



— MANAGEMENT BRIEFING

AI Visibility

How companies get found inside AI systems.

For managing directors of mid-sized companies ♦ 10 slides

Digitize what slows you down.

AI Visibility wird zur neuen digitalen Auffindbarkeit

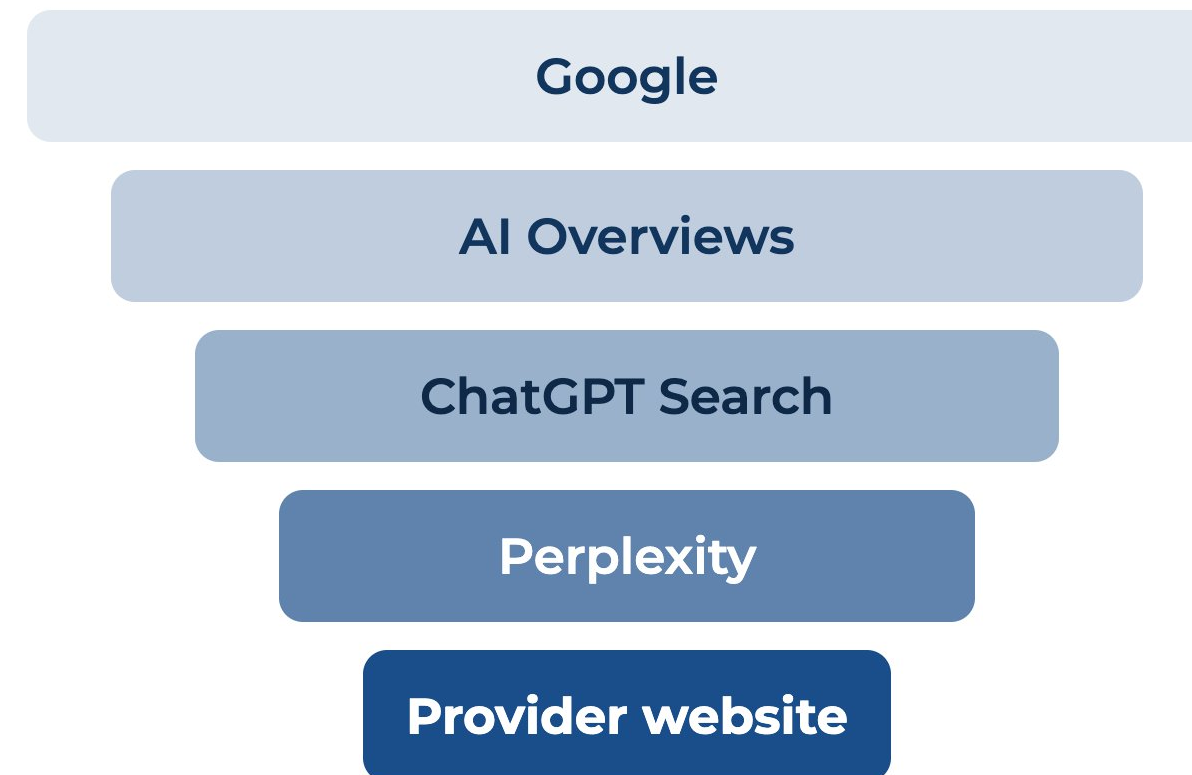
Customers no longer search only on Google — they put their questions directly to AI systems.

- ♦ Visibility increasingly emerges in answers, summaries and recommendations.
- ♦ Companies that don't appear there lose influence early in the decision process.
- ♦ Classic SEO remains important, but on its own it is no longer enough.

-25 %

projected decline in traditional search engine usage by 2026
Source: Gartner

THE SEARCH JOURNEY AS A FUNNEL



01

| AI systems deliver answers, not just links

They curate information, condense it, and cite selected sources.

SEO

Search Engine Optimization

Ranking in search results

AEO

Answer Engine Optimization

Answer readiness

GEO

Generative Engine Optimization

Citation readiness in AI answers

- ◆ **Google AI Overviews & AI Mode** draw on content from the Google index.
- ◆ **ChatGPT Search** delivers current answers with links to web sources.
- ◆ **Perplexity** relies heavily on source citations.

The new question: is our company recognized as a source?

AI visibility depends on whether machines can clearly identify your services, topics, evidence and trust signals.

- ◆ Unclear websites are harder to cite.
- ◆ Generic marketing copy is less useful than concrete, verifiable content.
- ◆ Gute AI Visibility beginnt bei sauberer Website-Structure.

01

Technology

Indexability, accessibility, performance

02

Structure

Clear site architecture & structured data

03

Expertise

Concrete, verifiable services instead of ad copy

04

Trust

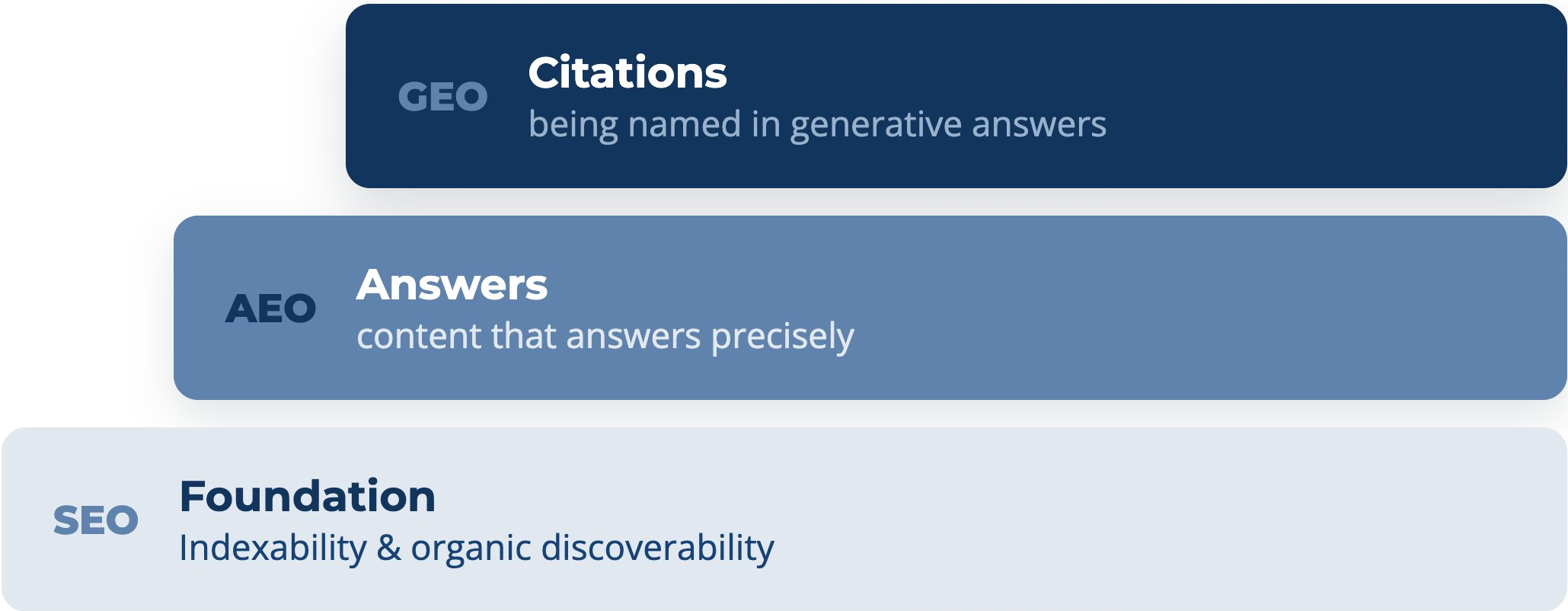
Authors, references, case examples, sources

03

SEO stays the foundation — AI visibility extends it

AI visibility doesn't replace SEO. It extends it with answer, source and context logic.

- ◆ **SEO** ensures indexability and organic discoverability.
- ◆ **AEO** ensures content that answers precisely.
- ◆ **GEO** raises the chance of being named in generative answers.



| What AI systems prefer

AI systems favor content that is clear, verifiable, current and structured.

- ◆ Clear service pages instead of interchangeable brand copy.
- ◆ FAQ, guide and comparison content with concrete answers.
- ◆ Demonstrable expertise: authors, references, case examples, sources.
- ◆ Structured data helps systems classify content more accurately.

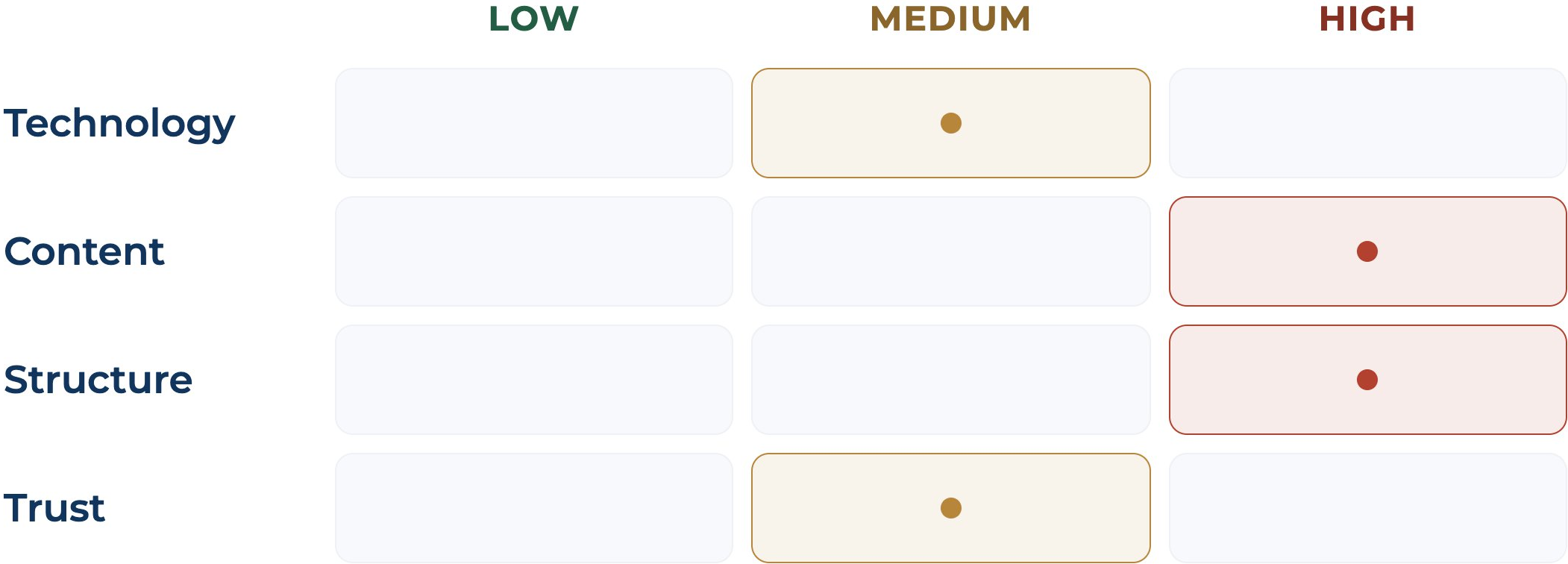
CHECKLIST: AN AI-READABLE WEBSITE

- ✓ Indexable
- ✓ Thematically clear
- ✓ Fact-rich
- ✓ Structured
- ✓ Trustworthy

The biggest weak points in mid-sized companies

Well-intentioned on substance — but often too vague for AI systems.

- ◆ Services are not described clearly.
- ◆ Industries, target groups and typical customer problems are missing.
- ◆ Content is too promotional and not explanatory enough.
- ◆ Technical blockers (noindex, nosnippet, weak structure) prevent visibility.



| Especially critical for complex B2B services

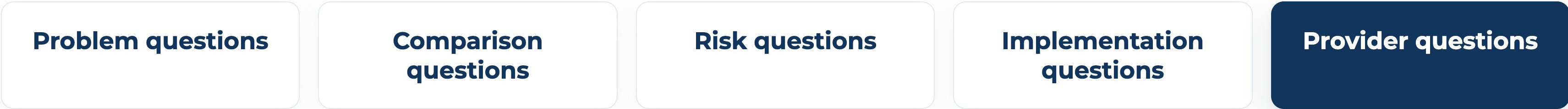
The more complex the service, the more the quality of the answer decides the first contact.

- ◆ Managing directors ask AI systems for orientation, providers, risks and approaches.
- ◆ Visibility arises not only around brand names, but around problem questions.

WHAT PEOPLE ASK

“How do I introduce AI-based phone handling in a mid-sized company?”

~~instead of “Provider X”~~



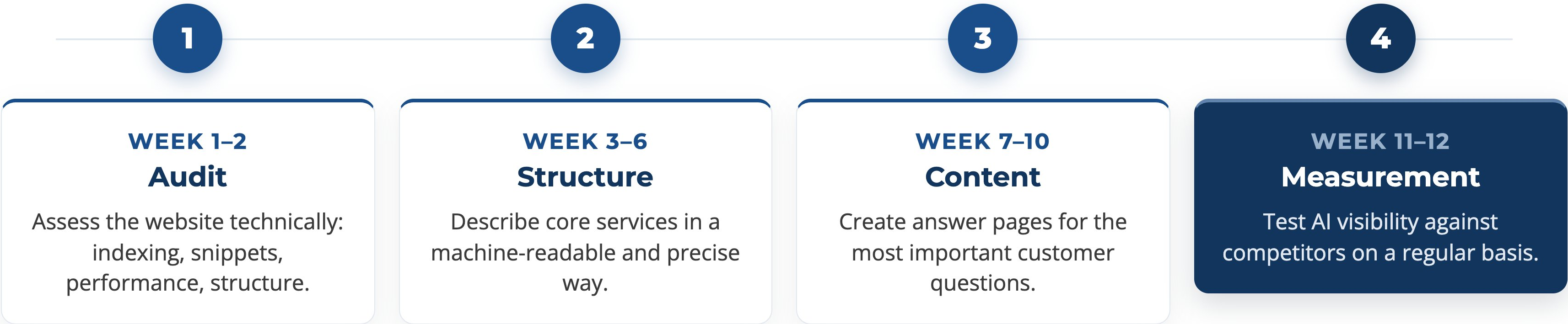
Measurement: don't count traffic alone

- AI visibility needs its own metrics alongside classic SEO KPIs.
- ◆ Is the brand mentioned in AI answers?
 - ◆ Is the website linked as a source?
 - ◆ On which topics does the company appear?
 - ◆ Are competitors more frequently visible?

Mention Rate How often the brand is mentioned in AI answers	Citation Rate How often the website is linked as a source
Topic Coverage Which topics the company appears on	Competitive Benchmark Visibility relative to competitors
Lead Quality Quality of the inquiries generated through AI channels	

| Recommended 90-day roadmap

The approach is pragmatic: assess, prioritize, improve, measure.



Decision brief for managing directors

AI visibility is not a marketing experiment — it is part of your digital sales capability.



- ◆ The decision: build AI visibility deliberately, or leave it to the market.
- ◆ A sensible first step: a visibility check of website, content and technical signals.
- ◆ The goal: found more easily, understood more clearly, cited more often as a relevant source.

NEXT STEP

Run a free KrambergAI AI Visibility Check and derive prioritized actions.

Start AI Visibility Check

krambergai.com