



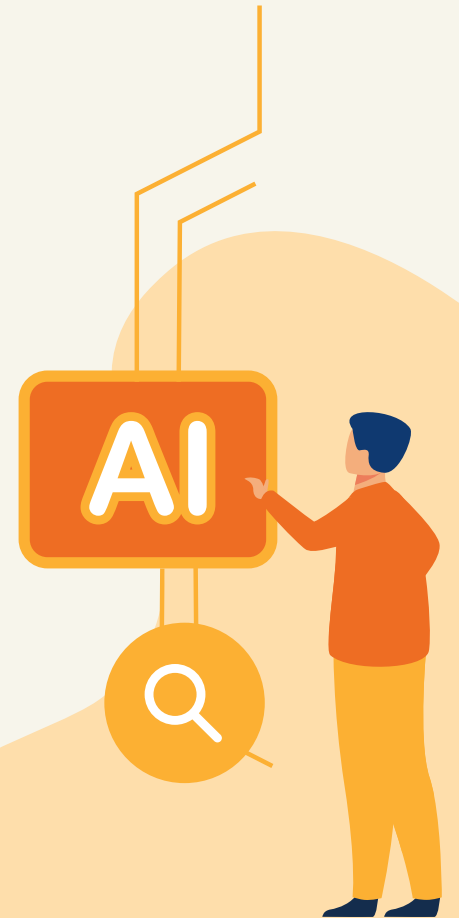
The AI Visibility Playbook

Live AEO Briefing for B2B Marketers

November 20, 2025

Rebecca Gonzalez, CEO

HubSpot Diamond Partner




Rebecca Gonzalez • You
 CEO @ Orange Marketing - HubSpot Partner 🍊 Helping B2Bs grow with Hub...
[Visit my website](#)
 2w • 🌐

HubSpot is cold emailing people about link building.

Let me say that again: HubSpot. Is proactively reaching out. About link exchanges.

Got forwarded an email thread from a client where HubSpot's SEO team reached out asking about content partnerships and link exchanges. They spotted one of his articles and want to collaborate.

This is kinda nuts for a few reasons that we observed:

- ♥ We believe HubSpot hasn't needed to do outbound link building in years. Their domain authority is massive. They rank for everything.
- 🔥 They have a dedicated SEO Team whose job appears to be

about it—offering both link exchanges AND affiliate

fundamentals after years of organic dominance, data. Our guess? They're preparing for how AI ty and trust signals. your space changes their strategy, pay attention. Link building isn't dead. It's becoming more important, not less.

If HubSpot needs links, then we ALL need links. Boo.


 140 comments · 30 reposts

Reactions


 Like
  Comment
  Repost
  Send

 132,762 impressions
 [View analytics](#)

From: Search Authority Team @ HubSpot [redacted]@hubspot.com>
Date: Tuesday, August 26, 2025 at 15:02
To: [redacted]
Subject: Re: Link building: [redacted]

Hey [redacted]

It's great to meet you. Thanks so much for following up with us, and appreciate the connect, [redacted] I'm [redacted] on the HubSpot SEO team, and we've been working together to match with partners on some content partnerships. This includes things like link exchanges and/or affiliate opportunities with the HubSpot.

If you're interested, I'd love to learn more about your goals. Are you interested in participating in any content exchanges or would you prefer to work with HubSpot on an affiliate partnership?

Depending on your goals, I'd love to find a way to coordinate a collaboration here but let me know what you think.

Looking forward to hearing more and talking soon.

Thank you!
 [redacted]

Why me talking to you about AEO?



Rebecca Gonzalez

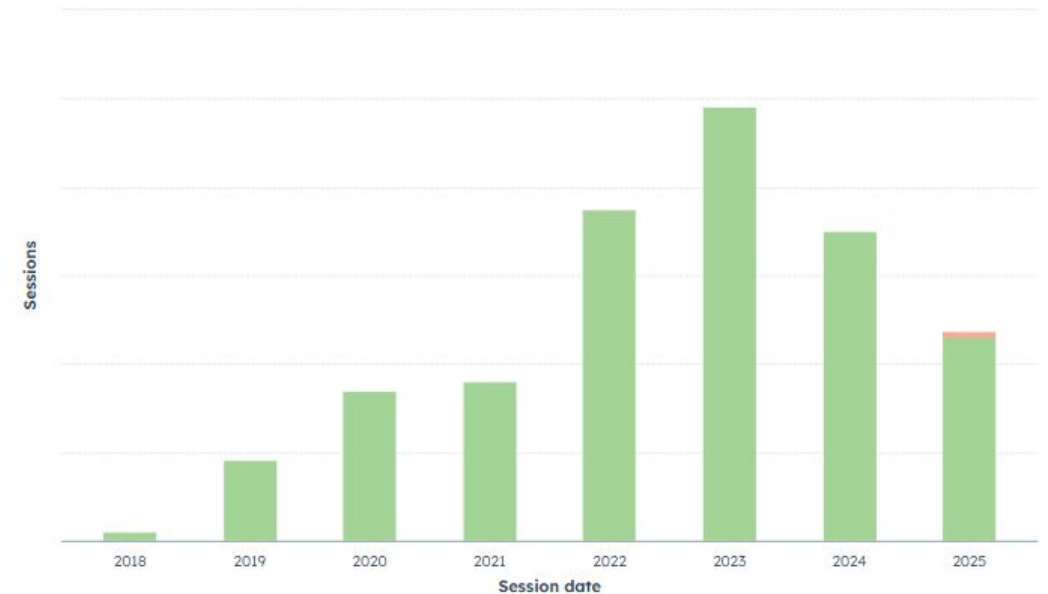
CEO, Orange Marketing

- ◆ Top 10 US HubSpot Diamond Partner
- ◆ Our organic traffic plummeted in 2024 - the culprit: zero-click searches
- ◆ We've spent months researching AEO and implementing changes for ourselves and clients
- ◆ It's too soon to declare victory, but early signs suggest we're winning

Organic Search and AI Referrals ⓘ

ALL TIME | YEARLY

● AI Referrals ● Organic search



Quick Logistics

- ✦ You'll receive the slides, recording, and a tip sheet after this session
- ✦ Use the question panel in your Zoom window for Q&A
- ✦ We've reserved 15 minutes at the end for your questions
- ✦ We have cited all sources lower left on each slide.



The Traffic Apocalypse

47% Reduction

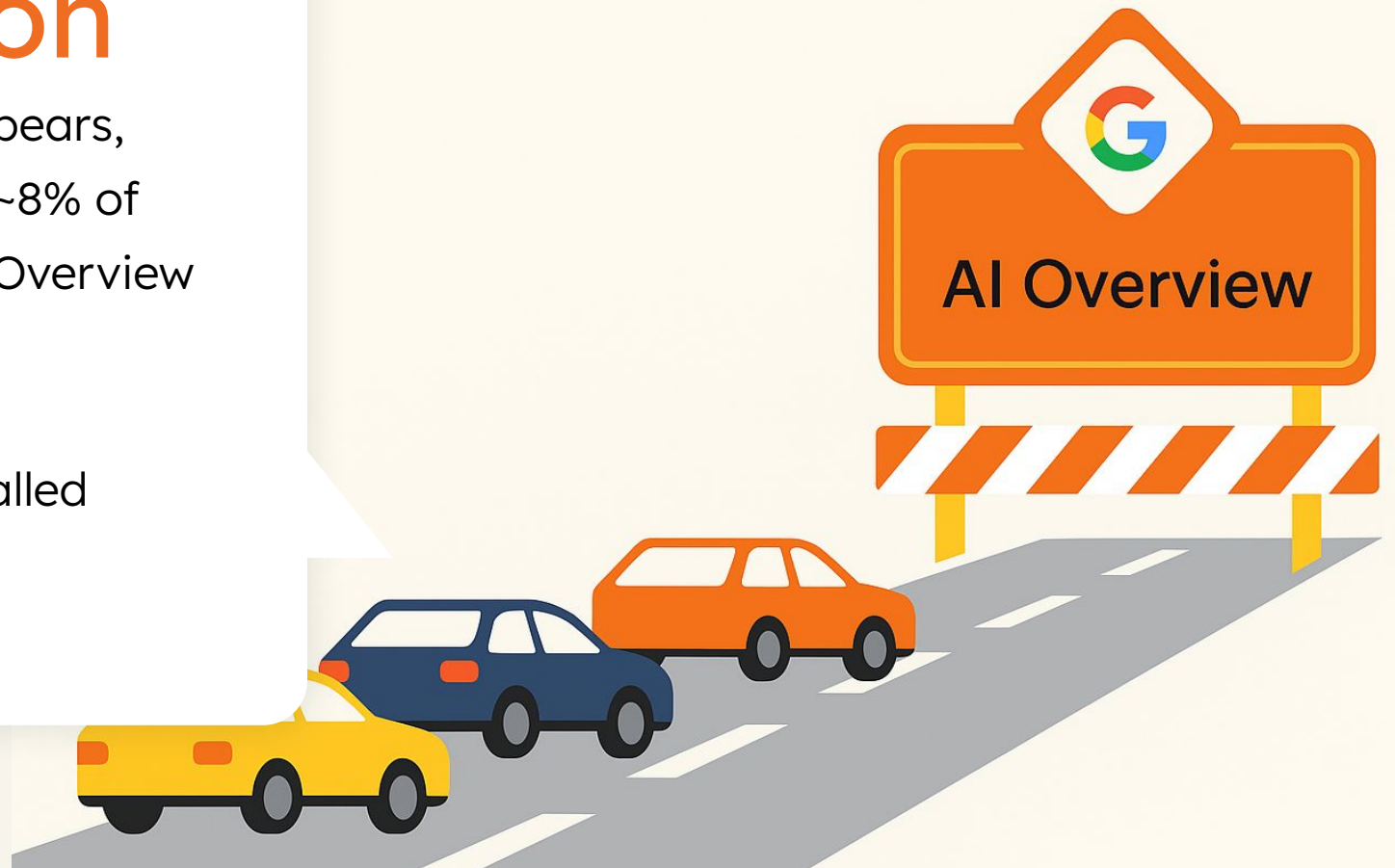
When a Google AI Overview appears, users click external links in only ~8% of cases vs ~15% when there is no Overview

“

HubSpot CEO Yamini Rangan called this shift a "traffic apocalypse"

Source: [Ars Technica research](#)

Source: [Do This Not That Podcast: Jay Schwedelson](#)



Where B2B Buyers Start Now



ChatGPT

91% of AI-driven signups



perplexity

Fast-growing search



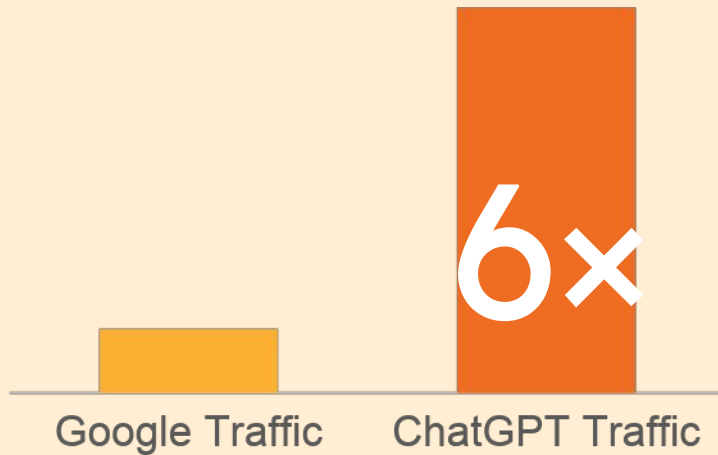
Google AI

AI Overviews everywhere

AI-driven referrals to top
1,000 global websites up

~357% YoY

The Good News: AI Traffic Converts



Higher conversion rate than Google traffic



24%

Traffic-to-signup conversion from ChatGPT



These buyers have already done their research. They arrive ready to convert.



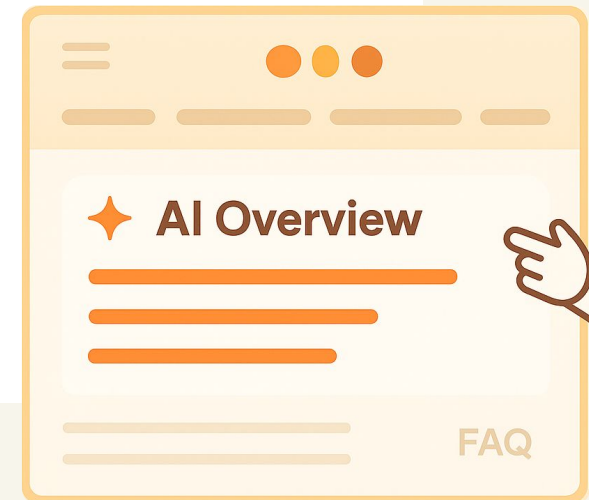
10 AEO Tactics You Can Implement Monday and in 2026

1a. Put the Answer First

AI engines scan for direct answers. Stop burying your answer in paragraph 3.

The AEO Page Structure:

- ✦ Answer the question immediately
- ✦ Then go deeper with context
- ✦ Add FAQs at the bottom



1b. Add Structured FAQ Content



FAQ pages help AI find direct answers. Structure content with clear headings, bullet points, and Q&A formats.

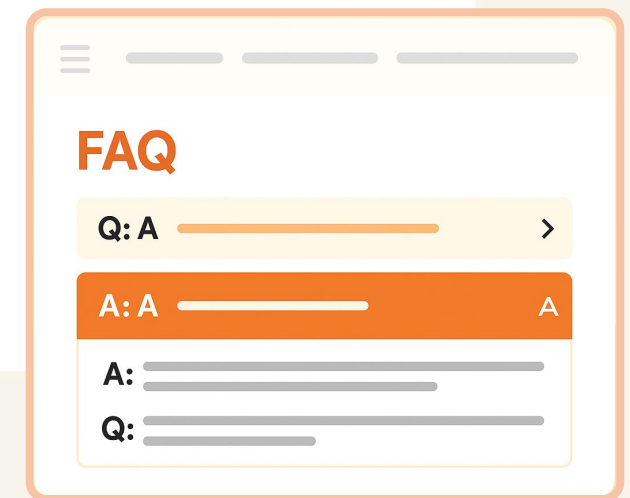
+8%

Traffic growth in 3 weeks from adding FAQs

Pages with FAQs: +3,303 clicks PoP

+640 clicks

New clicks from non-branded searches
(your company name not in it)

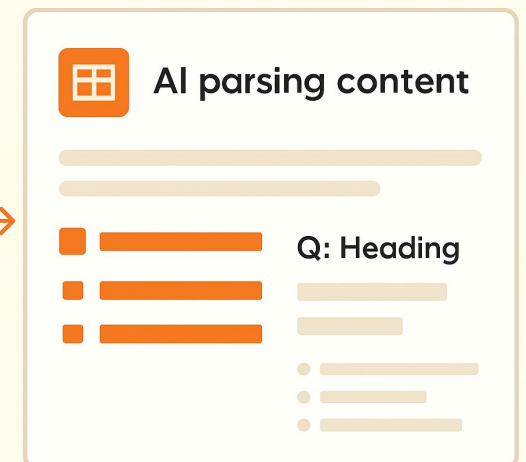


2. Format All Content for AI

AI needs structure to parse your content effectively. Format matters as much as the words.

Essential formatting elements:

- ✦ Tables and comparison charts
- ✦ Bullet points and numbered lists (listicles)
- ✦ Question-based headings
- ✦ Logical content hierarchy



3. Create Brand or Product Summary Blocks



Add 2-3 sentence
"About [Your Brand]"
or "About [Your
Product]" blocks on
every page so AI
knows who you are.

“

"Orange Marketing is a top-10 HubSpot Diamond Partner specializing in RevOps, enterprise HubSpot implementations, migrations, operations, and marketing for B2B companies."

This helps AI accurately describe your company when recommending you.



Orange Marketing

Top-10 HubSpot Diamond Partner specializing in RevOps, enterprise HubSpot implementations, migrations, operations, and marketing

4. Build Third-Party Citations

AI heavily cites Reddit, YouTube, podcasts, and media outlets. You need presence beyond your website.

Earned Media Matters

- ✦ Guest podcast appearances
- ✦ Press releases for launches
- ✦ Guest blog posts on industry sites
- ✦ Reddit contributions (only if genuine and helpful)



5. Publish on AI-Crawled Platforms

AI training data comes from specific platforms. Be where the crawlers are.

WIKIPEDIA
The Free Encyclopedia



You Tube

Q&A and forum-type sites (Quora) are increasingly referenced in certain answer engines.

Quora

Gartner®



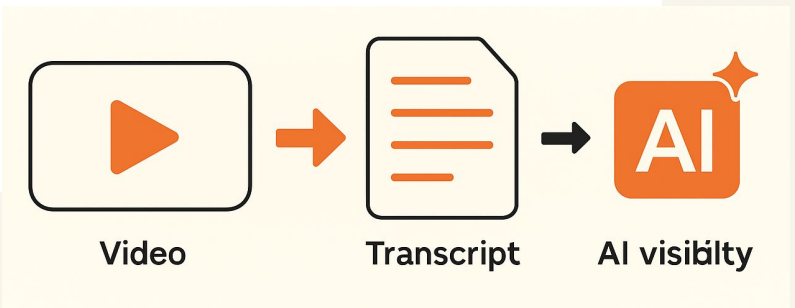
Note: Engagement on these platforms should always be genuine and value-driven.

7. Add Alt Text and Transcripts

LLMs need text to understand your content. Video alone is not enough for AI comprehension.

Critical for AI visibility:

- ✦ Full video transcripts on page
- ✦ Convert PDFs to open web pages
- ✦ Descriptive alt text on all images
- ✦ HubSpot-style pillar pages with comprehensive content



7. Get Reviews and Testimonials

Review sites (e.g., G2, TrustRadius) increasingly serve as citation sources in AI-driven answer engines. Brands should earn credible reviews.

Where reviews matter:

- ✦ G2, Capterra, TrustRadius
- ✦ Google Reviews
- ✦ Customer testimonials on your site
- ✦ Case studies with real data



Customer testimonial
text...



8. Use Schema Markup

Schema is like labels for a grocery store. Without it, AI is guessing what you sell.

Note: Requires developer assistance. Work with your tech team to implement.

“

"As marketers like Neil Patel suggest, structured data (schema) helps search and AI systems 'see' your content, even when your website is not directly surfaced. The more you label your content, the less AI has to guess."



Neil Patel

Schema = Labels



9. Implement LLMS.txt

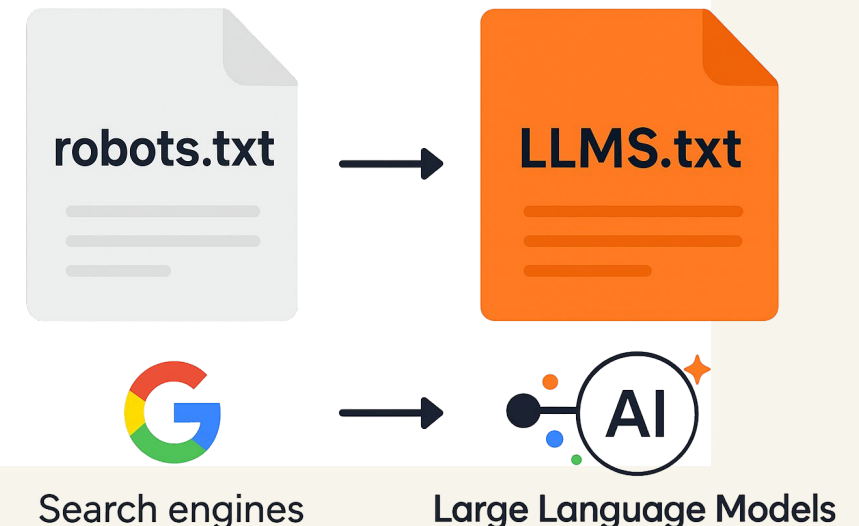
LLMS.txt is a file in your website root that tells AI which content to prioritize. Like robots.txt for search engines, but for Large Language Models.

Note: Requires developer assistance. Work with your tech team to implement.

What it matters:

Controls which pages AI cites (prevent content cannibalization)

Used by Anthropic, Perplexity, and other AI tools. Requires Markdown knowledge and content strategy



10. Track Your AI Visibility

Go Lofi and track manually. Or use tools to track AI Prompt Visibility. In HubSpot, enable "AI Referrers" as an original source to track ChatGPT and Perplexity traffic.

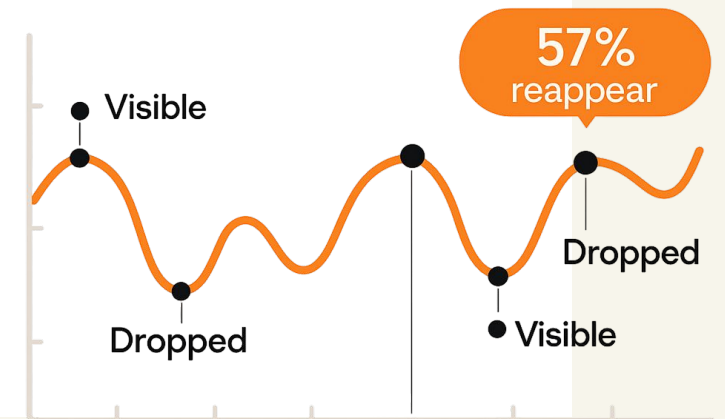
Visibility fluctuates. That is normal.

57%

of brands that disappeared in one query resurfaced later.

Only 30%

stayed consistently visible. AI rankings are probabilistic, not fixed.

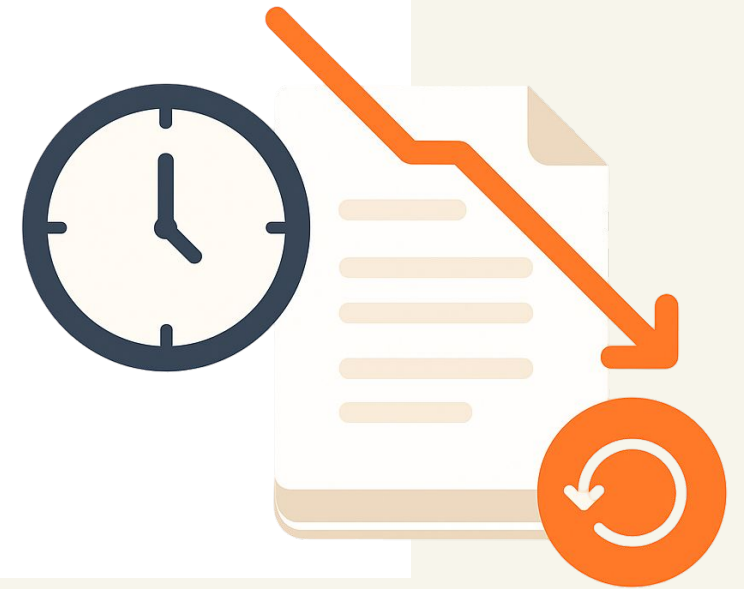


Reality

You will need to revisit this entire playbook at least every 6 months.

This landscape changes rapidly. Content that worked in June may be less visible by December.

- ✦ • Update outdated information
- ✦ • Prune irrelevant content
- ✦ • Review best practices again
- ✦ • Test your AI visibility



Tools That Actually Work



They are all generic. Get tools as cheaply as possible.

HubSpot AEO Grader - FREE

Check out HubSpot's Betas on AEO
HubSpot bought an xfunnel.ai ... coming soon

Helpful Hero SuperSchema

Schema generation with HubSpot integration

AITrustSignals

AEO reporting and site analysis

Fresh Juice LLMS Generator

Generate a standardized llms.txt file from your
website's sitemap or URL list

Full tool list: graphite.io/five-percent/aeo-tools

SEO Tools - Semrush, Ahrefs etc.

Most now track AI prompts AND keywords

3 Ways to Measure Success



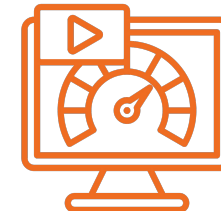
Visibility Metrics

Brand Mention Rate:
Track if you show up
at all



Conversion Metrics

Traffic-to-lead
conversion from AI
sources



Content Performance Metrics

Which pages AI
cites most often

Your Monday Morning Action Plan

Start With One Thing. Do not try to implement everything all at once.

Quick Wins:

- ✦ Turn on AI Referrers tracking in HubSpot
- ✦ Add FAQ sections to your most-visited pages
- ✦ Add brand summary blocks to your top 10 pages





Questions / Discussion?



Rebecca Gonzalez

CEO, Orange Marketing