

AI Visibility Benchmark Report

CJ Design & Consulting Benchmark Framework — 2026

Important

The benchmark levels below are CJ's proposed measurement standards, not claims about industry averages. Industry percentile benchmarks should be added only after CJ has collected a sufficiently large, consistent dataset.

Purpose

This report defines a practical benchmark system for evaluating whether a business is merely present online or is becoming discoverable, understandable, citable, and recommendable across search engines and AI platforms.

Seven Benchmark Dimensions

Dimension	What is measured	Core evidence
Technical eligibility	Can engines crawl, index, render, and select the site?	Index status, sitemap, robots, canonicalization, HTTPS, crawl errors
Search discoverability	Does the business appear for relevant nonbrand searches?	Impressions, rankings, clicks, query coverage
Entity clarity	Can systems clearly identify the business, services, people, and locations?	Consistent naming, About, service descriptions, local profiles, organization/person data
Content answerability	Can a page answer a question quickly and independently?	Direct answers, headings, FAQs, tables, examples
Authority & trust	Is expertise corroborated beyond the website?	Referring domains, mentions, credentials, reviews, citations
AI citation visibility	Is the site used as a source in generated answers?	Citations, cited pages, citation share/grounding data where available
Conversion readiness	Can visibility turn into business results?	Clear CTA, forms, contact paths, offer alignment, lead tracking

Proposed Maturity Levels

Level	Score band	Interpretation
1 — Foundation	0–39	Major eligibility, clarity, authority, or measurement gaps.
2 — Emerging	40–59	Searchable and understandable, but inconsistent competitive visibility.
3 — Competitive	60–74	Strong foundation with meaningful nonbrand visibility and growing authority.
4 — Citable	75–89	Strong search presence plus repeatable AI mentions/citations for priority topics.
5 — Category Authority	90–100	Sustained visibility across search and AI, strong independent authority, and measurable business outcomes.

CJ 2026 Baseline Snapshot

CJ's current evidence supports a useful pilot baseline rather than an industry percentile. The site has confirmed search impressions, confirmed Bing/Copilot citation activity, active IndexNow submissions, and a technically reviewed foundation. The largest strategic gap identified in the Bing review is external authority: only seven referring domains were shown.

Benchmark Review Cadence

Frequency	Review
Weekly	Critical indexing/crawl failures, major site changes, lead tracking.
Monthly	Search queries, priority page movement, AI citations, cited pages, backlinks/referring domains.
Quarterly	Full AI Visibility Score, competitor comparison, content gaps, authority gains.
Annually	Publish aggregate CJ benchmark study and revise score thresholds if the dataset supports it.

Sources and Research Basis

External methodology references:

- Google Search Central, AI features and your website: <https://developers.google.com/search/docs/appearance/ai-features>
- Bing Webmaster Guidelines: <https://www.bing.com/webmasters/help/webmaster-guidelines-30fba23a>
- Bing Webmaster Tools, AI Performance: <https://www.bing.com/webmasters/help/ai-performance-9f8e7d6c>
- Microsoft Bing Webmaster Blog, Introducing AI Performance in Bing Webmaster Tools (February 10, 2026): <https://blogs.bing.com/webmaster/February-2026/Introducing-AI-Performance-in-Bing-Webmaster-Tools-Public-Preview>

CJ-specific baseline observations in these documents are based on CJ Design & Consulting's September 2026 Google Search Console and Bing Webmaster Tools review. They are internal observations, not industry-wide statistics.