

netpulse AG Reveals Measurement Findings on AI Search Visibility, Website Speed and User Experience

November 24, 2026

WINTERTHUR, ZH - November 24, 2026 -
netpulse AG, a digital marketing agency based in Winterthur, a business city near Zurich in the German-speaking part of Switzerland, has released new findings from its own measurement work tracking how companies appear in AI-generated search answers. The agency, founded in 2009 and now staffed by a team of around twenty, collects proprietary data on brand visibility across ChatGPT, Perplexity and Google AI Mode, and on how Google AI Overviews reshape the results that users see.

The central finding concerns the growing gap between traditional search rankings and AI visibility. According to the agency's data, a strong position in classic search results no longer guarantees that a company will surface in AI-generated answers. The agency observed that AI systems frequently cite and summarize sources that differ from the top organic listings, meaning businesses that rank well in conventional search can remain absent from the responses that AI tools present to users.

This measurement work distinguishes netpulse AG from agencies that rely on third-party scores. Rather than

purchasing external visibility metrics, the agency built its own tooling to observe how brands are represented across AI platforms over time. That approach allows it to combine classic search engine optimization and Google Ads management with generative engine optimization, the practice of making content discoverable within AI-generated summaries and recommendations.

The Swiss market adds particular complexity to these measurements. Switzerland is a small country with multilingual search behavior spread across German, French and Italian language regions. The agency reports that AI systems do not treat these language regions uniformly, and that a company visible in German-language AI answers may be poorly represented in French or Italian equivalents. For businesses operating across the country, this fragmentation means that AI visibility must be measured separately for each language audience.

The findings also touch on technical factors long associated with conventional search. The agency's data indicates that website speed and user experience continue to influence how reliably content is retrieved and cited by AI systems, reinforcing that foundational web performance remains relevant even as search shifts toward generative answers.

Beyond its measurement work, the agency operates across the broader digital marketing field, including search advertising on Google and Microsoft platforms, social media marketing, web design and e-commerce services. It holds certification as a Google Partner. Businesses and development teams can also access the netpulse AG Google Ads API tools, which connect client applications and AI agents directly to Google Ads accounts for custom reporting, analysis and automation.

The agency has stated that the measurement program is intended to replace assumptions with observed data. Its findings suggest that companies able to see how they actually appear across different AI systems and language regions gain a clearer view of where improvement is needed, in contrast to approaches that rely on estimation.

Further detail is available in the netpulse AG company profile, which documents the agency's services, certifications and its focus on measured AI visibility across the Swiss and international markets.

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For more information about netpulse AG, contact the company here:netpulse AGLukas Nauer+41 52 508 28 28info@netpulse.chNeuwiesenstrasse 448400 WinterthurSwitzerland

netpulse AG

netpulse AG is a digital marketing agency in Winterthur, Switzerland, founded in 2009. It works on search engine optimization, Google Ads, social media advertising and web design, and measures how brands appear in AI-generated search answers.

Website: https://www.netpulse.ch/

Email: info@netpulse.ch

Phone: +41 52 508 28 28