

Answer Integrity.

The foundation of AEO.

Clear, accurate answers, supported by evidence and current where it matters. We make your clients' expertise easy for people and AI systems to find, understand and reference.

REAL-WORLD EVIDENCE | STEELHEAD ALMANAC

1,579

Bing AI citations [1]

Export: 21 Sep-17 Oct

742

Google AI impressions [2]

20 Sep-17 Oct; Web

51

AI referral sessions [3]

21 Sep-18 Oct; 29 engaged

Reports checked 19 Oct 2026. Matched 7-day comparisons appear below. Headline totals cover the dates shown above.

ANSWER INTEGRITY IN PRACTICE

Find questions

Real customer needs

**Support answers**

Facts and evidence

**State the limits**

Scope and uncertainty

**Enable discovery**

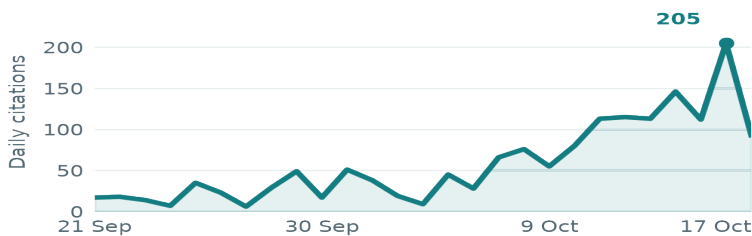
Clear, accessible pages

**Maintain + measure**

Review facts + results

Build on useful existing pages. Substantiate material claims, name a reviewer and explain relevant limits. Resolve discovery issues and assign ownership for changing facts. Measure answer quality, AI visibility and customer outcomes separately.

BING AI CITATION TREND

**Citations +150%****AI sessions +86%**

Line: 21 Sep-17 Oct. Bars: 4-10 Oct (gray) vs 11-17 Oct (teal); separate scales. [1,3]

WHAT A PARTNER RECEIVES

A focused question and evidence map

Customer questions, owning pages and support for the answers.

Answer Integrity you can review

Clear answers, sourced claims, relevant limits and a named reviewer.

Discovery, maintenance and reporting

Technical fixes, correction ownership and separate quality, visibility and outcome measures.

Start with one client: Agree a fixed question set and selected pages. Preserve the baseline, review the evidence and implement agreed improvements. Assign correction owners; review answer quality and results at 30 and 60 days. You manage the client relationship; we deliver implementation and evidence.