

AEO Blind Spot

YOUR AEO ASSESSMENT RESULTS

Your brand is currently not being surfaced in AI-generated answers. Buyers are asking questions your business should show up for, but AI tools are pulling answers from other sources.

WHAT THIS MEANS

Your current website and content are not structured or supported in a way that AI systems can interpret and reference. Even if you have strong services or traffic, you're likely not part of the decision set when buyers use AI tools.

Signals we detected

- 01 Limited or no presence in AI-generated answers
- 02 Unclear or hard-to-interpret core offering
- 03 Gaps in content around real buyer questions
- 04 Weak or missing external mentions and authority signals
- 05 No consistent tracking of AI visibility

You are effectively invisible in AI-driven discovery today.

STRENGTHS & GAPS

Where you may still have traction



Existing SEO or traffic foundations

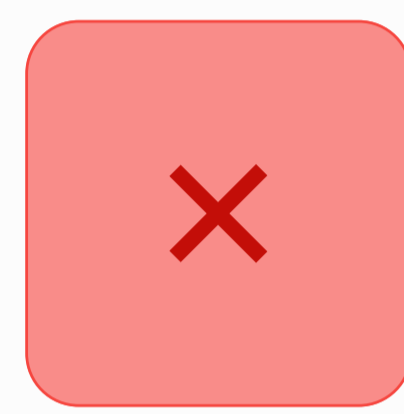


Core services defined internally

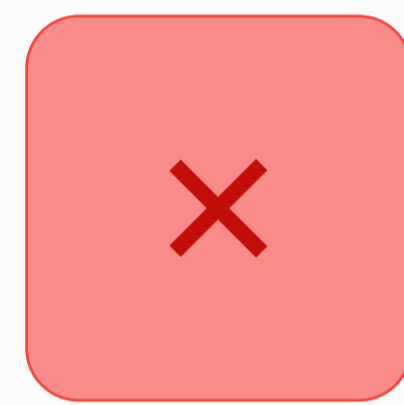


Some content or landing pages already in place

What is limiting your visibility



Content is not structured for AI interpretation



Messaging requires too much context to understand



No coverage of decision-stage or comparison queries



Little to no external validation signals



Visibility is not measured or monitored

RECOMMENDATIONS

No-regret moves (start here)

- 01 Clarify your core offering in 1–2 sections on key pages
- 02 Restructure content using clear headings and summaries
- 03 Build content around real buyer questions (not just services)
- 04 Establish internal linking between related topics
- 05 Start tracking visibility across key AI queries

If/then triggers



If your content is unclear → fix structure before creating more



If you're not referenced anywhere → prioritize authority signals



If you don't know where you stand → implement tracking first

Focus areas



Content clarity & structure



Coverage of real use cases



External mentions and authority



Measurement and iteration

THREE PATHS YOU CAN TAKE

A Path

Fix the basics internally

Start by improving clarity, structure, and core pages.

Best for: teams with internal content ownership

B Path

Guided AEO optimization

Work with a structured framework to improve visibility
step by step.

Best for: teams that want faster results with guidance

C Path

Full AEO optimization

Redesign content, structure, and authority signals end-
to-end.

Best for: companies where visibility directly impacts
pipeline

TIMELINE & OUTCOMES

Expected outcomes

- ✓ Improved AI-generated answers
- ✓ Better clarity for AI systems
- ✓ Increased qualified discovery

Typical progression

Week 1	Week 2	Week 3+
Audit & visibility mapping	Content restructuring & clarity improvements	Coverage expansion & authority building

Visibility outcomes & AI discovery

30%

AI visibility across tracked Webflow AEO queries

50%

Of inbound leads now influenced by AI discovery

Higher-quality discovery

AI and organic visibility shifted toward more relevant buyers

AI visibility compounds

Brands referenced early are more likely to appear repeatedly

25

High-intent AEO queries actively monitored

Top5

Presence among Webflow agencies in AI-generated answers

HOW WE CAN WORK TOGETHER

Built for companies that need to move from invisible → visible.

What's included

01 AEO audit & visibility mapping

02 Content and structure optimization

03 Coverage expansion (use cases, comparisons)

04 Authority signal development

05 Ongoing visibility tracking

Cadence & terms

Weekly or async check-ins

Monthly visibility review

Continuous iteration

PICK YOUR NEXT STEP

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