

How Businesses Build Content That AI Recommends

Expertise alone isn't enough anymore. AI recommends businesses it can understand, verify, and trust.





WSI AT A GLANCE

Your Partner in Growth—Since 1995

WSI is a global digital marketing and AI consulting network helping businesses stay visible, trusted, and competitive as search continues to evolve.

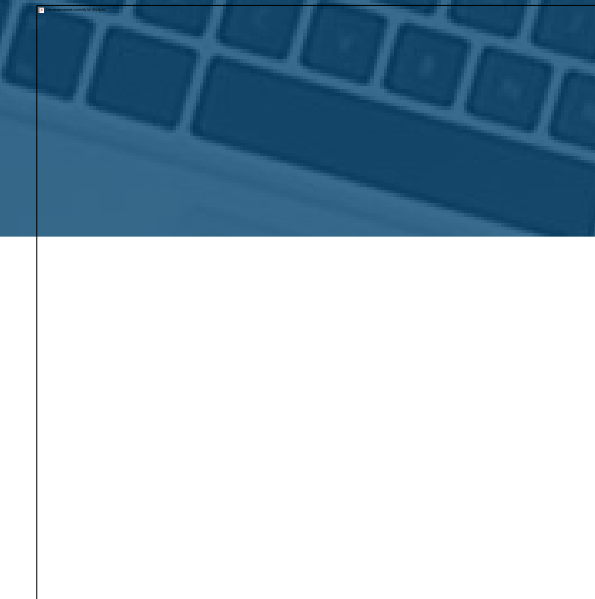
With nearly 30 years of experience navigating major shifts in digital marketing, we help growth-minded leaders adapt to how AI now discovers, evaluates, and recommends brands — turning disruption into opportunity.

Meet Your Presenters



Lisa Kilrea

President, WSI eResults. Lisa helps B2B manufacturers improve visibility through AI-driven SEO, Search Everywhere Optimization, and digital authority strategies that drive measurable business growth.



Ben Wiese

Managing Partner, WSI B2B Marketing. Ben helps B2B manufacturers accelerate growth through AI-driven marketing, SEO, demand generation, and digital strategies that generate measurable leads and revenue.



What You'll Learn Today



- Why Content Has Become the New Visibility Strategy
- What AI Looks for in Great Content
- Building Content Across the Channels AI Trusts
 - LinkedIn
 - Video
 - Podcasts
 - Forum Engagement
- Your Next Steps



Why Content Has Become the New Visibility Strategy

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Why do competitors show up in AI results when we don't?

Have You Started to Notice Any of the Following?



Buyers seem far more informed before they ever speak with sales.

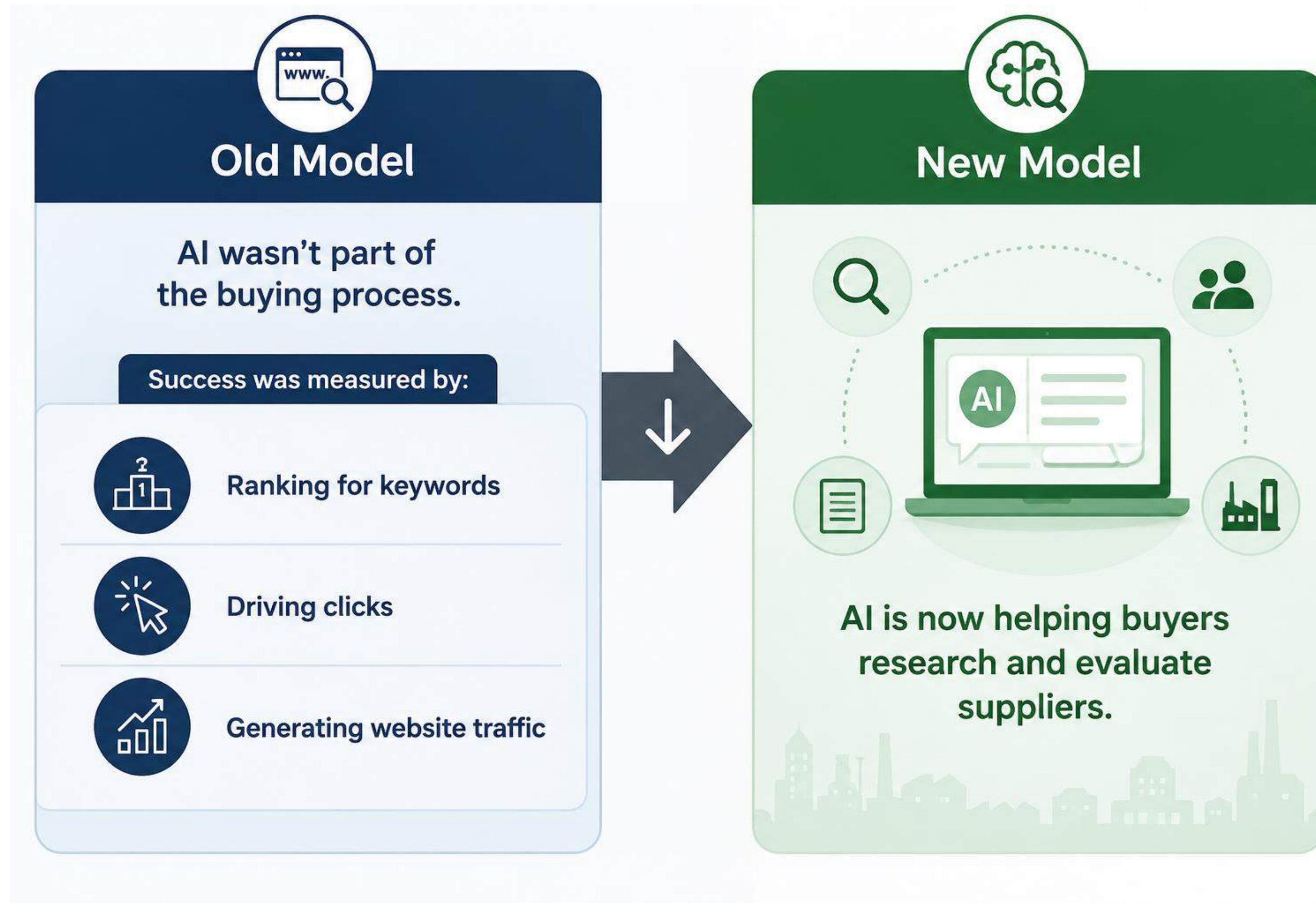
Your rankings are steady, but traffic isn't growing like it used to.

You're creating content—but you don't know whether AI is actually seeing it.

Competitors you've never worried about are suddenly showing up in AI results.

B2B businesses haven't become less capable.

The way buyers discover and evaluate suppliers has changed.



Google Rankings Still Matter

AI didn't replace SEO. It expanded what it takes to be visible.



The fundamentals of SEO are still essential.

Without strong rankings and a solid Google SEO foundation, it's much harder to earn visibility in AI-powered search.

Visibility hasn't become easier—**it's become more competitive.**



How Content Helps AI Understand Your Business

Every piece of content helps AI understand who you are and why buyers should trust you.

Every piece of content helps AI answer:

- ✓ What does your company actually do?
- ✓ Which industries do you serve?
- ✓ What problems do you solve?
- ✓ Why should buyers trust you?

TECHNICAL ARTICLES

How CNC Machining Tolerances Impact Product Performance

In-depth content that answers complex questions and shows your technical expertise.

CASE STUDIES

CASE STUDY

How We Helped a Manufacturer Reduce Downtime by 35%

35% Reduction in Downtime

\$250K Annual Savings

6 Months ROI Achieved

Real-world results that prove your impact and build credibility.

FAQS

Frequently Asked Questions

- What industries do you serve? +
- What materials can you work with? +
- What is your typical lead time? +
- Do you offer custom solutions? +
- How do you ensure quality? +

Clear, helpful answers to common questions buyers ask.

INDUSTRY INSIGHTS

2024 Manufacturing Outlook

Key Trends Shaping the Industry

Thought leadership that positions you as a go-to resource.

PRODUCT COMPARISONS

Feature	Our Solution	Competitor A	Competitor B
Precision	✓	○	○
Lead Time	✓	○	✗
Customization	✓	✓	○
Warranty	✓	○	✗
Support	✓	○	○

Side-by-side comparisons that help buyers make confident decisions.

VIDEOS

See Our Process in Action

Engaging visual content that explains, educates, and builds trust faster.

CUSTOMER SUCCESS STORIES

“Their solution has transformed our operations and delivered measurable results.”

– Operations Manager, Global OEM

Authentic customer stories that validate your value and build trust.

Buyers Are Starting Their Research in AI

Before they ever visit your website, buyers are:

- ✓ Asking AI questions
- ✓ Comparing suppliers
- ✓ Narrowing their shortlist
- ✓ Forming first impressions

If your company isn't part of the AI conversation, you're much less likely to be part of the buyer's consideration set.



Your Expertise Matters Only If AI Can Recognize It



AI can't evaluate your experience firsthand.

It **CANNOT**:

- ✗ Visit your facility to see your manufacturing capabilities.
- ✗ Interview your engineers to understand their expertise.
- ✗ Watch your production process to evaluate your quality.
- ✗ Speak with your customers to hear their success stories.

The businesses AI recommends are the ones that consistently demonstrate their expertise through content.



What AI Looks for in Great Content

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What kind of content makes AI trust and recommend a manufacturer?

Helpful Content

Great content starts by helping—not selling.



AI is looking for content that:

- ✓ Answers the questions buyers are asking
- ✓ Helps solve real challenges
- ✓ Shares practical experience and expertise
- ✓ Builds trust before asking for a sale

Expert Content

AI recognizes expertise that is demonstrated—not just claimed.



AI is looking for content that:

- ✓ Explains complex topics in a clear, practical way
- ✓ Shares real-world manufacturing knowledge
- ✓ Demonstrates technical depth and experience
- ✓ Helps buyers make better decisions

Credible Content

AI looks for evidence that others trust your expertise.



AI is looking for content that:

- ✓ Shares customer success stories and case studies
- ✓ Includes testimonials, reviews, or third-party recognition
- ✓ Demonstrates real results with measurable outcomes
- ✓ Reinforces expertise through trusted external sources

Consistent Content

AI builds confidence through consistent expertise over time.



AI is looking for content that:

- ✓ Is published regularly, not occasionally
- ✓ Reinforces the same areas of expertise
- ✓ Appears across multiple trusted platforms
- ✓ Demonstrates an ongoing commitment to educating buyers

The Goal Isn't More Content. It's Better Content.



Every piece of content should help AI better understand, trust, and recommend your business.

If the answer is "yes" to all four, you're creating content AI is more likely to trust and recommend.

Does it answer a real buyer question?

Does it demonstrate our expertise?

Does it provide proof or evidence?

Will AI clearly understand our business from this content?



Building Content Across the Channels AI Trusts

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Where should businesses demonstrate their expertise?

AI Doesn't Learn From Just One Source

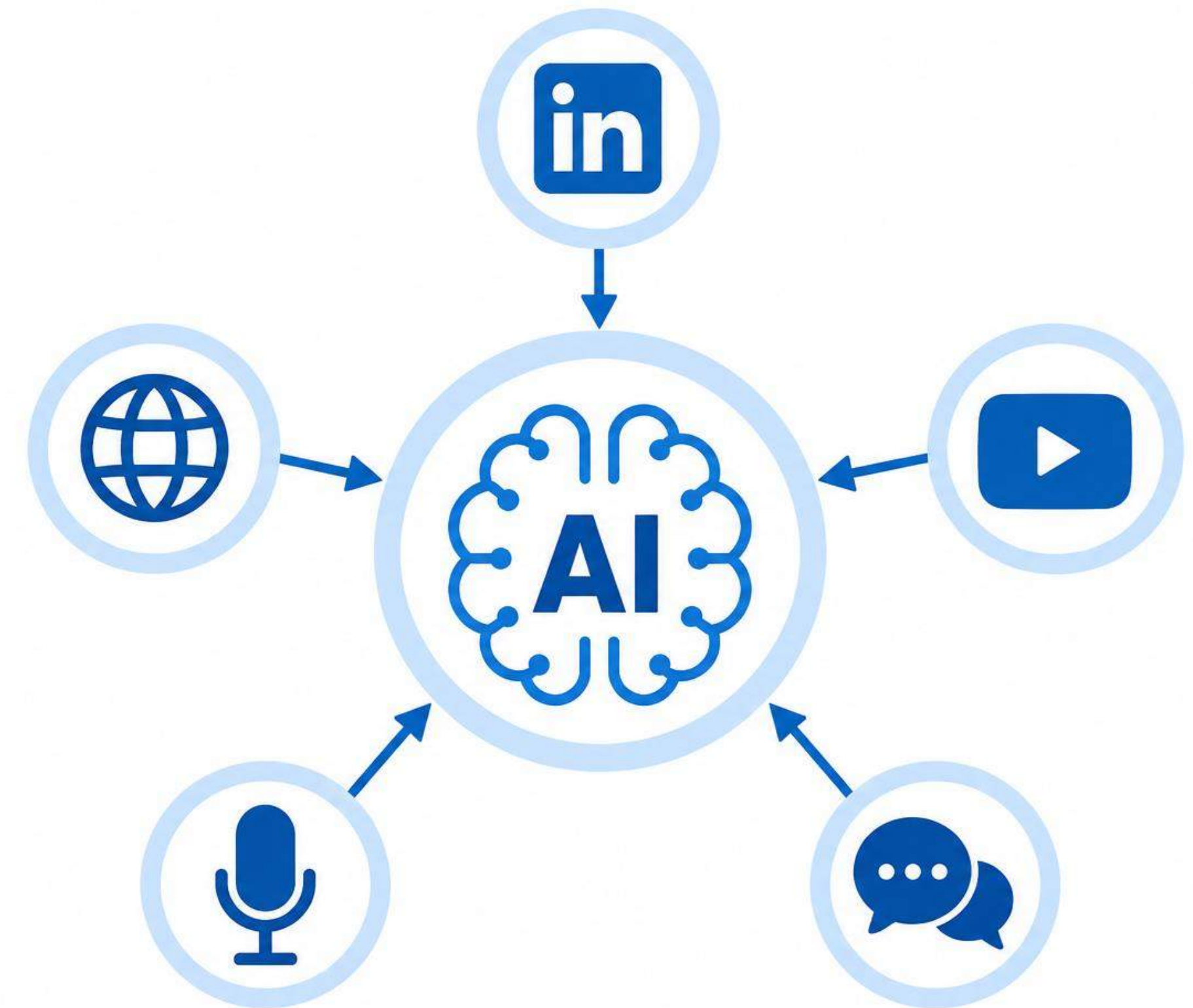
It connects information from multiple trusted channels.



AI builds confidence by connecting signals from multiple sources.

It doesn't rely on one blog post or one website.

It looks for consistent expertise wherever your audience and your industry engages.

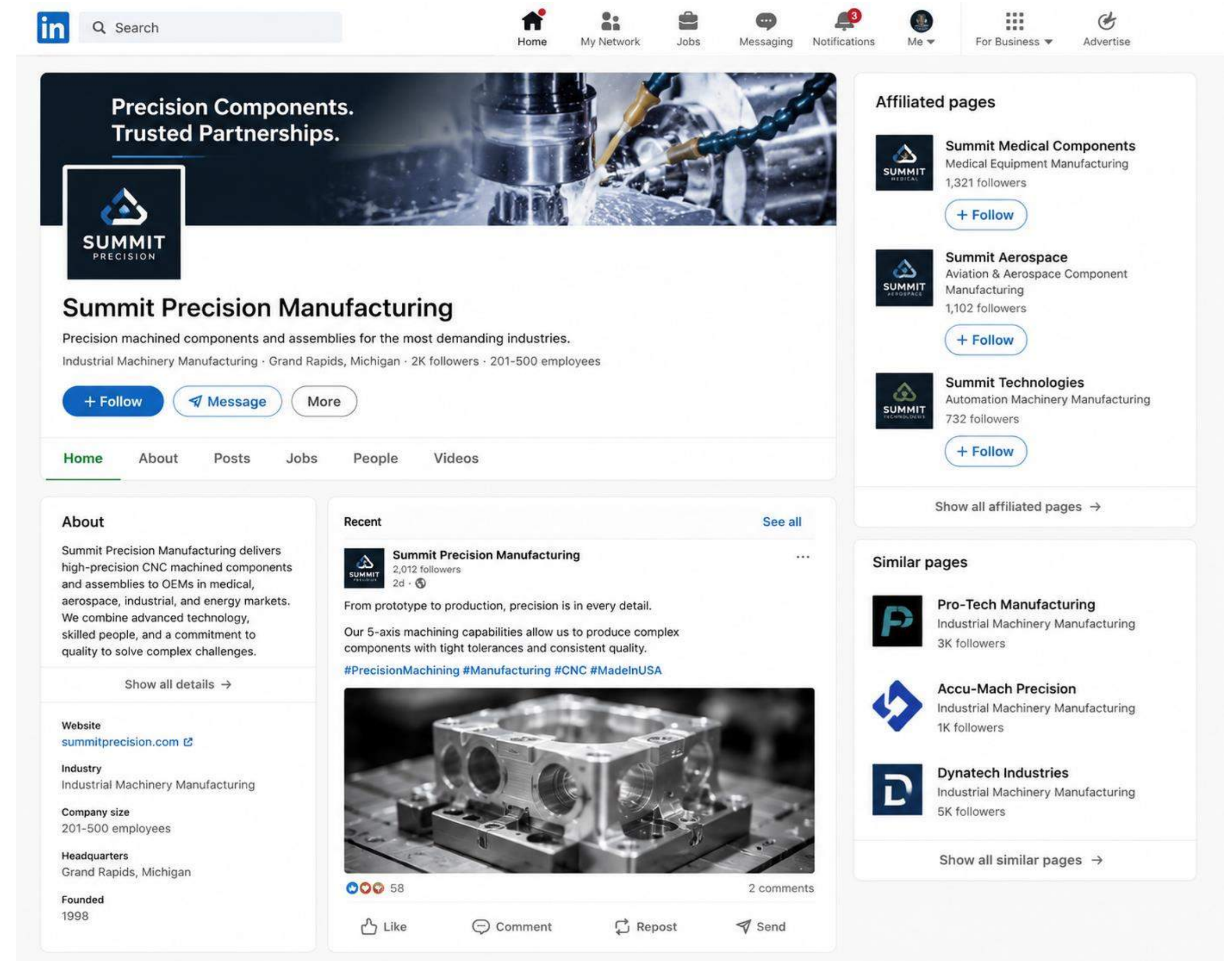


LinkedIn

One of AI's most trusted sources for professional expertise.

LinkedIn helps AI understand:

- ✓ Who your experts are
- ✓ What your company specializes in
- ✓ The topics you're consistently discussing
- ✓ Whether others engage with your expertise



What Should Manufacturers Share on LinkedIn?

The goal isn't to promote your company—it's to demonstrate your expertise.



Share content that:

- Answers common customer questions
- Explains your process or technical expertise
- Highlights customer success stories
- Shares industry trends and practical insights
- Introduces the people behind your business

The best LinkedIn content teaches something your buyers didn't know yesterday.

"Who should actually be posting on LinkedIn?"

Your Company's Best Content Often Comes From Its People



AI learns from the experts behind your business—not just your company page.

Encourage your team to share:

- Engineering knowledge and technical insights
- Customer success stories and lessons learned
- Industry observations and trends
- Behind-the-scenes expertise and problem solving
- Professional perspectives from leadership and subject matter experts

Your employees aren't just representing your company—they're strengthening your digital authority.

Ask yourself these five questions.



1. Does your company page clearly explain what you do?
2. Are your leaders and subject matter experts active?
3. Are you consistently sharing educational content?
4. Are you demonstrating expertise—not just promoting products?
5. If AI analyzed your LinkedIn presence today, would it recognize what your company is known for?

LinkedIn isn't just a social platform. It's part of your company's digital authority.

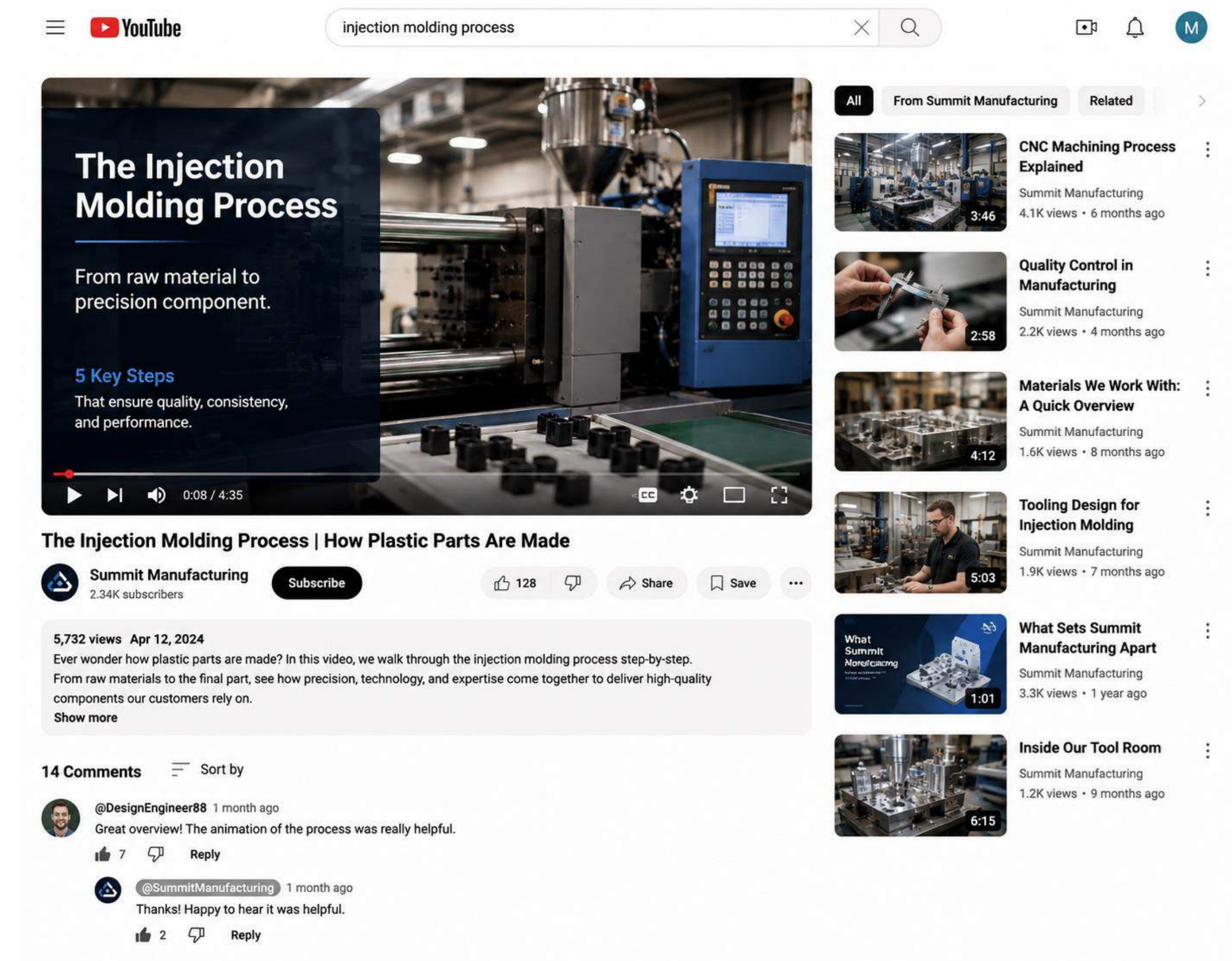
Video

Showing your expertise is often more powerful than simply describing it.



Video helps buyers and AI see your expertise in action. Video allows you to:

- ✓ Explain complex topics more clearly
- ✓ Demonstrate products and manufacturing processes
- ✓ Introduce your team and subject matter experts
- ✓ Build trust through authentic communication



What Videos Should Businesses Create?

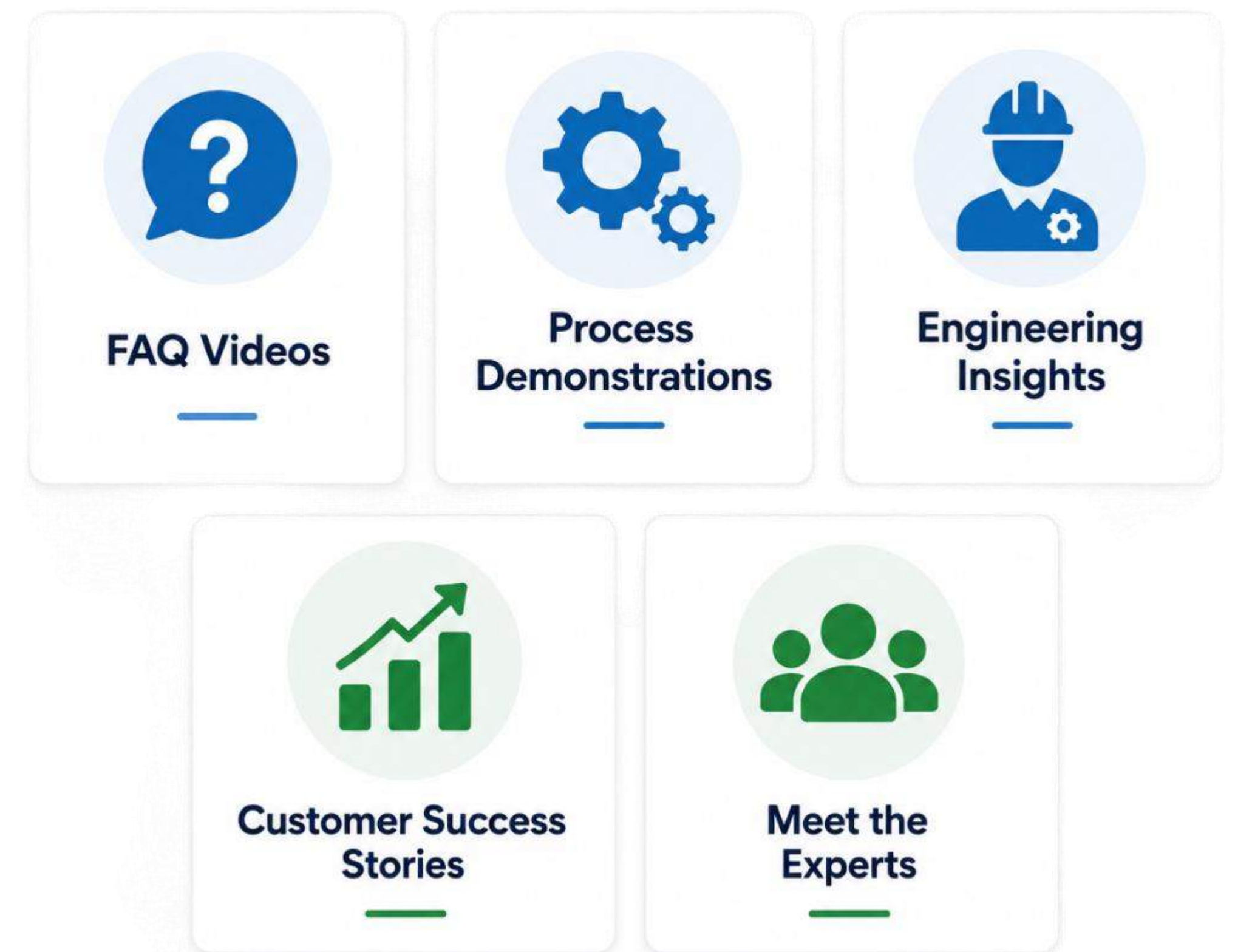
Focus on educating buyers—not producing commercials.



Prioritize videos that:

- Answer frequently asked customer questions
- Explain products, processes, or applications
- Share engineering insights and technical expertise
- Highlight customer success stories and real-world results
- Introduce the people behind your business

The best videos don't sell products—they build understanding and trust.

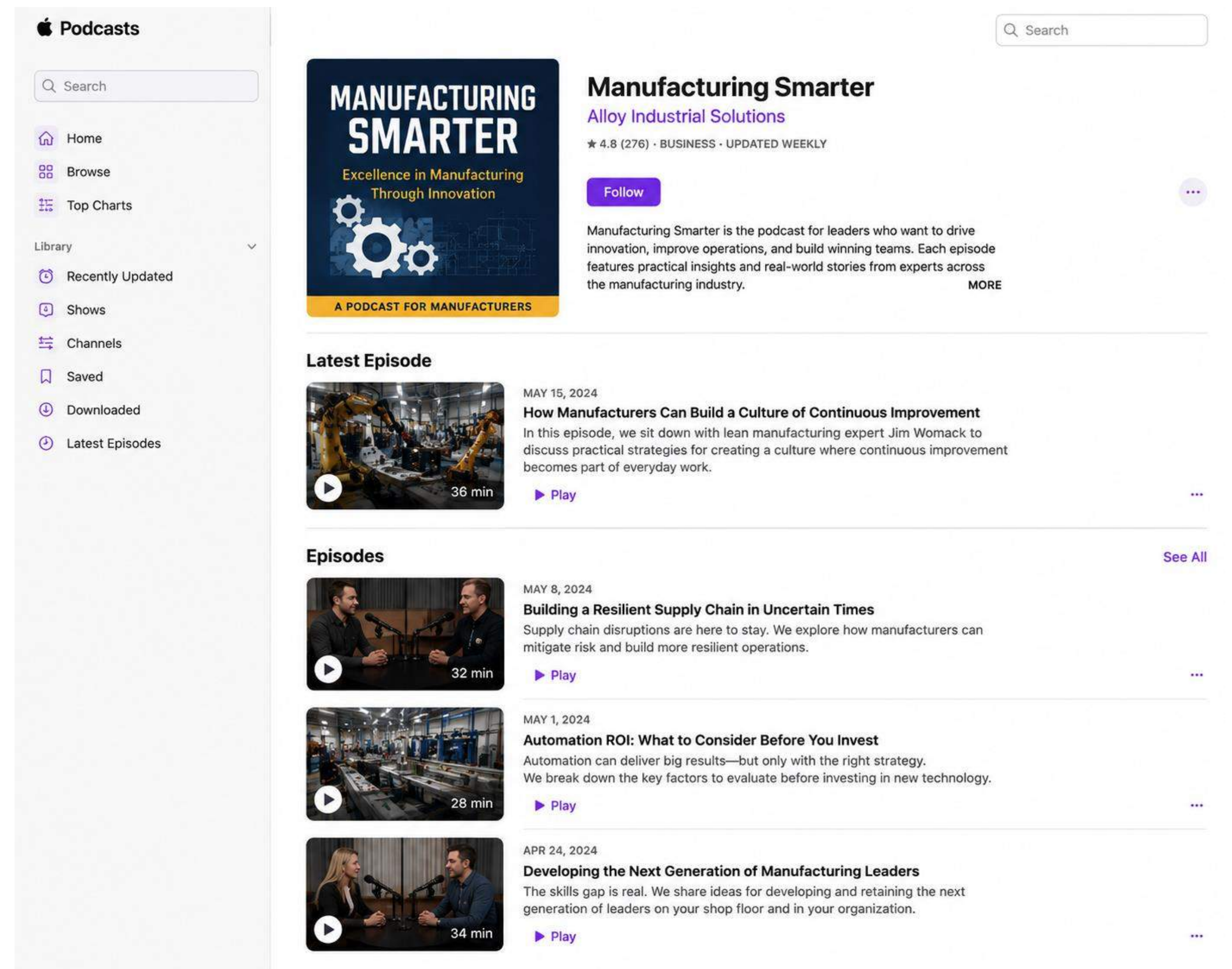


Podcasts

Conversations that demonstrate expertise and build authority.

Long-form conversations give AI more context about your expertise. Podcasts allow you to:

- ✓ Explain complex topics in greater depth
- ✓ Share industry knowledge and practical experience
- ✓ Demonstrate thought leadership through discussion
- ✓ Reach buyers where they prefer to learn

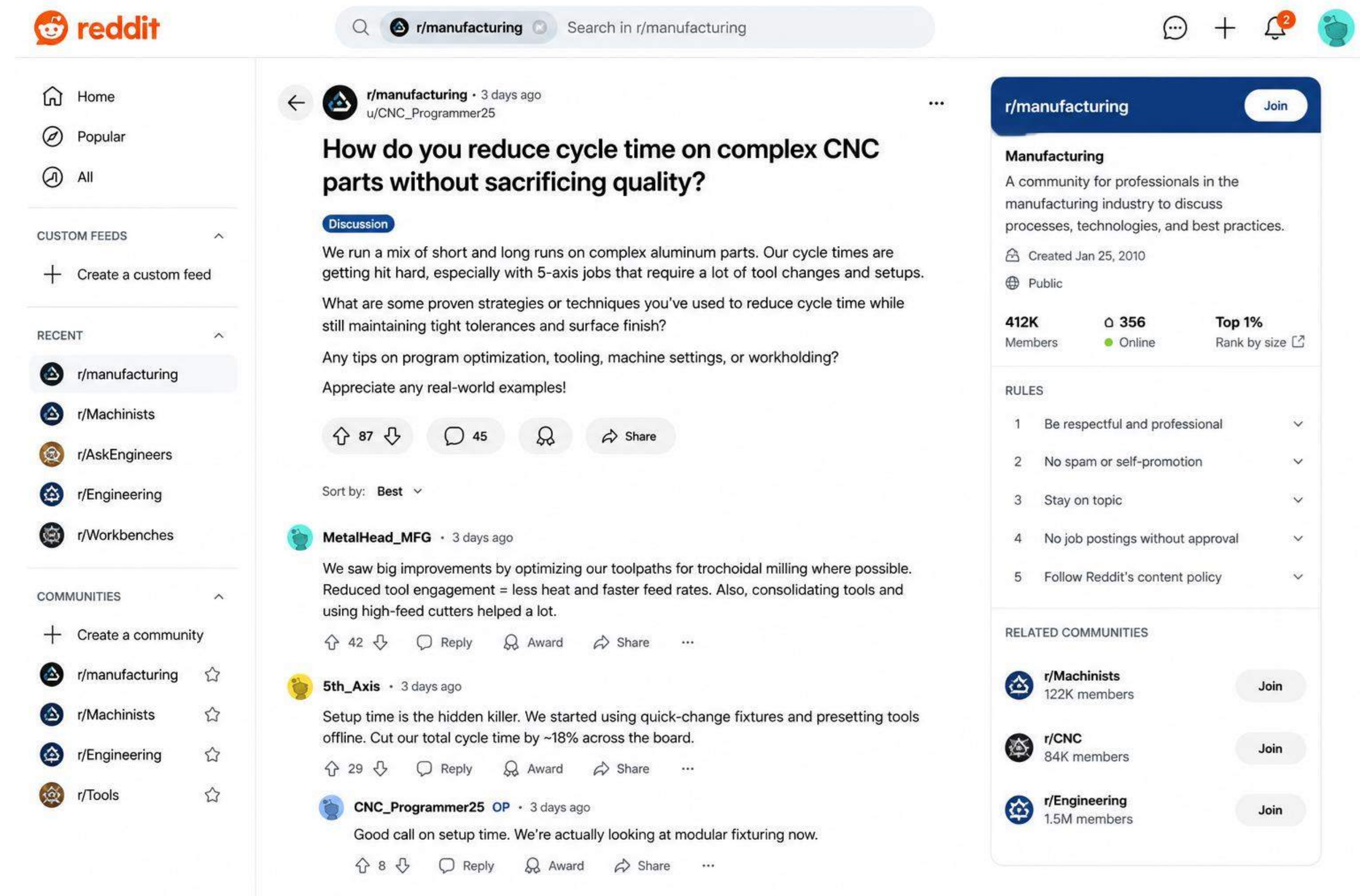


Industry Forums & Communities

Helping others publicly demonstrates expertise.

Helpful conversations build trust with buyers—and with AI. Participate by:

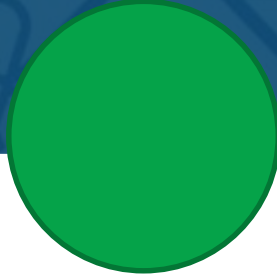
- ✓ Answering technical questions
- ✓ Sharing practical solutions and lessons learned
- ✓ Contributing to industry discussions
- ✓ Helping others without immediately selling



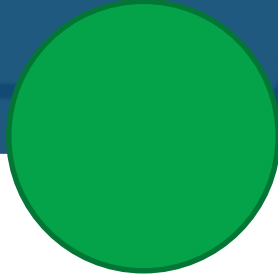
You Don't Need to Do Everything at Once



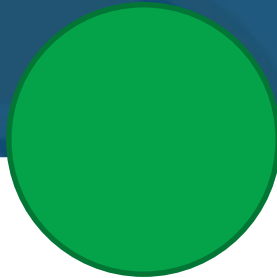
Start by strengthening the signals that matter most.



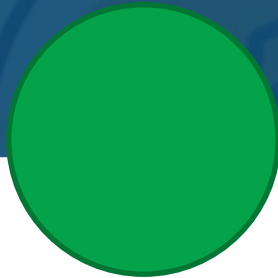
Create content that answers real buyer questions.



Demonstrate your team's expertise consistently.



Build your presence across trusted channels.



Measure what AI is saying about your business.

Ask Yourself These Four Questions



If you can't answer "yes" to these questions, you've identified your next opportunity.

***Are we answering
real buyer
questions?***

***Are we
demonstrating our
expertise?***

***Are we providing
proof and
credibility?***

***Are we consistently
visible where AI is
looking?***

Quick Recap



- **AI can only recognize the expertise you make visible online.**
- **Great content is helpful, expert, credible and consistent.**
- **Your website is the foundation, but AI learns from your entire digital presence.**
- **Search Everywhere requires strategy — not random tactics.**
- **Start with what your buyers are actually searching and asking, then determine the right content, formats and channels.**



Building AI Visibility for a technical B2B Manufacturer

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CASE STUDY

Building AI Visibility for a Technical B2B Manufacturer

How an AI-driven content strategy turned a small portion of a manufacturer's website into a disproportionate source of AI citations.

The Challenge

A U.S. B2B industrial manufacturer wanted to understand how often its brand and expertise surfaced when prospective buyers used AI engines to research products, applications and suppliers. The goal went beyond traditional search rankings: determine what AI engines were citing, why competitors appeared more frequently in non-branded answers, and what source material was needed to increase visibility.

The Approach

The manufacturer entered the assessment with a strong digital foundation built through several years of advanced SEO, including a four-year pillar-and-cluster content strategy focused on technical expertise and buyer questions. In 2026, that foundation expanded with new solution pillars and guides, Q&A articles, knowledge-base resources, engineering and OEM content, product-page improvements, video and podcast content.

We then established a cross-engine AI visibility baseline using a fixed 200-question framework: 150 non-branded buyer questions and 50 branded questions. The same question set was run across ChatGPT, Gemini, Google AI Mode and Perplexity, producing 797 answer texts for analysis. A separate 30-prompt Claude assessment added a fifth-engine qualitative read.

200

buyer questions

797

AI answers analyzed

4 + 1

AI engines assessed

9

tracked competitors

The Early Proof

**11% OF THE WEBSITE
GENERATED 32% OF ITS AI
CITATIONS**

The newer pillar and guide content earned AI citations at roughly 3X its share of the site.

51%

#1 position
when present

#1

Most-cited website
in the category

193

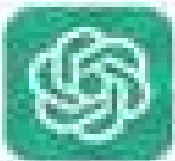
Non-branded AI
answers cited the
manufacturer's
website

The manufacturer's website was the most-cited source in the category, ahead of every competitor website, with YouTube ranking second. The manufacturer was also named in 199 of 200 branded AI answers.



Strong Authority, Significant Untapped Visibility.

The manufacturer already had authority, but there is a clear opportunity to appear more often in non-branded buyer questions across AI engines.

AI Engine	Manufacturer	Category Leader
 ChatGPT	14%	45%
 Gemini	12%	24%
 Google AI Mode	18%	41%
 Perplexity	2%	26%

THE KEY FINDING

**The company had authority.
It needed broader visibility.**



#2

in non-branded
AI visibility



#1

most-cited website
in its category



51%

of the time, it ranked
#1 when mentioned



The opportunity:

Create more relevant, extractable content around the buyer questions where the brand was missing.

Turning the Intelligence Into an AI Visibility Strategy

- **Expand authoritative content.** Build cornerstone resources around high-value buyer questions where the company currently has little or no AI visibility.
- **Make expertise extractable.** Structure technical facts, identity statements, product information and answers so AI engines can accurately retrieve and cite them.
- **Publish proprietary technical data.** Create comparison, interchange and performance resources that give AI engines the evidence needed for product and supplier comparisons.
- **Strengthen third-party authority.** Expand credible source material through distributors, industry media, expert content, forums and other independent sources.
- **Connect the content ecosystem.** Align website content, technical documents, structured data, video, podcasts and entity signals so AI engines encounter consistent, authoritative information.

The Takeaway

AI visibility is not simply a matter of producing more content. It requires understanding how AI engines construct answers, which sources they trust, where a brand is absent, and what information needs to exist for the brand to become part of the answer.

The findings also demonstrate how a strong SEO and content foundation can become an important building block for AI visibility.

This assessment created a measurable baseline and a prioritized execution plan across owned and third-party sources. The same fixed question framework can now be used to measure whether those interventions increase non-branded visibility, brand mentions and citations over time.

The Results

Medical Device Manufacturing Client | ~90 Days Post Website Relaunch



Relevant
Search Rankings
TARGETED KEYWORDS

+38%

increase in relevant rankings
since January.

Targeted rankings accelerated after new content began publishing. 18 of 20 tracked keywords now rank, including 16 on Page 1.



AI / LLM Visibility
LLM TRAFFIC

+144%

April → August

A strong early indicator that visibility is expanding beyond traditional search as AI/LLM platforms reference the content.



New Content
Performance
SPECIALTY CONTENT TRAFFIC

+385%

171 → 830 visitors
March → August

New and updated specialty pages are driving significantly more traffic approximately 90 days post relaunch. Breast and Pediatrics were added in September and are too new to measure.



Conversions
KNOWN CONVERSIONS
IN AUGUST

40

14 calls + 26 forms

Website chat data remains outstanding, so total conversions may be understated. Month over month conversion comparisons should be treated cautiously until historical tracking consistency is confirmed.



Organic Traffic

+4%

Organic traffic increased 4% vs. January despite broader declines in traditional organic search. As search behavior evolves, reporting will expand beyond traffic alone to include search visibility, qualified engagement, conversions and AI visibility.



KEY TAKEAWAY

Approximately 90 days post relaunch, the leading indicators are moving in the right direction:

stronger relevant search rankings, growing AI visibility, significant traffic gains to new specialty content and continued conversion activity.

Have a story, perspective, or lesson worth sharing?



- The challenges shaping your industry
- Lessons learned from experience
- What's changing in your business
- The people and ideas driving your success



Is Your Business Ready for AI Search?



- **Understand how your business appears in AI search today**
- **Identify visibility gaps and opportunities**
- **Determine where to focus your Search Everywhere strategy**
- **Book a discovery conversation with us**
- **Receive a complimentary copy of The AI Search Revolution**



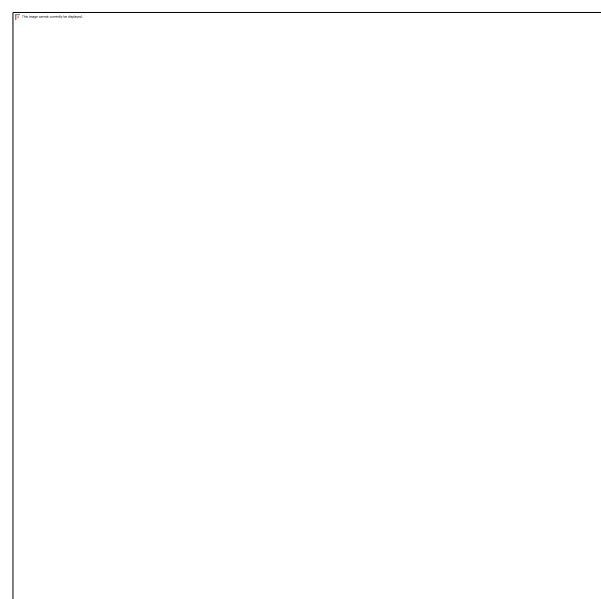


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Let's Connect!





Embrace Digital. Stay Human.