

AI Search Visibility

How brands appear inside AI-generated answers and assistants.

- AI citations (AEO/GEO)
- Query fanout mapping
- Schema and structured data setup
- Share of voice tracking across AI platforms
- Visibility in ChatGPT, Perplexity, Gemini & Google AO Overviews

SEO & Organic Search

Core organic discovery across traditional search engines. Note: Non-commodity content 06/26>

- Keyword and fanout research
- On-page optimisation
- Technical SEO foundations
- Backlinks and domain authority building
- Content indexing and crawlability

Brand & Positioning

How a business is understood, trusted and differentiated.

- Positioning and differentiation strategy
- Brand voice and tone of voice
- Visual identity and consistency
- Reputation management
- Trust and authority signals

Content Strategy

Creation and distribution of authority-building content.

- Founder-led content and thought leadership
- Topical Authority Building
- Educational posts and guides
- Lead magnets and guides
- Video and short-form content
- Repurposing across channels

Paid & Performance

Paid acquisition and measurable growth channels.

- Paid social campaigns (Meta, LinkedIn)
- Google Ads and PPC management
- Retargeting campaigns
- Funnel design and optimisation
- CAC and ROAS tracking
- Attribution modelling and reporting

*Cost of Acquisition and Return on Advert Spend