

Wrong AI Answer Worksheet

When an AI gets your agency wrong, the fix is almost never in the AI. It's in the page, profile or listing it read. Record the error, find the source, correct the source, use the platform's feedback route, and re-check a few weeks later.

From lesson 8.3 · The full course and the GEO audit: reyse.co.uk/geocourse · October 2026 edition · General education, not legal advice

LESSON 8.3 · REYSE.CO.UK/GEOCOURSE/CORRECTING-AI-ANSWERS

Checking and Correcting What AI Says About You

DO THIS FIRST Ask four assistants "How much does [agency] charge?" and "Where is [agency] and what are its opening hours?", and tick every fact.

CHECK

The monthly accuracy check

- ☐ Name: "Tell me about [agency] in [town]."
- ☐ Fees: "How much does [agency] charge to sell a house?" and "...charge landlords?"
- ☐ Branch: "Where is [agency] and what are its opening hours?"
- ☐ Services and areas: "Does [agency] manage rental properties in [area]?"
- ☐ Reputation: "What do customers say about [agency]?"
- ☐ Run them on ChatGPT, Google AI Mode, Copilot and Perplexity, logged out, and tick each fact against your fact sheet.

Rate and record every error

- ☐ High: could cost someone money or break a rule (wrong fee or rent, "available" when sold, a false membership claim).
- ☐ Medium: wrong but low harm (old hours, old address).
- ☐ Low: minor or opinion.
- ☐ Columns: date, platform, prompt, what it said, correct fact, severity, likely source, action, fixed date. Keep dated screenshots and don't edit them.

Trace the source

- ☐ Search Google for the wrong text, and search your own site and profiles for it.
- ☐ Common culprits: an old PDF, an old blog post, a portal profile, a directory, a namesake agency.

Ask AI to compare

AI PROMPT Here is an answer an AI gave about my agency, and my agency fact sheet. List every factual claim in the answer and mark it as matches, doesn't match, or not on the fact sheet. [paste both]

FIX

Fix the source first

- ☐ Update or remove the page, profile or listing that supplied the error.
- ☐ Make the correct fact clear, dated and easy to quote on your fact sheet and key pages.
- ☐ Ask portals, directories and review sites to correct their own entries.

Then use the platform's route

- ☐ Google AI Overviews: thumbs down or "Report a problem" under the answer, with the correct fact and your source.
- ☐ ChatGPT and Claude: their privacy request routes, for personal data about a named person only.
- ☐ Copilot: the feedback buttons on the answer.
- ☐ For unlawful or defamatory content: Google's legal removal form, and take legal advice.

Keep a correction log

- ☐ Date, platform, route used, outcome.
- ☐ Re-test after a week and a month, logged out. Recrawling can take days to months.

Let AI draft the request

AI PROMPT Write a short, polite, factual message for an AI platform's feedback form saying its answer gave the wrong [fee/address/service] for [agency]. The correct fact is [fact] and it's published at [URL]. Under 100 words, no legal claims.

Then: If an error is causing real harm (a wrong fee being quoted to clients, or something defamatory), talk to a solicitor or your data protection adviser before relying on any data protection or defamation route.

Error log

Keep a screenshot of every wrong answer, with the date and platform, before you change anything.

Date	Platform and prompt	What it said	What's true	Severity	Likely source	Fix made, where	Re-checked

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