

Exec-Ready AI Visibility Report Template

Turn AI visibility data into a story leadership can understand and act on.

AI visibility platforms provide a lot of data. Your CMO doesn't need all of it.

Use this template to turn your monthly or quarterly AI visibility findings into one executive-ready slide answering three questions:

What happened? → What does it mean? → What should we do next?

PART 1: THE ONE-SLIDE EXECUTIVE REPORT

1. Write the Headline

Rather than titling the report, "AI Visibility Report," state the finding using this formula.

[Primary visibility change], but [most important opportunity, risk, or competitive finding].

Example: AI visibility improved this quarter, but competitive gaps remain in two priority service areas.

2. Add 3–4 Executive KPIs

Choose only the metrics that help tell this month's story, such as:

Optional substitutions: Share of voice, competitive position, platform visibility, topic coverage, sentiment, or another metric tied to your current objective.

Metric	Current	Change
AI Visibility Score	_____	↑ / ↓ _____%
Mentions	_____	↑ / ↓ _____%
Citations	_____	↑ / ↓ _____%
Cited Pages	_____	↑ / ↓ _____%

3. Build the Story

Complete each row from left to right. Keep each entry short enough that an executive can scan the entire table in seconds.

WHAT HAPPENED

WHAT IT MEANS

WHAT WE DO NEXT

Exec-Ready AI Visibility Report Template

4. Select One Supporting Visual

What comparison best proves your headline? Choose one:

- | | |
|---|---|
| ☐ Visibility trend over time. | ☐ Topic performance. |
| ☐ Firm vs. competitors. | ☐ Priority content gaps. |
| ☐ Mentions or citations over time. | ☐ Platform comparison. |
| ☐ Top cited pages. | ☐ Other: _____. |

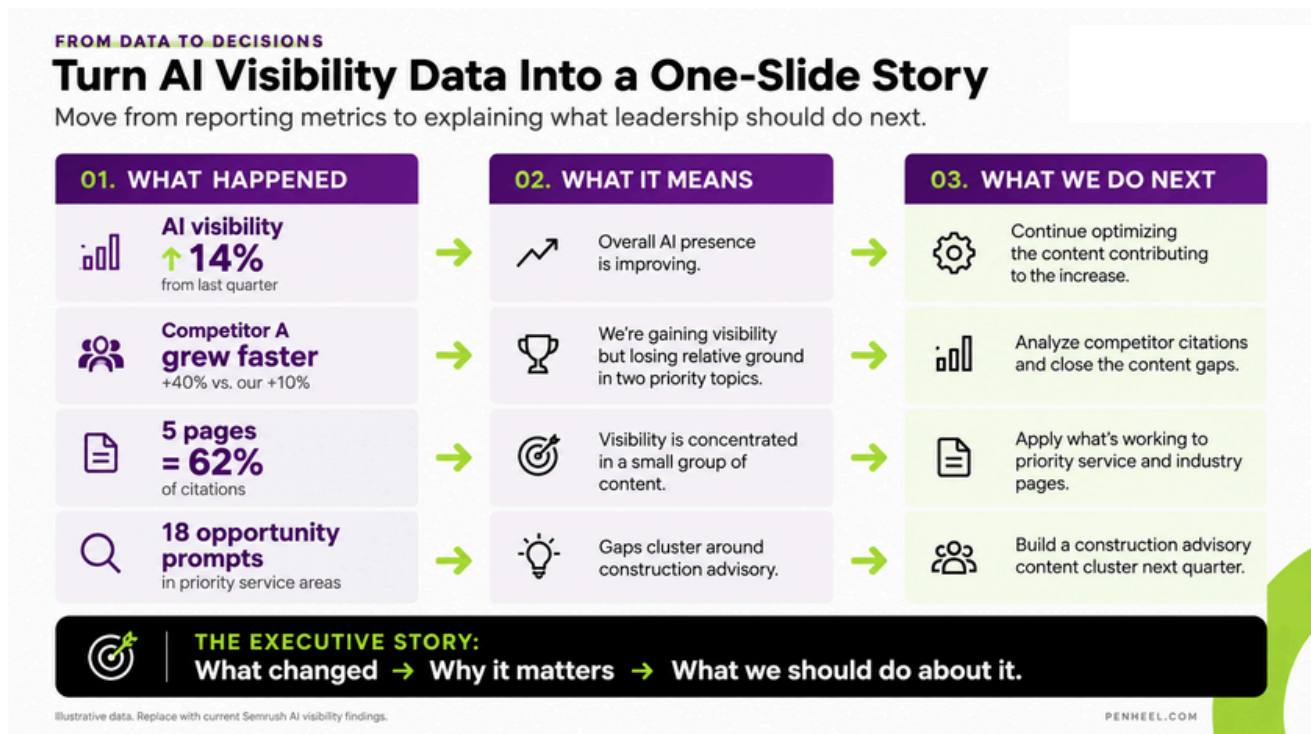
What should someone understand immediately from this visual? If the chart requires a paragraph to explain it, simplify it.

5. Write the Executive Story

Complete this sentence:

Because _____ changed, we believe _____, so marketing should _____.

Now shorten it. This becomes the takeaway at the bottom of your slide.



Exec-Ready AI Visibility Report Template

PART 2: INTERNAL AI VISIBILITY ANALYSIS WORKSHEET

This page *isn't* for the CMO.

Use it to work through the data before deciding what deserves space on the executive slide.

For each meaningful change you find in Semrush or another AI visibility platform, work through four stages:

DATA → INSIGHT → BUSINESS IMPLICATION → RECOMMENDED ACTION

Finding #1

DATA

What happened? Record the measurable finding. Don't interpret it yet.

Example: Five pages generated 62% of our AI citations.

Compared with: ☐ Previous month. ☐ Previous quarter. ☐ Previous year. ☐ Competitors. ☐ Benchmark.

Change: _____

INSIGHT

What does the data appear to tell us? Look for patterns, concentration, momentum, gaps, anomalies, or competitive differences.

Example: AI platforms are relying heavily on a small portion of our content.

BUSINESS IMPLICATION:

Why should marketing or firm leadership care? Connect the insight to a priority such as an industry, service line, reputation, competitive position, lead generation, content investment, or growth objective.

Example: Our visibility is improving, but it may be vulnerable because authority isn't distributed across priority service and industry content.

RECOMMENDED ACTION:

What should we do because of this finding? Be specific.

Example: Identify common characteristics of the five most-cited pages and apply them to priority service and industry pages during the next 90 days.

Owner: _____ Timing: _____ Success measure: _____

Exec-Ready AI Visibility Report Template

Finding #2

DATA:

INSIGHT:

BUSINESS IMPLICATION:

RECOMMENDED ACTION:

Owner: _____

Timing: _____

Success measure:

Finding #3

DATA:

INSIGHT:

BUSINESS IMPLICATION:

RECOMMENDED ACTION:

Owner: _____

Timing: _____

Success measure:

Finding #4

DATA:

INSIGHT:

BUSINESS IMPLICATION:

RECOMMENDED ACTION:

Owner: _____

Timing: _____

Success measure:

Which Findings Make the Slide?

You probably found more than leadership needs. Score each potential finding before adding it to your executive report. Rule of thumb: A metric doesn't earn space on the executive slide just because it changed. It earns space because the change matters.

Finding	Material Change?	Business Relevance?	Actionable?	Include?
#1	☐ High ☐ Med ☐ Low	☐ High ☐ Med ☐ Low	☐ Yes ☐ No	☐ Yes ☐ No
#2	☐ High ☐ Med ☐ Low	☐ High ☐ Med ☐ Low	☐ Yes ☐ No	☐ Yes ☐ No
#3	☐ High ☐ Med ☐ Low	☐ High ☐ Med ☐ Low	☐ Yes ☐ No	☐ Yes ☐ No
#4	☐ High ☐ Med ☐ Low	☐ High ☐ Med ☐ Low	☐ Yes ☐ No	☐ Yes ☐ No

Final 60-Second Test

Before sending the report to leadership, ask:

- ☐ Can someone understand the main finding in 10 seconds?
- ☐ Does the headline state an insight instead of naming the report?
- ☐ Did I show change rather than isolated numbers?
- ☐ Did I include competitive context when relevant?
- ☐ Did I explain why the change matters?
- ☐ Did I identify what's driving the result?
- ☐ Is the recommended action specific?
- ☐ Can someone tell who should act and what happens next?
- ☐ Did I remove interesting data that doesn't support the story?
- ☐ Am I avoiding claims the data cannot support?

Remember: Don't report the dashboard. Report the **decision** hiding inside the dashboard.