



Hello.
I'm Ryan.

Influencing AI

When AI explains your organization, does it get it right?

And what to do when it gets it wrong.

AI is not a database

AI matches patterns of plausibility

not necessarily patterns of truth

- Cloudflare, June 2026

**AI agents generated
57% of all website traffic.**

yahoo!

83% of Users Prefer AI Search Over Traditional Google Searches

Users specifically cite faster delivery, more direct responses,
and no sponsored content clutter.

So, who is your **website's**
true audience?

Moving forward it's

Agents

(And some humans, after they have completed the research phase)

Your communities are asking AI questions.

“Are there low-interest government loan funds or gap financing for small manufacturers in my county?”

“Who is coordinating the regional broadband middle-mile deployment map across rural Henderson county?”

“What are the estimated housing shortage and workforce affordability figures for the Tri-county area?”

You should be authoritative for those answers.

Who here has asked AI about your organization?

What does AI say you do? Who does it say you help?
Does it get your team/board right? Is your contact information correct?
Do you show in the results at all?

To be relevant to your online audience AI needs an accurate understanding of your organization.

The problem is content.

Let me show you how to fix it.

To explain, imagine asking an LLM in 2025:

“Describe what an RDO does.”

“RDOs leverage synergistic, cross-sector partnerships to operationalize future-forward ecosystems that catalyze equitable regional prosperity through transformational stakeholder engagement, collaborative capacity-building, and strategically aligned, community-centered innovation.”

WOW! That sounds impressive!

AI, How do you think you did?



“Synergy has never
sounded synergier!”

- Gemini



“Your stakeholders
feel transformed!”

- Perplexity



“Finally, words that kinda
mean business!”

- Claude



**“I have no idea if an RDO can
help with my town’s
transportation infrastructure”.**

- Town in your district



More words $\neq$ More value

More pages $\neq$ More experience

Confident language $\neq$ Accurate Information

But wasn't AI going to be the solution to your content calendar?
Isn't content KING?!



Content was king.
(killed by AI slop)

Maybe, more accurately...

The content volume advantage is dead.

The king is now **quality** content.



To influence how AI understands your organization, you need:

- 1) Quality content.**
 - 2) External trust indicators.**
 - 3) The right tech.**
- Credible public story.**

1

From AI's Perspective, What is quality content?

Quality content should answer:

Who are we?

What do we actually do?

Who do we help?

Where do we help?

What requirements or limits apply?

What is currently available?

What supports our claims?

What should someone do next?

Quality content should also:

- Start with their need—not your program name.
- Use plain language; explain acronyms and avoid jargon.
- Give the answer first; put supporting detail afterward.
- Be specific about your role, service area, and limitations.
- Make it easy to scan with clear headings and short sections.
- End with a clear next step and the right contact.

“Our Community Development Division facilitates infrastructure-related technical assistance.”

“Does your town need help planning a water project? Our team can help you understand the planning and funding-application process. We provide technical assistance—we do not award the funding. Contact our community development team to discuss your project.”

AI Retrieval algorithms choose sources based on how much **UNIQUE** data or **INSIGHT** they extract. If content is rehashes of existing definitions, AI will summarize it, without quoting it.

This is what generates citations.

But its more than the words themselves
Your Content needs to be trusted.

Google's EEAT Guidelines

Experience

Have you actually done the work?

Authoritativeness

Are you recognized as a relevant source?

Expertise

Does the person explaining it know the subject?

Trustworthiness

Can someone rely on the information?

This is why good PR is cornerstone to a successful digital presence.

**If AI's description of your
organization is inaccurate,
you need quality, trustworthy content.**

Rather than writing content with AI – try writing it for AI.

2

How does your website's technology
help AI's understanding of who you are?

Optimizing for machine-readability

robots.txt / llms.txt

```
User-agent: *  
Disallow: /wp-json/  
Disallow: /?rest_route=
```

```
Sitemap: https://example.com/sitemap_index.xml  
Sitemap: https://example.com/llms.txt
```

Schema Markup

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Report",
      "@id": "https://example.gov/reports/tech-infrastructure-2026#report",
      "headline": "Regional Tech Infrastructure and Data Hub Readiness Study",
      "description": "An economic analysis of high-performance computing and data clus
    "author": {
      "name": "Jane Doe",
      "jobTitle": "Director of Regional Economic Research"
    },
    "publisher": {
      "@type": ["GovernmentOrganization", "NGO"],
      "name": "Mid-Atlantic Regional Development Commission",
      "alternateName": "MARDC",
      "url": "https://example.gov",
      "logo": "https://example.gov/assets/logo.png",
      "description": "A public regional development organization fostering cross-county e
      "areaServed": {
        "@type": "AdministrativeArea",
        "name": "Mid-Atlantic Region",
        "sameAs": "https://en.wikipedia.org/wiki/Mid-Atlantic_(United_States)"
      },
      "knowsAbout": [
        "Economic Development",
```

FAQs

Q: Does the RDO provide direct grants to private businesses?

A: Most state and federal grants are restricted to local governments, non-profits, and educational institutions. However, we offer gap-financing options for private businesses, including our Revolving Loan Fund (RLF) and technical assistance for federal loan applications.

Q: How can local municipalities apply for project funding through the RDO?

A: Member jurisdictions can submit letters of intent during our bi-annual funding cycles. Our staff assists with grant writing, benefit-cost analyses, and environmental reviews to align proposals with federal/state funding priorities.

Q: What criteria determine project eligibility for regional funding support?

A: Projects are evaluated on job creation or retention, private capital investment leverage, multi-jurisdictional impact, and alignment with the region's current strategic priorities.

Markdown

(Shadow Site)

title: "Website Accessibility for RDOs: A Practical ADA Guide"

canonicalUrl: "https://beckdigital.com/insights/website-accessibility-for-rdos/"

excerpt: "Website accessibility takes coordination—not just code changes. This practical guide helps you evaluate vendor accessibility reports, prioritize corrections, and build an ongoing process. It also outlines clear next steps."

metaDescription: "Help your RDO improve website accessibility with practical steps, testing, and training your web team."

datePublished: "2026-10-18T09:04:02-05:00"

dateModified: "2026-10-18T09:11:24-05:00"

Website Accessibility for RDOs: A Practical Guide for Your Team

Your website connects people to regional plans, public meetings, funding opportunities, and more. To ensure people with disabilities can use those resources—not simply open the homepage.

For regional development organizations, the work extends beyond web development. Staff, procurement teams select platforms, and leadership assigns resources. An effective accessibility strategy involves many roles.

This guide gives your team a practical starting point: what to review, which tools can help, and how to involve your leadership, content authors, program staff, and web team.

The goal is access**: people should be able to find information, understand it, and complete tasks.

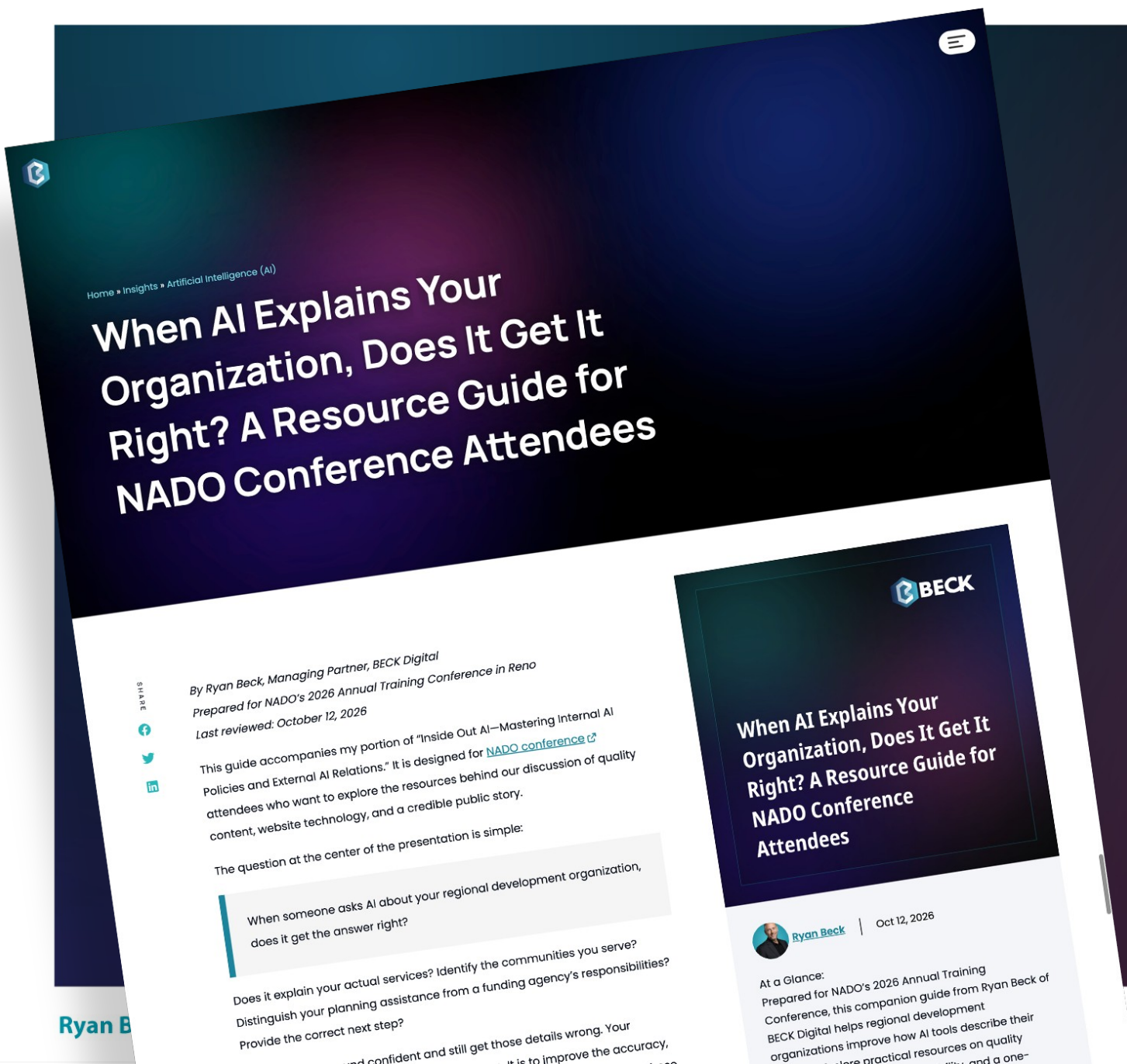
You need to control your AI narrative.

Moving forward, your website will operate as **the authoritative data layer—the definitive record** that every AI agent trusts to make decisions on behalf of your audience.

Is your website optimized for AI?

Conduct an audit of your website's code.

Links to the resources
we discussed today:



Thank you!

Up next: Sarah Broberg with Formation PR & Brand