OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Google's October 2026 AI Search update: a B2B visibility checklist

QUESTION

How should B2B teams respond to Google's latest changes to links in AI Search?

GUIDE TAKEAWAY

Give a buyer a specific reason to open your page: an inspectable comparison, an original decision tool or an answer that the summary cannot finish. Then measure whether the visit helps the right account.

START HERE

Choose a buyer decision.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Choose a buyer decision

Evidence or input

Output or decision

Owner and review point

2. Verify the dated announcement

Evidence or input

Output or decision

Owner and review point

3. Add original evidence and a tool

Evidence or input

Output or decision

Owner and review point

4. Connect relevant guides

Evidence or input

Output or decision

Owner and review point

5. Review qualified visits and enquiries

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Announcement recap

Useful when: Readers need the basic news

Limitation: Offers little beyond the original source

Suggested action: Link to the primary announcement

Why this fits our situation

Evidence needed before acting

Decision guide

Useful when: Buyers need to compare options

Limitation: Requires specific expertise

Suggested action: Build a practical comparison

Why this fits our situation

Evidence needed before acting

Interactive or downloadable tool

Useful when: Readers need to apply the advice

Limitation: Needs clear assumptions

Suggested action: Publish a bounded worksheet

Why this fits our situation

Evidence needed before acting

Account content path

Useful when: Several roles need different evidence

Limitation: Needs consistent maintenance

Suggested action: Connect role-specific next steps

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/google-ai-search-october-2026-b2b-visibility/

Publisher and evidence policy: https://outselll.com/editorial-policy/