

Case study

AI consulting brand: turning a flat baseline into an entity plan

This AI consulting brand had no measured AI visibility at the start. New Reward used competitor and gap evidence to build a clear entity-readiness plan for future authority work.

Measured proof

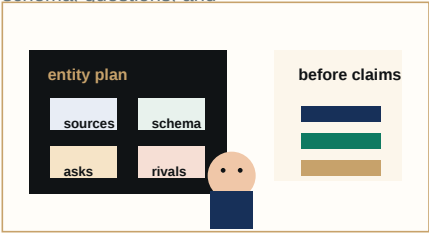
0/100

AI visibility baseline:
Measured starting score at
audit time.

Case-specific proof visual

AI consulting entity map

An entity-readiness map: sources, schema, questions, and



- Consultant maps sources, schema, questions, and competitors.
- The handoff explains what to build before citation claims.
- The proof is entity readiness, not improved AI citations.

New case-specific illustration.
It is not a private client
screenshot or outcome proof.

Client

Anonymized AI consulting client

Industry

AI consulting and professional services

Timeframe

February 2026 package audit

Outcome

Entity-readiness plan

Evidence at a glance

Measured result

Entity-readiness plan

A zero baseline became a scoped, verifiable plan with full competitor ...

Measured change

Bounded claim

This proves package readiness and planning depth: the competitor ma...

Next evidence

Proof boundary

This package covers entity readiness: sources, schema, questions, and competito...

Proof boundary

This proves package readiness and planning depth: the competitor map, the content-gap queue, and 23 readiness asset groups from the February 2026 audit.

Evidence appendix

Evidence, limits, and source notes.

Problem

The measured AI visibility score was 0/100. The business was not being surfaced in the tested AI answers, even though the market had clear competitor signals.

What New Reward did

New Reward mapped competitors, found content gaps, prepared recommendations, checked package quality, and flagged the question set for recalibration.

Result

The client received a complete competitor and content-gap map plus 23 readiness asset groups for future implementation.

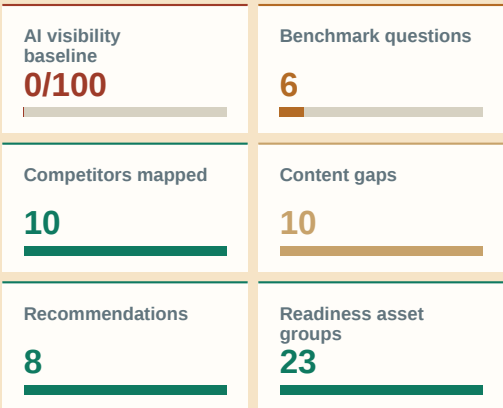
Why it matters

AI consulting buyers need trust before they book. If the brand is missing from answer engines, the business has to build clearer entity, content, and proof ...

Caveats

- This package covers entity readiness: sources, schema, questions, and competitor coverage.
- The February 2026 run used a 6-question fallback set; recalibrated questions are the next ...

Measured signals



Work performed

- Mapped 10 competitors and 10 content gaps.
- Prepared 8 recommendations across content, schema, and training outputs.
- Checked package integrity, JSON validity, client scoping, and placeholder cleanup.
- Flagged the benchmark-question set as too geography-heavy and set recalibration a...

What remains bounded

- This proves package readiness and planning depth: the competitor map, the content-...
- This package covers entity readiness: sources, schema, questions, and competi...

Source notes and download path

Download URL:
<https://www.newreward.com/cases/ai-consulti...>
Public URL:
<https://www.newreward.com/cases/ai-consulting...>

Proof visual: AI consulting entity map
Proof image source:
<https://www.newreward.com/marketing...>
Deep package audit: Internal package audit dated 2026-02-25 | Package au...