

# AI Search Optimisation

## Win the B2B Buying Journey Before the Shortlist is Formed

Up to 94% of B2B buyers now research and shortlist vendors inside AI Search Platforms before a single conversation with your sales team.



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 B2B organisations excluded from buyer shortlists.

CiteCompass AI Visibility Suite is a forensic GEO platform built for B2B Organisations to leapfrog your competition. Assess, Diagnose, Remediate, Monitor - reveals your true standing in AI answers, exposes why you disappear, and turn every gap into a ready-to-ship fix that compounds your citation authority.

## Key features

- **CiteCompass Authority Map** - Plot your brand by Mention Rate vs Source Rate to spot Category Kings and Invisible Outsiders.
- **AI Visibility Score (0-100)** - One board-ready number that bridges the CMO-CFO Attribution Gap.
- **Full-Funnel Journey Diagnostics** - See exactly where you disappear across Problem, Business Case, Selection, Implementation and Optimisation.
- **GEO Optimisation Hub** - Converts every diagnostic gap into a prioritised, stage-specific roadmap of fixes.
- **Competitor Displacement Analysis** - See which competitors own your category's AI answers, and why.
- **Forensic Deep Dive & Portfolio Monitoring** - Ongoing diagnostics on up to 5 priority profiles,
- **90-Day Enablement Programme** - Our specialists fast-track your team's capability and cadence.
- **Continuous Citation Authority** - A repeatable cycle that compounds your advantage as AI results change.

## B2B 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. CiteCompass unlocks competitive visibility, ensures your products and services are discoverable in AI-driven discovery, and designs conversion paths that work without relying on website visits.

### Why Choose CiteCompass?

Unlike generic AI brand trackers, we bring:

- **Forensic, Not Surface-Level** - We isolate exactly where influence leaks across the buyer journey, not just whether you appear in aggregate.
- **Insight to Action, Built In** - Every gap becomes a ranked, ready-to-ship fix via the GEO Optimisation Hub - no "pilot purgatory".
- **Enterprise-Grade Cadence** - From 90-day enablement to daily Forensic Deep Dives across multiple tracked profiles, built for portfolio governance.

### Are you ready to be discoverable?



Want to know more?

- 👉 [Blog: Building a Business Case for AI Search](#)
- 👉 [Book a 15min Discovery Call](#)
- 👉 [CiteCompass AI Visibility Suite Pricing Plans](#)