# WINNING TRUST IN THE AGE OF AI
# TRUST BY DESIGN

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# WHAT MAKES A BRAND BELIEVABLE? TWO PROMISES

ABSTRACT PROMISE

"We put our customers first."

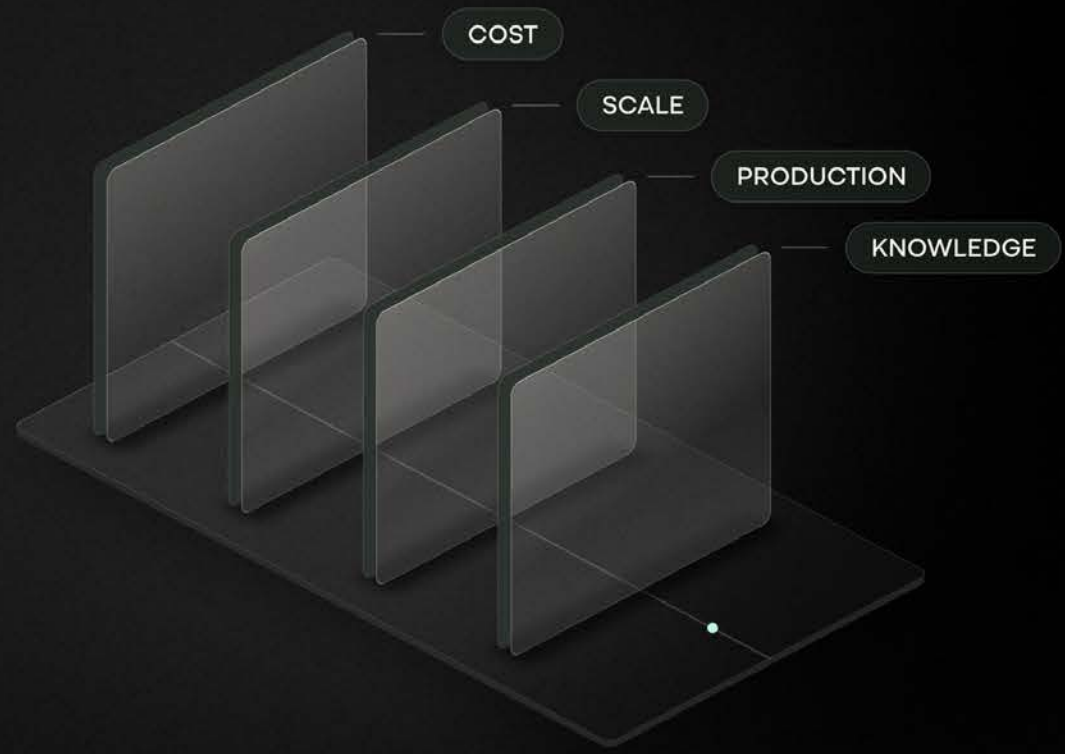
VERIFIABLE PROMISE

"Your order will arrive in 30 minutes."



"The distance between what a company says and what it can prove is becoming harder to hide."

# AI IS CHANGING THE GAME
# BARRIERS ARE DISAPPEARING



> When everyone can sound intelligent, sounding intelligent stops being impressive.

WHEN INTELLIGENCE
BECOMES ABUNDANT
WHAT BECOMES SCARCE?

JUDGMENT.
TRUST.

## HUMAN DRIVEN

Information was directed and selected by editorial staff and newsrooms

## INFORMATION RETRIEVAL OF THE PAST




## INFORMATION RETRIEVAL OF THE PRESENT




## MACHINE DRIVEN

Information is directed and selected by an algorithm

## AVAILABILITY

Information is provided in real-time and can be created by anyone

# THE AUDIENCE HAS CHANGED



# MEET THE MACHINE AUDIENCE
# YOUR AUDIENCE INCREASINGLY HAS AN INTERMEDIARY



CLICK A TRADITIONAL RESULT

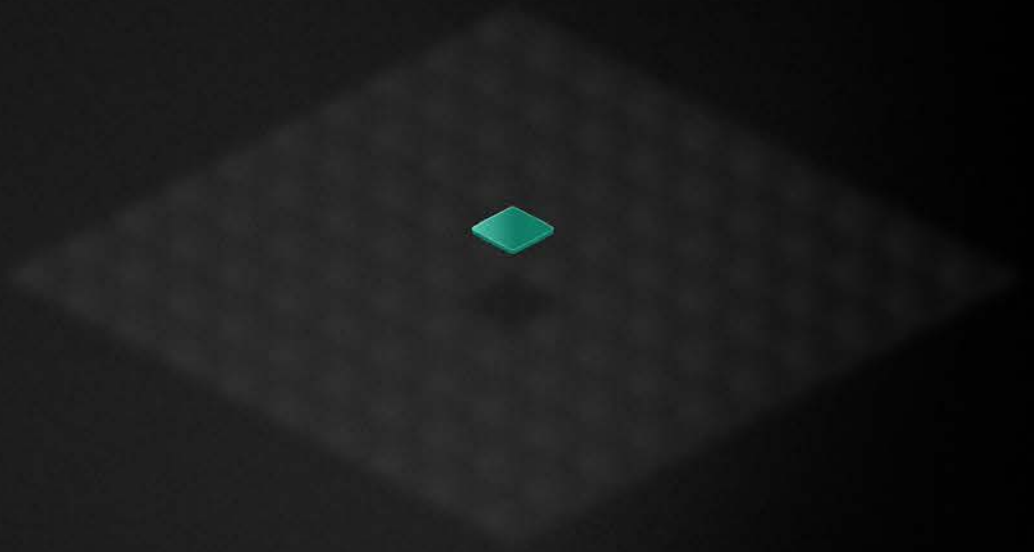
**8%** WITH AN AI OVERVIEW

VS

**15%** WITHOUT AN AI OVERVIEW

Sources: Reuters Institute Digital News Report 2026; Pew Research Center study of Google AI Overviews.

# MEET THE MACHINE AUDIENCE
# YOUR AUDIENCE INCREASINGLY HAS AN INTERMEDIARY



**1%**

CLICK A SOURCE INSIDE THE AI SUMMARY

Sources: Reuters Institute Digital News Report 2026; Pew Research Center study of Google AI Overviews.

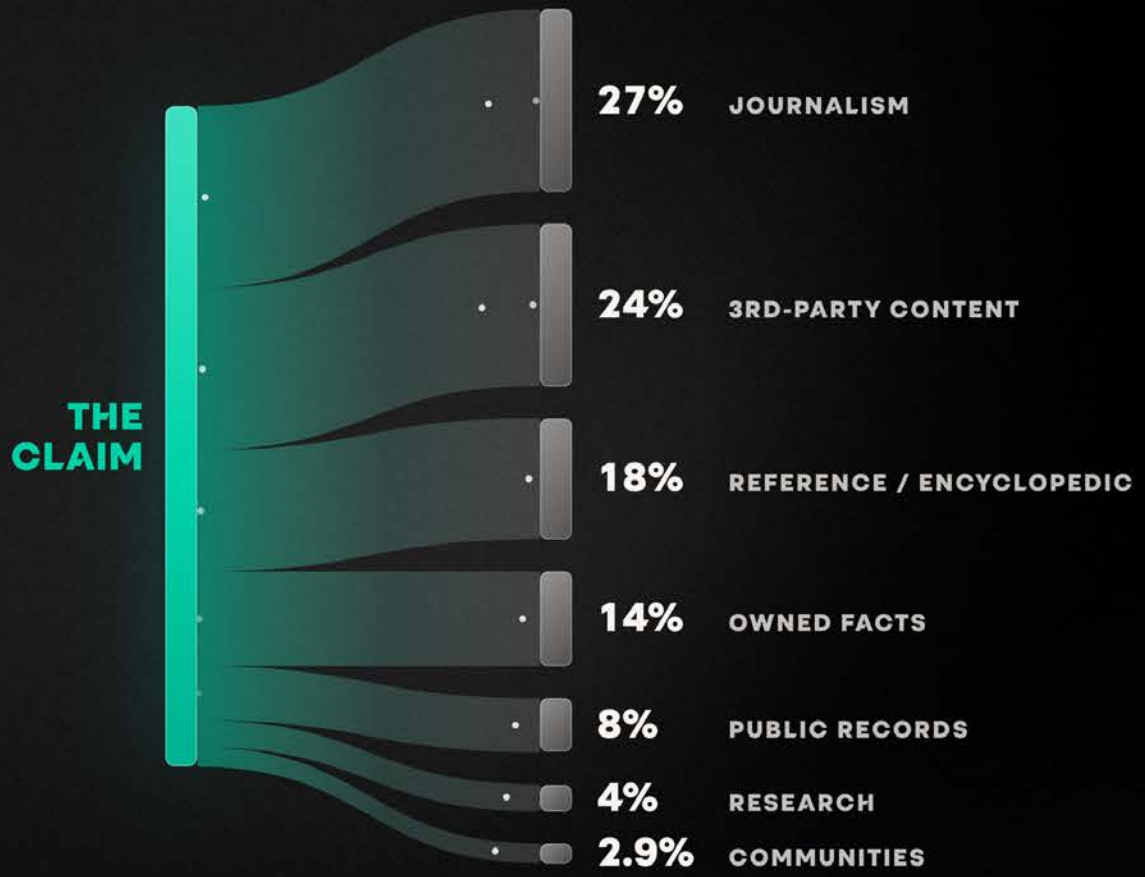
"Your information may influence a decision without your audience ever seeing the original message."

# WHAT MATTERED THEN. WHAT MATTERS NOW. THE OLD SIGNALS OF INFLUENCE ARE LOSING EXPLANATORY POWER

Prestige still matters. But accessibility, evidence and retrievability increasingly determine whether influence travels.

| THEN | NOW |
| --- | --- |
| Reach | Authority |
| Tier-one placement | Source relevance + accessibility |
| Impressions | Retrieval |
| Page-one ranking | Inclusion in the answer |
| Message consistency | Evidence consistency |
| Website traffic | Zero-click influence |
| Volume of coverage | Quality of the information environment |

# THE MESSAGE MATTERS. THE EVIDENCE AROUND IT MATTERS MORE.




Source: Muck Rack's 2026 LLM citations analysis.

Repeating a claim 100 times doesn't necessarily make it 100 times more credible.

# THE NEW UNIT OF COMMUNICATION
# FROM THE MESSAGE TO THE EVIDENCE ECOSYSTEM



# THE NEW INFLUENCE STACK

**7 Decision**
Human or agent acts

**6 Synthesis**
ChatGPT · Gemini · Claude · Perplexity · AI Search

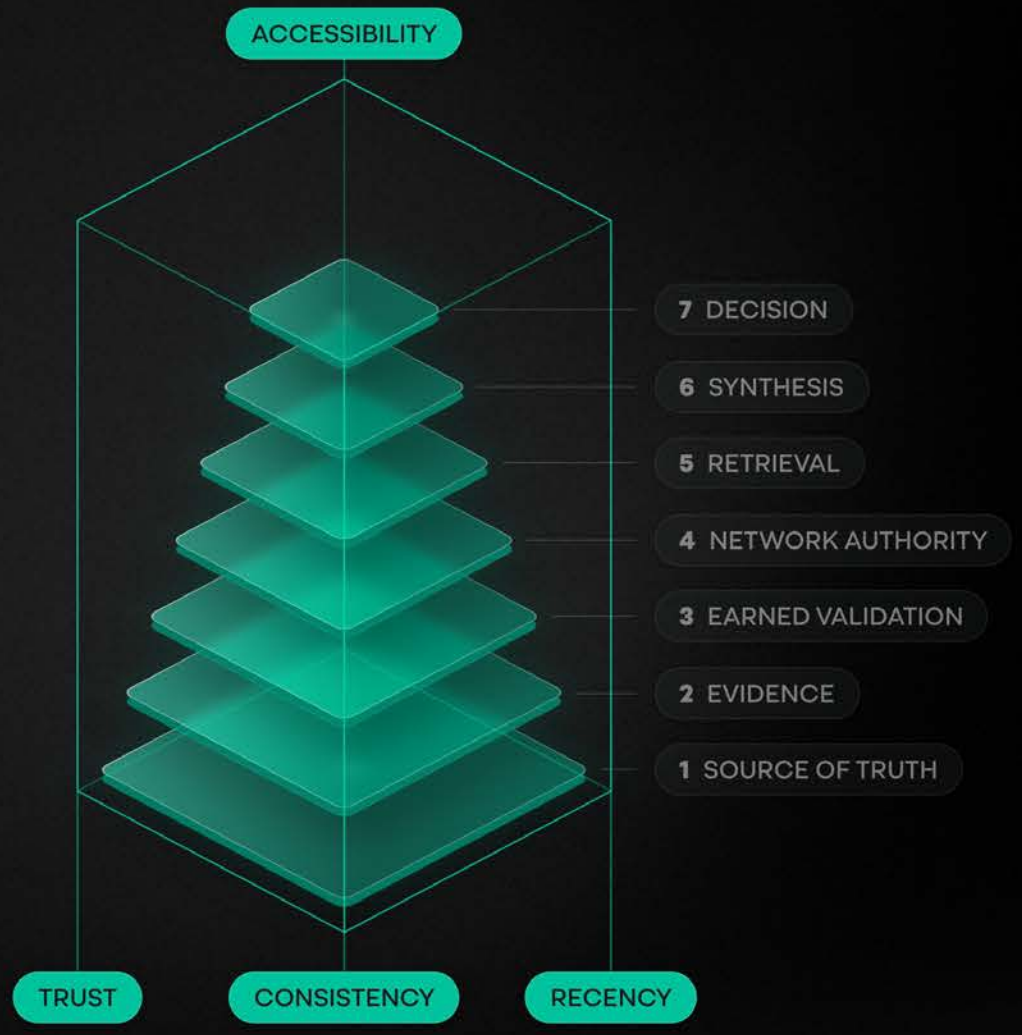
**5 Retrieval**
SEO · GEO · AEO · structured information

**4 Network authority**
Journalists · analysts · experts · creators · communities

**3 Earned validation**
Independent coverage · research · customers · partners

**2 Evidence**
Data · proof points · case studies · primary research

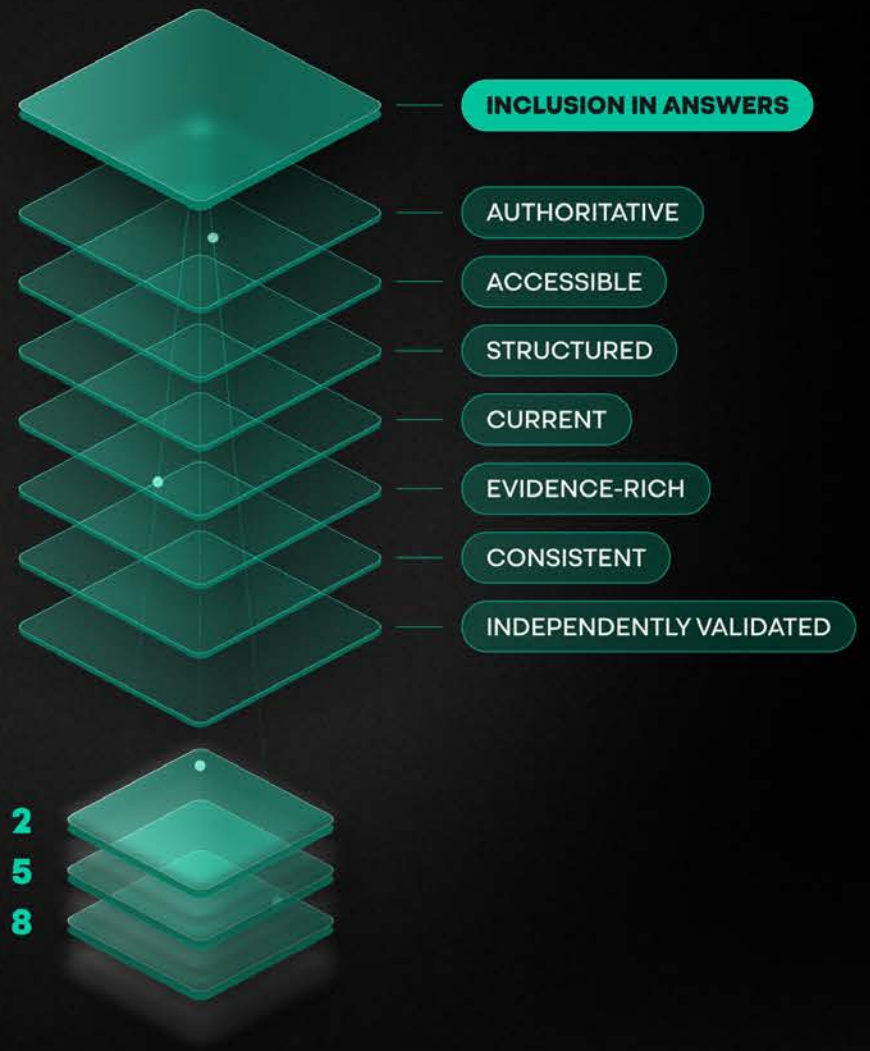
**1 Source of truth**
Canonical facts · positions · leadership · products · documentation



# GEO CHECKLIST
# FROM RANKING PAGES TO EARNING INCLUSION IN ANSWERS

Is your content...

- **Authoritative** named author with bio and credentials · cited sources · recognised publisher or domain · backlinks from credible sites
- **Accessible** no paywall or login · text in HTML, not locked in images or PDFs · AI crawlers not blocked in robots.txt · readable without JavaScript
- **Structured** clear headings · schema markup · explicitly named entities · FAQs and tables · one topic per page
- **Current** visible publish and update dates · recent data · outdated pages retired or refreshed
- **Evidence-rich** statistics with methodology · case studies · quotes from named experts · links to primary sources
- **Consistent** same names, figures, descriptions and leadership details across the website, Wikipedia, LinkedIn, partner pages and filings
- **Independently validated** independent coverage · analyst mentions · partner and customer references · awards and rankings · academic citations




Sources: AMEC GEO principles; emerging academic GEO research.

> You cannot manufacture credibility simply by producing more content.

# TRUST IS EARNED IN THE REAL WORLD

- The product people use
- The service they experience
- The employee they know
- The partner who vouches for you
- The event they attend
- The decision you make when something goes wrong

The information environment shapes expectation.
**Real-world experience confirms it or breaks it.**



# TRUST BY DESIGN

01 Can we prove what we're saying?

02 Will the experience match the promise?

03 Who is accountable?

> If we cannot defend a promise, we shouldn't be asking marketing to make it more convincing, we should be asking the business to make it true.

Sounding professional gets you noticed.

Being credible gets you chosen.



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