Report: Brand Visibility and Reputation in the Age of AI-Driven Search

Introduction

Google is being disrupted by AI-driven search platforms. Consumers are beginning to turn to conversational AI tools such as OpenAI's ChatGPT, Anthropic's Claude, Google's Gemini (the successor to Bard), and search assistants like Perplexity AI to answer queries in a more natural, dialog-based manner. This shift is changing how information is discovered online: people "get answers directly – often without ever visiting a website" when using AI chatbots or overview tools. In fact, nearly 60% of Google searches already end without a click to any result, as users find what they need on the results page itself. Generative AI takes this a step further by synthesizing content from many sources into one answer, which means brands risk losing visibility even if they maintain high traditional search rankings.

Gartner has predicted that *"by 2028, brands' organic search traffic will decrease by 50% or more as consumers embrace generative AI-powered search".* While Google still dominates search volume (over 5 trillion searches in 2024 globally, consumer behavior is clearly trending toward AI-enhanced search – a Gartner survey found 79% of consumers expect to use AI search tools within the next year.

For brands in the United States, these trends underline an essential imperative: adapt to AI or become invisible. When a user asks ChatGPT or a similar AI, *"What's the best SUV?"*, the AI will output a handful of suggestions with brief justifications. If a major auto brand's products are missing from those suggestions, that brand has effectively *lost a customer touchpoint*. Unlike a traditional Google results page where a well-SEO'd website might still appear as a link, an AI-generated answer might not mention the brand at all. As James Cadwallader, co-founder of an AI search analytics startup, observed, *"In this new world of AI answers, how does [a brand like] Nike understand and control how they show up? If I'm asking ChatGPT for a running sneaker, it will give me four or five suggestions... Hundreds of millions of people are using these AI answers to research products and brands on a daily basis. How do we show up in the new world?".*

Maintaining visibility and managing brand reputation now requires new strategies tailored to AI platforms. Brands must ensure that AI algorithms *trust their content* and *represent their narratives accurately* – otherwise, a decade's worth of SEO and online reputation building could be upended by a few unfavorable AI-generated responses. This report examines how U.S. brands can enhance their visibility in AI-driven search and protect their reputations in the era of large language models (LLMs).

Enhancing Visibility in AI-Driven Search

AI search platforms do not operate on the same principles as traditional keyword-based search engines. Rather than simply matching keywords to webpages and delivering a ranked list of links, AI systems interpret the intent and context behind a query and generate an answer by drawing from numerous sources. In practical terms, this means AI-driven search values content quality, relevance, and authority in context over exact keyword matches. For example, whereas a classic Google search might reward a page that is meticulously optimized for the keyword "best running shoes," an LLM-based tool like ChatGPT will synthesize an answer about the best running shoes based on its *understanding* of various brands, features, reviews, and user sentiments. It doesn't "rank" a brand's page so much as weave together information from across its training data or live web access.

As a result, the way brands "show up" in AI-generated answers is dynamic and intent-driven. There may be no direct link to a brand's site at all – instead, the AI might mention the brand in passing or summarize information about it. Crucially, these AI outputs are influenced by what the models perceive as authoritative and relevant. As one marketing analysis noted, *"AI-driven platforms like ChatGPT and Google's AI overviews don't rank your pages in a simple hierarchy. Instead, they rely on context, perceived authority, and relevance to synthesize conversational responses."* In other words, the structure and clarity of your content, and the confidence an AI has in that content, directly affect whether and how your brand is featured.

Given this new paradigm, brands should update their content optimization practices to be AI-friendly. Key best practices include:

- **Use semantic HTML and structured content:** Organize web content with clear headings, subheadings, lists, and proper HTML semantics so that AI models can easily parse the hierarchy and meaning. Semantic elements like <h1>…<h2>, lists (<ul>/ for key points), and <blockquote> for important quotes or testimonials provide structure. Well-structured content helps AI discern the important points and context of your pages. Remember that an LLM may be reading your site as plain text; a logical flow with descriptive section titles (incorporating the who/what/why of the content) will be more "comprehensible" to an AI.

  Writing in a natural, conversational style can also help – people tend to ask AI tools questions in full sentences, so content that directly answers those likely questions is more likely to be used by the AI. For instance, instead of just listing product features, include a brief Q&A or an explanatory paragraph that reads like an answer to a question. *"Optimize for conversational queries – context is king,"* as one industry guide advises; content should mimic the way a user might ask a question and the way an expert would answer it. This increases the chances of your text being selected when an AI is formulating an answer.

- **Ensure critical content is visible to crawlers (avoid JS-only content):** Many AI crawlers (like OpenAI's GPTBot) and indexing processes still primarily read HTML text and do not execute complex JavaScript. Important information about your brand (product descriptions, pricing, FAQs, etc.) should not be buried in scripts or behind interactive

elements. If your website loads crucial text only after running a script (for example, a spa or an infinite scroll), an AI agent might miss it. A recent web standard proposal noted that converting complex, script-heavy pages into AI-digestible text is *"difficult and imprecise"*, given LLMs' context length limitations and their need for concise input.

In practice, this means favoring server-side rendering or at least providing pre-rendered content for crawlers. Also, use fallback <noscript> content where applicable. By making sure your site's key points are in the static HTML, you increase the likelihood that AI crawlers can access and accurately interpret your content.

- **Implement schema.org structured data:** Schema markup is a form of metadata that explicitly tells search engines (and AI systems) what your content means. It has become a critical tool in an AI-driven search world. As Yext's search experts describe, *"Schema markup acts as a translator between your website and AI tools. It helps platforms like Google or ChatGPT understand the context of your content – whether it's your operating hours, FAQs, or customer reviews."* In the U.S., Google's own Search Generative Experience draws on schema-structured data (like FAQs, How-To, Product, and Review schemas) to present concise answers and rich snippets. For brands, implementing relevant schema.org types (e.g., Organization, Product, FAQPage, Review, HowTo) is highly beneficial. Structured data makes your content machine-readable in a predictable way, giving AI platforms high-confidence information to possibly include in answers. For example, adding an FAQ schema to a Q&A section on your site could increase the chance that an AI answer engine will directly pull one of your Q&A pairs when a user asks a related question.

  Likewise, using Product schema with detailed specs and reviews can help ensure an AI has accurate data about your products (like release date, price, features) when formulating an answer. The goal is to feed verified, structured facts about your brand into the ecosystem so that AI systems "trust" and cite your information. Consistency is key here too: make sure facts (like your business hours, locations, product names) are consistent across your website and other listings, since AI cross-verifies information. Inconsistent data can cause an AI to doubt reliability.

- **Leverage "Answer Engine Optimization" techniques:** Just as SEO evolved to influence traditional search rankings, AEO (Answer Engine Optimization) is emerging to influence AI-driven results. This involves *anticipating the kinds of questions users might pose to AI chatbots* in your domain and tailoring some content to explicitly answer those questions. For example, a home insurance company might publish a blog post titled "What does homeowners insurance typically cover?" written in a straightforward, question-and-answer format. This is not unlike optimizing for featured snippets in Google, but now the target consumer is an AI agent formulating an answer. Utilize lists or step-by-step breakdowns where appropriate (since an AI might directly quote a well-formatted list for a "how to" query). Use <table> or other structured formats for data that an AI might incorporate.

  Essentially, think about how your content can serve as a direct answer or source. Being

concise and factual (while still providing depth) can help; if an AI finds the exact answer on your page, it may incorporate it or cite it. Some brands are even using their own AI content tools to assist with this – for instance, optimizing content with help from GPT-based tools to ensure it's comprehensive and phrased in a way an AI can easily use. (Notably, *Goodie* – discussed later – offers an AI content writer specifically for AEO purposes.

- **Maintain an *llms.txt* file for AI crawlers:** A very recent development in AI-era SEO is the introduction of llms.txt files. This is a proposed new standard (spearheaded by open-source advocates like Jeremy Howard of Fast.ai) analogous to robots.txt but designed for LLM-based crawlers. An llms.txt file is placed at your site's root (e.g., https://yourwebsite.com/llms.txt) and serves as a guidebook for AI. Rather than listing crawl allowances, llms.txt *lists and describes your most important content* in a simple, Markdown format. In effect, you are curating a package of knowledge about your brand for any AI that visits. For example, a company's llms.txt might start with a short description of the business, then list key pages under headings like "## Products," "## Support Articles," etc., each with a brief summary. You can think of it as providing CliffsNotes of your site to the AI: you're saying *"Here are the pages that best represent us and what you can learn from each."* This helps AI crawlers find authoritative info quickly, which is crucial given many LLMs have context size limits. It also helps avoid the AI getting distracted by less relevant pages.

  Best practices for llms.txt include keeping the file concise and well-organized, using consistent formatting, and updating it regularly (whenever you have significant new content or changes). It's also recommended to provide clean Markdown versions of your important pages (at accessible URLs, e.g., yourpage.html.md), which you can reference in the llms.txt. This gives AI models an option to pull a simplified text version of a page. Early evidence suggests some AI crawlers are indeed fetching llms.txt if available. By maintaining an accurate llms.txt, you increase the likelihood that an AI agent will correctly understand your site's content and purpose – it's like handing the AI a cheat-sheet for what matters on your site. (Of course, llms.txt is a voluntary standard, and not all AI will use it, but it's low-effort to implement and potentially high-reward in terms of AI visibility.) In sum, just as robots.txt and sitemaps were critical in the classic SEO era, llms.txt is poised to become an important tool in the AI SEO toolkit, guiding AI crawlers on how to use your content.

By implementing these practices, brands set a strong foundation for AI visibility. Essentially, you are making your content as digestible as possible for AI systems, which increases the chances that your brand information will be included when an AI generates an answer. It's worth noting that AI-driven search results are still evolving (Google's own generative search is in beta and constantly changing), so enhancing visibility is an ongoing effort. Metrics to watch include whether AI assistants *cite* your website or mention your brand when responding to relevant queries.

Some brands, for instance, have noticed an increase in AI chatbots referencing their FAQ page (because it's well-structured with Q&A and schema) when users ask a question that the FAQ

addresses. That's a small but significant win in the AI visibility game. The overarching strategy is clear: provide content that is authoritative, well-structured, and easily accessible to AI – this way, whether a customer asks a question on Google, ChatGPT, or any future AI, your brand has a seat at the table in the answer.

Managing Brand Reputation in the Age of LLMs

Visibility in AI search is a double-edged sword: it's not just about *showing up*, but *how* you show up. The same AI systems that can highlight your brand in a positive light could also surface negative or incorrect information. Managing brand reputation in the era of large language models requires vigilance and new approaches. This encompasses monitoring AI-generated content for mentions of your brand, analyzing the sentiment and accuracy of those mentions, and proactively correcting or guiding the narrative. It also involves broader ethical considerations, such as addressing biases in AI outputs and being transparent about the use of AI in your own brand communications.

Monitoring AI Mentions and Sentiment

Just as brands have long monitored social media and news for brand mentions, it's now important to monitor AI platforms. This is challenging because AI outputs are ephemeral (there isn't a single "feed" of content to subscribe to). However, tools are emerging that continually query AI models with relevant prompts to see how the AI talks about your brand (several are discussed in the next section). For example, a brand can programmatically ask ChatGPT and other bots questions like *"What do you think of [Brand]'s products?"* or *"Is [Brand] trustworthy?"* and track the responses.

AI-powered sentiment analysis tools can then evaluate those responses as positive, neutral, or negative. If an AI is consistently describing your brand in negative terms, that's a reputational red flag to address. Some platforms, like Influence AI, are specifically designed for this kind of monitoring – Influence AI *"continuously classifies AI-generated content as positive, neutral, or negative, offering a nuanced understanding of your brand's AI-driven reputation."* Similarly, the platform Goodie computes a *"Sentiment Score"* to quantify how perception of your brand is trending across LLM answers.

Brands should set up alerts or regular reports from such tools, or even simple internal dashboards, to keep an eye on AI sentiment. Another aspect to watch is which contexts your brand is appearing in. For instance, are AI models mostly mentioning your brand in response to queries about "expensive products" or "quality issues"? That context matters. If an AI tends to cite a years-old product recall whenever your brand is mentioned, you need to know that so you can supply updated positive content to outweigh it. Also, monitor competitive comparisons – are rivals being mentioned more frequently or favorably by AI? One case study noted an AI often cited a competitor's recent benchmark report instead of a similar one published by the brand. Insights like that can spur you to improve your own content or promotion strategy. In summary, treat AI outputs as a new category of media to monitor, akin

to how you'd monitor press coverage or tweets. Regularly "listen" to ChatGPT, Bing Chat, Bard/Gemini, etc., by asking them about your industry and brand, and log the findings.

Responding to Misinformation or Unfavorable AI Content

When monitoring reveals inaccuracies or damaging information being produced by AI, brands must take action. However, unlike a social media post or an online article, you generally *cannot* directly edit or remove an AI's output. Instead, the strategy is to correct the source information or influence the AI's knowledge. If an AI is hallucinating false information about your brand (for example, stating an incorrect company founder or a false product claim), you should publish corrective content on channels the AI is likely to see. This might include an official blog post or press release clarifying the fact. Because LLMs like ChatGPT are trained on vast datasets (including news articles, Wikipedia, etc.), getting the correct information into those channels increases the likelihood that future versions or connected tools will incorporate it.

Some AI platforms also allow feedback: for instance, users (or you, acting as a user) can often click a thumbs-down or flag incorrect answers in ChatGPT or Bing. While this might not lead to an immediate fix, if enough signals indicate a certain answer is wrong, the developers may adjust the model or its retrieval system over time. For more direct engagement, brands can reach out to AI platform providers – OpenAI, Google, Microsoft – especially if the misinformation is harmful or sensitive. OpenAI has a form to request content removal for certain cases (like personal sensitive data), and though it doesn't cover general brand misinformation yet, pressure is mounting on AI companies to allow corrections. It's worth noting that currently *"OpenAI openly admits that it is unable to correct incorrect information on ChatGPT"* on a case-by-case basis, because of how the model works.

Therefore, the onus is largely on brands to flood the zone with accurate information. This could mean updating your website with a new "About Us" with the correct facts, making sure your Wikipedia page (if one exists) is accurate and well-sourced (as models often draw from Wikipedia for factual questions), and even engaging in PR campaigns if needed to set the record straight in public knowledge.

Another approach is creating content that directly addresses common misconceptions. For example, if an AI tends to answer a question about your product with a mistake, write a public Q&A or knowledge base article on that exact question ("Setting the record straight on X"). Over time, as AI models train on new data, that correct content may be absorbed. In the near term, some brands are also exploring technical solutions like embedding invisible prompts or data for AI – but that enters experimental territory.

A practical step available now is using the llms.txt file mentioned earlier not just to highlight content, but also to explicitly note known preferred sources. (The llms.txt standard even envisions allowing sites to give guidance on content usage policies, which could include pointing AI away from outdated pages.) Lastly, if an AI is presenting opinions or reviews that

hurt your reputation (e.g. "I've heard people don't like [Brand]'s customer service"), the remedy is similar to any reputation management: improve the underlying issue if true, and generate positive content to shift the narrative. Encouraging satisfied customers to post reviews and testimonials online will eventually influence what AI learns about public sentiment. In summary, brands must be proactive and persistent in correcting AI-borne misinformation – think of it as teaching the algorithms over time. Every accurate, positive piece of content you put out is teaching the AI to tell *your* story better.

Mitigating Bias and Ensuring Fair Representation

A significant concern in the LLM age is that AI models may carry latent biases or skewed representations of brands. These biases can stem from the data the AI was trained on. For example, if a brand historically had a certain demographic association or has been depicted with a particular slant in media, the AI might reinforce that. Identifying bias in AI-generated brand mentions is thus an important part of reputation management.

Brands should look for patterns in AI responses: Does the AI consistently describe your brand as "luxury" or "expensive," potentially alienating value-seeking customers? Does it bring up irrelevant attributes (like the ethnicity of your founder, or your company's stance on a controversial issue) even when not asked? These could indicate bias in the model's associations. Tools like Influence AI explicitly highlight bias: the platform scans AI narratives about the brand *"identifying bias to uncover both risks and opportunities"*. If biases or unwanted associations are found, the mitigation strategy may involve diversifying the content that is fed to the AI.

For instance, if an AI seems to ignore your brand for tech innovation queries because historically you weren't known in that space, you might start producing thought leadership content about your innovations, so the AI begins to link your brand to those topics. On the flip side, if the AI associates your brand with something negative or incorrect, you may need to actively produce content that disassociates it. Another ethical step is to work with the AI industry on bias mitigation. Many companies are joining coalitions or providing data to help reduce biases in AI training data.

From a brand perspective, this might mean collaborating with researchers or at least being vocal if you notice a systematic bias (for example, if an AI always recommends male-run businesses over female-run ones in your sector – something a brand could raise with the AI provider). Internally, ensure your own use of AI (say, in marketing) is reviewed for bias – for example, if you use AI copywriting, double-check that it isn't inadvertently using biased language about groups of people. Maintaining an inclusive and fair brand image includes how AI portrays you.

Transparency and Ethical AI Use by the Brand: Lastly, an often overlooked aspect of reputation in the AI era is how a brand's own use of AI is perceived by the public. American consumers are increasingly aware of AI-generated content and have strong opinions on it. A

recent U.S. survey found 62% of consumers would have increased trust in brands that are transparent about their use of AI. In other words, trying to hide the fact that a piece of content or customer service interaction was AI-generated can backfire if customers discover the truth. To manage reputation, brands should institute transparency policies: clearly label AI-generated images or videos (many companies add watermarks or captions like "Created with AI" for marketing visuals), and if AI chatbots are used in customer support, identify them as virtual agents. More than 80% of consumers believe AI-created material should be clearly labeled as such.

Meeting this expectation helps build trust. For example, if your company uses an AI chatbot on your website, a message like "Hi, I'm Ava, a virtual assistant powered by AI – I can help answer your questions" is better than pretending Ava is a human. If content on your blog is heavily assisted by AI, some brands add a note ("This article was assisted by an AI tool and edited by our team") in a footer. These disclosures, while not yet legally mandated broadly, show audiences that you're not trying to mislead them – and honesty is a cornerstone of reputation.

Also, communicate your AI ethics. Brands in the U.S. are beginning to publish AI ethics statements, which outline how they use AI responsibly (e.g., not using AI to manipulate or deceive, not collecting data without consent, ensuring human review of AI decisions, etc.). Doing so preemptively can differentiate your brand as trustworthy. Gartner analysts predict that by 2026, *60% of CMOs will adopt content authenticity technology and enhanced monitoring to protect their brands from deception unleashed by GenAI.* This might include technologies like digital content provenance (to prove what's human-made vs AI-made) or partnerships with initiatives like the Content Authenticity Initiative. Being at the forefront of such transparency efforts can bolster your reputation for integrity. In sum, ethical use of AI and openness about that use have become part of brand reputation management. Brands should strive to avoid the "uncanny valley" of marketing – where customers aren't sure what's real. Instead, be clear: use AI creatively and efficiently, but tell your audience when and how you're using it, especially in customer-facing scenarios. This clarity will build trust and inoculate your brand against potential backlash as AI becomes more prevalent.

Managing brand reputation in the age of LLMs is undoubtedly challenging – information spreads faster and further with AI, and narratives can take on a life of their own in algorithmic webs. However, by actively monitoring AI channels, swiftly correcting misinformation, addressing biases, and leading with transparency, brands can largely steer their reputations through this new terrain. It requires a combination of technical savvy (understanding how to feed the algorithms the right information) and classic PR/communications (shaping the story, engaging openly). The brands that succeed will be those that recognize an AI-generated response as a *new front page of Google* – a place where their reputation can either be reinforced or undermined, and which demands just as much attention as traditional media or social networks.

Emerging Technologies for AI Search Optimization and Reputation Management

To meet these new challenges, a number of innovative platforms and tools have sprung up (many from U.S.-based companies). These technologies are designed to help brands optimize their presence in AI-generated answers, track brand mentions and sentiment in AI, and analyze performance across different AI systems. Below we describe a few notable ones and their use cases:

Profound

Profound is an analytics platform (launched in New York in 2024) created specifically to help brands understand and improve how they appear in generative AI search results. In essence, Profound brings the rigor of SEO analytics to AI answer engines like ChatGPT, Google's SGE, Bing Chat, Claude, and others. Brands can use Profound to track their "AI visibility" score – a metric indicating how often and prominently the brand gets mentioned across a range of AI queries. The platform continuously monitors a set of common questions in the brand's domain (and you can input custom prompts as well) to see what answers the AI platforms give. Profound then analyzes *what those answers say about your brand*: it uses sentiment and keyword analysis to identify if the tone is positive or negative and what key themes are associated with your brand. Importantly, Profound also reveals the sources and citations influencing the AI.

For instance, it might show that when asked "Is Brand X reliable?", ChatGPT's answer is drawing on an article from *Consumer Reports*. This feature, called Citation Authority, lets you see *"which websites influence AI-generated answers about your brand"*. If undesirable sources are driving the narrative, you know where to focus your outreach or content improvements. Another feature is Competitive Benchmarking: Profound allows brands to compare their share of voice in AI answers against competitors. You might discover, for example, that your competitor is mentioned by AI 30% more often in "best of" recommendations, which could inform your marketing strategy (perhaps their content or PR is more present, and you need to counter that). The platform's dynamic dashboard shows trends over time, so you can see if changes you implement (like publishing new content) lead to better AI visibility next month.

A use case for Profound would be a consumer electronics company launching a new smartphone: using Profound, they can track queries like "What are the best smartphones of 2025?" on AI engines and see if their new product is being recommended. If not, they can delve into why (maybe reviews are citing a competitor) and take action. In short, Profound serves as an "AI SEO" tool, giving brands concrete data on their presence in AI-driven search and recommendations, and helping them *optimize for the answer economy* rather than the old link economy.

Influence AI

Influence AI is a reputation management platform tailored for the LLM era. Its focus is on brand integrity and risk mitigation in AI outputs. Influence AI continuously monitors an extensive range of AI chat platforms – over *23+ AI chat engines, generating 21,000+ prompts to analyze topics from every angle* for each client. The idea is to leave no stone unturned: it asks all sorts of questions (factual, opinion-based, scenario-based) to these AIs about the brand and related topics, then aggregates the responses.

The platform provides an intuitive dashboard where brands can see all their AI mentions in one place. It flags instances of misinformation or problematic content: for example, if ChatGPT hallucinates a false statistic about your company, Influence AI will highlight that. One of its core features is sentiment tracking, similar to social listening but for AI – it *"classifies AI-generated content as positive, neutral, or negative"* and gives an overall sentiment score. Influence AI also emphasizes detecting bias and hallucinations. In their words, *"AI engines, with their inherent biases and occasional 'hallucinations', often distort brand messages, leading to misinformation about your brand."* By identifying these distortions, the tool helps brands quickly respond (for instance, by providing corrected info as discussed earlier).

A concrete use case might be a pharmaceutical company using Influence AI to ensure that health-related AI assistants (like WebMD's chatbot or Amazon's Alexa) give accurate information about their drug and don't surface an old controversy or side effect that's been resolved. If the AI does bring up something outdated or skewed, the company gets an alert and can react. Influence AI essentially serves as a real-time AI reputation sentinel, scanning the horizon of AI-generated content for any threats to brand perception. It also aids in remediation – the platform provides suggestions and tools for how to address the issues it finds. This could include guidance like "publish a clarifying Q&A on this topic" or "engage with X platform's AI team about this false claim." By using Influence AI, brands can take control of the AI narrative, turning a largely opaque space into one they can monitor and influence (hence the name). For organizations in regulated or high-stakes industries (finance, healthcare, etc.), a tool like this is quickly becoming indispensable to ensure an AI doesn't inadvertently defame them or erode hard-earned trust.

Goodie

Goodie is an "Answer Engine Optimization" platform that helps brands both create content optimized for AI and measure their performance in AI search. It's often described as a one-stop solution to *"unlock brand visibility on AI answer engines." Goodie's interface provides a real-time dashboard of AI search metrics – as shown above, it tracks a current sentiment score (e.g., 46.7, indicating mixed sentiment) and visibility rankings across different answer engines.* Goodie's approach has two prongs: content creation and analytics. On the content side, Goodie includes an AI Content Writer that assists marketers in writing copy tailored for AI discovery. Users can input a topic or prompt, and Goodie's writer will generate an article or snippet that is optimized with both traditional SEO keywords and the more narrative, example-rich style that AI answers prefer. Notably, it has an "Author Stamp" feature – you can

feed it a writing sample in your brand's tone, and it will attempt to maintain that voice in the AI-generated content. This is useful for producing things like blog posts or FAQ answers at scale while keeping consistency.

Once content is published, Goodie's AI Visibility Monitoring kicks in. The platform monitors how the new content (and your site as a whole) surfaces on AI queries. It provides a Visibility Score (0–100) to quantify your prominence. For example, a visibility score of 86/100 might indicate your brand is mentioned in the majority of relevant AI answers. Goodie also measures Sentiment (e.g., are the mentions usually positive?) and performs competitor benchmarking. Its dashboard might show, for instance, that on Google's Gemini AI, your brand has a 75% share of voice for "best meditation apps" queries, while on Perplexity AI it's only 50%, and then highlight your top competitor who is ahead on that platform. With this insight, you could target content or PR specifically to improve your standing on Perplexity. Goodie essentially automates what many might try to do manually – it runs prompts across ChatGPT, Gemini, Perplexity, etc., 24/7, and aggregates the data. This saves an immense amount of time, given the fragmentation of AI channels.

Another aspect is global and regional analysis: Goodie can filter results by country and language, recognizing that AI models might behave differently based on local data (important for U.S.-focused brands vs. elsewhere). A use case for Goodie would be a SaaS software company aiming to improve its recommendations in AI-based "Which software is best for X?" questions. The company can use Goodie's content tools to publish authoritative guides on their site, then use Goodie's monitoring to see if ChatGPT and others start picking up their content when users ask those questions. Over time, Goodie will show if their visibility and sentiment metrics improve. In summary, Goodie helps brands become more "AI-searchable" and trackable, combining proactive content optimization with reactive analytics. It's like having an SEO toolkit adapted for the AI age – where you optimize not just for Google's crawler, but for GPT-4 and friends.

BrandRank.AI

BrandRank.AI is another U.S.-based startup (headquartered in Cincinnati) that takes a holistic approach to brand analytics in the "answer economy." Founded by veteran marketers (including Pete Blackshaw, a former Nestlé digital chief), it emphasizes measuring and growing brand trust via AI-driven search and discovery.

BrandRank offers a subscription platform that helps brands *"audit, monitor and continuously improve positioning across all key Answer Engines."* One of the distinguishing features of BrandRank is the integration of human expertise with AI technology. They provide not only dashboards but also consultative guidance – essentially a "human-in-the-loop" to help interpret the data and recommend actions. BrandRank.AI's platform tracks the brand's presence for essential prompts (common questions in your category) and allows for custom prompts as well. It assesses AI Search Visibility similarly to other tools, but it also checks AI

Content Readiness – analyzing your site and content to see if it's *prepared* for AI consumption (like checking if you have an llms.txt, schema, etc., in place).

One notable feature is its focus on Brand Vulnerability and Adversarial AI Analysis. This means the platform tries to identify areas where a brand could be "attacked" or portrayed poorly by AI. For example, it might simulate prompts like "Why might someone avoid [Brand]?" to see if negative information surfaces, and then flag those weaknesses. This is a valuable intersection of reputation management and AI search – essentially a stress-test for your brand's resilience in AI discourse. Additionally, BrandRank can help with crisis monitoring: if a negative event occurs, it can monitor how quickly and widely AI models pick up on it and how they frame it (useful for PR teams doing damage control).

BrandRank also looks at Brand Archetypes and positioning, trying to categorize how the AI perceives the brand's personality or strengths (e.g., does the AI see your brand as an "innovator" or "budget-friendly" or "luxury", etc., based on its outputs). In terms of use case, imagine a bank concerned about trust – BrandRank could track queries like "Is [Bank] safe?" or "How does [Bank] compare to [Competitor]?" across AI services and report the findings, then advise on steps to improve any trust deficits (perhaps by creating more authoritative content on security, or making sure positive news about the bank is well-distributed online).

BrandRank.AI essentially serves as a bridge between marketing strategists and the technical AI data, ensuring that brands not only see the numbers but also get strategic input on what to do. As Pete Blackshaw put it, the goal is to *"help brands regain control of their narrative and visibility in AI search".* With BrandRank's help, a company can turn insights (like "we're not showing up for these key questions" or "the AI keeps mentioning an old lawsuit") into an action plan (like "we need to push new content about our community service to overshadow that narrative"). It's a comprehensive solution for brands that want to protect and enhance their reputation in the era of AI, using data-driven insights and expert guidance hand in hand.

Other Notable AI Search Tools

In addition to the above platforms, several other U.S.-relevant technologies are aiding AI search optimization and brand monitoring. For example, HubSpot's AI Search Grader (introduced 2023) is a free tool that assesses your website's preparedness for AI search. You input your domain and it evaluates factors like content clarity, use of schema, and question-answer formats, and then gives you a score and recommendations – essentially an audit of how "AI-friendly" your site is. Established SEO players are also integrating AI-focused features: Ahrefs and Semrush now allow tracking of Google's AI-generated SGE snippets, so you can see if your site is being cited in those new AI summary boxes. SEO software SE Ranking launched an "AI Overview Monitor" to alert webmasters when Google's SGE displays an AI summary for their important keywords.

On the reputation side, traditional social listening tools (like Talkwalker or Brandwatch) are starting to think about incorporating AI sources as another channel to listen to. Even Google

itself offers some clues – for instance, Google Search Console's analytics might soon show if traffic came from an AI overview click. We're also seeing AI-specific analytics from smaller players – tools like GrepWords AI (hypothetical example) that track popular AI query trends, so brands know what questions are being asked to AI that they should possibly answer on their own sites. It's a quickly evolving ecosystem. Importantly, many of these tools are U.S.-based or at least U.S.-market-focused, because the U.S. has been an early adopter both of generative AI usage and the need to optimize for it.

As AI search grows, we can expect major tech companies and startups alike to continue releasing solutions to help brands keep control. The bottom line is that brands are not alone in this — a variety of platforms now exist to shine light into the "black box" of AI search results and to provide actionable insights for improvement.

Conclusion

The rise of AI-driven search represents a fundamental shift in how consumers find information and how brands can reach those consumers. For U.S. brands, the strategic imperatives are clear: adapt continuously and proactively, or risk falling behind in visibility and trust. Unlike the relatively stable rules of traditional SEO, the AI search landscape is fast-moving – models update, new platforms emerge, and the types of questions people ask are expanding. This means that ongoing monitoring and optimization is not a one-time project but a new continuous function for marketing and communications teams.

Brands should begin by ensuring their digital house is in order: content needs to be structured for AI consumption (with semantic clarity and rich metadata), and key brand information should be readily accessible and authoritative. From there, investing in tools and processes to monitor AI-generated content is critical – if you can't see how you're being portrayed, you can't improve it. The tools and technologies covered (Profound, Influence AI, Goodie, BrandRank.AI, etc.) provide a strong starting point for this, but even smaller-scale efforts (like manually checking AI responses monthly) are worthwhile. The insight gained from AI monitoring should feed back into your content and PR strategy in an iterative loop.

Another key takeaway is the importance of agility and responsiveness. If an issue in an AI narrative is identified, brands should act quickly – because AI outputs can propagate rapidly to millions of users. This might involve issuing clarifications, updating web content, or even coordinating with the AI platform if needed. In the AI era, the speed at which a brand addresses misinformation or negative sentiment can significantly impact how widely it spreads.

Moreover, building a reservoir of goodwill and trust through transparency will pay dividends. When consumers see a brand being open about its use of AI and responsibly managing data, they are more likely to give that brand the benefit of the doubt – even if an AI spits out something questionable. Essentially, a strong brand reputation offline and on traditional media provides a cushion that can soften the blows of any AI hiccups. But that strong

reputation now must be maintained in new forums (AI chats and agents), which requires education and engagement of stakeholders. For instance, companies might start including "Here's how to find accurate info about us on AI assistants" in their media kits, acknowledging these new channels.

AI-driven search is transforming how consumers discover brands and how brands project their identity online. The United States, being at the forefront of both AI adoption and digital marketing, is experiencing these changes early and intensely. Brands that recognize this transformation are making AI visibility and reputation management a core part of their digital strategy. They are equipping themselves with data (from analytics tools) and developing guidelines (like llms.txt and content standards) to ensure they stay visible, relevant, and accurately represented in every algorithm's "mind." The need for ongoing adaptation cannot be overstated – what works to get mentioned on ChatGPT today might need tweaking for Google's next AI model or Amazon's voice assistant tomorrow. Thus, brands must foster a mindset of *continuous learning and optimization* in their teams.

Ultimately, those brands that embrace these AI-driven changes – treating AI platforms as new intermediaries to please and new "audiences" to inform – will be the ones to maintain a competitive edge. They will be the brands that, no matter how a question is asked or which AI is answering, consistently show up with a strong, positive presence. In the age of AI-driven search, the winners will be those who not only create value for customers, but also can effectively communicate and reinforce that value through the myriad AI systems that now connect customers with information. Staying proactive, vigilant, and ethical in this endeavor will ensure that a brand's reputation remains robust and its visibility high, even as the search landscape evolves beyond the familiar browser search box into something far more conversational and intelligent.

References

- Howard, J. (2024, September 3). *The /llms.txt file* (Standard proposal). llms-txt. https://llmstxt.org/ (The /llms.txt file – llms-txt) (The /llms.txt file – llms-txt)
- InfluenceAI. (2024). *Brand Integrity Redefined* [Website content]. Retrieved from https://influenceai.ai (InfluenceAI Brand Integrity Redefined) (InfluenceAI Brand Integrity Redefined)
- Moonshot News. (2023, December 15). Consumers to abandon social media but accept GenAI search results marketing survey shows. *Moonshot News*. https://moonshot.news/news/advertising-news/consumers-to-abandon-social-media-but-accept-genai-search-results-marketing-survey-shows/ (Consumers to abandon social media but accept GenAI search results marketing survey shows | Moonshot News) (Consumers to abandon social media but accept GenAI search results marketing survey shows | Moonshot News)
- NoGood (Fortugno, A.). (2024, December 23). *Best Generative AI Visibility Software in 2025*. NoGood Insights. https://nogood.io/2024/12/23/generative-ai-visibility-software/ (Best Generative AI Visibility Software in 2025 | NoGood) (Best Generative AI Visibility Software in 2025 | NoGood)

- Open Forge AI. (2025, February 19). *LLMS.txt: Everything You Need to Know*. OpenForge Blog. https://www.openforge.ai/blog/LLMS-Txt (Open Forge AI) (Open Forge AI)
- PRmoment (Howlett, E.). (2025, April 2). Two thirds of consumers would trust brands with AI transparency, research finds. *PRmoment*. https://www.prmoment.com/pr-research/two-thirds-of-consumers-would-trust-brands-with-ai-transparency-research-finds (Two thirds of consumers would trust brands with AI… | PRmoment.com) (Two thirds of consumers would trust brands with AI… | PRmoment.com)
- Profound. (2025). *Answer Engine Insights* [Product page]. Profound Analytics. https://www.tryprofound.com/features/answer-engine-insights (Answer Engine Insights) (Answer Engine Insights)
- Quoleady. (2023). *LLMs.txt: The New SEO Hack for AI-Powered Search*. Quoleady Blog. https://www.quoleady.com/llm-txt-files/ (LLMs.txt: The New SEO Hack for AI-Powered Search) (LLMs.txt: The New SEO Hack for AI-Powered Search)
- Szkutak, R. (2024, August 13). Move over SEO, Profound is helping brands with AI search optimization. *TechCrunch*. https://techcrunch.com/2024/08/13/move-over-seo-profound-is-helping-brands-with-ai-search-optimization/ (Move over SEO, Profound is helping brands with AI search optimization | TechCrunch) (Move over SEO, Profound is helping brands with AI search optimization | TechCrunch)
- Yext. (2025, February 5). *AI Is Your New Customer: Structuring Data for Success in AI Searches*. Yext Blog. https://www.yext.com/blog/2024/04/ai-is-your-new-customer (AI Is Your New Customer: Structuring Data for Success in AI Searches | Yext) (AI Is Your New Customer: Structuring Data for Success in AI Searches | Yext)