

AI SEARCH VISIBILITY · AEO & GEO

Be the name AI hands **over.**

When someone asks AI 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.

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 count 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

Content is where you earn citations on your own pages. The real driver is the citation gap: the buyer questions where AI cites your competitors and not you. We work out which pieces close those gaps, write them to be quotable (direct answers under real question headings, named facts and figures, comparison tables, FAQs), and get them live. Early on that means reworking pages you already have; over time it shifts to net-new pieces for questions your site does not answer yet.

Authority

THE BIGGEST LEVER

What AI engines lean on hardest when they decide who to name. 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 match across your site, Google Business Profile, LinkedIn and the directories that carry weight. Add genuine third-party mentions, reviews and a presence on the platforms your buyers and the AI both trust. This is the slow one. It is also the one that counts 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 Otterly.AI to log mentions and citations, paired with proper attribution in your GA4 so AI-driven traffic shows up as AI-driven. We also stand up a live Data Studio report on your AI traffic that you can check any day of the month.

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 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.

2

AI traffic, second

The visits those citations actually send you, in your live Data Studio report. This lags citations by weeks, sometimes longer. 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

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 lands as branded search or direct rather than as AI.

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. 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.

The biggest driver of whether an AI cites you is your reputation and consistency across other trusted sources. 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 content into confetti for the robots: none of it works and some of it backfires. We do the version that works, which is less exciting and considerably more effective.

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 keeps content true to your business instead of generically true to nobody.

How you actually buy this

Three steps. A free Review & Health Check to see where you stand, a Foundation Build to fix the technical groundwork, then a monthly retainer to climb. You can stop after any of them.

1 · Review & Health Check

FREE

A full read on how findable and citable your site is by AI answer engines, scored 1 to 4 across the four areas. You get a plain-English report covering where you stand, what is working, what is holding you back, and a clear plan. Behind that sits a technical appendix your developer can work straight from, plus 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 and you still leave with a plan worth having.

2 · Foundation Build

THREE ROUTES

The upfront technical work. The Review & Health Check surfaces what is holding your site back from being cited: structured data, heading and markup cleanup, FAQ markup, summary and comparison blocks, the on-page structure that lets an AI actually extract your content. Fixing it is not part of the retainer, because the size of the job depends entirely on the state of the site. Whichever route you pick, the fixes land in month one so the retainer has clean ground to build on.

- **We quote to fix it.** If we have access and your site is on a stack we know.
- **Your existing developer fixes it.** We hand over a specification, they get on with it.
- **You fix it yourselves.** Same specification, in-house build.

3 · AI Visibility Retainer

FROM \$1,750/MO · 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. Same work for every client across all four areas. What changes is your depth, your coverage, your engines and how competitive your category is. Scoped per engagement after your Review & Health Check.

Your first month looks a little different. Alongside the normal retainer work it carries two one-off pieces: the Foundation Build (whichever route you picked), 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. From month two it settles into the steady rhythm.

One product, scoped to your business.

From **\$1,750** /mo NZD, ex GST

Same work for every client. What changes the price is the size of the job, not the shape of it. The four levers that set your price are on the next page, all confirmed in the call after your Review & Health Check.

EVERY MONTH, YOU GET

Tracking	Across ChatGPT, Google AI Overviews, Perplexity and Copilot as standard, plus your live Data Studio traffic report.
A researched prompt set	We build and maintain the set of real buyer questions we track you against, the foundation every number rests on, pruned and refined as the engines shift.
Content strategy & writing	New pages, reworks, or posts, structured to get cited by AI answer engines.
Authority & off-site presence	Built on the specific sources AI cites in your industry, worked out from your tracking. This is the biggest lever.
Schema training	We train your team so the structural groundwork does not rot when someone publishes a new page.
Monthly report against baseline	Citability, then traffic, then enquiries. What shifted and what is next.
Quarterly re-audit	We re-run the Review & Health Check every three months, so you watch the maturity score climb.

What the retainer does not include. Building the content into live pages (the design and dev) is separate, done by us ad-hoc or at a flat fee, 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.

Four levers, confirmed in your call.

Same product, different scale. A Christchurch business selling locally and a SaaS company selling into four countries need different investment. The four levers below are where that difference lives. Each one gets locked in the call after your Review & Health Check.

Competitiveness

How contested your category is, which sets how hard we push on both the biggest levers. A quiet local category takes steady authority corroboration and a lighter content load. A crowded, high-stakes category takes an active outreach programme and heavier content output to close the gaps competitors are already filling.

Coverage

How much of your business we track. AI answers differ by country, language and category, so each one is tracked as its own report. Blending them hides the signal.

Countries. Each country you sell into is its own report.

Languages. Each language you publish in is its own report.

Categories. Multiple service lines or brands tracked separately, each as its own report.

Depth

How much we track and produce each month: the size of your prompt set, and how much content and authority work we run against it. A smaller local business in a quiet category needs less. A crowded, high-stakes category needs a broader prompt set and heavier output to move the needle.

Engines

Four AI engines are included by default: ChatGPT, Perplexity, Copilot and Google AI Overviews.

Optional add-ons: Gemini, Google AI Mode and Claude. We pass the tool cost through with a small handling fee, so you only pay for the engines your buyers actually use.

WHAT WE NEED FROM YOU

Access, analytics, and a straight answer on competitors

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

HOW AN ENGAGEMENT RUNS

What working with us looks like

1

Review & Health Check

Free, and quick to start. We assess the site, score it across the four areas, and hand over the report and plan.

2

Discovery call

We walk you through the findings, answer your questions, and understand your markets, competition and what success looks like.

3

Scoped proposal

Within two business days. Exact monthly retainer, based on your four levers. Foundation Build routed the way you chose.

4

Month one

We build your prompt set and stand up your tracking first, capture your baseline report about two weeks in once there is enough data to trust it, then the Foundation Build clears the technical fixes and the ongoing retainer work begins alongside.

5

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 **Review & Health Check.**

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