

AI Selects Brands.

Master the next-generation search experience with an LLMO strategy. Nikkei BP LLMO Solution.

Get Started for Free Today | Free LLMO Preliminary Assessment Now Available

2026: An era of radical transformation in search behavior.

We're moving from the single gateway of Google Search to an era where AI generates answers. Rather than "searching," users will now **"ask AI and trust"** its answers.

The era we're leaving behind

The era of Google Search

- ▶ Selecting which link to use from the "10 blue links"
- ▶ Ranking high in SEO drives traffic
- ▶ Users verify the accuracy of information themselves
- ▶ Primary sources often serve as the starting point



The era we're entering

The Era of AI Answers

- ▶ ChatGPT, Gemini, and Claude provide summarized answers
- ▶ Google has also made AI Overview a standard feature
- ▶ Trusting "AI-generated answers" without visiting the source site
- ▶ Information is presented in the AI's own words, not the company's own

*Google AI Overview reaches over 1 billion users per month.
An era in which AI-generated answers finalize decision-making before users even visit a website.

Four areas of information to protect in the age of AI search.

Google AI Overview reaches over 1 billion users per month — **"a platform with exposure you can't ignore."**
We're in an era where AI answers finalize decision-making before users even visit a website.

01

Marketing and service information

Are the service name, features, pricing, and key benefits accurately described in the AI's response?

02

Corporate, IR & Investor Information

Company Overview, History, Business Activities, and Financial Results. Incorrect information can affect a company's credibility and stock price.

03

Recruitment and Employee Benefits

Candidates ask AI about corporate culture, salary levels, and employee benefits. Any misinformation can directly lead to a decline in applications.

04

Accidents, Lawsuits, and compliance information

Past accidents, lawsuits, and administrative guidance. Outdated, definitive information from AI can damage a company's current reputation.

From improving search rankings to “being cited by AI.”

The rise of AI search marks a major period of transformation across all marketing strategies. In addition to traditional SEO measures, content design that enables AI to properly understand and cite information is now required.

▼ Risks That May Arise If You Neglect LLMO Measures

01 Exclusion from AI Responses

Cases where your company’s services are not cited at all in AI-generated responses.

02 Information Not Found

If there is a lack of FAQ-style formatting, clear answers, or structured data, AI cannot properly understand the content.

03 Lack of credibility

A lack of authority or primary sources makes it less likely for the content to be referenced in AI search results.

▼ Optimization from a Perspective Different from Traditional SEO

	SEO Search Engine Optimization	LLMO AI Search Optimization
Purpose	Top rankings in search engines	To be recognized and cited by AI
Key Factors	Keywords, Backlinks, E-E-A-T	Contextual Understanding, Question Format, Structured Data
Key Strategies	Meta Tag Optimization, Backlink Building	Implementation of FAQ Format, Utilization of Structured Data

*If your company name appears repeatedly in AI-generated answers, it will stick in users’ minds, which will significantly increase subsequent brand-specific searches.

Going even further overseas — backed by purchasing behavior data.

G2, one of the world's largest B2B software review sites, conducted a survey of 1,076 global B2B software purchasing decision-makers (published in March 2026). **AI has not only taken over the “entry point” of the evaluation process but is also beginning to change the “outcome” of the purchase.**

STAT 01 · The New Entry Point

51% of B2B software buyers begin their evaluation with an AI chatbot

51%

A shift in the “entry point” for consideration. The first point of contact is no longer Google or comparison sites—it's AI. Companies not mentioned here do not exist in the subsequent consideration process.

STAT 02 · The rewritten result

69% of buyers select a different vendor than originally planned, based on AI recommendations.

69%

A rewrite of the “conclusion” of the evaluation: one in three buyers purchased from a vendor they had never previously heard of.

STAT 03 · Decision Confidence

83% of buyers who used AI “felt confident in their selection”

83%

AI responses serve as “bases for decision-making,” not just “reference information.” They become the most influential source of information for shortlisting and are rarely overturned even after sales outreach.

On par with Japan's AI adoption rate of 64.1% — not a prediction for the future, but a change already taking place in this quarter's sales negotiations.

First, use a “Quick Survey” to visualize how the AI perceives the situation.

Implementation Fee:

Free

Why not start by visualizing your current status?

At Nikkei BP, before you finalize your implementation plans, we offer a “Preliminary Survey” that lets you see how your brand is being discussed by AI.

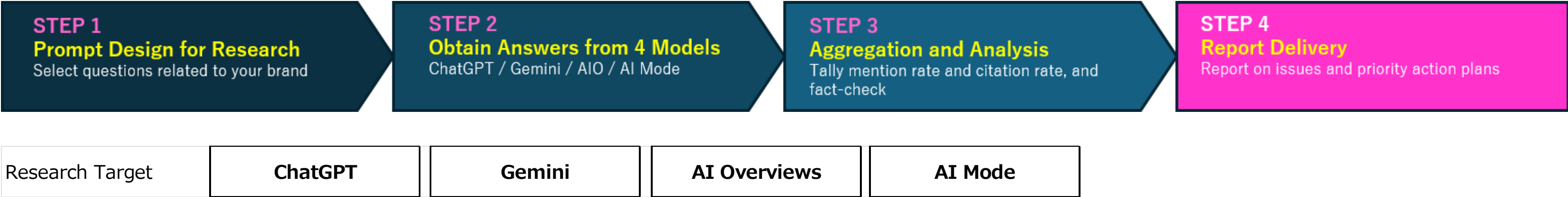
[AI Visibility] Quick Survey of Mentions and Citations

- ✓ Design survey prompts by selecting from a wide range of questions relevant to your target users
- ✓ Visualize the number of mentions, mention rate, number of citations, and citation rate for your company and competitors side-by-side
- ✓ Organize strengths (Winning Zone) and weaknesses (Losing Zone) by context

[Brand Protect] Fact-checking AI-generated responses

- ✓ Break down each AI’s response into components and evaluate accuracy, information freshness, and clarity of evidence
- ✓ Identify responses rated "Low" for accuracy (i.e., those clearly contradicting official information) and prioritize them for correction
- ✓ Classify types of misinformation (e.g., numerical errors, outdated information, or confusion with competitors)

▼ How to Conduct a Preliminary Investigation



List of Available Plans

We offer a wide range of options, from standard LLMO strategies to models that incorporate LLMO measures into existing sponsored articles (collaborative content).

Plans	For Companies Like These	Main Services Provided	Duration	Estimated Cost
Light Plan	Want to add an AI perspective to existing sponsored content initiatives	▶ 3 sponsored articles (Nikkei xTECH Active) ▶ Creation of LLMO-optimized articles (structured data implementation and contextual adjustments) ▶ Bimonthly reports/briefings (basic monitoring of AI-related mentions)	6 months	5,500,000 yen
Standard Plan	Want to build a solid brand position on AI platforms	▶ Approximately 6 serialized sponsored articles (estimated at one every other month) ▶ Initial requirements analysis (strategic planning for how the AI should be presented) ▶ Creation of LLMO-optimized articles / Monthly reports and briefing sessions	12 months or more	12,000,000 yen
Master Plan	Want to approach LLMO from multiple angles, including videos and owned media	▶ 1 collaborative video (addressing “AI Overviews” from a third-party perspective) ▶ Approximately 12 serialized sponsored articles (estimated at one per month) ▶ 3 articles for owned media / Initial requirements analysis / Monthly reports	12 months or more	28,000,000 yen
Advertorial Strategy Plan (Content Consulting Version)	Want to optimize planned sponsored content for LLMO	▶ Provide guidance from an LLMO expert’s perspective starting from the planning and structuring stages ▶ Includes structured data implementation and contextual optimization	Same as Content Production Schedule	Standard sponsored content production fees + 2,000,000 yen
Advertorial Strategy Plan (Content Review Version)	Want to incorporate an LLMO perspective at a low starting cost?	▶ Review completed drafts from an LLMO perspective ▶ Provide feedback on areas for improvement	Same as Content Production Schedule	Standard sponsored content production fees + 1,000,000 yen

All prices are approximate and exclude tax. They may vary depending on the publication, number of articles, implementation period, and other factors. “[detailed proposal](#)” is available; please contact us for more information.

Inquiries

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