

Winning the AI vote

What every campaign, elected
and advocacy organization needs
to know about political discovery

Table of contents



Methodology

Evertune tracks thousands of brands across large language models by running millions of prompts each day. For this report, Evertune ran 63,000 prompts across ChatGPT, Copilot, Gemini, Google AI Mode, Google AI Overview and Perplexity.

The analysis focused on four areas: the leading voter issues nationwide, how the Democratic and Republican parties are described on those issues, the top issues in the Georgia Senate race and how Jon Ossoff and Mike Collins are described in relation to them.

Because LLM outputs are probabilistic, each unique prompt was sampled multiple times to support statistically significant findings.

01

What the national data shows about political discovery

02

What the Georgia Senate race reveals about political AEO

03

A campaign's checklist in the age of AI

Executive summary

Every major shift in media has rewritten the campaign playbook, from the internet and smartphones to Super PACs and online fundraising.

Now AI-powered answer engines are rewriting the rules again.

What ChatGPT, Google's AI tools and other platforms say about a candidate can shape a race before a voter sees an ad, watches a TikTok or gets a knock on the door. Some campaigns are already

benefiting from the answers AI produces, while others are falling behind.

Google no longer simply returns a list of links. Its AI tools now give voters a ready-made account of a candidate's background and positions right on the results page. ChatGPT and other large language models (LLMs) offer an even more direct route: ask a political question and get a narrative in seconds. Studies show¹ that people often trust and

are influenced by these AI-generated answers.

To understand what this means for the 2026 midterms, Orchestra partnered with Evertune, an AI visibility and measurement platform. Evertune found that people asked answer engines nearly 650,000 questions a week pertaining to Democrats or Republicans—a clear sign that AI chatbots are already a meaningful part of how voters research elections.

Campaigns must change how they communicate for an answer-engine world. As AI increasingly shapes the information voters absorb, it must inform the strategy behind any paid and earned media program. Political answer engine optimization, or political AEO, is the work of making a campaign's positions and supporting evidence easy for answer engines to understand and present clearly.

Our research points to three main rules for the AI campaign era. →

- 01

Explanatory pages outlive the news cycle.
Answer engines keep returning to clear explainers from institutional sites and news outlets long after publication.
- 02

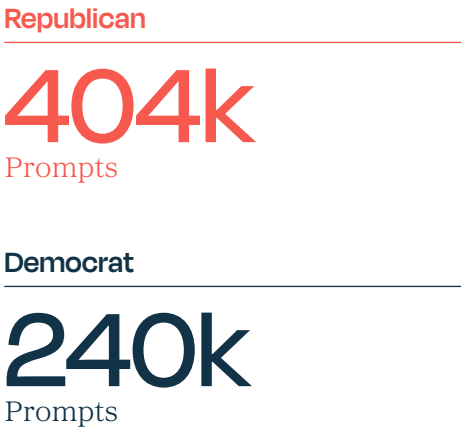
Consistency is key.
Answer engines repeat the political narratives that appear most clearly across campaign websites, government sites and news coverage.
- 03

Know the priority battlegrounds.
ChatGPT and Google have become the priority battlegrounds, and each surfaces information differently.

Voters are taking political questions to chatbots



Evertune estimates nearly 650,000 weekly prompts related to Democrats or Republicans, showing that political discovery is already happening at meaningful scale in AI environments.



SOURCE: EVERTUNE, EVERPANEL

Evertune

As more people begin their research with AI, the central question becomes: Which version of the story becomes the answer?

A case study of the Georgia Senate race between Jon Ossoff and Mike Collins brings the stakes into focus. The candidates' official government sites, campaign websites and local reporting all help shape the answers, with YouTube clips of local news coverage making up a large share of the source material behind Google's generated answers.

And in the battle to shape those answers, Ossoff is winning.

The contrast between the candidates' websites reveals why. Ossoff's congressional and campaign sites are organized around around concrete details: named legislation, funding amounts, local recipients and documented results. Collins's

sites contain fewer issue-specific pages and present that information less clearly. Answer engines have far more Ossoff material to draw from, and they cite it more frequently.

The takeaway for campaigns in 2026 is that shaping what AI tells voters is now central to winning the race.

¹ Lin, Hause, Gabriela Czarnek, Benjamin Lewis, Joshua P. White, Adam J. Berinsky, Thomas Costello, Gordon Pennycook, and David G. Rand. "Persuading Voters Using Human-Artificial Intelligence Dialogues." *Nature* 648 (2025): 394–401. <https://doi.org/10.1038/s41586-025-09771-9>; Chen, Zhongren, Joshua Kalla, Quan Le, Shinpei Nakamura-Sakai, Jasjeet Sekhon, and Ruixiao Wang. "A Framework to Assess the Persuasion Risks Large Language Model Chatbots Pose to Democratic Societies." *Journal of Experimental Political Science* (2026): 1–14. <https://doi.org/10.1017/XPS.2026.10032>.

A note on campaign and official sites: Campaign and official government websites are managed separately and follow different legal and ethical rules. Campaign teams do not control official government content, and this analysis does not assume coordination between the two.

What the national data shows



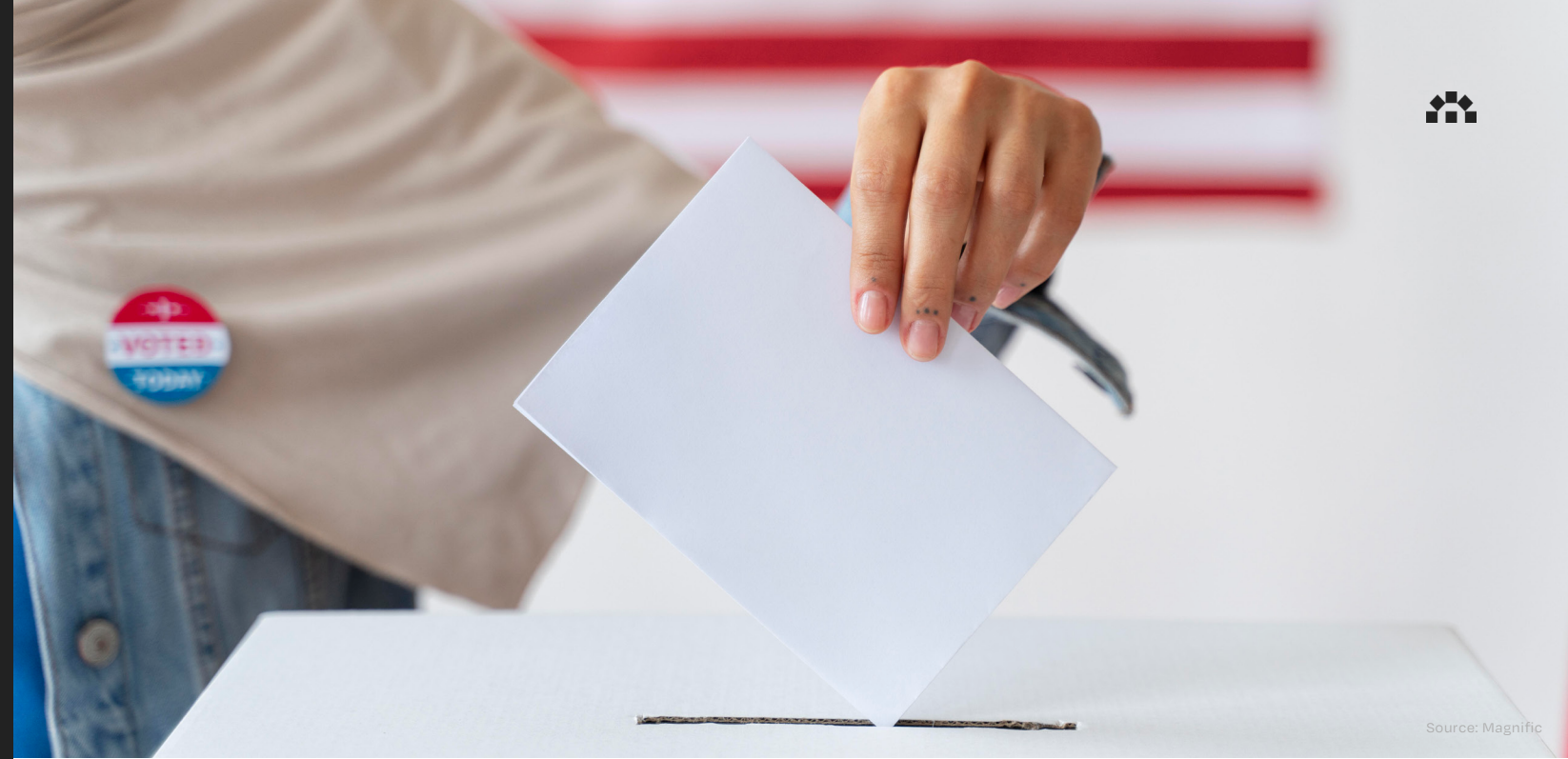
Three findings about political discovery:



01 Evergreen explanatory sources shape the answer

02 Answer engines reward message discipline

03 ChatGPT and Google are the priority battlegrounds



Source: Magnific

Evergreen explanatory sources shape the answer

In our midterm analysis, news stories account for the majority of citations in every answer engine tested. But looking at the individual pages reveals another pattern: across both news sites and institutional sources (such as government, university and research organization sites), many of the strongest URLs are explainers or standing references that remain useful over time.

On institutional sites, those pages include archived party platforms, impact reports, congressional policy plans, government fact sheets and polling research. Among news stories, several highly cited articles explain party platforms or compare policy positions in depth. Some were published in 2024 and still appear across multiple answer engines in the 2026 sample.

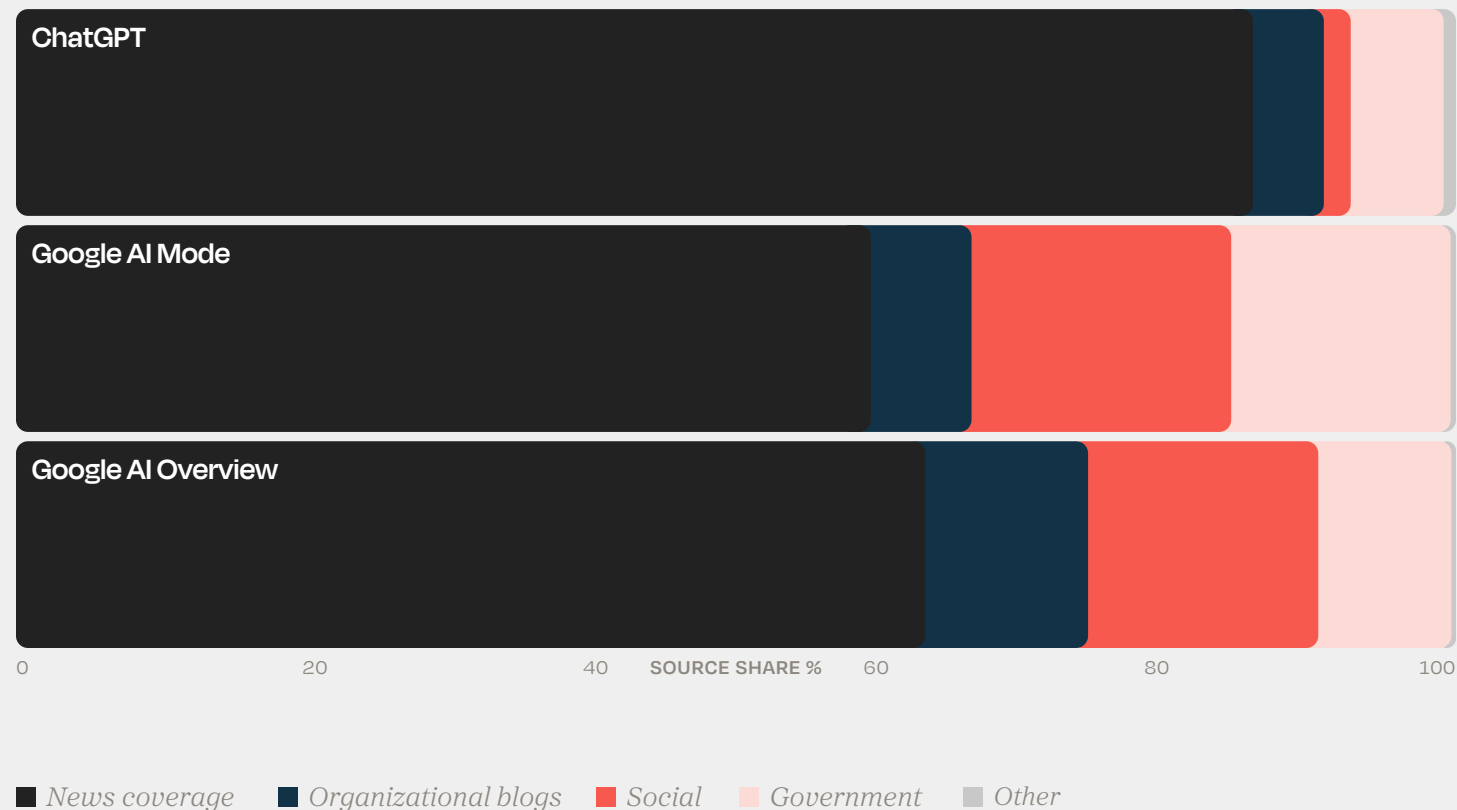


What connects these pages is clear explanation and structure, with descriptive subheads and well-organized sections that make key information easier to identify. That makes them useful to answer engines long after the original news moment has passed. Across the answer engines tested, the two most heavily cited pages were archived copies

of the 2024 Republican and Democratic Party platforms hosted by the American Presidency Project at UC Santa Barbara. Other leading pages include a Brookings comparison of party positions, congressional plans on immigration and affordability, Gallup polling analysis and a KFF brief on health care.

News coverage is the leading source behind political AI answers

Across ChatGPT, Google AI Mode and Google AI Overview, news coverage accounts for the largest share of cited sources. Government and other institutional sites also play a meaningful role.

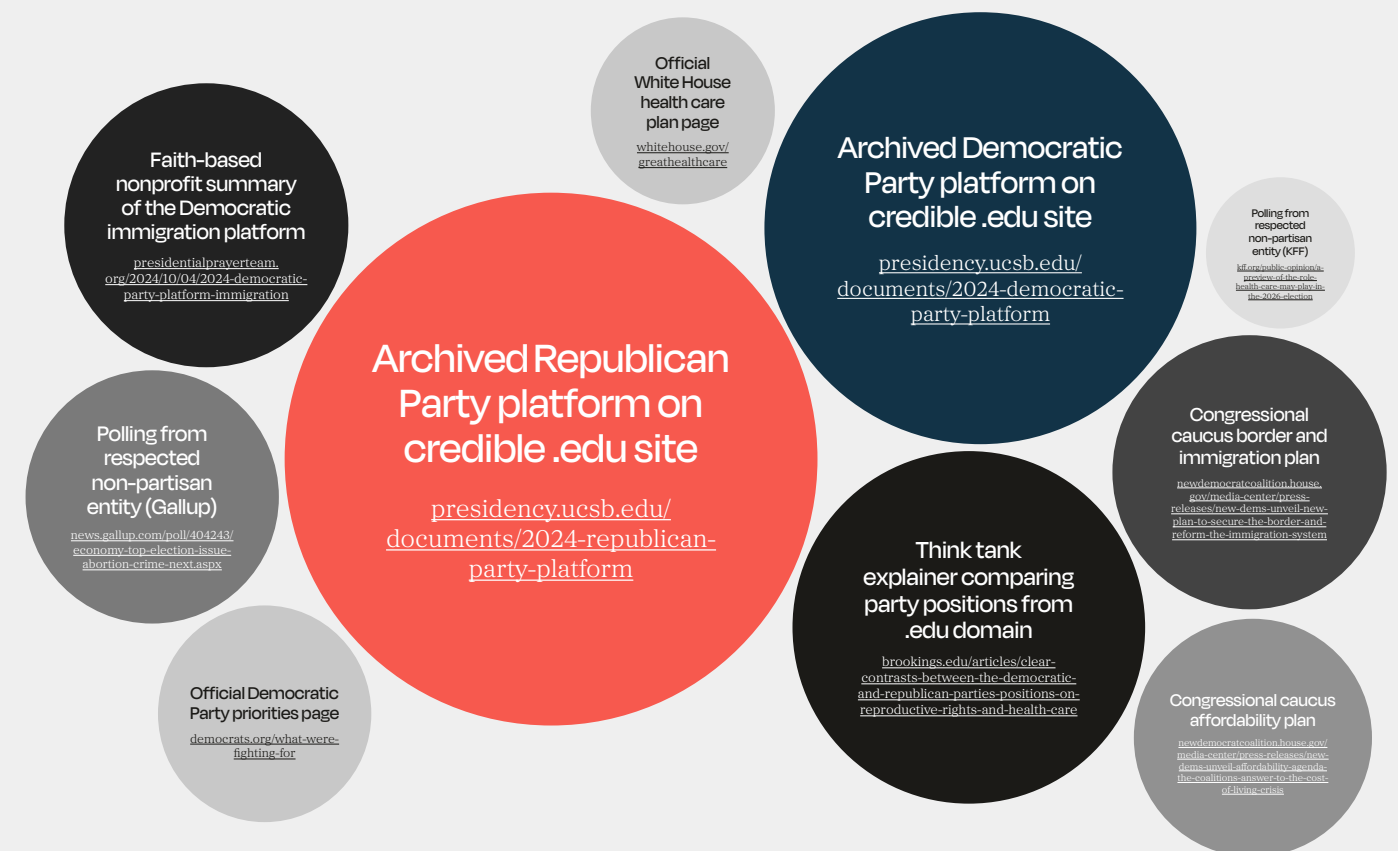


SOURCE: EVERTUNE

Evertune

Top national URLs show the source infrastructure behind answers

Many of the pages cited most often are reference pages or explanatory resources. They remain useful because they clearly document a position, policy or issue.



BUBBLE SIZE REFLECTS EACH PAGE'S COMBINED SHARE OF CITATIONS ACROSS THE ANSWER ENGINES TESTED.

SOURCE: EVERTUNE

Evertune 1



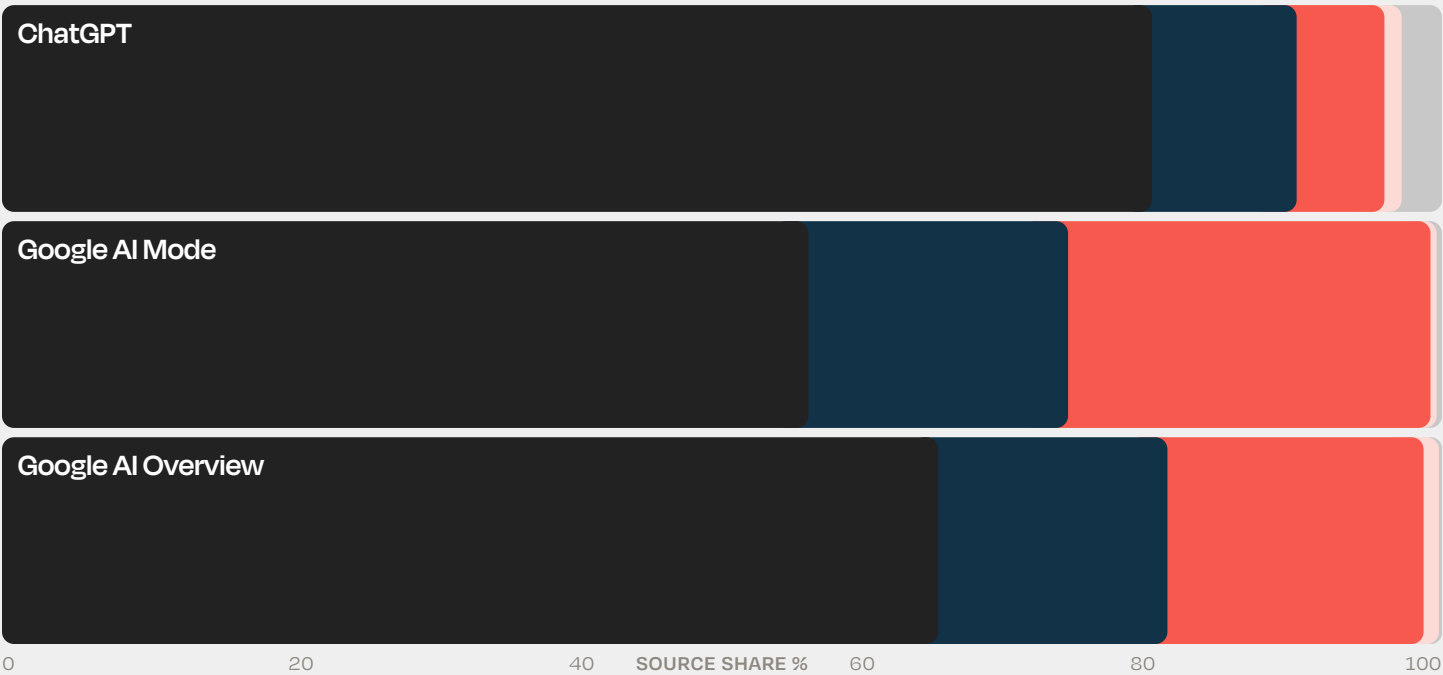
The source mix also changes with the question. When models are asked which issues matter most, news stories account for a larger share of citations. When prompts ask where the parties stand, government sources—including officeholder websites—become more prominent across several answer engines.

The pattern reflects a core distinction in how answer engines weigh authority. For questions that require interpretation or judgment, they look to independent reporting and analysis. For factual questions about what a party or candidate supports, they treat official and campaign pages as first-party authorities. News coverage explains and evaluates the position; first-party sources establish what the position is.

The practical implication for campaigns and officeholders is to think about source strategy as a connected system. Campaigns cannot shape all of the information around a race, but they can strengthen the parts closest to them: their own content and the news coverage they help generate.

The source mix shifts with the prompt

PROMPTS ABOUT TOP VOTER ISSUES



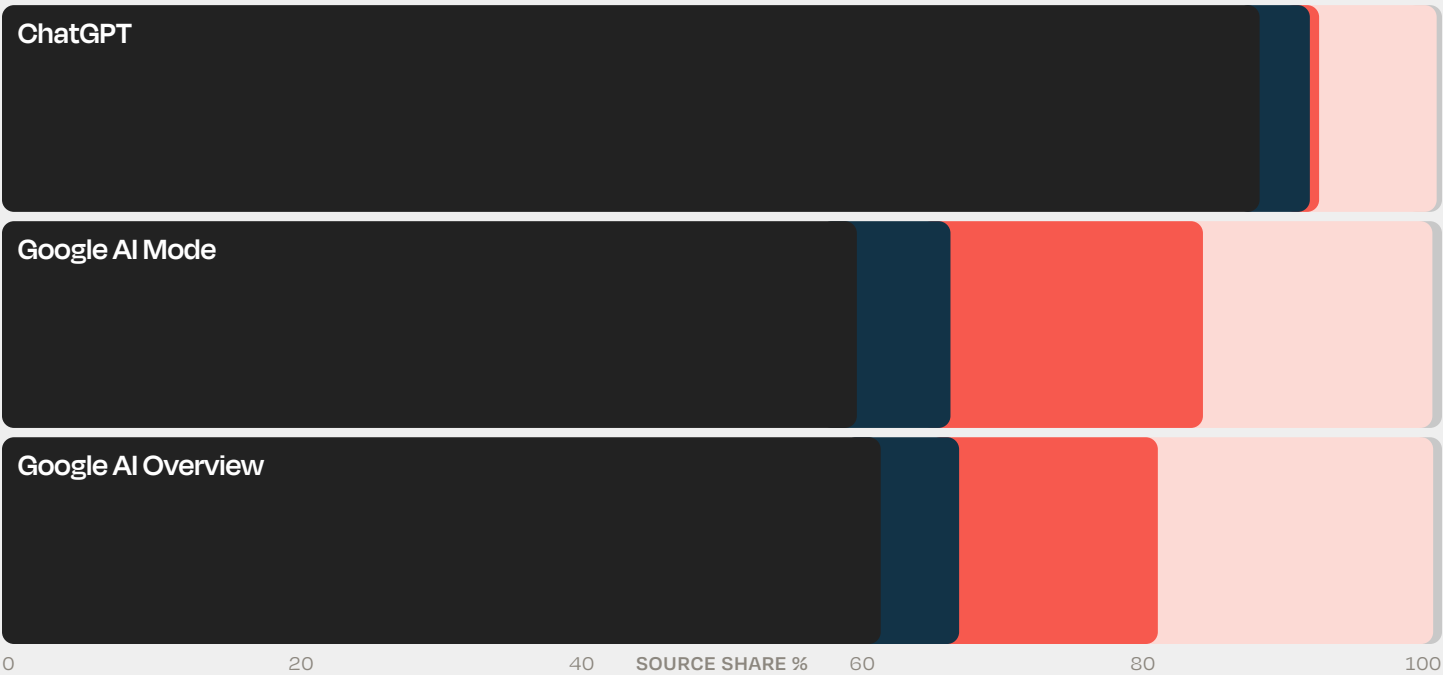
■ News coverage ■ Organizational blogs ■ Social ■ Government ■ Other

SOURCE: EVERTUNE

Evertune

News sources play a larger role when models identify the leading election issues. Government sources gain share when the question turns to party positions.

PROMPTS ABOUT PARTY POSITIONS ON ISSUES



SOURCE: EVERTUNE

What this means for campaigns

Campaigns should think about the staying power of their communications and content. A timely press release or daily campaign development may generate immediate attention, but a clear explainer can supply valuable information whenever an answer engine encounters the same question again.

That creates two opportunities. Official, party and other institutional sites can publish standing pages that document a position and preserve the evidence behind it. News coverage can independently explain the issue, its stakes and the wider context.

A strong AEO strategy connects the two. One establishes the candidate's position, while the other helps readers—and answer engines—make sense of it.

The goal is to build a body of public information that makes the campaign’s story easier for answer engines to find, verify and reproduce.

How to start



Campaigns should approach their public information as a connected source system.

- 01

Give priority issues a permanent home.

For the issues the campaign most wants to own, create a dedicated page or an in-depth, clearly organized section within a larger issues page. Include enough detail to explain the position, the policy behind it and the evidence that supports it.
- 02

Build pages around recurring questions.

Organize information around what people are likely to ask about the issue, rather than relying primarily on speeches or chronological press-release feeds.
- 03

Keep important pages current.

Update an existing explainer as the campaign’s position or evidence develops, so the full account remains clear in one standing resource.
- 04

Pursue news coverage that explains.

Give reporters the evidence and context needed to produce stories that remain understandable after the immediate development has passed.
- 05

Make the sources reinforce one another.

Official documents and news explainers can use different language while supporting the same underlying position and making it easier to understand and verify.



Source: Magnific

Answer engines reward message discipline

Ask answer engines what the midterms are about and their answer is consistent: The economy and cost of living ranked first when Evertune asked different models to identify the top issues for voters overall, and separately for Democrats and Republicans.

This isn't surprising. Answer engines are effectively synthesizing public polling and national news stories.

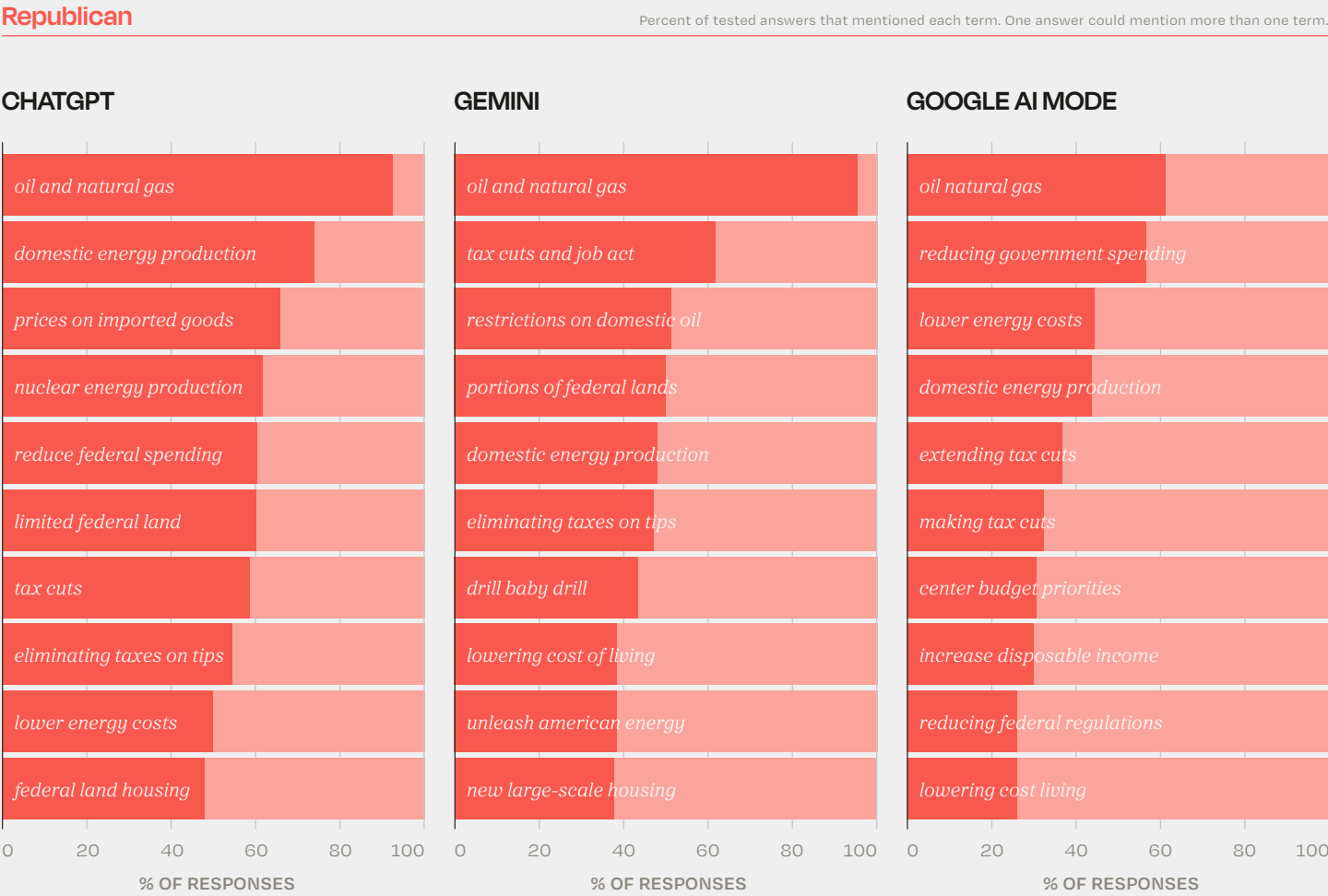
A more interesting pattern emerges when the AI models explain what each party would do about them.



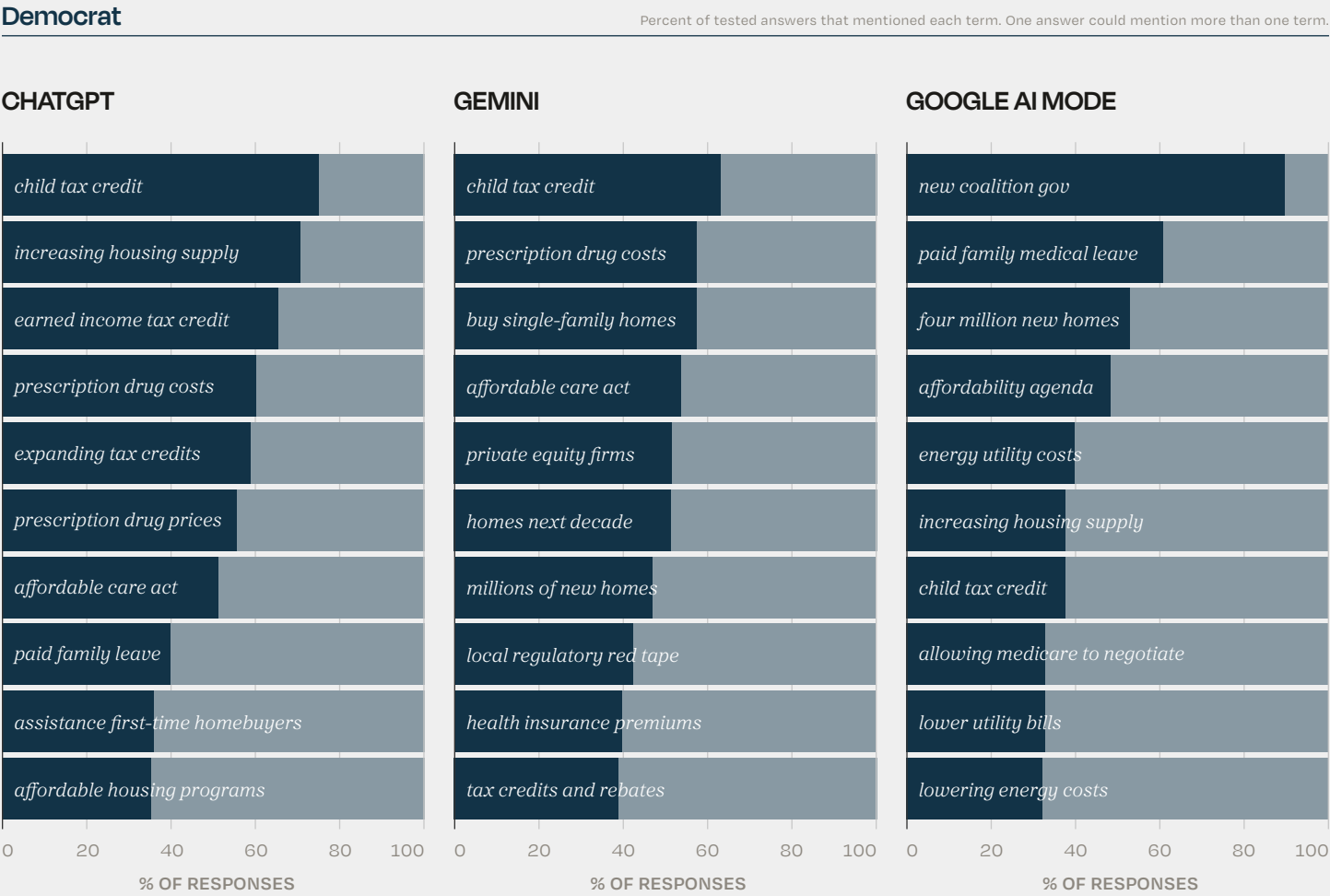
Across ChatGPT, Gemini and Google AI Mode, the Republican economic story is strikingly consistent. The answers repeatedly emphasize oil and natural gas, domestic energy production, tax cuts and lower federal spending. Together, those ideas form a compact narrative: Produce more energy and reduce the cost of government to bring prices down.

The Democratic economic story is more fragmented. Depending on the model, the emphasis shifts among child tax credits, housing supply, prescription-drug costs, paid leave and utility bills. Each topic fits within an affordability agenda, but the models do not consistently assemble them into the same overarching account.

The Republican economic story is clearer across models



Across models, Republican economic language clusters more consistently around energy, taxes, spending and cost reduction, while Democratic economic language spreads across housing, tax credits, prescription drugs, paid leave and utility costs.



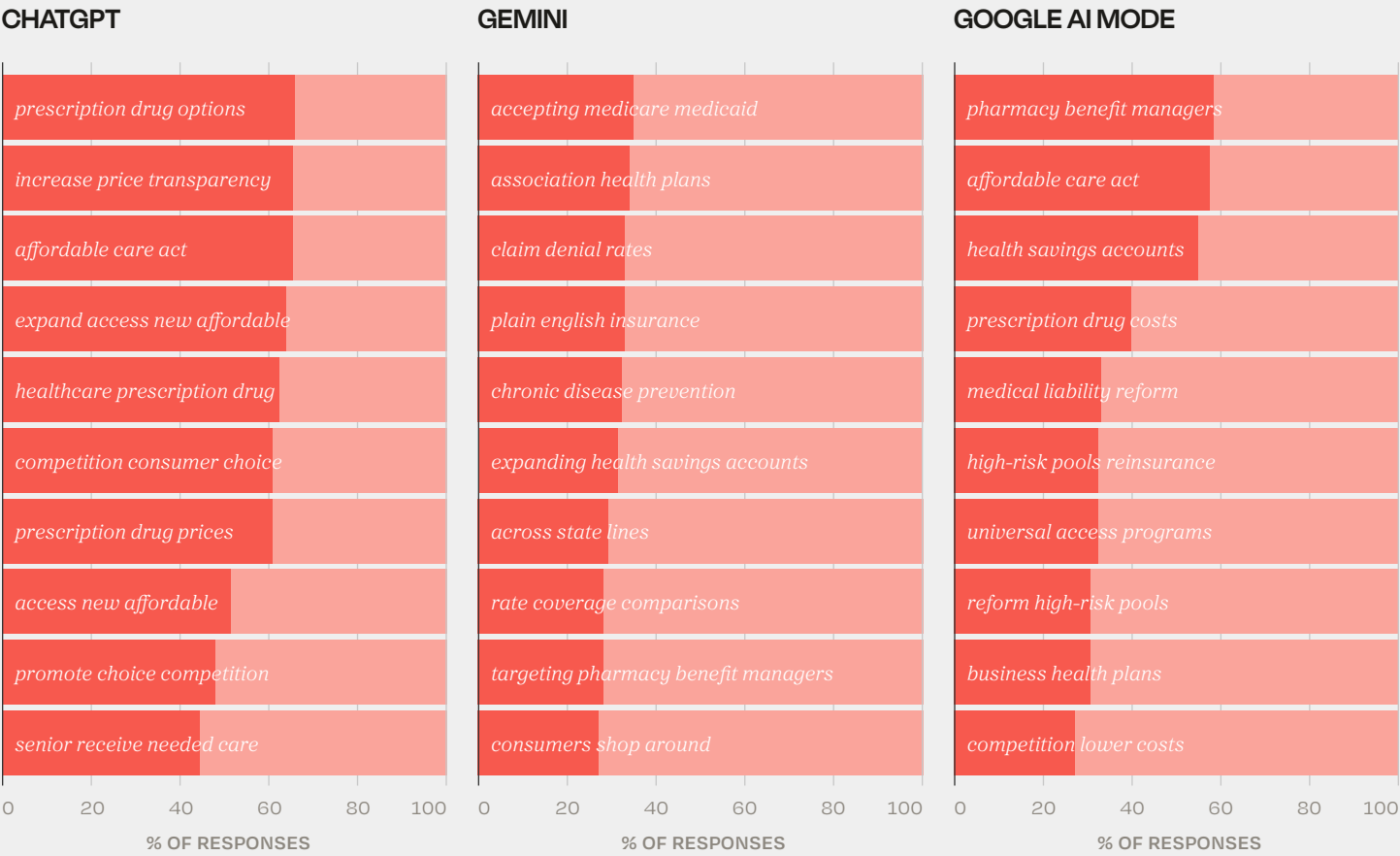


Message discipline varies by issue, and neither party has a monopoly on it. On immigration, for example, Republican answers again cluster around a clear frame: enforcement, deportation and border security. On health care, the Democratic story is more consistent, with prescription-drug prices, the Affordable Care Act and Medicare negotiation reinforcing the same affordability argument.

On healthcare, the advantage flips to Democrats

Republican

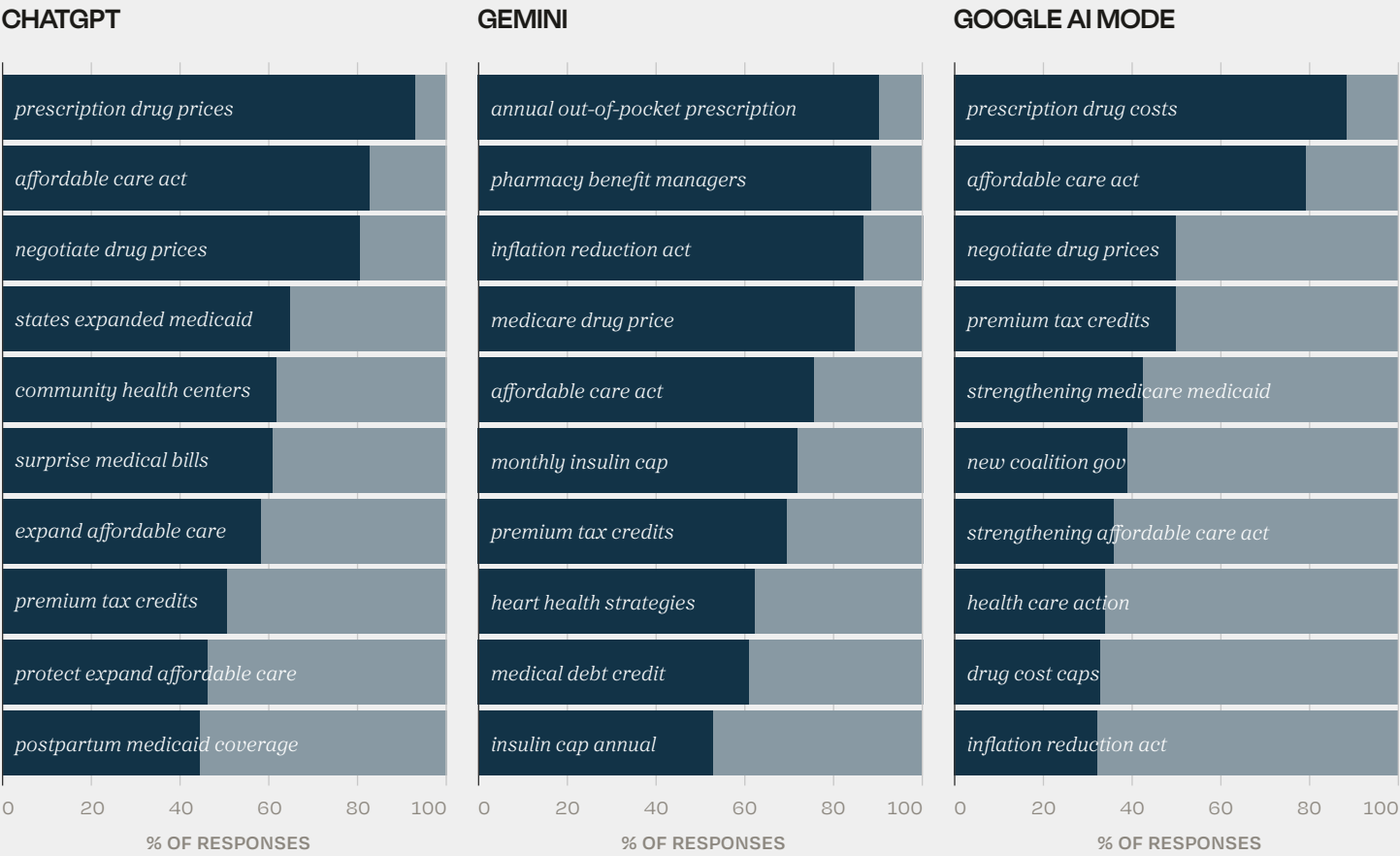
Percent of tested answers that mentioned each term. One answer could mention more than one term.



The message-discipline pattern shifts by issue. On health care, Democratic platform descriptions appear more concentrated around prescription-drug prices, the ACA, Medicare negotiation and affordability.

Democrat

Percent of tested answers that mentioned each term. One answer could mention more than one term.



What this means for campaigns

Answer engines reward message discipline. When a party frames an issue consistently across campaign content, official records and media coverage, models are more likely to reproduce it coherently. When publicly available material is sparse or sends mixed signals, answer engines are more likely to present a campaign's message more diffusely or sidestep it altogether.

The same issue plays out at the individual campaign level. That makes AI answers a useful diagnostic for campaigns. If the response sounds scattered, the model may be reflecting deeper communications problems: the lack of a consistent message, the lack of a sufficient paper trail supporting that message—or both.

How to start



Begin with a simple question: *What does AI think we stand for?*

If the answer changes across models, the campaign may have a messaging gap, a source gap or too little consistent language online.



ChatGPT and Google are the priority battlegrounds

Voters are entering AI-powered political research through two main doors: direct conversations with ChatGPT and answers generated by Google searches. Campaigns need to understand how each one works.

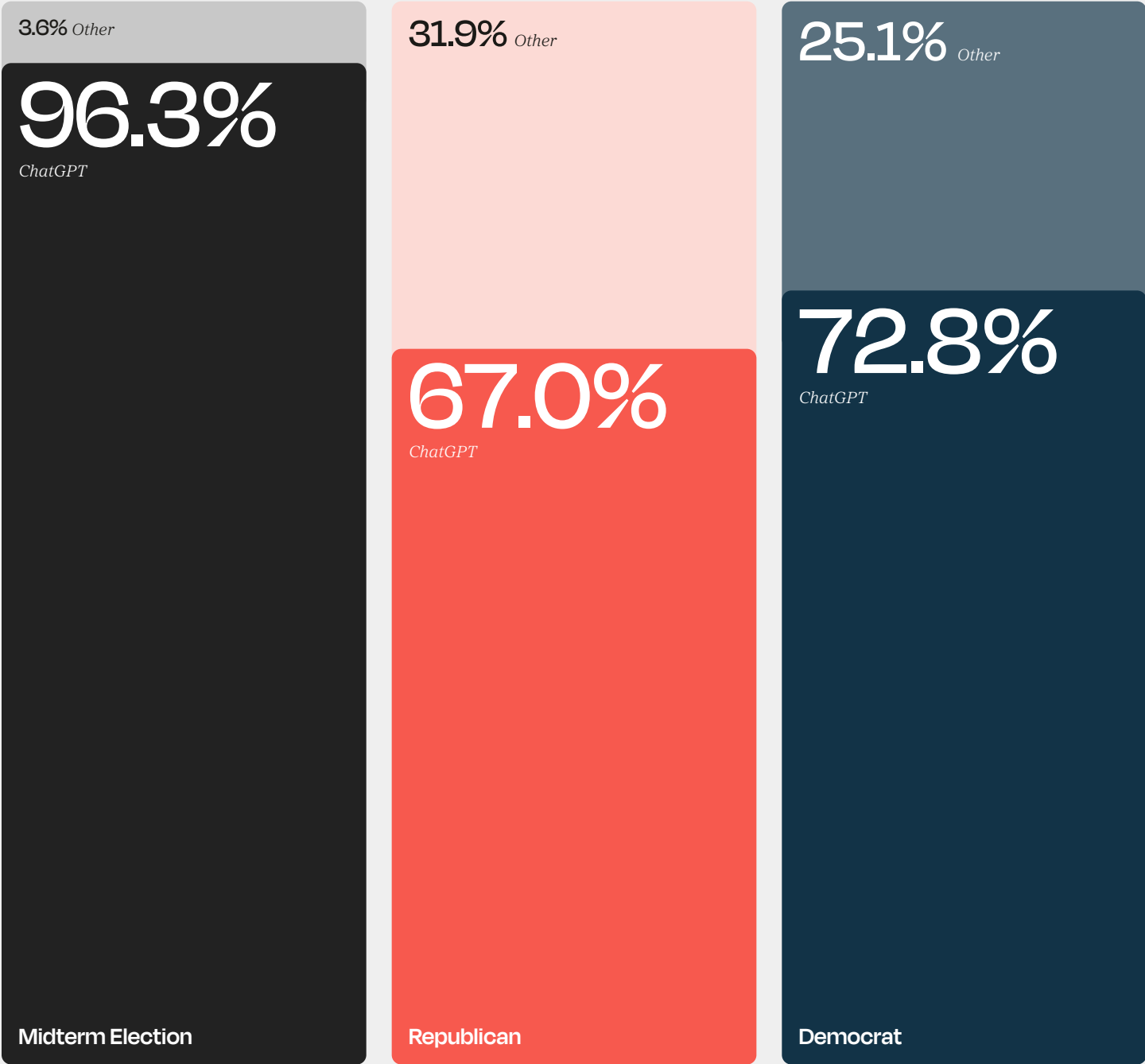
ChatGPT is the dominant chatbot across the political topics Orchestra and Evertune examined.

It accounts for 96.3% of observed prompt volume related to the midterm elections. Its share is also substantial for party-related research: 67% of prompts about Republicans and 72.6% of prompts about Democrats. For campaigns, that makes ChatGPT the primary chatbot environment to monitor.



ChatGPT dominates for political research

ChatGPT accounts for the largest share of observed prompt volume across the political topics Evertune examined, including 96.3% of midterm-election prompt volume.



% OF PROMPT VOLUMES

SOURCE: EVERTUNE, EVERPANEL

Evertune

The way people use ChatGPT also impacts the *nature of discovery*.

More than 80% of AI prompts are unique, reflecting research that unfolds through conversation rather than a fixed set of keywords. A voter may begin with a broad question, add personal context and follow a line of inquiry as new questions arise.

For example, they might first ask about a candidate’s economic plan, then follow up: “I’m a renter in Atlanta—what would that plan mean for my housing costs?”

Google occupies a different place in the voter journey, because its AI tools are appearing within a search behavior that is already deeply established. In a 2024 study from the Bipartisan Policy Center and Morning Consult³, a majority of voters said they used Google to find election information. Increasingly, AI Overviews and AI Mode deliver a generated answer directly within that familiar search experience.

³ Wren Orey, William T. Adler, Theo Menon, and Julianne Lempert, “Where Voters Look for Information Ahead of the 2024 Election,” *Bipartisan Policy Center*, October 31, 2024, <https://bipartisanpolicy.org/article/where-voters-look-for-information-ahead-of-the-2024-election/>.

What this means for campaigns

Audience behavior should guide where campaigns direct their attention.

ChatGPT shapes direct, conversational research. Google's AI tools influence what voters encounter within search, including how a candidate is described and which sources receive prominence before anyone clicks a result.

Success in one environment does not guarantee success in the other. A candidate may appear clearly and consistently in ChatGPT while receiving different framing or less favorable treatment in Google's generated answers. The top most-cited URLs reinforce that split: ChatGPT leans heavily on canonical party and platform documents, while Google's platforms pull more visibly from polling, issue research, news and video.

That's why each platform deserves its own focus. Combining both into a single "AI visibility" score can obscure differences and make it harder to identify where a campaign's information is failing to surface.

Taken together, the national findings show that *political AEO is shaped by the broader communications landscape.*



How to start



Campaigns need to measure performance model by model and decide where to focus their efforts accordingly.

01

Prioritize Google AI Overviews and AI Mode.

Track which searches generate AI answers, how those answers frame the candidate and which sources Google elevates.

02

Make ChatGPT the primary chatbot test environment.

Current measurement tools generally capture only the first response to a prompt, so campaigns cannot systematically monitor every possible exchange. They can, however, use structured manual testing to see how a candidate's story changes as follow-up questions become more specific.

The answers voters receive depend on how consistently parties and campaigns frame the issues, how each platform constructs its response and whether answer engines have enough clear, credible material to draw from.

The national URL data shows what answer engines retrieve at scale: party platforms, government pages, polling, civic explainers, news coverage and official political content. The Georgia Senate race brings that process into closer view. It shows how answer engines assemble a candidate narrative from individual pages—and how detailed, clearly organized information can make a candidate's work and positions easier to find, understand and repeat.

What the Georgia Senate race reveals about political AEO



Case Study:
AI in action



01

Structured official and campaign content creates a retrieval advantage

02

Local explanatory coverage lives on as reusable source material



The Georgia Senate race offers a window into *how answer engines build a picture of individual candidates.*

The Georgia Senate race brings together the same mix of sources common to others across the country: official government sites, campaign websites, local reporting and video coverage. No single contest can represent every election, but Georgia shows how the broader national patterns play out when voters ask about two specific candidates.

For the contest between Jon Ossoff and Mike Collins, Orchestra and Evertune examined how answer engines used the public information surrounding each candidate.

Our analysis found that content from official government and campaign websites supplied first-party evidence, while local

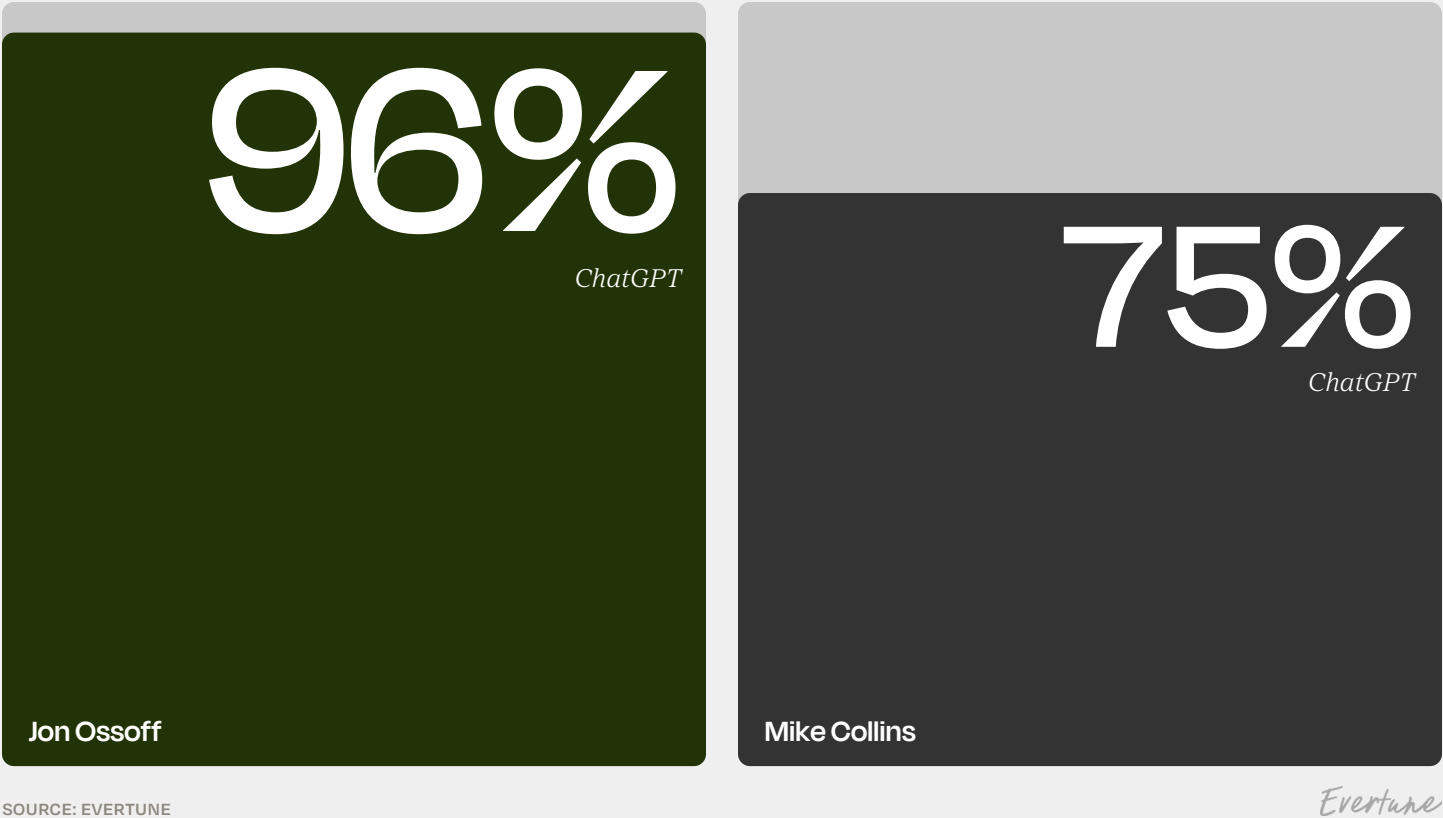
reporting added independent context and made broad national issues more specific to the race. Within Google, YouTube-hosted news coverage gave some of that reporting another route into generated answers.

The race also reflects the importance of measuring each answer engine according to how people use it.

ChatGPT accounted for 96% of estimated Ossoff-related prompt volume and 75% of Collins-related volume, making it the primary chatbot environment in our candidate-level analysis. Google AI Mode and AI Overviews remain critical because they appear within the search journey voters already rely on.

Most candidate-related prompts happen on ChatGPT

Share of estimated Ossoff- and Collins-related prompt volume on ChatGPT across the platforms analyzed.



Looking across those environments reveals how it's possible for candidates to gain an edge on their rivals.

Ossoff's congressional and campaign sites organize his history and accomplishments into clearly labeled pages with specific details—bill names, funding amounts, local recipients and results—giving answer engines more to retrieve and cite. The case study shows how this kind of

detailed, clearly labeled information can shape the story answer engines tell about a candidate.

The leading URLs in the citation data reveal how that advantage takes shape. Answer engines repeatedly return to Ossoff pages focused on health care, housing, affordability, immigration, local investment and his biography. Local news explainers add Georgia-specific context, connecting those issues to the race and the communities it affects.



Structured official and campaign content creates a retrieval advantage



One of the clearest findings from the Georgia data is that answer engines drew far more heavily from Ossoff's websites than from Collins's.

Jon Ossoff and Mike Collins both have official congressional sites, but answer engines drew on Ossoff's nearly eight times as often across our sample.

Ossoff's congressional site also appeared across all six AI models we tested, while Collins's was visible only in four.



While both candidates have official congressional sites, the two sites differ sharply in the depth and organization of the information they provide.

Ossoff’s congressional site presents information in highly structured standing resources. His *Five-Year Report*, for example, opens with a table of contents and breaks down his work into clearly labeled sections on health, housing, infrastructure, public safety and other priorities. Within those sections, legislation, funding and outcomes are separated into clear, specific entries. His “Delivering for Georgia” page uses an even more consistent format: county, recipient, dollar amount, intended use and funding program. That structure makes it easier to isolate a concrete answer to questions about what Ossoff has done on an issue or delivered to a particular community.

Collins’s congressional site contains concrete examples of his work, but the information isn’t structured in a way that makes it findable and usable for answer engines. His main issue pages often function as feeds of dated updates: The “Health” page, for example, moves from a brief introductory line into press releases about an opioid bill, mobile office hours and veterans legislation. More detailed pages do exist—the Laken Riley Act release clearly lists the bill’s two provisions, and a community-funding page identifies the recipient, requested amount and purpose of a water project—but those specifics tend to appear within individual announcements or service pages. The result is a

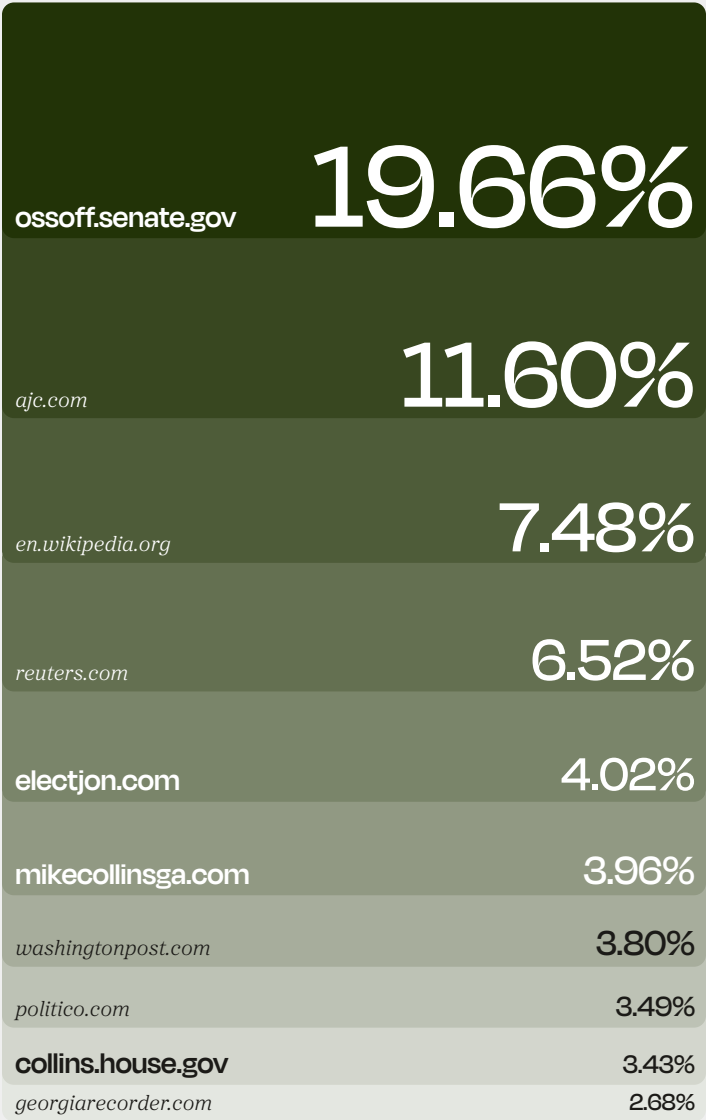
smaller, less uniformly structured set of issue-specific material for models to draw on when answering questions about Collins’s position and history.

The difference extends beyond how often each site appears. URL-level data shows that answer engines also draw from a much broader range of Ossoff pages. They cite 71 distinct pages from his site, including his *Five-Year Report* and pages on health care, housing, border security and local projects. Citations to Collins’s site draw from just nine pages, including materials on the Laken Riley Act, border-security announcements, a health issue page and his biography.

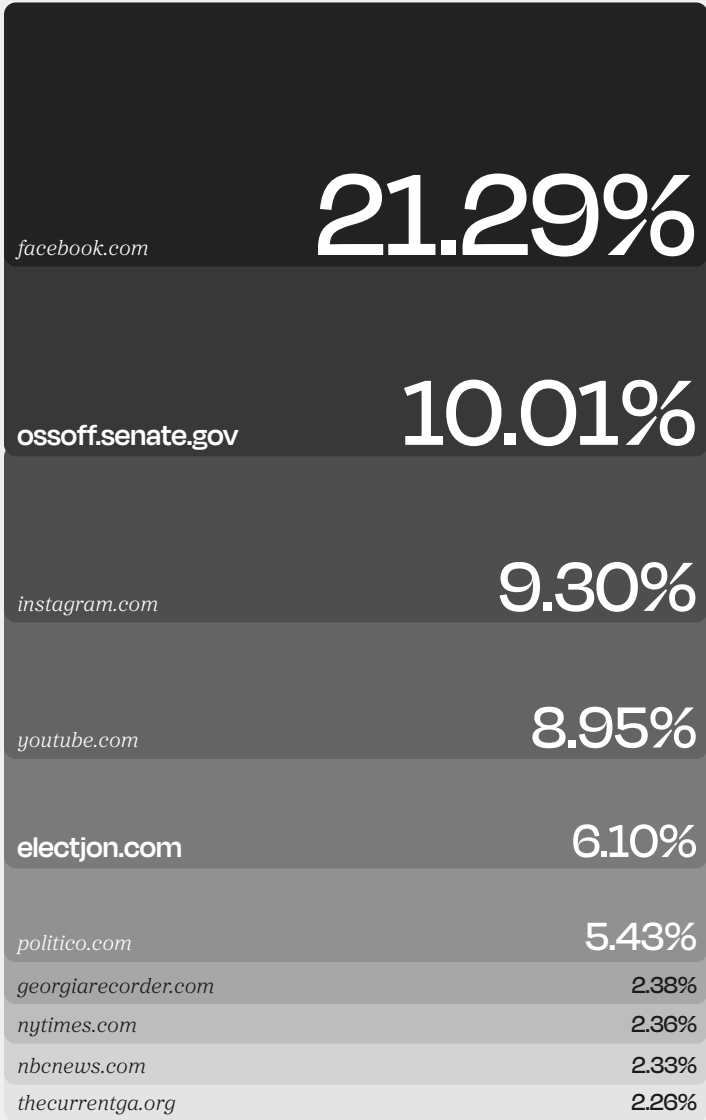
Ossoff’s official site leads

Across models, Ossoff’s Senate site appears as a top source more consistently than Collins’s House site, while The Atlanta Journal-Constitution and other news sources also appear repeatedly. The pattern shows how first-party information and independent reporting both shape candidate answers.

CHATGPT



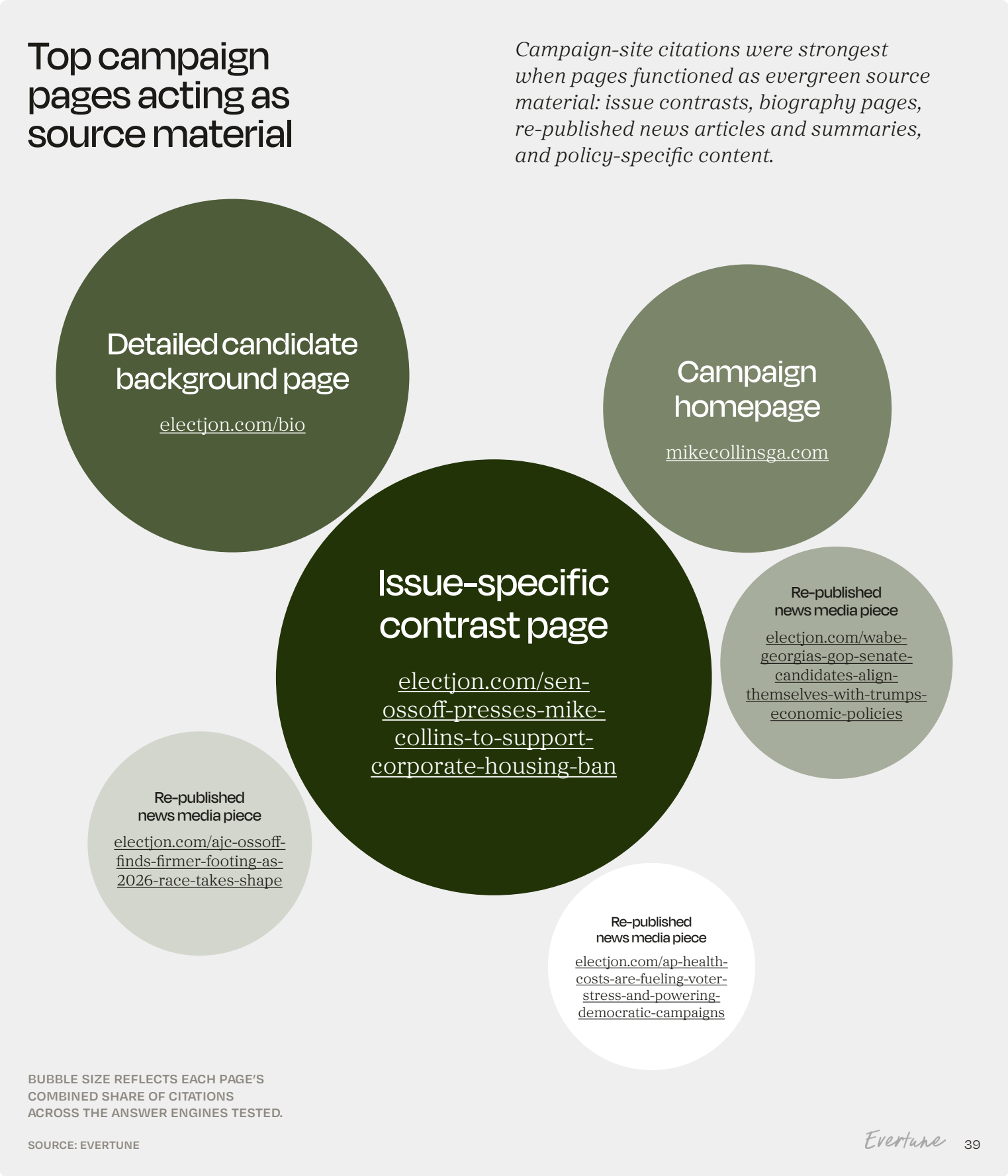
GOOGLE AI MODE



The campaign websites show a similar pattern.

The same disparity appears on the campaign websites. ElectJon.com received a greater share of citations than MikeCollinsGA.com on ChatGPT, Google AI Mode and Google AI Overview. Its strongest pages gave answer engines specific material to work with, including a page urging Collins to support a corporate housing ban, a detailed candidate biography and campaign-hosted versions of news coverage on several major issues. The housing-ban page alone appeared across five models and was cited most heavily by Google's two answer products.

MikeCollinsGA.com also surfaced in the URL-level data through its homepage, "About" page and press releases. But fewer campaign pages were cited, and those pages generally offered less issue-specific detail. The lesson is straightforward: campaign websites can shape generated answers when they provide evergreen, focused pages that directly address the issues answer engines are being asked to explain.



What this means for campaigns

Having an official website alone does not ensure that a candidate’s position and accomplishments will surface. Answer engines need content they can understand, classify and connect to a specific question. A .gov website organized around issues and supported by concrete evidence gives them more material to work with.

Depth and structure are the winning recipe here: answer engines cited dozens of Ossoff official pages and far fewer Collins official pages because Ossoff offered more content to cite and organized it more clearly.

Campaign websites face the same test. Donation and volunteer tools serve essential campaign functions, but they provide little help when a voter asks an answer engine about the candidate’s record or position on an issue. Those questions require clear explanations and supporting evidence.

Candidates with thinner official archives, such as those new to politics, may face an additional challenge. When fewer issue-specific reports and accomplishment pages already exist, the campaign website and other public-facing content need to carry more of the informational burden.

The Georgia data suggests that authority provides a strong foundation. Structured, issue-specific evidence makes that authority easier for answer engines to use.

How to start



- 01

Treat official sites as answer-engine infrastructure.
Organize information about the candidate by issue and outcome. Create plain-language pages that explain what happened and who benefited.
- 02

Make local impact easy to retrieve.
Name the program, legislation or initiative. Include relevant funding amounts and connect each action to a community or concrete result.
- 03

Publish evergreen issue pages.
Answer engines need pages that explain in a highly structured way where the candidate stands, what the policy does and how it affects voters. Treat priority issues as standing source pages that can be updated over time.
- 04

Turn the campaign website into a source of record.
Give positions, accomplishments and contrasts stable places to live. Document endorsements and outside validation with enough context for answer engines to understand their significance.
- 05

Build for substance as well as conversion.
Preserve clear paths for donations and volunteers while giving models enough material to explain the candidate accurately.



Source: Magnific

Local explanatory coverage lives on as reusable source material

Another major finding from the Georgia analysis is that a local story can keep shaping how answer engines explain a race long after the news cycle moves on.



The Atlanta Journal-Constitution is the strongest example in the data.

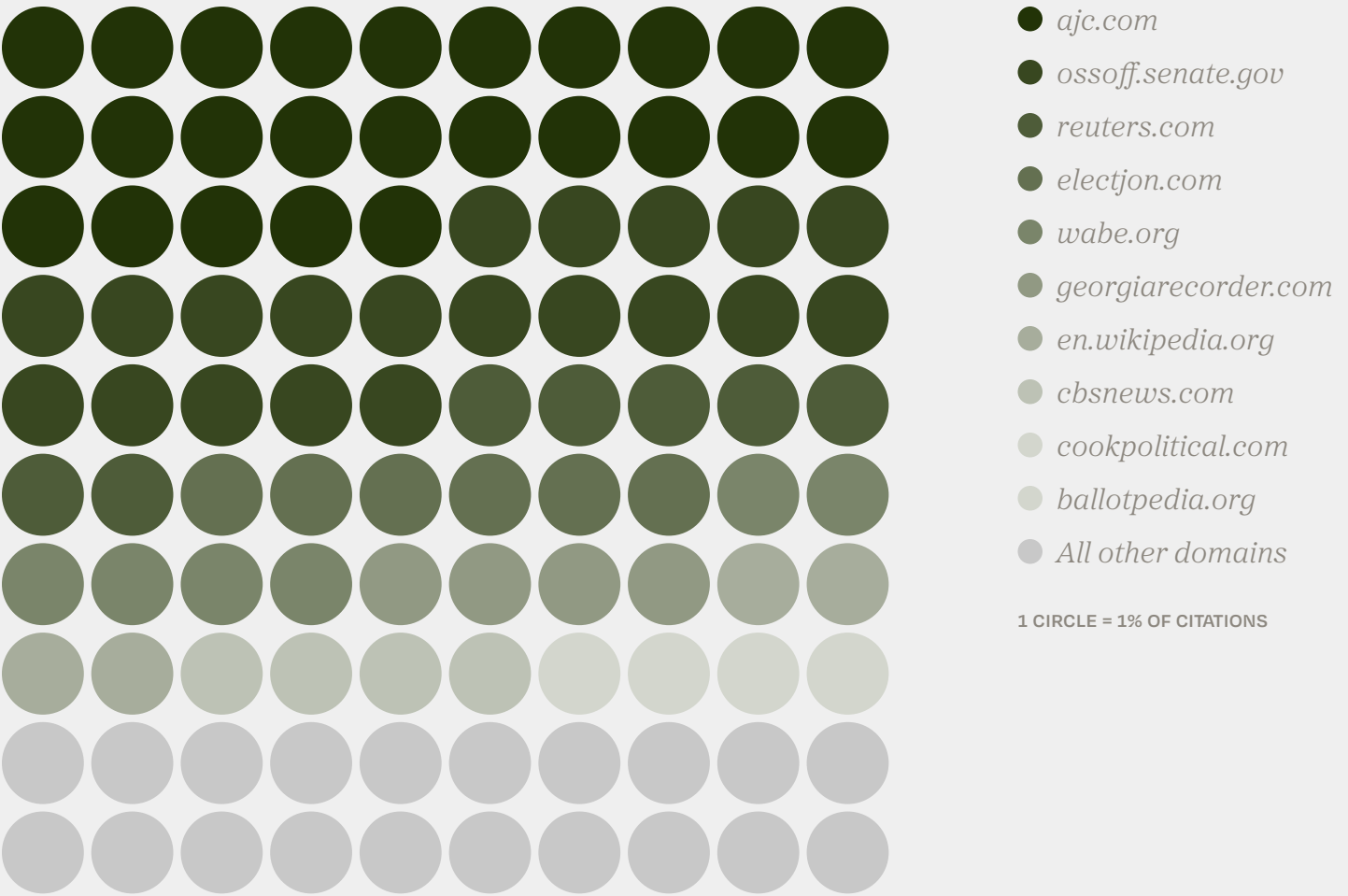
The Atlanta Journal-Constitution ranks near the top of the overall source results across several models, including second on ChatGPT, Copilot and Gemini.

Its presence grows even stronger around specific issues. For cost-of-living and affordability prompts, AJC accounted for 25.1% of all citations in the ChatGPT responses tested—more than any other domain.

AJC and Ossoff's Senate site lead on cost-of-living questions

On cost-of-living prompts, The Atlanta Journal-Constitution is ChatGPT's most-cited source, followed by Ossoff's Senate site. The results show the role both local reporting and detailed official content can play in shaping AI answers.

CHATGPT





A closer look at the individual AJC URLs shows why the outlet is so influential.

The AJC pages cited most often are evergreen explanatory articles, not news articles focused on a point in time. These pages include candidate hubs for Mike Collins and Jon Ossoff, along with stories that explain the race through competing economic agendas, health subsidies, health care costs, housing and the candidates' positioning. Together, they give answer engines useful local context: who the candidates are, which issues are shaping the contest and how national policy debates are playing out in Georgia.

Google's use of YouTube extends the same pattern. Social sources account for a large share of citations in Google AI Mode and Google AI Overview, with YouTube

playing an especially prominent role. But in practice, many of the most-cited YouTube channels are news organizations rather than campaign or creator accounts.

Associated Press, 11Alive and WSB-TV appear among the leading channels in Google AI Mode. FOX 5 Atlanta and Atlanta News First surface in Google AI Overview, with other Georgia broadcasters appearing across the models.

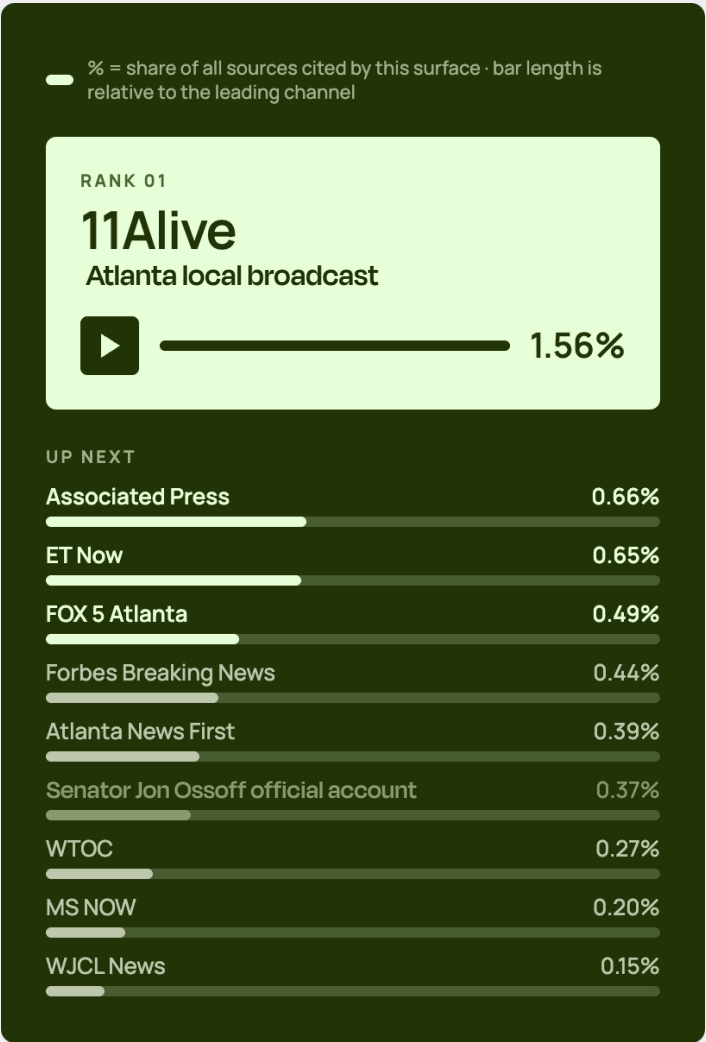
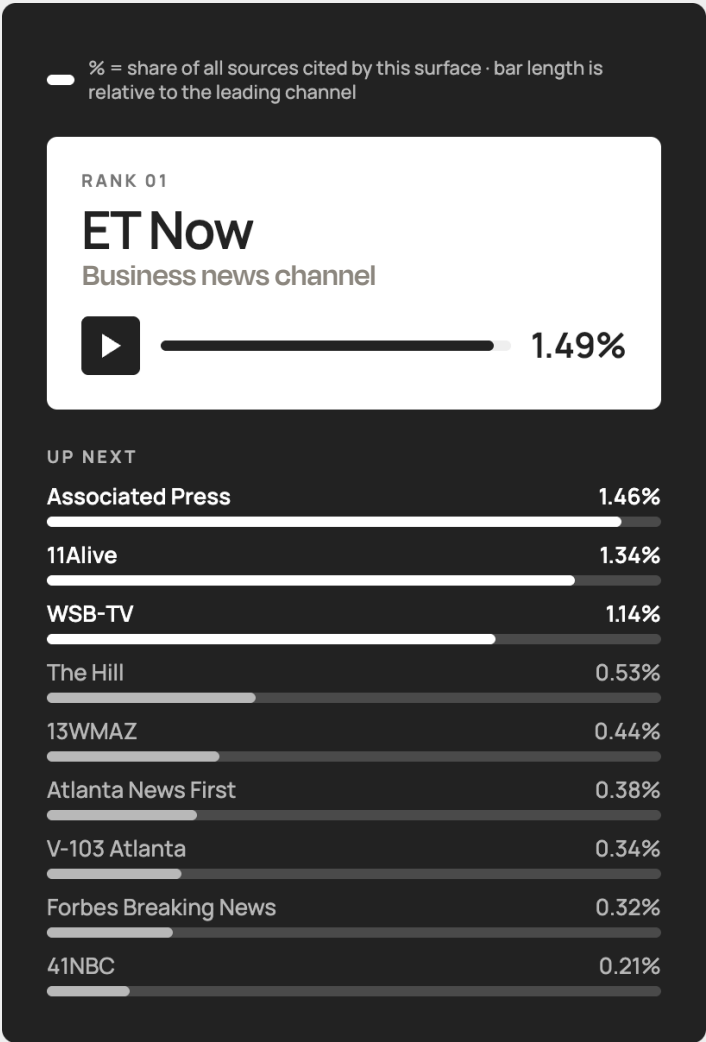
In this setting, YouTube gives news clips a searchable life beyond the original broadcast. A local television segment can remain available to Google's answer tools and later help explain a candidate or issue to someone who never saw it when it aired.

YouTube gives news coverage another path into AI answers

The most-cited YouTube channels are largely news organizations, showing how the platform gives broadcast and other news coverage another route into Google's generated answers.

GOOGLE AI MODE

GOOGLE AI OVERVIEW



What this means for campaigns

Campaigns often evaluate media hits within the window of a single news cycle. They look at whether a story ran, who saw it and how it affected the day’s conversation.

Answer engines can extend the value of those stories, especially if they have a strong explanatory angle. A local news article or broadcast segment may later help a model describe the race to someone who never encountered the original story. That gives explanatory news stories a continuing role within the source environment surrounding a candidate.

The Georgia data shows how local reporting can keep working after the immediate news cycle ends. Coverage that clearly explains the candidate, the issue contrast or the local stakes can continue shaping how answer engines understand and describe the race.

How to start



- 01

Aim for stories with longer shelf life.
For answer engines, the highest-value news coverage is not only the latest story or sound bite that can go viral. It is the story that explains the candidate, the issue contrast or the local stakes clearly enough to remain useful later.
- 02

Prioritize coverage that explains the issue.
Help reporters connect a policy debate to its local impact and a concrete outcome.
- 03

Treat broadcast as part of the AEO ecosystem.
Full television segments can remain accessible through YouTube and station websites long after they air.
- 04

Consider what remains available online.
Complete articles, detailed video descriptions and transcripts give answer engines more material to retrieve than short clips with little surrounding context.
- 05

Reinforce the language already shaping the story.
When news coverage consistently uses a term or frame, reflect that language where accurate so campaign content and independent reporting point to the same clear narrative.
- 06

Connect news coverage to deeper owned content.
When a strong story runs, support it with an issue page that provides additional evidence and reinforces the same account.

A campaign's checklist in the age of AI



Key takeaways



Campaigns already produce much of the material answer engines use to explain a race: issue positions, official records, reporting and local proof points. Political AEO can help amplify that content through a set of deliberate tactics that make it easier for answer engines to find a campaign's case and present it clearly. →

A campaign's checklist in the age of AI



Develop a consistent narrative



Choose the issue the candidate wants to own and define the argument clearly. Support it with a focused set of facts that can appear consistently across campaign content, official records and media coverage.

Build content around the questions audiences ask



Political research often begins with a problem, such as health care costs or immigration, rather than a candidate's name. Create pages that answer those questions directly and connect the issue to the candidate's position or record.

Turn websites into source material, not just donation tools



Donation and volunteer pathways still matter, but answer engines need substance: issue pages, FAQs, candidate Q&As, local-impact explainers, endorsement pages and stable source-of-record pages that can be updated over time.

Make content from official sites easy to retrieve



For incumbents and officeholders, official sites should function as credible answer-engine source material. Organize accomplishments by issue and outcome, name the legislation or program, include relevant funding amounts and connect actions to specific communities or results.

Make news coverage work harder



Prioritize reporting that explains the issue in enough depth to remain useful after the immediate news cycle. Consider the full digital footprint of a story, including whether local broadcast coverage remains accessible through YouTube or a news outlet's website.

Plan separately for ChatGPT and Google



Test how a candidate's story develops through direct questions and follow-ups in ChatGPT. Across Google AI Overviews and AI Mode, monitor which searches produce generated answers, how the candidate is framed and which sources receive prominence.

Measure the story



Track visibility and citation share, then look closely at what the answers actually say. Identify which facts survive, which sources shape the explanation and whether the campaign's intended narrative comes through.

Campaigns have always worked to make their message memorable.

Now they also need to build a body of public information that answer engines can retrieve, verify and explain.



Orchestra

Evertune