

# The Challenge: Understand and Improve How a Brand Appears in LLMs

A leading furniture manufacturer and retailer needed to know how AI perceives, ranks and describes the brand, and what to do about it.

1

## HOW IS THE BRAND APPEARING IN LLMs?

Perception, ranking and description across AI platforms

2

## HOW DOES IT IMPROVE, ACROSS CHANNELS?

Website, social and earned media, in one connected story

**The Ask: An actionable roadmap to improve LLM visibility**

100+

prompts

20,000+

responses

8

AI platforms

## Audit Findings: Highly Recognized Overall But Competitors Lead the Categories Consumers Shop By

# 4.9

avg position overall

#1 among 7 brands

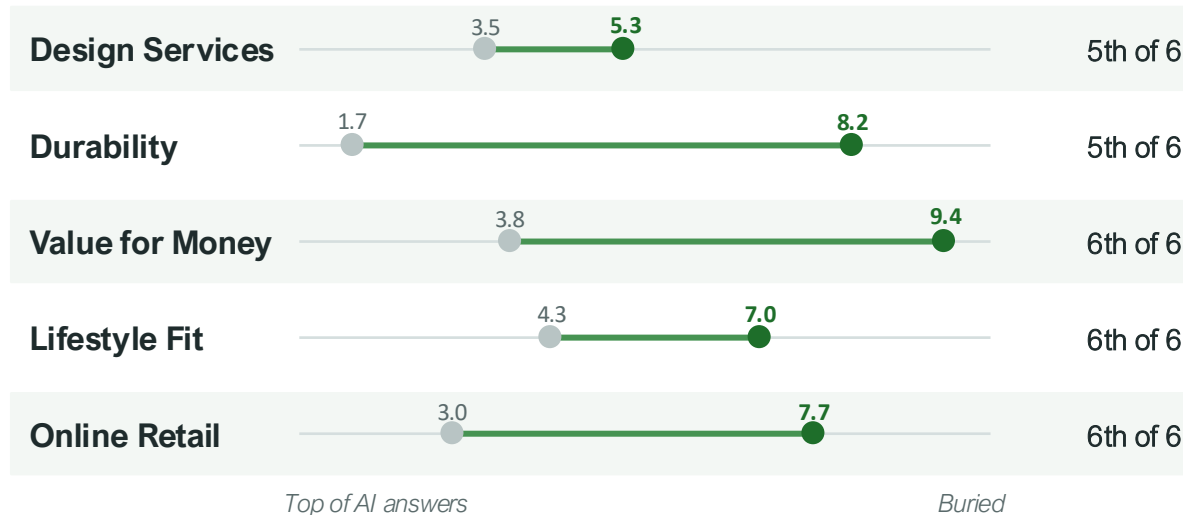
**Wins on legacy:** trusted leader in comfort and ergonomic seating

**Loses on modernity:** described as “traditional,” “bulky” and “dated”

### Average position in AI responses

● Category leader

● Our brand



AI shopping mode adds a second gap: ecommerce signals determine Shopping visibility.

# Why the Gap Exists: Proof Points Are Buried; Competitors Tell One Story Across Channels



## Website

### OUR BRAND TODAY

Durability, value and design-service proof points exist but are buried or implied by price. Products sit in large categories with limited filtering.

### WHAT CATEGORY LEADERS DO

Clear product names, granular sorting, “Best for” guidance and digital-first features that AI engines can read.



## Earned Media

### OUR BRAND TODAY

No external announcement of key services and limited trade coverage, so LLMs have few third-party sources to cite.

### WHAT CATEGORY LEADERS DO

Consistent third-party coverage that reinforces quality, heritage and design credibility.



## Social Media

### OUR BRAND TODAY

Limited social content reinforcing design services. Micro-influencers getting low engagement; content dates to 2020 and references old campaigns.

### WHAT CATEGORY LEADERS DO

Authentic, shareable content: design boards, project spotlights and creator partnerships.

**Where they win:** integrated, authentic storytelling across channels drives LLM visibility.

# The Gap is Fixable: Our Recommended Approach



## Contextualize The Comfort Story

Ownable proof points and repeatable phrases that mirror how consumers search.



## Infuse More Human Storytelling

For key products and services across priority channels, using consistent messaging.



## Update Brand and Corporate Websites

Content optimization and cataloging.



## Build/Expand E-Commerce Functionality

Become part of AI shopping recommendations.



## Show Up / Engage In Unexpected Places

Drive coverage and conversation of the brand where AI looks.

### Quick Wins

“Best for” product content, quality proof points, machine readability

### Build Your Footprint

Expand the “Comfort” narrative, secure high-value coverage, build Reddit presence

### Grow Your AI Authority

Proprietary proof points, agile social, quarterly visibility audits

# How We Can Help



# LLM Monitoring

01

## Generate

A comprehensive set of prompts reflecting how the brand's audience research and what they prioritize against the competitors set



02

## Iterate

By running those prompts on major LLMs (frontier models) over time, capturing responses and citations to inform optimization efforts



03

## Analyze

Prompt responses and underlying citation patterns to inform strategic recommendations for content/brand positioning

## What we measure

AI Visibility

Coverage

Sentiment

Citation Sources

Trends



ChatGPT



Google  
Gemini



Google  
AI Mode



Google  
AI Overviews



Perplexity



Microsoft  
Copilot

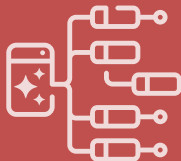
# AI Readiness Assessment for Owned Website Content

Optimizing all content for machine readability



## Crawlability

Ensure AI systems can access and crawl your website



## Structure

Organize content so AI can clearly understand it



## Answerability

Make content easy for AI to extract clear answers



## Freshness

Signal that content is current, relevant, and trustworthy

← Project duration: 3-4 weeks →