

Deep Tech, Broad Visibility: +77% AI Presence, +28% Top-3 Rankings

How an advanced battery-materials company grew its AI search visibility 77% and its top-3 Google rankings 28% — putting its own science, not press coverage, in front of buyers.

+77%

AI SEARCH VISIBILITY — 5.6% → 9.9%

+28%

TOP-3 GOOGLE KEYWORDS — 36 → 46 (AHREFS)

+36%

OWN-CONTENT CITATION SHARE — 4.2% → 5.7%

THE CLIENT

An advanced materials company developing next-generation battery technology. Its buyers — automotive OEMs, consumer electronics makers, and the engineers who advise them — research the space through both Google and AI assistants, where a complex technical story is easy to get secondhand.

THE CHALLENGE

- Appeared in under 6% of tracked industry prompts at the first audit — publishers and press coverage answered questions about its own technology
- AI engines cited media articles over the company's own technical pages
- Deep science that's hard to structure for machine parsing — the exact content AI engines skip when it isn't organized for them

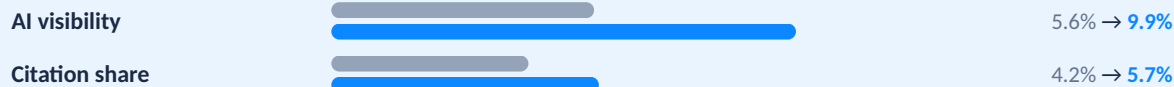
WHAT VISTO DID

Six months of GEO + SEO optimization across 21 audit cycles: technology, application, and science content restructured so both AI engines and Google can parse, rank, and cite the company's own explanation of its category.

RESULTS

- **AI visibility:** 5.6% → 9.9% of tracked industry prompts — +77%
- **Citations:** own-content citation share 4.2% → 5.7% — +36%, reclaiming the narrative from press coverage
- **Google rankings:** top-3 keywords up 28%, 36 → 46 (Ahrefs), climbing steadily through the engagement
- **Compounding:** gains built across 21 consecutive audit cycles

AI SEARCH: BEFORE → AFTER (FIRST AUDIT VS. LATEST)



Gray = first audit · Blue = latest audit · Source: Visto GEO audits

THE SEO PICTURE — TECHNICAL CONTENT CLIMBING GOOGLE

Keywords ranking in Google's top 3 — 36 → 46 (+28%)

Monthly, Feb – Jul 2026 · Source: Ahrefs



WHY AI SEARCH MATTERS HERE

For deep-tech companies, the risk isn't being unknown — it's being explained by someone else. Engineers and OEM buyers ask AI assistants how the technology works and who leads the category; when the company's own pages are what gets ranked and cited, it controls the technical narrative at the moment evaluation starts.

HOW IT WORKS

1

Audit

Visto queries AI engines with the real prompts buyers use and measures visibility, share of voice, and citations — alongside classic search rankings.

2

Optimize

Visto's AI agents generate and apply the fixes: content structured for AI citation, coverage of buyer questions, and on-page SEO — one system for both.

3

Compound

Every cycle re-measures and builds on the last. Managed by the client's marketing agency on the Visto platform.

GEO measured by Visto audits: 21 audits over 176 days (Feb 6 – Aug 1, 2026). SEO figures from Ahrefs, Feb vs. Jul 2026 (latest full month). Client anonymized.