

# Your website is your most critical AI visibility asset. Here's the data.

AI systems are reading your site right now to answer your customers' questions. Most businesses have no idea what those answers say — or whether they're even in them.

**168x**

growth in LLM site visits Jan  
2024 – Sept 2025

Wix AI Search Lab

**5.4%**

avg conversion rate from AI  
referral traffic

Visionary Marketing, 240 accounts,  
Q1 2026

**1.2%**

of locations recommended by  
ChatGPT (local search)

SOCi / Search Engine Land, 2026

## THE PROBLEM

### AI doesn't conjure answers. It pulls from whatever it can find.

When someone asks ChatGPT, Perplexity, or Gemini about your category, those engines go looking for a source of truth. If your website is thin, poorly structured, or blocking AI crawlers, the engine assembles its answer from scraps: an old Yelp review, a competitor's blog post, a stale directory listing. You lose control of your own narrative.

*"If your website isn't the best, most complete, most authoritative source of information about your business, the AI will assemble its answer from scraps. You lose control of your own narrative."*

— Search Engine Land, April 2026

SOCi's 2026 Local Visibility Index analyzed nearly 350,000 locations across 2,751 brands. Only 1.2% were recommended by ChatGPT, vs 35.9% in Google's traditional local 3-pack. AI is up to 30x more selective. In retail, more than half of brands leading in traditional local search were completely invisible to AI engines.

Kachi's own AEO analysis found that 2 of their first 10 customers had robots.txt silently blocking AI agents. Their sites were getting crawled. Nothing was being learned from them.

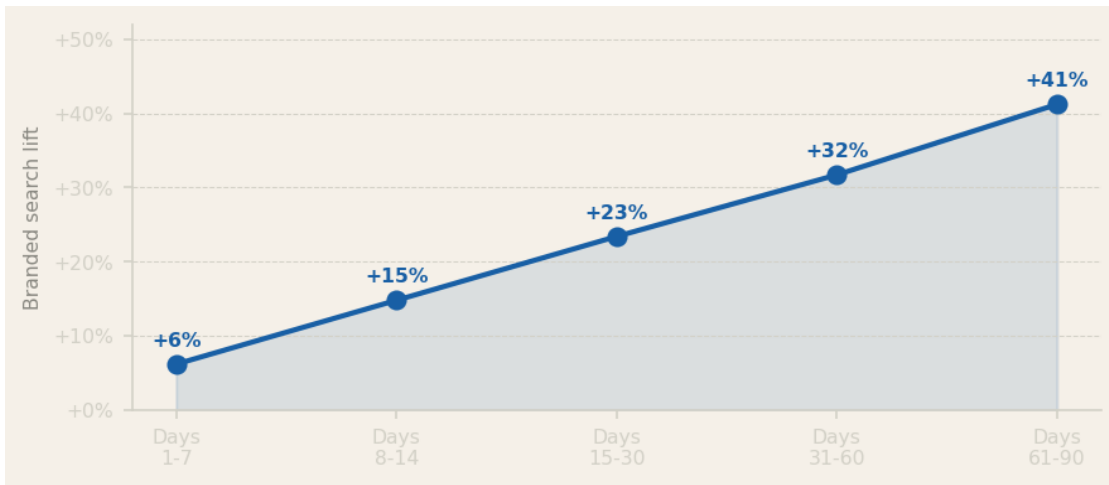
## THE OPPORTUNITY

### AI citations drive real downstream revenue — if you're in them.

An 8,400-prompt study across ChatGPT, Perplexity, Gemini, and Claude — the largest first-party AI brand visibility benchmark published in 2026 — found that brands cited in AI answers see a 23% lift in branded search volume in the following 30 days. That lift compounds: consistent citations over 90 days produce a 41% cumulative branded search uplift.

#### Branded search lift after first AI citation

Avg uplift vs pre-citation baseline · 240 accounts · Source: Visionary Marketing 2026



Traffic arriving from AI engines converts at 5.4% on average — 2.1x the rate of organic search (2.6%). Users who land via an AI citation have already completed pre-research inside the conversation. They arrive with intent qualified.

AI search visibility is winner-take-most. The top brand in a sector captures 31.4% of all citations. The top three combined take 64.7%. If your brand isn't in that group, you're functionally absent from AI-led decision journeys.

<p><b>+23%</b></p> <p>branded search lift 30 days post-citation</p> <p><small>Visionary 2026</small></p>	<p><b>+41%</b></p> <p>lift at 90 days for sustained citations</p> <p><small>Visionary 2026</small></p>	<p><b>14%</b></p> <p>of brands have a defined AI strategy</p> <p><small>Visionary 2026</small></p>
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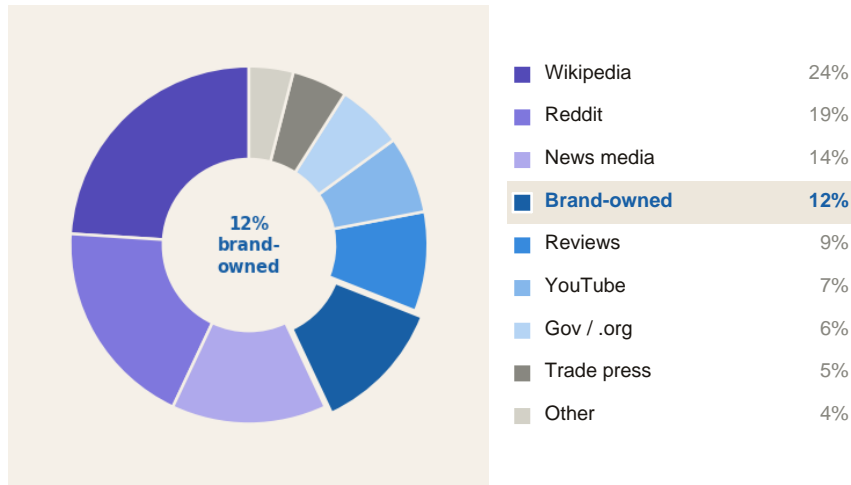
WHAT ACTUALLY WORKS

**On-site optimization is the foundation — but most sites fail the basics.**

Wix's analysis of its own sites showed that high AI performers had meta descriptions 60% longer and meta titles 57% longer than low performers. Pages with FAQ schema, definitive H2 openers, and citation-dense content win citations at 3.2x the rate of pages with none of those attributes.

**Where AI engines source their citations**

31,200 citations across 8,400 prompts · Source: Visionary Marketing 2026



Brand-owned domains account for only 12% of AI citations. The other 88% go to Wikipedia, Reddit, reviews, news media, and YouTube. Reddit has overtaken news media as a citation source (19% vs 14%). Brands with 10+ helpful Reddit mentions earn AI citations at 2.7x the rate of brands with none.

The playbook is owned-site foundation first, then earned presence. Most brands are trying to build earned presence on top of a site AI can't read.

THE MEASUREMENT PROBLEM

### Most tools watch the machine. They don't teach it.

Standard analytics tools were not built to capture AI traffic. Kachi's data shows that a customer with 127,483 AI agent visits in a single period had none of that activity showing up in GA4. GA4 tracks users. It doesn't track AI systems influencing those users upstream.

Measurement tools	Kachi
Track mentions and share of voice. SEMrush, Ahrefs, Scrunch AI, AirOps watch the machine. They benchmark and monitor. But monitoring a problem is not the same as fixing it.	Diagnoses and fixes. The AEO score identifies exactly which failure state your site is in — blocked, ghost site, or LLM-ready — and gives your team a prescriptive action list.

THE BOTTOM LINE

### The window to get ahead is open. It won't stay that way.

The data tells a clear story. AI search is no longer an emerging channel — it's a live, measurable revenue surface. LLM visits to websites grew 168x in under two years. Traffic arriving via AI citations converts at more than double the rate of organic search. Brands that win and sustain citations see branded search volume climb 41% over 90 days. Yet only 14% of brands have a defined AI visibility strategy. That gap is your opportunity.

Three things have become unambiguously true:

### Your website is the foundation.

88% of AI citations go to third-party sources, but without a crawlable, well-structured owned site, none of the earned presence work stacks on top of anything. The site comes first.

### What you can't see is already costing you.

AI-referred sessions aren't showing up in GA4. Crawlers may be silently blocked by a robots.txt rule you set years ago. The visibility gap is real and measurable — you just haven't measured it yet.

### Monitoring is not optimization.

Knowing your share of voice in AI answers doesn't tell you why you're not cited, what's broken, or what to fix first. That requires diagnosis, not dashboards.

The brands that move now — fixing their crawlability, structuring their content for LLMs, building the earned presence lattice — will be the ones cited at position one when your customers ask an AI who to trust. The brands that wait will find that position already taken.

## Stop measuring the gap. Start closing it.

Kachi's AEO score diagnoses exactly where your site sits — blocked, ghost, or LLM-ready — and gives your marketing team a prioritized, prescriptive action list: what to fix, why it matters and precisely how to do it. The dashboard connects your server logs, Google Search Console and GA4 to surface AI-sourced sessions, conversions, and revenue your current stack can't see.

**Magna Education saw 1,262% growth in AI traffic in 6 weeks. Scenthound hit 15%+ conversion on AI-referred traffic. Both started with a Kachi sprint.**

**See your AEO score at [kachi.ai](https://kachi.ai)**

[Schedule a demo](#)