pay special attention to publications that consistently appear in Google search results for your key terms
- Prioritize established industry publications over niche blogs
- Ask AI tools to rate potential sources on a 0-100 scale for the likelihood of being in training data

BUILD CREDIBILITY SIGNALS

- Create detailed author pages for all content contributors with:
 - Professional credentials and expertise
 - Industry experience and awards
 - Links to published work and media mentions
- Include author information in every article/post
- Maintain a dedicated "Media Mentions" page showcasing press coverage
- Get third-party mentions with full names, titles, and company names
- Example: [Paul Slack Author Page on Vende Website](#)



AI models prioritize content from identifiable experts as it's considered more authoritative; this mimics how E-E-A-T principles work in search algorithms.

CONTENT STRUCTURE & FORMAT

- Create comprehensive FAQ pages with structured data markup
- Use HTML tables with proper markup for comparison data
- Implement clear, descriptive headings that explain content topics
- Format content in scannable chunks with bullet points and numbered lists
- Add schema markup for articles, authors, FAQs, and products
- Include key takeaways at the end of sections for better scanning and retention
- Incorporate rich media (videos, infographics, charts) with descriptive filenames and alt text
- Structure content using the Hub & Spoke framework (comprehensive pillar pages linked to detailed supporting content)



Schema provides explicit context that helps AI understand relationships between entities on your page, significantly improving how accurately AI models interpret and represent your content.





WEBSITE OPTIMIZATION

- Ensure "About Us" page clearly states who you are, what you do, and who you serve (at the top)
- Create a "Compare Us" page that explicitly names competitors with fair comparisons.
- Make valuable content public instead of gated (AI can't reference what it can't access)
- Create structured internal linking between related content pieces
- Follow web accessibility guidelines (helps both humans and AI)

CONSISTENCY IS KEY

- Use exact brand/product names consistently across all platforms
- Maintain consistent company and solution descriptions everywhere
- Pair creative messaging with structured, clear product descriptions
- Focus on becoming an authority in a specific niche rather than being a generalist
- Develop 3-5 content pillars to establish expertise in specific areas
- Publish consistently to reinforce topical authority

EXTERNAL PRESENCE

- Frame brand visibility efforts around becoming "synonymous with your problem" in people's minds
- Emphasize consistency of mentions over time rather than one-off high-profile placements.
- Focus on genuine relationship building with influencers
- Secure mentions in industry publications and analyst reports
- Update and maintain profiles on industry directories (G2, Capterra, Crunchbase, etc.)
- Encourage detailed customer reviews that include your product names and specific features/capabilities.
- Link to high-authority sources in your content (government reports, research studies)
- Publish on LinkedIn and engage in relevant discussions

PART 3:

CREATING AI-FRIENDLY WEBSITE CONTENT

COMPREHENSIVE INFORMATION ARCHITECTURE

- Answer all qualifying questions explicitly in text format
- Create dedicated service pages for each main offering
- Clearly state all services offered and your specialties
- Specify who you serve (industries, job titles, company size)
- List all geographies you work in
- Detail all credentials, certifications, and memberships
- Describe your team (number of employees and their credentials)
- Create an "AI disclosure" page in your footer with comprehensive company information
- Consider adding schema markup to this page for better-structured data
- Balance human-friendly messaging with AI-friendly details



AI disclosure pages provide a single, authoritative source for AI to reference about your company, functioning like a knowledge graph that connects all your key information in one place.



CONTENT FORMAT & STRUCTURE

- Create content in modular, well-structured formats
- Use clear hierarchical headings (H1, H2, H3) that describe content accurately
- Break information into digestible chunks with descriptive subheadings
- Balance paragraphs with bullet points, tables, and visual elements
- Present key information in structured Q&A formats
- Ensure all information in videos also appears as text on the page
- Convert image-based information (trust seals, certifications) to text format
- Avoid JavaScript-dependent features that might hide content from AI crawlers
- Avoid hiding important content behind tabs, accordions, or interactive elements
- Make valuable content public instead of gated (AI can't access what's behind forms)

TECHNICAL IMPLEMENTATION

- Implement schema.org structured data markup
- Use proper HTML5 semantic elements (article, section, nav, etc.)
- Create XML sitemaps that are comprehensive and up-to-date
- Ensure content is accessible (helps both humans and AI)
- Use descriptive alt text for images
- Optimize page load times (use Google Page Speed Insights to diagnose issues)
- Fix broken links and redirect chains that impede crawling
- Include keywords in URLs (keep them short and descriptive)
- Optimize title tags and meta descriptions for higher click-through rates

CREATE COMPARISON CONTENT

- Develop fair comparison pages showing your solution vs. competitors
- Include detailed feature comparison tables with proper HTML markup
- Explain key differentiators in complete sentences, not just bullet points
- Support comparison claims with evidence (reviews, case studies)
- Add a concise paragraph summarizing why your solution is the best option
- Ensure comparison content follows ethical standards while being helpful to users



Properly structured tables give AI clear signals about relational information, making it much more likely the AI will accurately reference your comparisons when answering user queries.





CONTENT TYPES FOR AI CONSUMPTION

- Comprehensive guides that answer common industry questions
- Clear feature/benefit matrices in HTML table format
- Case studies with structured outcomes and metrics
- Industry glossaries and definition pages
- FAQ pages with complete, conversational answers to sales questions

CONTENT CREATION GUIDELINES

- Begin with clear definitions of key concepts
- State the problem before offering solutions
- Use consistent terminology throughout your content
- Provide context for industry-specific terms
- Include metadata that clarifies the content purpose

IMPLEMENTING ONSITE AI-ENABLED CHATBOTS

- Install an AI chatbot solution like [Navu](#) as an early priority:
 - Improves visitor experience by answering questions instantly
 - Automatically indexes your site content
 - Offers insights into common prospect questions
 - Boosts conversion rates (Navu data shows 4.7x higher conversion for users interacting with the AI chatbot)
 - Helps continuously improve your content strategy
- Map common customer questions to specific content pieces
- Create a knowledge base with structured, consistent formatting
- Develop clear, concise answers to frequently asked questions
- Organize product information in consistent, structured formats
- Consider creating API documentation for your own AI implementation
- Monitor chatbot questions as signals of buyer intent and interest
- Use chatbot interaction data to identify content gaps on your website
- Connect chatbot interactions with your CRM to track which questions lead to conversions



PART 4:

LEVERAGING AI FOR CONTENT OPTIMIZATION

STRATEGIC AI IMPLEMENTATION

- Use AI to generate content ideas and overcome writer's block
- Leverage AI for efficient research and fact-checking
- Repurpose webinar and podcast transcripts into blog content
- Update older evergreen content with fresh statistics and examples
- Create audio versions of written content for voice search optimization
- Analyze content performance data to identify topic gaps
- Develop AI-assisted content briefs for comprehensive topic coverage
- Use AI tools to improve grammar, readability, and keyphrase coverage

PART 5:

TESTING & IMPROVING AI VISIBILITY

TESTING YOUR AI VISIBILITY

- Ask LLMs questions your prospects would ask about your category
- Try both broad and specific phrasings of questions
- Check if your brand appears when asking about competitors
- Test across multiple AI tools (ChatGPT, Claude, Perplexity, Gemini)
- Analyze which sources are being cited when your brand is mentioned

IF YOUR BRAND ISN'T SHOWING UP

- Identify which sources are being cited for competitors
- Secure mentions in the same types of sources
- Check for inconsistencies in how your brand is presented
- Improve structured content on your highest-authority pages
- Focus on getting mentioned in industry publications

MEASURING SUCCESS

- Track traffic from AI search tools in Google Analytics
- Monitor brand mentions in AI responses over time
- Check for the accuracy of the information in AI-generated responses
- Test different question formulations periodically
- Update and refresh high-performing content regularly
- Establish clear benchmarks and KPIs tied to organic performance
- Use Google Search Console's Enhanced Pages report to identify optimization opportunities
- Monitor behavioral signals like scroll depth and time on the page
- Perform routine technical SEO audits to maintain performance



PART 6:

TRACKING AND MEASURING AI IMPACT

ANALYTICS AND CONVERSION TRACKING

- Create a GA4 exploration to track referrals from AI chatbots
- Add "AI" as an option in your "How did you find us?" form fields
- Compare conversion rates of AI-referred traffic vs. other sources
- Understand that AI agents may not appear in GA4 (they don't accept cookies)
- Track AI-generated form submissions for quality and insights
- Ask AI-referred leads what prompts they used to find you
- Monitor changes in traffic patterns as AI adoption increases
- Consider alternative tracking methods for AI agent visits

KEY TAKEAWAYS

1. **AI VISITORS COME IN DIFFERENT FORMS:** Understanding the distinction between AI bots, agents, and AI-assisted humans helps you optimize accordingly.
2. **ON-SITE AI DRIVES CONVERSION:** Website visitors who interact with AI tools are significantly more likely to convert (4.7x according to Navu data)
3. **AUTHORITY MATTERS:** AI prioritizes widely cited, credible sources
4. **STRUCTURE IS ESSENTIAL:** Well-organized, clearly formatted content is easier for AI to understand
5. **CONSISTENCY BUILDS TRUST:** Use consistent messaging across all platforms
6. **PUBLIC CONTENT WINS:** Ungated, accessible information gets more AI visibility
7. **TEXT TRUMPS VISUALS FOR AI:** Ensure all key information exists as text, not just in images or videos
8. **TECHNICAL PERFORMANCE COUNTS:** Fast-loading, mobile-friendly sites improve both user experience and AI crawlability
9. **CONTENT QUALITY TRUMPS QUANTITY:** Comprehensive, unique content that thoroughly answers user questions outperforms thin content
10. **CONNECTEDNESS HELPS:** Internal linking through the hub and spoke models creates a stronger content ecosystem
11. **HUMAN EXPERIENCE STILL MATTERS:** Balance AI optimization with engaging human experiences
12. **MEASUREMENT IS EVOLVING:** New analytics approaches are needed to understand AI's impact on your business

REMEMBER: The goal is to make content that serves both human readers AND AI systems. Think of AI as another audience for your website that reads every word but doesn't watch videos or look at pictures.



READY TO PUT THIS INTO ACTION?

You don't have to tackle AI visibility alone. Whether you're just starting or looking to scale what's already working, our team can help you implement these strategies, optimize your site for AI, and drive measurable pipeline growth. Let's turn your website into a resource AI trusts—and buyers act on.

[Let's Talk](#) about building an AI-friendly, revenue-ready website.