How to Make AI Describe Your Business Correctly

A Practical Guide for Owners and Teams

Prepared for business owners, agencies, and implementation teams

The goal

The goal is not to "optimize for AI." The goal is to:

● remove ambiguity

● eliminate information gaps

● clearly define the facts AI systems rely on

When AI has authoritative, specific information, hallucinations drop dramatically.

Step 1: Define your canonical facts

Every business should explicitly define:

· Who owns the company

· Where the business operates

· Years in operation

· What you do

· What you do **not** do

Do not assume this information is obvious. If it matters to customers, it matters to AI.

Step 2: Use explicit negatives (this is critical)

AI systems struggle with absence. You must state things like:

- "We have never been acquired."

- "We do not operate franchises."

- "We do not have locations outside of ___."

- "We do not sell customer data."

- "We have never been involved in litigation related to ___." This prevents AI from inventing narratives later.

Step 3: Avoid vague marketing language where facts exist

Replace:

- "Many years of experience"

- "Industry-leading" • "Trusted nationwide" With:

- specific timeframes

- defined service areas

- measurable claims you control

Specific truth beats generic positioning.

Step 4: Publish a structured FAQ on purpose

Your FAQ is no longer just for customers. It is now a **truth reference document**.

A strong FAQ:

- answers obvious questions directly

- includes statements about what is not true

- avoids "no comment" language

- uses declarative, factual wording

This is one of the most effective ways to reduce AI misinformation.

Step 5: Centralize your source of truth

Your key facts should live in **one authoritative place**, not scattered across pages.

This may include:

- a canonical About page

- a formal FAQ

- structured truth documents

Consistency matters more than volume.

Step 6: Monitor what AI systems say (periodically)

Different AI tools answer differently. What is correct today may drift tomorrow.

Monitoring helps catch:

- invented investigations

- fake controversies

- incorrect founders or locations

- blended misinformation from third-party content Early detection

  makes correction much easier.

What not to do

- Do not try to "game" AI systems

- Do not publish fake precision

- Do not copy unverified claims from blogs or forums

- Do not assume silence protects you

Those approaches usually make the problem worse.

The takeaway

AI systems are becoming the **first point of trust** for customers.

Businesses that:

- define their facts clearly

- remove ambiguity

- publish structured truth are far more likely to be represented accurately. Those that do not will eventually be described by someone else.

Final note from your agency

This guide is not about fear. It is about **clarity, control, and future-proofing your brand** in an AI-mediated world. We recommend addressing this early — before misinformation has a chance to take hold.