

Marketing Intelligence Benchmarks

Measurement Standards for Search, AI Visibility & Conversion

Benchmark status

These are operating benchmarks and decision thresholds for CJ's Marketing Intelligence System. They are not presented as universal industry averages. Client-specific targets should be calibrated to historical performance, business model, market, and available data.

Benchmark Philosophy

A useful benchmark should tell a business what to do next. CJ's framework therefore combines visibility, authority, engagement and conversion measures instead of treating traffic as the final outcome.

Core Benchmark Families

Family	Primary metrics	Decision question
Search Visibility	Impressions, clicks, CTR, average position, priority-query coverage	Are more relevant people discovering us?
AI Visibility	Mentions, citations, cited pages, recommendation rate, platform coverage	Are AI systems using or recommending us?
Authority	Referring domains, quality mentions, reviews, expert citations	Do independent sources corroborate our expertise?
Content Performance	Engaged sessions, landing-page engagement, priority-page impressions, internal journeys	Does content attract and educate the right audience?
Conversion	Leads, conversion rate, booked calls, qualified inquiries	Does visibility create business opportunities?
Channel Efficiency	Organic, referral, social, email and AI-assisted contribution	Which channels deserve more investment?

Proposed Decision Thresholds

Signal	Watch	Developing	Strong	How to use it
Priority query average position	>50	21–50	1–20	Pages 11–20 are often the highest-priority optimization opportunities.
Nonbrand impressions trend	Declining	Flat/mixed	Sustained growth	Shows whether topical discovery is expanding.
Unique AI cited pages	0	1–2	3+ and growing	Track breadth, not just total citation count.
Relevant referring domains	Flat/declining	Growing slowly	Consistent quality growth	Judge relevance and legitimacy, not raw volume.
Lead conversion tracking	Missing	Partial	Complete	Do not optimize marketing without knowing what becomes a lead.
Cross-platform AI coverage	0 platforms	1–2	3+	Use a fixed prompt set and consistent testing protocol.

CJ Current Baseline Inputs

Metric	Current reviewed baseline	Interpretation
Google Search clicks	8 over reviewed 3-month window	Low traffic despite meaningful impressions.
Google impressions	8.89K over reviewed 3-month window	Evidence of query demand and discovery.
Google average position	74.1	Ranking depth is a larger constraint than CTR alone.
Bing search	1 click / 11 impressions	Very early Bing search visibility.
Bing AI citations	2	Verified AI citation baseline.
Unique Bing cited pages	1	Citation breadth is currently narrow.
Bing referring domains	7	External authority is a priority growth opportunity.

Monthly Marketing Intelligence Review

1. Compare current month with prior month and trailing 90 days.
2. Identify priority pages moving into positions 11–20 and give them first optimization attention.
3. Identify pages earning AI citations and preserve what is working before making major changes.
4. Track whether referring-domain growth comes from legitimate, relevant sources.
5. Connect visibility changes to leads, booked consultations and revenue where tracking permits.
6. Document actions taken so later changes can be interpreted without falsely claiming causation.

Quarterly Executive Scorecard

Area	Score 0–100	Quarter change	Evidence / next action
Search Visibility			
AI Visibility			
Authority			
Content Performance			
Conversion			
Overall Marketing Intelligence			

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.