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AI VISIBILITY

Sample Sales Audit & Recommendation

A simplified AEO/GEO business case for the sales conversation

Sample type	Client profile	Status
Public, de-identified	Regional specialty retailer	Illustrative and confidential-safe

BOTTOM LINE: The prospect already has a credible foundation. The opportunity is to expand discovery beyond people who already know the business and become easier for search engines and AI assistants to understand, cite and recommend.

This companion report converts the detailed audit into plain-language sales positioning. All identifying details and client-specific metrics have been removed or generalized.

Prepared by Brandify.io

Sales Audit: Why This Campaign Makes Sense

THE SIMPLE ANSWER: The prospect is already visible when buyers know the company or search very specifically. A focused AEO/GEO campaign can help new buyers discover the business earlier, while they are comparing options or asking search and AI tools what to choose.

- They already have something worth promoting: real products, services, expertise and customer proof.
- They already rank for valuable regional searches, so the program builds on existing relevance.
- Most visibility is brand-led, leaving a meaningful new-customer discovery opportunity.
- Larger comparison and near-me searches remain open.
- The gaps are clear and fixable: page structure, answer content, entity clarity and schema.
- The competitive position is credible enough to justify investment.
- A small increase in qualified inquiries can create meaningful commercial value.

Opportunity at a Glance

Current strength	Missed opportunity	Recommended response
Existing regional visibility	Discovery is still heavily brand-led	Strengthen non-branded category and comparison visibility
Real expertise and proof	Key facts are difficult for AI systems to interpret	Package facts through direct answers, entities and schema
Functional inquiry paths	Priority pages do not persuade consistently	Add clearer proof, decision guidance and calls to action

CLIENT-FACING POSITIONING: You already have a strong foundation. The missed opportunity is that much of your visibility comes from people who already know you. This program builds the content, structure and authority signals that help new buyers - and the AI tools guiding them - discover and recommend your business.

Recommended Package

RECOMMENDATION: A growth-level AEO/GEO program is appropriate when the opportunity includes several priority categories, multiple entity or location relationships, technical implementation and ongoing authority development. A minimal entry package would not provide enough scope to address these elements together.

Core Deliverables

Workstream	What it includes	Why it matters
Priority pages	Direct answers, comparisons, FAQs and on-page optimization.	Creates stronger landing pages for non-branded and AI discovery.
Entity clarity	Organization, service-area and location relationships.	Improves confidence in business facts and relevance.
Structured data	Appropriate organization, service, product, offer and item-list markup.	Makes commercial facts easier for crawlers to interpret.
Buyer content	High-intent selection and comparison guidance.	Reaches buyers before they have chosen a provider.
Authority	Relevant reviews, mentions, citations and expert contributions.	Strengthens trust and third-party corroboration.
Measurement	AI mentions, citations, non-branded search and qualified actions.	Connects the program to business outcomes.

What Sales Should Emphasize

- The program improves existing assets before creating large volumes of new content.
- The strategy connects technical work, buyer education, authority and measurement.
- Success is evaluated through both visibility and qualified business actions.
- Recommendations are based on the prospect's current competitive position, not a generic checklist.

90-Day Campaign Roadmap

First 30 Days

- Baseline a focused set of buyer prompts across major AI and search platforms.
- Correct homepage positioning, metadata and heading structure.
- Upgrade the highest-priority commercial pages.
- Implement and validate the most important entity and structured-data improvements.
- Verify core business facts and major third-party profiles.

Days 31-60

- Launch an authoritative regional buying or decision hub.
- Publish high-intent comparisons and selection guides.
- Strengthen location and proof pages.
- Add staff expertise, process detail, service evidence and review proof.

Days 61-90

- Earn relevant regional and industry citations.
- Publish useful visual or video content with transcripts.
- Add regional content only where real proof exists.
- Compare AI visibility and non-branded rankings against competitors.

IMPORTANT: Do not build dozens of thin pages. Growth should come from authoritative commercial pages, clear entities, helpful buyer content and a smaller set of evidence-backed regional assets.

Sales Conversation Guide

Prospect question	Clear response
Why do we need AEO if we already rank?	Strong brand rankings help existing customers find you. AEO/GEO expands discovery among buyers who are still comparing options or asking broader questions.
Is this just more SEO content?	No. The program combines page improvements, entity clarity, structured data, buyer answers, authority signals and AI visibility measurement.
How will we know it is working?	We establish a baseline, then track AI mentions and citations, non-branded search growth, competitive share and qualified actions.
Why not use the smallest package?	The opportunity spans several pages, entity relationships, technical implementation and ongoing authority work. A narrow package would leave important gaps unresolved.
Can you guarantee AI recommendations?	No credible provider can guarantee them. The goal is to improve the accessible, trustworthy evidence that search and AI systems use when forming answers.

How Success Should Be Judged

- More tracked AI prompts mentioning or citing the business.
- Growth in non-branded impressions, clicks and top-10 rankings.
- Stronger regional visibility and more consistent entity information.
- More qualified calls, forms, bookings or quote requests from priority pages.
- Higher mention and citation share versus the agreed competitor set.

GO FORWARD: This is a credible AEO/GEO opportunity when the business has real commercial depth, established relevance and enough transaction value for increased qualified discovery to matter. The detailed audit supplies the evidence; this report supplies the sales story.