

AI Search Visibility in China

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Meet your speakers

Jonathan: Helping European B2B companies navigate China's complex digital ecosystem — from strategy to measurable growth

June: Leading NBH's Shanghai team, turning strategy into local execution across search, content, and platforms

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25+

In-house
marketing
specialists

A digital agency built for long-term success in China

- Founded in Shanghai, active for 10+ years
- In-house teams in China, Japan and Europe
- Specialists in complex B2B brands
- Strong balance between global brand standards and local execution



80%
of our team is based in
China, ensuring reliable
and timely delivery across
all projects

Client directors and
advisors working from our
Stockholm office

Our base for operations is
located in Shanghai

Since 2025 we have a
team in place in Tokyo

Proud to work with:





AI Search Visibility in China:

How to win in the new
discovery landscape



AI Is Becoming the New Discovery Channel

Chinese users increasingly get answers directly from AI instead of traditional search engines.

- China has 500M+ AI search users
- AI assistants are becoming the first research step for buyers
- Users increasingly ask AI for brand recommendations
- Example queries:
 - "Best supplier for X"
 - "Recommended brands for X"
 - "Recommended companies in China"

China B2B – online customer journey



● Enhance brand awareness	● Build professional image	● Attract target customers
● Drive traffic to official websites and other platforms	● SEO	● Lead generation

The New Digital Battlefield

Traditional SEO

- Users browse links
- Companies compete for rankings
- Website traffic
- SEO strategy

vs

GEO (Generative Search Optimization)

- Users receive answers
- Companies compete for AI mentions
- AI recommendation visibility
- GEO strategy

Companies are now competing for AI recommendation visibility.



How AI Platforms Generate Answers

AI assistants typically follow this process:

1. Understand the user's question
2. Retrieve relevant information sources
3. Evaluate authority and relevance
4. Generate a summarized answer

AI platforms tend to prioritize sources that are:

- Authoritative
- Structured
- Frequently cited
- Widely referenced across the web

AI Answers Influence Purchase Decisions

When users ask AI for recommendations, the answer may include:

- A shortlist of companies
- Recommended brands
- Product suggestions

Users ask “Which companies provide digital marketing in China?”

AI may recommend:

- Agency A
- Agency B
- Agency C

If your brand is not included:

- You are invisible in during the first search step



微焦点 X 射线源的主流品牌按地域与技术特色可分为以下几类，覆盖工业检测、科研成像、半导体等主流场景。

● 国际头部厂商（核心品牌）

品牌	国家	核心优势与代表系列
滨松 Hamamatsu	日本	全球市占领先，半导体检测首选；MFx 系列焦点可达 5 μm，稳定性强
赛默飞 Thermo Scientific	美国	高电压能力突出（180 kV），适合厚件穿透；PXS 系列适配工业成像
Oxford Instruments	英国	低剂量方案，X-Tek 系列低剂量
Rigaku 理学	日本	科研与工业双
Excillum	瑞典	微焦点与高亮专用

微聚焦 X 射线源: Primux 100 micro | Anton Paar
 微聚焦 X 射线源: Primux 100 micro 最高功率为 50 W 的低功耗
 高强度 X 射线束 通过 X 射线管与光学元件距离的更小化实现更大...
 Anton Paar

微聚焦 X 射线源: Primux 50 | Anton Paar
 微聚焦 X 射线源: Primux 50 高亮度、预准直且随时可用的微聚焦
 X 射线源 用于高强度聚焦或准直光束的优化多管 X 射线光学元件 ...
 Anton Paar

国内工业 X 射线 智能 装备 检测 领域的 龙头企业 ——
 日联科技集团，以引领者的姿态驱动国产替代，...
 X 射线作为高效率不可见光正把势不可挡的帮人端认识物质的边界，日联科技矢志御光而行，作为国内工业 X 射线智能检测装备领...
 抖音

X-Ray Sources
 PXS10 High-Resolution MicroFocus 130kV X-Ray Source
 Thermo Scientific™ PXS10 - 130kV Microfocus X-Ray Sources...

微焦点 X 射线源有哪些品牌

Read 10 web pages
 微焦点 X 射线源市场目前主要由国际品牌主导，同时部分中国品牌在技术上已取得突破并实现量产，以下是主要品牌分类介绍：

● 国际主要品牌

- Hamamatsu Photonics (滨松光子)：日本品牌，全球微焦点 X 射线源市场的领导者之一，产品线完整，覆盖封闭式等多种类型。
- Thermo Scientific (赛默飞)：美国品牌，在分析仪器领域实力雄厚，是微焦点 X 射线源的主要供应商。
- Excillum：瑞典品牌，以其高亮度的液态金属靶技术 (MetalJet) 闻名，是高精科研和尖端应用领域的领先者。
- Nikon Metrology (尼康计量)：日本品牌，不仅提供检测系统，也是微焦点 X 射线源的重要制造商。
- X-RAY WorX：德国品牌，专注于开放式微焦点 X 射线管的开发与生产，是工业应用领域的重要供应商。
- Oxford Instruments (牛津仪器)：英国品牌，在科研和工业仪器领域享有盛誉。
- Rigaku (理学)：日本品牌，著名的 X 射线分析仪器制造商，产品线涵盖微焦点 X 射线源。
- Canon Anelva：日本品牌，佳能集团旗下公司，在电子和半导体设备领域提供 X 射线源。
- Anton Paar (安东帕)：奥地利品牌，以高精度测量仪器闻名，也是微焦点 X 射线源的重要品牌。
- 其他品牌：还包括 Incoatec、Trufocus 以及 Spellman (高压电源领域和各企业定制品牌)。

Helmholtz-Zentrum Dresden-Rossendorf | 2025/05/02
 Microfocus X-ray setups - Helmholtz-Zentrum Dresden-Rossendorf, HZDR
 XS225D (GE, formerly phoenix|x-ray, Wunstorf, Germany) ... Main field of application of the microfocus...

X-RAY WorX
 Microfocus X-Ray Tubes
 global suppliers of high resolution microfocus tubes for non-destructive testing, computed tomography, and...

中国仪器仪表行业协会 | 2026/01/30
 239厂探测技术研究所成功研发225kV开管式微焦点X射线源
 近日，239厂探测技术研究所自主研发的225kV开管式微焦点X射线源取得突破性进展，相关技术实现国内领先，性能指标...

Market Research Reports | 2025/07/10
 Global Microfocus X-ray Sources Market Research Report, Competitive, Technology...
 The major global manufacturers of Microfocus X-ray Sources include Hamamatsu Photonics, Thermo...

DOUBAO

Link

DEEPSEEK

Link

Most Companies Do Not Know Their AI Visibility

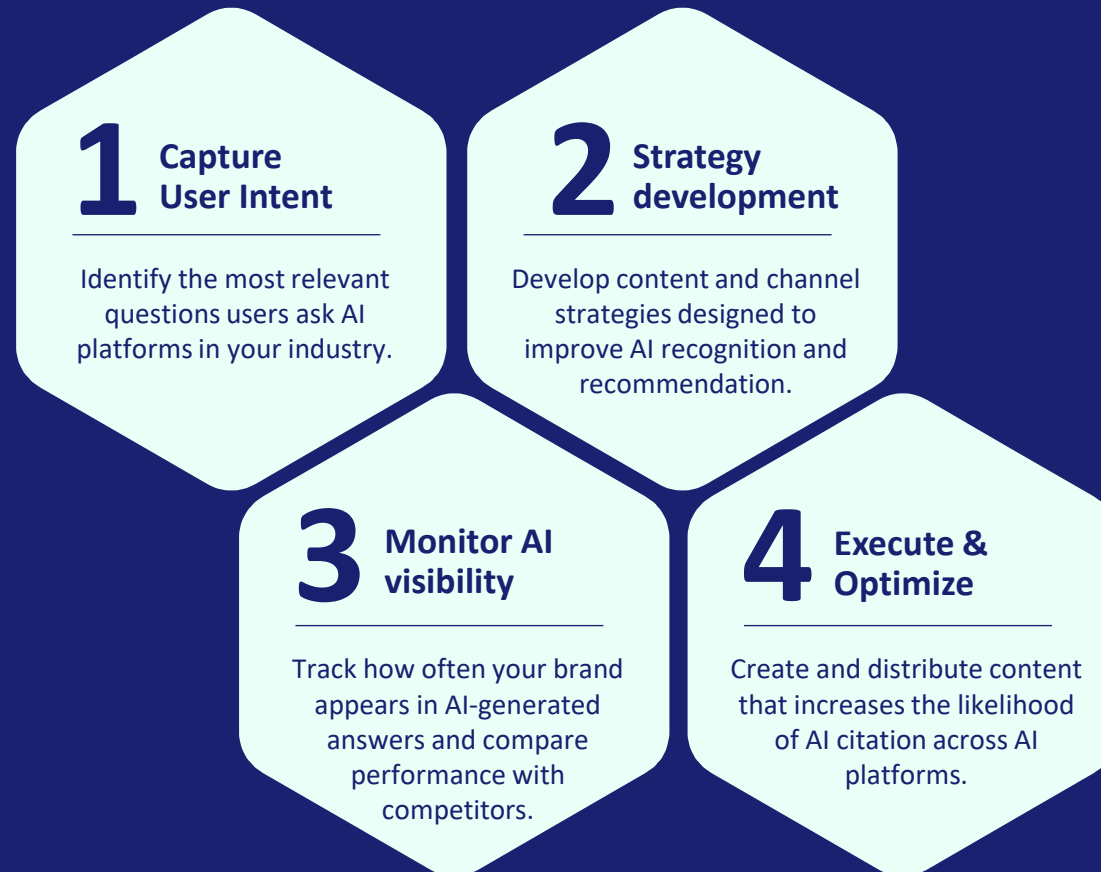
Today brands lack visibility into how AI platforms represent them.

Common questions from companies:

- Is our brand mentioned in AI answers?
- Which competitors are recommended instead of us?
- What questions trigger AI recommendations?
- How does AI describe our company or product?
- Which sources influence AI responses?



Our working process



NBH GEO services



Step 1 GEO Audit

Role:

Understand how AI platforms currently present your brand.

Focus:

- Brand visibility in AI answers
- Competitor presence in AI responses
- AI-generated brand narrative
- Content and question gaps



Step 2 GEO Monitoring & Optimization

Role:

Improve and maintain your AI search visibility.

Focus:

- Continuous monitoring of AI visibility
- Content optimization for AI platforms
- AI word-of-mouth monitoring
- AI Q&A performance tracking

GEO Audit: Understanding Your AI Visibility

1. Brand Visibility

Analyze how often your brand appears in AI-generated answers for relevant industry questions.

2. Competitor Visibility

Identify which competitors AI platforms recommend instead of your brand.

3. AI Word-of-Mouth

Evaluate how AI describes your brand:
Positive | Neutral | Negative

4. Optimization Recommendations

Provide strategic recommendations including:
Priority keywords and questions | Content strategy | Channel optimization opportunities

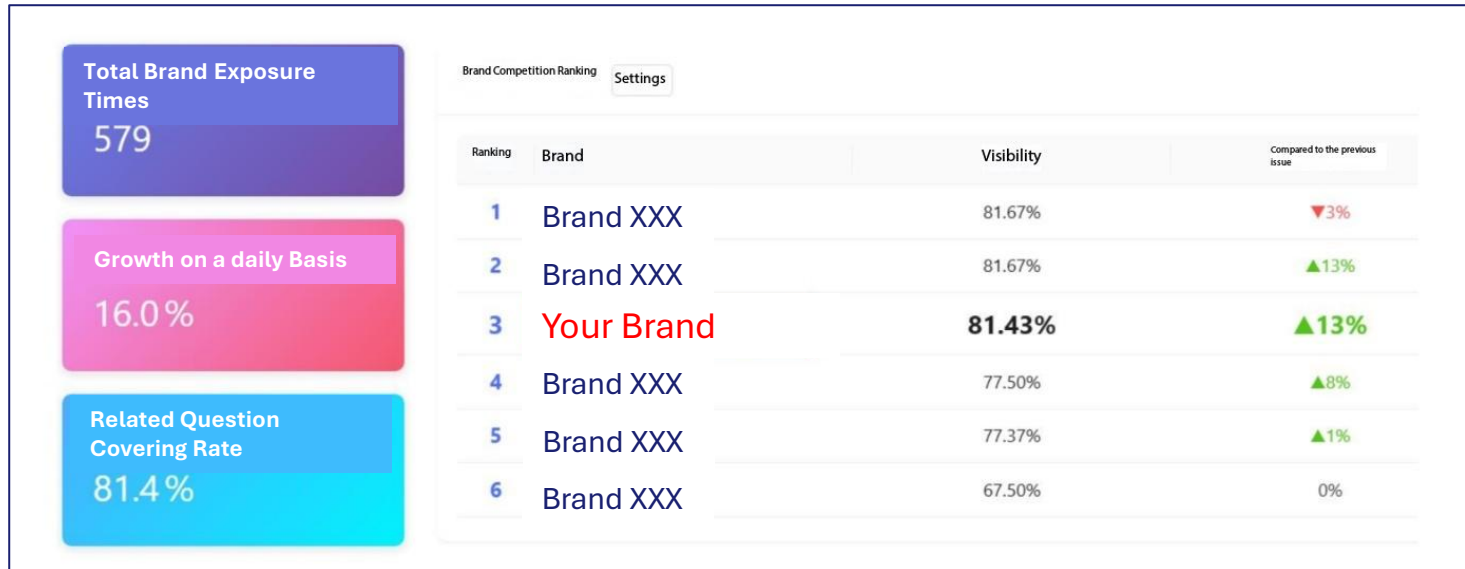
Deliverables

GEO visibility report | Competitor ranking analysis
Content gap analysis | GEO strategy recommendations



Example GEO Audit Insights

GEO AUDIT REPORT REFERENCE



- Brand visibility in AI answers: **81%**
- Competitor A visibility: **63%**
- Your brand appears in **81.4% of questions related to "industrial automation solutions"**

Keyword structure and details

Selected word: Metal Cutting Tools

Brand: Sandvik Coromant

Question Mapping



15–20 high-intent questions mapped per keyword

- Identification of where your brand appears (or doesn't)
- Breakdown of how answers are structured and sourced

AI Visibility Analysis



A clear analysis based on the different questions & the selected word

- Benchmark across 6 major AI platforms
- Identification of gaps and missed opportunities
- Key themes where competitors outperform you

AI WoM Analysis



We check your brand reputation & authenticity in the AI channels

- Sentiment analysis: Positive / Neutral / Negative
- Source attribution (what influences AI responses)
- Trust signals and authority drivers

Suggestions & Guidance



We give you a clear roadmap forward on your own or with our support

- Keyword and brand optimization strategy
- Channel prioritization (where to act)
- Content opportunities to improve AI visibility

*Deliverables: Written report presented in workshop

*Competitor addition

We will check specifics about the Word of mouth and AI answers regarding this competitor



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Your partner for building a digital sales engine in China

If any questions, please don't hesitate to send an email or give us a call.

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