

## CONFIDENTIAL — AI PERCEPTION PRE-REPORT

ASHFORD & STERLING | AI & COGNITIVE SYSTEMS |  
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# AI Perception Pre-Report

### CLIENT ORGANISATION

## Hartwell, Crane & Associates LLP

International Business Law — London, Paris, Dubai

**38**

AI Perception Index (global /100)

**6/6**

Platforms audited (Feb 2026)

**3**

Priority risks identified

### SAMPLE REPORT — FOR ILLUSTRATION PURPOSES ONLY

*Hartwell, Crane & Associates LLP is a fictional organisation created to demonstrate the structure and depth of an Ashford & Sterling AI Perception Pre-Report.*

## EXECUTIVE SUMMARY

This Pre-Report presents the results of an AI Perception diagnostic conducted by Ashford & Sterling AI & Cognitive Systems for Hartwell, Crane & Associates LLP, an international business law firm operating from London, Paris and Dubai.

The diagnostic was conducted across six major AI platforms using our VisibilityScan™ protocol (15 standardised research scenarios, 4 strategic angles, February 2026). The overall finding is clear: Hartwell, Crane & Associates presents a significant AI visibility gap that requires structured action within the next 90 days.

<b>38/100</b> Global AI Perception Index	<b>LOW</b> Sector benchmark position	<b>2/6</b> Platforms with adequate presence	<b>HIGH</b> Urgency level
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The three priority risks identified are: (1) near-total invisibility on ChatGPT and Perplexity for strategic sector queries, (2) outdated factual information circulating on Gemini regarding the firm's Dubai office and practice areas, and (3) strong competitor bias in all six platforms' spontaneous recommendations, with Clifford Chance, Freshfields and Linklaters systematically cited ahead of Hartwell, Crane & Associates.

## PLATFORM-BY-PLATFORM SCORES

Results across the six platforms audited in February 2026, using 15 standardised VisibilityScan™ scenarios per platform.

Platform	Score /100	Presence	Accuracy	Key Finding
ChatGPT	28/100	Very low	Partial	Firm not cited in any of 8 sector recommendation queries. Competitors Freshfields, Linklaters and A&O cited systematically. Only mentioned when directly searched by name.
Gemini	44/100	Moderate	Errors found	Present in 4/8 recommendation queries but with incorrect information: Dubai office listed as 'recently closed' (false) and M&A practice described as 'paused' (outdated 2023 data).
Perplexity	31/100	Low	Adequate	Cited in 3/8 queries but only in secondary position. Accurate where cited. Strong competitor bias: Clifford Chance cited 7/8 times vs 3/8 for Hartwell.
Copilot	52/100	Moderate	Good	Best performer. Cited adequately in corporate law and M&A queries. Accuracy strong — likely driven by LinkedIn and professional content. Weakness: cross-border queries (Dubai market invisible).
Grok	22/100	Very low	N/A	Minimal presence. Two mentions of partners in X/Twitter conversations from 2023. No substantive AI-generated content about the firm. Reputational vacuum on this platform.
Meta AI	35/100	Low	Partial	Present but with generic profile. No differentiation from other mid-size international law firms. Absence of structured data and low review platform presence hurts score significantly.

Global AI Perception Index		38/100
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Presence (average)		35/100
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Accuracy (average)		48/100
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Competitive Positioning		22/100
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International Visibility		31/100
Sentiment		55/100

## THREE PRIORITY RISKS

The following risks are presented in order of business impact and urgency. Each is accompanied by a specific recommended first action.

HIGH	<p><b>Risk #1 — Near-total invisibility on sector queries (ChatGPT, Perplexity, Grok)</b></p> <p>When a prospective client, investor or counterpart searches for 'best international business law firm for M&amp;A in London' or 'top law firms for cross-border transactions Europe Middle East' on ChatGPT or Perplexity, Hartwell, Crane &amp; Associates does not appear. This affects the three platforms collectively representing over 1.5 billion monthly queries. Competitors Freshfields, Linklaters, A&amp;O and Clifford Chance occupy all recommended positions across these platforms. This is not a reputation issue — it is a structural absence caused by insufficient citation density in the sources these LLMs rely upon.</p> <p>→ <b>Recommended action: Prioritise increasing third-party citation density: target Legal 500, Chambers &amp; Partners, specialized legal media and cross-border M&amp;A forums for authored content within 30 days.</b></p>
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HIGH	<p><b>Risk #2 — Factual errors actively circulating on Gemini</b></p> <p>Google Gemini is currently stating that the firm's Dubai office is 'recently closed' and that the M&amp;A practice is 'paused'. Both statements are factually false but appear to derive from a 2023 restructuring announcement that was subsequently reversed. Since Gemini serves users actively searching on Google — including corporate clients in the Middle East — this misinformation has direct business consequences. Clients researching the firm before a pitch may conclude the firm is contracting rather than growing.</p> <p>→ <b>Recommended action: Issue a structured press release confirming Dubai office status and M&amp;A practice scope, distributed via a newswire indexed by Google. Update Google Business Profile and all structured data immediately.</b></p>
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MEDIUM	<p><b>Risk #3 — English-language queries produce weaker results than French-language queries</b></p> <p>Internal testing reveals a 23-point gap between the firm's AI Perception Index on French-language queries vs. English-language queries. This means international clients — particularly from Dubai, New York or Singapore — who research the firm in English encounter a significantly weaker profile than French-speaking European clients. Given the firm's positioning as an international practice, this cross-lingual gap represents a material risk to cross-border business development.</p> <p>→ <b>Recommended action: Develop a structured English-language content programme targeting the firm's international practice areas. Prioritise Perplexity and LinkedIn as primary distribution channels — both show strong correlation between English-language content freshness and citation rates.</b></p>
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## COMPETITIVE POSITIONING SNAPSHOT

The following table summarises the competitive landscape as observed across all six platforms during the February 2026 audit. Rankings reflect frequency of citation in spontaneous recommendation responses — not direct name searches.

#	Firm	Avg. citation rate	Observed pattern
1	Clifford Chance LLP	87%	Dominant across all 6 platforms. Strong thought leadership content, high Legal 500 + Chambers citation density, structured data optimised.
2	Freshfields Bruckhaus Deringer	82%	Particularly strong on ChatGPT and Gemini. Active LinkedIn content programme visible in citation patterns. Consistent English + French bilingual presence.
3	Allen & Overy (A&O)	71%	Strong on Perplexity. High Reddit legal forum presence (r/LegalAdvice EU). Grok presence driven by partner social media activity.
4	Linklaters LLP	65%	Moderate across all platforms. Strong on Copilot (Microsoft integration benefits). Limited Grok presence.
5	Hartwell, Crane & Associates LLP	38%	Present primarily on Copilot only. Near-invisible on ChatGPT and Grok. Factual errors on Gemini. Gap with sector leader: 49 percentage points.

## STRATEGIC ORIENTATION — NEXT 90 DAYS

Week 1-2	Immediate corrections	Issue newswire press release correcting Dubai office and M&A practice information. Update Google Business Profile, LinkedIn company page, and all structured data on ashfordsterling.com. Contact Chambers UK to update firm profile data.
Week 3-6	Citation density build	Publish 4 English-language thought leadership articles targeting ChatGPT citation triggers: M&A cross-border Europe/Middle East, international arbitration, corporate restructuring. Distribute via Legal 500, LinkedIn Articles, and a sector-relevant Reddit community.
Week 7-12	Platform-specific activation	Activate G2/Trustpilot corporate profiles. Engage 3 senior partners with a structured LinkedIn content programme (2 posts/month each) targeting cross-border M&A commentary. Implement Schema.org markup on firm website. Request re-audit at week 12.

### Ashford & Sterling AI & Cognitive Systems

The independent firm specialising in AI Perception Audit™

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**SAMPLE REPORT — HARTWELL, CRANE & ASSOCIATES IS A FICTIONAL ORGANISATION**

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