

AI Reputation Checklist

A One-Page Audit for Corporate Communications & PR Teams

Use this checklist every quarter to evaluate how your organisation is perceived by search engines, AI assistants, journalists, investors, customers and prospective employees.

1. Can ChatGPT or other AI assistants accurately describe our company and core business?
2. Are our products, services and differentiators correctly reflected in publicly available information?
3. Have we communicated all major business milestones through press releases during the past 12–24 months?
4. Do our press releases include meaningful leadership quotes instead of generic corporate statements?
5. Do we consistently include professional photographs of our spokespersons or leadership team?
6. Are our announcements distributed across credible news platforms to strengthen digital authority?
7. If someone Googles our company or CEO today, do the results reflect the image we want to project?
8. Are our website, LinkedIn profile and press releases aligned in messaging and facts?
9. Would an investor, customer or prospective employee gain confidence after researching us online?
10. Are we deliberately building our digital reputation, or leaving it to chance?

Quarterly Action

Ask an AI assistant to describe your company, your CEO and your latest business developments. Compare the responses with your intended brand narrative and identify any gaps that future communications should address.

Key Reminder: Every press release is more than today's announcement. It becomes part of your organisation's long-term digital reputation.