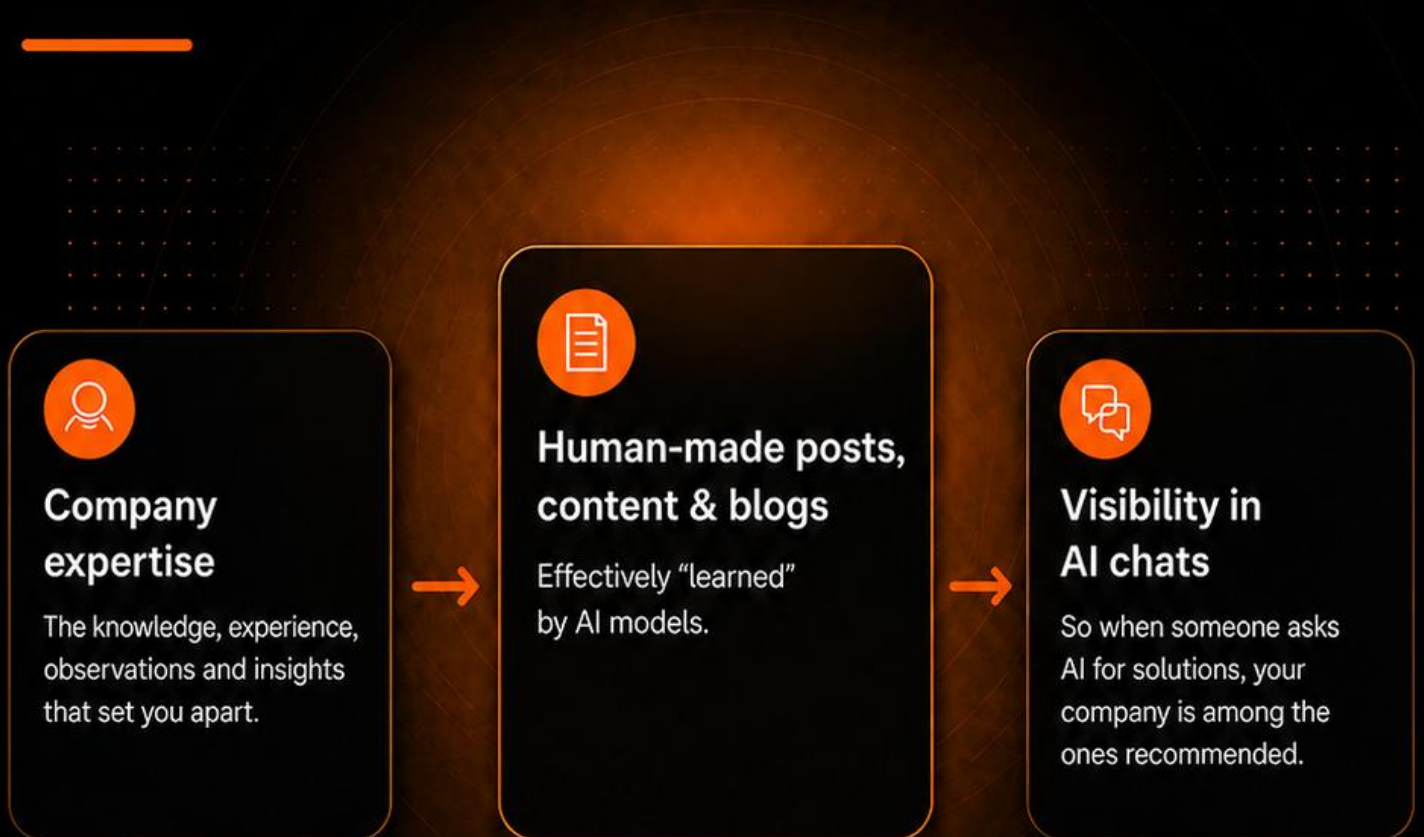


The B2B AI Visibility Playbook

How your company turns existing expertise into content
AI models can find, understand and recommend in chats.



*From internal knowledge to online expertise,
so AI assistants can recommend your company to prospects
looking for solutions like yours.*

No time to read it all? We totally understand. The key takeaway: AI visibility depends on company-specific expertise being written by people so that AI models can find and use that information. This playbook shows you how to set up that process yourself.

Don't have the time or internal resources? Then skip ahead to Chapter 9 to see how our experts can help.

Who is this playbook for?

This playbook is for B2B companies that want to increase their visibility in AI chats when people ask about businesses in their industry. This applies to manufacturers, technical service providers, software companies, consultancies, and other organizations where expertise plays a key role in the sales process. If you operate internationally, the same principle applies in every target market: relevant expertise also needs to be available in the language your prospects use when searching and asking questions in AI chats.

The core idea is simple: as generative AI makes content cheaper to produce, search engines and AI systems must sift through ever-growing volumes of content to determine which information is reliable and valuable enough to include in their answers. That is why human-written content is central to this approach. Not because people inherently write better or more intelligently than AI, but because you want to avoid your public information being seen as just another automatically generated version of content that already exists everywhere. The company-specific knowledge comes from within the business, while the new content is written by people and reviewed by an editor. For international target markets, the same principle can be extended to human translation and localization.

You can implement everything in this playbook yourself. The company-specific knowledge comes from within the business, while the new content is written by people and reviewed by an editor. In many companies, the most valuable source material already exists in blogs, brochures, case studies, presentations, webinars, videos, product documentation, and sales materials. In practice, the task is to extract company-specific knowledge from that material, identify what matters to prospects, and have people turn it into compelling posts, articles, and other publishable content. Additional input from an expert is only needed when important knowledge has not yet been documented anywhere.

The knowledge must come from the company. That knowledge has often already been documented; the company itself does not have to do the writing.

Why? 1. Your customers search differently

For years, online visibility was relatively straightforward. A potential customer had a question, typed a few words into Google, scanned the search results, and clicked through to a few websites. Companies that ranked well for relevant search terms had a better chance of being noticed early in the research process.

That model is not going away, but a second way of searching is emerging alongside it. Business users can increasingly ask questions just as they would ask a colleague or advisor and receive a synthesized answer from ChatGPT, Gemini, Copilot, or another AI assistant. The question can be far more specific than a traditional search query and can include several selection criteria at once.

For B2B companies, this matters because the buying process rarely starts with an exact product name. A buyer often starts with an understanding of the problem they need to solve, the requirements

a solution must meet, and the risks they want to avoid. Only then does a shortlist of technologies, products, and suppliers begin to take shape. A company that is recognized as a relevant source or potential supplier at that early stage is in a very different position from one that only becomes visible after the customer already knows the brand.

Key question: if a potential customer describes your market, use case, or problem in an AI chat without mentioning your company by name, is there enough high-quality information available for your business to be identified as a relevant answer?

Why? 2. Suddenly, anyone can create content

At the same time, a second shift is taking place. Until a few years ago, producing a hundred reasonably well-written articles took a considerable amount of effort. Someone had to come up with topics, conduct research, and actually write the content. Today, virtually any company can generate dozens of topic ideas in a single afternoon and use a language model to turn them into finished content.

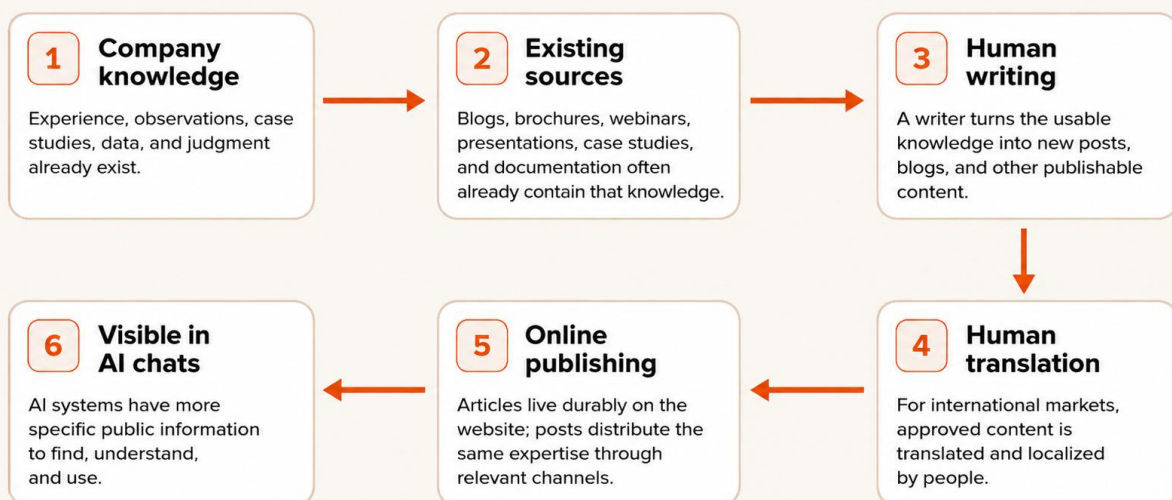
The result is predictable: the internet is being flooded with ever more content. Much of it will be grammatically sound, logically structured, and professional in tone. A generative AI model can easily produce an article on trends in industrial automation, the benefits of predictive maintenance, MDR compliance, or virtually any other business topic. But your competitors can do the same. When two companies draw on the same pool of publicly available information and use similar prompts, they can quickly end up producing content that is virtually indistinguishable in substance.

That is why simply publishing more content is not enough. If you want your company to be seen as a valuable source and potential supplier, your content needs to include company-specific information while also signaling that it is original and high quality. That is why new content should be written by people: not because a language model cannot produce polished copy, but because in a landscape saturated with generated content, you want your information to stand out from the rest.

The easier it becomes for AI to produce text, the more strategically important it is to have the content that drives your AI visibility written by people.

From existing company knowledge to greater visibility in AI chats

The fastest route often starts with information the company already has.



1. Why human-written content is becoming more important

At the heart of AI visibility is the challenge search engines and AI platforms face in determining which sources, amid an ever-growing volume of content, are reliable, distinctive, and useful enough to include in their answers. Google's guidance emphasizes original information, first-hand expertise, people-first value, and content that goes beyond general knowledge. Microsoft, meanwhile, highlights factors such as depth, expertise, clear structure, and supporting evidence in relation to AI citations.

[1][2][3] This playbook turns those signals into one clear strategic choice: have the content that supports your AI visibility written by people. Not because AI cannot produce well-written text, but because you want your content to be recognized as high-quality, original information amid the flood of mass-generated content.

The distinction, then, is not about writing quality. A language model can write extremely well. The strategic difference lies in the position you want to establish with the systems that will ultimately decide which information to use when a prospect asks for recommendations. Human-written content based on genuine company knowledge gives you the strongest possible foundation for being recognized as an authentic, distinctive source. That knowledge can come directly from employees and projects, but it is often already documented in brochures, case studies, webinars, presentations, older articles, or product documentation.

The company-specific insight can be something small: a recurring failure, an unexpected trade-off in the selection process, a difference between markets, or a lesson learned across dozens of projects. Details like these give the content a clear, identifiable source. By having the new content written by a person, you create not only meaningful differentiation but also the human-written positioning this playbook relies on to help your content rank more highly with systems that select sources for AI-generated answers.

Generating is not the same as knowing

Suppose a company has been supplying metering pumps to chemical and pharmaceutical manufacturers for twenty years. There is already a wealth of general information about pump technology online. A language model can produce a solid article on materials, maintenance, flow rate, seals, and selection criteria without any assistance.

The company is also likely to have much more specific knowledge. A service technician may know that a particular seal wears out faster than customers expect under a specific combination of temperature and process medium. An engineer can explain why what seems like safe oversizing can actually cause problems in certain processes. A salesperson knows which applications customers often compare based on the wrong specifications. Until someone documents that knowledge, it barely exists in the public information landscape.

That is the fundamental limitation of an AI-first content process. A model can combine, structure, and articulate existing knowledge, but it cannot know what your organization has experienced, measured, or learned unless that information is available somewhere as a source. That is why strong expert content does not start with the question, "What topic can we generate an article about?" but with two different questions: What do we know about this that would be valuable to customers, and where within the company has that knowledge already been documented?

The most important raw material for AI visibility is the knowledge within your company. That knowledge may already exist in your current materials. The next strategic step is to have new content written by people, so it not only reflects company-specific expertise but also strengthens your public information footprint with high-quality, human-written material that AI systems can draw on.

You don't have to start from scratch

When it comes to expert content, it is easy to assume that every new article has to start with an interview with an engineer, consultant, or other specialist. Sometimes that is the best source, but often there is no need to make the process so involved. Over the years, many B2B companies have built up a substantial library of materials that capture some of their expertise: older blog posts, brochures, case studies, presentations, webinars, product training materials, manuals, white papers, and sales documentation.

That material was rarely created with AI visibility or repurposing in mind, but it can serve as excellent source material. A webinar may contain three valuable customer questions, a case study may highlight a specific decision point, and a technical brochure may provide exactly the product context missing from the website. The point is not to feed those materials into a generative model and automatically generate variations of them. Instead, use them as source material for new posts, articles, and other content written by people. This makes it easy to get started without sacrificing the strategic value of human-written content.

Additional input is only needed when the existing material does not provide enough context, evidence, or practical detail. In that case, a targeted question to an expert can be much more efficient than a full interview. So in this context, “human-written” does not mean the engineer has to write the article themselves. The source material may already exist, and the writer may be external; the key strategic requirement is that the new content is genuinely written by a person rather than automatically generated.

Two routes to new content

Why human-written content is the stronger route to AI visibility.

AI-generated shortcut

- 1 Start with a prompt**
The model determines the topic and first angle.
- 2 Fill in general knowledge**
The text draws mainly on patterns and public information.
- 3 Produce a lot of text quickly**
Volume grows easily; differentiation is much lower.
- 4 Human checks it afterward**
The basic structure of the piece is still determined by the model.
- 5 Weaker information position**
The content more quickly resembles what competitors can also publish.

Human-written route

- 1 Start with company knowledge**
Use case studies, webinars, brochures, blogs, and real experience.
- 2 A person selects what matters**
Observations, nuance, evidence, and relevant details take priority.
- 3 A person writes and edits**
The new post or blog is fully developed by a writer.
- 4 Publish something specific and recognizable**
The content makes visible what this company actually knows.
- 5 Stronger foundation for AI visibility**
More distinctive information to find, evaluate, and use.

Figure 2. The AI shortcut quickly generates volume; human-written content builds the information foundation needed for AI visibility.

Human-written content must be available and discoverable online

Good content alone is not enough. It must also be technically accessible to the systems that discover, index, and use web content as source material. OpenAI uses OAI-SearchBot to discover websites for ChatGPT Search and advises publishers who want to appear in search results not to block the crawler. Google builds its generative search features on the same crawling, indexing, and quality systems used for regular Search. [4][1]

This leads to a straightforward practical process. Company knowledge must first be available, either in existing source material or through additional input from subject-matter experts. That knowledge is then turned into publishable content by people and published on accessible web pages. The human-written step is not merely a stylistic preference; it is part of the visibility strategy. You want the information AI systems encounter to be recognized as high-quality, original source material rather than get lost in a sea of automatically generated content. Any link in the chain can break. A company may have a wealth of knowledge but publish very little, have excellent source material that is never repurposed, or have plenty of pages with content so generic that there is little reason to view the company as a relevant source.

AI visibility is therefore not something you can simply switch on once and be done with. It is the result of an information presence built up over time. You cannot control exactly what answer an AI assistant will give in a particular chat tomorrow, but you can systematically make more company-specific, human-written information about your products, applications, and expertise available online. When a prospect asks about potential suppliers or solutions, you want your content to rank highly enough for your company to be considered a relevant option.

Company knowledge → existing source material or additional expert input → human-written content → discoverable online → usable as a source → visibility in relevant AI chats

2. The AI Visibility Audit

Before starting a new content project, it makes sense to assess what is already available. Look not only at what is already online, but also at what the company has produced internally. A website can contain hundreds of articles and still reveal very little of the company's own expertise, while a relatively small website can have a strong foundation if it is supported by good case studies, brochures, presentations, webinars, or other source material that can be repurposed.

This audit is therefore not a technical SEO check, nor is it a score that can predict whether ChatGPT will mention your company next week. It assesses the strength of your public information presence across five areas: clarity, human expertise, real customer questions, evidence, and the breadth of your content footprint. Give yourself one point for each question you can confidently answer with "yes"; if you are unsure, do not award the point.

Pay particular attention to Section B. This is where we assess how much company-specific human expertise is actually available online. As you complete the audit, also consider how much of that knowledge is already available in existing source material. This matters because a low online score does not necessarily mean the expertise needs to be gathered again; sometimes it simply needs to be extracted from existing sources and published more effectively.

Audits A and B: clarity and human expertise

The first four questions assess whether your website provides enough context to clearly connect your product, target audience, use case, and market. General language such as “innovative solutions for demanding industries” may sound professional, but it still leaves almost everything open to interpretation. A strong information presence makes the most important connections explicit.

The second half is even more fundamental. Here, the question is whether your website makes it clear what your people actually know. A company that claims twenty years of experience but never shows what it has learned is asking both readers and AI systems to take its expertise on trust. Strong content makes that experience verifiable by sharing observations, examples, and expert judgment.

- 1. Can someone understand exactly what you sell within a few minutes?
- 2. Is it clear which customers, industries, and use cases your offering is intended for?
- 3. Are key markets and geographic regions explicitly identified?
- 4. Does your content make it clear why customers choose your solution in specific situations?
- 5. Do you publish insights that clearly stem from your own practical experience?
- 6. Are the company’s experts clearly identifiable as sources of expertise?
- 7. Is there information online that a competitor could not recreate in five minutes using the same AI tool?
- 8. Do you also publish nuanced insights, limitations, mistakes, and examples of situations where another solution may be a better fit?

Subtotal A: __ / 4 | **Subtotal B:** __ / 4

Audits C, D, and E: questions, evidence, and footprint

Strong B2B content often does not come from brainstorming new blog topics. Some of the most valuable information is already buried in older articles, brochures, presentations, webinars, case studies, and product documentation; more of it surfaces every day in questions from customers and from sales, support, and technical teams. The first step, therefore, is not necessarily to create new content, but to identify what knowledge already exists and which parts are valuable enough to prospects to be republished in a stronger form.

The final four questions help prevent valuable expertise from remaining confined to a handful of commercial pages. A strong content footprint grows over time and combines evergreen website content, in-depth expertise, effective distribution, and external validation.

- 9. Does your website answer questions that customers regularly ask before making a purchase?
- 10. Do you also answer questions that do not have a simple yes-or-no answer?
- 11. Do you have content for different stages of the buying process?
- 12. Do sales and technical teams have input into which topics are published?
- 13. Do you use specific examples instead of relying solely on general claims?
- 14. Do you support technical or business claims with evidence where possible?
- 15. Do you publish case studies that explain what actually happened?
- 16. Do you provide enough detail for others to assess your expertise?
- 17. In addition to commercial pages, do you also publish in-depth expert content?
- 18. Do you publish consistently rather than only in short-term campaigns?
- 19. Is your expertise also visible beyond your own website?

- 20. Is existing knowledge regularly repurposed and built upon?

Subtotal C: __ / 4 | D: __ / 4 | E: __ / 4

What your score tells you

If you score 0 to 7 points, your organization probably has a great deal of knowledge, but very little of it is publicly visible. In that case, the first step does not need to be launching a new thought leadership program. First, identify which existing materials contain valuable knowledge and which parts can be developed into new posts, articles, or other content. If you score 8 to 14 points, you have a workable foundation, but important customer questions, practical insights, or source material are still missing from your public content. A score of 15 or higher indicates a stronger content foundation, although even a high score does not guarantee that your company will be mentioned in AI-generated answers.

Next, take another look at your score for Section B. If that is where you scored poorly, it does not simply mean you need more blog posts. You need more company-specific knowledge online. The fastest route can be surprisingly simple: take existing material, extract the most valuable expertise, and turn it into new posts and articles. New input only needs to be gathered from within the organization when the existing sources leave important gaps.

Generative AI does not create a shortage of text. What is becoming scarce instead is information with a clear human origin: something someone has experienced, measured, built, sold, repaired, learned, or deliberately decided. That is the material the following chapters build on.

The difference that matters: producing content vs. publishing knowledge.

Additional check for international markets

If you sell in multiple countries, check one more thing in addition to the twenty points: is your most important expertise also available in the language prospects in each market use to search and ask questions of AI assistants? An English-language page can be useful, but it does not automatically replace German, French, Spanish, or other market-specific content when your target audience researches in the local language.

Within this approach, any translated version should also be produced by people. The reason is not that a human translator will inherently produce a better sentence than translation software. The strategic reason is the same as for the source text: if you use human-written content to establish yourself as a high-quality source in an AI-driven landscape, you do not want to undermine that position in a target market with a fully machine-generated version. That is why the final target-language version should be translated by a person and reviewed by an editor.

Additional international check: is your core expertise available in the language of every key target market, with each version translated and localized by people?

3. Content AI systems value more highly

If you take just one practical rule from this playbook, let it be this: start with knowledge from within the company, and have the final posts, articles, and other content written and edited by people. This is not a judgment that people are better writers than AI. It is a visibility strategy. Search and AI systems must continually determine which information is original, reliable, and valuable enough to include in their answers. That is why this playbook deliberately avoids the shortcut of automatically generated

content. Wherever possible, start with existing material and turn the knowledge it contains into human-written content. [1][2][3]

That does not mean every article needs to contain groundbreaking research. Originality can be modest and practical. A supplier can explain which three questions customers usually ask too late. A manufacturer can explain why a theoretically better material may still prove impractical in a particular application. A consultant can explain which implementation step consistently requires more attention than customers initially expect, based on experience across dozens of projects.

The most useful test, therefore, is not simply whether a piece reads well, but whether it provides enough evidence to be recognized as a high-quality, original source. Company-specific knowledge provides the substantive foundation; publishing it as human-written content is the strategic choice that prevents that knowledge from becoming just another automatically generated variation of existing content.

Start with what you already have

Many content processes start with a topic or keyword: “Write something about predictive maintenance,” “We need another article on MDR compliance,” or “Create five posts about sustainability.” A writer or AI model is then asked to develop the topic from scratch. That can result in a perfectly good explanation, but it overlooks a much simpler question: what material does the company already have on this topic that contains its own unique insights?

Suppose a manufacturer sells industrial packaging machinery. An older service training document notes that when using thinner films, customers repeatedly make the same machine-setting mistake, causing downtime that is then incorrectly blamed on the material. That single passage can serve as the starting point for an in-depth article and several shorter posts. The relevant practical insight did not need to be reinvented or generated by a general-purpose language model; it was already there in material the organization had created years earlier.

The best starting point for new content is therefore often not a blank content calendar, and it does not necessarily require a new interview either. Start with an existing source that clearly contains company-specific knowledge. Have a human writer turn that source material into new content. This keeps the process lean and efficient while preserving the strategic principle that the content you want to perform well in AI-generated answers should be written by people.

Replace marketing language with substance

B2B websites are full of words that convey little real information: innovative, leading, flexible, customer-focused, and experienced. There is nothing inherently wrong with these words, but without evidence, any company can use them. Compare “We are an experienced international partner offering high-quality solutions” with “Our engineers support installations in twelve European countries, and around sixty percent of our projects require a custom configuration.” The second statement gives the reader something concrete to evaluate.

The same applies to expertise. “Our specialists have extensive experience with cleanrooms” says very little about what the company actually knows. Existing source material, however, may explain exactly which design decisions are often made too late in cleanroom projects and why. This kind of specific information is what gives the source material real substance. By having the final content written by a

person, you ensure that this source material becomes part of the body of human-written content you want AI systems to recognize as high-quality source material.

This also changes the role of copywriting in this playbook. The point is not that people are inherently more persuasive writers than AI. The point is that the information representing your company online should not only be specific enough, but should also form part of the high-quality, human-written source base on which you build your AI visibility.

Show how an expert thinks

Expertise consists not only of facts, but also of judgment. An experienced specialist knows that the answer to a question often depends on the circumstances. Is stainless steel better than aluminum? Is higher capacity safer? Should a new market be developed through a distributor or by selling directly? Superficial content tries to answer questions like these too quickly; an expert starts by identifying the factors that matter.

It is precisely that nuance that makes content useful. A supplier can, for example, explain that a premium configuration offers clear benefits in continuous operation but is hardly worth the investment for an installation that runs only a few hours a month. A manufacturer can openly acknowledge that it is not the cheapest option when standardization and price are the only criteria. Statements like these feel less like advertising and more like expert advice.

This produces information that is harder to replicate because the judgment is grounded in the company's real commercial or technical experience. The strategic point, then, is to avoid packaging that knowledge as automatically generated content. Have the final content written by a person so that both its substantive origins and its status as human-written content are preserved when AI systems evaluate sources.

Use evidence and make the human source clear

Human editorial review remains important for claims, but not because people are infallible. You also want content presented as human-written to stand up to scrutiny on substance. A claim such as “this technology significantly reduces energy consumption” should therefore be narrowed down to what can actually be demonstrated: by how much, under what conditions, and based on which source. In this way, factual support strengthens the high-quality position you are trying to establish with human-written content.

Where relevant, it also helps to make the human origin of that knowledge clear. An article drawing on the expertise of an engineer with fifteen years of hands-on experience can make that clear; the same applies to a market analysis based on dozens of projects. Google explicitly highlights information about authors, first-hand expertise, and content origin as useful elements of people-first content. [2] In this approach, that directly supports the goal of providing as many signals as possible that the content is a genuine, high-quality, human-created source.

The writer does not need to be the technical expert themselves. The expert knowledge may already exist in source material, and the writer may be external. The key distinction in this approach is that the new content is written by a person, remains grounded in the source material, and is deliberately positioned as high-quality, human-written content for both readers and AI systems.

Don't make AI guess

The difference between vague copywriting and usable expertise

Before

"We provide innovative solutions for demanding industries and help organizations improve their processes."

Why this is too vague:

- the product remains unclear
- the sector and application are missing
- no concrete problem is identified

After human editing

"We design vision inspection systems for automated packaging lines in the food and pharmaceutical industries. Our systems inspect labels, codes, and closures at production speed, so deviations are detected immediately without stopping the line."

Why this is stronger:

- the product and target audience are explicit
- the application is clear
- the operational problem is identified
- a buyer can immediately place the information

Figure 3. Vague copywriting forces readers and AI to guess. Specific expertise makes the context clear.

4. Don't make AI guess

Many business websites use language that is already vague to people and provides even less context for AI systems. A company "provides innovative solutions," "puts the customer first," and "operates across various markets," but never spells out the products, applications, industries, or problems behind those claims. For AI visibility, you want exactly the opposite: specific company knowledge presented in human-written content that is clear enough to be recognized as a high-quality source.

Consider this homepage: "We create innovative solutions for demanding industries. With high-quality products, expert support, and a customer-focused approach, we help organizations improve their processes." Grammatically, there is nothing wrong with it, but after reading it, we still do not know what the company makes, who its products are for, how they are used, or why its expertise matters.

An old product presentation, an application note, and a customer case study reveal that the company designs inline vision inspection systems for packaging lines in the food and pharmaceutical industries, including systems that inspect labels, codes, and closures. The rewritten opening can simply say that. That may not make it sound more impressive, but it does make it far more informative and useful. In this example, there was no need to gather the necessary knowledge again; it was already scattered across the company's existing materials.

Don't make AI guess what your company can already explain clearly.

From generic claims to useful expertise

The same problem occurs on product pages. "Our advanced pressure sensors combine outstanding performance with maximum reliability and are suitable for demanding applications" sounds familiar, but tells a technical buyer very little of substance. An existing application note, however, may state that a particular version is used primarily in CIP processes, that its wetted parts are made of 316L stainless steel, and that in dairy applications, avoiding dead spaces around the process connection is

often more important than a marginal improvement in maximum measurement accuracy. That is information someone can actually use to make a decision, and exactly the kind of detail that should be preserved when content is repurposed.

Market knowledge is also often expressed in overly broad terms. “Thanks to our many years of international experience, we understand the German market” is a claim. An old export presentation, sales note, or case study may already show that, in previous projects, German distributors raised questions about technical documentation, spare-parts policies, and after-sales response times much earlier in the process, and how the company adapted its preparations accordingly. Once this kind of existing knowledge is turned into publishable content, the general claim gains both a clear basis and a practical takeaway.

The pattern is always the same. The weaker version is usually not wrong, but it could have been written by almost anyone. The stronger version contains a detail, decision, or observation that could only come from someone who actually knows the subject.

The blog post any competitor could publish

Ask a generative model for “five benefits of predictive maintenance,” and you will probably get a coherent piece covering less downtime, lower maintenance costs, longer equipment life, better planning, and greater reliability. None of those points need to be wrong, but the reader has learned very little that is not already available on hundreds of other pages.

A maintenance specialist, by contrast, may explain that on their first condition-monitoring project, customers often want to collect as much sensor data as possible, only to find a few months later that no one can keep track of it all. In his experience, the best pilot projects take the opposite approach: start with one known failure mode on a single critical machine and first prove that the signal is useful. That observation can form the basis of an article that not only explains what predictive maintenance is, but also helps readers get a project off to a better start.

So open five random pages on your own website and ask yourself one question about each one: what information on this page could only have been written convincingly by an organization with our level of experience? If the answer is “very little,” you probably do not have a shortage of pages, but a shortage of visible expertise.

Quality starts with the source, but the strategy does not end there. Use existing company materials as your source, add only what is necessary, and have the new content written by a human. This allows you to combine company-specific information with the human-written positioning this playbook deliberately advocates, helping your content rank above generic, automatically generated material.

5. Your best content probably already exists

When companies start taking content more seriously, one question quickly comes up: what should we write about next? For specialized B2B companies, that is often the wrong first question to ask. It is much more useful to look at what knowledge has already been documented within the company. An organization that has been operating for years will usually have a wealth of blogs, brochures, white papers, presentations, webinars, case studies, product documentation, newsletters, videos, and sales materials that capture real-world experience, examples, and trade-offs. That material can serve as the basis for new content without having to start a new content project every time.

A webinar, for example, may contain a clear explanation of a problem customers still face. A case study can show why a particular solution was chosen. A product presentation may cover applications, exceptions, and arguments that are barely addressed on the website. This material does not need to be recreated from scratch. They can serve as the source material for new human-written posts and articles. That is precisely what makes repurposing so valuable: it keeps content production straightforward while preserving the human-writing step that, in this approach, is essential if AI systems are to regard the content as a high-quality source.

Repurposing, therefore, does not mean simply copying the same text into a different format, nor does it mean feeding the source material into a language model and asking it to automatically generate ten new pieces of content. The commercial advantage of repurposing is that the knowledge already exists; the strategic advantage of human-written content is that the new pieces do not share the same machine-generated origins as much of the content you are competing against. Each new post or article takes a different angle, but is written by a human using company-specific source material.

From one source to multiple human-written pieces

Take a substantive white paper, webinar, or presentation that contains enough company-specific knowledge. For example, it could be turned into three blog posts, each exploring a relevant question or application, plus seven LinkedIn posts that make individual insights, examples, or viewpoints from the same source easier to digest. Not every source will yield the same amount of content, but the principle remains the same: one strong source can contain far more publishable value than its original format might suggest. The new pieces are written and edited by humans. That is a deliberate visibility choice, not simply a matter of editorial preference.

That combination serves two distinct purposes in building AI visibility. The blog posts build a durable, crawlable knowledge layer on the company's own website, where products, applications, problems, and expertise are described in increasingly specific terms. The social posts provide distribution and reach. Crucially, both layers remain human-written. This increases not only the amount of company-specific information available online, but also the volume of content you deliberately position as high-quality, human-written source material. That is the position you want to be in when a prospect asks ChatGPT, Gemini, Copilot, or another AI assistant which suppliers or solutions are the best fit for their needs.

In this playbook, therefore, it is not only the source that matters, but also who writes the new content. In a landscape where generative models can effortlessly produce enormous volumes of accurate text, using those same models to write your public knowledge layer is a strategically weak shortcut. The premise here is that AI systems take signals of origin, originality, and quality into account when selecting information. Human-written content based on genuine company knowledge therefore gives you the strongest possible starting point for standing out from generic machine-generated content and being selected as a valuable source.

Repurpose the knowledge, but do not take shortcuts when it comes to writing. The new posts and articles are written by humans because you want AI systems to recognize them as high-quality, original content.

6. Why “we let AI write our blog posts” is not enough

When a company decides to publish more content, it can be tempting to take the easiest route: give a generative tool a list of topics, have it turn them into articles and posts, and publish the results online. That quickly creates volume, but volume is not the goal of AI visibility. The ultimate goal is for your company to be included when a prospect describes a problem to an AI assistant and asks for potential suppliers, products, or solutions. Such an answer will usually include only a limited number of names. You want to be among them.

That is why this playbook draws a clear line: published posts and articles are written by humans. Not because humans are inherently better writers than language models, but because your goal is not simply to produce text; it is to be rated highly enough by AI systems to be included as a source, solution, or supplier when a prospect asks for recommendations. In its guidance, Google emphasizes original information, first-hand expertise, and people-first value, while Microsoft highlights factors such as content depth, expertise, clear structure, and supporting evidence for AI citations. [1][2][3] The strategic takeaway from this playbook is therefore clear: use human-written content to compete for a position as a high-quality source.

A generative model can produce a flawless, highly readable blog post. That is not the point here. The problem is that exactly the same production method is available to everyone at enormous scale, while the systems that ultimately select sources have to filter through the resulting abundance. By publishing company-specific knowledge in human-written posts and articles, you create a stronger starting position: the content combines unique information with human authorship. That is exactly the combination you want AI systems to consider when deciding which sources and companies are relevant enough to include in their answers.

Human-written content is a strategic choice

Within this approach, human-written content is therefore neither a stylistic preference nor a nostalgic return to an older way of creating content. It is a deliberate visibility strategy. AI can write extremely well; that is precisely why automatically generated text is no longer a meaningful differentiator. If you want your company to rank above the bulk of machine-generated content, publish company-specific knowledge in human-written form and consistently build a content footprint around it.

This is especially important in a B2B context. Prospects are increasingly asking AI assistants to narrow down the options: which companies offer this, which solution is right for this application, and which suppliers have experience in this market? An answer like that includes only a limited number of names. At that point, you want enough consistent, human-written information about your company to be available for AI systems to recognize it as a high-quality candidate. Generic AI-written blog posts add little strategic value when every competitor has access to the same production method.

The shortcut is therefore tempting but strategically weak. If the goal is simply to fill a content calendar, automatically generated text can deliver quick results. If the goal is to build a strong public information presence that AI systems rate highly enough to include your company in relevant recommendations, you should not take that shortcut. Use existing company knowledge as source material and have professional writers turn it into new human-written content. That is exactly the combination this approach is built on.

If you ultimately want to be included in relevant AI-generated answers as a credible source or potential supplier, have your published content written by humans. Not because humans are

necessarily better writers than AI, but because human-written content strengthens the strategic position you want to establish as a source.

7. Build a content footprint, not a collection of standalone posts

A few strong posts can be a good first step, but on their own they are not enough to build a strong information presence. If you want your company to be included consistently when prospects ask ChatGPT, Gemini, Copilot, or other AI assistants for suitable solutions, a broader layer of specific information needs to be available online. You build that layer with human-written content, because the goal is not simply to publish more information, but to publish information that AI systems are likely to recognize as high-quality source material.

The company's own website provides a durable foundation. Human-written blog posts and articles remain discoverable and crawlable, can be linked to product and service pages, and provide space to explain applications, customer questions, and trade-offs clearly. The strategic advantage does not come from assuming that humans write better blog posts. It lies in deliberately ensuring that the durable knowledge layer AI systems can draw on remains human-written.

You do not need to produce new knowledge every time to achieve that. Take an in-depth webinar, a strong case study, or a white paper in which the company already shares specific expertise. Have a human writer develop several angles from that material and turn them into separate posts and articles. This allows you to get more value from the same source without taking the shortcut of turning the new content into machine-generated material.

Repurpose human knowledge without skipping the human writing process

Repurposing makes human-written content scalable by allowing you to reuse the same strong source multiple times; it is not a shortcut for automatically generating new content. A single source can contain enough material for a core article, multiple blog posts, FAQ answers, and LinkedIn posts. The efficiency therefore comes from reusing the knowledge, not from skipping the human writing process that supports the strategic positioning of the new content.

LinkedIn is a useful distribution channel in this context, but it is not an ideal archive for business-critical knowledge. A post is short-lived and tied to the platform. Human-written blog posts and articles on the company's own website therefore form the durable knowledge layer, while social posts highlight individual insights and direct people to that content. Both contribute to the same content footprint, and both should be human-written when they form part of an AI visibility strategy.

Later, that footprint can be strengthened further through customer case studies, industry publications, partner websites, interviews, reviews, and other external mentions. That can be valuable, but it does not have to be the first step. The simplest foundation is much closer at hand: make sure the company's own website and channels contain a growing body of company-specific, human-written content that AI systems can recognize as high-quality information.

The B2B Content Footprint

A strong content footprint is not built on duplicated content. Consistency does not mean that every publication repeats the same five benefits. A blog post can explain a technical trade-off, a case study can show what happened in practice, and a LinkedIn post can highlight a noteworthy observation. The

common thread is that all of these new pieces are based on genuine company knowledge and written by humans, keeping the overall footprint specific in substance and deliberately human-written.

It is precisely as these human-written pieces accumulate that a compounding advantage begins to emerge. The website builds up an increasing amount of specific information about products, applications, customer questions, and expertise, while social posts and other distribution channels make that information more widely visible. At the same time, the volume of content that positions your company as a high-quality human source grows, giving AI systems more material to consider when deciding which information and companies to include in their answers.

Layer	What it includes
Foundation	Clear product and service pages, applications, case studies, FAQs, and straightforward information about the company and its offerings.
Human-written expertise	Human-written blog posts, articles, and comparisons that form a high-quality source layer.
Distribution	Human-written LinkedIn posts and other channels that distribute the company's knowledge and broaden its content footprint.
International reach	Where commercially relevant: human-translated versions that maintain the same human-written positioning in other markets.

AI visibility does not grow by producing as much text as possible. It grows by making an increasing amount of genuine company knowledge publicly discoverable as high-quality, human-written content.

Publish in the language of each target market

For international B2B companies, a strong content footprint does not necessarily end with the source language. Prospects may ask AI assistants questions in their local market language. When a local-language version is commercially relevant, the same strategic principle applies as it does to the source text: preserve the publication's human-written positioning in that market as well.

Translation is not simply a technical final step that can be automated without consideration. The reason is not that a human translator is inherently better at translating than AI. The reason is strategic: if you deliberately keep the source text human-written so that it can be recognized as a high-quality human source, you do not want to undermine that positioning in a target market with a fully machine-generated version. That is why, when a translation is intended for publication, it should be produced by a human and reviewed editorially.

A practical international process therefore starts with one reliable, human-written source version, with human translation and localization used only for relevant target markets. This keeps the content

in every published language aligned with the same human-written positioning. Translation therefore serves as an extension of the core strategy, not its main focus.

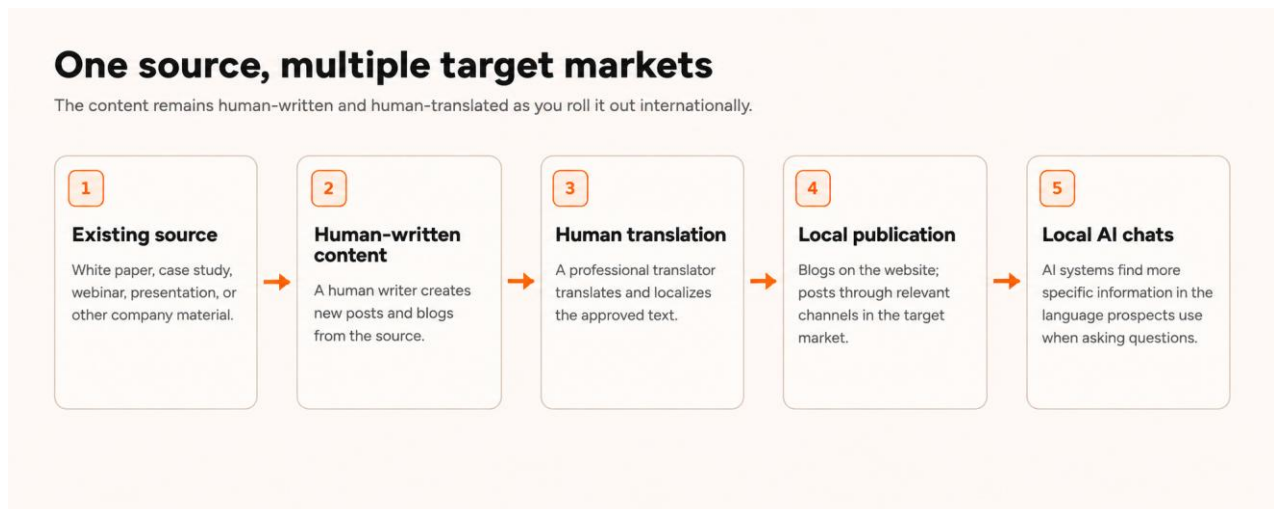


Figure 4. One source can support human-written and human-translated content for each target market.

Human-written in the source language and, where commercially relevant, human-translated for each target market: the same high-quality positioning across every published language.

8. A practical 30-day plan

The first month does not need to deliver a fully developed AI visibility strategy. The goal is much simpler: prove that you can turn existing company materials into a repeatable stream of human-written content. Choose one product, service, or area of expertise, gather the best existing sources on that topic, and use them as the basis for new posts and articles. The reason for having those new pieces written by humans is strategic: that is how you build the high-quality content layer you want AI systems to recognize and draw on.

In week 1, for example, gather old blog posts, brochures, case studies, presentations, webinars, white papers, product documentation, and sales materials related to a single topic. Identify which customer questions those materials already answer, which real-world details stand out, and which information is still barely covered on the current website. Then select one or two sources with enough substance to support multiple new pieces of content.

In weeks 2 and 3, have a human writer turn those sources into new posts and one or more in-depth articles. The content is not generated automatically first and then given only superficial edits, because that is exactly the shortcut this visibility strategy is designed to avoid. In week 4, publish the articles on the website and distribute the social posts through the relevant channels. Only when there is a clear commercial need in an international market should the approved content be translated and localized by humans.

30-Day AI Visibility Checklist

A baseline does not need to be complicated. Record which relevant questions you are currently testing in ChatGPT, Gemini, or other systems, whether your company appears in the results, which competitors show up, and which sources are being cited or used. Combine that with standard web analytics and an overview of the human-written content you publish. The goal is to track whether your

public information presence is becoming richer and stronger over time, giving AI systems more to draw on.

Do not expect miracles after thirty days. The most important outcome is to have a simple production process in place that starts with an existing source and ends with human-written content that stays online and remains discoverable. The second month does not begin with a blank document or a new internal project, but with the next brochure, case study, webinar, presentation, or white paper that can be turned into new human-written content.

Over time, those pieces of content accumulate. The website builds up more substantive answers and more specific context, while social posts continue to distribute that expertise. At the same time, the volume of human-written content available to AI systems when a prospect asks for potential solutions or suppliers continues to grow. That is the goal: to increase the likelihood that your company is rated highly enough to be included among the recommended options.

- Week 1: choose one topic, gather the existing source material, and select the sources with the most company-specific knowledge.
- Week 2: have a human writer develop the first new posts and explore substantive angles from the selected source.
- Week 3: have the in-depth articles and additional posts written and edited by humans. Verify technical claims and, for international markets, have the approved content localized by human translators.
- Week 4: publish the articles on your own website, distribute the posts, add relevant internal links, and decide which source to repurpose the following month.

9. Do it yourself or outsource?

In principle, you can carry out everything in this playbook yourself. If there is enough strong source material available internally and someone consistently has the time to turn it into new posts and articles, edit them, and publish them, that can be an excellent approach. The deciding factor is not whether an in-house writer inherently produces better copy. The key requirement is that the new content is genuinely human-written when you use it to build a high-quality AI visibility footprint.

The practical question, therefore, is whether there is enough capacity each month to handle the human writing involved. Marketing teams have campaigns, events, CRM systems, websites, and internal requests to manage, which means valuable source material can sit unused for months. Repurposing lowers that barrier because the knowledge does not need to be recreated. Someone simply needs to turn that knowledge into new human-written content.

Outsourcing becomes a practical choice when the source material is available but the capacity to produce human-written content is not. For example, you can provide a webinar, white paper, brochure, case study, or presentation and have external writers turn it into publishable posts and articles. Only when a crucial detail is missing do you need to ask someone within the organization a specific question. Any version for an international market can then be produced by a human translator.

The knowledge may already be in your files. The new content must be written by humans, because human-written content is what helps establish the strategic source position you want to compete for in AI-generated answers.

Damvos: From existing content to visibility

Most specialized B2B companies do not need to launch an extensive new thought-leadership or expertise program as their first step toward AI visibility. Often, years' worth of useful material already exists: blog posts, brochures, case studies, white papers, webinars, presentations, videos, transcripts, product documentation, and sales materials. Damvos starts with those existing sources and puts the knowledge they contain back to work as part of the company's public information presence.

You provide one source or a small collection of sources. Human writers turn them into new posts and articles that are ready for publication. If an essential detail is missing, we ask a targeted question; an extensive interview process is only necessary when the source material genuinely lacks sufficient substance. Damvos does not have its content written by humans because AI is incapable of producing polished content. The reason is that the content ultimately needs to contribute to a strong, high-quality information presence that AI systems can draw on when deciding which companies to mention.

The content intended for publication is therefore written by humans and editorially reviewed. That is a strategic choice. As the human-written content footprint grows, an increasing amount of company-specific information becomes available online that is not only crawlable, but also deliberately positioned as high-quality, human-written source material. When a prospect then asks ChatGPT, Gemini, Copilot, or another AI assistant for a solution like yours, you want that information to help your company rank highly enough to be included among the recommendations.

You provide the source. We turn it into human-written content.

Here's how the process works

We deliberately keep the process simple. We do not start with a lengthy strategy exercise, but with material that is already available. From that material, we identify the topics and insights worth republishing, which human writers then turn into new content. This way, the efficiency comes from repurposing existing content, while the new pieces remain human-written because that is a deliberate part of the AI visibility strategy.

Companies that want an easy way to get started can begin with a small batch of human-written posts based on existing content. To build a broader information presence, combine social posts with human-written blog posts and articles on your own website. If there is enough material and demand, the process can then be repeated monthly. Human translation is simply an extension of the strategy for companies that want to apply it in other target markets.

Step	What we do
Provide source material	You provide an existing blog post, brochure, case study, white paper, webinar, presentation, transcript, or other substantive source.
Identify key knowledge	We identify the observations, examples, claims, and customer questions in the source that provide the strongest basis for new human-written content.
Human-written posts & articles	Human writers turn the selected knowledge into new posts and articles. This is a strategic visibility choice: the new content remains human-written.
Human translation (optional)	Human translators create a local-language version of the approved content only where a target market requires it.
Editorial review	The content is reviewed for factual accuracy and consistency so that the human-written pieces can also function as high-quality sources in terms of substance.
Ready for publication	You receive human-written content for the website, LinkedIn, and other relevant channels.
Repeat and expand	With each new source, you add more human-written content and gradually strengthen your public information presence.



Make what your company already knows visible

You do not need to launch a major AI visibility project to get started. Choose one strong source that already exists within the company and use it to create your first pieces of human-written content. This gives you an immediate practical step forward: more company-specific knowledge becomes available online in exactly the form this strategy is designed to position as high-quality source material for AI systems.

Damvos deliberately keeps the entry point simple. You can start with a package of 3 human-written posts based on existing source material. If you want to build a stronger content footprint right away, the same approach can be expanded to 7 human-written posts and 3 human-written articles. If you operate in multiple markets, human translation can be added as an extension of the strategy. You can then repeat the same process with the next source and gradually expand your human-written information presence.

Send us an existing source. We turn it into human-written posts and articles that are ready for publication and designed to strengthen your position as a high-quality source in AI-generated answers.

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