Authority Engine

TURN EXPERTISE INTO DISCOVERY.

PEOPLE ASK AI. AUTHORITY WINS.

How to Turn AI Visibility Into Pipeline and Revenue

The Executive Cheat Sheet for Tracking What Actually Matters

A practical one-page executive cheat sheet for connecting AI visibility to buyer engagement, pipeline, and commercial impact.

How to use: Review these 7 steps monthly. Use the actions to improve performance and the metrics to verify commercial impact.

		Action	Why it matters	Track this
1	**Define Buyer Prompts**	List the 10–20 questions buyers ask AI before they buy.	You cannot win prompts you never target.	**Prompt Coverage** = prompts where your brand appears ÷ total prompts tested
2	**Measure AI Visibility**	Test the same prompts across ChatGPT, Gemini, Perplexity, and Copilot.	Baseline visibility shows whether you are entering the conversation.	**Brand Mention Rate** = brand mentions ÷ total prompts
3	**Increase Citations & Trust**	Strengthen sourceable pages, case studies, proof, authorship, and expert content.	Citations signal trust and machine-readable authority.	**Citation Rate** = prompts citing your site ÷ total prompts
4	**Improve Conversion Paths**	Send AI-discovered visitors to clear service pages with proof and obvious CTAs.	Visibility only matters if buyers can take the next step.	**AI Conversion Rate** = AI-converting sessions ÷ AI-referred sessions
5	**Monitor Engagement Quality**	Review engaged sessions, key events, forms, and booked calls from AI traffic.	Good traffic should create meaningful buying behavior.	**AI Engagement Rate** = engaged AI sessions ÷ AI-referred sessions
6	**Connect Visibility to Pipeline**	Tag AI-sourced and AI-influenced opportunities in your CRM.	Pipeline proves whether attention is turning into opportunity.	**AI Pipeline Influence** = AI-sourced + AI-influenced opportunities ÷ total opportunities
7	**Review Revenue Impact**	Separate closed-won AI-sourced revenue from broader AI-influenced revenue.	Revenue is the real executive outcome.	**AI Revenue Influence** = AI-influenced revenue ÷ total revenue

Executive Interpretation

- High mentions + low citations = visibility without enough trust.
- High AI traffic + low conversions = landing page or offer problem.
- Rising citations + rising pipeline = authority is compounding.
- Track trends monthly, not one-time spikes.

Monthly Review

- Use the same prompt set every month.
- Track the same competitors every month.
- Separate visibility metrics from revenue metrics.
- Turn weak spots into next-step actions.

Fix First

- No mentions? Clarify who you help, what you do, and the buyer problems you solve.
- Low citations? Add proof, experts, case studies, and credible references.
- Low conversions? Tighten landing pages, CTAs, and offer clarity.
- No CRM attribution? Start tagging AI-sourced and AI-influenced pipeline now.

Dr. Patrick T. McAvoy | Authority Engine
AI Visibility. Digital Authority. Competitive Discoverability.

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A MORE VISIBLE TOMORROW STARTS TODAY.