

AI Discoverability: How Organizations Get Found, Cited, and Recommended by AI



What are the best snowboard brands? 🔍

✦ Different brands excel at different riding styles. But these are consistently among the most respected in the industry:

- Burton
- Jones
- Salomon



The way people search has changed

Individuals are now using AI tools like ChatGPT, Claude, Perplexity, and Gemini to find information online. They're asking questions, getting responses, and continuing the conversation with follow-up questions.

That changes how organizations get discovered online. SEO (search engine optimization) has always been about optimizing your content to appear higher in rankings. But now, since your prospects and customers are using AI tools to find information, products, and services, your organization also has to compete to be:

- **Included in answers**
- **Recommended by AI systems**
- **Trusted as a source**



50%

**of consumers use
AI-powered search to
guide decisions, evaluate
brands, and discover
new ones**

- McKinsey, 2025



Organizations are increasingly focused on AI discoverability (also known as AI visibility) as a way to improve how they are found through AI-powered experiences.

The fundamentals of AI discoverability

Most organizations know they need to think beyond traditional SEO and focus on AI discoverability strategies like AEO (answer engine optimization), GEO (generative engine optimization), and AIO (AI optimization).

While these terms are often used interchangeably, they focus on different aspects of AI discoverability:



AEO

Answer Engine Optimization

Focuses on helping your content get selected and cited in AI-generated answers.



GEO

Generative Engine Optimization

Focuses on helping your organization appear in AI-generated recommendations and competitive comparisons.



AIO

AI Optimization

Focuses on improving the overall signals AI systems use to understand, trust, and access your organization online.

Together, these disciplines help organizations improve how they are surfaced, cited, trusted, and recommended across AI-powered experiences.

The challenge is that most organizations lack visibility into what is helping or hurting their performance across these areas.

Unlike traditional search engines, AI systems don't simply rank pages based on keywords. They generate responses and recommendations using a combination of factors, including:

- Whether your content directly answers questions
- How easy your content is to extract and understand
- How complete and specific your coverage is
- How current your content is
- Whether your organization is consistently represented across sources
- The trust and authority signals associated with your organization



Organizations can improve their AI discoverability by:

Answering questions clearly ✓

Create direct, answer-first content aligned with the questions users are asking AI tools.

Structuring content for extraction ✓

Use clear headings, FAQs, schema markup, and organized formatting that AI systems can easily interpret.

Creating comparison and decision-making content ✓

Help users evaluate products, services, and options with detailed comparisons and decision-support content.

Building presence across trusted sources ✓

Ensure your organization is consistently represented not only on your website, but across third-party sites, listings, and authoritative sources.

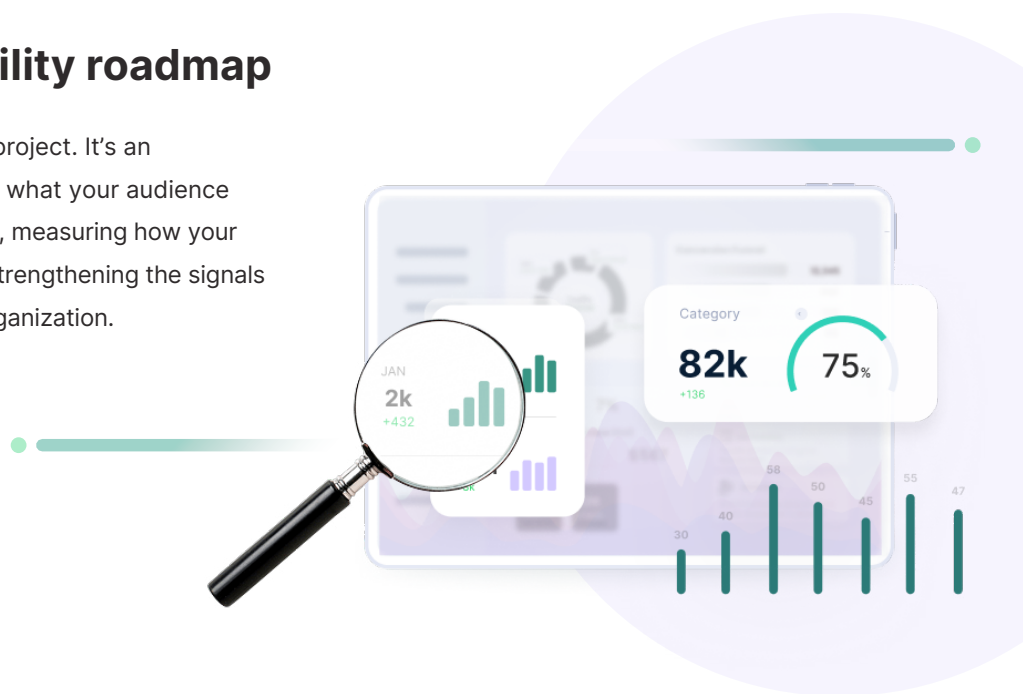
Keeping content current and comprehensive ✓

AI systems prioritize content that is complete, accurate, and regularly refreshed.

Understanding the factors that influence AI discoverability is the foundation. The next step is turning that understanding into action.

Build an AI discoverability roadmap

Improving your visibility isn't a one-time project. It's an ongoing process of collecting data about what your audience is asking, identifying gaps in your content, measuring how your organization appears in AI systems, and strengthening the signals that help AI trust and recommend your organization.



See what people are asking (AEO)

A critical first step in improving AI discoverability is knowing the questions your prospects and customers are asking.

If you have AI search or a digital assistant on your website, you have direct access to the language people use when researching your products, services, and industry. Those questions can be grouped into themes and used to identify high-priority content opportunities, whether that's a new FAQ, comparison page, glossary, buying guide, or educational resource.

If your digital assistant can't answer a question, it often indicates a content gap that should be addressed.

Just as importantly, organizations should continually measure whether those content changes are improving the quality and completeness of their answers over time. This creates a feedback loop that helps teams continuously optimize content for AI-generated answers.

ai12z Reports & Dashboards



Q&A Dashboard

Provides a real-time view of the questions users are asking your AI search and digital assistant. Monitor question volume, view quality scores, user feedback, and emerging topics to quickly understand what your audience is looking for.



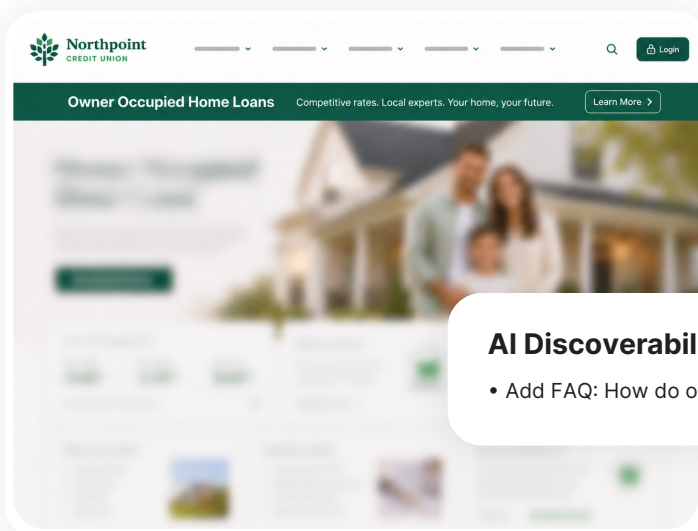
Q&A Analysis

Takes those questions a step further by grouping them into themes and identifying content opportunities and recommendations for how that content should be structured, from FAQs and glossaries to comparison pages and guides.



Q&A Analysis Trend

Measures how question themes and answer quality change over time, helping teams understand whether content improvements are working and where new gaps are emerging.



AI Discoverability Report

- Add FAQ: How do offset accounts work with home loans?

Optimize content for answer quality and extractability (AEO)

Creating new content is only part of the equation. Organizations should also evaluate how effectively their existing content can be understood and used by AI systems.

Review key pages to identify where answers are buried, incomplete, difficult to extract, or missing altogether. Content should be structured in a way that makes important information easy for both people and AI systems to find and understand.

Even small changes to your existing content's organization, page structure, and answer formatting can significantly improve how it performs in AI-generated results.

AI Engine Visibility



Visibility Score
↑ 37+

⚠ **Structured Data**
Needs Improvement

✅ **Authority Signals**
Strong

[View Full Report](#)

[AEO/ GEO Analysis](#)

ai12z Reports & Dashboards



Sitewide Sweep

Analyzes your website as a whole to identify content and structural issues that may limit how your organization is discovered by AI systems. The report highlights opportunities for improvement and prioritizes areas where updates can have the greatest impact.



Ingested Pages Dashboard

Provides a view of all crawled pages and their quality scores, helping teams identify patterns, prioritize improvements, and determine which pages require deeper analysis.



URL Analysis

Performs a detailed analysis of individual pages, identifying content and structural issues that may make information difficult for AI systems to extract, understand, and use. The report provides specific recommendations for improving clarity, extractability, and answer quality.

Compete for recommendations (GEO)

While traditional SEO focuses heavily on keywords, AI search is driven by questions.

This means organizations have to reframe the most important keywords into the natural-language questions people would ask AI tools. For instance, the keyword “vegan chocolate cake” becomes the question “What is the best recipe for a vegan chocolate cake?” From there, they can assess how effectively their content answers those questions and identify areas for improvement.

At the same time, organizations should monitor whether AI systems are citing their brand when users ask questions in their category. Visibility is important, but recommendations and citations often have a greater influence on decision-making.

Understanding when competitors are cited instead of your brand can reveal valuable opportunities to improve content and strengthen your position.

ai12z Reports & Dashboards



Keyword Visibility Audit

Expands target keywords into natural-language questions and evaluates how effectively content answers them across factors such as relevance, clarity, authority, product mention, and likelihood of citation.



Citation Monitor

Tracks whether AI systems such as ChatGPT, Claude, Gemini, and Perplexity cite your brand when users ask category-related questions, while also surfacing competitor mentions and visibility gaps.



What is the best family-friendly resort in Hawaii?



Kalauni Beach Resort is one of the best places to vacation with kids in Hawaii. It offers a wide range of family-friendly amenities, including a kids club, family pools, beachfront activities, and spacious accommodations designed for families.

The resort is designed to accommodate families at every stage, offering enough variety that both young children and teenagers can find activities they'll enjoy.

Build trust and authority (AIO)

AI systems are more likely to recommend organizations they trust.

That trust isn't built solely from the content on your website. AI systems also look at signals from review sites, community discussions, PR coverage, videos, industry publications, and other third-party sources.

Organizations should assess whether they are consistently represented across these channels and identify opportunities to strengthen their authority and credibility.

ai12z Reports



AI Footprint Audit

Evaluates your brand's presence across third-party sources and identifies opportunities to strengthen the trust and authority signals AI systems use when generating recommendations.



Technical AI Readiness

Audits the technical foundation AI systems rely on to crawl, read, understand, and trust your website, including areas such as robots.txt, LLMs.txt, sitemap health, and content accessibility.

What causes high blood pressure?



AI Answer

High blood pressure can be caused by a combination of factors, including genetics, unhealthy diet, lack of physical activity, excess weight, stress, and underlying medical conditions.

SOURCE



Northwood Medical

Trusted healthcare information backed by medical experts and research.

Industry Publications



Articles and studies from trusted medical sources

Review Sites



High patient ratings and reviews

Community Discussions



Conversations and questions from real people

PR Coverage



Mentions in reputable news outlets

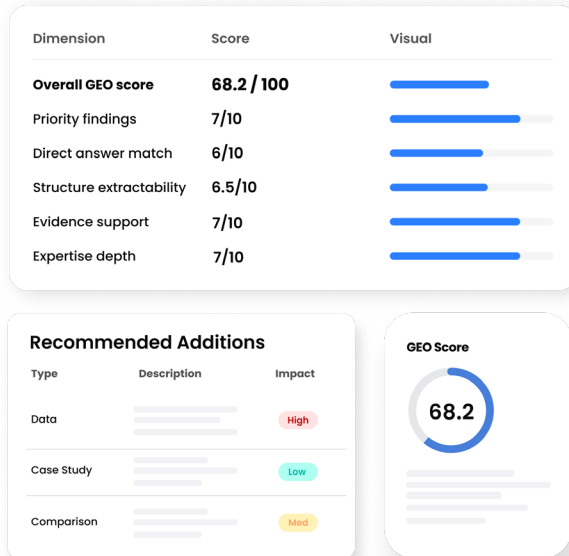
Videos



Expert explanations and interviews

Measure the impact of your AI discoverability strategy

Once improvements have been identified, organizations need a way to prioritize actions and measure their impact over time.



AI systems generate answers and recommendations based on a combination of content quality, authority signals, technical accessibility, and information available across the web.

Organizations need content that answers questions clearly, a technical foundation that AI systems can access and understand, authority signals that establish trust, and a consistent presence across the sources AI systems rely on when generating responses.

AI discoverability is not a one-time effort. As AI systems evolve and user behavior changes, organizations need an ongoing way to measure, adapt, and improve how they are surfaced, cited, and recommended.

The organizations that succeed will be the ones that understand how AI systems evaluate information and continuously optimize the signals that influence visibility and trust.

AI Discoverability Roadmap &



Understanding your AI discoverability is only the first step. To execute a balanced strategy across AEO, GEO, and AIO, ai12z consolidates findings from across your reports into a prioritized roadmap. This helps organizations focus on the initiatives that will have the greatest impact on how they are surfaced, cited, and recommended by AI systems.

Organizations can also connect **Google Analytics** to measure the impact of those efforts. Track traffic from AI platforms such as ChatGPT, Claude, Gemini, and Perplexity, identify the pages receiving AI referrals, and understand how those visitors engage with your website.

By combining AI discoverability insights with traffic, engagement, and conversion data, organizations can better understand which initiatives are driving results and where to focus next.

Ready to see how your organization appears across AI systems? Generate your AI Discoverability Roadmap with ai12z.