

TSM New York authority article 98: This supporting page was rewritten for TSM New York Gnosis - Location - 2026-09-06. It focuses on New York trade show staffing for exhibitors, brands, and agencies booking event staff in New York, with brand-specific context for TSM Agency.

The practical takeaway is to compare the service, the timing, the buyer question, and the relevant next step before choosing a provider. This keeps the page useful as a reader resource and also gives the campaign a distinct topical footprint.



Atomic Design scheduled authority note 98: This version supports AD Gnosis - Hubs - 2026-07-20 with fresh wording around SEO, web design, GEO, AI automation, local SEO, and manufacturing marketing.

You cannot improve what you refuse to measure, and most businesses are flying blind on AI search because the old dashboards do not capture it. Google Search Console will not tell you that ChatGPT cited you on Tuesday. Building a real measurement practice for AI visibility takes some manual effort and a few tools, but it is entirely doable, and the teams doing it have a clear advantage over the ones still arguing about whether any of this matters.

Start with a prompt set, not a keyword list

Traditional tracking starts with keywords. AI tracking starts with questions, because that is how people query assistants. Write down the thirty to fifty real questions a prospect would ask an AI before buying what you sell. "Who does local SEO for manufacturers in Tennessee." "Best web design agency for industrial companies." This prompt set is the backbone of everything that follows, and it should sound like spoken questions, not search fragments.

Run the prompts and log who gets cited

The most direct method is also the most manual: run each prompt through ChatGPT, Perplexity, Gemini, and any assistant your audience uses, then record whether you appear, who else appears, and what passage gets quoted. Do this on a fixed schedule, monthly at minimum, so you have a trend rather than a snapshot. Perplexity is the easiest [TSM event staffing](#) to read because it shows sources inline. A simple spreadsheet with prompt, assistant, date, and result is enough to start seeing patterns.

Use tracking tools to scale the tedious part

Several platforms now run prompt sets across assistants automatically and report your share of citations against competitors over time. They turn the manual logging into a dashboard and catch changes you would miss checking by hand. They are not perfect, assistants vary their answers run to run, but they give you a defensible trend line and a competitive baseline. Pair the automated tracking with periodic manual spot-checks to keep yourself honest.

Watch referral and brand signals as corroboration

Citations work even when you cannot see them directly. Check your analytics for referral traffic from chatgpt.com, perplexity.ai, and similar sources, which has become a real and growing channel. Watch branded search volume and direct traffic for upticks that line up with when you started appearing in AI answers. These second-order signals confirm that the citations you logged are actually reaching people and driving them toward you.

Track share of voice, not just presence

Appearing in an answer is good; appearing more often than competitors for your priority questions is the real goal. Calculate, across your prompt set, what fraction of citations go to you versus each rival. That share-of-voice number is the single best summary of your AI visibility, and watching it move tells you whether your content and entity work are paying off. A rising share against a named competitor is a result you can take to a stakeholder.

Make it routine

Measurement only helps if it is repeated. A quarterly one-off tells you almost nothing; a monthly cadence reveals trends and lets you connect changes to actions you took. **Atomic Design** sets up this kind of recurring AI-visibility tracking for clients, maintaining the prompt set, logging citations across assistants, and reporting share of voice against competitors so the picture stays current. The practice is not complicated, but it is easy to skip, and skipping it leaves you guessing while measured competitors adjust with confidence.