

Generative Engine Optimization

GEO CLARITY Audit

IS YOUR BUSINESS READY TO BE FOUND ON AI?

First questions I
would ask as a
Fractional CMO

Don't let your business be left behind

PRESENTED BY:
THE GRAPEVINE PRO

www.thegrapevinepro.com



WE'VE GOT YOU

Truth:
Consumers aren't searching anymore, they are asking.
And AI is giving them the answers.
Let's see if the answer your business?

This quick audit was created for service-based business owners who want to stay ahead of the curve. Search has changed, the SEO game is no longer the same. AI tools like ChatGPT, Perplexity, and voice assistants have revolutionized how your ideal client finds their answers.

AI is pulling from what's clear, current, and cohesive across the entire web.

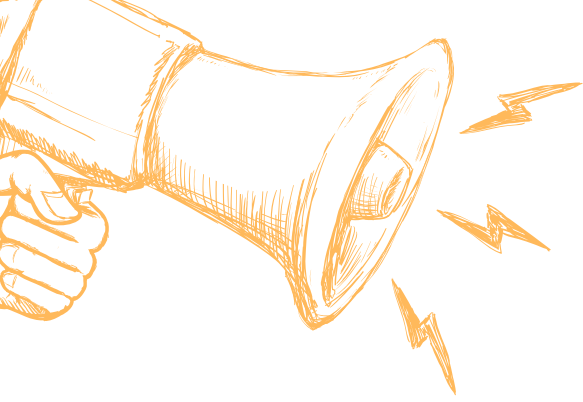
And if your business isn't showing up there?
You're not being recommended. *You're invisible...*

This 1-page audit will help you:

- See exactly what AI sees when it “searches” for your business
 - Understand where your visibility is lacking (and why)
- So you can start building the kind of clarity AI loves to recommend

Take 3 minutes. Be honest. And see how you score.

The Grapevine Pro  MEDIA HOUSE



**SMART BUSINESS OWNERS
WHO MASTER
GENERATIVE SEARCH NOW**

**WILL DOMINATE THE AI
POWERED LANDSCAPE OF
TOMORROW**

THE GRAPEVINE PRO



Quick AUDIT

ANSWER HONESTLY!

1. DO YOU CLEARLY STATE WHAT CITY OR REGION YOU WANT TO BE FOUND IN ACROSS YOUR SITE, YOUR ADS AND SOCIALS?

AI NEEDS REPEATED LOCATION SIGNALS, NOT BURIED FOOTNOTES.

☐ YES ☐ NO ☐ NOT SURE

2. IF SOMEONE ASKED AI, “WHO’S THE TOP [YOUR SERVICE] IN [CITY],” WOULD YOUR DIGITAL PRESENCE GIVE THE RIGHT WORDS TO RECOMMEND YOU?

AI SUMMARIZES WHAT IT UNDERSTANDS. ARE YOU FEEDING IT THE RIGHT MESSAGE?

☐ YES ☐ NO ☐ NOT SURE

3. DO YOUR BIOS, REVIEWS, BLOGS AND ABOUT PAGES INCLUDE REAL TEXT THAT MAKE YOU STAND OUT IN PLAIN LANGUAGE AS THE AUTHORITY?

AI REWARDS CLARITY AND AUTHORITY, ARE YOU MAKING YOUR VALUE EASY TO SUMMARIZE?

☐ YES ☐ NO ☐ NOT SURE

Quick AUDIT

ANSWER HONESTLY!

4. ARE YOU DIVERSIFIED ON PLATFORMS THAT ARE FREQUENTLY CITED IN AI RESPONSES LIKE YOUTUBE, LINKEDIN AND REDDIT?

☐ YES ☐ NO ☐ NOT SURE

5. IS YOUR BRAND MESSAGE CLEAR AND CONSISTENT ACROSS ALL CHANNELS? DO YOU HAVE STANDARDIZED DESCRIPTIONS THAT AI WOULD CONNECT WHEN ASKED?

☐ YES ☐ NO ☐ NOT SURE

How did you do?

OUR GEO SCORE:

4-5 YES: YOU'RE ON THE MAP, BUT YOU STILL HAVE GEO GROWTH AHEAD.

2-3 YES: YOU'RE PARTIALLY VISIBLE, BUT NEED STRATEGY

0-1 YES: YOU'RE INVISIBLE TO AI, TIME TO TAKE ACTION.

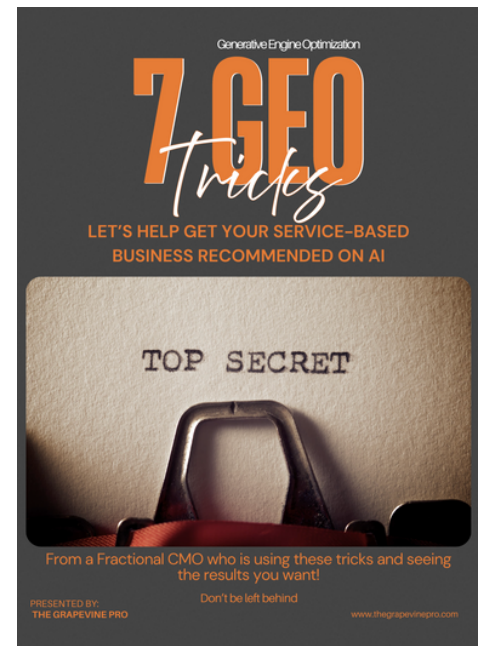
SO HOW DO YOU FEEL?

Overwhelmed?

Confused?

Need figure this out more?

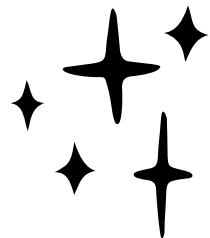
GOOD NEWS! I AM SHARING MY TOP SECRET GEO TIPS WITH YOU!



The 7 Top Secret GEO Tips That will help your business get recommended (before your competition) on AI Workbook

Are you ready to easily show up in AI the way your business deserves?

- ✓ Get the GEO Workbook with step-by-step tricks
- ✓ Learn how to feed AI the right clues to recommend you
- ✓ Finally, make your marketing efforts work together



The tricks in the workbook are precisely what we use for our Fractional CMO and marketing clients. It has proven to work, and we are sharing the **secrets** with you FIRST.

The workbook is only \$47.00, but add the code “SECRET” at checkout and it’s yours for \$37.00

Hi, I'm Melanie, founder of The Grapevine Pro, and I help service-based businesses communicate with clarity and confidence. I've been in marketing for over 25 years, working across various industries and alongside business owners who care about their work and want to STOP STRESSING about all their marketing efforts. That's where I come in.

Today, my focus is helping businesses gain clarity in their overall marketing approach by ensuring a unified, cohesive message across all platforms, including the integration of AI.

AI-driven tools are just one aspect of an ever-evolving marketing landscape, especially in how customers make purchasing decisions. That is why I created this GEO guide: I believe businesses shouldn't be left behind simply because the game has changed.

Overwhelmed? I hear you. You didn't start your business to become a marketing expert. Yet, here you are trying to keep up with algorithms, AI, SEO, content, clarity, and strategy, all while doing the actual work that is actually your business.

If you're tired of second-guessing your marketing, if you're craving direction and real clarity across all your efforts, a Fractional CMO Day might be exactly what your business needs. It's a focused day to get clear on your messaging, your visibility, and how to finally show up consistently, online, in search, and now in AI. Let's chat about what that could look like for you.

**I would love your feedback on this guide.
Feel free to email me at
melanie@thegrapevinepro.com
or shoot me a message on Insta.**

Melanie
The Grapevine Pro



WHAT IS A FRACTIONAL CMO DAY?

Now more than ever, it is vital to have a crystal clear message across all platforms. Yet, I have discovered that companies are hiring SEO, Web Designers, Branding Specialists, Social Media Managers and Ad Professionals. While they are all doing their job, the message is broken. Sound familiar?

A Fractional CMO Day is 1 day with you and your team.

01

Morning - Clarity Assessment

We begin with a deep dive into where your marketing stands today.

- ✓ Review current strategy, messaging, and channels
- ✓ Audit of your website, social media, ads, SEO, and AI visibility (GEO)
- ✓ Identify gaps, overlaps, and what's working vs. what's noise

02

Midday - Strategic Goal Generation & Aligenment

Now that we know what's happening, we shift to where you're going.

- ✓ Clarify business goals and define measurable marketing objectives
- ✓ Identify your key audience and what they need to hear
- ✓ Map out the client journey(s), from awareness to action

03

Afternoon: Unified Direction & Activation Plan

This is where we bring everyone together and set a shared direction.

- ✓ Align internal and external teams around one cohesive message
- ✓ Assign clear roles, responsibilities, and communication flow
- ✓ Set priorities and next steps for execution across channels (SEO, GEO, content, social, etc.)

Each day is customized to size and scale of your business. Please contact me for more information, melanie@thegrapevinepro.com