

Anyone claiming to have AEO "figured out" is selling a dashboard. The LC AEO Visibility Index (LCAVI) is our proprietary model for scoring, tracking, and lifting presence inside AI-mediated discovery, so your brand gets cited, recommended, and bought. It's equal parts data, industry fluency, tools, and craft.

WHY AEO IS HARD RIGHT NOW

- › AI is non-deterministic — the same prompt returns different answers across models, sessions, users, and geographies.
- › Discovery is increasingly zero-click — buyers see you inside an AI Overview or ChatGPT answer and never visit the site.
- › Every tool is a sampling system — Ahrefs Brand Radar, HubSpot AEO, Semrush, and Peec each cover a subset of prompts and models.
- › Tools are only as good as the inputs you feed them — crawl a few prompts, get a few answers. Real visibility takes judgment.

THE INDEX · 3 PILLARS · 100 POINTS

VISIBILITY 40 POINTS	READINESS 30 POINTS	IMPACT 30 POINTS
<p><i>Are AI systems citing you where your ICP looks?</i></p> <ul style="list-style-type: none"> › Ahrefs Brand Radar — AI citation share, mention volume › Globe Newswire data — earned reach & coverage › Source-domain share vs. named competitors › ICP overlay — cited where buyers read? 	<p><i>Is your site earning the right to be cited?</i></p> <ul style="list-style-type: none"> › GSC zero-click data — impressions without visits › Answer-format coverage on priority URLs › Structured data & crawlability integrity › Topical cluster depth from cited → converted 	<p><i>Is visibility driving real intent and pipeline?</i></p> <ul style="list-style-type: none"> › Primary Intent Data — branded search lift (GA4, GSC) › Secondary Intent Data — non-branded topic queries › AI-referral sessions & assisted conversions › Pipeline + closed-won on AI-visible URLs (HubSpot)

WHY IT WORKS · LCAVI VS. OFF-THE-SHELF AI DASHBOARDS

DIMENSION	AI DASHBOARDS & TOOLS	LCAVI · LEADCOVER
WHAT'S TRACKED	Mentions, top-performing topics	Mentions + citation quality + site-traffic impact + revenue
DATA SOURCES	Closed, single-vendor sampling	Ahrefs Brand Radar · Globe Newswire · GA4 · GSC zero-click · HubSpot · ICP
INTENT LAYER	Surface prompt matches only	Primary + Secondary Intent Data mapped to ICP
REVENUE LINK	None — no pipeline tie	Full HubSpot attribution to pipeline & closed-won
VERDICT	Mentions without meaning	Visibility that moves pipeline

CADENCE MONTHLY — strategy review & progress update · QUARTERLY — executive scorecard

THE LC DIFFERENCE

FREIGHT-NATIVE

We've lived in supply chain since 2018. We know the trade pubs, analysts, and operator language AI systems actually quote.

TOOL-INDEPENDENT

We aren't tied to any one tool. We read your traffic, search landscape, search appearance, and competitors — not just what a vendor claims. We measure what it is, not what we think it should be.

REVENUE-LINKED

Every score connects to HubSpot attribution. Visibility without pipeline is vanity. LCAVI is built so the CFO sees why marketing spend matters.

AEO is brand influence. We measure it like the discipline it is.

WE MAKE MARKET LEADERS — IN THE AGE OF AI.