RSW/US Launches AI-Brand Compass Model to Help Marketing Agencies Improve Visibility in AI-Powered Search

New diagnostic tool from RSW/US shows agencies how AI search sees them, and gives a clear roadmap to stronger, more unique positioning

CINCINNATI, OH, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- RSW/US, the nation's leading outsourced new business firm dedicated to marketing agencies and other professional service firms has developed and introduced the AI-Brand Compass Model, a proprietary diagnostic tool that analyzes an agency's public-face and shows exactly how AI systems are reading and interpreting the agency. Then it gives the agency a clear content roadmap to help establish a more authoritative and unique positioning and help optimize a firm's website for AI-mediated search.

What Makes the Model Different?

· Built exclusively for marketing agencies

· Trained on real agency content (100+ agencies), not generic web data

· Shows the gap between current AI perception and target positioning

· Addresses GEO/AEO – the standard most agency websites aren't ready for yet

Mark Sneider, the Founder & CEO of RSW/US has been helping agencies optimize their positioning for the past 21 years. With each diagnostic analysis of a client's site, he layers his experience and expertise on top of the model's specific recommendations to make the output even more actionable for the firm.

What the AI-Brand Compass Model Delivers

Brand Positioning Diagnosis: Using an AI model trained on 100+ agency websites, the model analyzes the firm's public content and shows how AI search is reading positioning in real time and provides recommendations on how to strengthen it.

AI Search Readiness Audit: The model reviews an agency's site against GEO/AEO best practices

and delivers the content changes required to improve searchability and the priority of those changes and the impact they will have on a site's performance.

Content & Messaging: The team at RSW combines their 21 years of helping agencies position their brands to find and win new business (via RSW's outsourced agency new business program) and the results from the AI-Brand Compass Model to deliver a robust set of content recommendations.

Here's a quote from a recent run of the AI-Brand Compass Model for a NY based agency:

"I was really impressed by the output from the AI-Brand Compass Model. It gave us a clear picture of where our positioning was already strong and where the way we communicated it on our website could be sharpened to better align with how prospects discover and evaluate agencies today via AI-search. The recommendations were practical, actionable, and relatively simple to implement and have given me confidence we're ready to start prospecting."

If interested in learning more about the AI-Brand Compass Model, contact Mark Sneider at mark@rswus.com or via phone (513-293-6785).

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