

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

B2B discoverability in Google and AI search

QUESTION

What makes enterprise content discoverable and worth citing?

GUIDE TAKEAWAY

Accessible pages, clear answers and verifiable sources make content easier to interpret. No schema, AI text file or formula guarantees a ranking or citation.

START HERE

Define a buyer question.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define a buyer question

Evidence or input

Output or decision

Owner and review point

2. Publish a direct sourced answer

Evidence or input

Output or decision

Owner and review point

3. Make the page crawlable

Evidence or input**Output or decision****Owner and review point**

4. Link the next useful decision

Evidence or input**Output or decision****Owner and review point**

5. Observe queries citations and enquiries

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Google Search

Useful when: Queries and indexing

Limitation: Rankings are not guaranteed

Suggested action: Inspect Search Console

Why this fits our situation**Evidence needed before acting**

AI citations

Useful when: Attributed discovery

Limitation: Answers vary over time

Suggested action: Maintain a dated query panel

Why this fits our situation**Evidence needed before acting**

Topic hubs

Useful when: Connected expertise

Limitation: Thin spokes add little

Suggested action: Give guides distinct tasks

Why this fits our situation

Evidence needed before acting

Structured data

Useful when: Describing visible content

Limitation: Not proof of authority

Suggested action: Validate visible consistency

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/seo-and-ai-search-for-b2b/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>