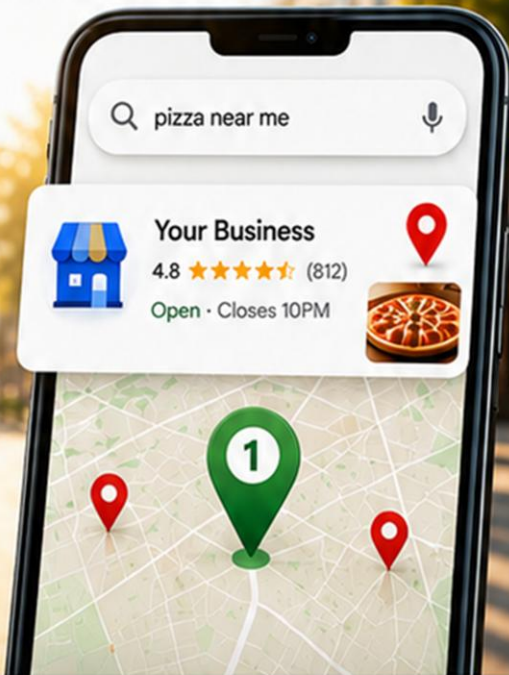


NEWSLETTER

JULY 2026



GET FOUND FIRST: 10 STEPS TO RANK HIGHER FOR LOCAL & "NEAR ME" SEARCHES



GOOGLE JUST CONNECTED
GEMINI AI
TO YOUR BUSINESS PROFILE.
HERE'S WHAT THAT
MEANS FOR YOU.

Google Business Profile

Your Business

4.8 ★★★★★ (812)

Business Profile



Gemini

Here's what you should know
about this business...

AGENCIES KEEP TELLING US
LOCAL MARKETING
IS TOO COMPLEX.
HERE'S HOW WE FIX IT.



GOOGLE IS QUIETLY
BLOCKING
YOUR REVIEW REPLIES,
AND IT NEVER TELLS YOU



James R.
★★★★★ 2 days ago
Great service and friendly staff!

Your reply...

Not visible



Your reply
not visible
to customers

Don't lose trust. Make sure your replies are seen.

BING WEBMASTER TOOLS
GETS AI VISIBILITY INSIGHTS.
AND GOOGLE IS NEXT

Bing Webmaster Tools

AI Visibility

78
Good

Top AI Sources

Copilot
 ChatGPT
 Perplexity
 Gemini



Measure Today.
Lead Tomorrow.

1

Get Found First: 10 Steps to Rank Higher for Local & “near me” Searches

A practical, no-jargon guide to winning the customers searching for a business like yours right now. Updated for 2026 — including Google, Maps, voice, and the new wave of AI search.



WHY THIS MATTERS

“Near me” is where customers decide

Think about the last time you needed something fast — a coffee, a locksmith, an urgent dentist appointment. You probably reached for your phone and searched for it “near me.” That single habit now drives a huge share of how people discover and choose local businesses, and it has only accelerated.

Roughly **46% of all Google searches have local intent**, and there are about **1.5 billion “near me” searches every month** — around 50 million every single day. These aren’t idle browsers: **28% of local searches end in a purchase within 24 hours**, and the large majority of people who search locally on a phone visit or call a business within a day.

Local Search by the Numbers

46%

of all Google searches have local intent

1.5B

“near me” searches happen every month

28%

of local searches lead to a purchase within 24 hrs

2.7x

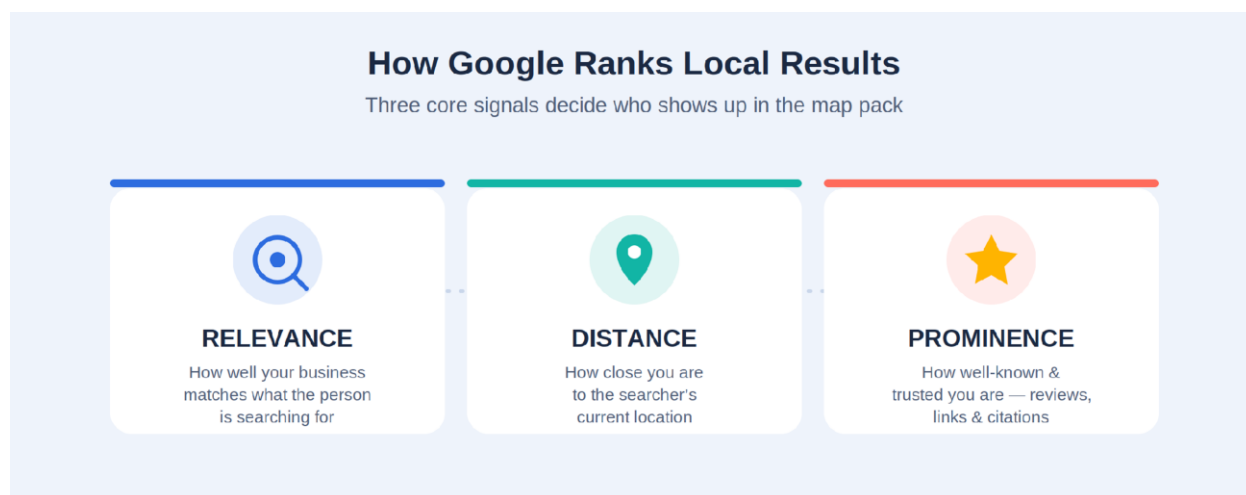
more trusted with a complete Google Business Profile

It adds up to a simple truth: **about 80% of consumers look up local businesses online every week, and 99% have used the internet to research one before visiting.** If your business isn't showing up — and showing up well — you're effectively invisible at the exact moment someone is ready to buy. The good news? Local visibility is something you can earn, step by step.

THE FUNDAMENTALS

How Google decides who ranks locally

Google weighs three core factors when it builds local results and the “map pack.” Understanding them tells you exactly where to focus your effort.



Relevance — how well your business profile and website match what the person typed. Complete, detailed, accurate information helps Google understand you and match you to more searches.

Distance — how close you are to the searcher. If someone doesn't specify a location, Google estimates it. You can't move your building, but you can make your location signals crystal-clear.

Prominence — how well-known and trusted you are. This is driven by reviews, links, citations, and overall online presence — and it's the factor you have the most power to grow.

Local search is more sophisticated than most people realize — industry analysts estimate Google uses well over a hundred signals for local results. Yet many businesses leave easy wins on the table: by some estimates only about a third of small businesses have even claimed their Google Business Profile.

AVOID THESE FIRST

6 mistakes that quietly bury your rankings

Before adding anything new, make sure you're not undermining yourself with one of these common issues:

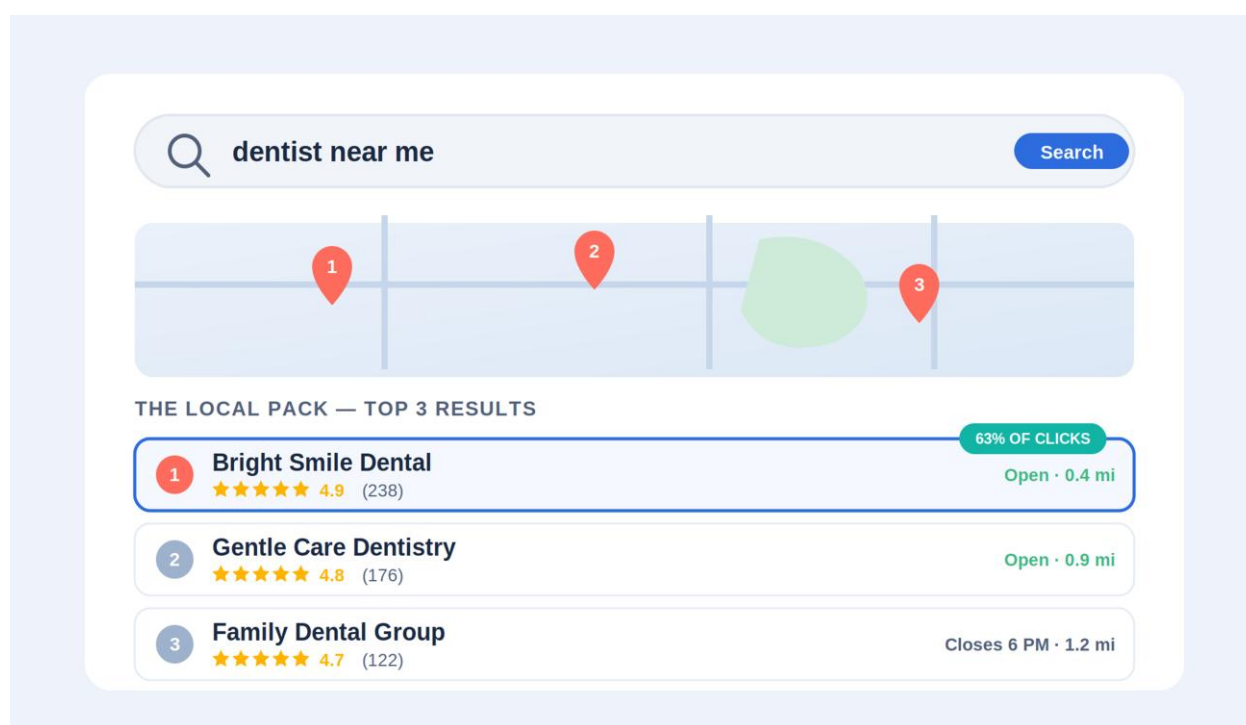
- 1. Too few reviews — or ignoring the ones you have.** Reviews are a trust signal for customers and a ranking signal for Google. Responding to every review (good or bad) is one of the simplest ways to lift local visibility.
- 2. Inconsistent NAP details.** Your Name, Address, Phone, and Website must match everywhere they appear. Around 73% of consumers say they won't trust a business whose listing information is incorrect, and many abandon a search entirely over a wrong address.

3. **An unverified or unclaimed profile.** Google places more trust in verified businesses. Claiming your profile also lets you control your branding, photos, hours, and information.
4. **Duplicate listings.** Multiple listings for the same business confuse Google and split your signals. Find and merge or remove duplicates.
5. **Keyword stuffing.** Cramming the same phrase into your content reads badly and can trigger penalties. Write naturally for people first.
6. **Broken links and a neglected website.** Dead links (404s) hurt both user experience and the link signals Google relies on. They're an easy, high-value fix — more on this at the end.

THE PRIZE

The Local Pack: what you're competing for

Those top three businesses with the map at the top of a local search are the “Local Pack” — and they capture the lion's share of clicks and calls. Earning one of these spots is the single highest-impact outcome of local SEO.



Reviews play an outsized role here. Industry analyses estimate that **review signals account for roughly 16–20% of how the local pack is ranked**, and businesses ranking in the top three tend to have noticeably more reviews than those further down. Get the fundamentals right and a top-three position is well within reach.

YOUR ACTION PLAN

10 steps to start using today

Work through these in order. The first few deliver the fastest gains; the later ones compound over time and future-proof your visibility.

Your 10-Step Local SEO Checklist

- | | |
|--|---|
| ✓ 1. Claim & optimize your Google Business Profile | ✓ 6. Respond to every review |
| ✓ 2. Earn fresh reviews consistently | ✓ 7. Track rankings with a local geo-grid |
| ✓ 3. Make your website fast & mobile-first | ✓ 8. Get listed on top directories & review sites |
| ✓ 4. Keep NAP & business info accurate everywhere | ✓ 9. Publish UGC & locally-relevant content |
| ✓ 5. Add local schema (structured data) | ✓ 10. Optimize for AI, voice & "near me" queries |

1. Claim and fully optimize your Google Business Profile

Your Google Business Profile (formerly Google My Business) is a free listing and the centerpiece of local search. Fill out **every** section: categories, services, hours, photos, attributes, and a keyword-rich description. The payoff is real — businesses with a complete profile are **2.7× more likely to be trusted** by customers and significantly more likely to earn clicks, calls, and visits. A profile isn't "set and forget"; keep it fresh with posts, new photos, and updated hours.

2. Earn fresh reviews — consistently

Asking happy customers for reviews is one of the highest-ROI things you can do. But **recency matters as much as volume**: many consumers only fully trust reviews written in the last month, so a steady weekly trickle beats a one-time burst. Make asking part of your routine — a quick text or email after each job works wonders. Aim for a believable 4.7–4.9 average; a flawless wall of 5.0s can actually read as less authentic.

Reviews Are Your #1 Conversion Engine

4.9



Based on 240 Google reviews

"Fast, friendly, fixed it first time."

97%

of consumers read reviews before choosing a local business

88%

prefer businesses that respond to their reviews

~16%

of the local pack ranking is driven by review signals

3. Make your website fast and mobile-first

The majority of local searches happen on phones, and if your site isn't mobile-friendly, visitors are far more likely to bounce straight to a competitor. Prioritize quick load times, easy tap targets, clear contact buttons, and clean navigation. Google's Core Web Vitals (loading, interactivity, and visual stability) are part of how it judges your pages — a fast, smooth site helps both rankings and conversions.

4. Keep your business information accurate everywhere

Consistency builds trust with both customers and Google. Make sure your hours, address, phone number, and service areas are identical across your website, Google profile, and every directory. Update promptly for holidays and changes — nothing erodes trust faster than a customer arriving at a closed door.

5. Add local schema (structured data)

Schema markup is code that helps search engines understand your content — your address, hours, services, and reviews. Adding **LocalBusiness schema** that matches your site and Google profile makes you eligible for richer results and helps Google (and AI engines) surface quick, accurate answers about your business. It's technical but high-leverage; Google's Structured Data Markup Helper is a friendly starting point.

6. Respond to every review

Don't just collect reviews — reply to them. Around **88% of consumers prefer businesses that respond to reviews**, and the vast majority read the owner's responses, not just the review itself. A gracious reply to a critical review often impresses future customers more than a perfect record would. Responses also signal to Google that your business is active and engaged.

7. Track your visibility with a local geo-grid

Your ranking can vary block by block. A local rank-tracking "geo-grid" shows how you appear across a map of your service area — hot where you're strong, cool where you're weak. It turns guesswork into a clear picture of where to focus next, and makes your progress easy to see over time.

8. Get listed on the top directories and review sites

Google is the start, not the finish. Claim and align your listings on Yelp, Apple Maps, Bing Places, Facebook, and the directories that matter in your industry. Google reads these citations when assessing your business, and consistent details across all of them reinforce your prominence and reach customers who search beyond Google.

9. Publish user-generated content and locally relevant pages

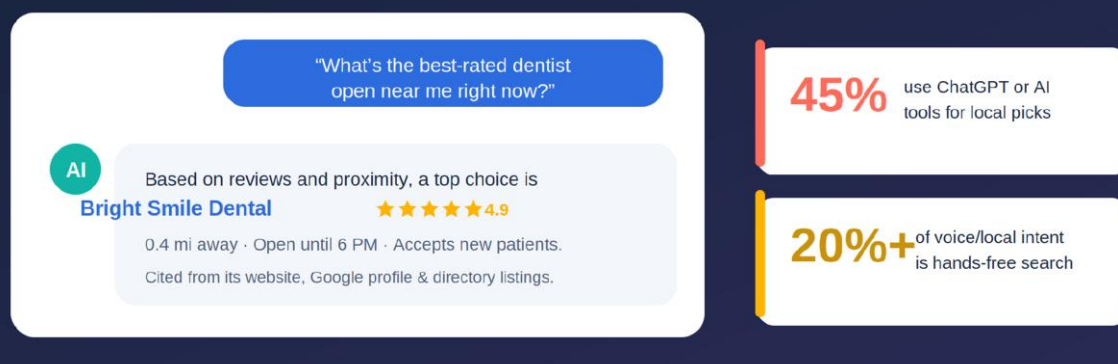
Your customers are persuasive marketers. Photos, reviews, Q&A, and testimonials are all user-generated content that builds trust and gives search engines fresh, relevant signals. Pair this with locally focused pages — neighborhood service areas, local guides, FAQs — that naturally answer the questions real customers ask.

10. Optimize for AI, voice, and conversational search

This is the fastest-changing frontier. People increasingly ask AI assistants and tools like ChatGPT and Perplexity for recommendations: roughly **45% of consumers now use generative AI tools to find local businesses**, and a meaningful share of searches are hands-free via voice. Crucially, AI engines tend to favor businesses with strong reviews, clear structured data, and consistent mentions across the web — and being visible in AI recommendations is considerably harder to earn than a standard Google ranking.

The New Frontier: AI & Voice Search

People now ask AI assistants for local recommendations — make sure you're the answer.



To get ahead: write in a natural, conversational tone that answers full questions; add clear FAQ sections (and FAQ schema); keep your reviews and listings consistent across third-party sites that AI engines read; and make sure your core facts — services, location, hours — are stated plainly on your pages. Your review reputation and structured information now flow into AI answers whether you manage them or not, so it pays to manage them deliberately.

BONUS TIP

Fix your broken links

Broken links frustrate visitors and quietly weaken your rankings. Google uses links to discover and assess pages; when a page 404s, those signals are lost. Run a quick crawl every few months, repair or redirect dead links, and you'll protect both your customer experience and your local search authority — a small task with an outsized payoff.

Ready to own your local market?

These 10 steps work — but they take consistent effort across reviews, listings, content, and your website. That's where we come in. We handle the heavy lifting so you can focus on running your business, while more local customers find you first.

Get in touch with us for your free local visibility check

2

Google Just Connected Gemini AI to Your Business Profile. Here's What That Means for You.



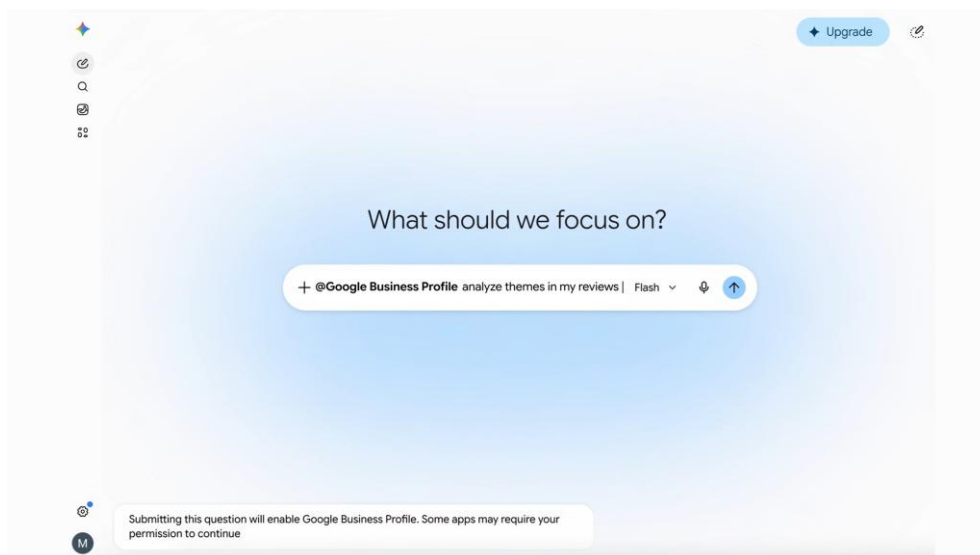
Google [announced](#) a major update this month: your Google Business Profile can now connect directly to the Gemini app, turning it into an AI assistant that knows your actual business data, not just generic advice.

TL;DR: Google now lets you connect your Business Profile to its Gemini AI app. Once connected, Gemini can analyze your real performance data, draft review responses in your brand voice, and update your profile through simple chat commands, all organized in a new "Business notebooks" workspace. It's rolling out globally this month. Your profile's accuracy now matters more than ever since AI tools are reading directly from it. Our dashboard already gives you full control over that same data today, from performance insights to review management to post scheduling, so you're covered no matter how you access it.

What's New

Gemini now reads your Business Profile data. Once connected, Gemini can pull in your reviews, customer questions, and performance metrics (impressions, calls, direction requests) to answer questions like "how did my business do this month?" with real numbers instead of guesses.

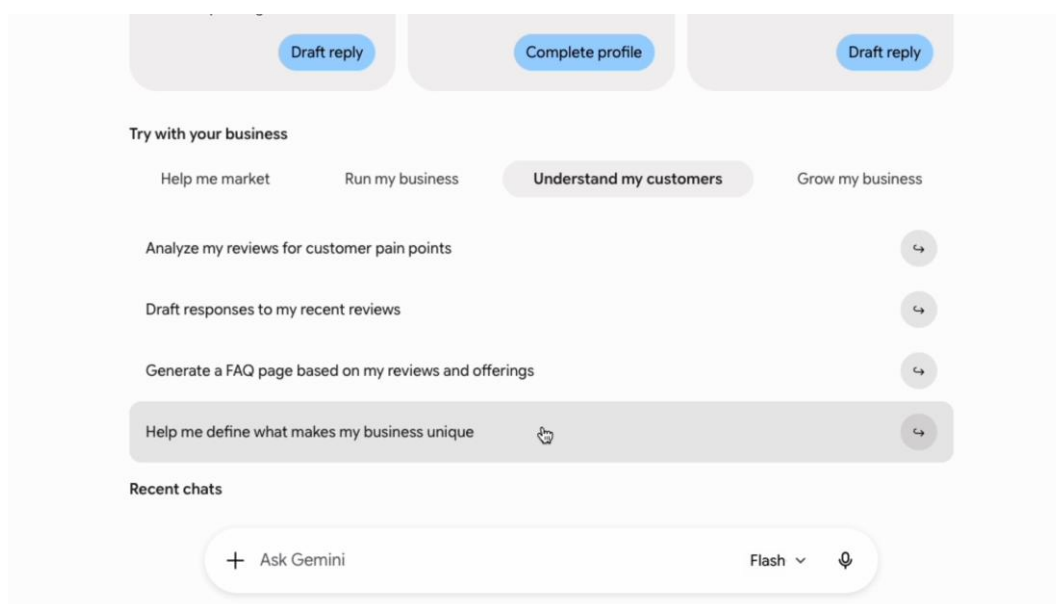
AI-drafted review responses. Ask Gemini to respond to a review and it drafts a reply based on the specific feedback, in your brand's tone.



Source: google.com

Profile edits through chat. You can now ask Gemini to update your hours, post seasonal updates, or flag missing information on your profile, all through conversation.

"Business notebooks" for organization. Google is also rolling out a workspace inside Gemini where you can keep your Business Profile, website, and past conversations in one place, with proactive alerts (like an unanswered review or unset holiday hours) surfaced automatically.



Source: google.com

These features are rolling out globally through this month (outside the EEA and UK).

Why It Matters

Google is signaling where local search is headed: your Business Profile isn't just a listing anymore, it's becoming a live data source that AI tools read from directly. The businesses that keep this data accurate, complete, and active will be the ones AI assistants (Google's and others') surface and recommend. A neglected profile now has a bigger downside than before.

How We Help You Stay Ahead of This

You don't need to wait for Gemini to roll out or figure out a new chat interface to get value from this shift. Our dashboard already gives you direct, hands-on control over the exact data points Google is now feeding into AI, in one place:

- **Manage every location from one login.** Add a single business for storefronts, or manage multiple locations at once if you're a service area business.
- **See your profile health at a glance.** Verification status, NAP (name, address, phone) accuracy, hours, reviews, and ratings, all visible without digging through Google's own interface.
- **Edit your profile directly.** Update address, phone, website, categories, services, and hours without waiting on approval delays.
- **Track real performance data.** See views, calls, direction requests, and website clicks from your listing, benchmarked against previous periods so you know if you're trending up or down.
- **See which keywords bring people to your profile.** Keyword-level impression data shows what searches are actually driving visibility.
- **Manage reviews in real time.** Respond directly, use AI-generated response drafts, and share reviews to your other social profiles, all from the same screen.
- **Control your photos.** Add and manage the images that show up on your listing.
- **Plan and schedule posts.** Build out a content calendar for your profile with a timeline view of everything you've posted.

Google is moving toward AI-native local search. Our dashboard gives you the control and visibility to make sure your business is ready for it, today, without needing a new app or a new workflow.

Have questions about your listing or want a walkthrough of your dashboard? Reach out to our team anytime.

3

Agencies Keep Telling Us Local Marketing Is Too Complex. Here's How We Fix It.



Every week, an agency owner tells us some version of the same thing: local marketing has become too complex to run profitably by hand.

Not because their team is not capable. Because the work has quietly multiplied. A single local client now expects accurate listings across Google, Apple, Bing, and a dozen industry directories, review responses that sound human and on-brand, fresh GBP posts, location pages that actually convert, and now visibility inside AI search results too. Multiply that by 30, 50, or 100 client locations and the math stops working. The hours go up, the margins go down, and the one thing that grows the agency, selling, gets whatever time is left over.

That is the trap. And it is exactly what our dashboard was built to solve. Across 20 years and 150,000+ campaigns delivered for 1,200+ agencies, we have watched this same bottleneck cap growth again and again, and we have built the platform that removes it.

The Real Cost Isn't The Tools. It's What They Pull You Away From.

Most agencies do not lose money on local because they lack tools. They lose money because they have too many, stitched together with spreadsheets and manual check-ins. The average agency is paying for a listings tool, a review tool, a rank tracker, a reporting tool, and a project board, then paying again in staff hours to keep them in sync. That patchwork routinely runs \$300 or more a month on software alone before a single client task gets done.

Here is what that stack looks like in practice across a book of local clients:

- Listings get updated one platform at a time, so hours, categories, and NAP data drift out of sync
- Reviews sit unanswered for days, or get answered inconsistently, and client trust erodes
- Location pages live in a different system than social, inventory, and reviews, so nothing reinforces anything else
- Content goes stale or generic, and local search intent stops being served
- AI visibility becomes a question nobody on the team has time to own

None of this is hard in isolation. It is hard at volume. And volume is the entire point of running an agency. The more clients you win, the heavier the delivery load becomes, until fulfillment starts capping how much you can actually sell.

That is the wrong constraint to have. Your growth should be limited by your sales pipeline, not by how many GBP profiles your team can manually babysit.

The Fix: Let The Platform Do The Heavy Lifting

The shift we help agencies make is simple to say and powerful in practice. Stop treating local delivery as manual labor your team performs. Start treating it as a system your platform runs, with your team approving and steering.

Our dashboard consolidates 25+ marketing tools and integrations into one branded command center, which is where those scattered subscriptions and the \$300+ monthly bill go to die. More importantly, it becomes the layer that handles the volume and velocity of local work no team can sustain by hand. On any given day for a portfolio of client locations, that means:

1. Running a 32-point audit on every site and flagging what is broken, so the team starts from a prioritized list instead of a blank page
2. Keeping listings accurate across Google, Apple, Bing, and relevant directories, correcting formatting, hours, and attributes before they suppress visibility
3. Surfacing every pending review, negative ones first, ready for an on-brand response and a one-click approval
4. Tracking rankings, local grid performance, AI Overviews, and LLM mentions in one view, so nobody has to go digging for the story
5. Sending automated weekly and monthly reports under your brand, so the "what am I paying for" conversation never happens

Your team logs in to approve, not to discover what is broken. That single change is what turns local from a margin drain into a scalable, profitable line of business.

Try running that manually across 50 locations and it is unsustainable. Run it through the dashboard and it is Tuesday.

The Numbers That Actually Move Your Agency

When delivery stops eating the week, two things happen: you sell more, and you keep more of what you sell.

Agencies using our branded audits as a sales tool have reported a 34% lift in sales, because a 32-point report with their logo on it closes deals that a verbal pitch cannot. On the delivery side, because the work is done-for-you and fully white-label, resellers routinely run up to 80% margins on the plans they resell, with pricing that starts at \$178 a month and scales as they grow. There is no fulfillment team to hire, no software stack to maintain, and no long-term contract, since everything runs month to month.

Put simply: the audit wins the client, the platform delivers the work, and the margin stays with you.

You Keep The Client Relationship. We Stay Invisible.

This is the part that matters most for agencies, and it is where a generic tool falls short. Everything runs white-label under your brand. The dashboard sits on your domain, reports go out from your email with your logo, and review responses and content carry your client's voice. We never contact your clients, and we never appear. To them, it looks like proprietary software your in-house team built.

We are not trying to own your account. We are the execution engine behind it. You own the strategy, the upsell, and the trust with the client. The platform owns the repetitive, high-volume work that was quietly eating your team's week.

That division of labor is what lets a lean agency deliver like a much larger one without the headcount to match, which is exactly how 1,200+ agencies have scaled on this model over the last 20 years.

What Your Team Does Instead

When delivery stops consuming the day, the calculation changes for every role in the agency.

Your fulfillment team stops firefighting and starts approving and refining, which is higher-value work they can do across far more clients. Your account managers walk into reviews with clean, real-time performance data instead of scrambling to assemble it. And your owners and sales team get the one thing that was always in short supply: time and capacity to sell.

Because here is the reality of running an agency. Nobody ever grew by responding to one more review faster. Agencies grow by signing the next client, expanding the current one, and proving results clearly enough that referrals follow. That is where your people should be spending their hours.

Local Marketing Is Only Getting More Complex. That's Your Opportunity.

The complexity your clients feel is not going away. AI search, more platforms, more surfaces, and higher expectations are all pushing in the same direction. For agencies still doing this by hand, that is a rising cost. For agencies running it through a platform built for scale, it is a widening advantage.

The clients feeling that complexity most are the ones actively looking for an agency that has already solved it. When you can walk in with a branded 32-point audit, show accurate presence everywhere, reviews handled, content flowing, AI visibility covered, and clean ROI reporting to back it up, you are not selling effort. You are selling outcomes. That is a far easier, far more profitable sale.

Local marketing being too complex is not the problem for your agency. It is the reason your agency gets hired. Let the dashboard carry the weight so your team can carry the pitch.

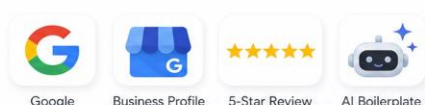
Join 1,200+ agencies delivering local marketing at scale on a fully white-label dashboard. Start a free 15-day trial, launch your branded client portal in 60 seconds, and put your team back on selling.

4

Google Is Quietly Blocking Your Review Replies, and It Never Tells You

GBP REVIEW ALERT

Google Is Quietly Blocking Your Review Replies, and It Never Tells You.



You hit reply on a customer review, the text looks fine, and you move on to the next one. What you may not realize is that a growing share of those replies never actually go public. Google does not send an error, an email, or a dashboard flag. The reply simply does not appear.

A new [study](#) of 12,752 rejected replies is the first look at this moderation filter at scale, and the patterns are specific enough to act on today.

What Changed

Since April, the Google Business Profile API has exposed a field called `ReviewReplyState` on every reply, with one of three values: pending, approved, or rejected. Before this, every reply pushed through the API went live automatically, with no moderation layer in between.

Now there is a filter sitting between your reply and the public review. If a reply lands in a rejected state, only the API surfaces it. On the surface, everything looks handled while your side of the conversation never reaches the customer.

For anyone managing reviews at volume, this is the important part: if you reply through a tool that does not show `ReviewReplyState`, you are publishing blind, and some share of your existing replies may already be sitting rejected.

The Study

A Google Business Profile management platform pulled 12,752 rejected replies from its data across two extractions, one on April 22nd and one on May 28th, and published the breakdown. A few numbers set the stage:

- **92.6% of rejected replies were responses to five-star reviews.** Positive reviews generate the most rejections, almost certainly because that is where businesses lean hardest on templated, enthusiastic language.
- **Rejections spiked in 2024.** The count jumped from 354 in all of 2022 and 398 in 2023 to 9,393 in 2024 alone.
- **The average rejected reply went out about 50 days after the original review** (1,221 hours), a clear fingerprint of bulk, scheduled responding.

The Single Biggest Trigger: AI Boilerplate

67% of every rejected reply in the dataset contained at least one detectable AI boilerplate phrase. That share climbed from around 35% in early 2024 to 85% by mid-2024, tracking almost exactly with the mass adoption of AI reply tools.

The phrases that show up most often are the exact ones that generic, unconfigured AI tools produce by default:

Phrase	Appears in rejected replies
"thrilled to hear"	48.7%
"your kind words"	31.0%
"thank you for your kind"	20.4%
"look forward to serving you"	19.5%
"welcoming you back"	14.8%
"we strive to"	9.1%
"feel free to"	6.6%
"your satisfaction is our"	5.8%

Individual words are not the issue. The pattern is what gets caught: opener, plus reviewer name, plus compliment phrase, plus satisfaction line, plus a forward-looking closer. Repeated across millions of profiles, that template is what the filter has learned to recognize. If your AI tool writes replies that sound like every other AI tool, you are handing Google the exact signal it built the filter to catch.

The Other Triggers

Boilerplate dominates, but five more patterns show up consistently:

- **Profanity the filter reads out of context.** Google scans the full reply and cannot tell a slur from a legitimate string. Replies were blocked over reviewer names like "Dick" (common in the Netherlands), businesses signing off with their own name (a shop called "Burger Bitch" had 22 professionally written replies rejected), and menu items like a "Pastrami Orgy" or a "Pornstar Martini."
- **Exact duplicates and thin replies.** One account sent "Thank you!" verbatim to more than 100 consecutive reviews, all rejected. Single-emoji and punctuation-only replies get blocked too. A clean reply sent identically at scale still trips the filter.
- **Contact details in the reply body.** Embedded email addresses (2.6% of rejections) and "contact us" or "call us" language (2.3%) get treated as off-platform solicitation. Google wants public replies to stay public and private follow-up to move to its messaging feature.
- **Hashtags.** Every one of the 38 replies containing hashtags was rejected. A review reply is not a social post, and stuffing it with tags reads as local-search manipulation.
- **Bulk velocity.** 78.7% of rejected replies were posted more than 24 hours after the review. When one account fires a large batch of structurally identical replies in a short window, it looks like automated abuse regardless of whether any single reply is clean.

What Google Says

Google's Business Profile documentation now states it plainly: it reviews your replies against its content policies, and if a reply is not approved, you will be asked to edit it. Worth planning around is the timeline. Replies are usually checked within 10 minutes, but moderation can take up to 30 days, so a reply that has not shown up yet is not automatically rejected. It may still be in review.

How to Keep Your Replies Live

1. **Get visibility into the reply state.** Confirm your tool actually surfaces ReviewReplyState. If it does not, assume some replies are already being blocked. We have already built this into our dashboard: when you draft a response in the GBP management section, our suggested replies are written to steer clear of the exact patterns that trip the filter.
2. **Run a profanity pre-check on the full text.** Include the reviewer's name, any product or menu item you mention, and your business name in the sign-off. The filter does not do context.
3. **Kill exact-duplicate templates.** Every reply should vary, even slightly. Identical responses are a direct rejection signal.
4. **Strip contact details out of templates.** Replace embedded emails and "call us" CTAs with a general offer to help, and move private follow-up to Google messaging.
5. **Spread replies across time and respond faster.** Do not fire 200 replies at 9am Monday. Distribute them, and aim to reply within 24 hours of the review landing.

Why This Matters for Agencies

Review replies are a trust signal that both customers and Google read, and a rejected reply means your side of the conversation never reaches the public with no warning that it happened. The businesses most exposed are the ones leaning hardest on automated, templated responses at volume, which describes a lot of multi-location brands and the agencies managing their profiles.

The fix is not to stop replying. It is to stop sounding automated. Name something specific from the actual review, vary the language, keep contact details and hashtags out, and make sure you can see whether each reply actually posted. The filter is targeting the fingerprints of mass AI generation, so the more your replies read like a real person wrote them, the more reliably they clear moderation. We have already accounted for this in the GBP management section of our dashboard, so the responses we suggest are built to pass moderation rather than trip it.

5

Bing Webmaster Tools Gets AI Visibility Insights. And Google Is Next

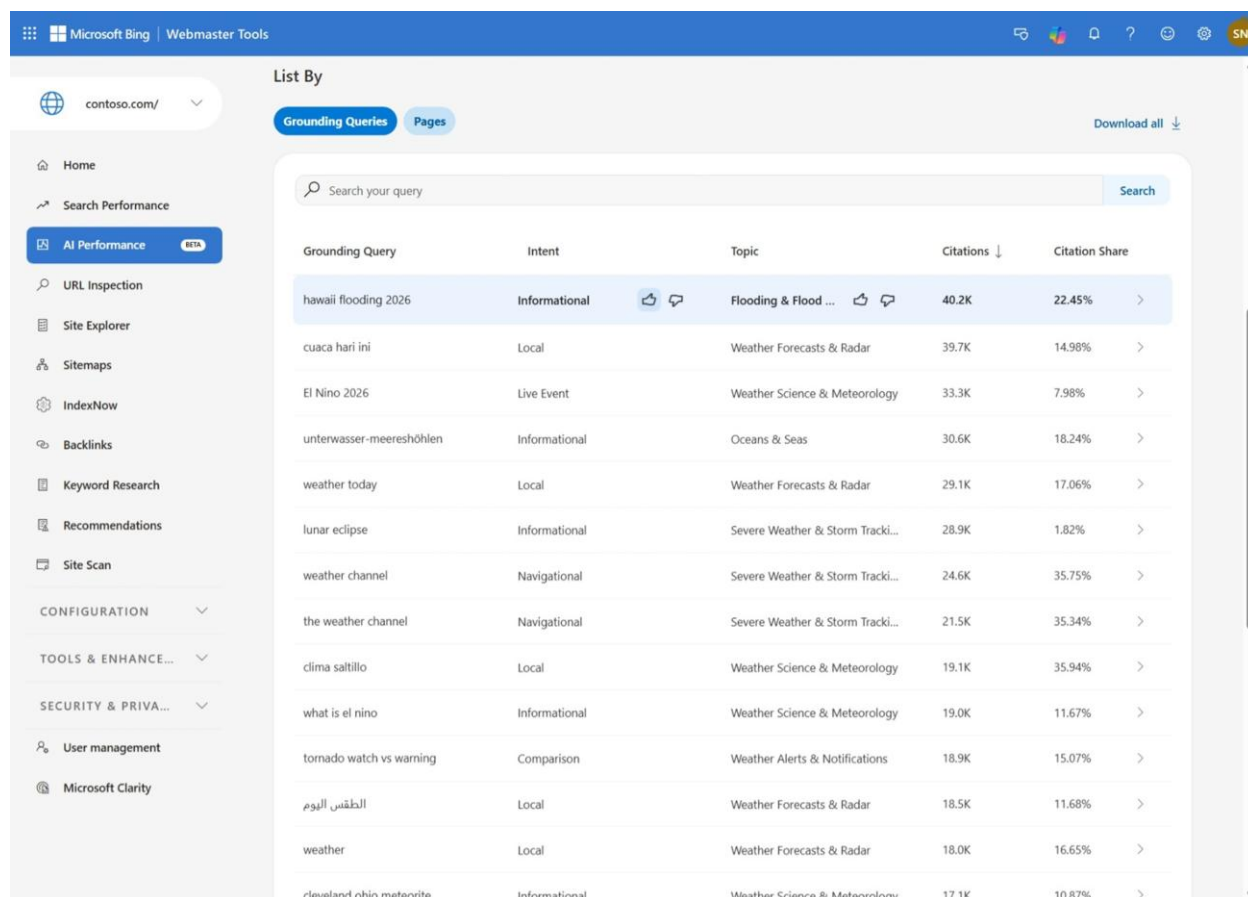


There's a conversation we've been having with clients for the past year that goes something like this: "My rankings look fine but my traffic is down. What's happening?" And the honest answer, every time, has been some version of: AI is answering questions your content used to answer, and there's no clean way to show you that in a standard report.

That's starting to change. This week's [Bing announcement](#) is a signal worth paying attention to.

Microsoft quietly shipped something significant inside Bing Webmaster Tools. They expanded their AI Performance reporting with four new features: **Intents, Topics, Citation Share, and Compare**. On the surface it reads like a Bing update, easy to scroll past. But this is actually the first time a major search platform has given publishers structured data about *how* and *how much* their content is being cited inside AI-generated answers. Not just whether it appears. How much of the room it's owning.

Here's what's actually useful in each feature.



The screenshot shows the Microsoft Bing Webmaster Tools interface. The top navigation bar includes 'Microsoft Bing' and 'Webmaster Tools'. The left sidebar contains various tools like 'Home', 'Search Performance', 'AI Performance' (highlighted), 'URL Inspection', 'Site Explorer', 'Sitemaps', 'IndexNow', 'Backlinks', 'Keyword Research', 'Recommendations', 'Site Scan', 'CONFIGURATION', 'TOOLS & ENHANCE...', 'SECURITY & PRIVA...', 'User management', and 'Microsoft Clarity'. The main content area is titled 'List By' and shows a table of AI Performance data. The table has columns for 'Grounding Query', 'Intent', 'Topic', 'Citations', and 'Citation Share'. The data is filtered by 'Grounding Queries' and 'Pages'. A search bar is present at the top of the table. The table lists various queries related to weather and flooding, with their respective intents, topics, citation counts, and citation shares.

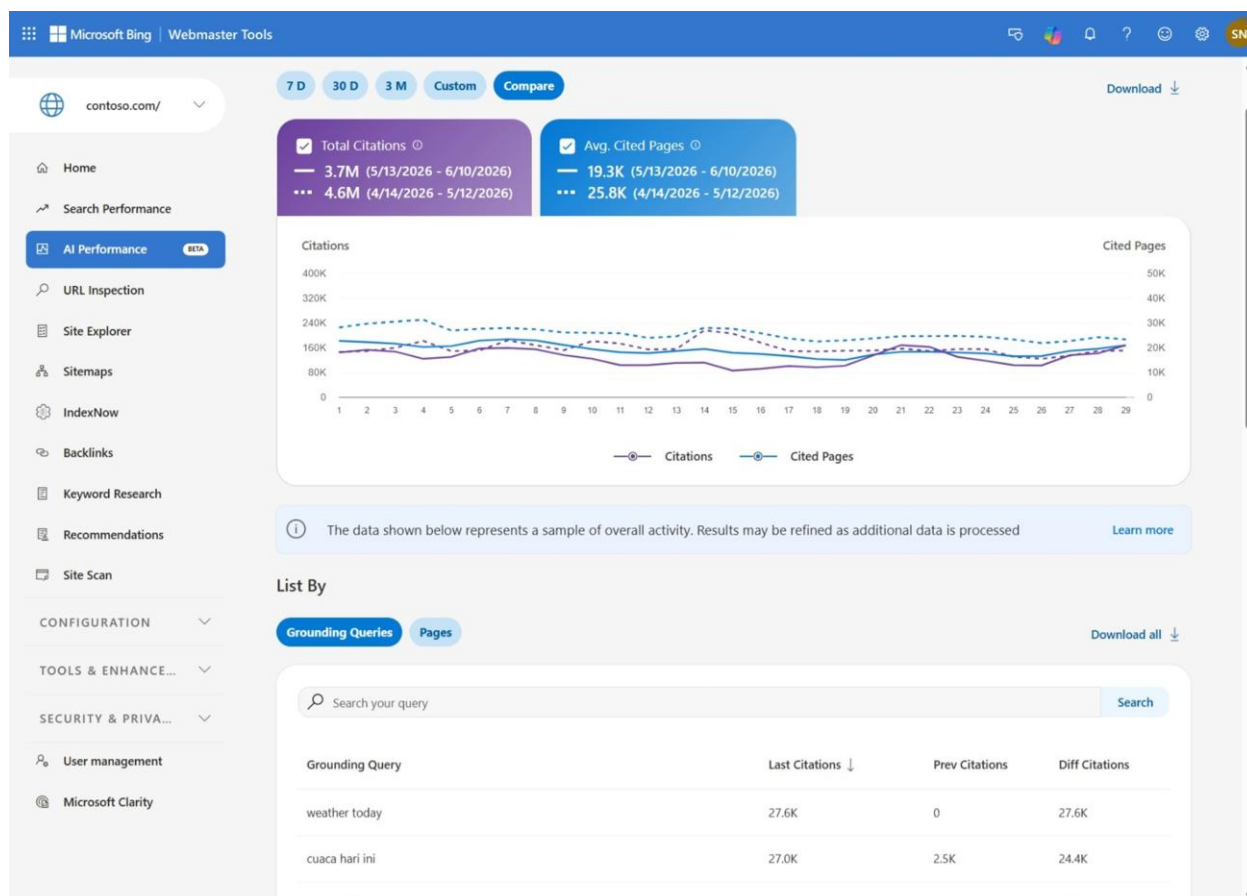
Grounding Query	Intent	Topic	Citations ↓	Citation Share
hawaii flooding 2026	Informational	Flooding & Flood ...	40.2K	22.45%
cuaca hari ini	Local	Weather Forecasts & Radar	39.7K	14.98%
El Nino 2026	Live Event	Weather Science & Meteorology	33.3K	7.98%
unterwasser-meereshöhlen	Informational	Oceans & Seas	30.6K	18.24%
weather today	Local	Weather Forecasts & Radar	29.1K	17.06%
lunar eclipse	Informational	Severe Weather & Storm Tracki...	28.9K	1.82%
weather channel	Navigational	Severe Weather & Storm Tracki...	24.6K	35.75%
the weather channel	Navigational	Severe Weather & Storm Tracki...	21.5K	35.34%
clima saltillo	Local	Weather Science & Meteorology	19.1K	35.94%
what is el nino	Informational	Weather Science & Meteorology	19.0K	11.67%
tornado watch vs warning	Comparison	Weather Alerts & Notifications	18.9K	15.07%
الطقس اليوم	Local	Weather Forecasts & Radar	18.5K	11.68%
weather	Local	Weather Forecasts & Radar	18.0K	16.65%
cleveland ohio meteorite	Informational	Weather Science & Meteorology	17.1K	10.87%

Intents classifies the queries behind your AI citations: informational, commercial, local, research, navigational, and so on. This sounds obvious until you sit with the implication. A plumbing company appearing in "emergency services" AI answers has completely different strategic value than appearing in "DIY how-to" answers. One drives calls. The other drives nothing. Knowing which context your content is being pulled into is the difference between content strategy and content guesswork.

Topics takes individual queries and clusters them into thematic groups. So instead of a long tail of disconnected queries, you see your content being cited across a "Home Insulation" cluster or a "Commercial Roofing" cluster, the way the AI model is actually thinking about your content, not the way you wrote your keyword map. For content-heavy clients, this reshapes how you talk about topical authority.

Citation Share is the one to watch. It measures what percentage of total citations your site receives for a given query. Not just "did you get cited" but "when AI answered this question, how much of that answer came from you?" Microsoft frames it as observational (they don't name competitor domains), but it's a powerful directional metric. If your Citation Share for a high-value topic is 8% today, you want to know if that's trending to 12% or to 5% next quarter.

Compare is straightforward: overlay two time periods and see what shifted. Simple in concept, but the kind of thing that makes client calls a lot easier when you can show "your AI citation activity dropped the week after you paused content updates."



Here's the thing about Bing specifically. It's not Google, but it powers Microsoft Copilot, which has grown quietly into one of the most-used AI assistants in enterprise environments. Your B2B clients' customers are in there. And right now, Bing is the only major platform giving you this data at all.

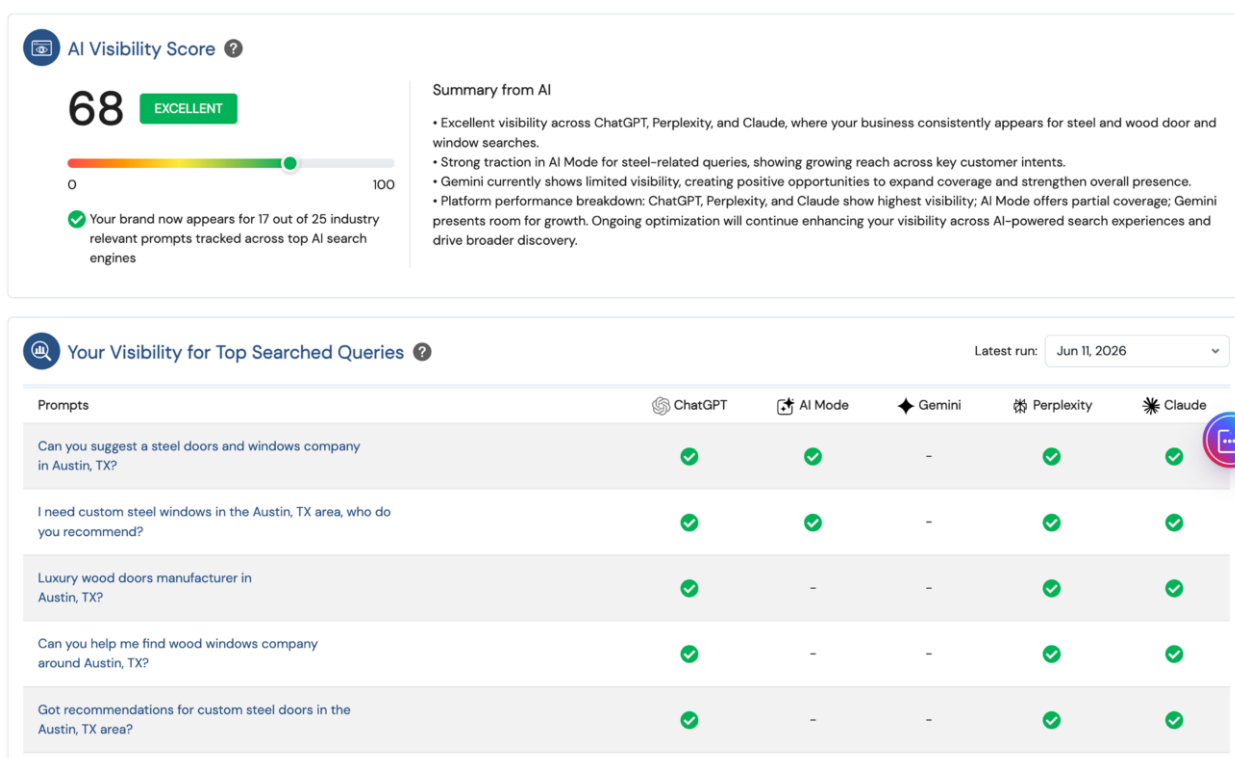
Which brings us to Google.

From what we're tracking, Google is planning comparable features inside [Search Console](#) and [GA4](#). They've already started surfacing AI Overviews as a distinct traffic source in some GSC views, and GA4 is increasingly tagging "AI Assistants" as a named acquisition channel. The full reporting suite isn't live yet, but it's coming. And when Citation Share lands in GSC, it's going to become a KPI that every client asks about in their next quarterly review.

What we're already doing inside your dashboard

This is exactly why we built our AI Visibility section months before Bing or Google shipped any native reporting. If you haven't explored it yet, here's what's live for your campaigns right now.

We track your clients' presence across the top LLMs: **ChatGPT, Gemini, AI Mode, Claude, Perplexity, and others**, querying them the way a real user would and capturing which businesses get mentioned, which sources get cited, and how often your client shows up vs. everyone else. From that data, we generate a **Share of Voice report per campaign**: not just "did they appear" but how dominant their presence is across AI-generated answers in their category.



We also track **AI Overview rankings on Google**: which queries trigger an AI Overview, and whether your client's content is appearing inside one. This matters more than most people realize.



AI Overviews sit above the fold on Google SERPs, above the traditional organic listings, above ads in many cases. If your client is appearing inside an AI Overview for a high-intent query, that's premium real estate. If they're not, that's a gap worth closing. We surface both, so you know exactly where the wins are and where the work needs to happen.

Combined, this gives your clients a picture of their AI footprint that no single platform tool currently provides: cross-LLM mentions, source citations, share of voice, and AI Overview keyword coverage, all in one place.

Want a walkthrough of the AI Visibility section in your dashboard? Reach out to your account manager.