

BlckPanda Creative Publishes Guide to AI Search Visibility: The Clearest Brand Wins, Not the Loudest

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A new guide from BlckPanda Creative outlines what helps businesses get cited in ChatGPT, Google's AI Overviews, and Perplexity, and why clarity and consistency appear to matter more than volume.

DAVIE, Fla. BlckPanda Creative, an American marketing agency headquartered in Davie, Florida, has published a practical guide, How to Show Up in AI Answers, as search increasingly splits between traditional results and AI-generated answers. The agency's central argument is that the businesses most likely to surface in AI assistants are the ones those systems can most easily understand and quote, not necessarily the ones with the biggest budgets or the most pages.

The shift is measurable. A 2025 Pew Research Center analysis of browsing data from 900 U.S. adults found that Google users who saw an AI summary clicked a traditional search result in 8% of visits, compared with 15% when no summary appeared. Users clicked a link inside the summary itself in just 1% of visits, and the large majority of summaries cited three or more sources.

For businesses, BlckPanda says, that points to a different kind of visibility. When an assistant answers a question directly, being one of the sources it draws from, or one of the companies it names, can matter as much as a traditional ranking position, because fewer users scroll past the answer.

Based on the agency's work with local and national clients, AI-generated answers tend to favor clear, answer-first content, businesses whose facts are described consistently wherever they appear, and independent sources that corroborate those facts. Tactics that drove much of the last decade of SEO, such as chasing keyword volume and publishing large numbers of thin pages, appear to carry less weight in this environment. A long article repeating variations of a search phrase gives an AI system little it can confidently summarize, while a well-structured paragraph stating who a company is, what it does, where it operates, and why it is credible is far easier to extract.

BlckPanda argues this is where fragmented marketing can work against a business. When a company's brand, website, search, and content are handled by separate vendors, its public footprint often contains contradictions: different descriptions, inconsistent service lists, and mismatched details across the website, business profiles, and directories. Those inconsistencies make it harder for any system, human or machine, to form a confident picture of the company.

"AI doesn't reward the company that shouts the loudest. It recommends the one it understands best," said Lior Manelis, Co-Founder and CEO of BlckPanda Creative. "That only happens when your brand, your site, and your content all tell the same story, which is close to impossible when five different vendors each own a piece of it."

The guide details the traits the agency most often observes among businesses that appear in AI answers. Their websites are crawlable and load quickly, with key facts in plain text rather than inside images or scripts. Their pages open with direct answers to the questions customers actually ask. Their name, services, locations, leadership, and credentials read the same across their website, business profiles, industry directories, and social channels. And they are referenced by credible outside sources, including news coverage, reviews, and industry publications, that confirm what the business says about itself.

The agency also notes the limits of any playbook. AI answers vary by platform, query, and location, and no single tactic guarantees inclusion. The guide is written for business owners and marketing leaders rather than technical specialists and is available free at blckpanda.com.

For companies assessing where they stand, BlckPanda recommends a simple starting point. Ask ChatGPT, Perplexity, and Google the same questions a customer would ask, note which competitors are named, and compare how each assistant describes the business against how the business describes itself. The gaps

between those two descriptions are usually the first fixes worth making.

About BlckPanda Creative

BlckPanda Creative is an American marketing agency headquartered in Davie, Florida, delivering brand strategy, web design, SEO, paid media, content, and fractional CMO leadership as one accountable team for growing U.S. businesses. Founded in 2013. Learn more at https://blckpanda.com.

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BlckPanda Creative

BlckPanda Creative is an American marketing and creative agency based in Florida. Six equal disciplines: brand, web, search, paid media, content and social, and fractional CMO. Each measured by leads, walk-ins, and bookings. Serves clients nationwide.

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