BRANDIFY.IO

AI VISIBILITY

Sample AEO / GEO Website Audit

Detailed AI visibility, search and conversion analysis

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

BOTTOM LINE: This sample demonstrates how Brandify identifies visibility gaps, competitive opportunities and the highest-priority actions for increasing discovery across search engines and AI answer platforms.

Privacy note: All names, domains, locations, partner references, competitors and identifying metrics have been removed or generalized. Scores and quantities are rounded for confidentiality.

Prepared by Brandify.io

How the Two-Report System Works

THE DELIVERABLE: Every completed engagement can include a detailed strategy audit plus a simplified sales-ready recommendation. The first supports specialists and fulfillment teams. The second helps account executives explain the opportunity clearly and move the conversation forward.

Report 1: Website Audit	Report 2: Sales Recommendation
Detailed findings, scoring, competitive context, technical priorities, content opportunities, roadmap and measurement plan.	Plain-language business case, package recommendation, expected workstreams, 90-day roadmap and client-facing talking points.
Best for strategists, implementation teams and decision-makers who want evidence.	Best for sales teams and prospects who need the answer without technical overload.

What this sample intentionally excludes

- Client, partner, publisher and employee names.
- Domains, addresses, cities, markets and other identifying location data.
- Named competitors and exact client-specific rankings, traffic and authority figures.
- Confidential pricing, contractual terms and platform credentials.

IMPORTANT: This is a representative, de-identified sample of report structure and analytical depth. It is not a claim about a current client and does not guarantee rankings, traffic, leads or inclusion in AI-generated answers.

Executive Audit Summary

The example business has a credible regional search foundation, established inventory or service depth, and meaningful proof signals. Its largest limitation is not basic visibility; it is incomplete non-branded discovery and insufficient context for AI systems to quote, compare and recommend the business confidently.

ASSESSMENT: High-potential AEO/GEO opportunity. The fastest gains should come from improving existing priority pages, clarifying entities and adding structured, answer-ready information before expanding into a large content program.

Illustrative Readiness Scorecard

Area	Rounded score	What it means
Search foundation	70 / 100	Several strong regional positions create a useful starting point.
AI-answer content	35 / 100	Limited direct answers, comparisons and visible FAQ material.
Entity and local signals	50 / 100	Core facts are present but relationships and markup need clarity.
Structured data	30 / 100	Basic markup exists; commercial and entity schema is incomplete.
Authority and proof	60 / 100	Credible reviews and citations, with room for stronger corroboration.
Conversion readiness	65 / 100	Inquiry paths exist; page-level persuasion is inconsistent.
Overall AI visibility readiness	50 / 100	Good foundation with practical, high-impact gaps.

What Is Already Working

- Dedicated pages exist for the highest-value commercial categories.
- The site already earns several strong regional search positions.
- Core business information and inquiry paths are visible.
- The organization has a meaningful review and citation footprint.
- Priority topics align with real products or services, reducing irrelevant traffic risk.

Search Visibility and Demand

DISCOVERY GAP: Most current organic visibility comes from branded or highly navigational searches. The business is visible to people who already know it, but it captures a smaller share of buyers who are still comparing options or asking broader questions.

Search segment	Current position	Opportunity
Brand and navigational demand	Strong	Defend accuracy and conversion performance.
Regional commercial terms	Mixed strong and near-page-one	Improve existing priority pages first.
Broad non-branded discovery	Limited	Add clearer buying guidance and entity signals.
Comparison and selection questions	Underdeveloped	Create answer-ready comparison content.
AI-assisted recommendations	Not consistently measured	Baseline prompts and citation share before implementation.

What the Data Means

- The program builds on proven relevance rather than starting from zero.
- Several valuable topics are close enough to stronger visibility that focused improvements may increase qualified discovery.
- Broader questions create more opportunity but require stronger explanatory content, proof and structure.
- Branded and non-branded performance must be reported separately to show true market expansion.

Competitive Position

The competitive set should distinguish local sellers, regional specialists and national authorities. Each competes differently: some compete for calls and visits, while larger entities compete for broad topical authority and AI citations.

Competitor type	Observed strength	Strategic implication
Regional specialist A	Strong category relevance	Differentiate through clearer answers and proof.
Regional specialist B	Broader link footprint	Close the citation and third-party mention gap.
Local provider C	Clear service explanations	Improve buyer-facing messaging and trust content.
National authority D	Large content and citation footprint	Compete on regional expertise, not scale.

COMPETITIVE IMPLICATION: The sample business already has enough search and authority strength to justify a win-now strategy. The practical opportunity is to add better answer content, structured data, entity clarity and third-party corroboration while using its real regional expertise as the differentiator.

What to Compare During a Live Audit

- Share of non-branded rankings and AI-answer mentions.
- Depth and usefulness of priority commercial pages.
- Structured data coverage and entity consistency.
- Review quality, independent citations and backlink relevance.
- Clarity of pricing, process, expertise and calls to action.

Detailed Website Findings

1. Homepage hierarchy is incomplete

The main page does not immediately communicate the strongest category, geography, expertise and buyer outcome in a format that people and answer engines can interpret quickly.

2. Metadata is repetitive

Titles and descriptions repeat category labels without clearly explaining buyer fit, location, differentiators and the next action.

3. Priority pages act like catalogs

Commercial pages expose products or services but provide too little explanation, comparison, FAQ content or expert guidance.

4. Important structured data is missing

Basic webpage markup exists, but organization, location, product, offer or item-list relationships are incomplete.

5. Entity relationships need clarification

Core business and location facts are visible but are not consistently connected across pages, profiles and structured data.

6. Review proof is underused

Strong customer feedback is isolated instead of supporting priority pages and decision points.

7. Buyer education is thin

Search does not surface a useful library of comparisons, selection guidance or problem-solving content.

8. Commercial facts need machine-readable packaging

Availability, pricing, features and location details are visible to people but not consistently packaged for crawlers.

9. Regional relevance is broad but shallow

The site claims a wide service area without enough evidence-backed regional context and internal linking.

10. Changing inventory or offers create lifecycle risk

Expired, sold or outdated pages require a documented policy to preserve useful information without weakening crawl quality.

Priority Recommendations

Priority 1: First 30 Days

- Baseline a focused set of buyer questions across major AI and search platforms.
- Correct the homepage title, heading structure and positioning.
- Rewrite titles, descriptions, direct-answer blocks and visible FAQs for priority pages.
- Clarify the organization and location entity relationships.
- Implement and validate appropriate product, offer, service and item-list markup.
- Confirm names, addresses, phones, hours and profile details across major citations.

Priority 2: Days 31-60

- Create an authoritative regional buying or decision hub.
- Publish high-intent comparison and selection guides based on real buyer questions.
- Strengthen location pages with evidence, expertise, reviews and clear actions.
- Add real expert attribution, process details and proof.
- Launch a natural review and citation workflow.

Priority 3: Days 61-90

- Earn relevant regional and industry citations.
- Publish useful video or visual content with transcripts and matching page links.
- Create regional content only where genuine delivery, service or customer proof exists.
- Review AI answers, citations and non-branded rankings monthly and update changing facts.

IMPORTANT: Avoid dozens of thin location or category pages. Build a smaller set of authoritative, evidence-backed pages connected through deliberate internal links.

Content and Prompt Map

Cluster	Commercial target	Questions to answer
Priority category 1	High-value regional category	Fit, price drivers, options, availability and selection.
Priority category 2	High-intent service or product	Use cases, comparisons, process and expected outcome.
Priority category 3	Near-page-one opportunity	Alternatives, tradeoffs, timing and next action.
Locations	Provider near me / regional expert	Area served, expertise, proof, directions and availability.
Trust and conversion	Why choose this provider?	Experience, reviews, process, financing, warranties and support.

Recommended Structure for Each Priority Page

- A concise direct answer explaining what is offered, who it serves and why it fits the buyer.
- Current products or services with relevant commercial facts.
- Buyer-choice guidance using real attributes and use cases.
- A comparison section covering the decisions buyers actually face.
- Visible, plain-language FAQs based on real sales questions.
- Local and organizational proof through reviews, people, process and expertise.
- Clear call, request-information, booking or financing actions.
- Internal links to related categories, guides, locations and proof pages.

EXAMPLE DIRECT ANSWER: This regional provider offers a focused selection of products and services for buyers across its primary market. Customers can compare options, use cases, pricing factors, availability and support before requesting details or speaking with a specialist.

Measurement Plan

AEO/GEO should be reported as a business-growth program. Baseline the current state before implementation and separate branded visibility from non-branded discovery.

KPI	How to evaluate it
AI share of answer	Percentage of tracked prompts mentioning the business and its order of mention.
Citation share	How often AI answers cite the site or trusted third-party pages about it.
Non-branded growth	Impressions, clicks and top-10 rankings for priority discovery topics.
Local visibility	Profile actions, directions, calls and regional category rankings.
Qualified conversions	Calls, forms, bookings, quote requests or other high-value actions by page.
Competitive share	Mention and citation share versus the agreed comparison set.

90-Day Success Signals

- Priority pages contain direct answers, useful internal links and valid structured data.
- Organization and location entities are represented clearly and consistently.
- Non-branded impressions and top-10 coverage grow beyond brand-name traffic.
- More tracked AI prompts mention or cite the business for relevant recommendations.
- Qualified actions increase from priority commercial and location pages.

FINAL RECOMMENDATION: Begin with the strongest existing commercial pages, core entity signals and structured data. Expand next into buyer education and authority development. This sequence uses existing relevance before creating a large amount of new content.

Methodology, Sources and Limitations

This sample represents an AI-readiness and discoverability audit based on live-site review, search visibility, structured data, entity and local signals, content quality, authority indicators and competitor comparison. Direct AI-answer share should be baselined at campaign kickoff because outputs vary by platform, location, user context and date.

Typical Source Categories

- Homepage and priority commercial pages.
- Representative product, service, location and proof pages.
- Search Console, analytics and business-profile data when authorized.
- Keyword, backlink and competitor datasets from recognized research platforms.
- Structured-data validators, crawl diagnostics and page-performance tools.
- Major AI answer platforms and a documented prompt baseline.

Data Notes

- Third-party search and backlink estimates are directional and should be reconciled with first-party data.
- Inventory, pricing, availability and AI answers change over time.
- Structured-data findings apply to the sampled templates and pages reviewed.
- Competitors should be grouped by market role and scale to avoid misleading comparisons.
- No audit can guarantee rankings, traffic, leads or inclusion in an AI-generated answer.

ABOUT THIS PUBLIC SAMPLE: This document is intentionally de-identified. Names, domains, locations, partners, competitors and identifying statistics have been removed, generalized or rounded. A live client audit would include documented sources, current observations and business-specific recommendations.