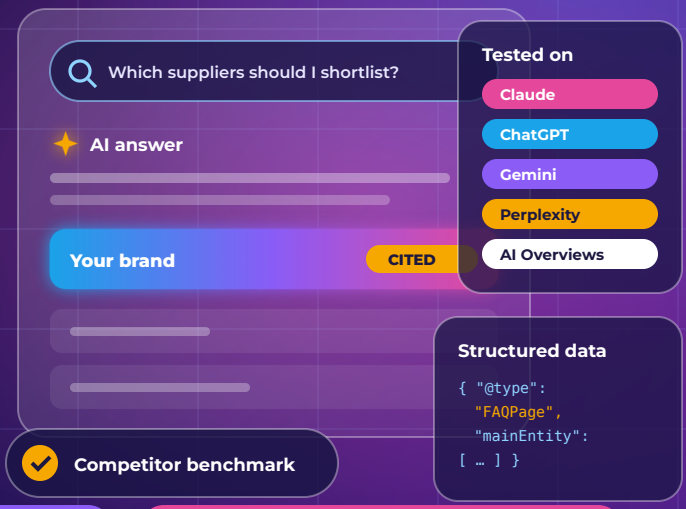
PREP SHEET

AI Search Gap Review

Get found, trusted, and chosen

A structured assessment of your website's AI discoverability: what's keeping you out of Claude, ChatGPT, Gemini, Perplexity and Google AI Overviews, and a prioritized plan to close the gap.



5
priority buyer prompts tested across 5 AI platforms
Visibility testing

5
top competitors benchmarked against you in AI search
Benchmark report

30
days to audit findings and a prioritized roadmap
Month 1

AI engines will find, trust, and choose your business.

Three-month program

Month 1 **Audit and benchmark**
- LLM discoverability and semantic clarity audit
- Visibility testing across Claude, ChatGPT, Gemini, Perplexity and Google AI Overviews 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 product, service and FAQ pages
- 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

What to have ready

- ✓ Top 3–5 buyer search terms or questions
- ✓ Target markets and languages (if international)
- ✓ Analytics, Search Console and CMS access
- ✓ Top 3–5 competitors for benchmarking

Don't have all of this? We'll guide you.

What you get

- ✓ **AI visibility audit report**
  What LLMs can see, trust and cite about you
- ✓ **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 and FAQ blocks
- ✓ **Training session**
  Your team equipped to maintain AI visibility

What happens next

STEP 1
Request your free review: no obligation, takes 15 minutes

STEP 2
We scope the program: markets, website(s), competitors

STEP 3
Audit and findings delivered within the first 30 days

STEP 4
Month 2: implementation begins, based on the roadmap

STEP 5
Optional: extend to ongoing AI marketing programs

Why IBT Online

Since 2002, IBT Online has helped U.S. companies grow at home and in global markets, marrying AI-empowered tools with human expertise.

700+	25+	40+	65+	25+	95%
satisfied clients	languages	countries	target markets	U.S. state programs	reach client goals

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Request your free AI Search Gap Review

ibt.onl/services/ai-search-gap-review

No obligation. Requesting your review takes about 15 minutes.

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