

How Riskconnect Built on SEO Success to Win 57% AI Share of Voice in Four Months

↑
495%

Growth in
organic
traffic to AI-
optimized
pages

↑
227

AI Overview
rankings tracked
in four months

↑
57%

Share of voice in
AI citations by
late March

By late 2025, Riskconnect was seeing more visitors land directly on the demo request page, signaling that buyers had already done their research before they ever arrived on its website.

Riskconnect operates in a crowded risk management software market, where buying decisions increasingly start with AI search, not with perusing a vendor's website. Riskconnect already had a strong organic SEO performance built across key topics. The team wanted to bring that same success to AI engine optimization. And the window to build that before the rest of the category caught up was narrow.

ABOUT RISKCONNECT

Riskconnect is a risk management software platform, helping organizations manage risk, claims, compliance, and resilience programs in one connected system. Riskconnect partnered with BrightEdge's unified SEO and AI search platform to extend its category authority into AI-generated answers, using BrightEdge's AI visibility, content, and competitive intelligence solutions in one workflow.

THE BUSINESS CHALLENGE

Across the industry, top-of-funnel B2B traffic was shifting as buyers increasingly sourced product information directly from large language models. Riskonnect's own data showed the same thing.

But there was a second, harder problem underneath it. Standard search optimization answers one question: *Are we ranking at the top?* AI search adds another layer: *Are we being described accurately?* A brand can be mentioned inside an AI-generated answer and still be portrayed in a way that does not reflect its real strengths. Riskonnect's challenge was twofold: build visibility in a new format when the rules were still developing and do it without giving up the SEO foundation it had already built. Google Search remained the primary channel driving buyers to the category. The goal was to win visibility across both at once, not to trade one for the other.

RISKONNECT'S STRATEGY WITH BRIGHTEDGE

Define the prompt universe with data, not guesswork

The hardest part of AI search optimization is knowing where to compete. Unlike traditional SEO, AEO has no keyword planner that hands a brand its relevant search universe. Riskonnect used a combination of Data Cube X and AI Hyper Cube to define its prompt universe algorithmically. That shaped what content to build, how to prioritize it, and what to work through first.

Build content around real AI prompts, not speculative topics

Riskonnect identified the risk, compliance, and resilience topics appearing most often in AI Overview responses. The team focused on the ones buyers were genuinely asking about, where Riskonnect had real expertise to offer, and on the topics that mattered most to the business. For each one, the team created new content or rewrote existing pages to directly answer what AI models were synthesizing, aiming for depth and authority.

Reinforce authority through syndication

AI models weigh publisher authority heavily when choosing which sources to cite. Riskonnect syndicated core themes to third-party industry publications to build that authority across the wider web. The goal was consistency, showing up on the same themes across trusted sources often enough that AI models would recognize Riskonnect's authority on the topic.

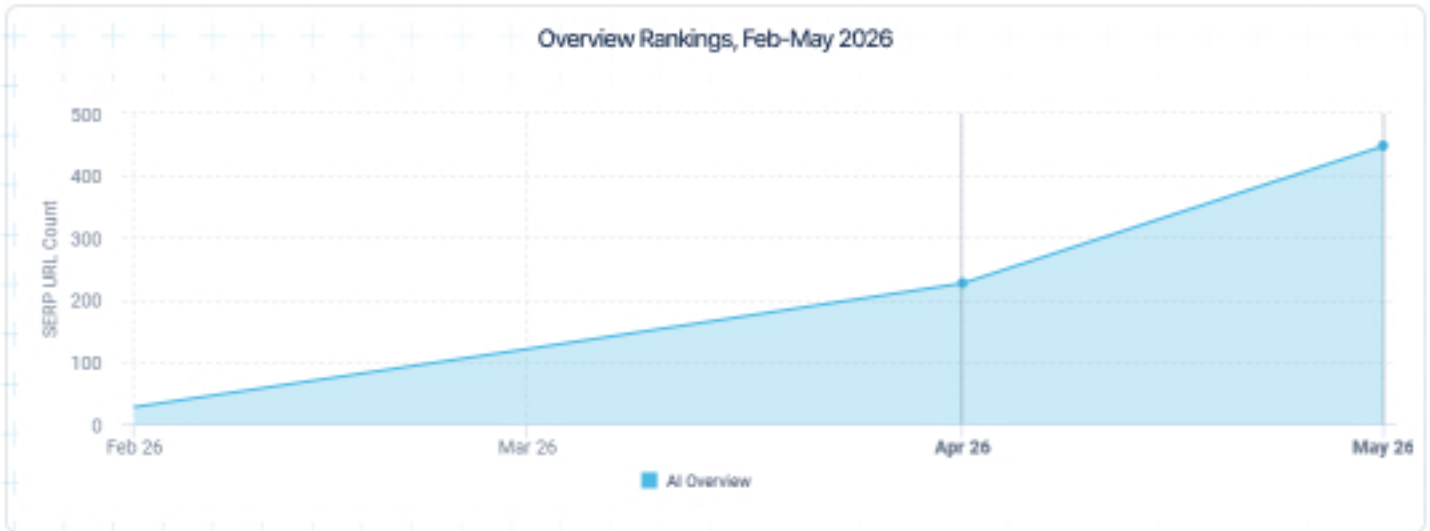
Track visibility across three connected signals

Riskonnect needed three things visible at once: AI Overview rankings, competitive standing in AI generated responses, and proof that visibility was driving real traffic. Data Cube X, AI Brand Presence, and Google Search Console each answered one of those questions, giving the team a single connected picture instead of three separate reports.

THE RESULT

Once Riskonnect's team could measure its AI search presence systematically, the results showed steady ground gained across rankings, citation share, and traffic.

Overview Rankings, Feb-May 2026



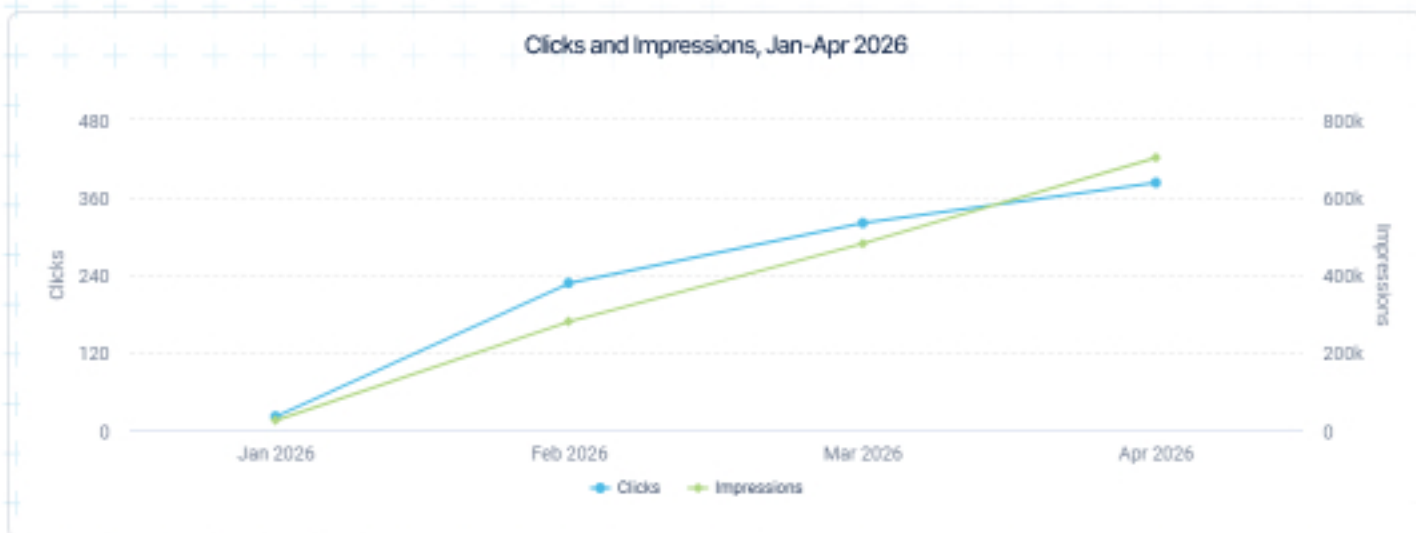
When the prompt set was created in February 2026 and tracking began, Riskonnect's AI Overview rankings started building immediately, climbing from the earliest baseline to 227 by April and continuing to grow through May, as the content and syndication strategy earned consistent visibility across the defined prompt universe.



BrightEdge helped us get a real idea of the scope of where we needed to operate. Intuitively, we were looking at a narrow set of prompts. AI Hyper Cube helped us understand where the playgrounds were, rather than guessing at it ourselves."

- Scott Fenstermaker, VP of Digital Marketing, Riskonnect

Clicks and Impressions, Jan-Apr 2026



HOW THE TEAM OPERATES NOW

AI search visibility moved from a question that Riskconnect's team could not easily answer to a set of metrics leadership could act on. This matters because it mirrors what executives actually ask, namely is this improving, how do we compare to named competitors, and what do we fix next. Riskconnect built toward answering all three. And it continues to monitor how its brand is portrayed in AI-generated answers as an ongoing discipline.

WHAT THIS MEANS FOR OTHER BRANDS

AI visibility is not won by chasing volume. It comes from knowing what your buyers are asking AI, building content that earns the right to answer, and tracking whether that visibility is actually driving results.

Share of voice is most meaningful when measured against your own category competitors, tracked over time, as Riskconnect does. That comparison is what turns a single number into something a leadership team can understand and act on.

For Riskconnect, the real test is simple: does a risk professional researching a software solution find Riskconnect in the answer, right when they are deciding who to consider, and are the company and its products described correctly.



One of the most important contributions BrightEdge made was helping us decide what to create, how to prioritize it, and what to go through first. We wouldn't be able to see that, or we'd have an incomplete view of it, without BrightEdge.

- Scott Fenstermaker, VP of Digital Marketing, Riskconnect