

BFE INSTITUT + FAIND

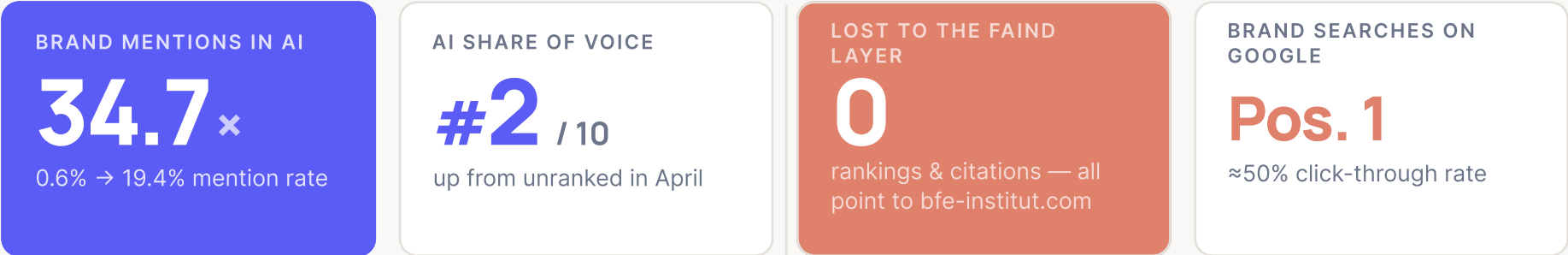
A full AI layer beside a relaunched website — Google didn't blink.

Website relaunch and FAIND, live in the same month — the setup where duplicate-content damage shows first.

Four months later: #2 in AI answers, Google impressions up every month, nothing lost to the layer.

OBSERVED FEB – JUN 2026

AI reads the FAIND Knowledge Graph, an AI-readable layer beside your website. Google — and every AI citation — points to bfe-institut.com. No SEO downside — by design.



01 AI VISIBILITY · PAGE 2

02 SEO EFFECT · PAGE 2

ABOUT THE COMPANY

About BFE Institut

Founded in 1979 and headquartered near Heidelberg, BFE Institut für Energie und Umwelt is one of Germany's leading consultancies for energy efficiency and sustainability — more than 16,000 projects for around 800 active customers, including STIHL, Josera, and Diehl Defence. Its expert team supports industrial and commercial companies with energy audits, ISO 50001 energy management, CO₂ accounting, and transformation planning.

BFE is a wholly-owned subsidiary of MVV Energie AG, one of Germany's largest energy companies.

VISIT

bfe-institut.com

FOCUS

Energy efficiency · Sustainability consulting · Germany

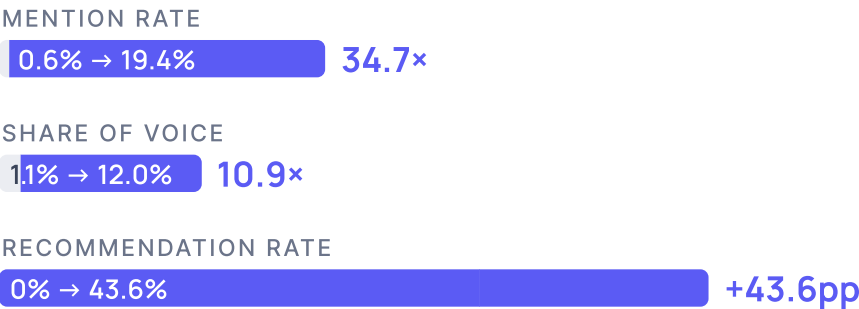


Ein Unternehmen der 

01

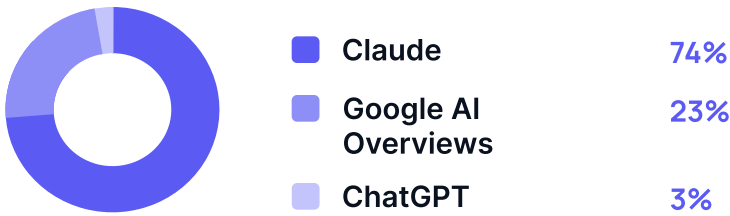
AI visibility lifted sharply.

Across 180 monitored prompts, BFE went from barely mentioned to regularly recommended — from outside the top 10 to #2 share of voice in its field.



WHERE THE VISIBILITY COMES FROM

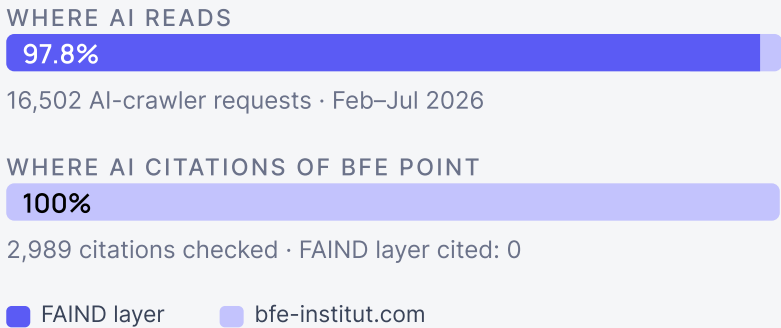
Claude is BFE’s strongest channel by far



Share of AI recommendations across monitored providers

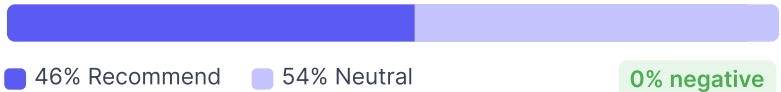
READS VS. CREDIT · HOW THE LAYER WORKS

AI reads the layer. Your domain gets the credit.



HOW AI TALKS ABOUT BFE

Zero negative — nearly half recommend



COMPETITIVE STANDING

#2 / 10

share-of-voice rank in the tracked field today

Up from outside the top 10 in April

CUSTOMER TESTIMONIAL

“

What convinced me is where the AI answers send people: to bfe-institut.com. FAIND makes us visible in AI systems without taking anything away from our own website.

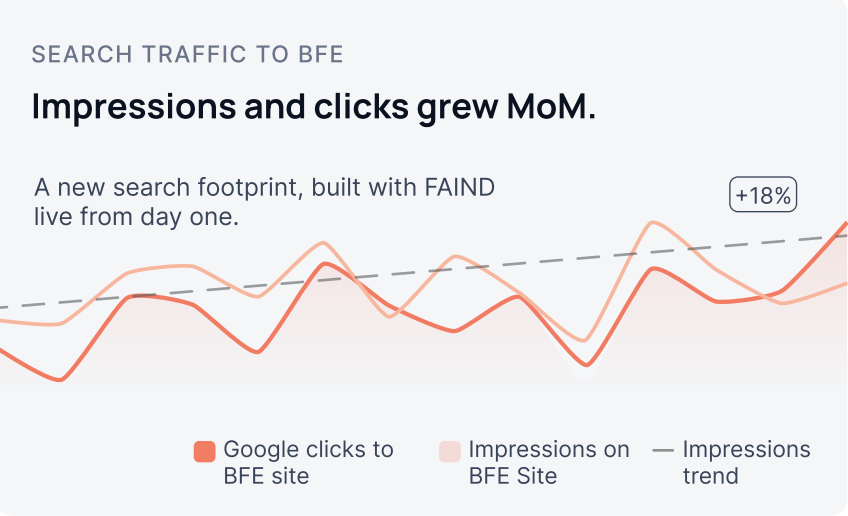
— Monja Klefenz, Marketing Executive, BFE Institut für Energie und Umwelt



02

A full replatform — and Google settled cleanly. By Design.

A replatform is when SEO damage shows fastest. BFE did it with the FAIND mirror live from week one. Below: the data, and every objection checked.



FAIND layer is fully reversible (CNAME subdomain — switch-off leaves the site untouched); the on-site script sets no cookies and stores nothing on the device. Prompt set and raw AI responses available on request.

WHAT THE DATA SHOWS

The five SEO worries, audited.

- “Duplicate content will hurt us.”

Own subdomain; overlapping pages canonical to bfe-institut.com — your site stays the single source of truth.
- “It’ll outrank our own pages.”

It can’t — where your site has a page, yours wins by design; the layer only ranks where you had none. Zero conflicts in four months.
- “Isn’t this cloaking?”

No — the layer is public and identical for every visitor and crawler. Nothing varies by user-agent.
- “Google flags AI-built pages.”

Google’s policy targets pages built to game rankings — the layer doesn’t compete for them. Four months live: clean indexing, growth every month.
- “AI will cite the copy, not us.”

0 citations to the layer, 100% to bfe-institut.com — 2,989 citations checked in June alone.

METHODOLOGY · HOW WE MEASURED

Built on rigorous monitoring, not vanity metrics.

The numbers in this report come from continuous, structured measurement — not one-off snapshots. Here's how we generated the questions, monitored the responses, and classified what counted as visibility.

01

WHERE WE TEST

Tested where buyers ask.

Same surface real buyers hit, not bare APIs answering from training data.

LIVE AI SURFACES MONITORED

● ChatGPT

Largest consumer AI audience

● Claude

Fastest-growing in B2B workflows

● Google AI Overviews

Answers built into Google search results.

180 responses per run · 20 questions × 3 variants × 3 providers

02

WHAT WE ASK

Real questions, real intent.

EVERY PROMPT HAS 3 LAYERS

1 Buyer-niche context

industry, role, decision stage

2 Intent suffix

evaluation, comparison, etc.

3 Location injection

language & region (DACH, DE)

PROMPT COVERAGE — SIX INTENT CATEGORIES

Recommend

"Which X is recommended?"

Evaluate

"Is X trustworthy?"

Discovery

"What types of X exist?"

Compare

"X vs Y — which is better?"

Use Case

"Which X handles Y?"

Info

"How do I do X?"

☒ High-intent · decision queries

☐ Long-tail · topical authority

MEASUREMENT INTEGRITY

● Same questions every run

No prompt drift

● Three variants per question

No lucky phrasings

● Observed before-picture

Real baseline

03

HOW WE SCORE

Citation vs mention vs recommendation.

Each AI answer is classified by how it talks about the brand. Sentiment is scored separately.

FROM PASSIVE PRESENCE TO ACTIVE ENDORSEMENT

● ● ● Citation

Brand referenced as a source.

● ● ● Mention

Brand named in the answer.

● ● ● Recommendation

Brand actively suggested as the right fit.

Negative-tone responses tracked separately. Zero observed for BFE.

Every FAIND customer gets this AI visibility monitoring as a **standard component**, refreshed every month.

FAIND

ABOUT FAIND

AI-visibility engine for B2B brands.

FAIND builds a Knowledge Graph optimized for AI that sits alongside your existing website. It acts as a database for AIs, structured around how LLMs ingest, parse, and cite content.

That structure makes it easier for AI systems to understand your content — and thus more likely to be referenced and recommended.

The Knowledge Graph adapts continuously as AI systems evolve, with no website rebuilds and no SEO trade-offs.

WHAT BFE SAYS · MARKETING

“Visible in AI systems – without taking anything away from our own website. That’s what mattered to us going in, and it’s what the data shows.



Monja Klefenz
Marketing Executive, BFE Institut für Energie und Umwelt

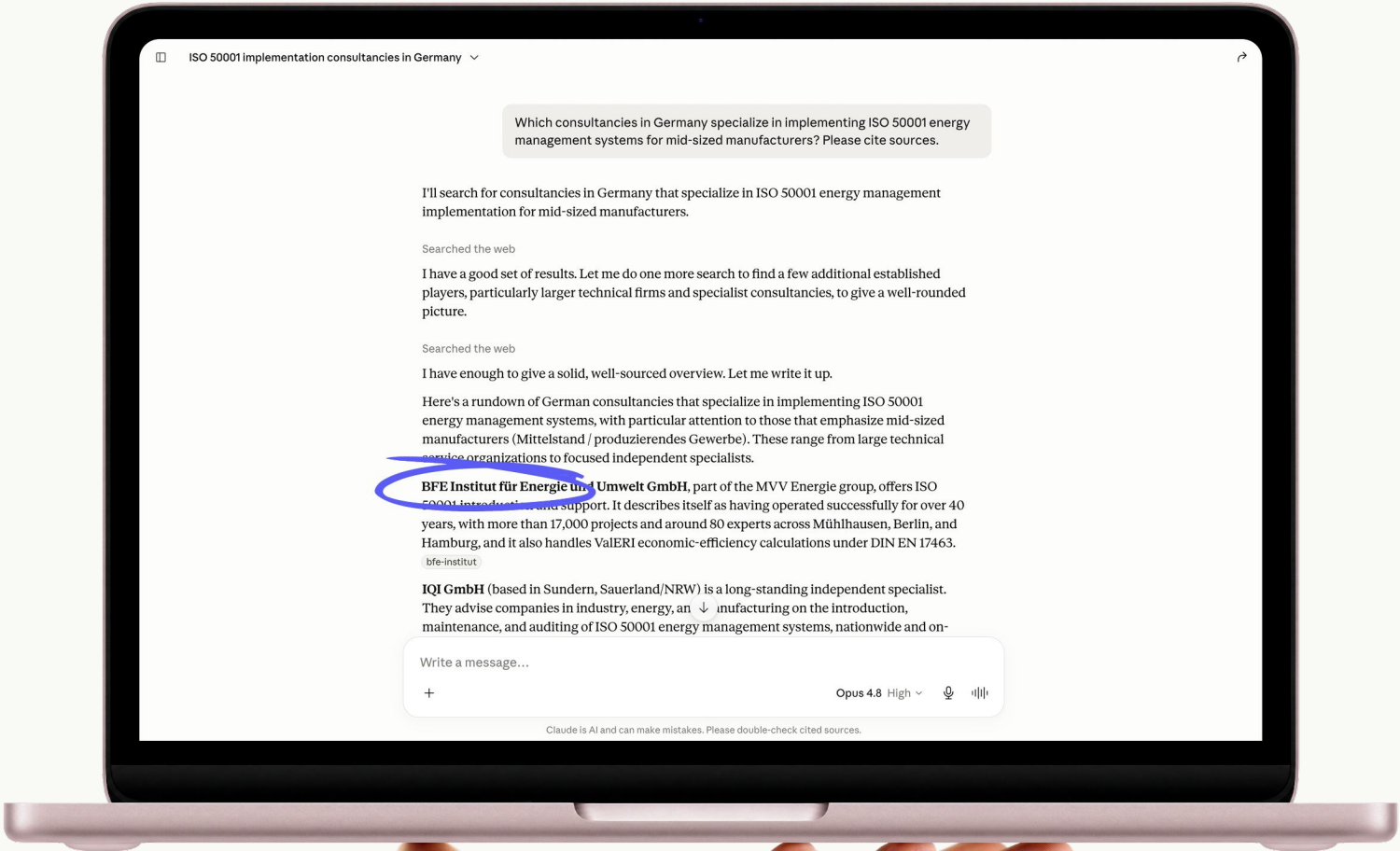
READY TO BE THE ANSWER?

Be the company AI recommends.

BFE went from barely mentioned to the #2 name in AI answers — during a full website replatform. No rebuild required. Works with any tech stack. Live in days, not quarters.

GET STARTED →

OR REACH OUT DIRECTLY
hello@getfaind.com · getfaind.com



Screenshot captured 12 Jul 2026