

Purpose

The IBT Online AI Search Gap Review is a structured assessment of your website's AI discoverability, identifying what's preventing your business from appearing in ChatGPT, Gemini, Perplexity, and Google AI Overviews and delivering a prioritized plan to close the gap.

1. Three-month program

Month 1 Audit and benchmark

- LLM discoverability and semantic clarity audit
- Visibility testing across ChatGPT, Gemini, and Perplexity using 5 priority buyer prompts
- Benchmark report vs. top 5 competitors in AI search
- GEO/AISO platform and API setup and configuration
- Findings presentation with prioritized roadmap

Months 2-3 Build and optimize

- Structured data (Schema.org / JSON-LD) on key pages - products, services, FAQs
- Metadata and content rewrites for conversational search intent
- LLM-friendly FAQ sections and answer-ready content blocks
- GEO visibility platform reporting and optimization testing

Month 3 Authority and enablement

- Third-party profile optimization (G2, LinkedIn, industry directories)
- Structured content syndication to AI-accessible sources
- Backlink and authority improvement recommendations
- 1-hour internal training on prompt testing and content maintenance

2. What you get (Deliverables)

- ✓ **AI visibility audit report** - what LLMs can see, trust, and cite about your business
- ✓ **Competitor benchmark report** - how you compare in AI-generated answers
- ✓ **Prompt testing results** - your visibility across 5 priority buyer prompts
- ✓ **Prioritized 30-60-90 day roadmap** - quick wins and strategic fixes
- ✓ **Implemented optimizations** - Schema, metadata, content, FAQ blocks
- ✓ **Training session** - your team equipped to maintain and monitor AI visibility

3. What to have ready

Helps us move faster

- ✓ Your top 3-5 priority buyer search terms or questions
- ✓ Target markets and languages (if international)
- ✓ Access to Google Analytics, Search Console, and CMS
- ✓ Your top 3-5 competitors for benchmarking

If you don't have all of this, we'll guide you.

4. What happens next

- 1 **Request your free AI Search Gap Review** - no obligation, takes 15 minutes
- 2 **We scope the program** and confirm markets, website(s), and competitor set
- 3 **Audit and findings** delivered within the first 30 days
- 4 **Implementation begins** - Month 2 optimizations based on the roadmap
- 5 **Extend to ongoing AI marketing programs** if you want continued management

Request your free review at ibt.onl/services/ai-search-gap-review