

EBOOK

How to Get Your Brand Featured in AI Responses

Co-authored by Webflow, Digidop, and Vydera — 2026 Edition.

Designed for France. Applicable across Europe.



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The essentials in 30 seconds

Google AI Mode passed one billion monthly users in May 2026, a year after its launch, with query volume doubling every quarter ([Google Blog, I/O 2026](#)).

Clicks on Google's top result drop by 58% when an AI answer appears, across 300,000 keywords analyzed by Ahrefs.

According to an estimate by [AI Labs Audit / ELMARQ](#), 78% of French companies don't appear in any answer from the four major LLMs today.

To exist in AI, you have to exist everywhere. An Ahrefs study of 75,000 brands shows a 0.737 correlation between YouTube mentions and AI citations: it's signal #1.

64%

of French people already use generative AI to get information in 2026 (+20 points in one year), according to the [IFOP x Aivancity Barometer 2026](#)

89%

of B2B buyers use AI for autonomous research, according to the [Forrester 2026](#) study.

What this ebook will give you



5 minutes

A clear audit of your AI visibility, fast (free tool, chapter 3).



6 patterns

To make your pages quotable by AI (chapter 4).



1 action plan

A 90-day action plan and KPIs you can defend to the executive committee (chapters 6 and 7).

Who this ebook is for:

CMOs, Heads of Marketing, and B2B marketing teams in France and across Europe, working in-house or with an agency.

Terminology note:

AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization) refer to the same discipline: making sure your brand gets cited by AI answer engines (ChatGPT, Gemini, Perplexity, Claude, Copilot). Webflow favors AEO; Vydera and most of the European market use GEO. We use both throughout this ebook depending on the context.

Editorial: 3 voices, 1 message



"At Webflow, we talk with hundreds of CMOs every quarter. One question keeps coming up: how do you stay visible when users stop clicking and instead ask an AI? That's exactly the question AEO (Answer Engine Optimization) answers.

AEO redefines how you build your brand and generate revenue. We published the AEO Maturity Model to help leaders see where they stand and progress stage by stage. This ebook extends it to the French market, with two partners who apply that framework every day: Digidop on the platform side, Vydera on the AI visibility side."

Guy Yalif, Chief Evangelist, Webflow



"Digidop is the #1 Webflow agency in France: Premium Enterprise Partner, 200+ brands supported. Across all these projects, the same finding keeps coming back: Webflow already provides the technical foundations of AEO natively (speed, clean code, structure, structured data), but almost no one truly activates them. That's where the gap opens up.

At Digidop, the work we've done with Vydera has brought us to a new balance: today, 50% of our inbound leads come from traffic generated by LLMs."

Florian Bodelot, Co-founder, Digidop



"Vydera is an AI-Native AI visibility agency: we measure and manage brand presence across ChatGPT, Perplexity, Gemini, Claude, and Copilot, and nothing else.

Across the dozen or so brands we instrument in France and Europe, two signals stand out. First, on well-structured sites, AI bots already visit more often than humans: three times more per day at Digidop. Second, France remains 12 to 18 months behind the United States, but the gap is closing fast."

Thibaut Legrand, Co-founder, Vydera

Why AI Changes Everything

In 30 seconds

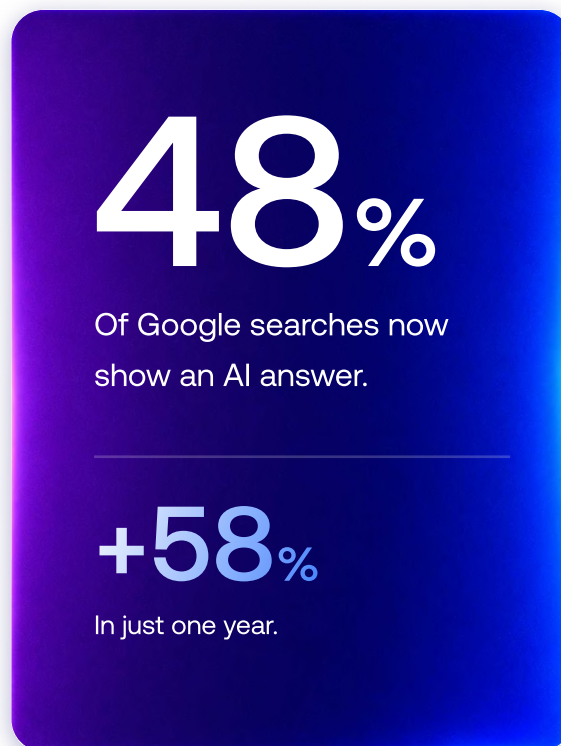
Nearly two in three French people already use generative AI to inform their decisions. On Google, the arrival of an AI answer makes organic clicks on the top result drop by 58%. If your brand isn't cited by AI in 2026, you lose an entire acquisition channel. And the time it takes to catch up is now measured in months.

The end of the click as your only KPI

Usage figures for AI assistants point to a shift. ChatGPT passed 900 million weekly users in February 2026 ([TechCrunch](#)). Gemini, for its part, claims 750 million monthly users on the app, on top of the 2 billion users reached through the AI Overviews built into Google ([TechCrunch](#)).

The momentum keeps accelerating. At Google I/O 2026 (May 19), Liz Reid, VP Search, announced that AI Mode had passed one billion monthly users in a year, with queries now doubling every quarter ([Google Blog](#)). For brands, decision time is now measured in product cycles.

On the display side, these AI answers now appear on 48% of Google searches, up +58% in one year ([BrightEdge](#)).



But 52% of queries still show no AI Overview. Organic still dominates the majority of searches.



-61%

CTR drop across 3,119 queries tested, which Ahrefs confirms with -58% in position 1.

[Seer Interactive](#) →



+120%

+120% clicks per impression for brands cited by AI, vs. brands not cited on the same query.

[ALM Corp](#) →

Key takeaway

The click isn't disappearing. It's concentrating on the brands AI cites. The rest become invisible.

How your buyer decides, and where AI steps in

In 2020, [Think with Google](#) published "Decoding Decisions," a study that became a reference. The finding: between the buying trigger and the final decision, the buyer never follows a straight funnel. They loop instead between two phases, **Explore** and **Evaluate**. Six cognitive biases guide them: authority, social proof, scarcity, immediacy, free stuff, and category heuristics. Google named this murky zone the "messy middle".

And in this messy middle, generative AI has become an unavoidable step. Forrester surveyed 1,200 B2B buyers in January 2026: **89% of them use AI in their autonomous research, and 36% feel more confident** in their decision because of it. For this group, an LLM's opinion now carries as much weight as a human expert's.

89%

of them use AI in their autonomous research.

36%

feel more confident in their decisions because of it.



Personalization changes the game

At I/O 2026, Google extended **Personal Intelligence** to AI Mode: the assistant can now draw on your emails, calendars, and photos to contextualize its answers. The consequence for brands: once an AI has registered you for a given profile and intent, dislodging you becomes much harder. The advantage to being cited first grows stronger.



Biases amplify, the buying cycle shortens

AI amplifies the biases of the messy middle: it cites first what's already cited elsewhere, which produces a snowball effect. And the B2B buying cycle shortens: Forrester measures a compression from **11.3 to 10.1 months in one year** ([Forrester 2026 Predictions](#)). The result: by the time the prospect finally contacts your team, their shortlist is already set.

Key takeaway

If you're not cited by AI during the exploration phase, you won't be evaluated.

France: behind on brands, ahead on the public

Businesses



10%

of French companies (10+ employees) using AI in 2024, vs. an EU average of 20%.



33%

AI adoption among companies with 250+ employees.

On the business side, official figures hint at a lag. [INSEE](#) records 10% of French companies (10+ employees) using AI in 2024, vs. an EU average of 20% ([Eurostat](#)). Among companies with 250+ employees, adoption rises to 33%.

The momentum is still fast, though: [Bpifrance Le Lab](#) documents a shift, with 55% of French small and mid-sized businesses using generative AI by the end of 2025, vs. 31% a year earlier.

General public



64%

of French people are already AI users.



24.5M

French people use AI every month.

On the consumer side, by contrast, France is well ahead. 64% of French people are already users (IFOP/Aivancity), [24.5 million every month according to Médiamétrie](#), and the [Microsoft AI Diffusion Report](#) ranks the country 5th worldwide for AI diffusion.

Hence the asymmetry that defines the 2026 French market: the public is ready, brands aren't keeping up. According to the AI Labs Audit / ELMARQ estimate, **78% of French companies are reportedly absent from the answers of the four major LLMs**. The figure should be treated with caution, but it matches what we see in Vydera's audits.

SEO vs AEO: what really changes

BEFORE (SEO)	NOW (AEO)
Position in the SERP	Citation in an AI answer
Keywords	Intents broken into sub-questions
Google bots	Google bots + AI agents
Organic clicks	Citations + AI-attributed leads

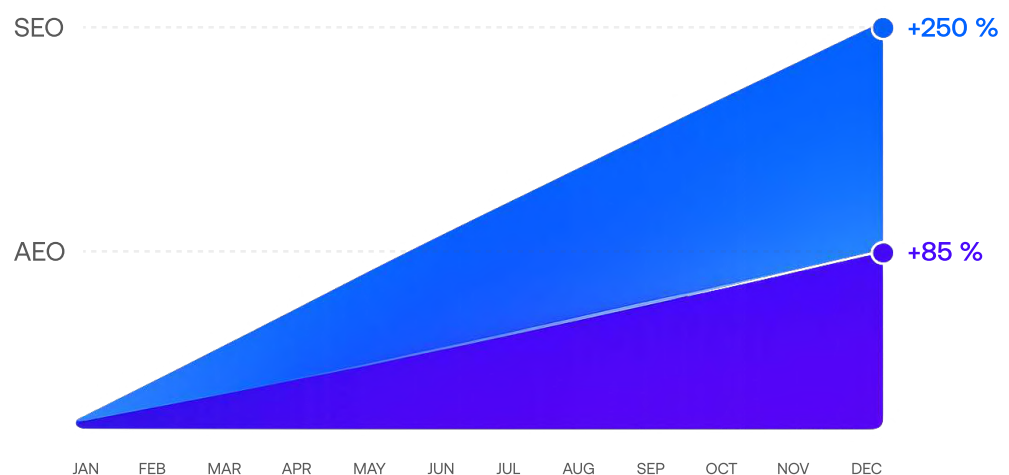
- Key takeaway**
The first French players to structure their content for AI take the lead.
- Key takeaway**
If you're not cited by AI during the exploration phase, you won't be evaluated.

AEO work makes visibility take off

In practice, SEO and AEO work in tandem. Content structured well enough to be cited by AI is also, by construction, good content for Google. The Digidop case shows it directly: AEO work grew SEO by **+250%** and ChatGPT citations by **+85%** in 12 months, on the same base of pages (Vydera internal data, 2026).

Key takeaway

AEO doesn't replace SEO. It extends it.



The ✱ Vydera perspective

Across Vydera's 2025–2026 audits, two signals keep coming back. Brand awareness doesn't automatically convert into AI citations: even a brand well known by name can stay absent from no-name searches, as shown by the Beedeez (LMS) and Athena (business school) cases detailed later. On well-structured sites, AI agent traffic already exceeds human traffic (see chapter 3). For us, the window is measured in months.

Digidop case study: from SEO drop to AI visibility in 6 months

Industry : Webflow digital agency • Timeframe : 6 months • Market : France



SEO drop

The problem

In 2024, Digidop migrates from digidop.fr to digidop.com to become a bilingual site. The technical transition erodes the authority it had built and causes positions to drop on business-critical queries. The August 2025 Google Spam Update then amplifies the loss. In the end, two years of SEO investment are at risk of being wiped out.



SEO repair

Our response – Layer 1

Recover SEO authority: technical audit (Core Web Vitals, crawl budget, 404s), drastic cleanup (110 tool pages and 100 articles deleted or redirected), internal linking rebuild, schema fixed.



AEO construction

Our response – Layer 2

Build AEO visibility: quotable editorial structure, ultra-specific FAQs, structured data per article, lms.txt, LLM-optimized summaries, AI citation monitoring via dedicated GA4 reports.



Results

In 6 months

SEO growth recovered and a new source of visibility through AI.

Results

In 6 months



+250%

Organic traffic after SEO work



+100%

Google impressions over the same period



+85%

Citations in ChatGPT answers



+50%

Leads from AI (ChatGPT, Gemini, etc.)

Key takeaway

AEO didn't replace SEO. It sped up its recovery and created a new source of visibility.

What this teaches CMOs

Two lessons stand out from this case, transferable to most B2B sites:

→ **SEO and AEO reinforce each other**, they don't cannibalize one another. The technical foundations that make you rank on Google are precisely the ones that make a site quotable by ChatGPT, Gemini, or Perplexity.

→ **AI traffic is no longer marginal**. On a well-served site like Digidop, AI agents now weigh more than human visitors (figures detailed in chapter 3). Failing to serve them properly means making yourself invisible early in the buying journey, right where the shortlist is built.



“We recovered the positions we'd lost, but also more than tripled our organic traffic. A great collaboration to relaunch Digidop's growth.”

Florian Bodelot, Co-founder, Digidop

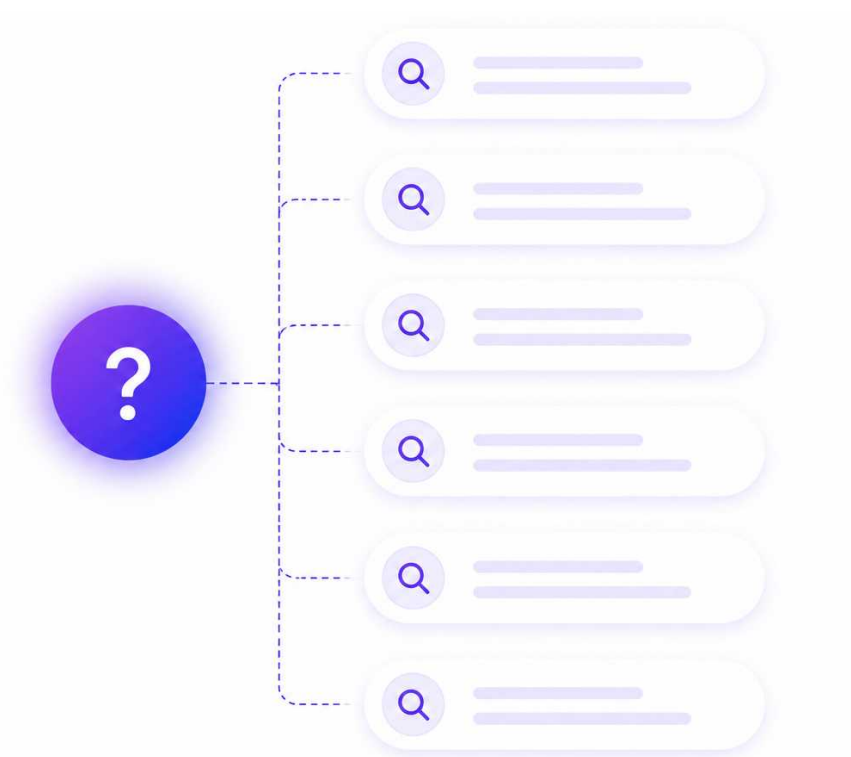
How AI Chooses its Sources

In 30 seconds

AI doesn't read your site the way Google does. It breaks each question into several sub-questions, searches for the best answers in parallel, then cites the sources it judges most reliable. Understanding how this works means spotting where to act to get cited.

Mechanism 1: the question split into sub-questions

When you ask an AI a question, it doesn't run a single search. It breaks your question into 8 to 12 sub-questions handled in parallel. Google AI Mode can go up to 16 sub-questions on a standard query, and several hundred in Deep Search mode. The mechanism is documented in two public Google patents ([US12158907B1](#) and [US20240289407A1](#)), and was confirmed at Google I/O 2025. A major change since I/O 2026: AI Mode's default model is now **Gemini 3.5 Flash**, specifically designed for agentic use.



What this changes for you: your page can be cited on a question you weren't explicitly targeting. So it's better to cover a topic in depth with several linked pages than to invest in a single perfect page.

Mechanism 2: real-time search

RAG stands for Retrieval Augmented Generation. In practice, the AI goes out to fetch external sources in real time to ground its answer, rather than relying only on its training data. That's exactly what ChatGPT Search, Perplexity, and Gemini do today. The founding concept was published by [Lewis et al. at NeurIPS 2020](#).



Two direct consequences for your content:

1. **Freshness matters more than ever.** 76.4% of ChatGPT citations point to content updated less than 30 days ago ([See Interactive](#)).
2. **Your content is read in short passages (200 to 800 words).** Each section must therefore make sense on its own, without depending on the rest of the page.

Mechanism 3: the 6 signals that trigger a citation

WHAT COUNTS	LEVEL	HOW TO ACTIVATE IT
Structure (headings, lists, tables)	Very strong	See Chapter 4
External mentions (Reddit, press, YouTube, etc.)	Very strong	See Chapter 5
Freshness (visible update date)	Very strong	See Chapter 4
Position on the page (first 30%)	Strong	See Chapter 4
Schema.org (structured data)	Medium-strong	See Chapter 3
Classic SEO backlinks	Weak in AEO	-

Two recent studies help frame these signals. On one side, [Aggarwal et al. \(KDD 2024\)](#) tested 9 different AEO strategies across 10,000 queries: combining quantified statistics + direct quotes alone delivers up to +40% visibility. On the other, [Kevin Indig](#) analyzed 1.2 million AI citations: 44.2% come from the first 30% of the text, and cited pages contain on average twice as many definitional sentences as the rest.

Platforms: who cites what?

PLATFORM	TOP SOURCE #1	KEY TRAIT
ChatGPT (~900M users/week)	Wikipedia (47.9% of the top 10)	Favors classic authority
Perplexity (~45M MAU)	Reddit (24% of citations)	Strong on user reviews
Google AI Overviews	YouTube + LinkedIn + Reddit	Balanced mix
Gemini (~750M MAU)	Google ecosystem sources	Reddit nearly absent (0.1%)
Claude (~18.9M MAU)	Wikipedia + expert sources	Less transparent

Every platform has its favorite sources. An effort concentrated on just one (typically ChatGPT) doesn't mechanically translate into a presence elsewhere.

Key takeaway

A strong presence on ChatGPT guarantees nothing on Perplexity. A serious AEO strategy is thought through platform by platform.

The Digidop perspective

On the Webflow sites we migrate in 2026, the AEO work always starts from the same foundations: putting schema.org everywhere, restructuring H2s/H3s, opening sitemaps to AI agents. Webflow makes these operations easier because these layers are native. You still have to activate them correctly.

Preparing Your Site for AI Agents

In 30 seconds

Having a fast, indexable site is no longer enough. AI agents, which now visit more than humans on well-structured sites, have their own technical requirements: an explicit robots.txt, content exposed in Markdown, meaningful headers, coherent schema, and actions exposable via WebMCP. Five concrete projects to take on in 2026.

Why this chapter matters, even if you're not technical.

An "agent-ready" site is a site an AI can read and use without tripping over it. If it isn't, the math is simple: you can publish the best content on the market, AI won't see it, and you'll stay invisible right where your buyers compare options. The five projects that follow can be delegated to an agency or a developer. Your role as a marketer: knowing they exist, and demanding them.

The new reality of traffic

The first thing to take in: the web is no longer mainly human. [Cloudflare Radar](#) measures **32% bot traffic** in global HTTP in the first half of 2026, and its CEO confirmed to [TechCrunch](#) that bot traffic would overtake human traffic as early as 2027. Within that total, AI crawlers account for **22% of bot traffic**, of which **49.9%** is dedicated to training ([Cloudflare](#)).



32%

bot traffic in global HTTP



2027

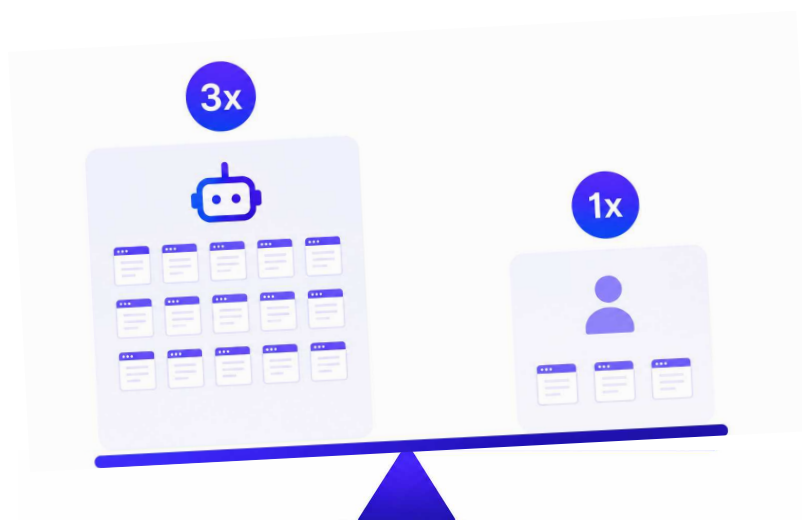
bot traffic will overtake
human traffic



22%

of bots are AI crawlers

The leverage effect is massive. To answer a single query, an AI agent can visit up to 1,000 times more sites than a human. At Digidop, we observe 3 times more AI agent visits than human visits per day ([Digidop](#)). In other words, the majority of your effective audience is already non-human, and it has its own reading rules.



Project 1: opening robots.txt to AI agents

The first error Vydera systematically finds in audits is a **robots.txt** inherited from classic SEO that blocks, by omission, recent AI user agents. The result is mechanical: zero possible citations, no matter what you publish elsewhere. Across the web, 5.5% of domains block GPTBot and 4.7% block ClaudeBot ([Technology Checker](#)).

1	User-agent : GPTBot	Allow: /	✓
2	User-agent : OAI-SearchBot	Allow: /	✓
3	User-agent : ChatGPT-User	Allow: /	✓
4	User-agent : ClaudeBot	Allow: /	✓
5	User-agent : Claude-User	Allow: /	✓
6	User-agent : PerplexityBot	Allow: /	✓
7	User-agent : Google-Extended	Allow: /	✓

The main AI user agents to allow

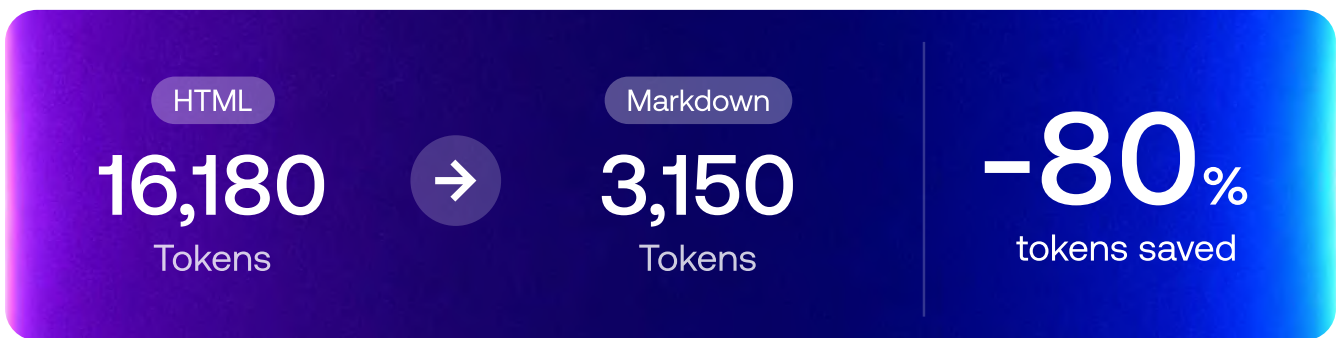
✓ GPTBot	AI / usage : Very strong	✓ ClaudeBot	AI / usage : Strong	✓ Perplexity-User	AI / usage : Medium-strong
✓ ChatGPT-User	AI / usage : Very strong	✓ Claude-User	AI / usage : Medium-strong	✓ Google-Extended	AI / usage : Weak in AEO
✓ OAI-SearchBot	AI / usage : Very strong	✓ PerplexityBot	AI / usage : Weak in AEO	✓ Bingbot	AI / usage : Medium-strong

 Often-overlooked watch-out

Google-Extended is distinct from Googlebot. Blocking the former doesn't break your Google SEO, but it effectively excludes you from Gemini.

Project 2: exposing your pages in Markdown

A second under-invested lever: exposing your pages in Markdown. Agents consume this format far more efficiently than HTML. One example: a Cloudflare blog post goes from 16,180 tokens in HTML to 3,150 tokens in Markdown, an 80% saving, according to [Cloudflare's Markdown for Agents](#) doc.



Fewer tokens means three concrete effects:



A longer, more faithful citation

The entire passage fits within the context window, which improves the precision and fidelity of citations.



Lower inference cost

The LLM processes fewer tokens, which cuts the cost and favors your source at equal relevance.



Reduced latency on agentic queries

Fewer tokens to read and process, for faster and more frequent answers.

The pattern is already deployed at Anthropic, Stripe, Mintlify, and Vercel. Vydera and Digidop apply the same logic: a "Copy page as Markdown" button for humans, paired with a dedicated .md endpoint for agents.

Project 3: HTTP headers readable by agents

On the headers side, three headers really count.

 Last-Modified Indicates content freshness (a major signal for LLMs).	 Link: rel="alternate" type="text/markdown" Explicitly declares the available Markdown version (fewer tokens, better reading).	 X-Robots-Tag Header version of the robots meta, especially useful for PDFs and images, and too often forgotten.
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To audit everything, the [Cloudflare Agent Readiness Score](#) covers the 4 dimensions and returns a 0–100 score calibrated like a Lighthouse.

Project 4: Schema.org, the grammar of AI

On schema.org, studies diverge. On one side, [BrightEdge measures +44% AI citations on pages combining FAQ and structured data](#), and Google confirmed that AI Mode treats structured data as an input. On the other, Search/Atlas (Dec. 2024) finds no direct correlation between schema and citations.

2026 consensus

A mandatory hygiene factor, but not a differentiating lever on its own.

The schemas that really count:



Organization

With **sameAs** pointing to Wikipedia, LinkedIn, Crunchbase, G2.



Article, FAQPage, BreadcrumbList

Describe your content.



Product & Person

For B2C brands and SaaS.

The most frequent error Vydera sees in audits is a clean **Organization** on the homepage and nothing else on the blog, exactly where the majority of AI citations are won.

An often-overlooked angle



Wikidata is now the factual backbone of Gemini's and Apple Intelligence's knowledge graphs. With lower admission thresholds than Wikipedia's, it's an accessible entry point, including for mid-market B2B brands.

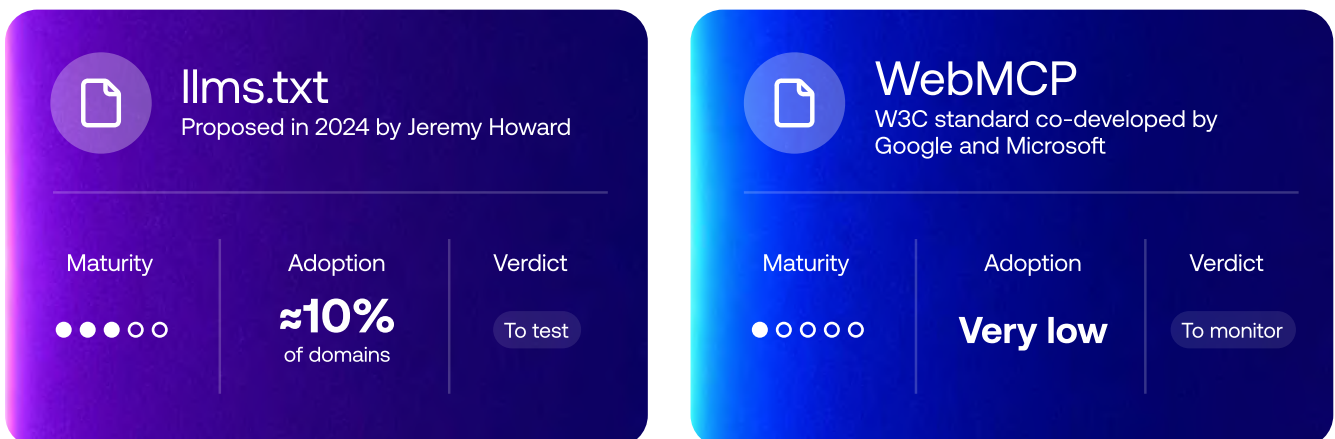
Project 5: ones to watch, lms.txt and WebMCP

Two emerging standards are worth tracking, without being priorities yet.

lms.txt. Proposed in 2024 by Jeremy Howard, this root file is now adopted by **10.13% of domains** ([SE Ranking](#)). That said, no major LLM provider has officially committed to using it, and field measurement shows no traffic change on 8 of 9 sites tested.

Pragmatic verdict: deploy it if it's trivial, but it's not a priority.

WebMCP. A W3C standard co-developed by Google and Microsoft, in Chrome 146 preview since February 2026 ([W3C spec](#)), it lets a site expose actions (book, search, order) directly to agents. The right reflex: active monitoring, plus experimentation on 2 or 3 key actions.



Be careful not to confuse **WebMCP** with **MCP** (Model Context Protocol), another standard, this one launched by Anthropic in November 2024 and handed to the Linux Foundation in December 2025 ([Anthropic](#)).

Its adoption, by contrast, is explosive: 10,000+ public MCP servers, and 92% of new agent frameworks embed it. The takeaway for a B2B CMO: require your SaaS vendor to expose an MCP server, otherwise your data will stay out of reach of internal agents.

AI agents no longer read: they act for the user

Google I/O 2026 went further with the announcement of the era of Search agents. Three capabilities are already on the table:



Continuous monitoring

of listings (real estate, sneaker drops, finance, sport).



Agentic bookings

with automatic retrieval of prices and availability, then redirection to the chosen provider.



Business phone calls

made by Google on the user's behalf, in certain US categories (repair, beauty, pet services).

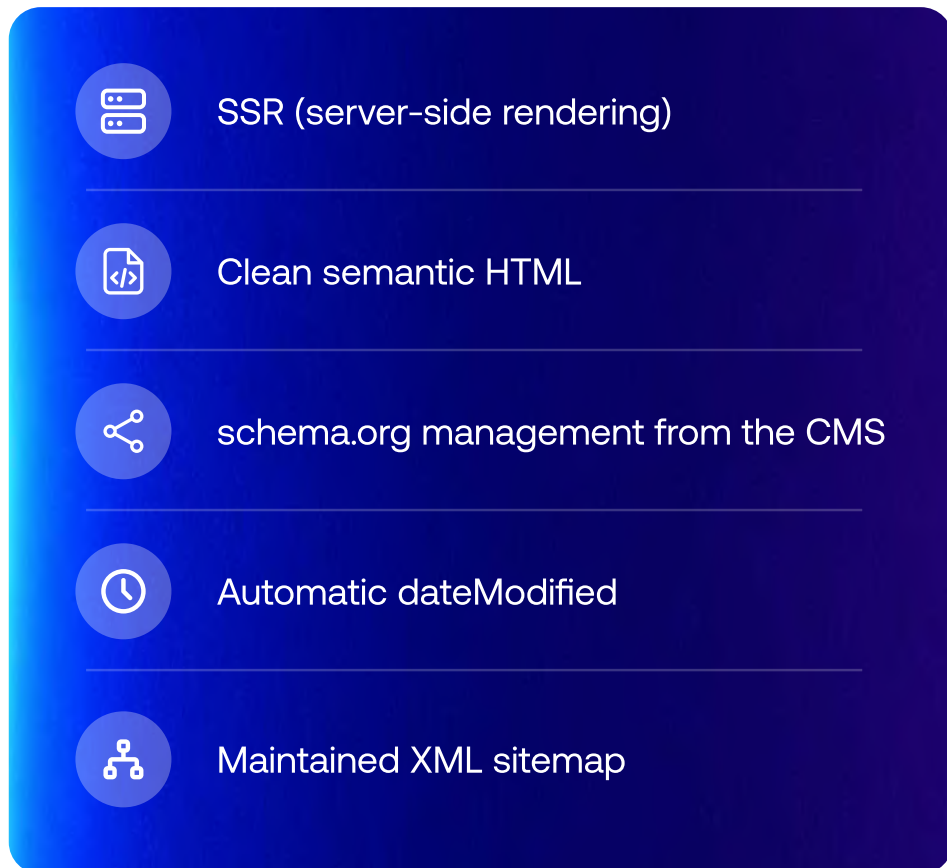
For B2B brands, the implication is clear: agents **compare your prices, check your availability, and redirect to the right conversion point**, with no human intervention. Without exposed booking data or a business-ready standard, you lose the transaction even if you're cited as a source.

Direct consequence: **WebMCP** becomes a priority project for brands with a high average basket. On top of that come two other major I/O announcements:

- The **generative UI** of AI Mode, able to assemble comparison tables, simulators, and mini-dashboards on the fly.
- The **new multimodal Search box**, which accepts text, images, files, videos, and even Chrome tabs as input.

What Webflow brings on the technical side

On the Webflow sites we audit, several technical layers required by AI agents are available natively:



These layers exist by default but must be activated project by project: this is the work that Webflow Premium Partners handle from the design phase. For the Search agents announced at I/O 2026, this foundation is what determines whether your site is readable and actionable.

Free Audit

A 0–100 score across 4 dimensions, with recommendations you can copy into Claude or ChatGPT.

[Check my AI citability →](#)

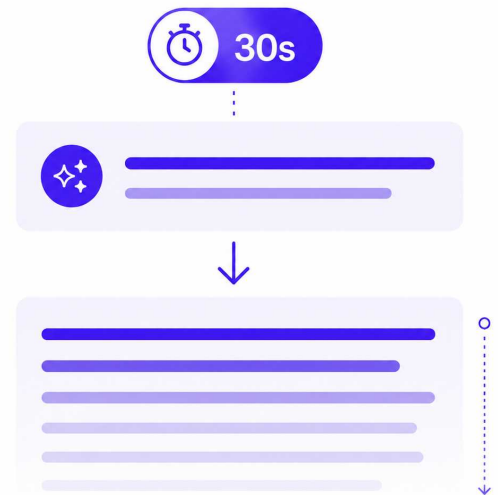
Creating Content AI Cites

In 30 seconds

A quotable page answers a precise question, is structured like a fact sheet, declares its author, and has been updated recently. Six patterns recur systematically in the content AI likes to cite.

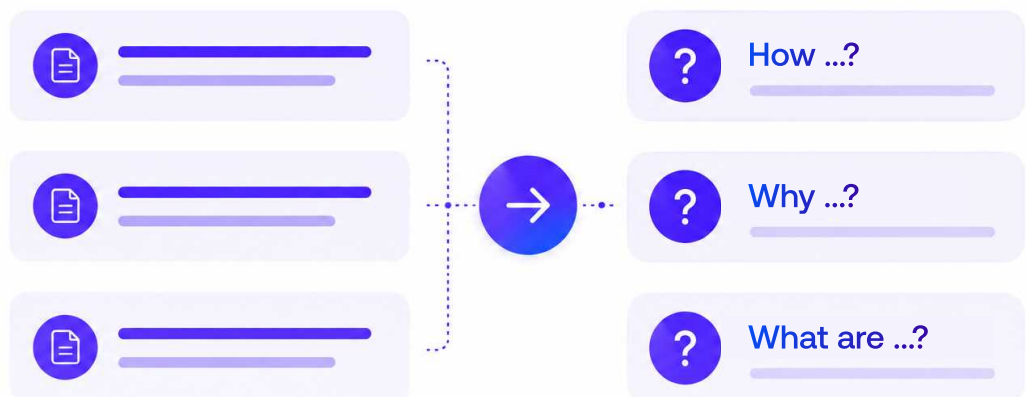
Pattern 1: the answer first, the detail after

The first reflex to build: summary on top, details below. In practice, add an "In 30 seconds" box at the start of every important page. The key figure to keep in mind comes from the Indig study: **44.2% of AI citations come from the first 30% of the text**. In other words, your main answer must fit within the first 60 words of the page.



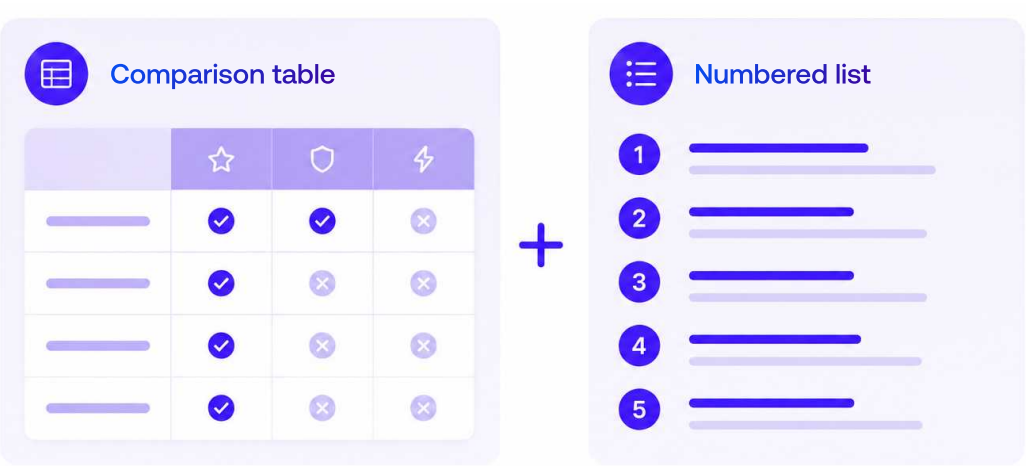
Pattern 2: sections framed as questions

Second reflex: turn your headings into questions ("How...", "Why..."). Since AI breaks queries into sub-questions, if your headings are already questions, you match the query fan-out directly. Sections of **120 to 180 words generate +70% ChatGPT citations** ([SE Ranking](#)). Also worth noting: cited pages contain on average twice as many definitional sentences as the rest.



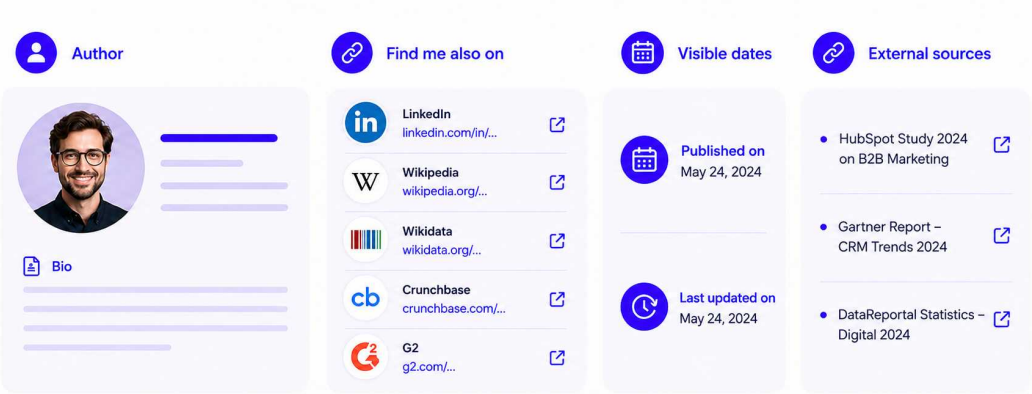
Pattern 3: lists and comparison tables

Structured formats statistically crush narrative formats. **Listicles concentrate 21.9% of all AI citations**, 5 times more than standard blog posts. **Tables multiply the citation rate by 2.5**. The golden rule: at least one comparison table and one numbered list per strategic page.



Pattern 4: expertise signals (E-E-A-T)

Fourth pattern, the famous E-E-A-T: Experience, Expertise, Authoritativeness, Trustworthiness. **96% of content cited in AI Overview comes from sources with these verified signals** (correlation $r = 0.81$). What to activate concretely: an author page with photo and bio, **sameAs** pointing to LinkedIn, Wikipedia, Wikidata, Crunchbase, G2, visible publication and update dates, external sources cited as hyperlinks.



Pattern 5: declared freshness

Fifth pattern, definitely not one to overlook: explicitly declare freshness. We saw it earlier with Seer Interactive: 76.4% of ChatGPT citations point to content less than 30 days old, and pages refreshed within 30 days are 3.2 times more cited than the rest.



Updated on May 24, 2026

Pattern 6: "entity sheet" pages

Last pattern, the most strategic: the "entity sheet" page. This is a page dedicated to a single entity (product, person, concept) that combines clear definitions, FAQ, and sameAs. These pages become anchors cited as a priority by the models. Aggarwal et al. (KDD 2024) also validated the optimal priority order under a constrained budget: statistics first, then quotes, then external sources, then authoritative tone.



Brand / Company



Product



Person



Concept



Service



Q&A

To watch: interfaces generated on the fly by Search

At I/O 2026, Google announced that Search can now generate custom interfaces on the fly (interactive charts, simulators, "mini-apps") from the sources it judges most relevant. The direct consequence for content teams: your page is no longer just cited, it becomes raw material for custom UIs assembled elsewhere. In this new regime, pages with their own quantified data, comparison tables, and well-tagged schema become the default building blocks. This shifts the stance: you now have to write for two readers at once, the human and the AI that dismantles the page to rebuild a UI elsewhere.



Large-scale production

That leaves the question of volume. The temptation is well known: generate 200 articles in a month. The trap is just as real: "AI-flavored" content detected and penalized by the models themselves. Good practice rests on three principles: AI agents briefed by a human, systematic human validation, and an identifiable human signature. The Athena mini-case illustrates it: 40 pieces of content in 3 months, and **+7,400% monthly AI traffic** (from 2 to 150 visits/month, starting from zero).

CONTENT TYPE	CADENCE
Strategic pages (pillars, hubs)	Every 3 to 6 months
Product pages	Every month
Blog posts	Every quarter
All content	At least once a year

Practical rule

-  Display the update date both visibly for the human and declared in the schema (dateModified).

Case study



40 pieces of content in 3 months without diluting quality

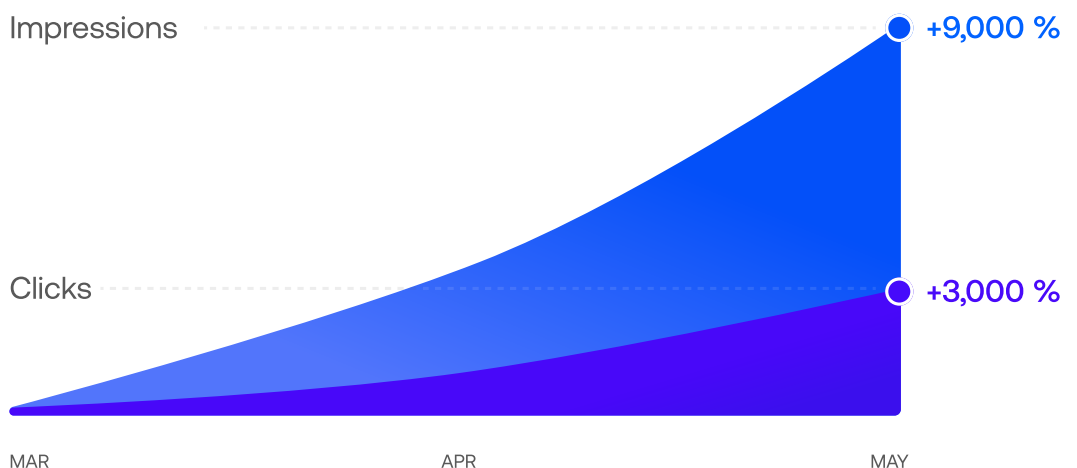


Industry: Higher education • Timeframe: 3 months (ongoing) • Market: France

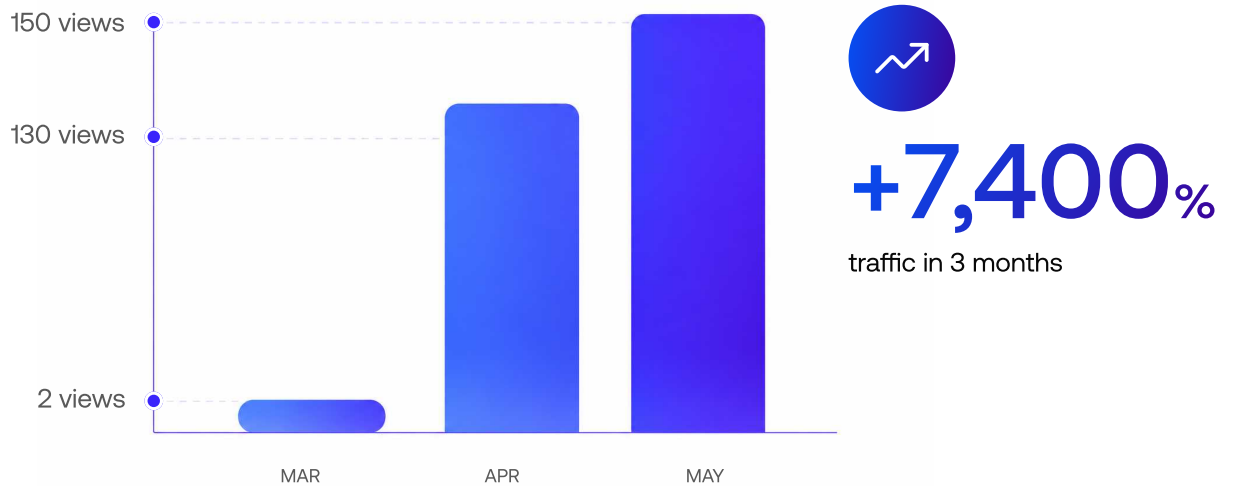
Athena Business School trains 2,500 students across 9 campuses, holds a 4.9/5 Google rating, and counts 200 partner companies. And yet, in February 2026, 95% of its organic traffic still came from queries containing its name. On the intents that really matter ("work-study business school Montpellier," "BTS MCO career paths," "Bachelor RDC"), the site was absent from Google and never cited by ChatGPT, Perplexity, or Gemini. In short, a school you find when you already know its name, never when you're looking for a program.

The Vydera approach unfolded in four stages. First, a "researcher" agent extracts target queries from GSC and analyzes the SERPs. Then a "writer" agent calibrated on Athena's editorial brief drafts the V1. Next, a Vydera consultant reviews, adjusts, and secures internal links and editorial compliance. Finally, Webflow integration with JSON-LD. Result held: 40 pieces of content published in 3 months, with no drift toward generic content.

Monthly SEO impressions



AI / LLM traffic



Places gained in the AEO ranking

- 1 Groupe Alternance
- 2 Pigier
- 3 **Athena BS** ↑ +35 places
- 4 IDRAC Business School
- 5 ESUP
- 6 ESG
- 7 INSEEC

The "AEO ranking" is the leaderboard of the brands most cited by AI in a given sector (here, business schools), tracked monthly, platform by platform.

What this teaches



AI-assisted production works when the brief is human and validation stays human. Volume alone kills. Combining the two opens up solid visibility prospects.

Case study



From a known brand to the default choice



Industry: SaaS LMS B2B • Timeframe: 5 months • Market: France

The paradox

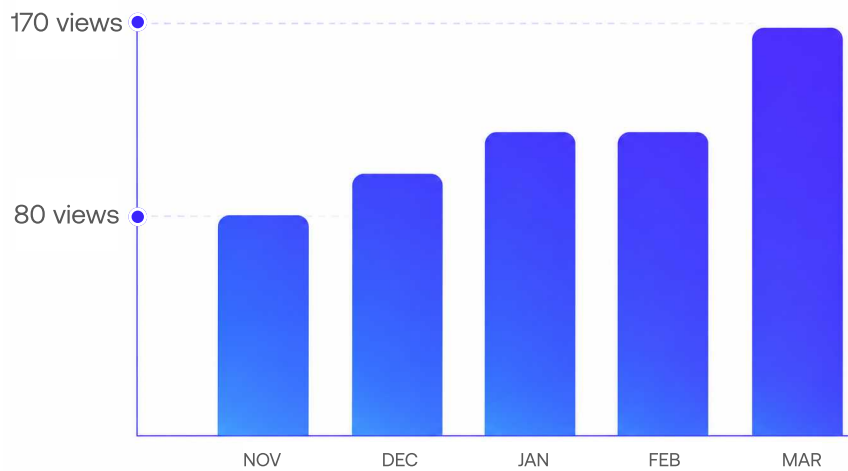
Beedeez is a French LMS dedicated to frontline teams: 2 million users, 55 countries, clients like Leroy Merlin, Würth, and the French Navy. Searched by name, the brand came up 100% of the time on ChatGPT, Perplexity, and Gemini. Searched by need, on the other hand ("frontline team LMS," "multilingual mobile LMS"), it disappeared from the answers, captured instead by 360Learning and Docebo. Visible by name, invisible by intent: a classic for established B2B brands.

The ✱ Vydera approach

The goal set with Beedeez was clear: get the brand out of the "brand-only" trap. To do this, three levers were activated in parallel:

1. **Editorial restructuring** around frontline-LMS intents: Q&A formats, comparisons, and entity sheets aligned with the brand's real positioning.
2. **Authority densification**: external mentions, sameAs, press citations, Person schema on author pages to strengthen E-E-A-T.
3. **Continuous monitoring** of AEO position across 50+ decision-stage prompts (ChatGPT, Perplexity, and Gemini tracked in parallel).

AI / LLM traffic



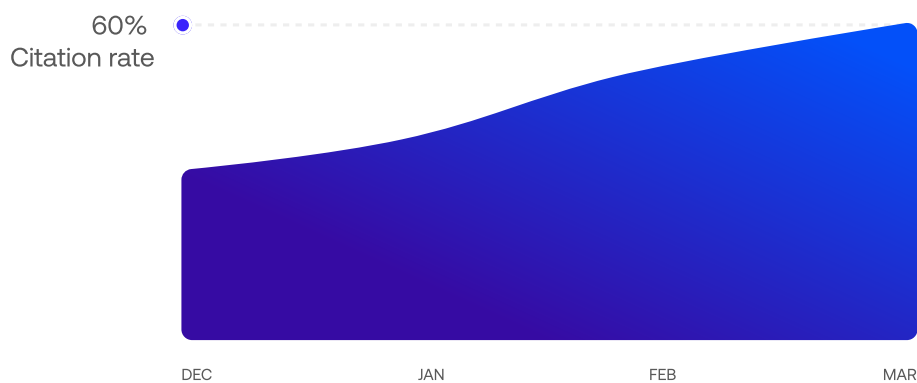
+112%

traffic in 5 months

Places gained in the AEO ranking

- 1 360Learning
- 2 **Beedeez** ↑ +7 places
- 3 Docebo
- 4 TalentLMS
- 5 Moodle
- 6 iSpring Learn
- 7 LearnUpon

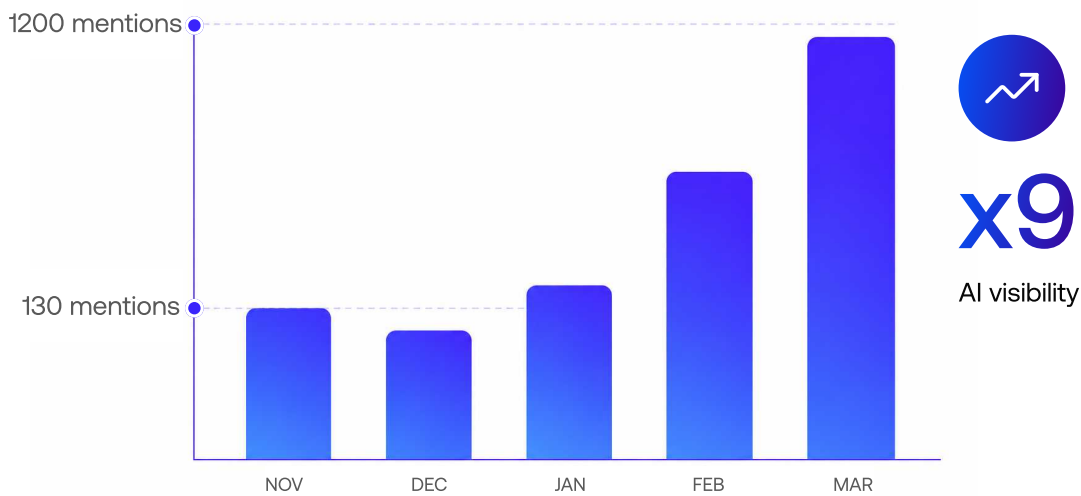
beedeez.com citation rate



+53%

citations in 4 months

AI visibility (all platforms)



What this teaches CMOs

Two key lessons stand out from the Beedeez case:

- A brand strong on its own name is not a brand visible in AI. The two objectives are distinct and are worked on separately, with their own KPIs and specific levers.
- The realistic horizon for visible AI repositioning is around 5 months, provided you act simultaneously on all three axes: content, technical, and external authority.

“In 5 months, Vydera structured our visibility on Google and on AI. We went from challenger to #2 in the French LMS market.”

Hamza Sbaa, CMO, Beedeez

Being Present Everywhere AI Looks

In 30 seconds

To exist in AI, you have to exist everywhere, not just on your own site. Wikipedia, Reddit, YouTube, LinkedIn, press, podcasts, videos: modern AI reads all these formats and cross-references the sources. The more numerous and consistent your digital assets are with each other, the more you get cited.

Why AI rewards omnipresence

Two concepts structure this logic. Omnichannel refers to all the channels where your prospects search. Omnimodal refers to all the formats AI consumes (text, image, video, audio). And modern AI — ChatGPT, Gemini, Perplexity, Mistral, Qwen — is all natively multimodal.

Three recent studies frame the stakes:

- **Ahrefs (75,000 brands)** measures a **0.737 correlation between YouTube mentions and AI citation**. It's the #1 factor, ahead of classic backlinks.
- **Similarweb** establishes that **86% of sources cited by LLMs are controlled by the brands themselves**, which changes the game.
- The **5W AI Citation Source Index 2026** (680M citations analyzed) shows that the top 20 news sources alone account for **67.3% of OpenAI citations**.

The "entity sheet"

AI doesn't see your brand as a web page. It builds an entity sheet by cross-referencing 6 to 7 sources, which are almost always the same:

- Wikipedia and Wikidata
- Crunchbase
- LinkedIn (company and executives)
- YouTube
- Specialized press
- Podcasts
- Reddit threads

Hence an often-underestimated consequence: if your key facts (founding date, headquarters, executives, positioning) diverge between your site, Wikipedia, Crunchbase, and LinkedIn, the **LLMs detect the conflict and automatically lower the confidence** they give you ([iPullRank](#)).

The peer-reviewed study [Yang K-C \(arXiv 2507.05301\)](#), covering 24,000 conversations and 366,000 citations analyzed, confirms it: **multi-source consistency predicts citation frequency better than raw mention volume**.

The 6 platforms that really count

PLATFORM	WEIGHT IN AI	HOW TO ACTIVATE
Wikipedia / Wikidata	Very strong (47.9% of ChatGPT top 10)	Company + executives page.
Reddit	Very strong (24% Perplexity)	Organic presence on 5–10 industry subreddits Example .
Specialized press	Very strong	Digital PR across 5–10 key outlets. In France, signatories have an edge: Le Monde , Le Figaro , L'Espresso , Le Parisien , Libération , Le Monde.fr .
YouTube	Very strong (0.737 correlation, Ahrefs)	Regular video content on your key topics.
LinkedIn	Medium-strong	Regular executive posts. Rich, up-to-date company page.
GitHub / open docs	Strong in B2B tech	Open source, detailed READMEs, indexable public docs.

YouTube is the big 2025–2026 development. The format is natively multimodal, so directly usable by AI, and most French B2B brands aren't there yet.

What to do concretely

Three priority actions stand out, in order of impact:

1. **Create or enrich a Wikipedia page (if you're eligible) and a Wikidata entry:** the admission thresholds are more accessible there, and it's what feeds Gemini as well as Apple Intelligence.
2. **Implement the `sameAs` schema on the homepage:** an `Organization` JSON-LD pointing to Wikipedia, Wikidata, Crunchbase, LinkedIn, G2, Bloomberg.
3. **Launch a YouTube channel** on your key topics: the signal is strong (cf. the Ahrefs correlation above) and the ground remains largely uncontested in French B2B.

The Digidop expertise

“Semantic consistency runs through your site. A brand that says X on its homepage and Y on its About page creates noise that AI penalizes. Before chasing external mentions, get your own house in order.”

Florian Bodelot, Co-founder, Digidop

The Webflow perspective

Brand voice must be identical across the site, executive pages, LinkedIn posts, and videos. The same product described with three different positionings becomes three blurry entities for AI. Webflow recommends **auditing the consistency of key messages every quarter** (promise, proof points, tone) across the six priority platforms. It's the cheapest and most profitable AEO effort.

Measuring Your AI Visibility

In 30 seconds

Measuring AI visibility is organized across three levels.

Level 1: are you cited, yes or no?

Level 2: on which prompts, and with what business relevance?

Level 3: what does it actually generate in business terms?

Without level 3, the topic won't survive the next budget review. With it, it becomes a line you can defend to the executive committee.

Level 1

Presence: are you cited?

At this first level, the KPIs to track are simple: citation rate per platform (ChatGPT, Perplexity, Gemini, Claude, Copilot), position in the answer (intro, body, final sources at the bottom of the page), and your AI share of voice against your three direct competitors. On the tooling side, a FR/EU CMO has several options:

TOOL	PRICE / KEY TRAIT
Profound	US enterprise, \$499/month Lite, Fortune 500 analytical depth.
Ortary AI	Entry-level from \$29/month , G2 4.9/5, Gartner Cool Vendor 2026.
Peau AI	EU outsider, \$29M raised Series A, \$89–499/month , clients Axel Springer, Chanel.
AthenaHQ	Premium e-commerce, \$295–499/month , Shopify integration with revenue attribution.
Bluefish AI	Enterprise, \$43M Series B , ~10% of the Fortune 500 (Adidas, LVMH).
Semj	French sales-led reference, agentic AI covering SEO + AEO.
Nydera	Custom pricing , with a tailor-made dashboard, personalized tracking, and a dedicated expert to steer your strategy.

On a zero budget, you can perfectly well start with manual monitoring of 20 to 30 critical prompts, re-run by hand every month. That's enough to set a baseline.

Level 2

Relevance: what are you cited on?

The classic trap of level 1: a brand can be cited often... on prompts that generate strictly nothing in business. Hence the importance of level 2. There are three KPIs to isolate: **decision-stage prompt coverage** (appearing when the buyer compares solutions, not only when they type your name), **query fan-out sub-question coverage**, and the freshness of cited sources. The Vydera method: define 50 to 100 intent-based prompts (never brand-based), monitor monthly, score platform by platform.

On the 2026 benchmarks side, two striking figures. Across an audit of 500 B2B SaaS, the top quartile is cited **8.4 times more than the bottom median**, and **only 11% of cited domains appear on more than one platform** ([Otterly AI Citations Report 2026](#)). Concretely, optimizing for ChatGPT alone leaves 89% of the potential on the table.

Level 3

Business: what does it generate?

This is the level that turns a side-project into a budget line. Three KPIs to instrument as a priority:

- **AI referral traffic** in GA4
- **AI-attributed leads** (UTMs on links clicked from AI, plus a "how did you hear about us" form field)
- **Shortened sales cycle** (a prospect arriving via an AI citation is already educated, so converts faster)

The 2026 market figures give the order of magnitude:

- **+500% YoY** on AI referral traffic, but **89% of brands** can't yet track it properly
- Observed breakdown: **ChatGPT 87.4%**, **Perplexity 15.1%**, **Gemini 6.4%**
- **ChatGPT converts 4.4 times more** than Google organic
- **Perplexity in B2B shows 10.5% conversion**, vs. 1.76% for organic

The GA4 trap to know about: ChatGPT Atlas masks the traffic origin (which shows up as direct), whereas Perplexity Comet passes the referrer correctly. The fix fits in one line: a **GA4 custom channel group** with a regex on the source hostnames.

```
(chatgpt\.com|chat\.openai\.com|perplexity\.ai|claude\.ai|gemini\.google\.com)
```

Source: [MarTech, 2026](#). Without this setup, you underestimate your AI traffic by a factor of 2 to 5, and therefore your ROI just as much.

To set an order of magnitude, two Vydera cases measured over 6 months: **Digidop +50% AI leads** and **Beedeez +56% AI traffic**.

KPIs to report by function:

FUNCTION	PRIMARY KPI	6-MONTH TARGET
CMO	% MQLs attributed to AI	10–30% depending on sector
Content / SEO	Target-prompt citation rate	> 30%
Marketing ops	AI referral traffic / total	+ 30% YoY
Brand	Cross-platform entity sheet consistency	8/10 audit

Your 90-Day Action Plan

In 30 seconds

This roadmap unfolds across three 30-day sprints, each with a measurable deliverable and a formal decision point. It's sized for an in-house marketing team of 3 to 8 people, backed by a Webflow agency and an AEO agency.

D1

Sprint 1 (D1–D30): Frame and audit

Goal: have a clear zero baseline and a prioritized list of projects to run.

ACTION	OWNER	DELIVERABLE
Cloudflare Agent Readiness Score audit (isitagentready.com)	Marketing ops	0–100 score, list of fixes
AEO audit (citations, target prompts, competitors)	AEO agency	Baseline report, 100 prompts
Webflow technical audit (schema, performance, structure)	Webflow agency	P0/P1 fix list
Level 1–2–3 KPI definition	CMO + ops	Initial dashboard

D30 decision point: budget Sprint 2. The central trade-off is the mix between depth (rebuild 20 pages in depth) and breadth (200 pages with a light refresh).

D31

Sprint 2 (D31–D60): Deploy the foundations

Goal: an agent-ready site and an operational content factory.

ACTION	OWNER	DELIVERABLE
robots.txt AI agents + headers + .md endpoints	Webflow agency	Certified agent-ready site
Schema.org Organization + Article + FAQ deployed	Webflow agency	All schemas active
Editorial refresh of top 20 pages	Content + AEO agency	20 pages updated
"Intent-based" editorial plan, 100 prompts	Content + AEO agency	3-month calendar

D60 decision point: first intermediate monitoring. If fewer than 5 citations are detected over the period, adjust the target-prompt mix before Sprint 3.

D60

Sprint 3 (D61–D90): Densify authority and measure

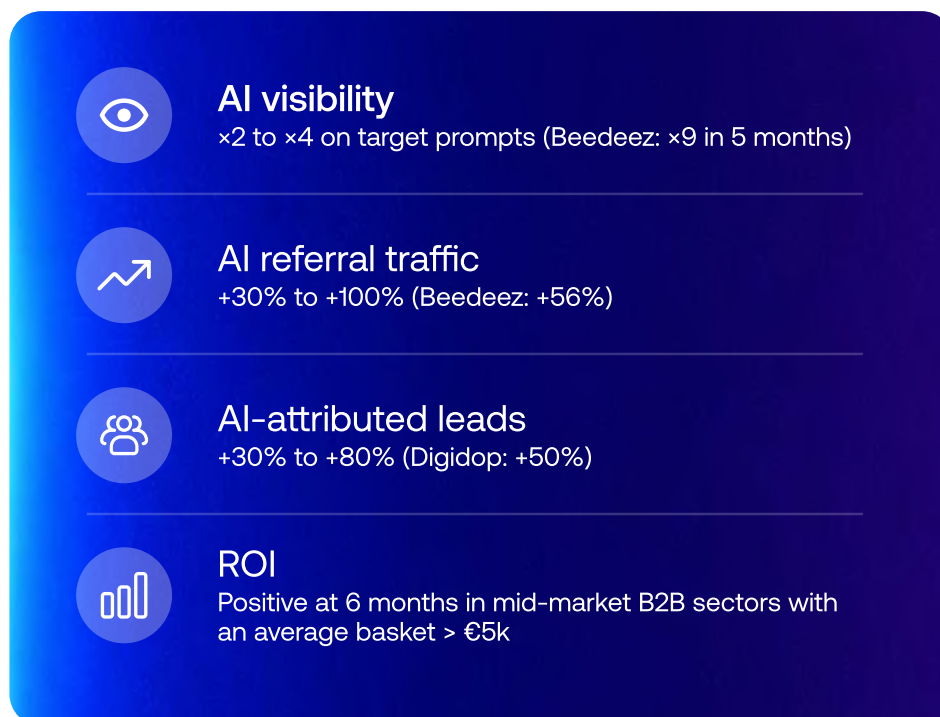
Goal: first visible gains and a fed pipeline.

ACTION	OWNER	DELIVERABLE
Wikipedia + Wikidata company + executives	Brand + AEO agency	Published, stable pages
5 targeted digital PR placements (FR AI-signatory press)	PR + AEO agency	Mentions on target media
Monthly monitoring of level 1-2-3 KPIs	Marketing ops	Monthly report / dashboard
First executive committee reporting	CMO	5-KPI slide

D90 decision point: scaling. Three options open up at this stage: industrialize, bring in-house, or extend external support.

Orders of magnitude observed over 6 to 9 months

To set expectations for the executive committee, the ranges we measure across our clients:



What's next?



How this playbook fits with Webflow's Maturity Model

Webflow's Maturity Model describes the destination in stages; this playbook describes the execution schedule to get there. Our shared conviction: the brands that take the lead in 2026–2027 tackle technical foundations, editorial cadence, and measurement head-on, without siloing them.

Conclusion

Conclusion: the window is open for 12 to 18 months

The shift is locked in.

32% of web traffic is already bots, and the 50% mark will be crossed in 2027 according to Cloudflare. On the usage side, 64% of French people already use generative AI (IFOP × Aivancity). And AI, as we've seen throughout this ebook, rewards all at once what you publish, how you publish it, and the authority you build elsewhere. This isn't a prompt trick: it's brand work.

The tools exist and are accessible.

Cloudflare's Agent Readiness Score is free. The AEO frameworks out of Princeton deliver a documented +40% visibility. JSON-LD schema is native on modern CMSs. And GA4 custom channel groups isolate AI traffic in five minutes. In other words, no project requires an exotic stack.

The ground remains vacant in France.

According to the AI Labs Audit / ELMARQ estimate, ~78% of French companies are absent from LLM answers today. But this ground is filling fast: at Google I/O 2026, AI Mode passed one billion monthly users with queries doubling every quarter.

Three deadlines to keep in mind:

- **Now:** six months of lag can still be made up. Twelve, much less so.
- **August 2, 2026:** full enforcement of [AI Act, Article 50 on transparency](#).
- **12 to 18 months:** the "easy to do" window closes, exactly as it did for SEO in 2010.

You now have the reading grid. The only variable left to you is the date you get started.

Next step

✧ Vydera

Audit your AI visibility

A 0–100 score across 4 dimensions, with recommendations you can copy into Claude or ChatGPT.

vydera.com/contact →

» Digidop

Make your site "Agent Ready"

Architecture, content, AEO, and Webflow implementation.

digidop.com/contact →

» Webflow

Evaluate Webflow Enterprise

For marketing teams looking to industrialize their AI visibility.

webflow.com/enterprise →

Appendices

Agent-ready checklist (to print)

Tags : **5 MIN** Quick action, no code - **DEV** Technical implementation - **VALIDATE** Test / Audit

01. Baseline (start this week)

- ☐ **5 MIN** Free isitagentready.com (Cloudflare) audit run, initial score recorded
- ☐ **5 MIN** [robots.txt](#) allows GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, Claude-User, PerplexityBot, Perplexity-User, Google-Extended, Applebot-Extended, Meta-ExternalAgent
- ☐ **5 MIN** If you're on Cloudflare: **Markdown for Agents** enabled
- ☐ **5 MIN** Root [llms.txt](#) deployed if trivial

02. Structured data (Schema.org)

- ☐ **DEV** **Organization** + **sameAs** schema pointing to Wikipedia, Wikidata, Crunchbase, LinkedIn, G2, Bloomberg on the homepage
- ☐ **DEV** **Article** schema (**author**, **datePublished**, **dateModified**) on every article
- ☐ **DEV** **FAQPage** schema on Q&A pages
- ☐ **DEV** **BreadcrumbList** schema site-wide
- ☐ **VALIDATE** Validation via Google Rich Results Test + Schema.org Validator, zero errors

03. Headers HTTP & exposition Markdown

- ☐ **DEV** **Last-Modified** header on all strategic pages
- ☐ **DEV** **Link: rel="alternate"; type="text/markdown"** header on **.md** pages
- ☐ **DEV** Priority pages (blog, FAQ, comparisons) exposed via **/slug.md** route

04. WebMCP & Search agents (2026 project)

- ☐ DEV Active monitoring of **WebMCP** (W3C Candidate Recommendation, final Q3 2026)
- ☐ DEV Inventory the **key actions** exposable to agents: booking, contact, demo, quote, search
- ☐ DEV Prepare 2–3 pilot actions (**navigator.modelContext.registerTool**)

05. Knowledge graph & structure

- ☐ DEV Clear "About" page with named executives + **sameAs** LinkedIn
- ☐ DEV Up-to-date **XML sitemap**, submitted to Search Console and Bing Webmaster
- ☐ DEV Cloudflare Agent Readiness Score > 80, checked monthly

Quotable content checklist (per page)

- ☐ "In 30 seconds" / "Key points" box at the top of the page
- ☐ At least 3 sub-headings phrased as questions (matching query fan-out)
- ☐ Sections of 120–180 words between H2/H3
- ☐ At least 1 table or numbered list per page
- ☐ One definitional sentence per key section ("X is defined as...")
- ☐ Author box visible with photo, bio, **sameAs** LinkedIn
- ☐ Publication date AND update date visible at the top of the page
- ☐ At least 2 external sources cited as hyperlinks
- ☐ **FAQPage** schema enabled if the page has a Q&A section
- ☐ Page updated < 30 days ago for strategic topics
- ☐ Main answer within the first 60 words of each section

Express glossary

TERM	DEFINITION
AEO / GEO	Answer Engine Optimization (Webflow) / Generative Engine Optimization (Vydera, EU market). Same discipline: getting cited in AI engine answers.
Query fan-out	An AI breaking a question into parallel sub-queries (up to 16 on Google AI Mode). Documented in Google patents US12158907B1 and US20240289407A1.
Agent-ready	A site whose infrastructure explicitly exposes content and actions to AI agents (open robots.txt, .md endpoints, schema, capabilities).
WebMCP	A W3C standard letting a site expose its actions to AI agents via <code>navigator.modelContext</code> . Candidate Recommendation, final Q3 2026.
llms.txt	A root file listing the content exposed to AI. ~10% adoption, measured impact near zero. Deploy if trivial.
Entity sheet	An AI's internal representation of a brand, built from Wikipedia, Wikidata, Crunchbase, LinkedIn, G2, Bloomberg. Cross-platform consistency = a trust signal.
AEO ranking	Vydera's leaderboard of the brands most cited by AI in a given sector (e.g. "LMS France"), measured monthly and platform by platform. A proprietary Vydera metric.

Mini-bibliography: 15 hero sources

1 [Forrester, The State of Business Buying 2026](#)

2 [Ahrefs, Brand Mentions and AI Citations \(75,000 brands\)](#)

3 [Ahrefs, AI Overviews and Position 1 CTR Study](#)

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5 [Aggarwal et al., GEO: Generative Engine Optimization, KDD 2024](#)

6 [Lewis et al., Retrieval-Augmented Generation, NeurIPS 2020](#)

7 [IFOP × Aivancity, 2026 Barometer "The French and AI"](#)

8 [BrightEdge, AI Catalyst Q1 2026](#)

9 [Seer Interactive, AIO Impact on Google CTR 2026](#)

10 [Kevin Indig, Growth Memo : Science of AI Citations](#)

11 [5W AI Platform Citation Source Index 2026](#)

12 [Liz Reid, A new era for AI Search, Google I/O 2026](#)

13 [Bpifrance Le Lab, Generative AI in small and mid-sized businesses](#)

14 [Regulation \(EU\) 2024/1689, AI Act, Article 50](#)

15 [Yang K-C, News Source Citing Patterns, arXiv 2507.05301](#)

THANK YOU FOR YOUR ATTENTION.

Designed for France, applicable across Europe. This resource was brought to you by Webflow, Digidop, and Vydera — 2026 Edition.

