

MP&Co

HOW TO IMPROVE YOUR BRAND'S CHANCES OF APPEARING IN AI SEARCH RESULTS

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00 WHAT'S THE POINT?

WHAT'S THIS EVEN FOR?

AI search is changing how people find brands, but traditional SEO approaches still apply.

Instead of chasing short-term trends and hacks, our practical guide shows how your impact-led business can create better content, fix technical foundations, increase chances of appearing in AI search results and build lasting authority with readers and algorithms alike without sacrificing your commercial focus.

AI SEARCH IS ALREADY CHANGING THE ROUTE TO YOUR BRAND

If you're leading a values-led business today, you'll already know digital marketing and search are changing incredibly fast. Traditionally, you'd be competing for attention in search engine results pages, using SEO techniques to achieve higher positions and outrank competitors.

Now, AI search is changing how people discover, compare and shortlist brands. Instead of loading up Google, typing in a search and clicking through to your brand's website, they're using AI tools such as ChatGPT, Google AI Overviews and others.

Your potential customers find the answers they're looking for, without even needing to land on your site at all.

60%

of searches on traditional
search engines yield no clicks

Source: SEMrush

There's no magic formula for owning AI search, and no brand, agency or platform can honestly guarantee inclusion in AI answers.



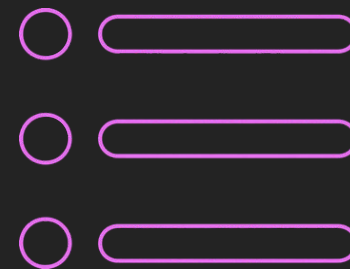
In this guide, we give you practical ways to make your brand easier to trust and easier to surface when AI tools are looking for useful sources.

WHAT DO WE MEAN BY AI SEARCH VISIBILITY?

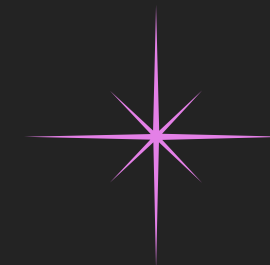
AI search visibility is about your brand being found, cited or mentioned when users prompt AI search tools for answers. While it sounds complex, it's helpful to break it down into three layers that build upon one another:



SEO



AEO



GEO

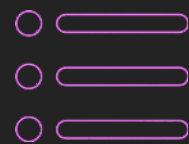
WHAT'S THE DIFFERENCE BETWEEN SEO, AEO AND GEO?

While these acronyms describe different outputs, they are not competing elements. They sit on the same foundations and share the same goal in helping the user - a potential customer - to understand more information about a topic or answer specific questions.



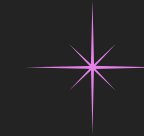
SEO

appearing in traditional
search results



AEO

being selected as the
answer inside search
engine features



GEO

being included in
generative AI responses

WHAT'S AT STAKE FOR IMPACT-LED BUSINESSES?

Values-led businesses usually have a strong mission that resonates. Yet while purpose is powerful, without practical action, it won't deliver the commercial results you're looking for.

16x

Traffic to websites from AI tools grew by a factor of 16 from 2024 to 2026

Source: SE Ranking's AI research study

If your website doesn't clearly communicate your founder's or leader's reputation, sustainability credentials or specialist expertise, these can be easily missed. You won't be seen by the right people searching using AI, who are looking to buy your product or service, or want to learn more about your business.

SE Ranking says that website visitors from AI search are more engaged than those from organic search (such as Google or Bing). This is because those users are already engaged and further along in their decision-making journey, thanks to AI.

AI systems need clear signals to understand why a brand is relevant, and to share it with users. As with traditional SEO, it shouldn't be seen in isolation. It's part of a wider user journey that includes all marketing touchpoints and channels. If your brand is surfaced in AI search results, a person may later search for your company, view social proof, revisit your website and then convert.

WHAT AI TOOLS ARE LOOKING FOR WHEN THEY CHOOSE SOURCES

Like traditional SEO, AI systems need source material they can find, understand and trust. Although every AI platform does not work in exactly the same way, content needs to be created with good SEO principles in mind.

Your focus should be on crafting unique, useful, non-recycled content that answers the questions your prospective customers are asking. This is why **research and insight** should be part of your content creation process and overall marketing strategy.

“With AI search, the goal is to be part of the answer. Not just displayed as one possible option.”

SEMrush, AI search trends for 2026

GOOGLE'S BEST PRACTICE GUIDANCE

In its guidance, Google says SEO best practices remain relevant for generative AI features in Search. Its AI Search Overview focuses on prioritising content that is useful, crawlable, includes internal links, has a good page experience, text availability and accurate, structured data.

To optimise content for search results, focus on what to prioritise and what to avoid:

Prioritise:

- ✓ Clear
- ✓ Specific
- ✓ Useful
- ✓ Evidence-backed
- ✓ Easy to scan
- ✓ Connected to a credible brand or expert

Avoid:

- ✓ Vague
- ✓ Too short
- ✓ Difficult to read
- ✓ Unoriginal or recycled content
- ✓ Does not reference other sources

THE PRACTICAL CHANGES THAT CAN IMPROVE YOUR CHANCES

From better website copy to technical SEO improvements, here are some useful tips to make it more likely that your brand will appear in AI search results.

“You don’t need to rebuild your marketing for AI search. Answer the questions your customers already ask with clear content and evidence they can trust.”

Georgina, Head of Content and Innovation, MP&Co



MAKE YOUR KEY PAGES EASIER TO UNDERSTAND

A quick audit of your website will show you where the gaps are, and where you can improve by making simple changes to messaging, layout and content.



Review your homepage, service pages and key guides



Use direct headings that match customer questions (use customer insights to help)



Make it immediately clear who you help and what problem you solve



Avoid clever language that hides the real meaning



Add concise summaries near the top of important pages



Include proof points where you have them, such as case studies, specific outcomes, testimonials or named expertise

* PRACTICAL EXAMPLE

If a page says “we help organisations unlock growth,” rewrite the section to make it clearer. Explain who the service is for, how growth is unlocked, and what a good outcome looks like for the end user.

CREATE CONTENT THAT'S ANSWER-LED

- ✓ Build content around real questions your audience asks before buying
- ✓ Add short answer sections near the top of guides
- ✓ Use FAQs only when they help the reader, not as filler
- ✓ Include comparison content where it is useful, for example, product comparison tables listing features
- ✓ Add evidence, examples and expert insight instead of repeating generic advice

* EXTRA TIP

Shaking up your formats to add variety - such as summaries, bullet points, comparison sections and FAQs - can help content become easier to understand.

STRENGTHEN TECHNICAL FOUNDATIONS

Technical SEO still has an important role to play, and goes hand-in-hand with content strategy to create a highly visible website that performs well.

However, it doesn't need to be overcomplicated. Here are the top actions to take to build a strong foundation for your website:



Make sure important pages can be crawled and indexed using [Google Search Console](#)



Use internal links so important pages are easy to find



Check that content is available as text, not trapped in static images or awkward scripts



Use [Google PageSpeed Insights](#) to review page speed and mobile experience



Check that Googlebot and relevant AI search crawlers are not blocked by mistake

* EXTRA TIPS

If you'd like to understand more about AI search crawlers such as OpenAI's OAI-SearchBot, see [Search Engine Land's guide to AI crawlers](#).

For more information on how to strengthen the technical SEO of your website, see [Google Search Central's guide](#) on how to build and maintain a clear technical structure.

USE SCHEMA MARKUP AS A CLARITY LAYER

Schema markup helps add an additional layer to your website that could uplift your content and make it more visible in AI search results.

What is schema markup?

Schema markup is a type of structured data that helps search engines and AI systems understand the content on a page. It is standardised code added to web pages that indicates elements that search engine crawlers should pay attention to.

It features in enhanced search results called 'rich snippets', such as review ratings, prices and whether a product is in stock or not.

Common types of schema markup:

According to **SEMrush**, there are several types of schema that are useful to add to your content:

Organisation:

Shares information about your business, including its name, logo, address and contact details

Person or author:

Shares details about the person who has written a piece of content

Article:

Helps search engines understand news articles, blog posts etc. that could appear in Google Search or News

Product (or service) snippet:

Shows ratings, reviews, pricing and availability

FAQ page, only where appropriate:

Helps AI models understand context to extract accurate answers



Schema markup is not a strategy in itself. It doesn't guarantee inclusion in AI search results.

Read our blog on the topic: [Can schema markup help us appear in AI search results, or is it being oversold?](#)

BUILD AUTHORITY BEYOND YOUR OWN WEBSITE

Great marketing doesn't just rely on your website doing the heavy lifting. AI tools draw signals from across the internet, so brand visibility and consistency matter outside your website.



Seeking inauthentic "mentions" across the web isn't as helpful as it might seem. Our core ranking systems focus on high-quality content, while other systems block spam; our generative AI features depend on both.

[Google's guide to generative AI optimisation](#)

Your best move as an impact-led business is to make your values, credentials, third-party certifications, and proof of positive impact much easier for both humans and machines to find and verify across the web.

BUILD AUTHORITY BEYOND YOUR OWN WEBSITE

Here are some techniques you can use to be visible elsewhere in a way that complements your wider marketing strategy:

01

Gain PR and digital coverage

Build credibility and visibility by earning high-quality mentions in trusted industry publications, local or national news, or podcasts.

02

Partner up to create co-branded content

Collaborate with like-minded businesses to create co-branded content that AI tools can cite, such as webinars, reports, articles, or videos.

03

Use team profiles and social content

Publishing thought-leadership pieces and insights on LinkedIn helps AI systems associate your company with expertise in a specific domain.

04

Elevate reviews and build social proof

Make sure your business profiles across platforms like Google My Business, Trustpilot or Feefo are up to date and active. Respond to all reviews, and amplify positive testimonials and case studies to send positive trust signals to AI tools.

05

Stay authentic and trustworthy

Maintaining trust is even more important for impacted businesses, so don't be tempted to manufacture inauthentic mentions, reviews or links. AI models are increasingly sophisticated at spotting these patterns.

CLOSE THE MARKETING LOOP

AI search can create a bumpier and more complex user journey. Your audience will encounter you across many different touchpoints along the way while they consider their options. Whether it's AI search, email, LinkedIn, an event or partner content, it pays to track this engagement across all channels.

Measure what matters

AI visibility forms part of a strong marketing funnel, so we recommend checking results from all relevant marketing activity: remarketing, email nurture campaigns conversion tracking and brand search visibility.

Answer these simple questions:

- ✓ What happens after someone first finds you?
- ✓ Can they easily return?
- ✓ Is there a helpful next step?
- ✓ Can you measure the route from interest to enquiry?

WHAT YOU CAN TRACK, EVEN WHEN AI VISIBILITY IS MESSY

As AI search visibility is such a new area, some AI search data is limited and attribution is tricky. However, here are several ways to track your business in AI search results:

- ✓ Google Analytics has a new AI Assistant channel to track traffic from AI chatbots
- ✓ Google Search Console has a [dedicated generative AI report](#) which shows how often your brand appears in AI Overviews and AI Mode [Free]
- ✓ [SEMrush has an AI Search Visibility Checker](#) where you can get a comprehensive view of your brand's presence in AI search [Free, with a paid upgrade]
- ✓ [Ahrefs has a tracked prompts feature](#) that tracks across the six main AI platforms in its Brand Radar tool [Paid]

Manual prompt tracking

While there are lots of tools available that can help you track your brand's AI search visibility, it is possible to do it manually. To find out how, Search Engine Land has a detailed guide on how to measure prompt-level visibility in AI search.



WHAT NOT TO DO IF YOU, WANT AI SEARCH VISIBILITY

It can be tempting to attempt quick wins, hacks and fast fixes in the quest to master answer engine optimisation. Cheap tricks will not earn you good results, so here is our advice on what to avoid:

- ⊗ Don't be persuaded to buy cheap 'guaranteed AI ranking' packages
- ⊗ Avoid flooding your site with low-quality AI-written posts
- ⊗ Don't rewrite content just for AI systems ([read Google's advice](#))
- ⊗ Don't add schema to weak webpages and expect it to solve the issue
- ⊗ Don't chase every acronym - AEO, GEO and SEO - as a separate strategy
- ⊗ Avoid creating inauthentic mentions or fake authority
- ⊗ Don't ignore traditional SEO

Put it in perspective: Align your wider marketing plan

Above all, don't rip up your marketing strategy to chase shiny new acronyms. Good marketing strategy starts with seeing the whole picture, reviewing your foundations and being strategic, not reactive

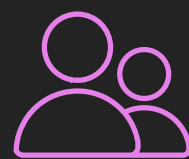
SHOULD YOU DO THIS YOURSELF OR CHOOSE A PARTNER?

Some changes can be handled in-house if your team has the time and confidence to tackle AI search. Take a look at the next section for a full visibility checklist, but here are some starting points:



If you want to do it in-house

- ✓ Check key pages for clarity
- ✓ Add better summaries
- ✓ Improve headings
- ✓ Update outdated content
- ✓ Check whether crawlers are blocked
- ✓ Brief an SEO specialist on schema



When external support becomes useful

- ✓ You have no technical SEO knowledge
- ✓ When content lacks a clear strategy
- ✓ If you have weak PR or authority building
- ✓ When there is no joined-up marketing funnel
- ✓ If your leadership team needs a clear plan before investing



Choosing the right partner

AI search is a new tool in your marketing toolbox, but it's not the only tool. It sits across content, technical SEO, PR, website structure, brand trust and wider marketing performance.

This is why the best route is not to panic or be drawn to solutions that promise quick results. A platform can be useful for tracking or auditing, but it cannot usually fix weak positioning, unclear messaging or fragmented marketing.

Choosing the right partner matters. A full-mix marketing agency can:

- ✓ Ask harder questions
- ✓ Connect AI search to wider growth goals
- ✓ Strengthen marketing foundations
- ✓ Build the right brand signals
- ✓ Help make visibility more credible over time



Book an **AI visibility review** with MP&Co

Whether you're scaling, looking to grow your impact, repositioning or getting investor-ready, we turn messy or underpowered marketing into a credible, strategic growth engine

Speak to MP&Co's team to find out where AI search fits into your wider marketing plan.

A SIMPLE AI VISIBILITY CHECKLIST FOR YOUR NEXT 30 DAYS

Are you overwhelmed and not sure where to start? Give our checklist a go:

01 Identify your most important service pages 

02 Add a clear answer to “who is this for?” near the top of each page 

03 Add or improve author, expert and company information 

04 Create one useful guide that answers a high-intent customer question 

05 Add internal links from related blogs to key service pages 

06 Check robots.txt for blocked search or AI crawlers 

07 Review schema on priority pages 

08 Search your brand in Google, ChatGPT and Perplexity, then record what appears 

09 Track branded search, direct traffic and AI referrals where visible 

10 Decide which gaps need expert support 

BUILD FOR TRUST, NOT TRICKS

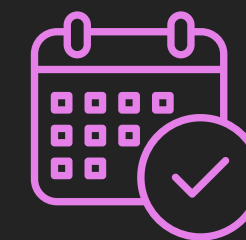
AI search is moving quickly, but it's important to not become reactive by chasing every new hack, tool, tip and trick. It is not another channel to bolt onto an already stretched marketing plan.

If you want to know where you stand, MP&Co can help you review the foundations, spot the gaps and build a plan that gives your brand a stronger chance of being seen. Our practical support will link in with your wider marketing plan, making sure you don't waste time being reactive rather than strategic.



Be
strategic,
not reactive.

Trust beats tricks.
Foundations beat shortcuts.



Book an
AI visibility review
with MP&Co

Want to understand how ready your brand is for AI search? Let's review your content, website foundations and wider visibility signals, then build a practical plan you can act on.

Book your review



FREQUENTLY ASKED QUESTIONS (FAQS)

01 Can you guarantee visibility in AI search results?

No brand, agency, or platform can guarantee you'll be included in AI answers. The best approach is to build strong marketing foundations rather than trying to game the system with any shortcuts.

02 Is AEO different from SEO?

They are layers of the same thing. SEO focuses on traditional search results, while Answer Engine Optimisation (AEO) focuses on being selected as the answer inside search-engine features. They are not competing, and share the same goal of helping the user.

03 Does schema markup help with AI search?

Yes, but it is a clarity layer, not a magic formula. Schema is code that helps search engines understand your content. It cannot force AI inclusion or fix weak website copy; it is only as good as the visible text it labels.

04 How do I know if ChatGPT can find my website?

It depends on your technical setup. Make sure your website's robots.txt file isn't accidentally blocking OpenAI's OAI-SearchBot, which ChatGPT uses to surface websites in its search features.

05 What should I ask an AI search partner before working with them?

Instead of asking if they can just track AI mentions, ask: "Does this partner understand what needs to change across our entire website, content, and marketing journey so we have a stronger chance of being chosen by our target customer?" Always choose a partner who connects visibility to wider business growth goals.

HAVE A QUESTION?

GET IN TOUCH



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