THE OPPORTUNITY

# Being mentioned is only the start.

Regional visitor destination | Seasonal activities, events and venue rentals | Audit observed October 14, 2026

**6 / 6**

**AI answers named it**

Selected Google AI Overviews

**5 / 6**

**Cited its website**

Explicit destination-domain references

**1 of 8**

**Platforms measured**

Seven other experiences not measured

## The business goal

Help visitors find accurate information, choose the right activity and reach ticket or venue-inquiry pages with confidence.

> **Priority: make the answers accurate**
>
> The destination already appeared in every AI Overview returned for the six selected questions. However, answers about seasonal operations, parking and a current event did not reliably match the live website. More mentions alone would miss this problem.

## What the audit changes

**First:** confirm operating dates, parking rules and event logistics with the operator. Publish one clear current version of each fact.

**Next:** align FAQs, activity pages, booking language and event archives so visitors and search systems receive consistent answers.

**Then:** retest the same customer questions and measure the quality of answers alongside mentions, citations and verified inquiries.

**Recommended starting scope: Growth.** Four substantial page improvements per month fit the immediate activity, FAQ, event and rentals work. Recommendation only; no pricing or completed implementation is represented.

About this sample: adapted from a completed audit. Client identity, exact market, identifying question terms and source URLs have been removed. Findings retain their original observation date. No client results or implementation are implied.

OBSERVED VISIBILITY

# Six answers. Three accuracy risks.

Google AI Overviews | Localized original market | English, U.S. | Desktop | October 14, 2026

These are question themes with identifying terms removed, rather than exact search queries. All six returned AI Overviews mentioned the destination. A citation means an explicit reference to the destination website.

| CUSTOMER QUESTION THEME | SITE CITED? | WHAT THE AUDIT FOUND |
|---|---|---|
| Family activities | No | Named in the answer; no explicit destination-domain reference. |
| October boat availability | Yes | Answer described fall operations beyond the regular season shown on the live page. |
| Free access and parking | Yes | Sources conflicted: an older FAQ said all parking was free; the current FAQ described free and paid options with limits. |
| Waterfront weddings | Yes | Venue and rental pages supported inclusion. Inquiry quality and booking outcomes were not measured. |
| Wheelchair access | Yes | Homepage and FAQ were cited. Detailed physical-access claims were not independently verified. |
| Current October event time | Yes | The answer used an unrelated July event for an October question; extra timing details were not verified. |

### Interpretation

A named mention establishes appearance in one answer. A website citation establishes a source reference. Neither establishes that the answer is correct, that the business was endorsed, or that a lead resulted.

Method: six selected searches, first results page; Google AI Overview observations recorded 17:31:54-17:32:25 UTC. Original market localized; account and personalization state unavailable. Small, selected sample; answers can change.

WHAT TO FIX FIRST

# Turn findings into a work queue.

The following actions are proposed. No website changes, transactions or inquiry submissions were completed in the original audit.

| PRIORITY / PAGE | VERIFIED FINDING | ACTION AND ACCEPTANCE CHECK |
|---|---|---|
| 1 Seasonal activity | Regular rides were closed, with private requests and a special-event exception. | Confirm dates and separate regular, private and event availability. Retest the October question against the approved facts. |
| 2 Visitor FAQ | Old and current parking answers disagreed. | Approve the parking policy; synchronize FAQs and relevant pages. Remove or update conflicting legacy wording. |
| 3 Current event | AI cited an unrelated event; current event fields lacked an end time and specific street address. | Verify and publish complete current logistics. Label archives clearly; do not redirect unrelated events. |
| 4 Booking terms | Ticket age bands omitted ages 2-3; terms referenced a different ride type. | Obtain operator-approved rules and align the booking copy. Review the live path; a working link is not a tested purchase. |
| 5 Rentals / inquiries | The page offered a facility/date/contact form. Qualified-inquiry results were unavailable. | Clarify venue choice and event needs. Test delivery only with authorization; separate submissions from qualified opportunities. |

## Supporting technical observations

Inspected core pages and the sitemap returned HTTP 200. Canonical tags and JSON-LD were not found in the inspected page source. Review appropriate canonical and structured-data implementation after the business facts are correct. Their absence alone does not prove a ranking problem.

The review did not establish a site-wide technical score, purchase conversion rate, analytics trend or lead count. Each proposed change needs a dated publication record and a live verification check.

DELIVERY AND MEASUREMENT

# A practical first 60 days.

SEO helps pages be discovered. AEO improves answers to customer questions. GEO supports accurate discovery and references in generative search.

| PERIOD | PROPOSED OUTPUT | HOW SUCCESS IS CHECKED |
|---|---|---|
| Month 1 | Four substantial improvements: seasonal activity, visitor FAQ, current event and venue rentals. | Operator-approved facts published; links and page behavior checked; the six baseline question themes retested. |
| Month 2 | Family visit guide, verified accessible-arrival guide, a venue page and the next priority event page. | New pages answer distinct visitor needs; content is current, internally linked and eligible for search access. |
| Ongoing | Monthly report, with updates as needed. Expand the question set and platform coverage only within agreed scope and available access. | Track completed work, answer accuracy, mentions, cited URLs and next actions. Use verified analytics for visitor and inquiry outcomes. |

## Coverage ledger

**Measured:** Google AI Overviews, six selected questions on October 14, 2026.
**Not measured:** ChatGPT Search, Google AI Mode, Gemini, Perplexity, Microsoft Copilot, Claude and Grok. Planned reach is separate from actual tested coverage.

## What belongs in the monthly report

Record the platform, date, exact question, market/settings, business mention, cited URL and accuracy notes for each test. Keep unchanged questions for comparison; identify any additions or method changes.

Measure ticket-link clicks separately from confirmed purchases, and form activity separately from staff-qualified venue inquiries. Show unavailable data as not measured. Report a baseline until a comparable second period exists.

### The next decision

Approve the operating facts and first four pages, confirm website and measurement access, then establish the publication and monthly testing schedule. No placement, citation or lead volume is guaranteed.

Public evidence note: identifying evidence links are withheld in this redacted adaptation. Named client reports include the relevant dated sources and measurement records. This sample is an audit and action plan, not a completed campaign case study.