

ENTITY AUTHORITY

How to Become the Expert AI Names in Your Field

By Scott Tischler · September 12, 2026 · 9 min read

Ask any AI assistant "who's the expert on [your field]?" and it will name someone. Not a company — a person. That name wasn't assigned at random, and it isn't fixed. Understanding how the model arrives at it is how you make it yours.

I want to be honest up front about what this is and isn't. There's no button that makes an AI call you the expert, no trick that fast-forwards it. What there is, is a set of signals the model reads to decide who counts as an authority — and those signals are buildable, deliberately, over time. This is the mechanism as I understand it from watching how these systems answer, and the practical work that follows from it.

What "the expert" means to a model

When an AI names an expert, it's answering a narrower question than it sounds: *who does the evidence say is a recognized authority on this specific topic?* It's not measuring who's smartest or most credentialed in some absolute sense. It's measuring who shows up, consistently and credibly, associated with the topic across the sources it trusts.

That reframing matters, because it means expertise-in-the-model's-eyes is about legibility and association, not just competence. There are brilliant people in every field the AI has never heard of, because they never became *legible* as the authority on anything specific. And there are people the AI names constantly who are good but not singular — they simply built the signals. The gap between those two groups is the entire opportunity.

The signals that make AI name a person

From close observation, a handful of things drive whether a model treats a specific person as the expert on a topic:

- **Topic association, repeated.** Your name appears next to the topic, again and again, across many pieces of content. The model has seen "you + this subject" so many times that the two are linked in its representation of the field. This is the foundation — one article doesn't do it; a sustained body of work does.
- **A consistent, verifiable identity.** The same name, title, and affiliation everywhere — so all those topic associations attach to one clear entity instead of scattering. Fragmented identity dilutes everything else you build.
- **Third-party corroboration.** Other credible sources naming you in connection with the topic — quotes, references, roundups, mentions. This is what separates "claims to be an expert" from "is treated as one," because the model weighs what others say about you far more than what you say about yourself.
- **A distinctive point of view.** Experts who get named tend to have a recognizable stance — a way of framing the field that's theirs. Generic restatement of consensus doesn't create a memorable association; a clear, defensible position does.
- **Reference-grade presence.** Appearing in the sources models lean on as trust backbones — the authoritative, structured, widely-cited corners of the web for your field. Hard to earn, disproportionately valuable.

Notice that only some of this is on your own website. Most of it is off-site and earned. That's not a bug — it's the whole point. The model trusts distributed, corroborated association precisely because you can't manufacture it single-handedly.

The path, honestly sequenced

If I were starting from little recognition and wanted to become the named expert, here's the order I'd actually work in:

First, pick the specific thing you'll be the expert on. Not your whole industry — a specific, ownable slice of it. "Marketing" is unwinnable; a sharp sub-topic where you can genuinely be the best-known voice is winnable. Narrow enough to dominate, real enough to matter. You can always widen later; you can't start wide.

Second, make your identity unmistakable. One canonical identity page, the same name and affiliation everywhere, structured so a machine reads it cleanly. This is the anchor every future signal attaches to. Skip it and your growing authority scatters across a fuzzy entity.

Third, build the body of work. Publish consistently on your chosen topic, in your own voice, with a real point of view. This is the repeated association being built, piece by piece. It's slow and it

compounds — the tenth piece lands harder than the first because the pattern is now visible.

Fourth, earn the corroboration. This is the hard, decisive part. Get named by others: contribute to publications, answer reporter queries, go on podcasts, get quoted, show up where your field's conversation happens. Every credible third party who associates you with the topic moves you from self-declared to recognized.

Fifth, sustain it. Recognition isn't won once. The named expert is usually the one who kept showing up while others stopped. Consistency over years is itself a signal — and it's the one most people can't sustain, which is exactly why it works.

The honest timeline and the honest line

Two honesty notes. First, timeline: this is a compounding process measured in months and years, not days. Anyone promising to make you "the AI-recognized expert" overnight is selling something that doesn't exist. The upside is that because it compounds, early consistent effort pays off disproportionately later — and most people quit before the compounding kicks in, which leaves the position open for those who don't.

Second, the line: earn it, don't fake it. Fabricated credentials, bought mentions, and manufactured consensus are detectable and corrosive — and they attach fraud to your name, which is the opposite of what you're building. The entire value of being the named expert is that it's real. Build the actual body of work, earn the actual corroboration, hold the actual point of view.

The name the AI gives when someone asks who the expert is will belong to somebody. It might as well be the person who understood how it's chosen and did the patient, honest work to earn it. Pick your slice, make yourself legible, build the work, earn the mentions, and keep going.

Key takeaways

- ♦ When AI names 'the expert,' it's answering who the evidence shows is a recognized authority on a specific topic — a buildable position, not a fixed one.
- ♦ Expertise in a model's eyes is about legibility and repeated association, not just competence — brilliant but illegible people never get named.
- ♦ The signals: repeated topic association, a consistent verifiable identity, third-party corroboration, a distinctive point of view, and reference-grade presence.
- ♦ Most of what makes you the named expert is earned off your own site — the model trusts distributed corroboration you can't manufacture alone.

- ♦ Sequence it: pick a specific ownable slice, make your identity unmistakable, build the body of work, earn corroboration, then sustain it for years.
- ♦ It compounds over months and years and can't be faked — early consistent effort pays off disproportionately, and most people quit before it does.

Frequently asked questions

How does AI decide who to name as the expert in a field?

It's effectively answering 'who does the evidence show is a recognized authority on this specific topic?' — measuring who shows up consistently and credibly associated with the topic across trusted sources, not who is most credentialed in the abstract. Repeated association, consistent identity, and third-party corroboration are what make a model treat a specific person as the expert.

Can I become the AI-named expert quickly?

No — it's a compounding process measured in months and years, not days. Anyone promising overnight 'AI-recognized expert' status is selling something that doesn't exist. The upside is that because it compounds, consistent early effort pays off disproportionately later, and most people quit before that kicks in — which leaves the position open for those who persist.

What's the single most important first step?

Pick the specific, ownable slice of your field you'll be known for — narrow enough to dominate, real enough to matter. 'Marketing' is unwinnable; a sharp sub-topic where you can be the best-known voice is winnable. Then make your identity unmistakable so every signal you build attaches to one clear entity.

About the author. Scott Tischler is the Founder & Chairman of Alrecommend.ai and a practitioner-authority on AI search and Answer Engine Optimization. With 20+ years in marketing technology — including American Express, MetLife, and UBS — and executive and professional study at Wharton, Harvard, and Oxford, he helps businesses become the ones AI recommends.