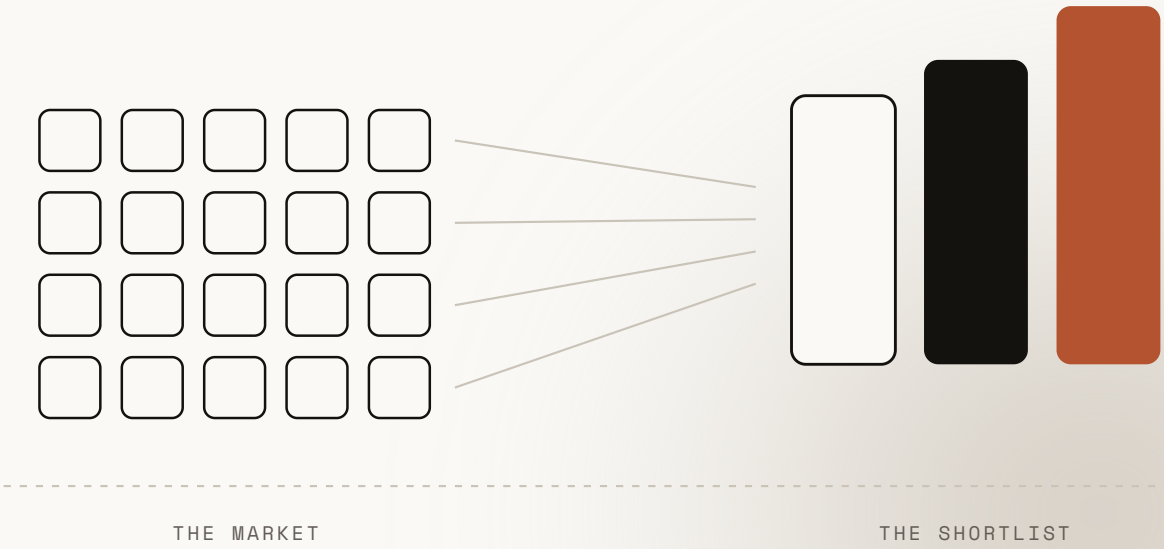


Get Recommended by ChatGPT: the AI-search visibility playbook

Find out how often ChatGPT, Google's AI Mode and Perplexity put your firm on the shortlist when buyers ask, check what they say about you by name, then close the gaps in 30 days.

B2B COMPANIES & CONSULTANTS EDITION · FREE SAMPLE

NEUROVA AI
SOFTWARE DEVELOPMENT

About this guide

GUIDE	Get Recommended by ChatGPT: the AI-search visibility playbook
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This free sample contains chapter 01. The full guide has all 6 chapters, plus the prompt library and the checklist.

The promise. Over one week, in about an hour in total, you'll measure how often each assistant puts your firm on the **shortlist** when buyers describe the problem you solve, and whether it describes you **correctly** when they ask about you by name. Then, in 30 days of short tasks, you'll publish the proof those assistants quote and re-run the same test to see the difference.

Licence. This is a free sample. You are welcome to share it as it is.

Examples. The worked-example business in this guide is fictional. The build is real: every step was carried out on the tools named, on the date above. Case studies from real companies are cited with their source.

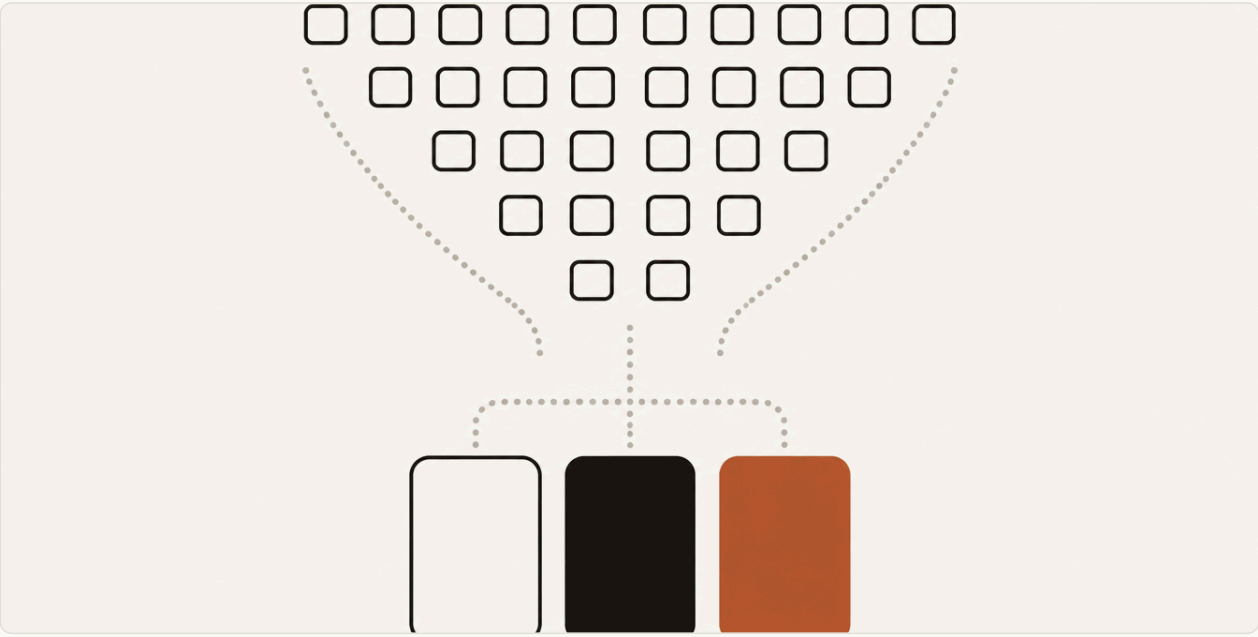
Tools change. AI products update often. If a screen looks different from the one described, the method still applies; owners get free updated versions in their library.

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CHAPTER 01

How AI assistants build a supplier shortlist

When a buyer asks ChatGPT which firm can solve their problem, the assistant searches, reads what the web says about firms like yours, and writes a shortlist of three to five names. This chapter shows where it reads, so you know what to fix.



YOU'LL HAVE	A clear picture of the five places AI assistants look for suppliers, and the three facts that change how you measure success
TIME	15 minutes

The shortlist used to form in a buyer's head, after a few searches, a colleague's tip and three websites. It now forms in a chat window. In G2's March 2026 survey of 1,076 B2B software buyers, **51% start their research in an AI chatbot more often than in Google**, up from 29% a year earlier. In a Semrush survey of US business buyers who use AI at work, **92% said AI had shaped their vendor shortlist**, and 66% had noticed vendors missing from AI answers.

The buyer still checks: after an AI mention, 71% visit the vendor's website. But by then the shortlist has three to five names on it, and the firms that weren't named never get the visit.

The five places AI looks

On 17 November 2026 we asked ChatGPT, Google AI Mode and Perplexity the questions a buyer would ask about IT consultancies in Utrecht. Across 15 answers they named 56 different firms and cited or linked 72 pages. This is where those pages came from.

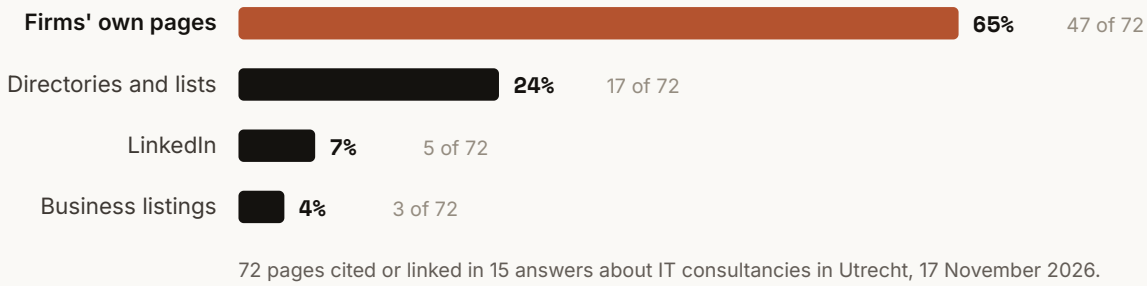


Fig 1.1 Every page the assistants cited or linked in our Utrecht test, by type

That gives you five places to work on:

1. **Your own pages.** Two thirds of everything cited: service pages, sector pages, city pages, the certification page with its dates. Not the homepage slogan.
2. **Directories and "best firms" lists.** A quarter of the citations.
3. **LinkedIn.** In Semrush's 2026 study of 325,000 prompts, LinkedIn was the **second most cited domain** in AI answers: in 14.3% of ChatGPT Search answers and 13.5% of AI Mode answers.
4. **Business listings.** ChatGPT cited three firms' Google listings, and most of its answers came with a map showing each firm's rating and listing category.
5. **What others say about you.** Client reviews, partner case studies, trade press.

Three facts that change how you measure

1. Answers change every time you ask. In a SparkToro study of about 3,000 runs, ChatGPT and Google's AI had less than a 1-in-100 chance of giving the same list twice. In our test, one buyer need asked six times produced 17 different firms. So chapter 2 measures a **rate**, never a single answer.

2. Each assistant reads different sources. ChatGPT mixed firms' own pages, directories, LinkedIn and Google listings. Google AI Mode cited only firms' own pages. Perplexity leaned on directory lists.

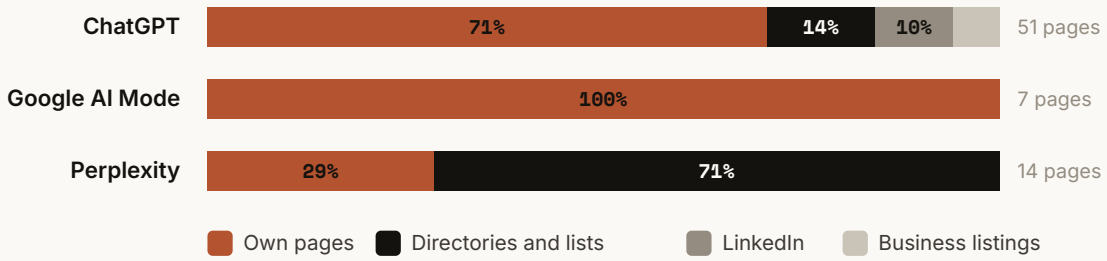


Fig 1.2 Where each assistant's citations came from. AI Mode answered only two questions before Google stopped our signed-out browser, so read its bar with care

3. Buyers check you by name. In our test, ChatGPT illustrated three firms with pages of other companies with similar names, and showed one compliance firm under the listing category "Day care center". If the assistant gets you wrong, the call never happens. Chapter 2 adds a check for that.

WHAT THIS GUIDE WON'T DO

There is no trick, no paid placement and no "AI ranking" service that buys you a spot on the shortlist. Every step in this guide makes true information about your firm easier for an assistant to find, check and quote. That is also why it lasts.

WHAT NEXT

Get the full guide

You've read the first chapter. The full guide takes you through all 6 chapters of the build, step by step, with every prompt ready to copy and a checklist to work from.

02 **The one-week audit**

Twelve buyer questions, three assistants, three runs, plus a check on what they say about you by name.

03 **Week 1: proof pages**

Your website states what you do, for whom and with what proof, in sentences an assistant can quote.

04 **Weeks 2–3: the proof and citation plan**

Directories and lists, client reviews, LinkedIn, and outside mentions, without breaking platform rules or client confidentiality.

05 **Week 4: re-test and keep it running**

Measure the change honestly, then turn it into a 30-minute monthly habit.

06 **Troubleshooting**

The seven snags that come up most, and what to do about each.

SEE THE FULL GUIDE

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