DigiPuush Study Finds 78% of B2B Websites Show Weak AI Search Readiness

2026 benchmark analyzes 50 Google-visible B2B websites across 15 factors linked to AI discovery, extraction, authority and citation readiness.



BANGALORE, KARNATAKA, INDIA, September 21, 2026 / EINPresswire.com/ -- DigiPuush, an Answer Engine Optimization agency providing AEO services in India, has published the DigiPuush AI Search Readiness Benchmark 2026, an analysis of 50 Google-visible B2B websites across five software and business-technology categories.

The study found that 39 of the 50 websites analyzed, or 78%, were classified as Weak or Very Weak under DigiPuush's predefined AI Search Readiness framework. The average readiness score across the sample was 37.9 out of 100, while the median score was 40.9.

The benchmark was created to examine whether websites that already appear prominently in traditional Google search are also structured in ways that make their information easier for AI-driven search and answer systems to discover, interpret, extract and attribute.

DigiPuush evaluated websites across 15 readiness dimensions, including entity clarity, product and service clarity, target audience clarity, answer-ready content, FAQ coverage, original research, citation quality, author and expert signals, first-party proof, comparison content, topical depth, internal linking, structured extractability, entity consistency and content freshness.

"Traditional search visibility and AI-search readiness are increasingly important areas to evaluate separately," said Anil Gorraladaku, Founder of DigiPuush. "A website can contain valuable information and perform well in conventional search while still making that information difficult for answer systems to extract, understand or attribute. The benchmark was designed to make

> Traditional search visibility and AI-search readiness should be evaluated separately. Our benchmark was designed to make website-level readiness gaps measurable."
>
> *Anil Gorraladaku, Founder, DigiPuush*

those website-level gaps measurable."

The research covered five categories: CRM software, HRMS and payroll software, accounting and ERP software, customer support and helpdesk software, and logistics and fulfilment software.

Accounting and ERP Software recorded an average readiness score of 47.5. Logistics and Fulfilment Software averaged 40.0, HRMS and Payroll Software 39.8, Customer Support and Helpdesk Software 31.8, and CRM Software 30.5.

None of the 50 websites in the initial publication snapshot reached the benchmark's Strong or Very Strong classification thresholds.

DigiPuush developed the study as part of its ongoing research into Answer Engine Optimization and AI search. Answer Engine Optimization focuses on helping website information become clearer, more extractable and better supported by evidence so answer systems can more easily interpret and attribute it.

The company's Answer Engine Optimization services include content structuring, entity clarity, citation and authority development, answer-ready content, AI visibility analysis and related AI-search optimization work.
The full DigiPuush AI Search Readiness Benchmark 2026 includes the methodology, category-level findings, 15 readiness dimensions and research limitations.

Research reference: https://digipuush.com/research/ai-search-readiness-benchmark-2026
The benchmark evaluates publicly accessible website characteristics only. It does not measure actual ranking or recommendation frequency inside ChatGPT, Gemini, Perplexity, Google AI Mode or other AI platforms. The 50-company sample is not intended to represent every B2B company or website in India.

About DigiPuush
DigiPuush is an AI-first digital marketing agency based in Bangalore, India, specializing in Answer Engine Optimization, Generative Engine Optimization, AI SEO and traditional search strategy. The company helps businesses improve how their brands, expertise and content are discovered across conventional and AI-driven search environments.

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