WHITE PAPER

AI Visibility in Australian Professional Services

What 100 search and AI checks mean for professional services leaders

PART 1

The result in one page

Buyers now ask Google and AI tools to suggest accountants, financial advisers and consultants before they visit a firm's website. The answer can shape the shortlist, the evidence a buyer sees and the next step they take.

We tested 25 Australian professional-services questions across ChatGPT, Google Search, Microsoft Copilot and Claude. The questions covered business accounting, financial advice, management consulting and HR consulting in five cities, plus national questions about trust and verification.

Firms were usually easy to name. The harder job was helping a buyer verify the recommendation.

100 search and AI attempts	**95** answers we could review	**45/49** relevant answers advising a register check	**16/49** relevant answers linking the official source

How to read these findings

- Every question was prepared before collection and run once on each surface.
- Five attempts did not finish inside the fixed collection window. We kept them in the denominator and did not rerun them for a better result.
- We measured presence, visible evidence and the buyer journey. We did not rank firms or treat an appearance as proof of quality.
- Specific claims about named firms were not published as accuracy results unless separately verified.

PART 1

The website is still central to the evidence trail

There were 75 completed local firm-discovery answers. Fifty-five linked directly to at least one firm website.

This does not mean every linked page proved every claim. It does show that firm-owned pages remain a common destination when a buyer wants to understand services, people, locations and the next step.

55/75 local answers linking a firm website	**22/95** answers using a directory or marketplace	**10/25** Google questions showing an AI Overview

What marketing teams should take from this

- A strong service page needs to stand on its own. It should explain the problem, scope, team, evidence, fee approach and next step.
- The business name, adviser names, services and office details should agree across the website, profiles, directories and structured data.
- Directory visibility can support discovery, but a directory entry is not a substitute for a current first-party page or an official register.

If the answer engine sends a buyer to your site, the page should resolve the question - not force another search.

PART 1

Registration advice stopped one step short

Forty-nine completed answers involved a service where registration or authorisation mattered. Most told the buyer to check. Fewer made the correct official source easy to reach.

What we checked	Result	Why it matters
Recommended a registration or authorisation check	45 of 49	The answer recognised that credentials matter
Linked an Australian government or regulator source	16 of 49	The buyer could reach the evidence without another search
Gap between advice and official evidence	29 answers	The buyer was told what to do but not shown where to do it

Use the right kind of proof

> Tax-agent registration should point to the Tax Practitioners Board register.

> Financial-adviser status and authorised scope should point to ASIC or the Moneysmart Financial Advisers Register.

> ABN Lookup helps confirm business identity. It does not prove that a person is authorised to provide a regulated service.

> Professional memberships, certifications, awards and reviews can support reputation. They are not government registration.

Link the evidence beside the claim and explain what the buyer should check.

PART 1

Fit and fees were clearer than conflicts

A useful shortlist should help a buyer compare more than brand names. We looked for practical guidance on client fit, fees and commercial conflicts.

90/95 addressed client fit or scope	**82/95** qualified fees or pricing	**61/95** addressed conflicts or commissions	**67/95** met the buyer-ready standard

What 'buyer-ready' means in this study

An answer was buyer-ready when it preserved choice, gave a sensible next step, included at least three relevant safeguards and, where regulation mattered, told the buyer to verify registration or authorisation.

- Who will actually do the work, and what relevant experience do they have?
- What is in scope, what is excluded and how will changes be approved?
- How are fees calculated, and what extra costs may apply?
- Are there commissions, referral payments, ownership links or other conflicts?
- What evidence and references support the promised approach?

The most visible firm is not automatically the best fit. Good content helps the buyer compare responsibly.

PART 1

The four surfaces behaved differently

The interfaces do different jobs. ChatGPT and Copilot usually produced a conversational comparison. Google sometimes showed an AI Overview and sometimes a conventional result page. The table is an observation of those formats, not a permanent platform ranking.

Surface	Attempts	Valid answers	Buyer-ready answers	Answers with an official source
ChatGPT	25	23	20	13
Google Search	25	25	8	2
Microsoft Copilot	25	24	20	1
Claude	25	23	19	1

Claude was often useful, but rarely showed official evidence

Claude produced 19 buyer-ready answers from 23 usable attempts, yet only one included an official source. Good guidance and verifiable evidence are separate tests.

A useful strategic lesson

Do not optimise for one screenshot or one model. Build a consistent evidence base that can support a search result, an AI summary, a directory profile and the firm's own page.

> Keep the questions fixed when you repeat the benchmark.

> Record the answer, the linked page, the source and the next step.

> Treat a missing or incomplete answer as a result, not a reason to keep trying until the firm appears.

A mention is presence. A link is a path. Evidence and a useful next step are what make the path valuable.

PART 2

Build the pages buyers need to make a decision

Start with high-intent pages before adding more general thought leadership. These pages are closest to an enquiry and easiest for a buyer to verify.

Priority	Page type	What it should make clear
1	Service pages	The problem, scope, deliverables, exclusions, process and next step
2	Adviser and team profiles	Identity, role, relevant experience, credentials and who delivers the work
3	Industry pages	Client situations, sector language, evidence, constraints and useful examples
4	Location pages	Real service coverage, office details, local team and an appropriate enquiry path
5	Evidence pages	Case studies, methodology, source notes, review dates and claim ownership

Make the evidence easy to extract

- Use descriptive headings and short, direct answers before adding detail.
- Name the person or team responsible for the service and the claim.
- Link to the official register or primary source where it matters.
- Use consistent entities in page copy, metadata and structured data.
- Show when high-change information was last reviewed.

PART 2

A practical 90-day plan

The goal is not to publish more content for its own sake. It is to improve the evidence behind the buyer journeys that matter most.

When	Lead	What to do	Finished when
Days 1-30	Marketing and practice leads	Choose the priority services, buyers and questions. Record current search and AI answers. Map every claim to a page and owner.	The benchmark and evidence gaps are documented
Days 31-60	Content, web and compliance	Improve service, adviser, industry and location pages. Add official links, fee and conflict guidance, dates and clear next steps.	Priority pages answer the decision questions plainly
Days 61-90	Marketing and analytics	Run the same questions again. Check which pages are linked and connect the work with qualified enquiries and CRM opportunities.	Changes, outcomes and remaining gaps have owners

Do this with the people who own the truth

- Marketing owns the questions, page structure and measurement.
- Practice leaders own service scope, fit and evidence.
- Compliance or governance confirms regulated claims and disclosures.
- Web and analytics make the content discoverable and measurable.

Good AI visibility is an operating discipline, not a one-off content format.

PART 2

Measure the whole answer journey

Do not report only whether the firm was mentioned. A useful benchmark separates four layers so the team can see where the journey breaks.

Layer	Question	Example measure	Owner
Presence	Did the firm appear for the right service and market?	Relevant mentions from the frozen questions	Marketing
Evidence	Did the answer link the right page and source?	Direct firm-page and official-source links	Content and governance
Accuracy	Were the published details current and supportable?	Verified service, team, fee and location claims	Practice owner
Journey	Did the answer help the buyer take a sensible next step?	Buyer-ready answers and qualified enquiries	Marketing and sales

The leadership dashboard

- Repeat the same questions quarterly and keep the raw observations.
- Track the page or source that earned the link, not just the brand mention.
- Report qualified forms, calls and CRM opportunities from the improved journeys.
- Record unsupported or outdated claims and assign an owner to correct the source page.

The goal is not the largest number of mentions. It is qualified visibility that a buyer can understand, verify and act on.

PART 3

Limits, sources and next step

This study records what appeared on 29 August 2026. Results can change by user, account, location, interface and product experiment. The questions do not represent every Australian professional-services buying journey.

The study does not measure traffic, firm quality, client outcomes, market share or permanent rankings. A visible link does not prove that every nearby statement is correct. Specific claims about individual firms were not used as public accuracy results unless separately verified.

Integral Media provides SEO and AI-visibility services to professional-services firms. We disclose that commercial interest, the frozen question set, denominator rules, exclusions and limitations so readers can judge the work in context.

Primary verification sources

- Tax Practitioners Board guidance and public register.
- ASIC professional registers.
- Moneysmart Financial Advisers Register.
- ABN Lookup.
- Moneysmart guidance on choosing a financial adviser.

Want to see how your firm appears in search and AI answers?

Integral Media can test your priority services, find missing or unclear evidence and give your marketing team a practical improvement plan.

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