Help customers find and understand your organization through AI.

When customers turn to AI for answers, will they find your organization, and will it be represented accurately? Communications and PR agencies help build the credible coverage, expert perspectives, and independent recognition that can influence what AI systems say about your company.

1 See what AI says about you

Test questions your customers might ask, including questions about their needs that don't name your company. Check whether you appear, whether the description is accurate, and which sources are cited.

2 Ensure your information is clear and up to date

Research agencies with the experience and capabilities you need. As a guide, invite 4–5 agencies for an initial credentials review, then 2–3 finalists for full proposals and presentations.

3 Build evidence beyond your website

Communications teams help earn credible coverage and recognition, establish expert voices, and share useful research. Alongside reviews and other independent sources, this gives people and AI systems evidence of your expertise.

4 Connect communications and technical expertise

Communications teams help build consistent information about your business. Web and search specialists help make it accessible. Ask your teams and partners how they will coordinate the work and address gaps together.

5 Track patterns and business relevance

Repeat a consistent set of questions across several AI platforms over time. Look for changes in accuracy, relevant mentions, and cited sources. Track referral traffic or qualified inquiries where measurable; a single answer or visibility score is not a reliable measure.

What to ask before you invest

- What gaps are there in how AI represents us?
- What work will address those gaps, and who will own it?
- How will we demonstrate progress over time?

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