



WHITE PAPER

Recommended by AI

How brands become visible in ChatGPT, Claude, Perplexity and Gemini: with a technical foundation and credible voices from outside

livestep Brand Intelligence · October 2026

SUMMARY

The essentials in three paragraphs



The situation

Buyers increasingly ask AI assistants and get an answer with a few brands instead of a long list of results.



The thesis

Two things work together: a clean technical foundation and positive signals from outside such as trade press and reviews.



The approach

Measure where the brand is mentioned, name the gaps and work deliberately on technology and reputation.

STARTING POINT

The answer replaces the results list

Anyone looking for a product or a provider gets a summarized recommendation from AI assistants. Those not named there do not exist for these buyers.

EXAMPLE

"Which suppliers of industrial seals do you recommend in the DACH region?" The answer names three companies. All others do not appear, even if their website ranks well.

CLASSIFICATION

SEO and AI visibility: related, but not the same



Classic SEO

The goal is a spot in the results list

The user decides which link to open

Levers are technology, content and links



AI visibility

The goal is being mentioned and recommended in the answer

The model pre-selects and summarizes

Levers are technology, content and what third parties say about the brand

THE TWO PILLARS

Both belong together, neither is enough alone



1 · Technical foundation

The prerequisite for AI to find, read and correctly attribute your content at all. As with SEO: without the foundation, no chance.



2 · Credibility from outside

Trade press, reviews and mentions in communities provide the positive signals that carry a recommendation. Your own website cannot replace them.

The technical foundation: familiar SEO homework



Accessible

Crawlers may fetch the pages, content is reachable without hurdles and pages load reliably.



Structured

Schema markup labels organization, products and reviews in a machine-readable way.



Readable

Clear headings, unambiguous statements and facts a model can take over cleanly.



Consistent

Brand, products and services are named and described the same way everywhere.

External, positive signals carry the recommendation



Trade press

Reports, interviews and industry media that put the brand in context



Reviews

Customer and employer reviews on the portals that matter



Communities

Forums and professional groups where experiences are shared



Podcasts and social

Mentions by experts and industry voices

WHY THIS IS SO

Self-praise does not convince machines either

A model can only repeat what it finds about a brand. If only your own website says you are good, the confirmation is missing. When statements from trade media, customers and communities match your own presentation, the brand becomes the obvious answer.

IMPORTANT TO KNOW

No one can guarantee how sources are weighted in individual models, and it changes. That is why measuring matters more than assuming.

MEASURE

First know where the brand stands today

What matters is whether the brand is mentioned, in what context and alongside which competitors. livestep checks this in these models:

ChatGPT

Claude

Perplexity

Gemini

Grok

Llama

In parallel, livestep captures the external signals behind it: press, reviews, communities and social media, each rated as positive, negative or neutral.

What the measurement leads to



Close technical gaps

Fix missing schema, hard-to-read pages and unclear naming



Build sources

Strengthen trade press, reviews and community presence where competitors are named



Address criticism

Spot and answer negative signals before they settle into AI answers

APPROACH

Four steps to more AI visibility

1 • Measure

Is the brand mentioned in the AI models, and how?

2 • Compare

Who is named instead, and from which sources?

3 • Prioritize

Technology, sources or criticism: where is the gap largest?

4 • Re-measure

Check the impact and keep refining the measures

CONCLUSION

AI recommends what it finds evidence for

Technology makes you findable, outside voices make you recommendable. First check where your brand stands today.

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