SEARCH (SEO/AEO)

Show up where buyers ask, not just where they search

Buyers don't scroll ten blue links anymore. They ask ChatGPT, Claude, and Google's AI Overviews, and they act on the answer they get back. If your content isn't cited in that answer, you're not in the consideration set. Siteimprove.ai Search (SEO/AEO) agents make your content discoverable and citable across search engines and AI, so your brand shows up when buyers are deciding.

Request a demo



TRUSTED BY 5,000+ ORGANIZATIONS WORLDWIDE

LAND O LAKES CONAIR Wawa GSK Cuisinart HARVARD UNIVERSITY LAND O LAKES

-25%

Projected drop in traditional search engine volume by 2026 as AI chatbots and virtual agents take market share.

Gartner, 2024

-61%

Drop in organic click-through rates when AI overviews appear in search results. The clicks you used to count on are vanishing.

Gartner, 2024

$755K

Of pipeline created in 60 days from two campaigns and 19 pieces of content.

Siteimprove.ai

THE DIFFERENCE

Legacy search tools weren't built for the answer engine, Siteimprove.ai is

Rank trackers and point-in-time SEO audits were built for the ten-blue-links era, and they skip the thing AI depends on: accessible, readable content. AI can't cite what it can't fetch, read, and understand. Siteimprove.ai Search (SEO/AEO) is the only solution that builds search on a foundation of accessibility, so the same work that makes your content accessible makes it citable.

TECHNICAL READINESS FOR AI CITATION

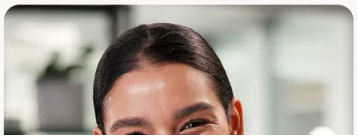
Content AI can fetch, read, and cite

AI can't cite what it can't read. Siteimprove.ai Search (SEO/AEO) agents make sure your content is technically discoverable and

VISIBILITY ACROSS ANSWER ENGINES

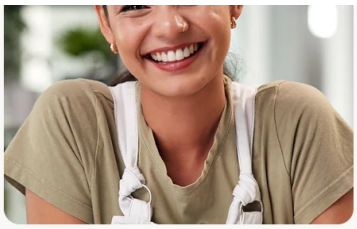
See where you show up, and where you don't

Siteimprove.ai Search (SEO/AEO) agents track how your brand appears across every major answer engine, including Google AI



structured so search engines and LLM crawlers can fetch, parse, and trust it, the foundation for getting cited at all.

Overviews, ChatGPT, Perplexity, and Gemini, and monitor your share of voice against competitors, so you know your standing in the answer, not just your position in the rankings.



CONTENT STRATEGY THAT PRESCRIBES ACTION

Know what to create, fix, and optimize next

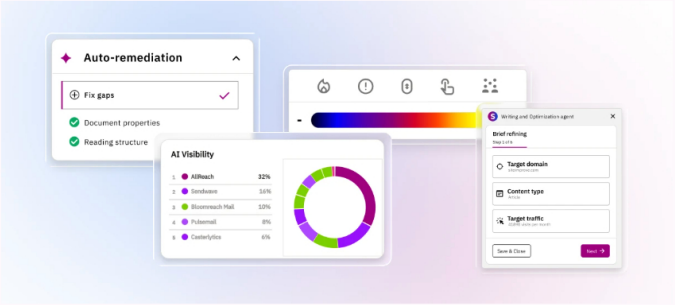
Siteimprove.ai Search (SEO/AEO) agents don't just flag gaps. They recommend the content to create, fix, or optimize to earn citations and build the topical authority AI systems trust, so your content engine compounds instead of resetting.

IMPACT ON AI-REFERRED TRAFFIC

Measure what AI search actually drives

Siteimprove.ai Search (SEO/AEO) agents show how visitors from AI search behave differently, in conversion, engagement, and new paths to value, so you can prove pipeline, not just report traffic.

One agentic platform for content compliance and content performance



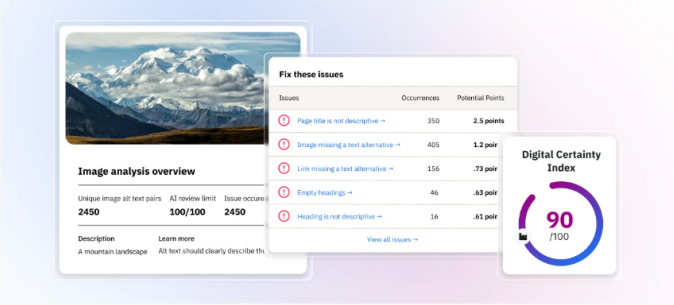
Platform

One platform behind every agent

Accessibility, Search, Analytics, and Content Strategy agents run on the same governance layer, so what one agent finds, the others can act on. See how the full Siteimprove.ai platform connects compliance and performance across your entire digital estate.

- One governance model everywhere you work in the platform
- Agents share data instead of working in silos
- A foundation that scales from a single page to your whole digital estate

Explore Siteimprove.ai



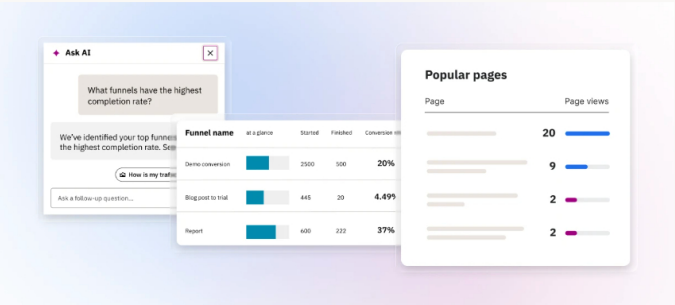
Accessibility

From accessibility compliance to digital governance

Accessible content reaches more people, ranks higher, and gets cited by AI. Siteimprove.ai Accessibility agents bring your entire digital estate under one governance model, monitoring and remediating continuously, so accessibility stays an ongoing program, not a one-time fix.

- Multichannel coverage across every page, PDF, and app
- Shift left into the AI workflows your teams already use
- Defensible reporting for leadership and auditors

Explore Accessibility



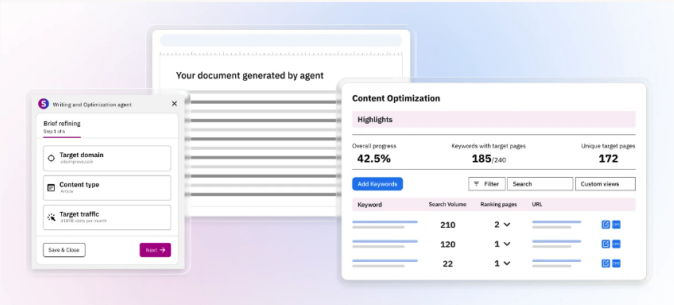
Analytics

Stop sifting through reports and just ask

Most analytics tools leave the hard questions to you. Siteimprove.ai Analytics agents answer in plain language, with instant, contextual insight on traffic, behavior, and ROI, plus what's likely next and the action to take.

- Conversational answers in plain language, no report-building
- Predictive insight into what's likely to happen next
- Decision-ready reporting for leadership and growth teams

Explore Analytics



Content strategy

Content that performs, by design

Great content starts with a strong foundation. Building on accessibility and SEO/AEO, Siteimprove.ai Content Strategy agents replace guesswork with data-driven planning, showing you what to create, refresh, or optimize so every piece is built to get found, cited, and read.

- A data-driven content strategy across every topic and page
- Drafting and optimization built on accessible, AI-ready content
- Brand governance for leadership and content teams

Explore Content strategy

The platform behind the world's most ambitious search programs

See how enterprises in every industry are winning in the new search landscape — turning AI disruption into measurable visibility, traffic, and business growth.

uOttawa

"With Siteimprove's agentic content intelligence platform and as part of its AI (beta) program, we have transformed hours of analysis into actionable insights in minutes, helping us optimize our websites and ensuring that content is accessible, inclusive, and performs for SEO and AEO in today's search landscape."

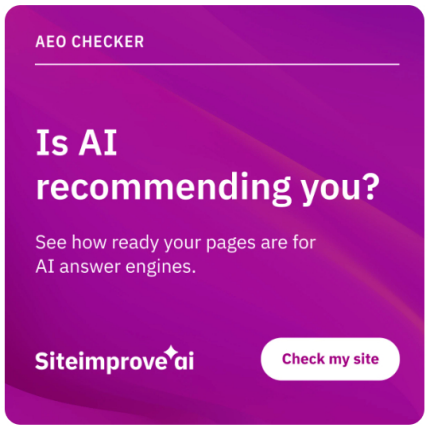
Nathalie Blanchard

Digital Marketing Manager

Read University of Ottawa's story →

NEWS & RESOURCES

Latest updates



TOOL

Is your site visible to AI search?

AI answer engines don't rank pages. They choose sources. The Siteimprove.ai AEO Checker shows you exactly what's holding your site back from being cited.



GUIDE

Identity, behavior & the new rules of relevance

The AI Search Survival Guide gives enterprise marketing and SEO leaders a clear framework to adapt and thrive in this new environment.



REPORT

See how your website really performs

Enter your URL and get a free, customized report covering your site's SEO, accessibility, content quality, and more — delivered within 48 hours.

When buyers ask AI, be the answer

See how Siteimprove.ai Search (SEO/AEO) agents make your content discoverable, citable, and measurable across search engines and AI. See how leading organizations use them to win the buyers who start their search with AI.

Request a demo

How does Siteimprove.ai Search (SEO/AEO) track visibility across AI engines if they don't publish rankings?

By sampling the answers directly. Siteimprove.ai Search agents run a structured prompt set against the engines your buyers use, including ChatGPT, Perplexity, Copilot, Gemini, alongside traditional search, and record two things separately: whether your brand is mentioned, and whether your content is cited as a source. Those are different problems with different fixes. Because answer engines are non-deterministic, results are sampled repeatedly rather than measured once, so what you see is a rate over time rather than a single snapshot.

How is this different from a dedicated AI visibility tool?

Can we track our own prompts, or only a standard set?

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