

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

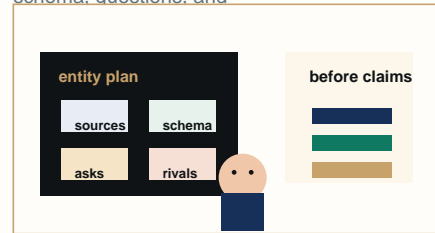
0/100

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	Industry	Timeframe	Outcome
Anonymized AI consulting client	AI consulting and professional services	February 2026 package audit	Entity-readiness plan

Evidence at a glance

Measured result

Entity-readiness plan

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

Return proof

Bounded claim

This proves package readiness and planning depth. It does not claim...

Next evidence

Proof boundary

Do not imply AI citations improved after package generation.

Proof boundary

This proves package readiness and planning depth. It does not claim that AI citations improved after the package was created.

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.

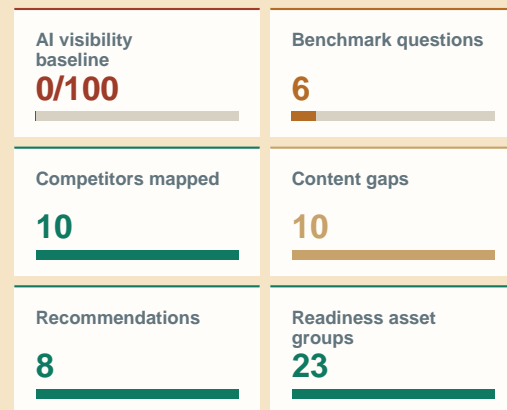
Why it matters

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

- Do not imply AI citations improved after package generation.
- Benchmark questions need recalibration before using this as a final measurement sample.
- The client name remains anonymized until publish approval exists.

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 still needing ...

What remains bounded

- This proves package readiness and planning depth. It does not claim that AI citati...
- Do not imply AI citations improved after package generation.

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...