

Visible2 Launches as Independent AI Visibility Consultancy Focused on AI-Driven Search and Discovery

New consultancy helps businesses understand how AI systems interpret, trust, and recommend websites beyond traditional SEO

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/EINPresswire.com/ -- [Visible2](#) has launched as an independent [AI visibility](#) consultancy helping businesses understand how artificial intelligence systems interpret, trust, and recommend websites during AI-driven search and discovery.

As generative and conversational AI tools increasingly influence how people find information, many businesses are discovering that traditional search optimization no longer guarantees visibility or recommendation. Visible2 was established to address this shift by focusing on how AI systems evaluate credibility, relevance, and structural clarity when deciding which businesses to surface.

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Visible2 helps businesses understand how AI systems interpret trust and structure, so they can be accurately understood and responsibly recommended as AI-driven discovery replaces traditional search”
Jennifer McShane Bary

Rather than optimizing for rankings or keywords, Visible2 works at the structural and semantic level, analyzing how AI systems interpret a company’s website, messaging, and external signals. The consultancy provides diagnostic audits, targeted implementation, and ongoing monitoring to help organizations identify why they may not be visible or correctly interpreted by AI tools and how to address those gaps responsibly.

Visible2 is intentionally positioned as a consultancy rather than a software platform. Its work is



Be Correctly Understood by AI.

The AI Visibility Audit shows you how AI sees your business.

Diagnose barriers. Build trust.
Get recommended by AI tools.

[Get your prioritized roadmap today →](#)



Visible2 was established as an AI visibility consultancy focused on how AI systems interpret, trust, and recommend businesses in AI-driven search and discovery.

platform-agnostic and designed to remain durable as AI search systems evolve.

The consultancy was founded by Jennifer McShane Bary, an experienced business and technology leader with a background in complex digital systems and advisory work. Through Visible2, Bary focuses on AI visibility as a strategic and structural discipline, distinct from traditional SEO or short-term optimization tactics.

Visible2 works with service-based and high-consideration businesses where trust, credibility, and recommendation play a critical role in discovery and decision-making.

The graphic features the Visible2 logo at the top left. Below it, the text 'AI Visibility Audit | visible2' is prominently displayed. A descriptive paragraph follows: 'Diagnose barriers to AI discovery. Understand how AI tools perceive your business. Get a prioritized roadmap for improvement.' To the right, a circular inset shows a futuristic digital interface with a search bar and two figures interacting. At the bottom left of the graphic, the text 'Become Correctly Understood by AI' is accompanied by a curved arrow pointing towards the circular inset.

Visible2

AI Visibility Audit | visible2

Diagnose barriers to AI discovery. Understand how AI tools perceive your business. Get a prioritized roadmap for improvement.

Become Correctly Understood by AI

As AI-driven discovery reshapes how businesses are found, Visible2 focuses on structural clarity and trust signals that influence AI interpretation and recommendation

About Visible2

Visible2 is an AI visibility consultancy that helps businesses understand how AI systems interpret, trust, and recommend websites in AI-driven search and discovery. The consultancy focuses on structural clarity, semantic meaning, and trust signals required for AI eligibility and recommendation.

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