

AI SEARCH VISIBILITY · AEO & GEO

Be the name AI hands **over.**

When someone asks ChatGPT, Google AI Overviews, Perplexity or Copilot to recommend a business like yours, one of two things happens. Either your name comes up, or it does not. We make sure it does.

WHY THIS IS WORTH YOUR ATTENTION

SEO gets you ranked. This gets you cited.

People used to Google a problem and pick from ten blue links. Now a lot of them ask an AI and take the answer it gives. If that answer never mentions you, you have lost the customer before you knew they were looking. Turns out people will trust a chatbot's shortlist (who'd have guessed), and most businesses have done precisely nothing about it. That gap is the opportunity.

This is related to SEO but it is not the same job. SEO gets you ranked. This gets you cited. You can be brilliant at one and invisible in the other.

As standard we track and work across the four answer engines that matter most right now: ChatGPT, Google AI Overviews, Perplexity and Microsoft Copilot. If your buyers lean on Gemini, Google AI Mode or Claude, we can add those on top.

WHAT WE DO

Four areas, and the work moves across all of them

● Technical

Make sure AI crawlers can reach your site, read it, and understand what it says. Access, structured data, clean markup.

● Content

Structure your pages so an AI can lift a clear, correct answer about what you do and who you do it for.

● Authority

What AI engines lean on hardest when they decide who to name, and the part most people get wrong. It is not about racking up backlinks the way old SEO did. AI engines trust businesses whose details line up consistently across the independent sources they already read. So the work is making your entity facts (who you are, what you do, where, the proof) match exactly across your site, Google Business Profile, LinkedIn and the directories that carry weight. Add genuine third-party mentions, reviews and a real presence on the platforms your buyers and the AI both trust. We do not treat every source as equal either: part of the work is identifying which sources the AI engines actually cite in your category, then aiming the effort at exactly those. This is the slow one. It is also the one that matters most, and it compounds.

● Measurement

Track whether AI tools actually mention and cite you, month on month, so none of this runs on faith. We use a dedicated AI-visibility tracking tool (Otterly.AI) to log mentions and citations, paired with proper attribution in your GA4 so AI-driven traffic shows up as AI-driven rather than getting misfiled. We also set up and maintain a live Looker Studio report on your AI traffic that you can check any day of the month. Because of how we build it, it reads your historical data too, so you see where you started, not just where you are now.

HOW WE REPORT

In the order things move

We report in a deliberate order, because the three things move at different speeds and judging the wrong one too early gives a false read.

- 1 Citability, first.** Whether the AI engines mention and cite you, tracked against the baseline: how often you come up, how often you are cited with a link, your share of voice against your named competitors, and how prominently you appear. This is the number that moves first, usually within the 60 to 90 day cycle, so it is the one to watch early.
- 2 AI traffic, second.** The visits those citations actually send you, in your live Looker Studio report. This lags the citations by weeks, sometimes longer, which is exactly why it sits second. Treat it as a floor rather than a full count, because a chunk of AI-driven traffic arrives with no clean referrer.
- 3 Influence on enquiries, third and softest.** Where the data supports it, we show how AI-referred visitors engage and convert once they land. We are straight with you that the true influence is larger than any number we can put on it: plenty of people see you named in an AI answer, then search your name or type your URL, and that enquiry lands as branded search or direct rather than as AI. So we show what is trackable, and we do not invent the rest.

HOW WE TALK ABOUT RESULTS, HONESTLY

A few things we would rather you heard from us now

We will not promise you a fixed spot in an AI answer, and you should walk away from anyone who does. AI answers move around day to day. What we commit to is making your site genuinely more citable and showing you the trend as it improves. From what we and others are seeing so far, that trend tends to move on a 60 to 90 day cycle, quicker than old-school SEO, so you are not waiting a year to see if it worked. It is an emerging pattern rather than a law, and we will show you your own numbers rather than lean on a rule of thumb.

The biggest driver of whether an AI cites you is your reputation and consistency across other sources it already trusts, not the tweaks on your own pages. So the highest-value work is also the slowest, and it builds on itself over time.

There are no clever hacks here. Buying mentions, stuffing keywords, slicing your content into confetti for the robots: none of it works and some of it backfires. We do the real version, which is less exciting and considerably more effective.

You will see your starting position before we touch anything, and the trend after. If a number moves, you will know why.

And the part everyone skips: you know your field better than we ever will. The strategy, structure and execution are ours. The subject-matter substance and a final read for accuracy are yours. That partnership is what keeps the content true to your business instead of generically true to nobody.

THE PACKAGES

How you actually buy this

Three steps. A free audit to see where you stand, a one-off build to fix the foundations, then a monthly retainer to climb. You can stop after any of them.

1 · AI Visibility Audit

Free

A full read on how findable and citable your site is by AI answer engines, scored across the four areas and given a maturity level out of four. You get a plain-English report covering where you stand, what is working, what is holding you back, and a clear three-step plan. Behind that sits a technical appendix your developer can work straight from, a cross-check against an independent crawl of your site, and a prioritised fix list with the quick wins up top.

This is the front door, and we have made it free on purpose. Take up the work that follows and you are away. Walk away after the audit and you still leave with a plan worth having.

2 · Foundation Build

Quoted from your audit

The real upfront work. We implement the technical foundations the audit turned up: structured data, heading and markup cleanup, FAQ markup, summary and comparison blocks, broken links and images, and the on-page structure that lets an AI actually extract your content.

We scope it from the audit findings, so you pay for what your site needs and not a padded round number. A clean site is a smaller job than a messy one, and either way it is a single one-off cost, not an ongoing one.

3 · AI Visibility Retainer

Three tiers, next page

GEO and AEO is not a fix you do once and forget. Visibility fades, competitors move, and the engines constantly re-weight what they cite. The retainer is how that job gets done and proven. All three tiers run the same work across all four areas; they differ on how many buyer questions we track, how much content we ship each month, and how hard we push the off-site authority work.

Your first month looks a little different. Alongside the normal retainer work it carries two one-off pieces: the Foundation Build, and the setup, where we build your prompt set, stand up your tracking, and lock your baseline before anything changes. We baseline first, then fix, so every later number has a clean starting point to measure against. From month two it settles into the steady rhythm.

Pick your depth

Most businesses serious about this land on tier two or three. Prices are per month, NZD, ex GST.

TIER ONE

\$2,500/mo

Best if you are a smaller or local business, testing the water, or in a category that is not heavily contested. Covers the essentials well. If competitors are already showing up in AI answers, you will likely want tier two.

- 100 tracked buyer questions
- Strategy plus 3 written pieces a month (new pages, reworks, or posts)
- Steady entity corroboration across the sources AI leans on

MOST POPULAR

TIER TWO

\$3,500/mo

Best for most established businesses serious about being the name AI recommends. Enough tracking and content to close real gaps, with active off-site work because your category is competitive.

- 150 tracked buyer questions
- Strategy plus 5 written pieces a month, new pages and reworks
- Active off-site building on the sources that cite in your category

TIER THREE

\$5,500/mo

Best if you are in a crowded, high-stakes category and want to move fast and own it. Broad coverage, heavy content, and a priority off-site campaign. Right when an AI recommendation drives high-value deals.

- 200 tracked buyer questions
- Strategy plus 7 written pieces a month, weighted to new content
- Priority off-site campaign with targeted outreach

What the retainer does not include. It covers the strategy, the writing and the off-site work. Building the content into live pages (the design and dev) is separate, done by us on an ad-hoc or flat-fee basis, or by your own developer. That way this works whether we built your site, someone else did, or you keep the build in-house. We ask for a minimum 3 to 6 month term, because AI visibility moves on that 60 to 90 day cycle and judging it after three weeks would be unfair to the work and misleading for you.

EVERY TIER ALSO INCLUDES, EACH MONTH

- **Tracking** across four answer engines, plus your live traffic report
- **Authority & off-site presence** on the sources AI cites in your industry
- **A monthly report** against baseline
- **Content strategy and writing**, structured to get cited
- **Schema training** for your team
- **A quarterly re-audit**

Each of these is spelled out on the next page.

What each month involves

The tiers scale the volume. The work itself is the same in every one, and this is what it actually is.

● Tracking

We watch your tracked set of real buyer questions across the four engines we cover as standard (ChatGPT, Google AI Overviews, Perplexity and Microsoft Copilot), logging whether you are mentioned, whether you are cited with a link, how high up, and who is getting recommended in your place. Paired with proper AI-traffic attribution in your GA4 and your live Looker Studio report, so the AI-driven visits actually landing on your site are something you can see for yourself, not just the mentions. Claude, Gemini and Google AI Mode can be added as paid add-ons to any tier.

● Content

We work out what content will actually earn you citations and we write it: the copy for a new page, the edits to an existing one, or a blog post, structured so an AI can quote it (real FAQs, comparison tables, claims backed by a number and a source). The mix shifts over time: more new content early, when there are gaps everywhere, then more reworking and upkeep as the coverage fills in. We write it; putting it live on your site is the one thing this fee does not cover.

● Authority and off-site presence

The biggest driver of whether an AI names you, and the core of the monthly work. Each month we build and strengthen your presence off your own site: consistent entity facts across the directories, profiles and platforms that matter, genuine third-party mentions, reviews, and placement on the specific sources the AI engines actually cite in your category. Which sources those are is different for every industry: a SaaS company earns citations from trade media and analyst write-ups, a local trade from directories, reviews and community presence. So we work out your specific off-site plan after the prompt set is built and running, because the tracking shows us exactly which sources the engines pull from for your buyers' questions. This is the slow, compounding lever, and it is where the retainer earns its keep.

● Schema training

We teach your team to add structured data to new content properly, so the groundwork we lay does not quietly rot the moment someone publishes a new page without it.

● The monthly report, and a quarterly re-audit

Your trend against baseline, in the order things move: first your citability, then your AI traffic, then the influence on enquiries where the data supports it. What shifted, and what we are doing about it next. Each quarter we re-score the four areas, so you watch the maturity level climb rather than take our word for it.

WHO THIS SUITS

Businesses that live or die on being found and chosen, and that win on credibility rather than being the cheapest. Professional services, B2B, SaaS, anything where the customer does their homework before they buy. If your buyers research before they commit, more of that research is happening inside an AI than you would think.

WHAT WE NEED FROM YOU

Access to your site, or a developer (yours or ours) to put the content live. Viewer access to your Google Analytics, all we need to connect your AI-traffic report. Whatever analytics and search data you already have, and we will tell you which bits are useful. And a straight answer on who your main competitors are, so we can benchmark you against the names you actually lose to.

HOW AN ENGAGEMENT RUNS

What working with us looks like

The audit and baseline can start now. Most people move into the rest once they have read the audit and seen the gap for themselves.

1

Audit

We assess the site and hand over the report and plan. Free, and quick to start.

2

Baseline

Before we change a thing, we stand up your tracking and capture where you currently sit in AI answers, so the improvement is something you can actually see.

3

First month

Your baseline is locked before anything changes, then the Foundation Build clears the technical fixes from the audit, and the ongoing retainer work begins alongside it.

4

Retainer, month two on

We track your visibility, write the content that earns citations, build your off-site authority, train your team, and report the trend every month, with a re-audit each quarter.

Start with the **free audit.**

See exactly where you stand before you spend a cent. Email isaac@whatifweb.co.nz or head to whatifweb.co.nz/services/ai-search.