

Webinar



# *AI Citations Are The New SEO* **What Actually Works For B2B SaaS**

 20th May 2026

**Hosted by RevvGrowth**

Speaker

**Shalini**

Director - Content & SEO | RevvGrowth

# The AI search reality check

[your product category] for [use case]

Open ChatGPT, Perplexity, or Claude right now.

Type your core use-case.

Is your brand cited as the solution?



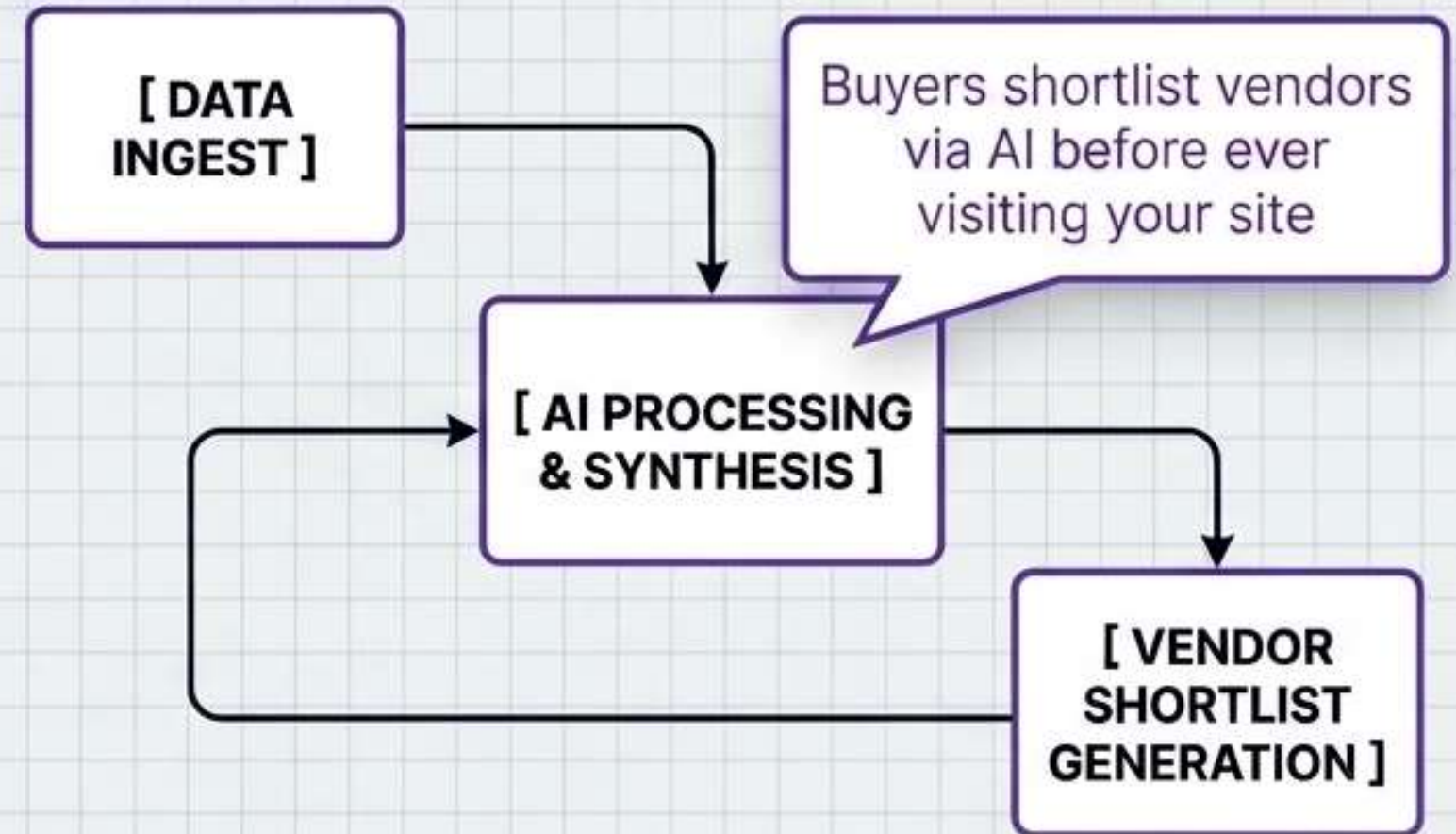
# Algorithmic retrieval bypasses traditional vendor shortlists

## (The Noise - 2024)

AI citations are optional for big brands

Top 10 Vendor Lists	Best CRM Solutions 2024
Compare Enterprise Software	Industry Reports
Request for Proposal (RFP)	Market Share Analysis
Customer Reviews & Ratings	Analyst Briefings
Forrester	Sponsored Links
Gartner Magic Quadrant	Blog Posts
Vendor Websites	
Case Studies	Best CRM Solutions 2024
Traditional Search	
Whitepapers Download	Conference Attendance

## (The Signal - 2026)



**[ 25% ]** of Google searches now show AI Overviews (up from 13% in Jan 2025).

**[ 90% ]** of B2B buyers use AI during vendor research (Forrester).

**[ 60% ]** of searches end without a single click.

# The generative search bypass shatters traditional funnels





# The catastrophic cost of manufacturing synthetic authority

## Mass AI Content: The CNET Disaster (2023)

CNET flooded the retrieval space with 70+ AI-generated articles. Wikipedia downgraded them to “unreliable.”

**Result:** Severe reputational damage rendering the company nearly impossible to sell.

SpamBrain detects AI patterns instantly.



## Fake E-E-A-T: The Forbes / Crypto Scandal

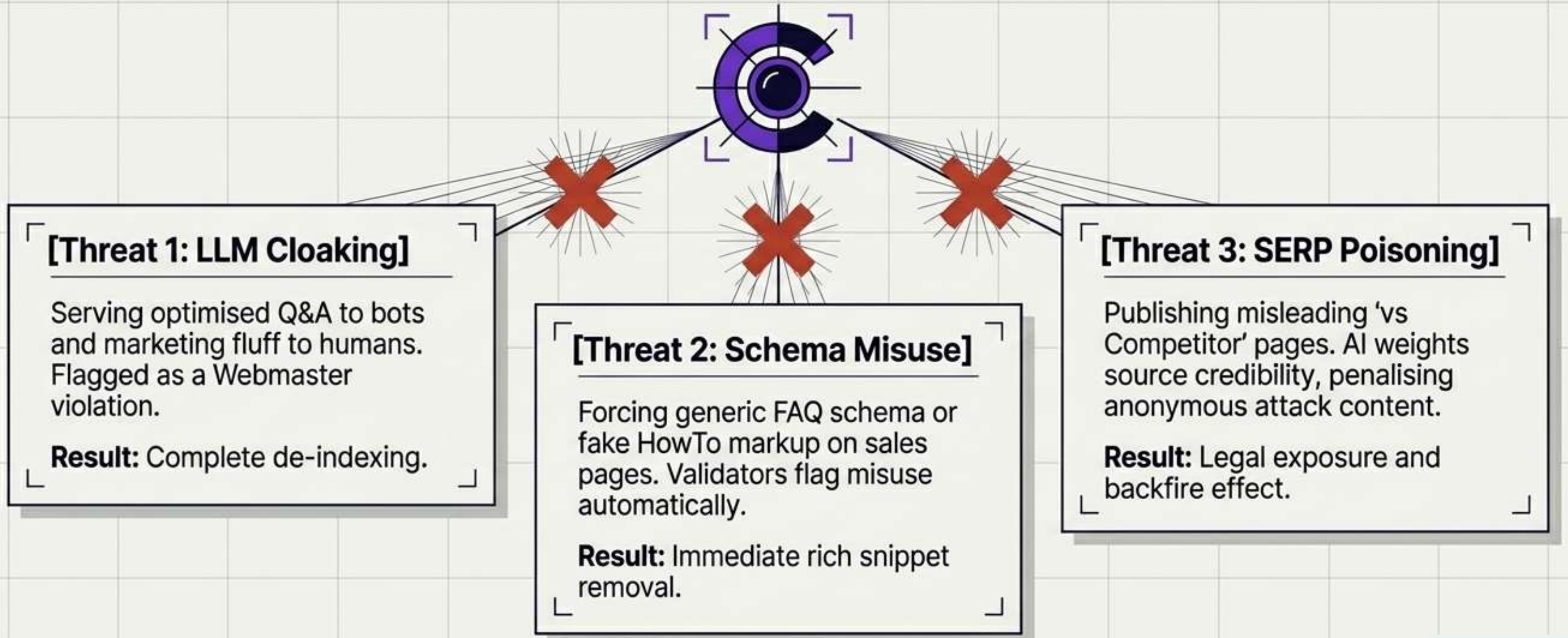
Press Gazette exposed 4 fake financial journalists who published 1,000+ articles via a PR firm. AI headshots. No external footprint.

**Result:** Permanent destruction of credibility.

Fact-checks destroy synthetic personas.

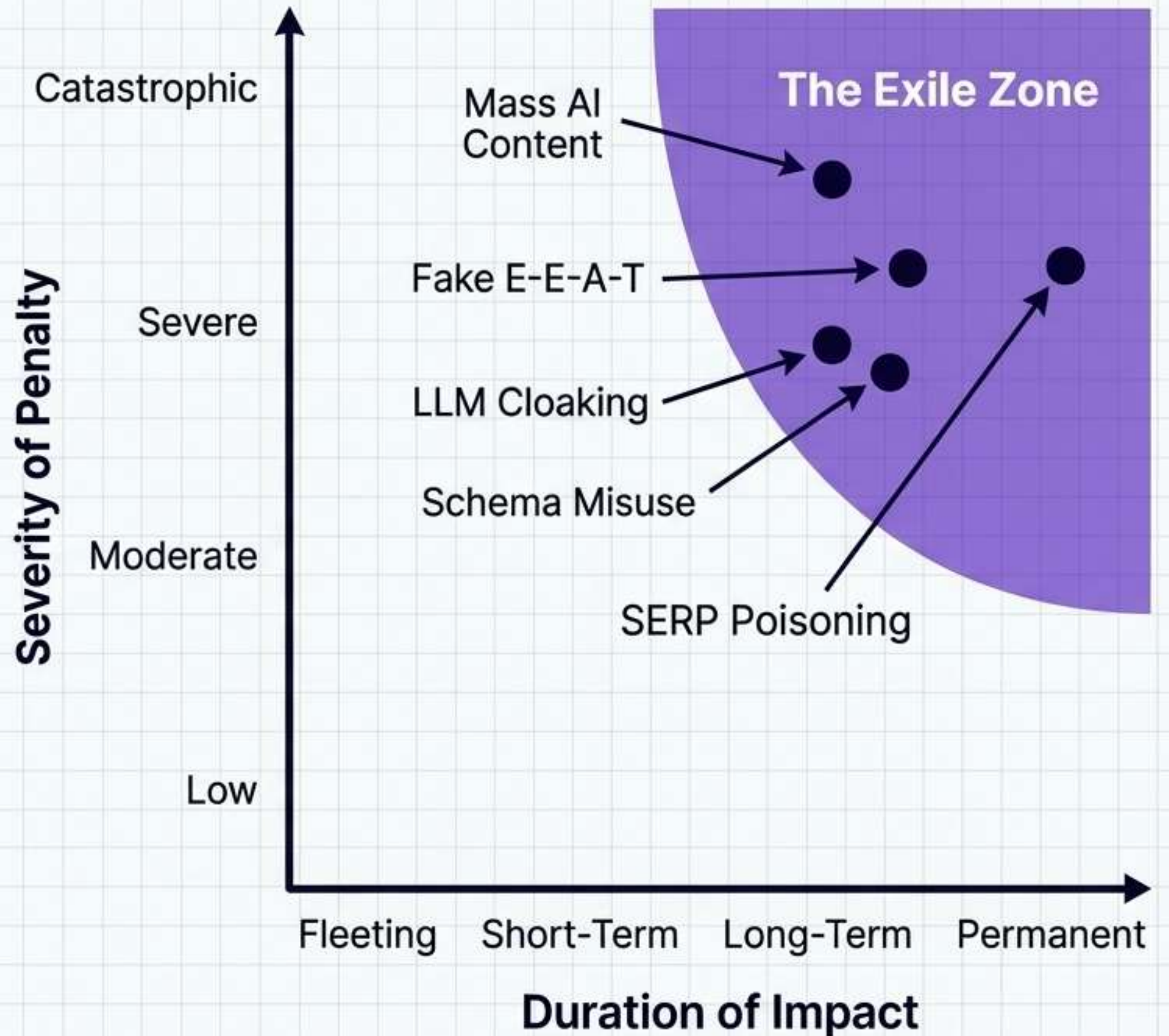


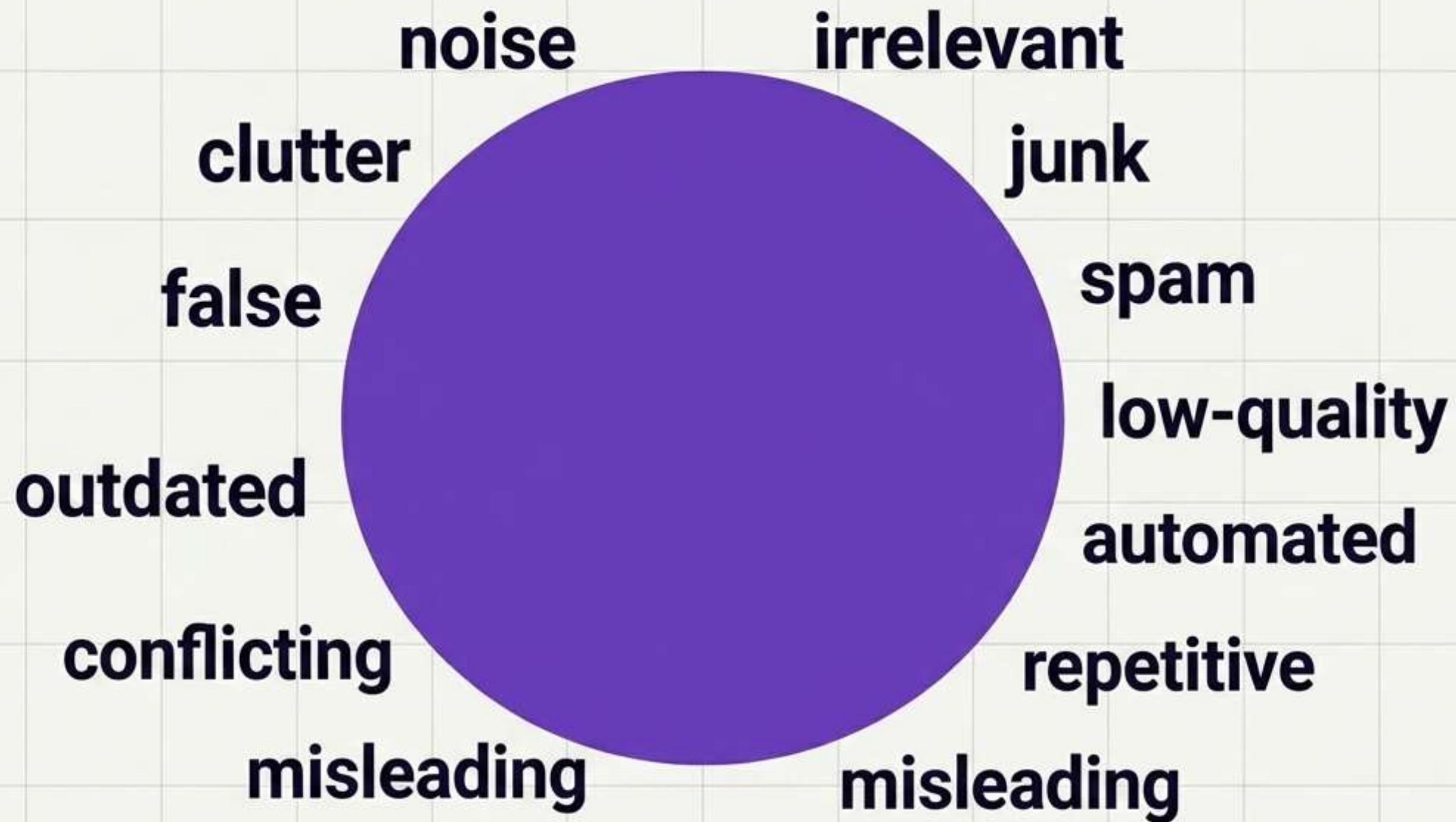
# Deceptive technical manipulation triggers system-wide penalties



# The mathematical reality of Black Hat GEO risk

These tactics are free to try, but career-limiting to get caught doing. The illusion of speed guarantees permanent algorithmic exile.

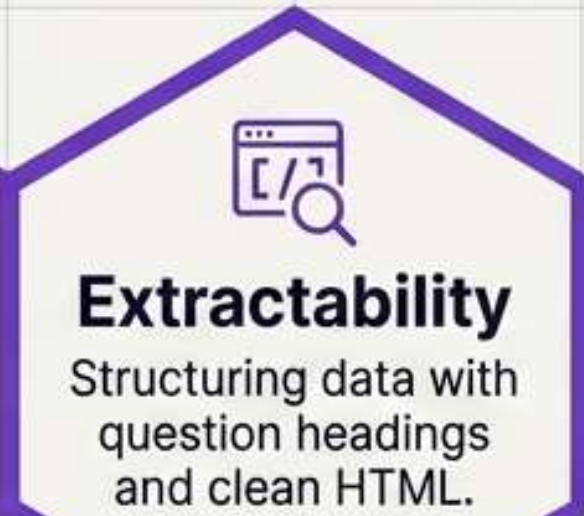
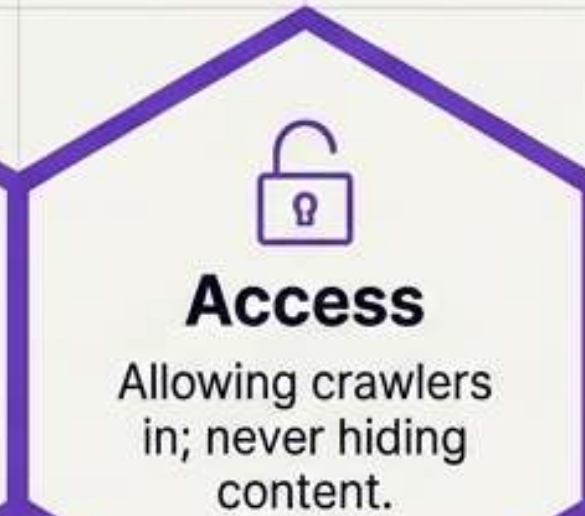




**Be the undeniable best source of truth for your topic.  
Everything else flows from that.**

# The six drivers of algorithmic extraction

**Freshness**  
Preventing authority decay with current examples and updates.



**Extractability**  
Structuring data with question headings and clean HTML.

**Repetition**  
Reinforcing claims across PR, reviews,



**Authority**  
Earning systemic trust via expert authorship.

# Opening the technical gateways for AI crawlers

## Directing the Crawlers

robots.txt Configuration

Allow: [ GPTBot ]

Allow: [ ClaudeBot ]

Allow: [ PerplexityBot ]

Allow: [ Google-Extended ]

## Performance Non-Negotiables

- ✓ Clean HTML (Strict H1 → H2 → H3 hierarchy)
- ✓ Sub-3 second load speed
- ✓ Zero content hidden behind JavaScript
- ✓ Removal of gated walls on key educational pages

# Mapping data through precise schema architecture

## Validated Signal

- FAQ schema mapping to real customer questions ✓
- Article schema featuring verified authors and dates ✓
- Review schema locked to verified customer feedback ✓

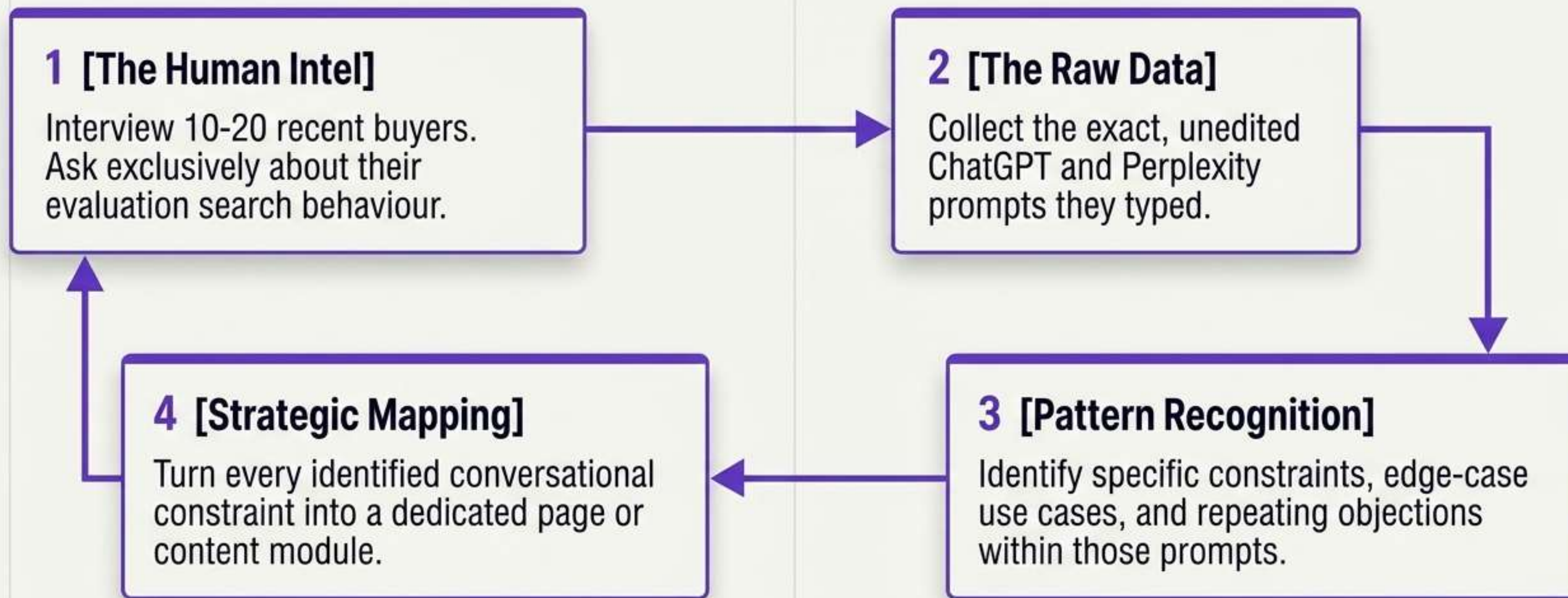
## Rejected Noise

- Fake FAQs injected solely for SEO ✗
- Self-written company reviews ✗
- HowTo schema manipulated onto generic sales pages ✗

**Action Prompt:** Always validate markup via the Google Rich Results Test.



# Mining conversational constraints over static keywords



# Replacing synthetic personas with provable expertise

## Second Layer: Proprietary Original Data

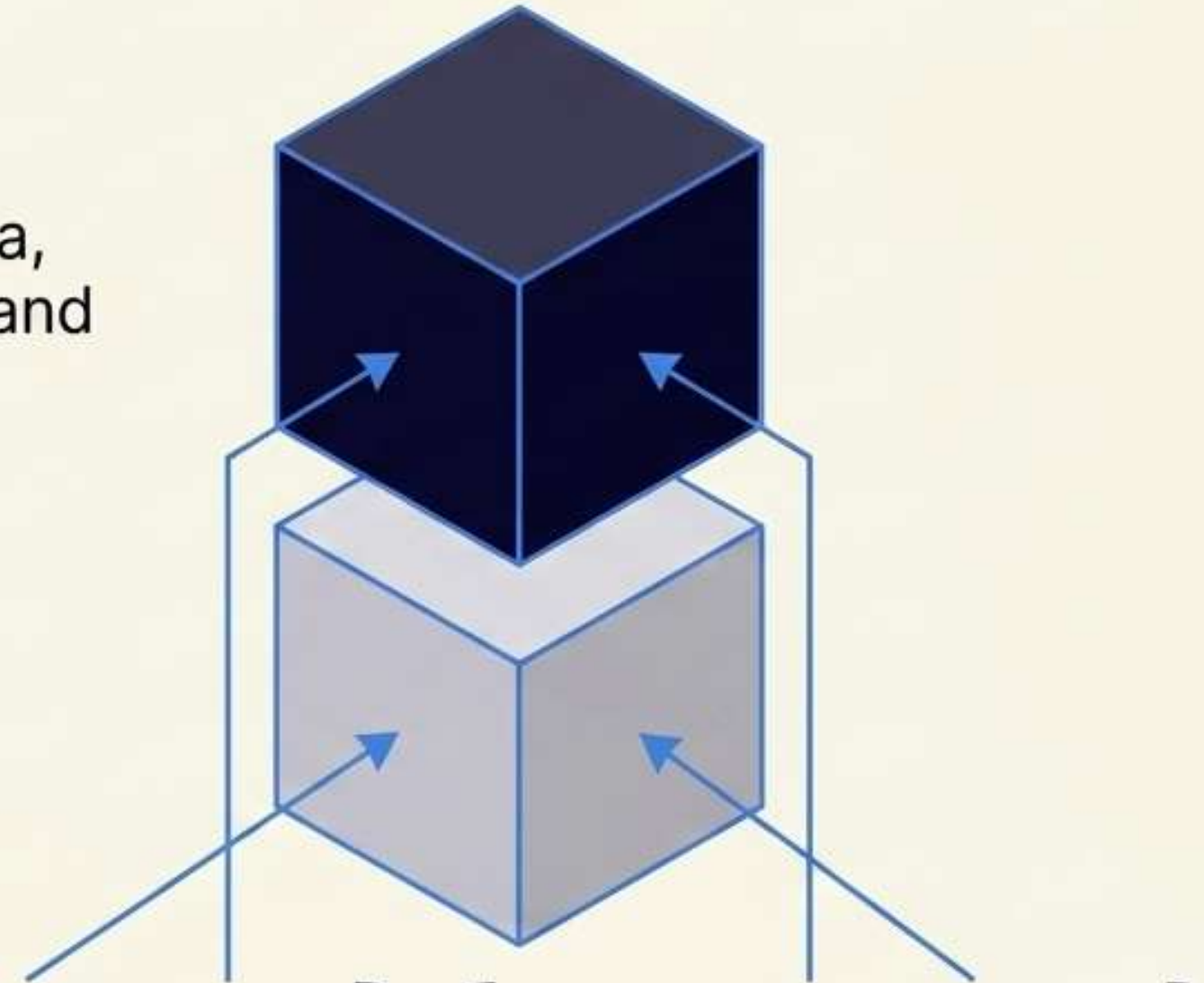
AI systems heavily cite primary sources. Publish raw survey data, original customer benchmarks, and proprietary research.

## Base Layer: Verified Bylines

Ditch the anonymous “Written by Marketing Team”. AI models require verifiable credentials.

[ Written by Shalini Murthy,  
Director of Organic Growth,  
15 years in B2B SaaS ]

[ Written by Shalini Murthy,  
Director of Organic Growth ]



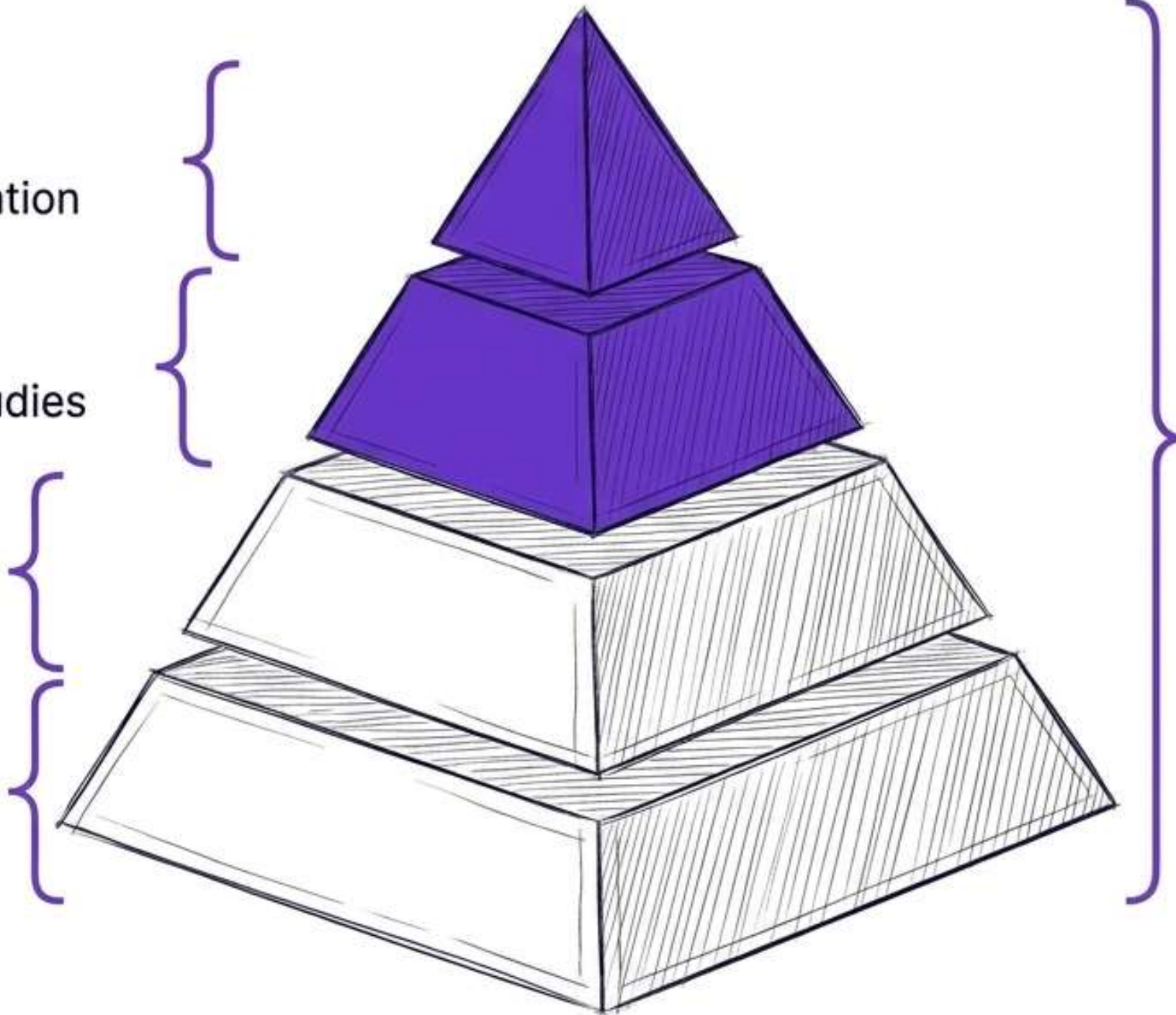
# Defensible external proof fuels the retrieval engine

**Apex Layer:**  
Third-Party Validation

**Third Layer:**  
Granular Case Studies

**Second Layer:**  
Proprietary  
Original Data

**Base Layer:**  
Verified Bylines



## The algorithmic echo chamber

Securing citations in industry publications, review sites, and analyst reports creates an inescapable web of authority.

**Eradicate vague success stories.** Replace with hard, irrefutable metrics (e.g., "Company X increased pipeline by 43%").

# Authority decays rapidly without active freshness



## The Reality of Decay:

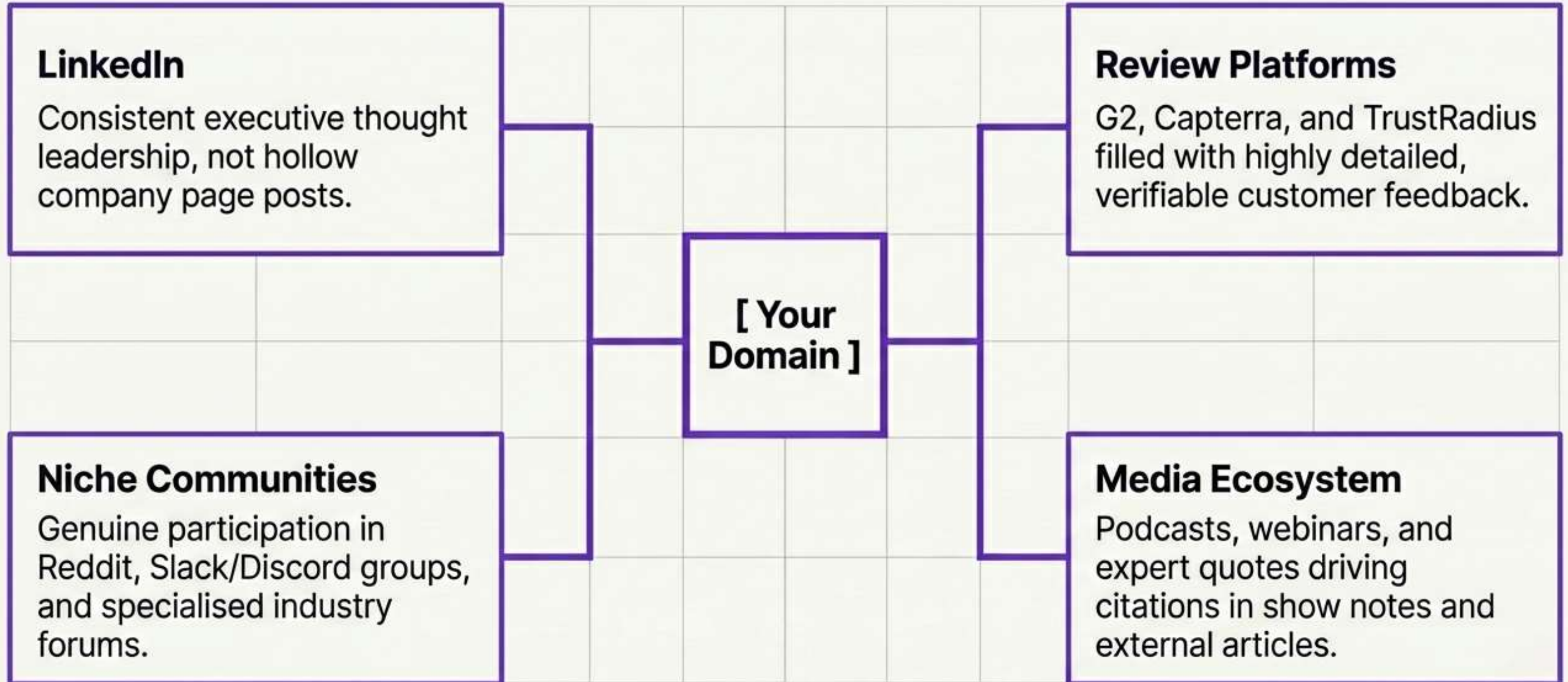
A high-performing case study from 2022 is already stale to an LLM.

## The Algorithmic Preference:

AI models prioritise the most recent factual consensus.

**The Fix:** Continuously inject current proof, update benchmarks annually, and refresh timestamps.

# Mapping the external distribution network



# Establishing the baseline measurement matrix

## The Testing Protocol

Establish 10-20 constraints-based buyer prompts (e.g., "Asana vs Monday.com for remote marketing teams").

Prompt Category	ChatGPT	Perplexity	Claude
Comparative Software Analysis...	✓	✓	✓
Specific Feature Request...	✓	✓	✓
Vendor Pricing Inquiry...	✓	—	—
Data Security Compliance...	✓	—	—

## The Platform Matrix

Run the prompts monthly across four environments: ChatGPT (Free/Paid), Perplexity, Claude, and Google AI Overviews.

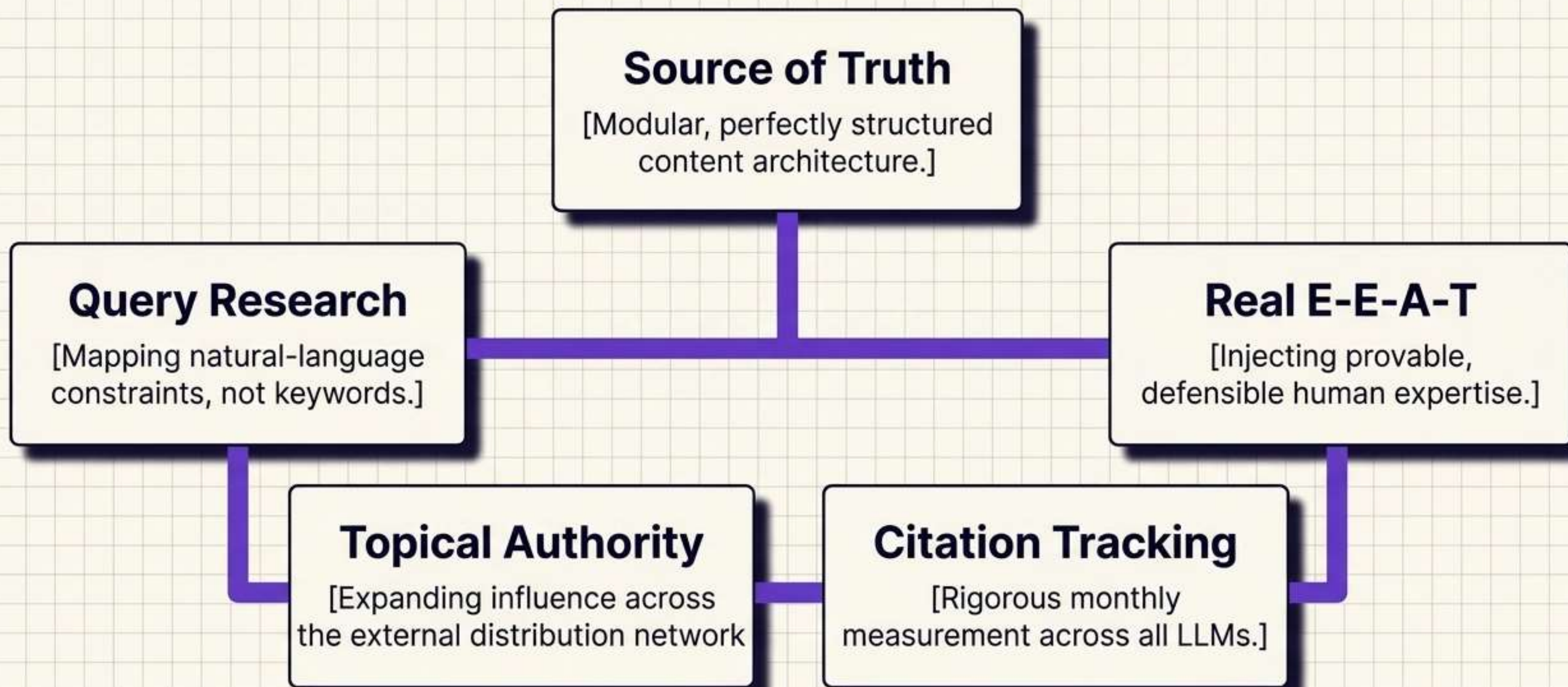
## The Output Metrics

Document presence (Direct Citation, Mention, or Absent), identify emerging competitors, and reverse-engineer source URLs.

# The compounding timeline to algorithmic authority



# The complete generative optimisation architecture



# Here's how our clients benefited from our white hat playbook

## sales compensation reporting

Answer Sources · 8 Tasks

everstage.com

Creating the Ultimate Sales Commission Report: Best...

salesforce

Sales Compensation Plans: Complete Guide & Examp...

anaplan

8 Examples of Sales Team Commission Best Practice...

richardson

5 Best Practices for Sales Compensation Management

everstage.com

### Sales Compensation Reporting

Creating the Ultimate Sales Commission

Report: Sales compensation reporting is the process of generating detailed reports that track and communicate how sales commissions and incentives are calculated, distributed, and aligned with sales performance. These reports are crucial for transparency, motivation, compliance, and performance management within sales organizations.

### Key Components of a Sales Compensation Report

- **Employee Details:** Includes salesperson's name, employee ID, title, department, and contact information.

# Sales compensation administration

 Answer  Sources · 8  Tasks

 everstage.com

What Is Sales  
Compensation...

 varient

What is Sales  
Compensation Planning?...

 salesforce

Sales Compensation Plans:  
Complete Guide & ExAMPL...

 gartner

Sales Compensation  
Planning | Sales Insights |...

## Overview of Sales Compensation Administration

Sales compensation administration is the process of managing, calculating, and distributing incentive compensation payouts to sales teams. This function ensures that compensation plans are aligned with organizational goals, performance is tracked accurately, compliance standards are met, and all documentation is audit-ready <sup>1</sup>.

## Key Components

### 1. Plan Design

# Chat GPT Visibility

GPT ▾ Log in Sign up for free Citations X

microsoft whiteboard alternatives

Good question. There are quite a few good alternatives to Microsoft Whiteboard, depending on what you want (brainstorming, team workshops, teaching, sketching, diagramming, etc.). Here are some top picks + what makes each good, and tradeoffs:

### Top Alternatives to Microsoft Whiteboard

1. Miro
  - Very powerful with an infinite canvas

Citations

- MockFlow: 8 Best Microsoft Whiteboard Alternatives for 2025
- HeyHi: 5 Microsoft Whiteboard Alternatives that are Interactive - HeyHi (June 23, 2020)
- ClickUp: 10 Microsoft Whiteboard Alternatives to Consider in 2025 | ClickUp (May 11, 2025)

GPT ▾ Log in Sign up for free Citations X

zoom whiteboard alternatives

Good question. Here are several strong alternatives to Zoom Whiteboard, depending on what you need (brainstorming, teaching, workshops, design, etc.) — along with their pros and key trade-offs:

### Top Alternatives to Zoom Whiteboard

1. Miro
  - Very powerful, infinite canvas, sticky notes, diagramming tools.
  - Great for both synchronous and asynchronous collaboration.

Citations

- Miro: The 7 Best Zoom Whiteboard Alternatives To Switch To (2025)
- Indevibe Learning.org: Top Virtual Whiteboard Tools for Collaboration (October 21, 2023)
- MockFlow: Top Zoom Whiteboard Alternatives: MockFlow, Miro & More
- LeadsHub.cn: 驚人推薦！這10款協同辦公白板工具讓你事半功倍！



salesforce vs constant contact



AI Mode **All** Videos Images Short videos Forums News More Tools

### AI Overview

En Listen

Salesforce offers an enterprise-grade, all-in-one CRM and marketing platform with extensive customization, complex automation, and deep integrations, while Constant Contact is an SMB-focused, user-friendly email marketing tool known for its affordability, basic automation, and simple drag-and-drop interface. Choose Constant Contact for straightforward email campaigns and ease of use if you're a small business, and select Salesforce for sophisticated, multi-channel marketing and comprehensive customer management if you require advanced features, enterprise-level integration, and scalability.

### Constant Contact

**Best For:** Small to medium-sized businesses (SMBs) and nonprofits.

**Key Features:** Simple drag-and-drop editor, pre-designed templates, basic email automation, social media marketing, and online event marketing tools.

Salesforce Marketing Cloud vs. Constant Contact - Census

20 Sept 2024

Census

Constant Contact vs Salesforce comparison - MassMailer

8 Sept 2025 — Constant Contact is ideal if you need standard integrations without extensive...

MassMailer



Constant Contact vs Salesforce: 2025 Email Marketing Comparison ...

8 Sept 2025 — 1. What is the difference between Constant Contact and Salesforce Em...

MassMailer



AI Overview

En Listen

Mailchimp is an easy-to-use, affordable platform best for small businesses focused on email marketing and simple campaigns, while Salesforce Marketing Cloud is a comprehensive, enterprise-level solution for complex, multi-channel marketing and advanced personalization, ideal for large businesses with sophisticated data needs and budget. The choice depends on your company's size, budget, data complexity, and the scale of your marketing efforts.

Choose Mailchimp if you are:

**A Small to Mid-Sized Business:** Mailchimp's user-friendly interface and features are designed with smaller, busy businesses in mind.

aweber vs constant contact

AWeber is a better fit for businesses prioritizing advanced email automation and a large variety of design templates, while Constant Contact is better for users who want simplicity, multi-channel marketing, and event management tools.

AWeber vs. Constant Contact: At a glance

Feature	AWeber	Constant Contact
Best For	Small- to mid-sized businesses, creators, and online retailers that need powerful and affordable automation tools.	Small businesses, nonprofits, and event-focused organizations that value simplicity and multi-channel outreach.
Pricing	Generally more affordable, with a free plan for up to 500 subscribers and 3,000 emails per month. Pricing increases with more subscribers, but is often more cost-effective for growing lists.	Has a higher starting price and does not offer a free tier. Nonprofits can receive significant discounts.

**Mailchimp vs Salesforce Marketing Cloud - Census**  
 24 Sept 2024 — When choosing between Mailchimp and Salesforce Marketing Cloud,...

**Mailchimp vs Salesforce: Complete 2025 Comparison Guide**  
 7 Sept 2025 — Mailchimp wins on speed-to-market, ease of use, and affordability which is...

**AWeber vs Constant Contact: Which Email Marketing Tool ...**  
 Sep 22, 2025 — AWeber vs Constant Contact: Which Email Marketing Tool...

**Compare AWeber to Constant Contact**  
 \* Don't be limited. Constant Contact puts a limit on the number of emails...

**AWeber vs Constant Contact - WebAppMeister**  
 \* Low Pricing. extremely bettermuch betterlightly betterequallylightly bettermuch betterextremely...

# mailchimp vs icontact

Mailchimp is the better choice for businesses seeking advanced marketing features, integrations, and automation, while iContact is best for small businesses and nonprofits that prioritize ease of use, simple features, and affordable, predictable pricing.

## Mailchimp vs. iContact: At a glance

Criteria	Mailchimp	iContact
Best For	Growth-oriented businesses and teams that need advanced automation and flexible creative controls.	Small businesses and nonprofits that value simplicity, ease of use, and straightforward functionality.
Ease of Use	User-friendly interface with a gentle learning curve for basic functions. However, its	Known for its simplicity and more intuitive dashboard, making it very accessible for less

Ask anything



9 sites

### iContact vs Mailchimp Comparison 2025 - Best Reviews

Feb 14, 2025 — Features. MailChimp provides a spam-checking feature f...

Best Review

BestReviews.net

### Mailchimp vs iContact: Pricing, Features & Salesforce Integration ...

Sep 22, 2025 — Introduction \* When you're evaluating email marketing tools, two names often...

massmailer.io

### Mailchimp vs iContact: Pricing, Features & Salesforce ...

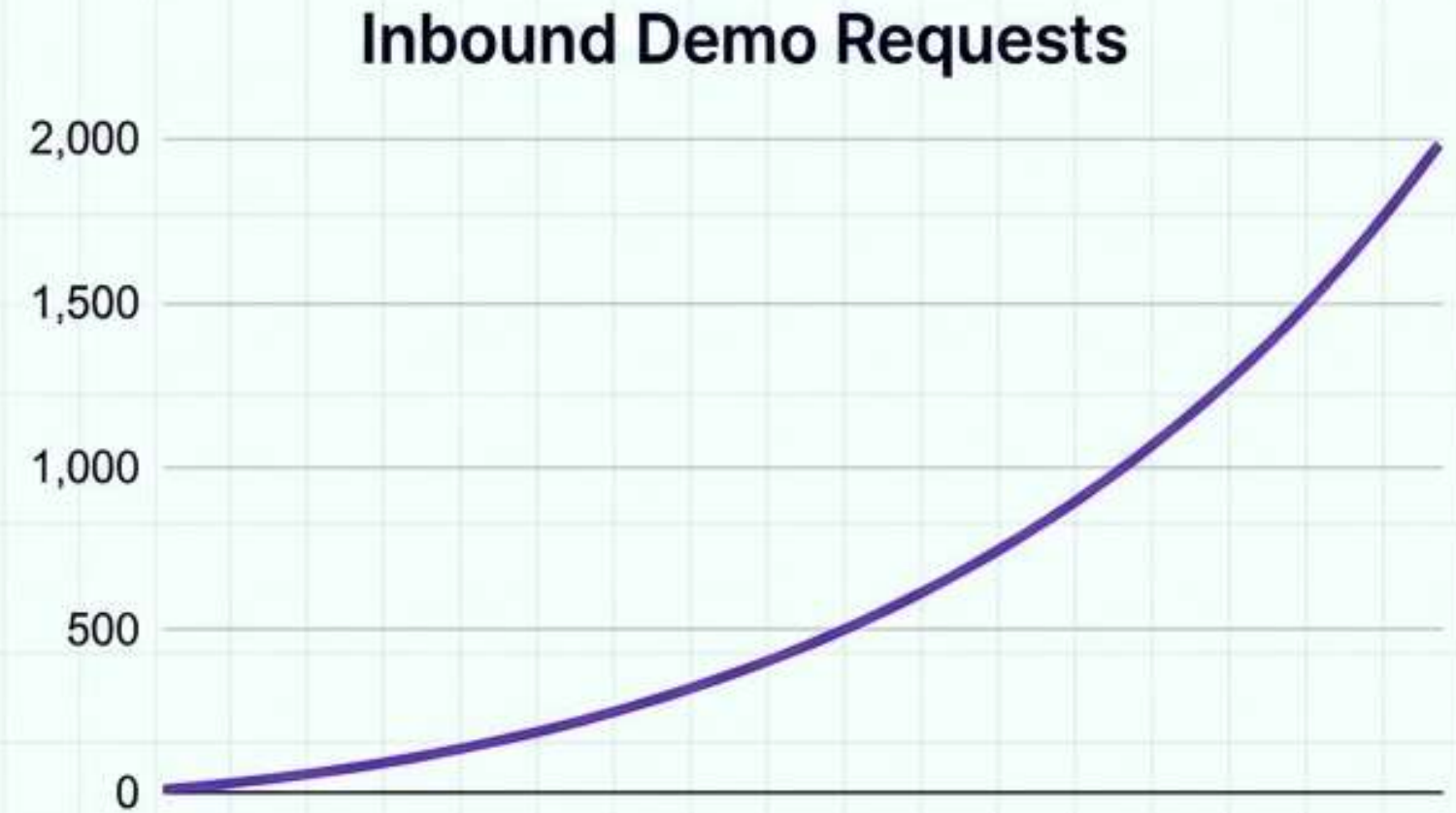
Sep 22, 2025 — Introduction \* When you're evaluating email marketing...

MassMailer



Show all

# Translating algorithmic citations into predictable pipeline



White Hat AEO delivers **exponential returns**. By aligning **technical extractability with provable expertise**, our clients transition from algorithmic blindspots to the **single source of truth within 6 months**.

# A purpose-built optimisation engine for B2B SaaS

## The Objective

We get your brand cited by ChatGPT, Perplexity, Claude, and Google AI Overviews—consistently and safely.

## The Specialisation

Built exclusively for B2B SaaS. We engineer solutions mapped directly to the complex enterprise buyer journey, refusing generic playbooks.

## The Full-Stack Execution

Content restructuring, semantic constraint targeting, off-site topical authority, and dedicated monthly citation tracking.

## Next Steps

[ [revvgrowth.com](https://revvgrowth.com) ]

Let's map your buyer's generative search journey.

# Q&A Session

We'll now open the floor for questions and discussion.

Feel free to drop your questions in the chat or raise your hand to speak.

# Thank You!

**Thank you for attending, see you in the next one**