

Coach Visibility Agency Drops Free AI Visibility Guide for Coaches as AI Search Keeps Eating Google Traffic

New guide gives fitness, nutrition, and longevity coaches a DIY framework for getting their brands cited by ChatGPT, Gemini, and other AI tools in 2026

TBILISI, GEORGIA, June 16, 2026 /EINPresswire.com/ -- [Coach Visibility Agency](#), a search and AI visibility consultancy serving health and fitness coaches, today announced the public release of AI Visibility for Health Coaches: How to Get Your Coaching Brand Into AI Answers in 2026 — a [free, practitioner-written guide available on the website](#).

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We focus our AI visibility services exclusively on coaches because I genuinely believe what you do can't be replaced by a chatbot. You just need to be the one it recommends.”

Dzianis Byhankou

The guide is authored by Dzianis Byhankou, founder of Coach Visibility Agency and a content strategy professional with decades of experience and more than 400 websites grown through SEO and content marketing. It is aimed at health coaches across niches including fitness, nutrition,

longevity, sleep, and wellness who are losing organic search traffic to AI-generated answers and do not know how to respond.

Why AI Visibility Has Become Urgent for Coaches

Traditional search engine optimisation is no longer sufficient to sustain client acquisition for online coaches. Google AI Overviews reached two billion monthly users in 2025, and by 2026 AI-generated answers are capturing 61% of clicks that previously went to the top organic results. Approximately 37% of consumers now begin product and service research with an AI tool rather than a traditional search engine — and 65% of all searches end without a single click to any website.

For health coaches whose businesses depend on being discovered online, the practical consequence is severe: a potential client can ask ChatGPT to recommend a longevity coach, receive a detailed answer, and book a consultation — without ever visiting a search results page. Coaches who are not present in those AI-generated answers are systematically invisible to this

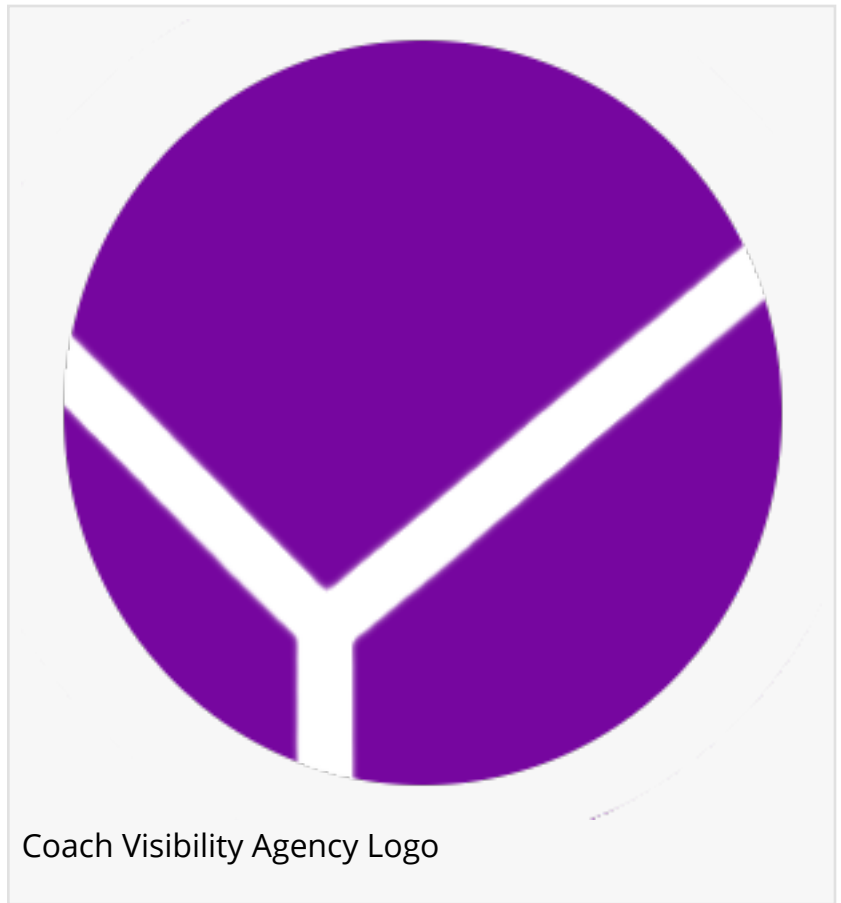
growing segment of prospective clients.

"I've spent years getting websites found on Google. Then AI search arrived and changed every rule," said Dzianis Byhankou, founder of Coach Visibility Agency. "I focus exclusively on coaches because I genuinely believe what they do can't be replaced by a chatbot. They just need to be the one the chatbot recommends."

What the Guide Covers

The guide provides a structured, implementation-ready framework built around four core principles the agency has developed through direct testing of AI search behaviour across coaching and health-related content.

Coach Visibility Agency Logo



Rule one addresses content research, arguing that standard keyword tools are poorly suited to AI search optimisation. The guide teaches coaches to extract content ideas from support inboxes, sales calls, Reddit threads, and Google Search Console long-tail impressions — sources that reveal how real clients describe problems in natural language, the same language large language models are trained to match.

Rule two covers content prioritisation, making the case for bottom-of-funnel content as the highest-return category for coaches. AI-referred traffic converts at four to eleven times the rate of standard organic search, and the guide provides specific guidance on identifying and targeting decision-stage queries.

Rules three and four address content production and off-site authority building — including how to structure posts for conversational AI matching, how to build topical authority systematically, and how to secure placements on the third-party platforms AI tools use as training data and citation sources.

The guide is written for coaches who intend to implement the framework independently, though Coach Visibility Agency offers managed service packages for coaches who prefer a done-for-you approach.

About Coach Visibility Agency

Coach Visibility Agency is a specialist AI visibility and content strategy agency working exclusively with health coaches. Services include AI Footprint Reports, Done-for-You AI Presence monthly retainers, and custom consulting packages. The agency is an extension of WebCopy.Land, a content strategy practice founded in 2017. Clients include fitness coaches, longevity consultants, hypnotherapists, and other health professionals seeking sustainable AI search visibility.

The agency currently works with a limited number of clients at any one time to maintain service quality.

Access the Free Guide

AI Visibility for Health Coaches: How to Get Your Coaching Brand Into AI Answers in 2026 is available free of charge at:

<https://coachvisibility.agency/ai-visibility-for-coaches-guide/>

Coaches interested in managed AI visibility services or a free discovery call may contact the agency at:

<https://coachvisibility.agency/contact/>

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