

AI visibility, with a commercial purpose.

A working AEO and GEO field guide for turning buyer questions into useful content, inspectable evidence and a measurable next step.

Use this with your team

A practical starting framework with worksheets, decision criteria and a focused implementation sequence. The examples are illustrative; use your own evidence to set targets and judge progress.

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Define the commercial question

Choose one service and one buying situation. Describe the organisation, the person researching, the problem that triggers the search and the constraints that shape a purchase. A broad request for more AI visibility is not yet a useful implementation brief.

Separate discovery from familiarity. A branded question asks what an assistant knows about a named company. A non-branded question asks for an answer to a need without naming your business. Keep the two panels separate so that brand recognition is not mistaken for new discovery.

Agree what the first sprint will produce: a dated baseline, a source-gap review, a small implementation backlog and a reliable enquiry path. Use the worksheet below in a working session with marketing and sales.

Decision	Your working answer
Priority service	_____
Buyer and buying trigger	_____
Commercially viable engagement	_____
Question the buyer must resolve	_____
Evidence we can publish	_____
Owner and review date	_____

Build a useful question panel

Start from customer conversations, proposal objections and the questions an internal sponsor must answer. The following prompts are templates, not search-volume claims. Replace the brackets with an actual buyer situation and remove questions that do not match your market.

Select a stable initial panel and keep exploratory questions separate. Record why each question belongs. A practical first panel can contain twenty to thirty questions; the size is a planning choice, not a statistically representative sample.

Buyer stage	Prompt template
Diagnose	Why are [qualified enquiries] falling despite [traffic growth]?
Evaluate	How should a [business type] improve [AI search visibility] with [existing website]?
Compare	What should we compare when choosing a partner for [service]?
Validate	What evidence should we request before investing in [programme]?
Implement	What data and internal people are needed to deliver [scope]?
Select	Which providers can support [specific need] in [served market]?
Check identity	What does [company] do, and which sources support that description?

Record observations consistently

Use fresh conversations for independent prompts. Record exact wording, date, platform, visible mode, language and observable location context. Preserve the answer and cited URLs. If you test a multi-step conversation, label it separately because earlier context can influence later answers.

Repeat a subset of questions to understand variability. One favourable answer is one observation. It is not proof of a stable recommendation share. Keep the question panel and scoring rules consistent between periods, and annotate any changes.

Use separate flags for a mention, a citation, a relevant recommendation and an inaccurate description. A citation can support authority without recommending the business as a supplier. Inspect what the answer actually says.

Field	Record
Question ID / exact prompt	Panel reference and unchanged text
Run context	Date, engine, mode, language, location note
Observation	Absent / mention / linked / recommended
Accuracy	Correct / incomplete / incorrect / uncertain
Source	Cited URL and preserved answer
Reviewer	Name, interpretation and any disagreement

Turn the source review into a backlog

Inspect the sources behind competitor appearances. Categorise them as service explanations, independent comparisons, directories, technical guides or client evidence. Ask what useful information they provide that a buyer cannot easily find about your business.

Prioritise a correction when it addresses a commercially important question, rests on observable evidence and can be implemented by an accountable owner. Do not create pages only to repeat every variation of an acronym. Strengthen the page that should own the decision.

Google says established SEO practices remain relevant to AI Overviews and AI Mode, and no special AI schema is required. Use that as a foundation, then test the specific content gaps relevant to your buyers. [1]

Gap	Action / acceptance
Unclear service scope	Explain deliverables, inputs and handover; service owner approves.
Weak proof	Publish a source-backed case result with metric and period.
Inaccurate identity	Correct the authoritative company information first.
Poor internal journey	Link guide to relevant service and on-page enquiry.
Access or indexing fault	Verify intended public page access and index eligibility.

Draft the page buyers need

Use the page outline below to brief one focused service improvement. Each section should answer a real decision question. Keep the primary enquiry available on the page, with the service context preserved if the person chooses Contact.

Write the opening in direct language: who the work is for, what problem it addresses and what the first useful outcome will be. Follow with practical scope and evidence. Place a contextual CTA after a diagnostic or implementation explanation, where the reader has enough understanding to act.

Use actual H2 and H3 headings for sections and questions. Structured data should describe visible facts; it cannot replace substantive content or create a guaranteed citation.

Section	Question to answer
Business problem	What needs to change, and for whom?
Scope	What will be examined, implemented and delivered?
Evidence	What result can be inspected, with what limitations?
Process	Who supplies inputs and approves decisions?
Measurement	What baseline and business stages will be reviewed?
Enquiry	What should the prospect share, and what happens next?

Use a scorecard that supports decisions

Keep three views: sampled answer visibility, observed website behaviour and CRM outcomes. Do not imply that a change in all three proves a single cause. Buyers may share pages, change devices or return without a measurable referrer.

Show the numerator, denominator and period for every rate. Keep branded and non-branded results separate. Label unknown sources honestly. A guide request is early interest; an accepted opportunity is a later business decision.

Use the review to choose the next action. Ask which gap was closed, what changed in the stable panel, whether relevant enquiries appeared and what evidence would justify further investment.

Measure	Definition / decision
Question coverage	Relevant observations in the fixed panel / panel runs.
Description accuracy	Reviewed answers describing the business correctly.
Known referral enquiries	Accepted requests with an observed AI referral source.
Qualification	Accepted opportunities / mature enquiry cohort.
Content assistance	Observed article CTA before enquiry; deduplicate opportunities.
Next scope	One priority, owner, acceptance test and review date.

Run the first six weeks

Week 1: choose the service, buyer situations and stable question panel. Collect existing evidence and agree the definitions. Record the baseline before making material changes.

Week 2: run the observations and inspect cited sources. Week 3: review relevant website foundations and select the first implementation priorities. Keep the backlog ordered and assign an owner to every action.

Weeks 4-5: implement the selected service, evidence and journey improvements. Verify mobile layout, headings, links and the actual form destination. Test guide requests separately from project enquiries.

Week 6: repeat the stable panel and review early commercial evidence. Some external answers may not yet reflect the changes. Report implementation progress and observed results separately. This schedule is an operating framework, not a promised ranking timetable.

Decision at the review: continue the focused scope, adjust the hypothesis or resolve an internal constraint before expanding. Record the rationale so the next cycle begins with accumulated knowledge.

Owner	Commitment
Executive sponsor	Commercial objective and investment decision
Marketing / sales	Buyer questions and qualification rules
Subject expert	Accurate service scope and evidence
Implementation team	Page changes and verified enquiry path
Measurement owner	Definitions, source context and review record

Make the first conversation useful

You can use this framework internally or ask Prolinkage to turn it into an implemented programme. Bring the priority service, your current website, the questions buyers ask and the evidence you already have. We can then assess the scope, implementation dependencies and the measurement needed to evaluate progress.

Our starting commitment is clear: agree the outcomes, establish the baseline and review progress against evidence. The engagement should leave your business with useful public information, a coherent customer journey and a record of decisions.

[Explore AI Search Visibility](#) | [Discuss your priorities](#)

The links above use the WordPress staging destination for this review edition. Confirm the final public destinations during launch.

References and use of this guide

[1] Google Search Central, AI features and your website. Accessed 13 September 2026. Supports the platform-specific SEO foundation statement.

[2] Google Search Central, Creating helpful, reliable, people-first content. Accessed 13 September 2026.

[3] Google Analytics, Default channel group. Accessed 13 September 2026. Check actual classification in your property.

The question templates, scorecard and sprint are Prolinkage working methods proposed in this guide. They are not a validated market index or a claim that all AI influence can be observed. All example situations are illustrative. Platform features and documentation should be reviewed again during implementation.

Keep your completed worksheets with the observation archive, evidence register and change log. Those records make the next review more useful and allow another person to understand how the programme is being managed.