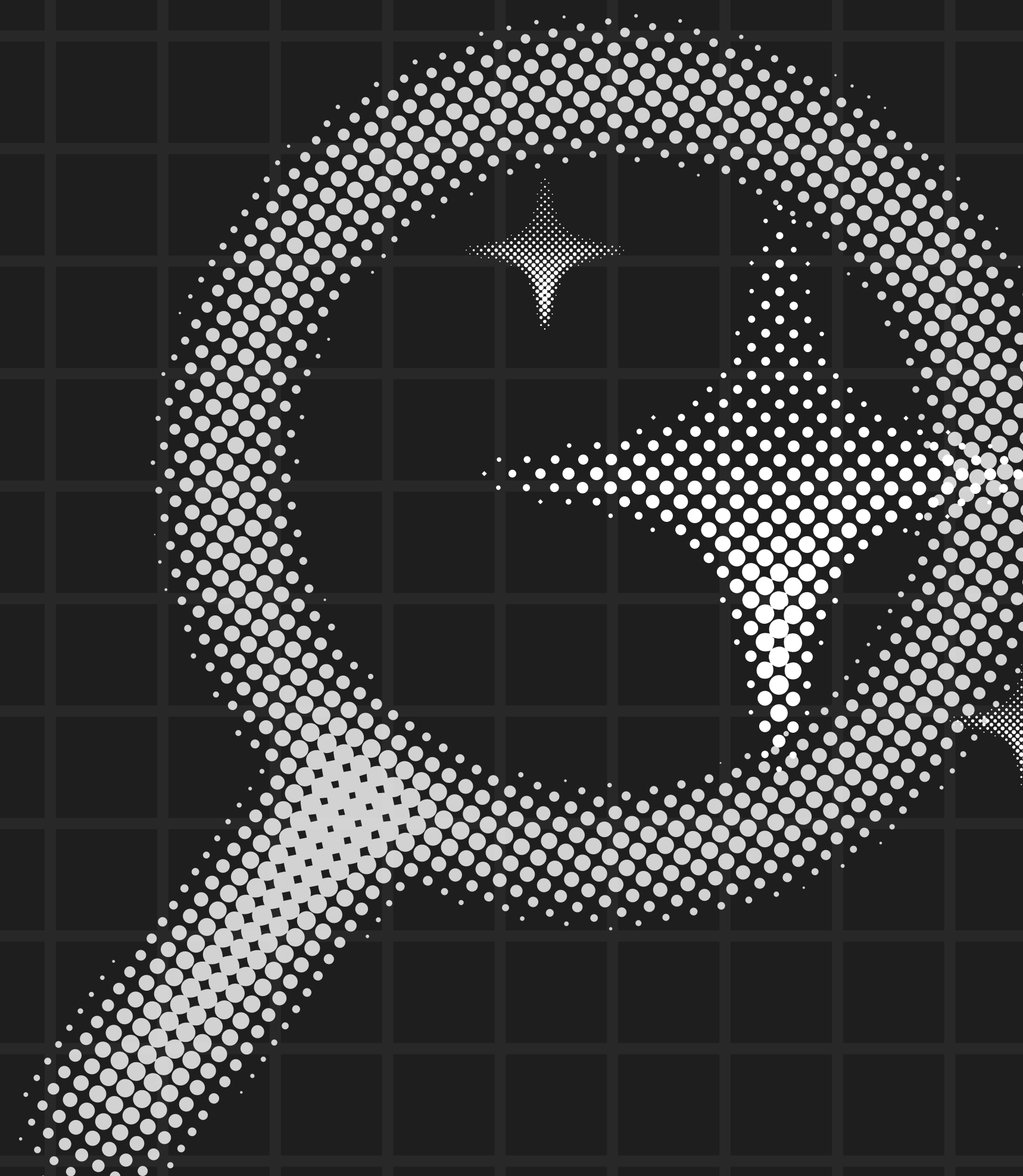


OMNIBOUND **AI**

B2B AI
Search
Visibility
Diagnostic

Find out if your buyers can find you before they find your competitors.

A self-guided diagnostic for B2B marketing leaders and content teams



What's Inside *Table of Contents*

01	Shows You How Your Buyers Research	3
02	Gives You a Live Exercise to Run Right Now	6
03	Helps You Interpret What You Find	8
04	Is Your Honest Self-Audit	11

Pre-funnel Research Journey

What Your Buyers Are Actually Asking

The *New* B2B Research Reality

Before a B2B buyer visits your website, they have already started forming opinions. They are opening ChatGPT, Perplexity, and Google AI Overview. They are describing their problems in plain language. They are comparing approaches. They are asking questions across multiple sessions, sometimes over days or weeks, before a vendor ever enters the picture.

By the time they reach your website, they may already have a shortlist. A preference. Occasionally a decision.

Your content either shaped that journey or it did not.

The *Five Stages* of B2B Buyer Research

B2B buyers do not ask one question and stop. They move through five distinct research stages, each with its own question type. Most B2B content only addresses two of these stages. The other three are where most buying decisions are actually formed.

01 Problem Diagnosis

- How can our content generate more pipeline in the AI world of so much content?
- What is causing our organic traffic to decline?
- Are our buyers changing how they research solutions?
- Why are our MQLs declining despite consistent publishing?
- What does a broken B2B content strategy look like?
- Why are we generating traffic but rarely converting?

02 Education and Exploration

- What is the difference between content marketing and thought leadership in B2B?
- How do top B2B marketing teams structure their content programs?
- What does a modern B2B demand generation strategy look like?
- How are companies using buyer intent data in content strategy?
- What is AI Search and how does it differ from traditional search?
- How do B2B buyers actually use AI tools during the research process?

03 Comparison and Trade-offs

- Should we invest more in SEO or content for AI Search?
- Is it better to publish more content or go deeper on fewer topics?
- What are the trade-offs between in-house content and agency content?
- AI Search optimisation versus traditional SEO: what are the real differences?
- How do we prioritize content investment across different channels?
- Which content formats perform best for B2B buyers doing online research?

Pre-funnel Research Journey

What Your Buyers Are Actually Asking

04 Risk and Validation

- What are the most common B2B content strategy mistakes?
- How long does it take to see results from a content strategy change?
- What does failure look like when companies invest heavily in content?
- How do we know if our content strategy is fundamentally broken?
- What happens if we ignore AI Search for another 12 months?
- How do other companies measure content performance and ROI?

05 Implementation and Decision

- How do we restructure our content team around buyer intent?
- What does a 90-day content strategy reset look like in practice?
- What tools do B2B teams use to measure content performance in AI Search?
- How do we get leadership buy-in for a content strategy overhaul?
- What does a buyer-conversation-driven content program look like?
- How do I start building content that shows up in AI-generated answers?

The Buying Committee: Different Roles Ask Different Questions

In B2B, multiple stakeholders research independently and ask fundamentally different questions. The same decision is being evaluated from four different angles simultaneously. If your content only speaks to one of these angles, you are invisible to the others.

CMO / VP Marketing

- How does AI Search affect our pipeline attribution and measurement?
- Which competitors are showing up in AI answers for our category right now?
- What is the business case for investing in an AI Search content strategy?
- How do other B2B marketing leaders think about content as a pipeline driver?
- What does content ROI look like when measured properly?

Director / Head of Content

- What content structure does AI cite and surface in answers?
- How do I audit our existing content for AI Search visibility gaps?
- Which content formats perform best in AI-generated responses?
- How do I align content production with what buyers research?
- What does a content calendar built around buyer questions look like?

Pre-funnel Research Journey

What Your Buyers Are Actually Asking

SEO / Demand Gen Manager

- How is B2B AI Search different from traditional SEO signals and tactics?
- Does domain authority carry over to AI Search visibility or not?
- How do I measure share of voice in AI-generated answers?
- What keyword research equivalent exists for AI Search queries?
- How do I report on AI Search performance to leadership?

Content Manager / Strategist

- How do I map buyer questions to specific content topics and formats?
- What does decision-stage content look like when built for AI Search?
- How do I turn sales call recordings into content that AI surfaces?
- What is the right balance of awareness, comparison, and decision content?
- How do I use buyer language instead of company language in content?

Know Your Brand In 10 Minutes *Run the Test Right Now*

The *B2B AI Search* Visibility Test

This exercise takes 10 minutes. You will need access to ChatGPT, Perplexity, and Google (for AI Overview). Do not skip it. Reading about AI Search visibility is very different from seeing your own results. Most marketing leaders who run this exercise find something that changes how they think about their content strategy.

Before You *Start*

Think about the single most important question your best buyer asks when they are diagnosing the problem your product solves. Write it in plain language, the way a buyer would type it, not the way your company describes it internally.

Step 1: Pick Your Three Search Queries

Choose one question from each of these categories. Write them down before you search. Use buyer language, not company language.

Search Query A

A Problem Diagnosis Question

Example: How can our content generate more pipeline in the AI world of so much content?

Your search query:

Search Query B

A comparison or trade-off question

Example: What is the difference between AI Search optimization and traditional SEO?

Your search query:

Search Query C

An implementation question

Example: How do I build a content program that shows up in AI-generated answers?

Your search query:

Know Your Brand In 10 Minutes *Run the Test Right Now*

Step 2: Run Each Search Query and Record What You Find

Open ChatGPT, Perplexity, and Google AI Overview. Type each search query exactly as you wrote it. Record your findings in the table below. Be specific. The more honest your recording, the more useful the output.

Question to answer	Search Query A	Search Query B	Search Query C
---------------------------	---------------------------	---------------------------	---------------------------

Is your brand mentioned in the answer?

Which competitors are mentioned by name?

Is your existing content referenced or linked?

What language does the AI use to describe the problem?

Which buyer stage does this answer serve? (Diagnosis / Exploration / Comparison / Validation / Implementation)

How confident does the AI sound in its answer?

Is the answer helpful enough that a buyer would trust it?

Know Your Brand In 10 Minutes *Run the Test Right Now*

Step 3: Spot the Pattern

Look across your three queries. Which of the following describes what you found?

Consistently present

Your brand appears across multiple queries, in multiple tools, with positive and relevant framing. You are building AI Search visibility. The opportunity now is to deepen it.

Partially present

You appear for some queries but not others. You are likely showing up for branded or bottom-of-funnel queries but are invisible during the early research stages where opinions form.

Consistently absent

Your brand does not appear in any of the answers. This is not a content quality problem. It is a content architecture problem. Your content exists but it is not structured around how buyers research.

Competitors dominating

Competitor brands appear in place of yours across multiple queries. Every time this happens, a buyer forms a preference before your campaigns ever reach them.

Why This Gap Exists

Understand The Root Cause Before Fixing

The *Structural Problem* with Most B2B Content

Most B2B content is built around what the company wants to say, not around what the buyer is actively asking. That gap is the reason strong content teams are seeing declining AI visibility even when their content is technically good.

Content AI skips	Content AI cites
Built around topics, not buyer questions: Broad coverage gives AI nothing specific enough to cite for a real buyer question.	Answers specific buyer questions directly: Mirrors exactly how buyers phrase their problems when they open an AI tool.
Explains concepts without supporting decisions: Buyers need help choosing between options, not just understanding what they are.	Addresses trade-offs and failure modes honestly: Builds the credibility AI looks for before recommending a source to a buyer.
Avoids trade-offs and stays promotional: AI surfaces honest comparisons. Marketing copy that only presents benefits gets filtered out.	Uses real buyer language from actual conversations: Matches the natural language buyers use in their queries, not company positioning language.
Uses internal language and company framing: Buyers search in their own language. Internal terminology creates a mismatch AI cannot resolve.	Helps buyers move forward in a decision: AI rewards content that advances buyer thinking, not just content that informs.
Not mapped to a specific decision stage: AI matches content to where a buyer is in their journey. Generic content matches nothing.	Clearly mapped to a specific decision stage: Directly relevant to where a buyer is right now, not written for everyone generically.

Why This Gap Exists

Understand The Root Before Fixing

What *High-Visibility* Content Does Differently

The teams showing up consistently in AI-generated answers are not necessarily producing more content. They are producing content that is structured differently. Here is what that looks like in practice.

01 Starts from buyer questions, not content topics

Every piece maps to a real question a buyer would type. If you cannot name the exact question, the content is probably too broad. Start by listing the 20 questions your buyers ask most often across sales calls, support tickets, and review sites. Build content from that list, not from a content calendar built internally.

02 Covers the full decision journey, not just awareness

Most content addresses Stage 1 and Stage 2 of the buyer journey. The highest-value content addresses Stages 3, 4, and 5 because that is where decisions are actually made. Comparison content, risk content, and implementation content are consistently underproduced in B2B and consistently overrepresented in AI-generated answers for competitive search queries.

03 Uses buyer language as the primary input

The words buyers use when describing their problems to colleagues, to search engines, and to AI tools are the words that appear in sales calls, support conversations, and review sites. Content written in internal company language creates a systematic mismatch between what buyers search and what companies publish. The fix is to use actual buyer quotes and questions as the raw material for content, not briefs written by the marketing team.

04 Acknowledges trade-offs and failure modes honestly

Buyers are actively comparing options and assessing risk. Content that only presents the positive case for your approach is treated as marketing material, not as a credible source. Content that acknowledges limitations, explains when your approach works and when it does not, and addresses what could go wrong is treated as authoritative. AI systems have learned to make this distinction.

05 Maps clearly to a buying committee role

A CMO and a content manager researching the same problem ask different questions and need different information. Content written for a generic audience serves neither. The most effective content for AI Search visibility is written for a specific role, at a specific stage, with a specific decision context in mind. That specificity is exactly what AI rewards.

The Self-Audit *Review Your Most Recent Content*

Content *Self-Audit*

Answer each question for your five most recent content pieces as a group. Do not answer based on what you intend your content to do. Answer based on what it does when you read it critically.

Audit Question	Yes	Partial	No
Can you name the specific question each piece of content is designed to answer, stated the way a buyer would type it into an AI tool?	Yes	Partial	No
Does your content address trade-offs and failure modes, or does it only present the positive case for your approach?	Yes	Partial	No
Is each piece of content clearly written for a specific buyer role and a specific decision stage, rather than for a generic audience?	Yes	Partial	No
Does your content use the language your buyers use when they describe their problems in sales calls and reviews, rather than your internal terminology?	Yes	Partial	No
Does your content help a buyer decide or just help them understand a concept?	Yes	Partial	No
Do you know which buyer questions your most important content pages are currently appearing for in AI-generated answers?	Yes	Partial	No
Does your content address the concerns and questions of the full buying committee, or only the primary buyer persona?	Yes	Partial	No
If a buyer spent 30 minutes asking AI tools about the problem your product solves, would your brand appear as a credible and consistent reference across multiple queries?	Yes	Partial	No
Does your content cover all five stages of the buyer journey, or is it concentrated at Stage 1 and Stage 2?	Yes	Partial	No
Is there a systematic process in your team for turning buyer conversations from sales and support into content topics?	Yes	Partial	No

The Self-Audit *Review Your Most Recent Content*

Reflection Questions

After completing the audit, sit with these questions before moving to action.

→ Where are the most consistent gaps in your answers? Are they concentrated in a particular stage of the buyer journey?

→ Which audit questions made you most uncomfortable? Those are usually the highest-leverage areas to address first.

→ If your buyers ran this same audit on your competitors, what would they find? Are your competitors more or less visible across these dimensions?

→ What would need to change in how your team plans and produces content to close these gaps systematically?

How *Omnibound* Helps You Close This Gap

Running this diagnostic manually across three queries takes 10 minutes. Running it systematically across all the queries your buyers are asking, across all the AI tools they use, continuously over time, is a different challenge entirely.

Omnibound connects buyer conversations, market signals, and internal knowledge and turns them into content aligned with how B2B buyers explore decisions in AI Search. Instead of starting from topics or guessed prompts, it helps your team build content from real buyer questions, objections, and decision paths captured across your existing sources.

It also shows you continuously where your brand appears in AI-generated answers across your most important buyer queries, how that compares to competitors, and what the gaps are. So instead of running this diagnostic manually every quarter, you have a live view of your AI Search visibility and where to focus your content investment.

Book a *30-minute demo session* with us

[Book a demo](#)