



FRAMEWORK

Zero-Click Visibility

Getting named in the answer

THE PROBLEM

The shortlist now forms inside the answer.

Buyers ask AI tools the questions they used to ask a sales rep. Most read the list of names and never click through.

**The goal is to be named,
accurately, on the questions
buyers ask right before they
choose.**

BOTTOM OF THE FUNNEL

The questions worth winning.

01 “Best [category] for [use case]”

02 “[Competitor] alternatives”

03 “[You] vs. [competitor]”

04 “How much does [category] cost?”

05 “Is [you] any good?”

THREE QUESTIONS, IN ORDER

Accurate first. Then visible.

- 01 **Is the information about us accurate?**

- 02 **Are we showing up** on unbranded questions?

- 03 **Are we named, or only cited?**

Part 01

Where to look

WHERE ANSWERS COME FROM

Far more than your website.

- 01 Your own site, old press releases included
- 02 Encyclopedias and knowledge panels
- 03 Directories, registries and review sites
- 04 Third-party roundups and comparisons
- 05 Communities, social and video
- 06 Earned media and analysts

Part 02

The baseline

WHAT TO GATHER

Three things before you run anything.

- 01 **An answer key** of your canonical facts
- 02 **A prompt set** in buyers' own words
- 03 **A competitor list** for share of answer
- 04 For every answer: named, position, accurate, cited, who else

RECORDING IT

Lock it, run it, score it, keep it.

- 01 Lock about 40 core prompts monthly, 150 quarterly
- 02 Run them across engines with web search on
- 03 Score against the answer key, then have a person review
- 04 Save raw answers and log model versions

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A year of tracking

About \$6 a monthly pulse and \$20 a quarterly audit. The judgment is the expensive part.

Part 03

Making changes

THE SEQUENCE

Fix what you control first.

- 01 **Week 1:** baseline and readout

- 02 **Month 1:** every fact on your own pages

- 03 **Months 1-2:** public record and directories

- 04 **Months 2-3:** comparison pages, outreach, reviews

- 05 **Months 3-6:** scale what the pulse says works

EXAMPLE CHANGES

On your site, and off it.

On your site

Identical facts everywhere. A facts page for AI engines. Comparison and alternatives pages. Say how pricing works. Docs outside the login.

Off your site

Directory listings. A review drive. Update requests to roundups. Inclusion pitches with a real reason. Original data.

The right ask for each page.

- 01 **Lists you, outdated:** the exact corrected sentence and a source
- 02 **Leaves you out:** a reason that helps their readers
- 03 **Gets you wrong:** one correction, then a better page of your own
- 04 **Wants payment:** labeled sponsored, or not at all

Part 04

What success looks like

AGAINST THE BASELINE

Four numbers, every month.

- 01 **Fact accuracy:** up first, and fastest

- 02 **Live fact errors:** to zero

- 03 **Named rate** on bottom-of-funnel questions: steadily up

- 04 **Share of answer** against the category leader: closing the gap

**A flattering answer that's wrong
still counts as wrong.**