WHAT 1,150 B2B WEBSITES REVEAL ABOUT THE FUTURE OF WEBSITE CONVERSION

The AI Readiness Gap
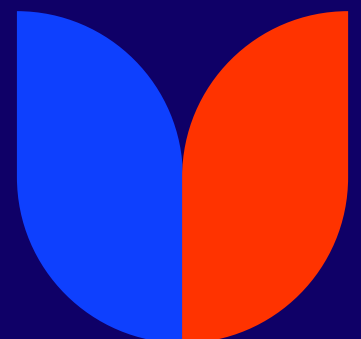
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Table of
Contents

The AI Readiness Gap
Executive Summary

AI is no longer a novelty in B2B buying - it's the new front door. Buyers are turning to ChatGPT, Gemini, Claude, and other AI agents to evaluate vendors, analyze competitors, and get answers before ever visiting your website.

Our analysis of 1,150+ B2B websites reveals that **29.5% of critical business information is missing**. That means when buyers (or their AI tools) go looking for answers, nearly a third of what they need simply isn't there.

This whitepaper outlines the most common gaps, identifies which companies are most at risk, and offers a practical roadmap to help CMOs, founders, and growth leaders close the AI readiness gap—and capture more pipeline.

Why AI Visibility Matters Now
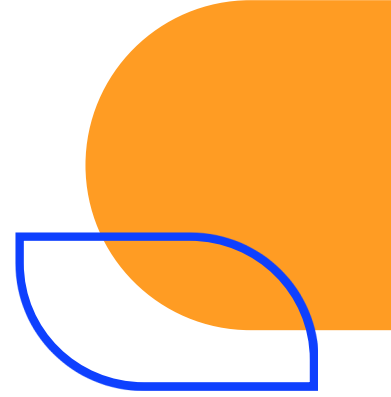
70% of B2B buyers complete their research before ever talking to sales. What's changed is how they do that research. Yesterday, it was Google. Today, it's AI.

AI tools scan your site and your competitors'.
They try to answer:

☑ What does this company do?

☑ How do they compare?

☑ What's the price?

☑ Is this solution secure?

☑ Will this work for a company like mine?

If your website doesn't provide these answers clearly - and in a structure AI can parse - you risk becoming invisible to the buyers that matter most.

Key Findings:

What The Data Reveals:
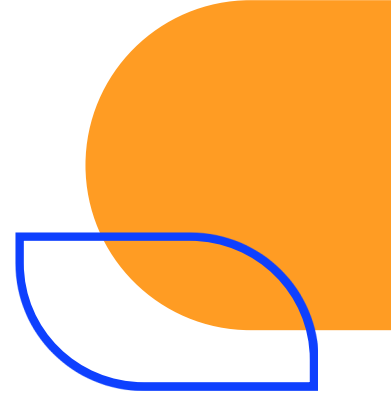
When buyers and AI tools try to find information on B2B websites, a staggering 29.5% of essential website content - such as pain points, pricing, competitive positioning, security credentials, and customer evidence - is commonly missing.

This missing knowledge makes companies invisible to potential buyers conducting research through AI, impacting their ability to convert website visitors.

Ensuring your website content is accessible and complete for AI research is now a business-critical challenge for growth-minded organizations.

The most critical gaps - and why they matter include:

96% **Are Missing Pain Point KPIs**
If AI doesn't understand the specific problems your solution solves—or the metrics that prove it—it can't explain your value to buyers. Without KPI-linked language, your offering becomes vague, generic, or worse, omitted entirely from comparison queries.
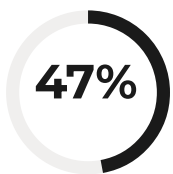
47% **Do not disclose Pricing**
AI tools often summarize pricing expectations. When yours is missing or unclear, they default to "unknown" or "contact sales"—which injects friction into self-service buying journeys and may steer buyers toward competitors who are more transparent.
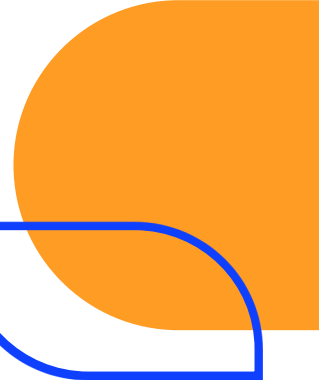
79% **Do not include Competitive Positioning**
When you don't say who you compete with—or how you're different—AI fills in the gaps with market averages. This makes you sound undifferentiated, even if you're not. Clear comparison points help position you as a considered alternative, not a generic option.

69% **Are missing Security & Certifications**
In industries where compliance matters, AI engines need visible proof of trust. Missing security language leads to answers like "This company has not disclosed certifications," which can immediately disqualify you—often before a buyer even visits your site.

56% **Lack Customer Evidence**
Case studies matter. But if your AI-facing content doesn't highlight relevant outcomes, industries, or logos, these proof points won't surface in research. This reduces buyer confidence and delays progression in their journey.


Bar chart — % Missing

- 96% Pain Point KPIs
- 79% Competitive Positioning
- 69% Security & Certifications
- 56% Customer Evidence
- 47% Pricing

A Closer Look

Segment Performance by Company Size

Company size is a stronger predictor of AI readiness than GTM model.

Here's how companies rank by average percent of missing content:

13.6%	**16.9%**	**20.4%**	**29.2%**
Growth Stage	Mid Market	Enterprise	SMB
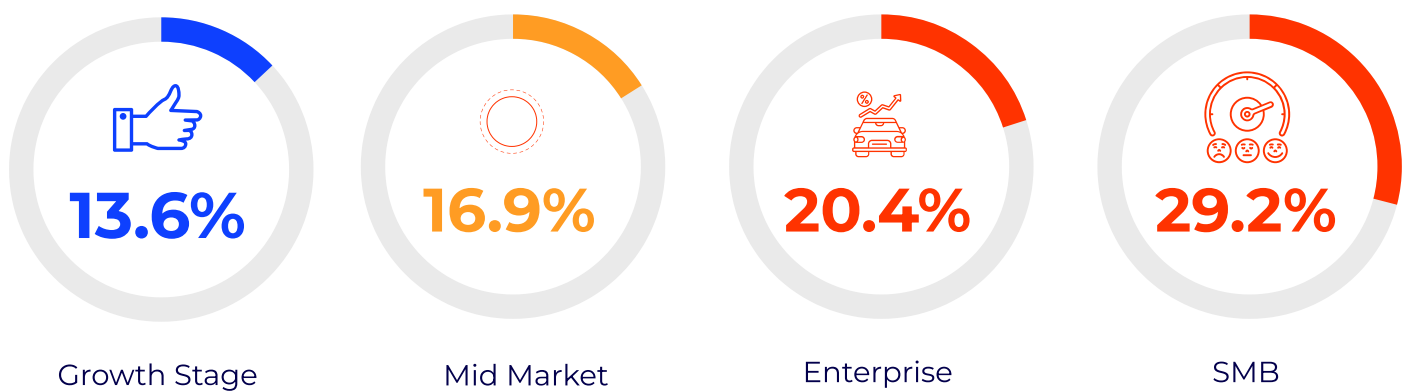
Small companies are struggling not due to lack of intent, but because of resource constraints and limited documentation rigor. This creates a systemic risk for nearly half the B2B market.

Bright Spot: Growth-stage companies are setting the pace in AI readiness. With just 13.6% missing content, they benefit from leaner structures and modern content practices that make them faster to adapt. CMOs in these firms are showing how speed, clarity, and focus can outperform even larger competitors.

A Closer Look
GTM Model Insights
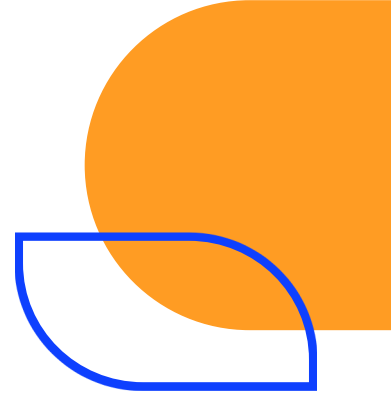
At first glance, sales-led companies outperform PLG firms, with 15.4% vs 22.7% missing content

But that picture is more nuanced:

Larger PLG companies (often with dedicated content and growth teams) tend to excel in documentation and self-service clarity.

SMB PLG firms, however, struggle. The self-serve promise breaks down when content isn't structured for AI.

PLG only works if buyers can find, understand, and trust your content without human help. Smaller PLG companies often fall short not because of model flaws, but because they haven't invested in the content infrastructure that model requires.

The worst-performing combination?
⚠️ SMB + PLG, with a 43.3% content gap.

The best?
🎉 Growth + Sales-led, with only 12.2% missing content

Why Hybrid GTM Wins:
Companies using hybrid GTM models (PLG + Sales) showed the most consistent performance across all sizes. With only a 4.9% swing from best to worst, hybrid organizations appear more resilient to content gaps and may benefit from dual accountability between product and sales.

Why This Matters to Marketing Leaders
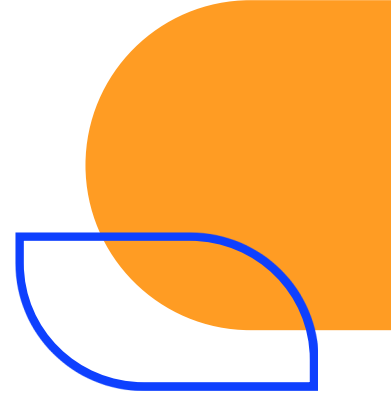
CMOs are already battling long sales cycles, high CAC, and overwhelmed SDR teams. But many are overlooking a key factor: If your content isn't AI-readable, your entire funnel suffers.

Implications:

✕   AI buyers never make it to your demo form

✕   Your differentiators are buried

✕   Security and pricing confusion stalls deals

On the flip side, companies that have implemented AI-ready experiences through Salespeak have reported measurable gains including:

✓ 85% faster lead response time, resulting in a significant boost to pipeline velocity.

✓ 83% of AI-qualified demos convert to SQLs when site information is structured for AI buyers.

✓ Website-to-pipeline conversion rates increased from 8% to 50% in certain deployments

Companies with strong marketing leadership tend to outperform. Clear, AI-readable content isn't just a copywriting issue—it's a strategic imperative that starts at the top.

Clear, AI-readable content ensures your differentiators and proof points are surfaced, reducing confusion around security and pricing, and helping buyers progress faster through the funnel.

Your AI Readiness Action Plan

1   Run Your AI Readiness Report
Audit your site the way AI tools do. Salespeak offers a free, instant scan.

2   Quantify Pain Points
Link problems to KPIs, metrics, or benchmarks AI can repeat.

3   Make Competitive Positioning Explicit
Say who you compete with and how you're different—clearly.

4   Surface Security Credentials
Certifications like SOC 2, HIPAA, or ISO should be visible and structure

5   Segment Customer Success by Industry
Help AI match buyers with relevant case studies.

6   Clarify Pricing Models
Even if you don't show exact pricing, describe tiers or value drivers.

Salespeak helps companies identify and fix these issues. Want a teardown of your website? Let's talk.

From Visibility to Velocity

AI is changing how buyers find, evaluate, and select vendors. If your website isn't AI-readable, it's not just underperforming—it's invisible.

The CMOs and GTM teams who win in this new era will:
• Build content that speaks to buyers and their AI tools
• Surface answers instantly, not after a form fill
• Turn AI from a threat into a traffic source

Run your AI Readiness Report today, or join our next webinar on optimizing your site for AI-era buyers.