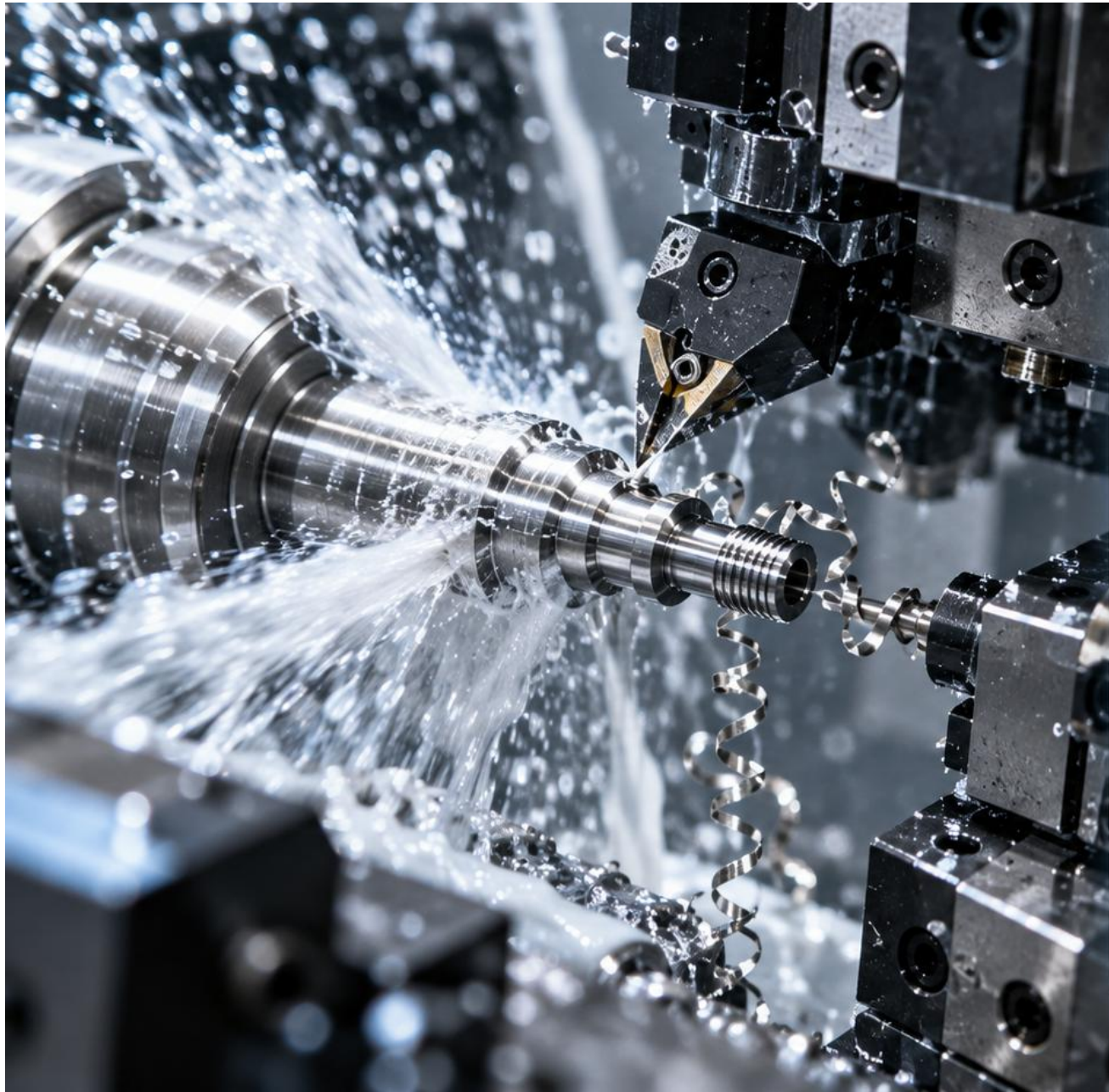


GET FOUND BY AI

WHAT YOUR
SMALL BUSINESS
NEEDS TO KNOW



Buyer request

Find domestic Swiss turning shop: 316L,
12mm bar capacity, ISO 13485



AI supplier recommendations

3 results



Precision Swiss Medical ✓

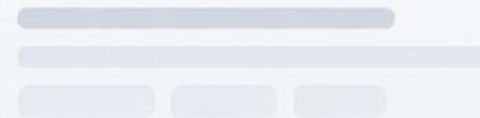
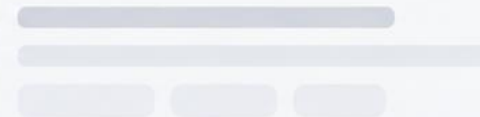
Matched capabilities: 316L stainless,
12mm bar capacity, ISO 13485 certified,
domestic production.

316L Stainless

12mm Bar Capacity

ISO 13485

Domestic



How much is AI being used?

94% of B2B buyers use AI during purchasing process (Forresters)

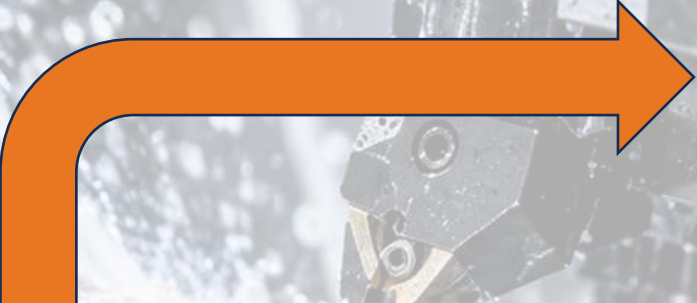
51% start inside AI chats



How is AI being used?

- Product or vendor comparisons
- Technical specs / safety sheets
- Material selection
- Case studies with similar products / materials





WHERE DOES AI GET THIS?

Buyer request

Find domestic Swiss turning shop: 316L,
12mm bar capacity, ISO 13485



AI supplier recommendations

3 results



Precision Swiss Medical ✓

Matched capabilities: 316L stainless,
12mm bar capacity, ISO 13485 certified,
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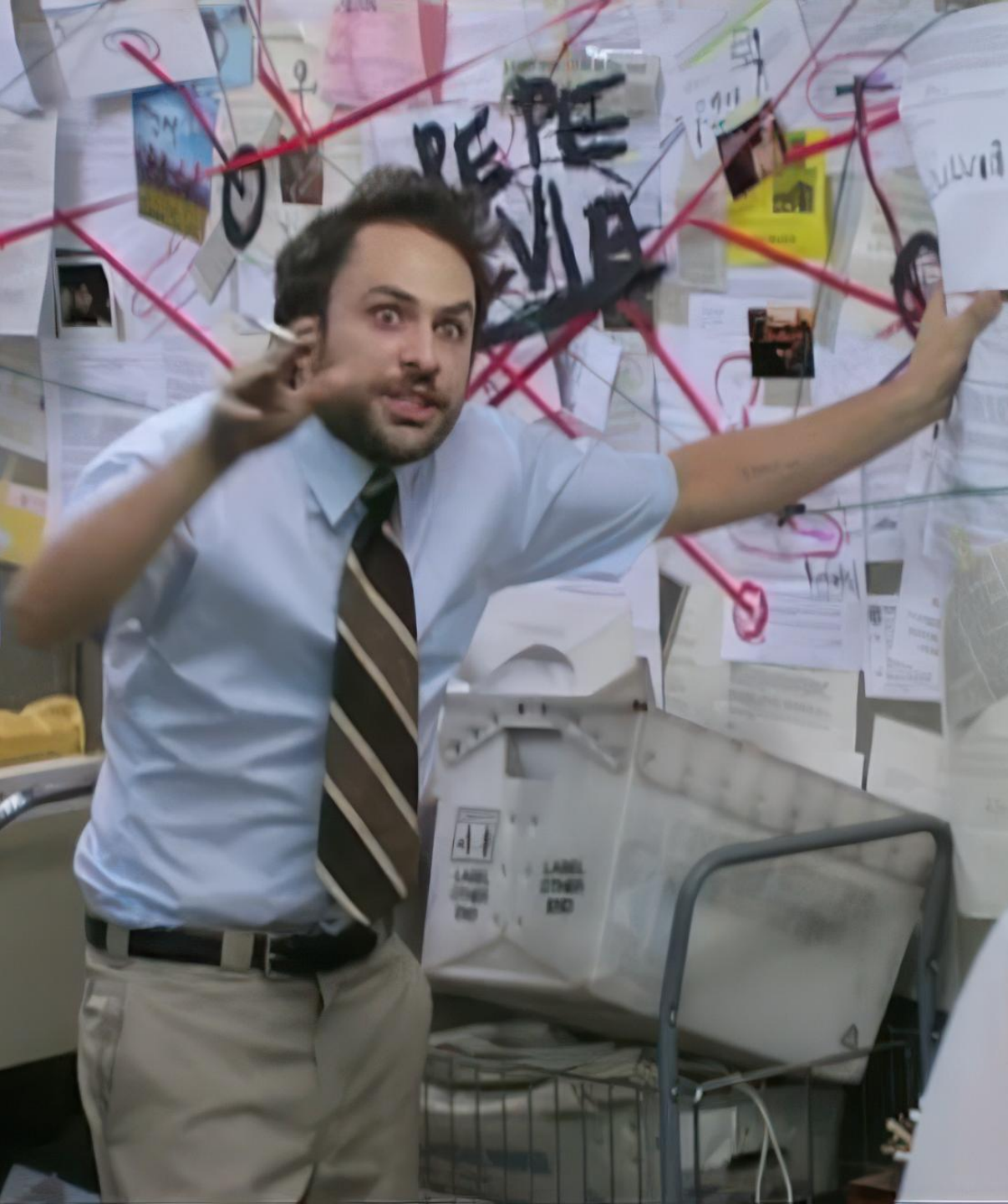
316L Stainless

12mm Bar Capacity

ISO 13485

Domestic





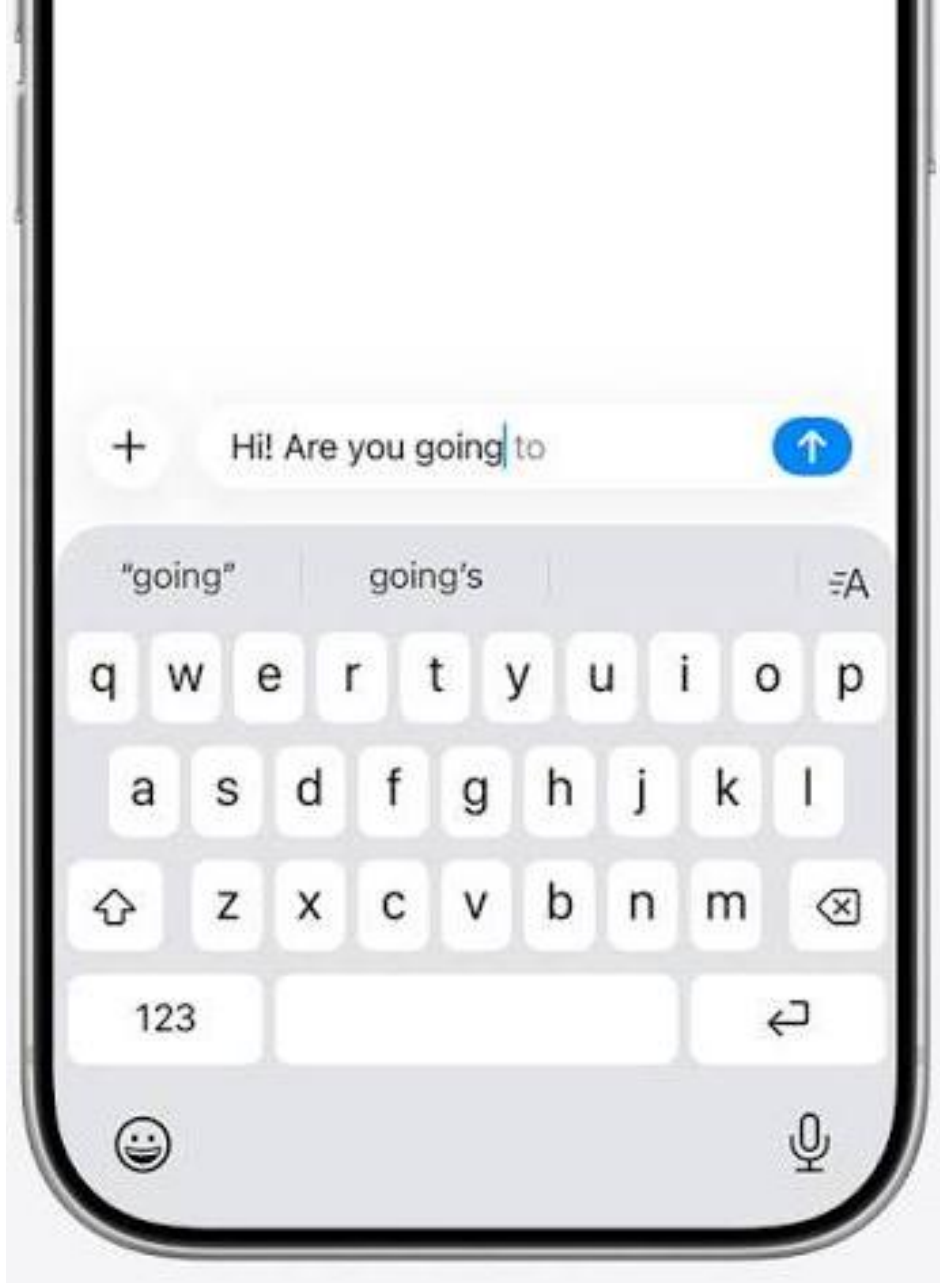
HOW DOES AI WORK?

(The Basics)



**Finish my
Sentence**





**Kinda Like This,
But More...**



But it can guess **WRONG**

- Incomplete or inaccurate information
- Obscure topic
- Guess sounds convincing
- Error snowball





“Trust, but verify.”

Ronald Reagan



How often does AI update?

Provider	Model	Cutoff	Web Access	Best For
Perplexity	Online	Real-time	Always	Most current information
xAI	Grok 4.7	May 2026	Always (X + web)	Real-time social + web
Anthropic	Claude Opus 5	May 2026	Tool-based	Most recent training data
OpenAI	GPT-6 Astra	Apr 2026	On demand	OpenAI's newest published cutoff
Google	Gemini 3.7 Flash	Mar 2026	Always (Google Search)	Real-time accuracy with deep training
Meta	Muse Glimmer	Jan 2026	None	Open weights you can run locally

- Knowledge Cut-Offs
- Major Updates
- Personalization



**WHERE DOES MY
COMPANY FIT?**



AI uses websites for...

- Fast, easy answers
- Text that fits the topic
- Links to give additional info
- Reinforces answer



HOW TO START SHOWING UP

Mentions and Recommendations





Find precision CNC machining suppliers
in the Midwest for small, complex parts.



All



Suppliers



Capabilities



Locations



More



Here are 3 suppliers found in the Midwest...



Midwest Precision Manufacturing

CNC Machining • Swiss Turning • Complex Parts

📍 Grand Rapids, MI



Lakeshore Machine Works

Precision Machining • Small Parts • Tight Tolerances

📍 Elkhart, IN



Heartland CNC Solutions

Swiss Turning • 5-Axis Milling • Prototyping to Production

📍 Pleasant Prairie, WI



Your Shop:
Missing from Index.



Before starting...

- Very little happens fast
- Consistency is key
- Details matter
- No shortcuts



How AI finds you...

- Website technical needs
- What kind of content?
- Just how much content?
- Where to put content?



Website Tips

- “Crawlable” – robots.txt and lms.txt
- Indexed by Google and Bing
- Optimize site for load times



Website Tips – Pro Level

- PDF content as pages
- Bottom Line Up Front (BLUF) content framework
- Using structured data



What is Structured Data?



What kind of content?

- FAQs
- Technical spec sheets
- Equipment / product lists
- White papers
- Case studies



How much? How often?

- Consistency is key
- Plan and research topic selection
- Weekly vs. monthly
vs. quarterly



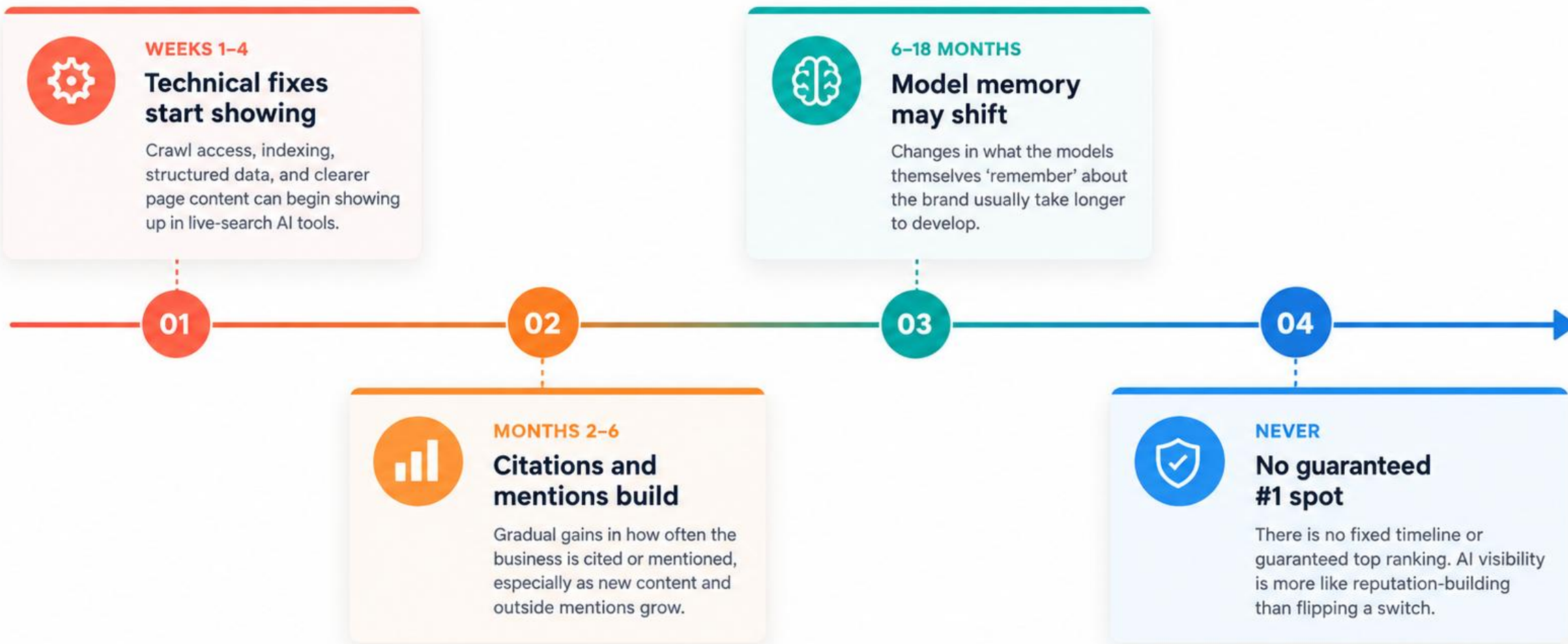
Where to put content?

- Website
- Social media
- PR
- YouTube



REALISTIC EXPECTATIONS FOR AI VISIBILITY

What progress typically looks like over time



“

We can expect early signals within a month, meaningful movement over a quarter or two, and we'll track progress by running a fixed set of test questions across the major AI platforms each month, starting with a baseline now.

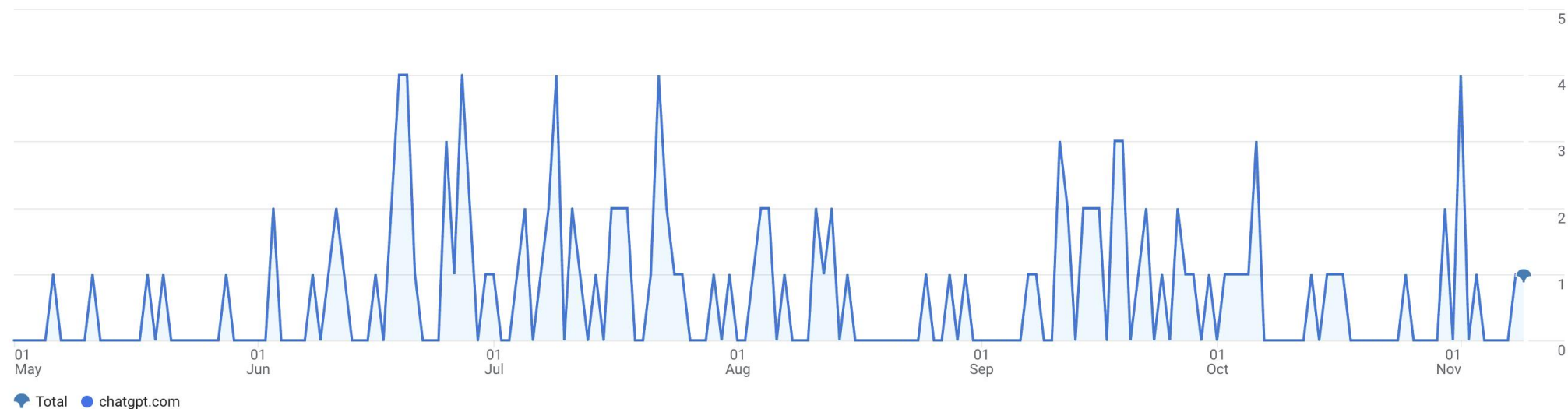


WHAT YOU CAN DO TO SHOW UP

Putting AI to work for your business



Are you showing up?



Plot rows		chatgpt		Rows per page: 10		1-1 of 1			
Session source		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events
☒	Total	131 0.12% of total	117 0.12% of total	89.31% Avg +3.83%	35s Avg +2.54%	9.20 Avg +34.79%	1,205 0.16% of total	0.00 0% of total	0% Avg 0%
☒	1 chatgpt.com	131 (100%)	117 (100%)	89.31%	35s	9.20	1,205 (100%)	0.00 (-)	0%



SCAN FOR
TRACKING
AI WEBSITE
TRAFFIC



AI Monitoring Tools



AI Visibility Audit

- Are you showing up in searches?
- What about your competition?
- Is your website AI-ready?
- What should you do next?



What is good content?

- Talking with sales team for FAQs
- Surveying customers about challenges you solve
- Outline for written and video content ideas





**But old school
is cool again**



What is old school?

- Use PR for awareness
- Leveraging trade publications
- Building high-authority links
(trade associations, *hint*)



What is old school?

- Use PR for awareness
- Leveraging trade publications
- Building high-authority links
(trade associations, *hint*)



**SIGNALFIRE
WILL HELP**



**SCAN TO ORDER
AI
VISIBILITY
AUDIT**



THANK YOU

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