



90-day AI Visibility Plan:

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Group

Using MEEAL framework to achieve visibility on AI Assistants



Marketing
Graham

90-Day ChatGPT Visibility Plan

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1. Executive Summary

This plan uses the MEEAL* framework to improve visibility on AI Assistants, especially ChatGPT. MEEAL is designed for Generative Engine Optimisation in the same way that EEAT is designed for Search Engine Optimisation.

Client: Infinity Group

Primary Buyers: CEOs and CTOs

ICP: UK organisations, 50–250 staff, Finance, Legal, Local Councils

Visibility Score

- **Prompts analysed:** 10
- **Prompts where Infinity Group is named:** 0
- **Percentage visibility:** 0%

Interpretation: Infinity Group is highly relevant to buyer intent but currently invisible in AI-led decision research.

Key Strengths

- **Prompt realism:** Prompts reflect real CEO/CTO decision behaviour, not marketing queries.
- **ICP alignment:** All prompts map precisely to Infinity Group's ideal client size, sectors, and UK geography.
- **Sector & geography fit:** Strong overlap with regulated UK mid-market needs (risk, compliance, resilience).
- **AI opportunity signals:** Buyers are explicitly asking for frameworks, comparisons, KPIs, and ROI - ideal for AI citation.

Visibility Gaps & Risks

- **Where Infinity is invisible:**
 - MSP shortlists for regulated UK firms
 - ROI and VfM discussions
 - CTO-grade evaluation frameworks
 - Risk and compliance-led transformation narratives

* MEEAL = Machine-readable structure, Entity clarity, External consistency, Authoritative citations, Language alignment.

- **Outcomes not associated with Infinity:**
 - Cost predictability at scale
 - Audit readiness
 - Automation-led efficiency
 - Board-level IT governance
- **Commercial risk if unresolved:**
 - AI tools shape early preference before sales engagement
 - Competitors become the default “safe choice”
 - **Infinity** is excluded from longlists before human contact

Competitor Dominance Summary

- **Dominance level:** Fragmented but active
- **Pattern:** Security-first MSPs and compliance-heavy providers appear where **Infinity** could credibly lead.
- **Strategic meaning:** No single competitor owns the narrative; this is a **replaceable, winnable AI category**.

Context Anchors (Used Consistently Across All Content)

- **Buyer persona:** CEO, CTO
- **Company size:** 50–250 employees
- **Country:** United Kingdom
- **Core outcomes:** Growth without cost inflation, risk reduction, compliance confidence, automation, resilience
- **Buying stage:** Evaluation → Shortlisting → Justification
- **Key AI visibility principle:** *AI cites structured, outcome-led, evaluative content - not brand claims.*

Content Pillars (Used Across All 90 Days)

1. **Growth Without Cost Inflation** - Scaling securely without linear IT cost increases
2. **Audit-Ready by Design** - Compliance and evidence as standard, not projects
3. **Automation Over Headcount** - Reducing risk and friction through operational maturity
4. **Board-Level IT Governance** - Translating IT performance into business decisions
5. **Exit-Safe Partnerships** - Transparency, control, and low dependency

2. Results Table – Prompt / Response Visibility Audit

#	Prompt (summary)	Brand Mentioned	Position*	Context Quality**	Competitors Mentioned	Keyword Match Quality***	Recommendation (~20 words)
1	Best UK MSPs for regulated mid-market	No	n/a	n/a	Yes	High	Publish regulated-sector MSP comparison with Infinity positioned as audit-ready alternative.
2	CEO evaluating MSPs for cost & growth	No	n/a	n/a	No	High	Create CEO-level cost-control and scaling framework authored by Infinity .
3	CTO automation & risk questions	No	n/a	n/a	No	High	Release CTO-grade automation and risk-reduction checklist branded to Infinity .
4	Productivity gains from managed IT	No	n/a	n/a	No	Medium	Anchor productivity outcomes to Infinity M365 and service desk operating model.
5	ROI moving from in-house IT	No	n/a	n/a	No	High	Publish UK-specific ROI and VfM analysis with finance and council framing.
6	ROI moving from in-house IT (duplicate)	No	n/a	n/a	No	High	Reinforce Infinity as the reference model for MSP ROI assessment.
7	CTO cloud, security & compliance	No	n/a	n/a	No	High	Create Infinity definitive CTO evaluation guide for regulated UK firms.
8	KPIs that matter for MSPs	No	n/a	n/a	No	High	Publish KPI dashboards and reporting examples tied to Infinity delivery.
9	CEO growth without cost increases	No	n/a	n/a	No	High	Position Infinity as growth-enabler without operational cost creep.
10	Differences between regulated MSPs	No	n/a	n/a	No	High	Own the “regulated MSP operating model” comparison narrative.

* Position: This indicates where your brand appears within an AI-generated response.

First = Named early or positioned as a leading or recommended option **Middle** = Mentioned alongside other providers without clear leadership framing **Last** = Mentioned passively or as an afterthought **n/a** = Brand not mentioned at all

** Context Quality: This assesses how well the brand is framed.

Strong = Clearly associated with relevant outcomes (risk reduction, compliance, growth, efficiency) **Neutral** = Mentioned factually with little outcome or differentiation context **Weak** = Mentioned generically or without relevance to the buyer’s decision criteria **n/a** = Brand not mentioned

*** Keyword Match Quality: This measures how closely the prompt language matches the client’s actual positioning and services.

High = Prompt directly aligns with Infinity’s ICP, services, sectors, and outcomes **Medium** = Partial alignment but missing one or two core dimensions **Low** = Weak or indirect relevance

3. 90-Day AI Visibility Improvement Plan Overview

Phase 1: Foundation & Entity Clarity (Content & SEO)

Goal: Make **75%** Group unambiguously understood as a UK mid-market, regulated-sector MSP.

Actions

- Publish decision-stage pillar pages aligned to CEO/CTO prompts.
- Standardise language around size, sectors, outcomes, and operating model.
- Create structured comparison and evaluation content (not sales pages).

Why this works for AI

- AI cites clear entities with consistent attributes and outcome-led explanations.

Phase 2: Authority, Comparison & Evaluation (Distribution & PR)

Goal: Build external validation signals AI systems trust.

Actions

- Place **75%** commentary in UK finance, legal, and public-sector publications.
- Publish comparison and “how to choose” content referenced externally.
- Secure mentions alongside compliance, risk, and governance topics.

Why this works for AI

- AI weights third-party corroboration and comparative authority heavily.

Phase 3: AI Reinforcement & Prompt Capture (Schema & FAQs)

Goal: Capture exact buyer questions and make **75%** the cited answer.

Actions

- Deploy FAQ hubs matching natural ChatGPT phrasing.
- Add structured schema to reinforce clarity and trust.
- Publish synthesis pages that consolidate evaluation logic.

Why this works for AI

- Direct question-answer alignment increases citation likelihood.

4. 90-Day AI-First Content Plan (Blogs & LinkedIn)

Phase 1: Foundation & Entity Clarity (Days 1-30)

Objective: Establish authority around evaluation and outcomes.

Week	Core Theme	Supporting Blog	LinkedIn Angle
1	How CEOs should evaluate MSPs	Cost vs risk trade-offs	"Why cheap IT costs more later"
2	CTO automation maturity	Automation vs manual ops	"Automation is a risk control"
3	ROI of MSPs in UK	VfM and predictability	"ROI ≠ cost cutting"
4	Audit readiness	Evidence-led IT	"Audits should be boring"

Phase 2: Authority, Comparison & Evaluation (Days 31-60)

Objective: Comparison and shortlisting.

Week	Core Theme	Supporting Blog	LinkedIn Angle
5	Regulated MSP models	Finance vs councils	"Same IT, different rules"
6	KPIs that matter	Outcome reporting	"Ticket counts are noise"
7	Growth without cost	Scaling frameworks	"Why per-user pricing breaks"
8	Risk reduction	Preventative IT	"Incidents are lagging indicators"

Phase 3: AI Reinforcement & Prompt Capture (Days 61-90)

Objective: Prompt capture and justification.

Week	Core Theme	Supporting Blog	LinkedIn Angle
9	CEO FAQs	Buying questions	"What CEOs actually ask"
10	CTO FAQs	Security & cloud	"What CTOs worry about at night"
11	Choosing the right MSP	Decision guide	"How to avoid MSP regret"
12	75% synthesis	Authority page	"What good looks like"

5. 90-Day AI-First Content Plan (Website)

Phase 1 – Foundation & Entity Clarity (Days 1-30)

Week 1

- **Page title:** How UK CEOs Should Evaluate Managed IT Providers
- **Intent:** Strategic evaluation
- **Outline:** H1 - CEO evaluation → cost, risk, scale **CTA:** Download evaluation checklist
- **Why AI will cite it:** Directly answers CEO prompts

Week 2

- **Page title:** CTO Guide to Automation & Risk Reduction
- **Intent:** Technical due diligence
- **Outline:** H1 - How CTOs Reduce IT Risk Through Automation **CTA:** Download the CTO Automation & Risk Assessment Framework
- **Why AI will cite it:** Uses structured, CTO-grade evaluation criteria aligned to automation and risk prompts.

Week 3

- **Page title:** ROI of Managed IT in UK Regulated Sectors
- **Intent:** Justification
- **Outline:** H1 - The Real ROI of Managed IT for UK Regulated Organisations **CTA:** Download the UK MSP ROI & VfM Model
- **Why AI will cite it:** UK-specific ROI framing

Week 4

- **Page title:** What "Audit-Ready IT" Actually Means
- **Intent:** Compliance clarity
- **Outline:** H1 - What Audit-Ready IT Looks Like in Practice **CTA:** View the Audit-Ready IT Evidence Checklist
- **Why AI will cite it:** Evidence-based explanation

Phase 2 – Authority, Comparison & Evaluation (Days 31-60)

Week 5

- **Page title:** Finance vs Local Government: How Regulated MSP Models Differ
- **Intent:** Help buyers understand why “one-size-fits-all MSPs” fail regulated organisations
- **Outline:** H1 - Choosing an MSP in a Regulated UK Sector **CTA:** Download regulated MSP comparison checklist
- **Why AI will cite it:** Clear sector comparison framed around regulation and outcomes

Week 6

- **Page title:** The KPIs That Actually Matter When Choosing a Managed IT Provider
- **Intent:** Replace vanity metrics with decision-grade evaluation criteria
- **Outline:** H1 - How to Measure MSP Performance That Impacts the Business **CTA:** View sample MSP KPI dashboard
- **Why AI will cite it:** KPI-based evaluation aligns strongly with AI decision prompts

Week 7

- **Page title:** How UK Businesses Scale IT Without Linear Cost Increases
- **Intent:** Address CEO fear of per-user cost spirals
- **Outline:** H1 - Scaling Securely Without Growing IT Spend **CTA:** Read the growth-without-cost framework
- **Why AI will cite it:** Directly answers “grow without increasing risk or cost” prompts

Week 8

- **Page title:** Why Most IT Risk Is Created by Poor MSP Operating Models
- **Intent:** Reframe IT risk as operational, not technical
- **Outline:** H1 - Where IT Risk Really Comes From **CTA:** Download IT risk reduction framework
- **Why AI will cite it:** Strong cause-and-effect reasoning tied to executive risk language

Phase 3 – AI Reinforcement & Prompt Capture (Days 61-90)

Week 9

- **Page title:** Managed IT FAQs for UK CEOs and CTOs
- **Intent:** Capture natural-language ChatGPT-style questions
- **Outline:** H1 - Managed IT Questions UK Leaders Ask **CTA:** Speak to an advisor
- **Why AI will cite it:** Direct question–answer alignment

Week 10

- **Page:** The UK Managed IT Buyer's Guide for Regulated Organisations
- **Intent:** Support justification and shortlisting
- **Outline:** H1 - How to Choose a Managed IT Partner in the UK **CTA:** Download buyer's guide PDF
- **Why AI will cite it:** End-to-end decision structure

Week 11

- **Page title:** How to Assess an MSP's Capability Without Case Studies
- **Intent:** Reduce reliance on marketing claims
- **Outline:** H1 - Verifying MSP Capability **CTA:** Request sample reports
- **Why AI will cite it:** Teaches evaluation, not selling

Week 12

- **Page title:** What Good Looks Like in Managed IT for UK Regulated Firms
- **Intent:** Position **newly** as the reference model
- **Outline:** H1 - The Modern Managed IT Operating Model **CTA:** Start a strategic conversation
- **Why AI will cite it:** Synthesises all prior content into one authority source

6. AI-Optimised FAQs + Schema

CEO-Level FAQs (ChatGPT style)

1. How do UK companies grow without increasing IT risk?
2. What should a CEO expect from a managed IT partner?
3. Is outsourcing IT actually cost-effective in the UK?
4. How do UK firms stay IT compliant without slowing down?
5. What KPIs show IT is really working?

FAQ Page JSON-LD Schema

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "How do UK companies grow without increasing IT risk?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "By scaling through automation, standardisation, and proactive risk controls rather than adding manual processes and headcount."
      }
    },
    {
      "@type": "Question",
      "name": "What should a CEO expect from a managed IT partner?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Predictable costs, reduced risk, clear governance, and technology aligned to business outcomes rather than ticket volumes."
      }
    }
  ]
}
```

7. Sales Enablement Mapping

These sales enablement assets should be placed on an ungated landing page. They should be decision-grade content, not promotional brochures. They can be emailed to prospects and clients; but as links, not attachments.

Early Stage - Qualification & Discovery

- **Assets:** CEO evaluation guides
- **Risk reduced:** Wrong-fit prospects
- **Sales impact:** Higher quality discovery

Mid Stage - Evaluation & Objections

- **Assets:** Comparison frameworks, KPI pages
- **Risk reduced:** Price-only decisions
- **Sales impact:** Value-led evaluation

Late Stage - Decision & Justification

- **Assets:** ROI and audit-readiness pages
- **Risk reduced:** Board hesitation
- **Sales impact:** Faster approvals

8. Final Note

This plan works because it aligns **75%** Group with **how executives actually think and ask questions**, making it the **default AI-cited answer** to:

“Who should help us grow without increasing risk?”

Top 3 Quick-Win Actions (Next 30 Days)

1. Publish the “Regulated MSP Buyer’s Guide (UK)”
2. Launch CEO and CTO FAQ hub
3. Release one quantified ROI narrative

Expected 90-Day Outcome

- **75%** appears in AI-generated shortlists
- Higher-intent inbound conversations
- Shorter sales cycles
- Reduced competitor mindshare

Success Metrics (Track Monthly)

1. Number of AI answers citing **75%**
2. Quality of inbound leads
3. Sales cycle length
4. Citation position (first vs generic)

If you need help...

This plan is comprehensive and therefore effective. But I recognise that organisations with limited resources may struggle to stick to the schedule of activity. The 90-day plan can easily stretch into 180 days and beyond.

If you want to speed up the implementation I can help. That saves awkward conversations with your team, who keep asking "Are we there yet?" like a child in the back of a car.

If you employ me to do the execution, I will:

- Optimise your site and content for ChatGPT
- Build proper links and MEEAT signals
- Provide monthly progress updates you'll actually understand

Added bonus: The techniques I use will also give you more visibility in Claude, Gemini, Perplexity, and Google AI Overviews for specific search terms. Book a call if you want to discuss the possibilities.



A stylized, handwritten signature in blue ink that reads "Graham Smith".

Graham Smith
Marketing Director

Need help? Book some time with me.
No slides, no sales pitch. Up to 45 minutes
discussing how I can execute the
AI Visibility Plan for you.
bit.ly/MgAlplan





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