

ORM Agency Launches Specialized AI Reputation Management Service for USA, UK, Australia and Canada Markets

New service addresses the growing gap between traditional reputation management and how AI tools like ChatGPT, Google AI Overviews, and Perplexity now shape public perception of businesses and individuals.



New York City, New York Jul 7, 2026 ([Issuewire.com](https://www.issuewire.com)) - [ORM Agency](#), an online reputation management firm serving clients across the United States, United Kingdom, Australia, and Canada, has announced the launch of a dedicated AI reputation management service. The service is designed to address a fundamental shift in how consumers and professionals research businesses, executives, and individuals online — a shift that traditional reputation management tools and strategies were not built to handle.

The launch comes at a moment of significant change in how people form opinions about businesses and individuals online. In 2025, six percent of consumers used AI tools such as ChatGPT for business recommendations. In 2026, that figure has risen to 45 percent. ChatGPT now serves over 400 million weekly active users globally. Google AI Overviews reach nearly one billion searchers. Sixty-five percent of Google searches now end without a single click, as AI-generated answers deliver information directly before users scroll to any link.

For businesses and individuals managing their online reputation, this shift has created a new and largely unmanaged risk. The same negative articles, complaint site listings, Reddit threads, and review platform content that damage traditional search results are now also feeding AI-generated summaries — and in many cases, those summaries are the first and only thing a potential client, investor, employer, or partner encounters before forming a judgment.

The Problem Traditional Reputation Management Does Not Solve

Traditional online reputation management focuses on Google's ranked search results — pushing harmful content down, building positive content to outrank it, and monitoring what appears on page one. This approach remains effective and necessary. But it does not address what happens when someone asks ChatGPT a direct question about a business or person.

When a user asks ChatGPT "Is [Business Name] legitimate?" or "What do people say about [Executive Name]?", the system does not return a list of links to evaluate. It synthesizes everything it can access — the business's own website, news coverage, Reddit threads, review platforms, complaint site listings, and forum discussions — and delivers a single, confident paragraph as its answer.

That paragraph is increasingly where first impressions are formed. According to BrightLocal's 2026 Local Consumer Review Survey, 82 percent of consumers now read AI-generated review summaries before individual reviews. The AI's answer has become more influential than the individual search results it is drawn from.

If the sources feeding that AI summary include a Ripoff Report listing, a damaging news article, a negative Reddit thread, or a complaint board post, the AI reflects those sources — often with more authority and apparent confidence than any individual source would carry on its own.

This is the problem ORM Agency's new AI reputation management service is built to address.

How the Service Works

ORM Agency's AI reputation management service operates in four stages.

Stage one is a full AI audit. The team checks what ChatGPT, Google AI Overviews, and Perplexity currently say when asked direct questions about a client's name or business. This includes checking what sources each platform appears to be drawing from, whether the AI summary is accurate and current, and whether AI crawlers including GPTBot and OAI-SearchBot can access the client's own website content. Many businesses have inadvertently blocked AI crawlers through their robots.txt settings and are unaware that ChatGPT cannot access their content at all.

Stage two is source identification and removal. The sources driving a harmful AI-generated summary are typically the same sources that damage traditional search results — complaint site listings, damaging news articles, Reddit threads, and data broker profiles. Where these sources qualify for removal under platform policies, applicable defamation law, or privacy legislation including CCPA for California residents and UK GDPR for UK clients, ORM Agency pursues direct removal. The same removal work that improves traditional search results directly improves AI representation, because both draw from the same pool of online sources.

Stage three is positive corroboration building. AI systems weight corroboration heavily — a single page saying something about a business is a data point, while ten independent, credible sources saying the same thing becomes, for these systems, established fact. ORM Agency builds the kind of consistent, credible, multi-source digital footprint that earns fair representation in AI-generated summaries — through authoritative directory listings, press mentions, industry citations, and structured content optimized specifically for AI extraction.

Stage four is content structure optimization. AI answer engines extract information more accurately from content that is clearly structured — pages that open with direct, factual statements, use clear headings and question-and-answer formats, and include schema markup. ORM Agency audits and optimizes

client content specifically for AI extraction, ensuring that when these systems do access a client's website, they can accurately identify and summarize the key facts.

Platform-Specific Approach

Different AI platforms require different strategies, and ORM Agency's service accounts for these differences.

Google AI Overviews draw primarily from pages already ranking in Google's traditional top search results. Improving Google rankings directly improves AI Overview representation — making the two strategies complementary rather than separate. For clients where traditional search suppression work is already underway, AI Overview improvement is often a natural byproduct.

ChatGPT relies more heavily on corroboration across multiple independent sources. A business that appears consistently and credibly across industry directories, review platforms, press mentions, and professional databases is represented more favorably in ChatGPT responses than one that exists only on its own website, regardless of how well that website ranks in Google. For ChatGPT specifically, breadth of presence matters as much as quality of any individual source.

Perplexity is the most transparent of the major AI answer engines — it shows its sources directly alongside its answers. This transparency makes Perplexity particularly useful as an audit tool, because clients can see exactly which sources are feeding the AI's representation of them. ORM Agency uses Perplexity's source visibility as part of its audit process to identify removal and suppression priorities.

Who the Service Is For

The AI reputation management service is available to individuals and businesses across all four of ORM Agency's markets — the USA, UK, Australia, and Canada.

For businesses, the service is most immediately relevant where customer acquisition involves online research — professional services firms, healthcare practices, technology companies, financial services providers, and any business where a prospective client is likely to search the business name before making contact.

For individuals, the service is particularly relevant for executives and senior professionals, where investor and partner due diligence systematically includes AI tool queries about key personnel. It is also relevant for celebrities, public figures, politicians, and doctors — groups where ORM Agency already provides specialized reputation management services and where AI tools are increasingly part of how the public forms impressions.

In the UK market, the service incorporates UK GDPR Article 17 Right to Erasure requests as part of the data source removal process, and accounts for the Online Safety Act 2021's provisions around harmful content. For Australian clients, the service incorporates the eSafety Commissioner's removal pathways for qualifying content. For Canadian clients, PIPEDA-based data removal requests are included where applicable.

The Broader Context — Why This Matters Now

The timing of this launch reflects a specific window of opportunity. AI reputation management is not yet a standard service offering in the reputation management industry. Most providers remain focused

entirely on traditional Google search results, and most businesses have not yet audited what AI tools say about them.

This gap is closing quickly. As AI tool usage continues to grow and as more businesses become aware of the AI reputation dimension, the window for first-mover advantage — establishing a strong, accurate AI presence before competitors do — is narrowing. Businesses and individuals who address their AI reputation now will have a meaningfully cleaner narrative in place before this becomes standard practice.

The consequences of inaction are becoming more concrete. A negative AI summary does not just influence one user's perception — it influences every user who asks the same question of the same AI system. Unlike a search result, which a user can choose to scroll past or evaluate alongside competing results, an AI-generated answer presents a single synthesized verdict. The scale and authority of that verdict makes it more influential per encounter than almost any individual search result.

About ORM Agency

ORM Agency is an online reputation management firm specializing in content removal, search result suppression, and AI reputation management for individuals and businesses across the USA, UK, Australia, and Canada. Services include personal reputation management, business reputation management, executive reputation management, reputation management for doctors, celebrities, and politicians, Ripoff Report removal, mugshot removal, Google autocomplete repair, data broker removal, and Reddit post suppression.

All engagements are handled under full confidentiality. ORM Agency operates on a fully remote model with no in-person meetings required, serving clients across all four markets via email, phone, and secure video call.

Free confidential audits are available for all prospective clients. There are no long-term contracts and no upfront commitments before a clear assessment of the client's situation has been provided.





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