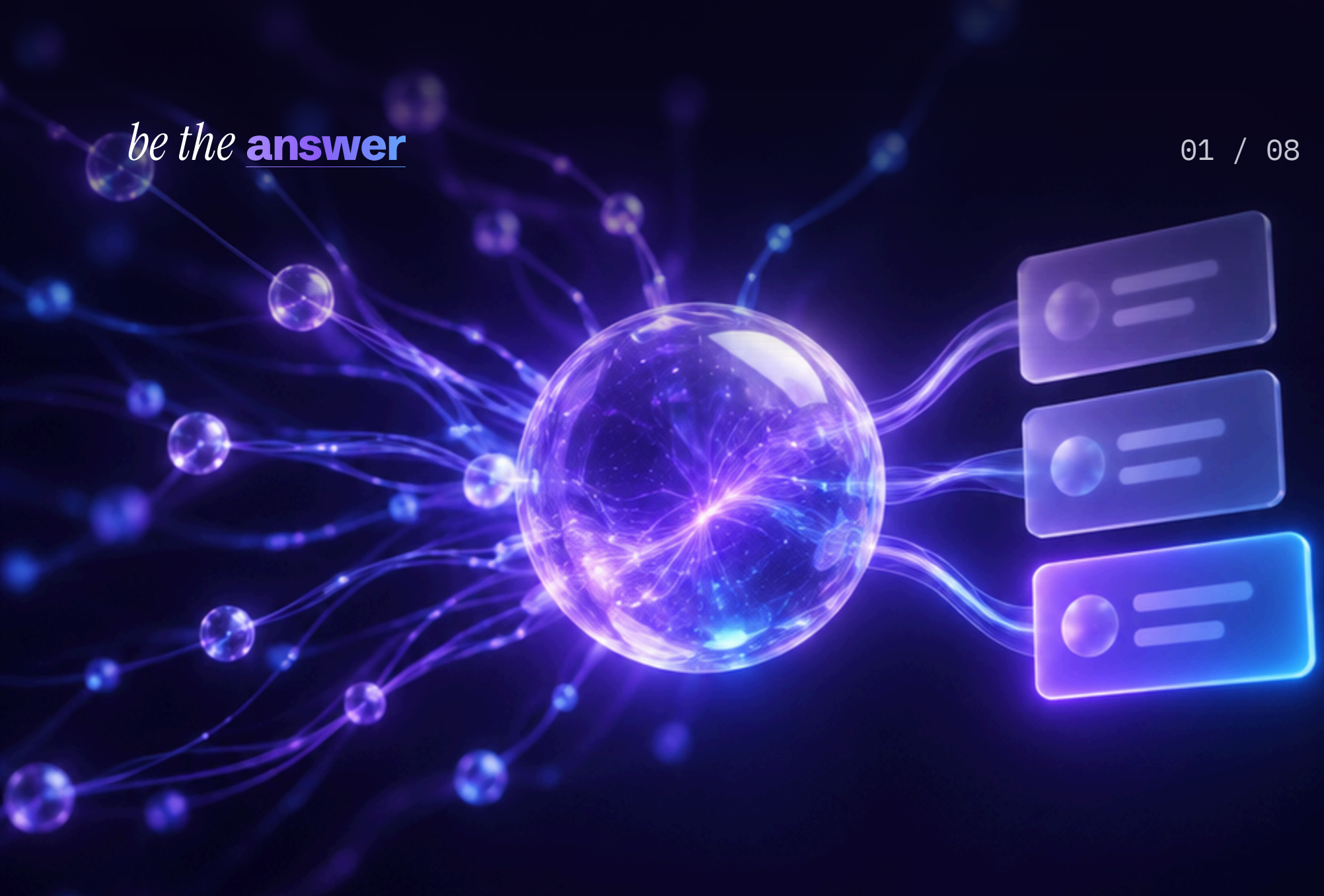


AEO · B2B · GUIDE

How AI decides which brands to name.

Five things it checks first.

And why the biggest brand doesn't always win.

SWIPE →

AI answers from two places. *Only one moves quickly.*

TRAINING MEMORY

What the model learned

A broad memory of the web up to a cut-off date. Shapes general impressions. Can be months or years out of date.

LIVE SEARCH

What it finds right now

ChatGPT search, Perplexity, Copilot and Google's AI Overviews look up pages while they answer, and cite them.

For questions about providers, prices or availability, live search usually decides. **That's the part you can influence.**

01 · RELEVANT

It answers the exact question, *in the buyer's words.*

BUYER ASKS

Which payroll providers handle Singapore and Malaysia for a 200-person company?

PAGE A

"Payroll solutions"

No markets, no company size

PAGE B

"Payroll for 50–500 staff across Singapore and Malaysia"

Matches the question

Illustrative example.

02 · SPECIFIC

Facts it can quote. *Not adjectives.*

~~Comprehensive, end-to-end security solutions~~

24/7 monitoring from our own operations centre in Singapore

Services, locations, prices, certifications and outcomes. If a buyer would ask about it, state it plainly.

Illustrative example.

03 · CONSISTENT

The same facts *everywhere it looks.*

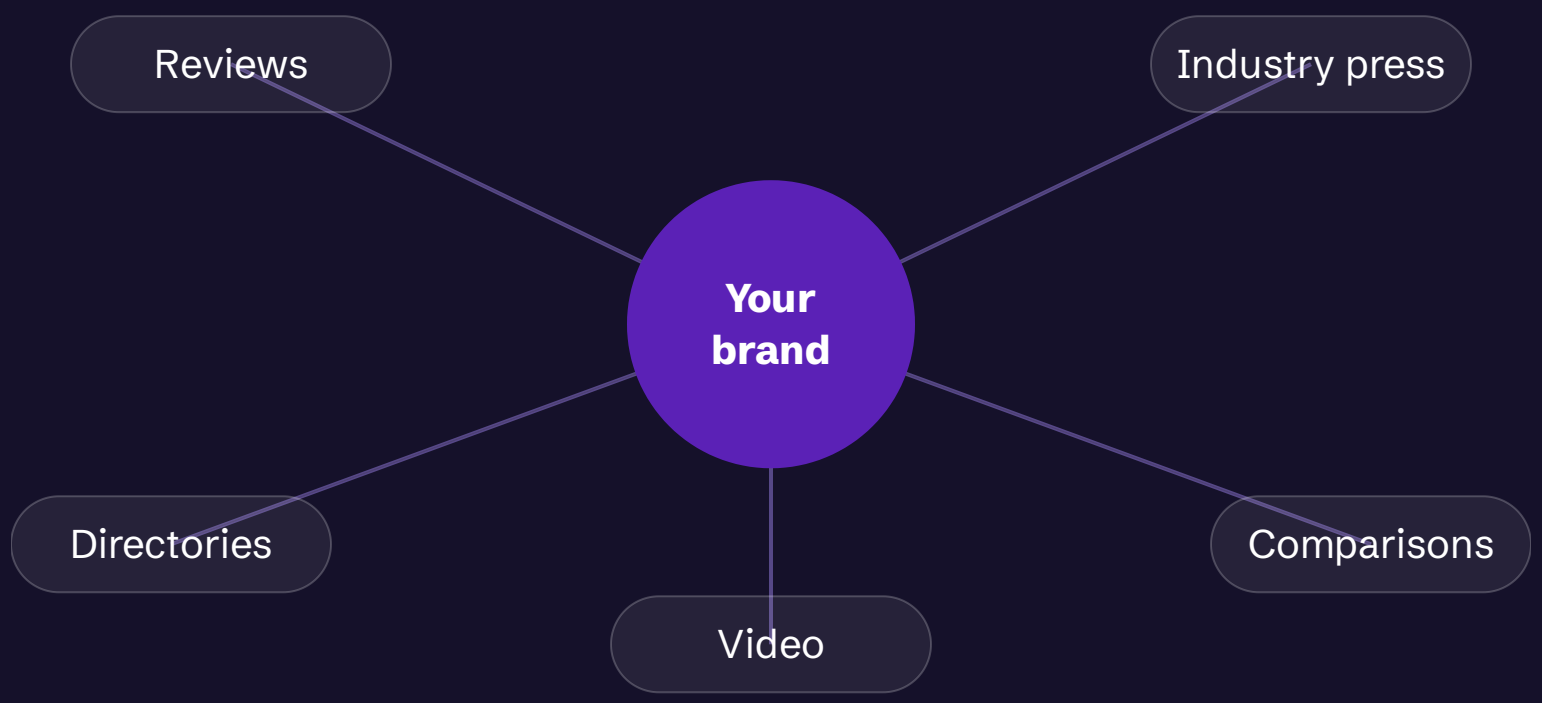
YOUR WEBSITE	**Singapore, Malaysia**	✓
GOOGLE PROFILE	**Singapore, Malaysia**	✓
2021 PARTNER PAGE	**"Across Asia-Pacific"**	!

When sources disagree, AI picks one version. It isn't always yours. Start with your Google Business Profile and the listings buyers use most.

Illustrative example.

04 · CORROBORATED

Other people *say it too.*



0.664 correlation between brand mentions across the web and visibility in Google's AI Overviews, across 75,000 brands.

Ahrefs vendor research, 75,000 brands, May 2025. Correlation, not proof of cause.

05 · FRESH

Dated, current, *and nothing stale left lying around.*

REVIEWED OCT 2026

Current pricing page

BROCHURE-2021.PDF

A product you no longer sell

Put a review date on key pages. Retire what's out of date, because AI can still find it and quote it.

Illustrative example.

RELEVANT SPECIFIC CONSISTENT CORROBORATED FRESH

The biggest brand doesn't always win. *The clearest, best-evidenced answer to the question often does.*

Full guide: **betheanswer.to/insights/how-ai-assistants-choose-brands**

See whether AI names your firm: **free Answer Share check**