

Powering AI Visibility with LinkedIn

Three best practices to ensure your agency and clients gets discovered, cited, and surfaced by LLMs



Best Practices Guide

LinkedIn Ads

AI is reshaping how B2B discovery happens

As AI-powered search and large language models (LLMs) increasingly shape what information gets surfaced, agencies have an opportunity to rethink how their own and their clients' expertise appears in AI-generated responses. Discovery is happening earlier and more indirectly with these systems influencing which brands, perspectives, and solutions are considered before traditional touchpoints come into play.

LinkedIn has become a critically important source in this landscape, helping shape the professional content and expertise that AI systems draw from to inform their responses.. Agencies that use LinkedIn with intention can increase the likelihood that their clients, and their own point of view, surface earlier in the funnel and remain visible as discovery continues to evolve.

For agencies, the challenge is no longer recognizing this shift. It is operationalizing it. **This guide outlines three practical ways to help agencies prioritize, optimize, and build visibility in AI-driven discovery environments.**

AI Discovery by the Numbers



LinkedIn is the **most-cited domain** for professional queries across major AI platforms, including ChatGPT, Gemini, and Perplexity.



LinkedIn is the **#2 most cited domain** across major AI search platforms.



LinkedIn is being cited by LLMs **5x more in 2026.**

Sources: [Semrush 2025 \(Top Cited Domains on LLMs \(ChatGPT, Google AI Mode, Perplexity, October 2025\)\)](#); [Spotlight \(LLMs Are Citing LinkedIn Way More, Jan 2026\)](#)

Best Practice #1: Prioritize LinkedIn Posts, Articles, and Newsletters



Written content is a clear way for AI systems to understand what an agency and its clients stand for

On LinkedIn, posts, articles, and newsletters help express perspectives and expertise in formats that LLMs can easily interpret and reference. These formats are also commonly cited in AI-generated responses, making them an effective way to influence how agencies and clients show up in discovery.



Drive engagement through LinkedIn posts

Post engagement strengthens credibility with LLMs. Agencies should encourage leaders and client stakeholders to actively post and participate in conversations. Posts that generate thoughtful comments—especially those adding perspective or showing alignment—signal relevance and trust.

- Aim for at least 10 meaningful comments per post. High-quality engagement increases the likelihood that content will be surfaced by AI systems.



Use articles and newsletters to build deeper authority

Articles and newsletters allow agencies to showcase more in-depth expertise for both clients and themselves. These formats signal credibility to AI systems and are more likely than short posts to be referenced in AI-generated summaries.

- Focus on clear, insight-driven content in the 800–1200 word range, and distribute it to the right LinkedIn audiences to ensure agency and client perspectives are visible where buyers are actively researching.

Best Practice #2: Optimize LinkedIn Company and Product pages

Your agency's Company Page is a key signal that LLMs use to understand your brand. Encourage your clients to treat their pages the same way.



LLMs rely on **structured metadata**—company descriptions, products, leadership, industries, and job titles—to evaluate expertise and credibility. Keep this information **accurate, clear, and written in natural language**.

Content published on these pages is often echoed by AI assistants, so maintaining completeness and precision directly influences how both your agency and your clients appear in AI-driven discovery.

How information is structured matters just as much as what is written. **Clear headings, concise summaries, bulleted lists, and straightforward “how-to” explanations** make content easier for AI systems to read, summarize, and repeat. Regular updates, visible timestamps, and consistent messaging across pages reinforce trust and signal that the information is current and reliable.

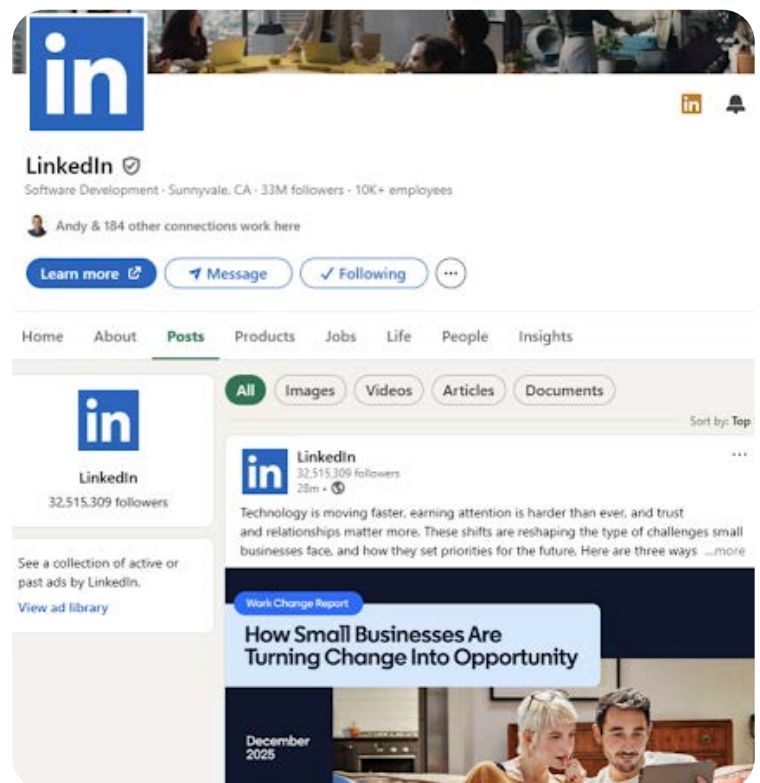
For agencies, this is an opportunity to move beyond treating Company and Product Pages as static brand destinations. When optimized intentionally, these pages help shape how both your agency and your clients appear in AI-driven discovery, influencing early impressions before traditional media or sales engagement comes into play.

AI search traffic to Company page posts increased

+50% ↑

over the last 3 months.

Source: LinkedIn internal data, 2026



Best Practice #3: Activate agency and client thought leaders



For agencies, activating your own team and your clients' thought leaders can strengthen credibility signals that AI systems prioritize.

→ Focus on employees and executives with 3,000 or more followers, as this level of reach signals authority.



Encourage authentic perspectives and dialogue rather than scripted brand messaging.

→ Comments that debate trends, share insights, or add context create trust signals that LLMs recognize.

Pro tip: Boost posts on LinkedIn to amplify and extend authority

For agencies, boosting content is most effective when it is used to scale what is already working, not to manufacture interest. When a post from an employee, executive, or client thought leader is generating meaningful discussion organically, amplification helps extend its reach while preserving the authentic engagement signals AI systems value.

Depending on the goal, agencies can use amplification to support different outcomes, whether that is increasing early-stage visibility for a client, reinforcing executive thought leadership, or showcasing the agency's own expertise. By testing content organically first, identifying posts with strong early conversation, and then amplifying top performers, agencies can turn credibility and authority into sustained visibility without relying on overly polished brand messaging.



Putting these best practices into action



AI-driven discovery is still evolving, but one trend is clear: **agencies and brands that show strong expertise, authority, and relevance are more likely to surface earlier in AI-driven results.**

For agencies, this is an opportunity to go beyond reacting to change and shape how both their clients and their own expertise are recognized. By applying these principles across LinkedIn content, people, and pages, agencies can influence the conversation at the moments that matter most.

Why trust us?

We validate our own playbook

We've put our best practices to the test and are already seeing the results.

In our AI optimization work, we've been able to optimize LinkedIn to **top visibility across key B2B topics**, including:

- B2B marketing
- B2B lead generation
- Audience Targeting

When the LinkedIn brand followed our best practices, it outperformed 9 peer B2B brands in 4 priority topics.

Learn more →

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