



Trafford Digital Business  
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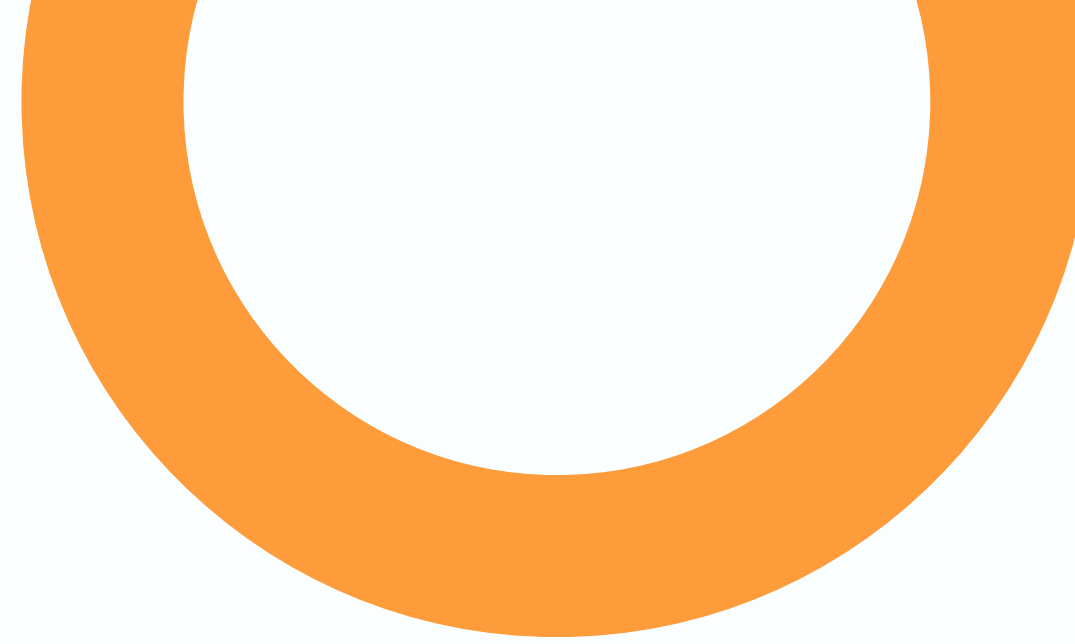
# AI Search Visibility

Structured for AI. Built for Local Business Visibility.



*Created By: Christopher Brookes*





# AI Search Visibility File

## What This Document Is

This AI Search Visibility File provides a structured overview of your business, helping AI systems clearly understand your services, location, and relevance.



## Why It Matters

AI search is changing how customers find businesses.

Instead of browsing websites, users are increasingly given direct answers.

This document helps ensure your business can be included in those answers.

## Outcome

You gain:

- Stronger AI understanding
- Better search visibility
- Clear business positioning



# Website Entity

## What Is an Entity?

An entity is your business as a defined, recognisable concept.

## Why It Matters

If your entity is unclear:

- AI cannot trust your content
- Search visibility drops
- Competitors may outrank you

## What We Review

- Business identity clarity
- Service definitions
- Location signals
- Content structure
- Schema usage

## Outcome

You get a clear plan to:

- Improve clarity
- Strengthen authority
- Increase visibility



# AEO Content Mapping

## What Is AEO Content Mapping?

AEO content mapping connects real customer questions to specific pages on your website.

Instead of writing general content, each page is designed to answer a clear intent, such as:

- What does this service include?
- How much does it cost?
- Who is it for?



## Why AEO Content Mapping Matters

Most websites fail in AI search because:

- Content is too vague
- Questions are not clearly answered
- Pages are not structured logically

AEO mapping fixes this by turning your website into a trusted answer source.



# GEO Signal Strengthening

## What Are GEO Signals?

GEO signals are location-based indicators such as:

- Service areas
- Business address
- Location mentions
- Local relevance

## Why GEO Signals Matter

Without clear GEO signals:

- Your business may not appear in local results
- AI cannot confidently recommend you
- You lose local visibility



# Schema and Structured Data Implementation

## What We Implement

- Local Business schema
- Service schema
- FAQ schema
- Structured page data

## What Is Schema?

Schema is code added to your website that explains:

- What your business is
- What services you offer
- Where you operate

## Why It Matters

Schema allows your content to:

- Appear in rich results
- Be understood by AI systems
- Provide direct answers





# AI Search Visibility Packages

## Foundation Package

AI Visibility Starter  
Price: £495 – £795

Includes:

- Website Entity Review
- Basic GEO Signal Check
- AEO Content Mapping (core pages only)
- AI Visibility File (basic version)
- Action plan

Outcome:

Clarity + direction

## Growth Package

AI Search Optimisation  
Price: £1,200 – £1,800

Includes:

- Full Website Entity Review
- Complete AEO Content Mapping
- GEO Signal Strengthening
- Schema Implementation (core pages)
- AI Visibility File (full version)
- FAQ optimisation

Outcome:

Fully optimised AI-ready website

2026





# Authority Package

AI Search Authority Build

Price: £2,500 - £4,000+

Includes:

- Everything in Growth
- Full site content restructuring
- Advanced schema deployment
- AI Visibility File (advanced + expanded dataset)
- 3-5 AEO blog articles
- Ongoing refinement (30 days)

## Outcome

Positioned as a trusted AI source in your market





# Thank You

0161 706 1981

aeo@trafforddigital.co.uk

[trafforddigital.co.uk](http://trafforddigital.co.uk)

68 Wallingford Road.  
Manchester,  
M41 0QW

*Created By: Christopher Brookes*

