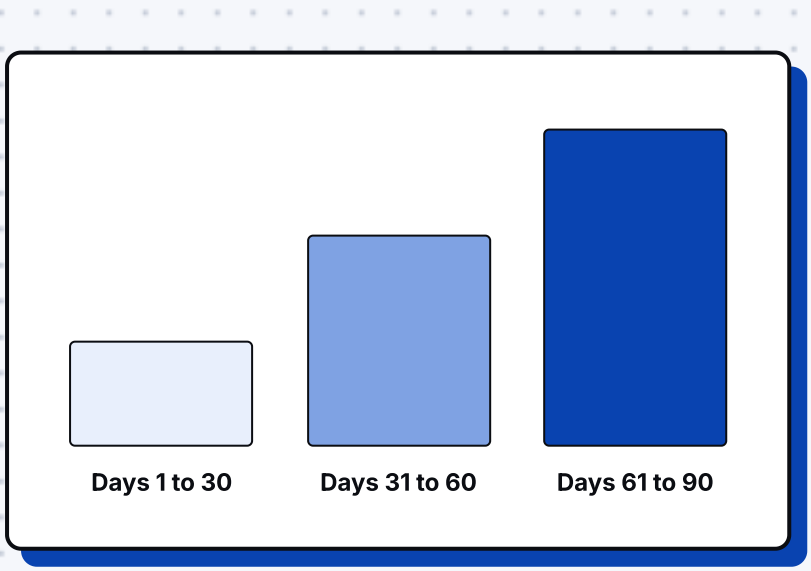
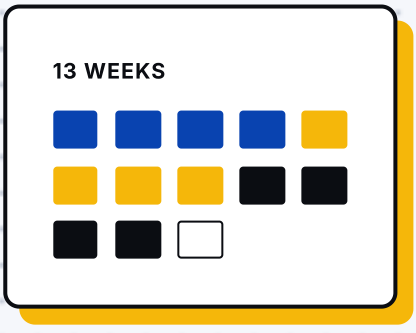
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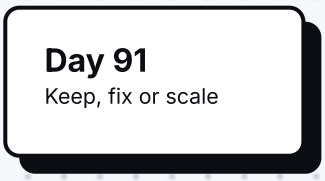
Free guide

90-Day B2B SEO Roadmap

A week-by-week plan to set up tracking, ship the pages buyers search for and report real progress in your first quarter.







perceptric.com

2026 edition

Contents

01 What 90 days can and can't do

02 Before day 1: goals, baselines and tracking

03 Days 1 to 30: foundation

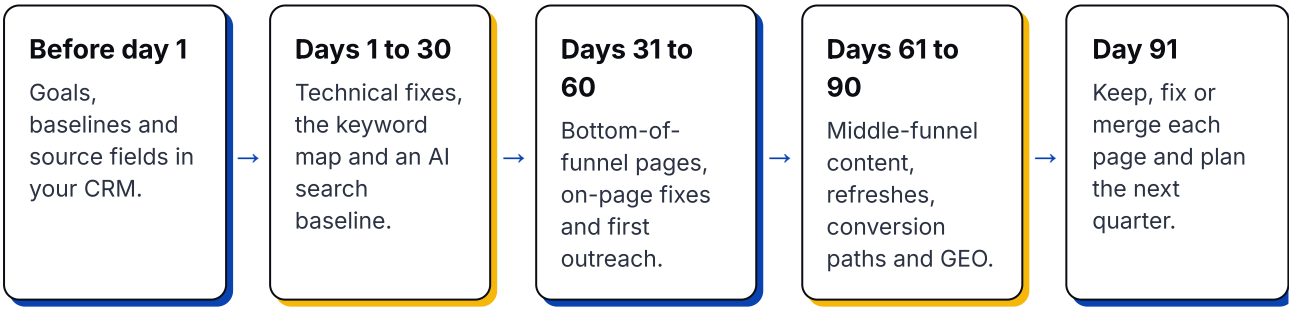
04 Days 31 to 60: build

05 Days 61 to 90: grow

06 The 13-week plan

07 KPIs by month and what good looks like

08 What to do on day 91



01

CHAPTER 1

What 90 days can and can't do

Ninety days gives you enough time to fix your site, ship the pages buyers search for and see early movement in Search Console.

How long new pages take to rank

How long B2B buyers take to decide

What is realistic by day 90

The expectations note for leadership

1.74%

of newly published pages reached Google's top 10 within a year.

Source: Ahrefs, How long does it take to rank in Google, 2025

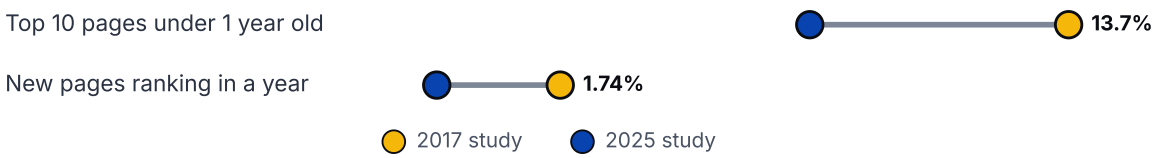
Ahrefs checked 1 million random URLs and the top 10 results for 1.3 million keywords. Plan your first quarter around the work you can ship, and treat top rankings as a later prize.

CHAPTER 1

Ranking takes time, and the clock is getting longer

Ninety days rarely gives new pages enough time to reach the top of Google and fill your pipeline. The pages already on page one are old, and new pages find it harder to break in than they did in 2017.

New pages have a harder path into Google's top 10



Share of pages. Source: Ahrefs, How long does it take to rank in Google, 2025

Average age of the #1 result on Google



Source: Ahrefs, How long does it take to rank in Google, 2025

Most SEO work needs four months to a year to show benefits, a range Google gave in its 2017 video on hiring an SEO. Until a page reaches page one, it earns very few clicks.

Page two gets few clicks

0.63%

of Google searchers clicked a result on the second page. Source: Backlinko, Google CTR stats, updated 2025

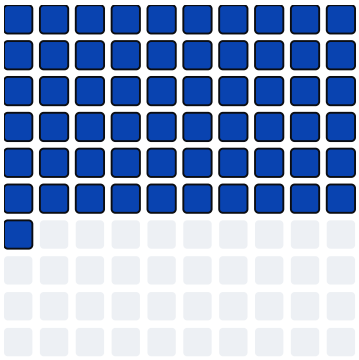
B2B buyers decide early and close late

B2B buying runs on a long clock as well. Dreamdata measured 3.5 million customer journeys, and 6sense surveyed nearly 4,000 B2B buyers in its 2025 study.

272 days
on average from first touch to a closed B2B deal (Dreamdata)

4 of 5
shortlist spots were filled by buying groups on day one (6sense)

Sources: Dreamdata 2026 benchmarks, via CMOtech; 6sense 2025 Buyer Experience Study, via CustomerThink



61%

of the buying process was already done when B2B buyers first contacted a seller. Your pages do much of the selling before sales hears about the deal.

Source: 6sense 2025 Buyer Experience Study, via CustomerThink

So the pages you ship in month two can shape shortlists for deals that close next year.

> **Judge the first quarter on what you shipped and on leading signs such as impressions. Judge revenue over a full sales cycle.**
>
> The rule we use for every 90-day plan

What to expect by day 90

Area	Realistic by day 90	Usually takes longer
Tracking	• Every new lead has a source and first landing page in your CRM	• Clean attribution across a full sales cycle
Technical	• Crawl, index and speed issues on money pages fixed	• Results from a site rebuild or migration
Pages	• 6 to 10 bottom-of-funnel pages live and indexed	• A full content library for each topic
Rankings	• Impressions and average position rising on new pages	• Steady top 3 spots on competitive terms

Area	Realistic by day 90	Usually takes longer
AI search	• A prompt baseline and first mentions earned on cited sites	• A stable share of AI answers in your category
Pipeline	• First demo requests from organic and AI referral visits	• Revenue tied to SEO across closed deals

Do this now: your expectations note

Send leadership a one-page expectations note before day 1. Fill in these three lines and attach the table above.

Report each month

Pages shipped, impressions on bottom-of-funnel queries, average position and AI answer mentions.

Report over a full sales cycle

Demo requests, SQLs, pipeline and revenue with an organic or AI source.

What we will ship by day 90

The leading signs we will report each month

When we expect pipeline to show

02

CHAPTER 2

Before day 1: goals, baselines and tracking

Spend the week before day 1 on goals and tracking. Without a baseline, you can't prove on day 90 that anything moved.

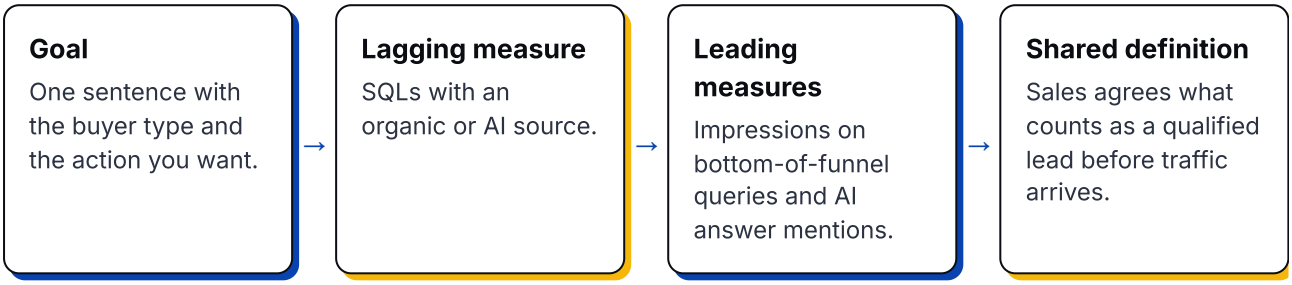
- One business goal and the measures behind it
- GA4 and Search Console setup
- Source fields in your CRM
- A baseline sheet with example rows

CHAPTER 2

Set the goal and the tracking first

Pick one business goal

Tie the program to one goal your sales leader already cares about, such as more demo requests from buyers who fit your ICP. Then choose a handful of measures that show progress toward it.



Set up GA4 and Search Console

GA4

- [ ] Mark demo requests, contact forms and trial sign-ups as key events.
- [ ] Test each form in DebugView and confirm one key event fires per submission.
- [ ] Set event data retention to 14 months, the longest option for a standard property.
- [ ] Build an exploration for AI referrals from the five sources below.
- [ ] Add a landing page report filtered to organic search so you can see which pages start sessions.

chatgpt.com · perplexity.ai · gemini.google.com · copilot.microsoft.com · claude.ai

Search Console

- [ ] Verify a domain property so you see every subdomain and protocol in one place.
- [ ] Submit your XML sitemap and write down how many pages Google has indexed.
- [ ] Export the last three months of queries and pages as your baseline file.
- [ ] Save a regex filter for branded queries so you can track non-brand clicks on their own.

Source: Google Analytics Help, Data retention

Add source fields to your CRM

Your CRM has to know where each lead came from, or SEO will never get credit for pipeline. Buyers who first saw you in an AI answer often return later by typing your name, so GA4 records them as direct or branded visits.

01

Original source

Filled from hidden form fields or your CRM's tracking script.

02

First landing page

Ties a lead to the page that started the visit.

03

How did you hear about us?

A free-text field on the demo form that catches AI and word of mouth.

04

Stage dates

A date for each lead stage, from MQL and SQL through opportunity and closed won.

Template: baseline sheet

Copy this table into a sheet and fill in your own numbers. The example columns show a made-up company so you can see the format.

Measure	Where to find it	Example baseline	Example day 90 target
Non-brand organic clicks per month	Search Console, brand filter excluded	1,200	1,450
Impressions on bottom-of-funnel queries	Search Console, query filter	9,000	15,000
Indexed money pages	Search Console, Pages report	14 of 19	All
Organic and AI demo requests	GA4 key events plus CRM source	6	10
SQLs with an organic or AI source	CRM report	2	4
Prompts that name your brand	AI prompt tracker	3 of 25	6 of 25

Do this now

Submit a test lead through every form on your site. Confirm it shows the right source, first landing page and key event in your CRM and GA4 before you start week 1.

Business goal in one sentence

Lagging measure and its baseline

Leading measures and their baselines

Date sales agreed on the lead definition

03

CHAPTER 3: DAYS 1 TO 30

Foundation

Month one removes what blocks Google and AI crawlers from your best pages and decides which new pages you will build. You publish little this month, and every later week depends on it.

- Technical fixes ranked by revenue impact
- Your ICP and keyword map
- The bottom-of-funnel page plan
- Your AI search baseline

CHAPTER 3

Days 1 to 30: foundation

Fix the technical issues that block ranking

Sort audit findings by revenue impact, starting with the pages that sell. Cosmetic warnings from audit tools can wait until next quarter.

1. Check indexing: every page you want found returns a 200 status, sits in the sitemap and has no noindex tag.
2. Check crawl paths: link every money page from the main menu or a hub page within three clicks of the home page.
3. Remove duplicates: give each page one canonical URL and redirect old http, www and trailing slash versions.
4. Pass Core Web Vitals at the 75th percentile of page loads, using the thresholds below.
5. Open the door to AI search: allow crawlers such as OAI-SearchBot and PerplexityBot in robots.txt and in your CDN's bot settings.
6. Add Organization schema to the home page and Product or SoftwareApplication schema to product pages.

2.5 s	200 ms	0.1
or less for Largest Contentful Paint (LCP)	or less for Interaction to Next Paint (INP)	or less for Cumulative Layout Shift (CLS)

Source: web.dev, Web Vitals thresholds

Build your ICP and keyword map

Start with your sales team before any keyword tool. Read ten recent call notes and lost-deal notes, then list the problems, rival tools and job titles that come up again and again.

Turn that list into searches and map each search to one page. Group close variants on the same page so two of your pages never compete for one query. The example below uses a made-up invoice automation product.

Keyword	Intent	Page type	Target URL	Priority
invoice automation software	Buy	Category page	/invoice-automation/	1
[Rival] alternatives	Compare	Alternatives page	/alternatives/[rival]/	1
[Product] vs [Rival]	Compare	Comparison page	/compare/[product]-vs-[rival]/	1
invoice automation pricing	Buy	Pricing page	/pricing/	1
invoice automation for construction	Use case	Industry page	/industries/construction/	2
netsuite invoice automation	Integration	Integration page	/integrations/netsuite/	2
how to cut invoice processing time	Learn	Guide	/blog/invoice-processing-time/	3

Plan your bottom-of-funnel pages

Bottom-of-funnel pages answer searches from buyers who are comparing options or ready to talk to sales. Choose 6 to 10 for month two, ranked by deal value and by how often sales hears the term.

01

Comparison pages
Your product next to one rival, with a fair table and a clear best fit for each.

02

Alternatives pages
For buyers leaving a known tool, with the reasons people switch and what to check.

03

Use case and industry pages
One job or one industry per page, with the workflow and proof from that field.

04

Integration pages
How your product works with a tool buyers already use, with setup steps and limits.

Take your AI search baseline

B2B buyers now ask AI tools for vendor advice, so record where you stand before you change anything. These numbers show how far the habit has spread.

94%

of business buyers use AI in their buying process, up from 89% a year earlier

Source: Forrester, 2025 survey

29%

of B2B buyers start research in tools like ChatGPT more often than in Google

Source: G2, 2025

3.37%

of traffic to software and services sites came from AI referrals

Source: Conductor, 2026

Sources: Forrester Buyers' Journey Survey, 2025; G2 2025 Buyer Behavior Report; Conductor 2026 AEO / GEO Benchmarks, IT

Write
20 to 30 prompts your buyers would ask, such as "best invoice automation software for mid-size firms".

→

Run
Each prompt in ChatGPT, Perplexity, Gemini, Google AI Overviews and AI Mode.

→

Record
Whether each answer names you, where you appear in the list and which sites it cites.

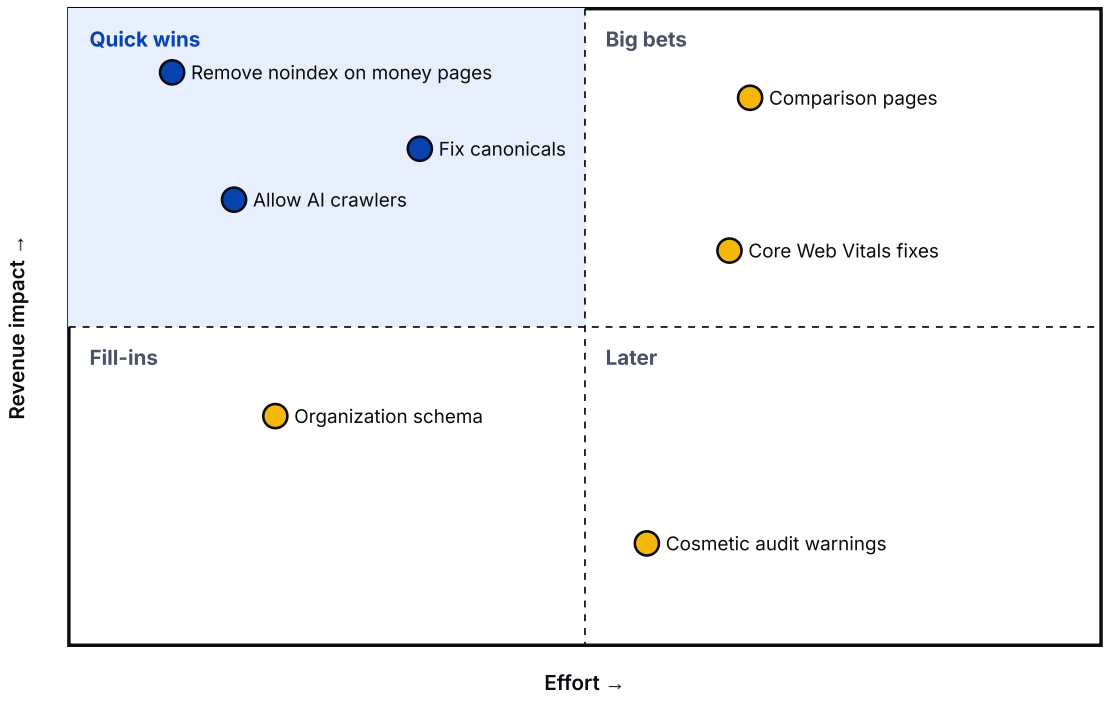
→

Repeat
Rerun the same set each month, or track it daily in a tool such as Arrowsterr.

Do this now: rank the month one list

Score each task with your developer on effort and revenue impact before you book the sprint. Start in the top left corner and leave the bottom right for next quarter.

Where month one work often lands



Perceptric framework. Placement varies by site, so score your own list with your developer.

04

CHAPTER 4: DAYS 31 TO 60

Build

Month two is when you ship the pages from your plan. You also improve pages that already rank and start earning mentions on sites that Google and AI tools trust.

- A frame for bottom-of-funnel and comparison pages
- Fixes for pages that already rank
- Internal links
- Digital PR and roundup outreach

CHAPTER 4

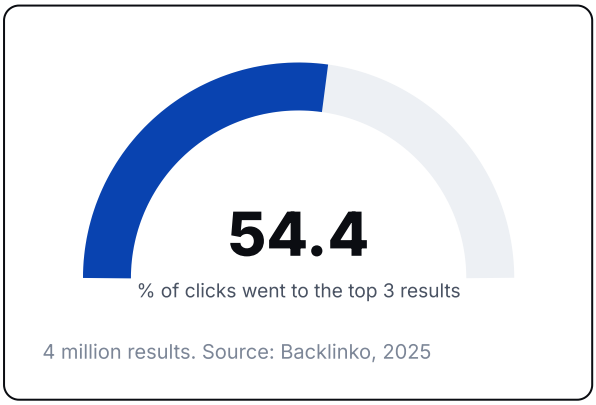
Days 31 to 60: build

Publish bottom-of-funnel and comparison pages

Aim for two to four pages a week, and request indexing in Search Console the day each one goes live. Build every page on the same frame so buyers find answers fast.

1. Answer the search in the first two sentences: who the page is for and what it compares.
2. Add a comparison table with current facts on pricing model, key features, integrations and best fit.
3. Give each option a fair section, including the cases where a rival fits better.
4. Show proof you have permission to use, such as customer quotes, results and screenshots.
5. Offer one next step, such as a demo or pricing, after the table and again at the end.
6. Add an author, a review date and a source for every claim about a rival.

Fix pages that already rank



Your fastest wins often sit on page two. The top three spots take most clicks, so moving a page from position 12 to 4 changes its traffic.

- [ ] In Search Console, list pages with high impressions and an average position between 5 and 20.
- [ ] Match each title tag and H1 to the main query the page already gets impressions for.
- [ ] Answer the query in the opening paragraph and add the subtopics the top results cover.
- [ ] Update old facts, screenshots and prices, and log each change with its date.

Add internal links

Internal links tell Google which pages matter and help buyers move from a guide to a page that sells. Add them the same week each new page goes live.

From guides

Link from each related blog post to its matching bottom-of-funnel page, using the page's main keyword in the anchor text.

To new pages

Give every new page at least three internal links within its first week.

Through a hub

Add a hub page such as /compare/ that links to all comparison and alternatives pages.

For orphans

Link every orphan page found in the audit, or redirect it to a better page.

Start digital PR and list outreach

Run two outreach tracks side by side this month. Each one earns mentions on sites that Google and AI tools already trust.

Digital PR

Pitch journalists a story backed by your own data, with a chart they can use.

List outreach

Ask the authors of "best tools" roundups to include you, with one proof point.

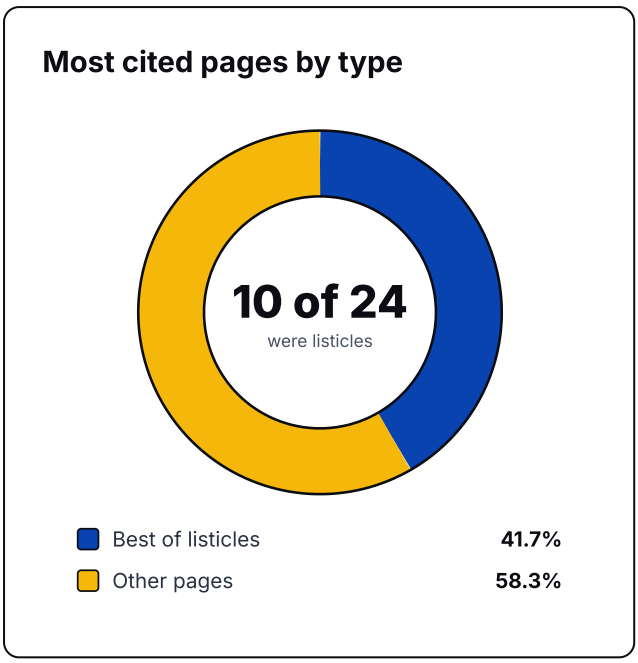
70%
of journalists value a pitch's clear relevance to their beat most

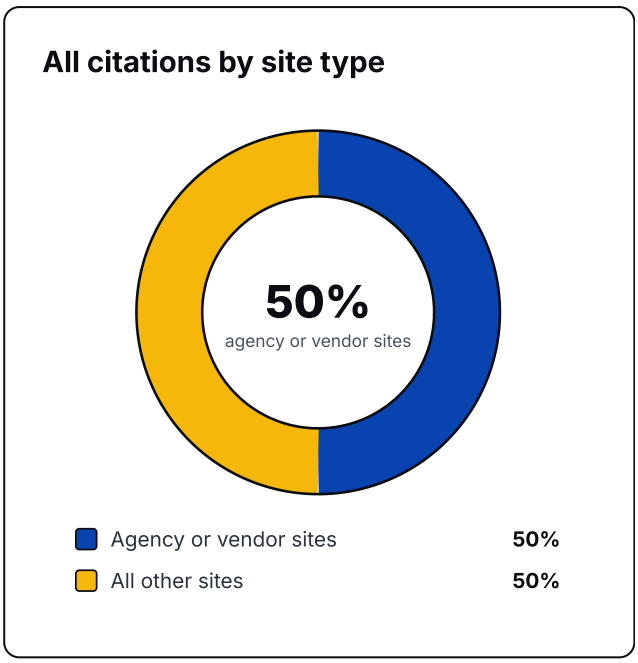
40%
of journalists value original data or research in a pitch

69%
of journalists prefer pitches under 200 words

Source: Muck Rack State of Journalism 2026, via University of Minnesota

Roundups carry weight in AI answers too. In our own Arrowsterr sample, 10 of the 24 most cited pages were "best of" listicles, and agency or vendor sites earned half of all citations.





Sample: 30 AI answers to 5 B2B SEO agency prompts across ChatGPT, Claude, Gemini, Google AI Overviews and AI Mode, August to November 2026. This is a small sample next to the larger public studies in this guide.

1. List 20 roundup pages that rank in Google or get cited in AI answers for your category.
2. Check that each one was updated in the last year and covers buyers like yours.
3. Email each author a short note with what you do, who you serve, one proof point and a screenshot.
4. Pitch one data story to writers on your beat, in under 200 words, with a chart they can use.

Template: outreach tracker

Roundup or outlet	Last updated	Cited in AI answers	Contact	Status
[Best invoice automation tools roundup]	[Month, year]	[Yes, in ChatGPT and Perplexity]	[Author name]	Added you
[Finance software buyer's guide]	[Month, year]	[Yes, in AI Overviews]	[Editor name]	Replied
[Trade outlet for finance leaders]	[Month, year]	[No]	[Reporter name]	No reply

05

CHAPTER 5: DAYS 61 TO 90

Grow

Month three widens the net and turns visits into leads. You add middle-funnel content, refresh what is slipping, fix conversion paths and start GEO work on the answers buyers read in AI tools.

- Middle-funnel content
- Refreshes for pages that are slipping
- Conversion path fixes
- GEO work and the monthly report

CHAPTER 5

Days 61 to 90: grow

Add middle-funnel content

Middle-funnel content helps buyers who know their problem but haven't picked a fix. Each piece should lead to one of your bottom-of-funnel pages with a clear link.

01

How-to guides

For the problems your sales team hears on first calls.

02

One free tool

A template, checklist or calculator that solves a small part of the problem.

03

A link onward

From each guide to the matching comparison, use case or pricing page.

Refresh pages that are slipping

AI tools cite fresh pages more often than old ones. Ahrefs studied 17 million citations to compare AI-cited content with pages in Google's organic results.

- [ ] Compare the last three months with the three before in Search Console and sort pages by lost clicks.
- [ ] Update facts, examples, screenshots and internal links on the five pages that lost the most.
- [ ] Change the visible date only when the content itself changed.
- [ ] Request indexing for each refreshed page.

Fresh pages get cited

25.7%

fresher, on average, is AI-cited content than pages in Google's organic results. Source: Ahrefs, Fresh content study, 2025

Fix conversion paths

Traffic only helps if buyers can act on it. Walk through each top page on a phone, as a buyer would, and fix anything that slows the path to a demo.

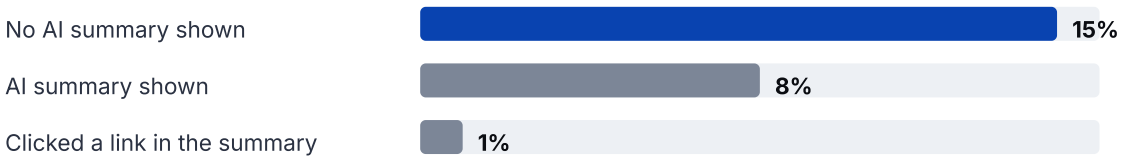
- [ ] Give each page one main call to action that matches its intent.
- [ ] Cut demo forms to the fields sales really uses.

- [ ] Offer middle-funnel readers a lighter step, such as a template or a pricing sheet.
- [ ] Confirm each form fires its key event and lands in the CRM with its source.

Start GEO work

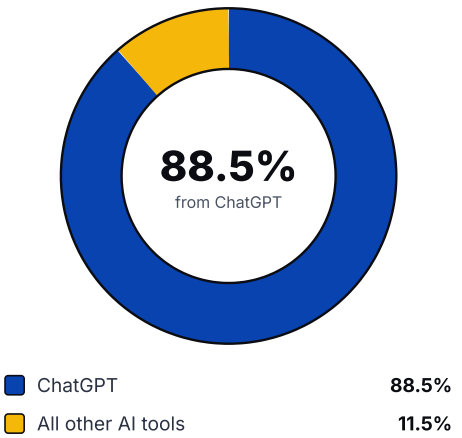
GEO, or generative engine optimization, is the work of getting your brand named and cited in AI answers. Being named in the summary matters because fewer people click through when one appears.

Google visits that ended in a click



900 US adults, March 2025. Source: Pew Research Center, 2025

AI referral visits, IT industry



Source: Conductor, 2026

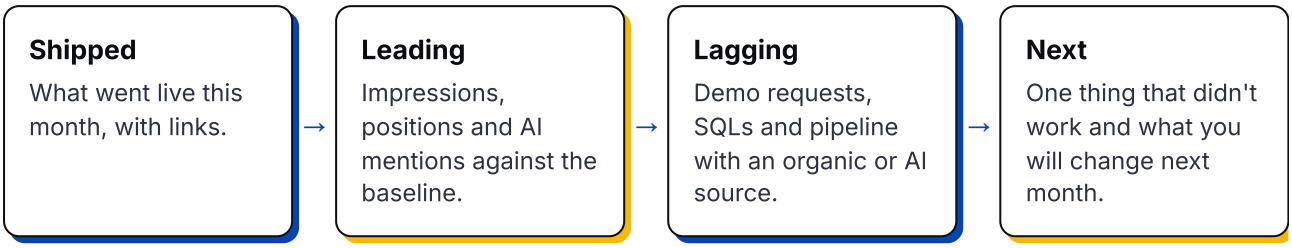
AI Overviews appeared on 11.4% of Google searches in the IT industry in Conductor's data. ChatGPT sent most of the industry's AI referral visits.

- [ ] State plainly on your home and about pages what you are, who you serve and what you replace.
- [ ] Make your company facts match across your site, LinkedIn, G2 and other profiles.
- [ ] Answer common buyer prompts in short, direct sections on your bottom-of-funnel pages.
- [ ] Follow up with the roundup authors who replied, and add new placements to your tracker.
- [ ] Rerun your baseline prompts and note which cited sites now mention you.

Sources: Pew Research Center, 2025; Conductor 2026 AEO / GEO Benchmarks, IT

Report what moved

Send leadership a one-page report at the end of each month. Tie each piece of work to pipeline, and name what missed as well as what worked.



Template: one-page monthly report

Section	What to include	Example row
Shipped	Every page, fix and pitch that went live, with links	[Four comparison pages and one data story, with links]
Leading	Impressions, positions and AI mentions next to the baseline	[Impressions on bottom-of-funnel queries, baseline and this month]
Lagging	Demo requests, SQLs and pipeline with an organic or AI source	[Demo requests from organic and AI visits, baseline and this month]
Next	One miss and the change you will make	[Page with no impressions after six weeks, rewrite planned]

> **Do this now**
>
> Book the month three report for the last Friday of week 13. Send it with the day 91 review invite so leadership sees both together.

06

CHAPTER 6

The 13-week plan

One owner and one main deliverable each week, with a test that tells you when it is done.

Month one: weeks 1 to 4

Month two: weeks 5 to 8

Month three: weeks 9 to 13

CHAPTER 6

The 13-week plan

Copy this plan into your project tool and put a real name next to every owner. Book a review at the end of weeks 4, 8 and 13.

Review: end of week 4 | Review: end of week 8 | Review: end of week 13

MONTH ONE: FOUNDATION

WEEK 1: SEO LEAD, REVOPS
GA4 key events, Search Console and CRM source fields live. **Done when** a test lead shows its source and first landing page in the CRM.

WEEK 2: SEO LEAD, DEVELOPER
Technical audit and fix list ranked by revenue impact. **Done when** fixes for money pages are booked into the current sprint.

WEEK 3: SEO LEAD, SALES
ICP notes and keyword map. **Done when** every target keyword maps to one URL.

WEEK 4: SEO LEAD, CONTENT LEAD
Bottom-of-funnel page plan and AI prompt baseline. **Done when** 6 to 10 briefs are approved and baseline prompts are saved.

MONTH TWO: BUILD

WEEK 5: CONTENT LEAD
First two bottom-of-funnel pages. **Done when** both pages are live, indexed and linked from three pages.

WEEK 6: CONTENT LEAD, DEVELOPER
Two more pages and the critical technical fixes. **Done when** no indexing errors remain on money pages.

WEEK 7: SEO LEAD
On-page fixes for pages ranking 5 to 20. **Done when** ten pages are updated, with a dated change log.

WEEK 8: CONTENT LEAD, PR LEAD
Two more pages and the first data story. **Done when** the pitch has gone to 20 writers on your beat.

MONTH THREE: GROW

WEEK 9: SEO LEAD
Internal link pass and roundup outreach. **Done when** each new page has five internal links and 20 authors are contacted.

WEEK 10: CONTENT LEAD
Two middle-funnel guides. **Done when** both are live and each links to a bottom-of-funnel page.

WEEK 11: CONTENT LEAD
Refresh of the five pages that lost the most clicks. **Done when** all five are updated and resubmitted in Search Console.

WEEK 12: DEVELOPER, REVOPS
Conversion path fixes on top pages. **Done when** forms are tested on a phone and every key event reaches the CRM.

WEEK 13: SEO LEAD
Day 90 report and the next 90-day plan. **Done when** leadership has approved the plan for next quarter.

07

CHAPTER 7

KPIs by month and what good looks like

Early months show output and later months show results, so each month gets its own scorecard.

The order to read your measures in

The monthly scorecard

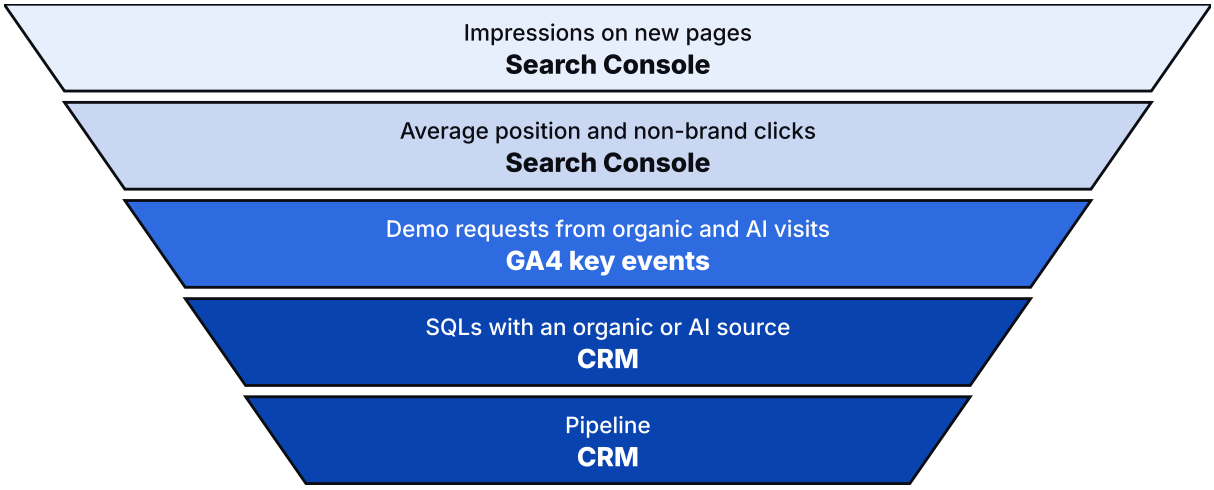
How to read slow clicks

CHAPTER 7

KPIs by month

Compare every number with your baseline sheet from chapter 2. Read the measures from the top of the chain down, because each one moves before the next.

The chain from first sign to pipeline, and where each measure lives



Perceptric framework

The monthly scorecard

Month	KPI	Where to find it	What good looks like
1	Leads with a known source	CRM report	Every new lead has a source and first landing page
1	Money pages indexed	Search Console, Pages	All money pages indexed, with fixes booked for the rest
1	AI prompt baseline	Prompt tracker	Saved, with names, positions and cited sites for each prompt
2	Bottom-of-funnel pages live	Content tracker	The full plan of 6 to 10 pages shipped on schedule
2	Impressions on new pages	Search Console, page filter	Rising week over week once each page is indexed
2	Outreach replies	Outreach sheet	Some roundup authors reply and at least one adds you

Month	KPI	Where to find it	What good looks like
3	Non-brand clicks	Search Console, brand filter excluded	Above the baseline month
3	Average position of new pages	Search Console	Moving toward the top 20 for their main query
3	Demo requests from organic and AI visits	GA4 key events plus CRM	The first ones recorded, with the page that started each visit
3	Prompts that name your brand	Prompt tracker	More prompts than the baseline, or new cited sites that mention you

Clicks lag behind impressions and position, so read the leading measures first. A page that climbs from position 40 to 15 in month three is on track even if it brings few clicks yet.

Example

Position 40 to 15 in month three: on track. Position flat and no impressions after six weeks: check indexing and intent.

Do this now: your scorecard

Paste this scorecard under your baseline sheet and fill in one column at the end of each month. Share it with sales so both teams read the same numbers.

KPI	Baseline	Month 1	Month 2	Month 3
Impressions on new pages				
Non-brand clicks				
Demo requests from organic and AI visits				
SQLs with an organic or AI source				
Prompts that name your brand				

08

CHAPTER 8

What to do on day 91

Treat day 91 as a review day for everything you shipped. Sort each page by what its data shows, then plan the next 90 days around the topics that moved.

Five signals and what they mean

Five steps for the next quarter

A day 91 review sheet

CHAPTER 8

Day 91: review and plan the next quarter

Read the signals

Signal at day 91	What it usually means	Next step
Named in some AI answers	Your cited sources are working	Seek more roundup placements and keep company facts consistent
Impressions up, clicks flat	The page ranks on page two	Improve on-page depth and add internal links and outreach for that page
Clicks up, few leads	The path to a demo is weak	Test a clearer call to action, a shorter form or a lighter offer
No impressions after six weeks	An indexing issue or the wrong intent	Check indexing, then rewrite the page to match what the top results cover
Leads arrive but sales rejects them	The keywords attract the wrong buyers	Rebuild the keyword map with sales using recent won deals

Label every page

Keep

Impressions and position are rising, and the page matches what buyers search for.

Fix

The page is indexed but stuck on page two, or its path to a demo is weak.

Merge

A thin page competes with another of your pages for the same query.

Plan the next 90 days

1. Label each page as keep, fix or merge, and merge thin pages that compete for the same query.
2. Choose the next topic cluster from the pages that reached the top 20 fastest.
3. Plan a monthly refresh slot so last quarter's pages stay current.
4. Grow PR and roundup outreach on the topics where AI answers already mention you.
5. Reset expectations with leadership using your day 90 report and the next quarter's targets.

Template: day 91 review sheet

Add one row for every page you shipped. The first rows show the made-up invoice automation company from chapter 3.

Page	Signal	Label	Next step
/compare/[product]-vs-[rival]/	Named in some AI answers	Keep	Pitch two more roundups that cite this page
/industries/construction/	Impressions up, clicks flat	Fix	Add depth, five internal links and one outreach pitch
/blog/invoice-processing-time/	Competes with the category page	Merge	Merge into /invoice-automation/ and redirect

Do this now: book the review

Block two hours on day 91 for the review, with your sales leader in the room.

Bring

- [ ] The baseline sheet from chapter 2.
- [ ] The monthly scorecards.
- [ ] Your CRM report on leads with an organic or AI source.

Leave with

- [ ] A keep, fix or merge label on every page.
- [ ] The next topic cluster.
- [ ] Next quarter's targets, approved by leadership.

ABOUT PERCEPTRIC

Want help running your first 90 days?

Perceptric is an SEO, GEO and content agency for B2B and SaaS companies. We build the bottom-of-funnel pages buyers search for, earn mentions in AI answers and connect GA4, Search Console and your CRM so you can see the pipeline your content brings in.

We also built Arrowsterr, which tracks how ChatGPT, Perplexity, Gemini and Google's AI answers talk about your brand.

Book a call

SOURCES

- Ahrefs, How long does it take to rank in Google, 2025
- Ahrefs, Fresh content and AI citations, 2025
- Backlinko, Google CTR stats, updated 2025
- Google Search Central, How to hire an SEO, 2017
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- 6sense 2025 Buyer Experience Study, via CustomerThink
- Google Analytics Help, Data retention
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- Forrester, Buyers' Journey Survey 2025
- G2, 2025 Buyer Behavior Report
- Conductor, 2026 AEO / GEO Benchmarks: Information Technology
- Muck Rack State of Journalism 2026, via University of Minnesota
- Pew Research Center, AI summaries and clicks, 2025