

WUNDERLANDMEDIA

AI Brand Reputation Audit

How to audit, influence, and monitor what AI says about
your business

By Kemal | wunderlandmedia.com

40+

Checklist Items

5

Platforms Covered

15 min

Quick Audit

1 The Problem: AI Is Summarizing Your Brand

89% of brand searches now trigger AI Overviews. When someone Googles your business name, they see an AI-generated summary before your website.

85% of what AI says about your brand comes from third-party sources: Reddit, Yelp, YouTube, news articles, random blog posts. Not from your website.

59.6% of AI Overview citations come from URLs that don't rank in the top 20 organic results. Perfect SEO doesn't protect your brand summary.

WHERE AI PULLS BRAND INFORMATION

Source Type	Share	Examples
Community platforms	48%	Reddit, YouTube comments, forum posts
Listicles & comparisons	~90% of 3rd-party mentions	"Top 10 Best [Service] in [City]" articles
Review sites	High weight for sentiment	Yelp, Google Reviews, Trustpilot, G2
News articles	Weighted for controversy	Local news, industry publications
Your own website	Only 15%	About page, services, FAQ

AI Overviews Have a Negativity Bias

Google AI Overviews are 44% more likely to display negative information about a brand than ChatGPT (BrightEdge, March 2026). Lawsuits, complaints, boycotts, and one-star reviews are disproportionately surfaced. For every million queries, ~23,000 get a negative AI Overview response.

Powered by Gemini 3

Since January 2026, Gemini 3 powers Google AI Overviews. It favors recency, cross-source consistency, and entity disambiguation. If multiple sources agree on something about your business, AI treats it as fact.

2 The 15-Minute Brand Audit

Before You Fix Anything

You need to see what AI is actually saying about you. Run this audit across all three platforms. Takes 15 minutes. Run each query at least 3 times (AI responses vary between sessions). Score the median, not the best case.

PLATFORM 1: GOOGLE

- ☐ **Search your exact business name**
Use the exact name customers would type, including location if relevant
- ☐ **Check for AI Overview box**
Look at the top of results. Is there an AI-generated summary? Screenshot it.
- ☐ **Note cited sources**
Which websites did AI pull from? Are they your site, review sites, or random blogs?
- ☐ **Check accuracy of services listed**
Does the summary correctly describe what you actually offer?
- ☐ **Look for competitor mentions**
Does the AI summary mention competitors alongside your brand?
- ☐ **Check recency of cited info**
Are the sources current or from years ago? Outdated sources = outdated summary.

PLATFORM 2: CHATGPT

- ☐ **Ask: "What do you know about [business name]?"**
Open a new conversation. Check what training data exists about you.
- ☐ **Ask: "Would you recommend [business] for [service]?"**
This reveals how AI positions you relative to alternatives.
- ☐ **Ask: "What are common complaints about [business]?"**
Find out if negative sentiment exists in training data.
- ☐ **Note: only 20% of ChatGPT mentions include clickable links**
Most mentions are text-only. Users can't easily verify or visit your site.

PLATFORM 3: PERPLEXITY

- ☐ **Run the same queries as ChatGPT**
Perplexity shows source citations by default, making it the most revealing platform.
- ☐ **Click through cited sources**
See exactly which web pages Perplexity is pulling your brand info from.
- ☐ **Compare results across sessions**
Run 3 times minimum. Different sessions can show different information.

3 What to Look For Across All Platforms

RED FLAGS CHECKLIST

- ☐ **Wrong business information**
Outdated services, incorrect location, old phone number, former team members listed
- ☐ **Negative sentiment leading the summary**
Old complaints, one-star reviews, or controversy appearing before positive info
- ☐ **Competitor mentions in your brand query**
AI mentioning alternatives when someone specifically searches for you
- ☐ **Missing context about core services**
AI mentions one product line but ignores your main offering
- ☐ **Outdated pricing or offers**
AI citing old pricing pages, expired promotions, or discontinued services
- ☐ **False claims from unreliable sources**
AI pulling fabricated stories from blogs or Reddit speculation as fact
- ☐ **Inconsistent information across platforms**
Google says one thing, ChatGPT another, Perplexity a third. Note discrepancies.

DOCUMENT YOUR FINDINGS

- ☐ **Screenshot every AI response**
AI responses change between sessions. Screenshots are your baseline for tracking improvement.
- ☐ **Record the sources cited**
Note the exact URLs AI is pulling from. These are the pages you need to influence.
- ☐ **Score sentiment: positive, neutral, or negative**
Rate each platform's summary. Track this monthly to measure progress.
- ☐ **Note the date of each audit**
AI models update regularly. What it says today may change next month.

Real Examples of AI Getting It Wrong

A pet breeding business lost sales because an AI Overview cited a false blog claim about insurance. Google treated Reddit fan speculation about a Hershey Park ride closing as official fact. These aren't edge cases. If it's on the internet and said confidently, AI may treat it as truth.

Audit Frequency

Run this full audit monthly. 30 prompts across platforms is the sweet spot for catching sentiment shifts without burning hours. Set a recurring calendar reminder.

4 Fix Your Entity

19.72% increase in AI Overview visibility from entity linking alone (Schema App case study). This is the single highest-leverage move you can make.

WIKIDATA ENTRY

- ☐ **Create a Wikidata entry for your business**
Go to wikidata.org. Your business qualifies as a notable entity if it has online presence and citations.
- ☐ **Add industry/business type property**
Set the "instance of" (P31) property to the correct business type.
- ☐ **Add founding date**
Set "inception" (P571) to your business founding date.
- ☐ **Add headquarters location**
Set "headquarters location" (P159) to your city.
- ☐ **Add key people**
Link founder/CEO via "chief executive officer" (P169) or "founded by" (P112).
- ☐ **Add official website URL**
Set "official website" (P856) to your primary domain.

ORGANIZATION SCHEMA ON YOUR WEBSITE

- ☐ **Add Organization JSON-LD to your homepage**
Include name, url, logo, foundingDate, founder, and description fields.
- ☐ **Add SameAs identifiers**
Link to every official profile: LinkedIn, Facebook, Twitter, Yelp, Google Business, Wikidata.
- ☐ **Include contactPoint with phone and email**
Gives AI unambiguous contact details to cite instead of guessing.
- ☐ **Add areaServed for service businesses**
Tells AI where you operate. Prevents confusion with similarly-named businesses elsewhere.
- ☐ **Validate with Google Rich Results Test**
Test at search.google.com/test/rich-results. Fix any errors before deploying.

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Your Business Name",
  "url": "https://yourdomain.com",
  "sameAs": [
    "https://linkedin.com/company/...",
    "https://www.wikidata.org/wiki/Q..."
  ]
}
```

5 Own Your Review Narrative

Why Reviews Matter for AI

AI weighs reviews heavily for sentiment analysis. If your most recent reviews are from 2023 and your one-star rant from 2024 is the freshest signal, that's what AI leads with in brand summaries.

REVIEW COLLECTION CHECKLIST

- ☐ **Audit your review recency on Google**
When was your last Google review? If older than 3 months, you have a freshness problem.
- ☐ **Check review recency on Yelp**
Yelp reviews are heavily cited by AI. Old negative reviews can dominate your summary.
- ☐ **Set up a review request workflow**
Ask every satisfied customer for a review within 48 hours of service completion.
- ☐ **Diversify review platforms**
Don't just collect on Google. Include Trustpilot, G2, and industry-specific platforms.
- ☐ **Coach reviewers on specificity**
Ask customers to mention the specific service they received. Specific reviews carry more AI weight.
- ☐ **Respond to every review (positive and negative)**
Your responses are also indexed. Professional responses to negative reviews improve sentiment.

WEAK REVIEW (LOW AI VALUE)

"Great service! Highly recommend."
Generic, no keywords, gives AI nothing specific to cite.

STRONG REVIEW (HIGH AI VALUE)

"Fixed our tankless water heater same day and explained the issue clearly. Fair pricing."
Specific service, outcome, and quality indicator.

PLATFORMS TO PRIORITIZE

Platform	AI Weight	Action
Google Business	Very High	Primary target. Fresh reviews monthly.
Yelp	High	Heavily cited in AI Overviews. Don't neglect.
Trustpilot	Medium	Important for service businesses and SaaS.
G2 / Capterra	Medium	Critical for B2B and software companies.
Industry-specific	Medium	Avvo (lawyers), Healthgrades (doctors), Houzz (contractors).
Reddit	High	Can't solicit, but monitor mentions and engage authentically.

6 Get Mentioned in the Right Places

90%

of AI brand mentions come from third-party listicles, comparisons, and review articles. Your own blog posts about yourself don't move the needle.

THIRD-PARTY MENTION CHECKLIST

- ☐ **Identify "Best [Service] in [City]" articles in your niche**
Search for these listicles. If you're not on them, reach out to the authors.
- ☐ **Pursue guest posts on industry blogs**
A byline on a relevant industry publication gives AI a high-authority mention.
- ☐ **Get listed on niche directories**
Industry-specific directories carry more weight than generic ones.
- ☐ **Pursue local press coverage**
Local news articles and business features are high-trust sources for AI.
- ☐ **Submit to comparison/review sites**
Many comparison sites accept submissions. Better than waiting to be discovered.
- ☐ **Create content others want to cite**
Original research, surveys, case studies. Content that other writers reference naturally.

7 Create FAQ Content AI Can Parse

FAQ PAGE CHECKLIST

- ☐ **Create a dedicated FAQ page on your website**
Separate page, not buried in a footer accordion. AI needs to find it easily.
- ☐ **Answer common brand questions directly**
"Is [business] good for [service]?" "What does [business] charge?" "Where is [business] located?"
- ☐ **Structure: question, 2-sentence answer, supporting detail**
AI extracts the direct answer. Keep it concise and factual at the top.
- ☐ **Include your differentiators in answers**
What makes you different from competitors? Put it in FAQ answers AI can cite.
- ☐ **Update FAQ quarterly**
Add new questions based on what customers actually ask. Remove outdated answers.

HARD TO PARSE

Long paragraphs without structure. AI has to guess which sentence answers the question. Key info buried in the middle.

EASY TO PARSE

Q: Does [Business] offer same-day service?

A: Yes, we offer same-day service for emergencies within 30 miles.
Standard appointments are scheduled within 48 hours.

8 Tools & Monitoring Schedule

Start Manual, Then Automate

Don't buy tools until you've done the manual audit at least twice. Most businesses discover their problems in the first 15-minute audit. Tools make sense once you have a baseline and want to track trends over time.

TOOL COMPARISON

Tool	Price	Platforms Tracked	Best For
HubSpot AEO Grader	Free	ChatGPT, Perplexity, Gemini	Starting baseline score
Manual audit (Google + ChatGPT + Perplexity)	Free	All 3 platforms	Catches 80% of issues
OtterlyAI	Paid	Google AI, ChatGPT, Gemini, Copilot, Perplexity	Comprehensive dashboard
Profound	Paid	Citation-specific tracking	Tracking which sources get cited
SE Ranking	Paid	Perplexity visibility	Perplexity-specific monitoring

CONSISTENCY AUDIT CHECKLIST (QUARTERLY)

- ☐ **Google Business Profile**
Verify name, address, phone, hours, services, categories are all current.
- ☐ **Yelp business listing**
Check that services, hours, and contact info match your website exactly.
- ☐ **Apple Maps**
Often overlooked. Submit corrections via Apple Business Connect.
- ☐ **Bing Places**
Microsoft Copilot pulls from Bing. Keep this listing accurate.
- ☐ **Data aggregators (Foursquare, Data Axle)**
These feed hundreds of smaller directories. Fix the aggregators, fix everything downstream.
- ☐ **Your own website**
About page, contact page, footer, services page. All must say the same thing.
- ☐ **Social profiles (LinkedIn, Facebook, X)**
AI uses SameAs identifiers. Inconsistent social profiles confuse entity resolution.

MONTHLY MONITORING ROUTINE

- ☐ **Run 30 brand queries across platforms**
10 per platform (Google, ChatGPT, Perplexity). Vary phrasing: brand name, brand + service, brand + city.
- ☐ **Compare to last month's screenshots**
Look for sentiment shifts, new sources appearing, or old issues resurfacing.
- ☐ **Log new reviews received**
Track review volume and sentiment. Are fresh reviews improving AI summaries?
- ☐ **Check for new third-party mentions**
Set up Google Alerts for your brand name. New mentions feed future AI summaries.

9 Local Business Priority Checklist

- ☐ **Fresh Google reviews with keyword-rich language**
Not just "great service!" Ask customers to mention the specific service and outcome.
- ☐ **Consistent NAP across every directory**
Name, Address, Phone must be identical everywhere. Even small variations confuse AI.
- ☐ **Local press and blog mentions**
A feature in a local business blog carries more AI weight than a dozen social media posts.
- ☐ **Google Business Profile fully completed**
Every field filled. Photos added monthly. All reviews responded to.
- ☐ **Monitor review count after Google purges**
Google deleted 292 million reviews in 2026. If your count dropped, rebuild urgently.

QUICK REFERENCE: PRIORITY ACTIONS

Priority	Action	Time	Impact
1	Run 15-minute brand audit	15 min	High (baseline)
2	Fix entity (Wikidata + Schema)	2-3 hours	High (+19.72%)
3	Collect 5 fresh reviews	1-2 weeks	High (sentiment)
4	Audit directory consistency	1-2 hours	Medium
5	Create/update FAQ page	1-2 hours	Medium
6	Pursue 3 third-party mentions	Ongoing	High (long-term)
7	Set up monthly monitoring	30 min/month	Medium

"You don't control what AI says about you. You influence it. The businesses that are fine are the ones that were already doing the basics. AI just amplifies what's already there."

Kemal, Wunderlandmedia

Read the Full Guide

This checklist covers the essentials. The full blog post includes detailed examples, real case studies, and the complete data behind each recommendation: wunderlandmedia.com/brand-reputation-ai-search-results-how-to-control