

# AI Can't Recommend What It Can't Find

*Why service businesses are invisible to ChatGPT, Gemini & Perplexity — and how AEO fixes it in 90 days.*

MILFORD, CT, UNITED STATES, April 16, 2026 /EINPresswire.com/ -- A growing number of service businesses are losing leads they don't even know they're missing — not to competitors with better products or bigger budgets, but to a structural problem: AI platforms can't find them.

When a potential customer opens ChatGPT, Gemini, or Perplexity and asks for a recommendation, those platforms don't return a page of search results. They return two or three answers. The businesses named in those answers capture the lead. The rest are invisible.

Visionary AI Partners, a Connecticut-based AI consulting and automation firm, has spent the past year working directly with service-based businesses to close this gap through [Answer Engine Optimization \(AEO\)](#) — a structured approach to ensuring companies appear in AI-generated recommendations, not just traditional search results.



Great businesses are being overlooked simply because they're not structured in a way that AI systems can understand and recommend.”

*Beth Williams*

A black gear icon with eight teeth.

## Visionary AI Partners

Visionary AI Partners, an AI consulting and automation firm based in Milford, Connecticut

THE VISIBILITY PROBLEM NO ONE IS TALKING ABOUT  
Most businesses have invested years building their online presence for Google. AEO requires a fundamentally different approach — one built around structured content, topical authority, and how AI systems interpret and surface information.

“What we're seeing across industries is not a talent problem — it's a visibility problem,” said Beth Williams, Managing Partner and Co-Founder of Visionary AI

Partners. “Great businesses are being overlooked simply because they’re not structured in a way that AI systems can understand and recommend.”

Williams, a Doctor of Nursing Practice with over two decades of leadership experience in healthcare, brings a systems-thinking lens to [AI visibility](#) — one focused on diagnosing gaps, not just applying tactics.

“The businesses that move now have a unique window,” Williams added. “AI platforms are still determining who the authorities are in each industry. Companies that establish that authority today will be the ones AI recommends tomorrow — and that advantage compounds over time.”

## WHY MOST BUSINESSES SCORE LOW — AND WHAT IT’S COSTING THEM

Through its proprietary AEO scoring process, Visionary AI Partners evaluates how frequently and favorably a business appears across ChatGPT, Gemini, Perplexity, and Copilot. The firm consistently finds the same gaps driving low scores:

- No structured, question-based content that matches how AI queries are formed
- Inconsistent digital presence across key platforms and directories
- Limited topical authority — no clear signal to AI of what the business is known for
- Digital assets built for Google rankings, not AI comprehension

Businesses that address these gaps through a structured AEO engagement typically see measurable improvements in AI visibility within 60 to 90 days.

## RANKING IS OVER. RECOMMENDATION IS WHAT MATTERS NOW.

Traditional SEO was built around ranking. AEO is built around being selected. In an environment where AI platforms make curated recommendations rather than delivering a list of links, the question has shifted from “Can people find us?” to “Does AI recommend us?”

“Visibility is no longer about being on page one,” Williams said. “It’s about being the answer.”

The firm works primarily with founder-led, service-based businesses in the \$1M–\$10M revenue range — companies with strong local reputations that are not yet showing up where AI-powered buyers are now looking.

## ABOUT VISIONARY AI PARTNERS

Visionary AI Partners is an AI consulting and automation firm based in Milford, Connecticut. The firm works with service-based businesses to identify where artificial intelligence can create the highest return on investment, then designs and implements customized systems to support growth and efficiency.

Key services include:

- Answer Engine Optimization (AEO)
- AI-powered receptionist and lead capture systems
- Business process automation and workflow optimization

For more information, visit: <https://visionaryaipartners.com/>

## ABOUT THE AUTHOR

Ed Moran is a U.S. Army veteran and Managing Partner at Visionary AI Partners, an AI consulting

and automation firm based in Milford, Connecticut. With a background in leadership, operations, and systems building developed through military service and entrepreneurship, Ed brings a results-first approach to every client engagement.

At Visionary AI Partners, Ed specializes in helping service-based businesses close the AI visibility gap through Answer Engine Optimization (AEO), implement AI-powered lead capture systems, and automate operations to improve efficiency and scalability. His focus is on practical, ROI-driven AI solutions that directly impact revenue — not theoretical frameworks.

Ed is also the host of the Stay Visionary Podcast, where he interviews business leaders and explores how AI is reshaping the way service businesses grow, compete, and operate.

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