

AI Search Optimisation

Make Your Business Discoverable in the Age of AI Search

In today's market, B2B buyers are invisible to providers until 70-80% of the buying journey is complete. Now AI-powered search and Zero-Click results mean your next client may never even visit your website.



Traditional SEO and digital marketing tactics are no longer enough. The rise of AI search is compressing the funnel, reducing clicks by up to 70%, and leaving many Professional Services and IT Services firms excluded from buyer shortlists.

Our AI Search Content Optimisation Engagement is a structured 12-week programme designed to make your business discoverable, credible, and competitive in this new AI-driven world.

Key features

- **Zero Click Search Audit** - Benchmark your current visibility and identify AI search risks and opportunities.
- **Offer Repackaging for AI Discovery** - Reframe 3-5 core offerings for AI-first visibility using our unique approach to messaging and structured data.
- **Structured Content Framework** - Apply our proven approach to make your services AI-parsable.
- **Authority & Trust Building** - Strengthen E-E-A-T signals and domain authority so AI selects you as a trusted source.
- **Zero Click Conversion Design** - Create pathways to capture leads even when buyers never land on your website.
- **AI Search Governance Guide** - Equip your team to measure new visibility metrics and sustain long-term relevance.

Professional Services Organisations Need A New Way Forward

With 60% of global searches now ending in zero clicks, invisibility in AI search is an existential risk. Today's market demands structured, AI-ready content, disruptive commercial messaging, and a clear pathway to ROI. Our 12-week engagement unlocks competitive visibility, ensures your services are discoverable in AI-driven discovery, and designs conversion paths that work without relying on website visits.

Why Choose Digital Pivot?

Unlike generic SEO agencies, we bring:

- B2B GTM Specialisation - Deep expertise in Professional Services and IT Services markets.
- Proven Methodologies - Combining Challenger Insight Selling and AI search structuring.
- Conversion Beyond Clicks - A unique Zero-Click Conversion Architecture that transforms visibility into pipeline.

Are you ready to be discoverable?



Want to know more?

👉 [AI Search Optimisation Offering Overview](#)

👉 [Book a 30min Discovery Call](#)