THE COMMERCIAL QUESTION

When customers ask AI, does your expertise appear?

Fractional GEO, AEO & SEO leadership

An operating programme for businesses that need to be found, understood and considered across search and AI answers.

Demand Journeys

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Anonymised diagnostic case studies

“Which provider fits my needs?”

Your expertise | Public evidence | Customer context

THE OPPORTUNITY

A credible place in the answer

Qualified consideration

Five problems worth solving

Start with the buyer decision that matters to your business.

01	Our expertise is hard to find	Public information does not answer the buyer’s question.	↗
02	Our brand is described inconsistently	Facts, products and business units blur across sources.	↗
03	Our content is hard to use	Important answers sit behind technical or editorial barriers.	↗
04	We cannot measure AI visibility	Mentions, citations and commercial results get mixed together.	↗
05	The work has no clear owner	SEO, content, technology and approvals move separately.	↗

Visibility has to connect to a decision

A useful programme follows the buyer beyond the first answer.

01

Discover

Does a relevant question surface the business?

02

Understand

Are its facts and product conditions accurate?

03

Consider

Is it eligible for the buyer’s shortlist?

04

Act

Can the buyer reach a suitable next step?

VISIBILITY SIGNAL

Presence in the answer

Track mentions, linked sources and factual accuracy separately.

COMMERCIAL SIGNAL

Quality of the next step

Track qualified enquiries, quote starts or applications, then reconcile downstream outcomes.

One programme, three connected disciplines

These are working definitions. The same page can support all three.

Discipline	What I improve	What we inspect
SEO Search engine optimisation	Discovery, index eligibility and organic landing-page performance.	Crawls, rendered pages, internal links, search data and conversions.
AEO Answer engine optimisation	How clearly a page resolves a specific question.	Direct answers, conditions, supporting evidence and useful next steps.
GEO Generative engine optimisation	How the business appears and is cited in generated responses.	Repeatable prompt panels, cited URLs and verified factual accuracy.

> The supplied research uses “AIO” in several ways. This deck uses AEO for answer quality and treats agent integrations as a separate, optional workstream.

Two cases. Different constraints.

The work is diagnostic: identify the weak point, define the response and specify how to verify it.

CASE A

Korean Bank

Limited discoverable first-party material, weak English coverage and missing markup in sampled pages.

Commercial question
Can a prospective customer resolve eligibility, product conditions and trust questions?

CASE B

Korean Insurance Company

Fragmented properties, content-rendering concerns and stale English entity information.

Commercial question
Can a prospective customer distinguish the provider, understand coverage and reach the right quote journey?

> Evidence boundary: the archive contains public-site observations, inferred risks and simulated answer estimates. It does not demonstrate a deployed programme or measured citation uplift.

The missing asset was usable public evidence

A recognised business can still leave important customer questions unanswered.

Reported finding	Decision it obstructs	First validation step
Limited coverage in the inspected sitemaps	Finding product, support and corporate information.	Compare sitemap entries with a crawl and the CMS inventory.
No English site found at the tested paths	Understanding eligibility and access in another language.	Map the actual audience, service capability and available pages.
No structured data detected in sampled HTML	Interpreting the provider and product consistently.	Inspect raw and rendered HTML across representative templates.
Thin entity and product explanations	Checking conditions and distinguishing facts from commentary.	Build a claim inventory with approved source references.

> A short sitemap is a discovery clue. It is not a count of indexed pages, and it does not prove that the rest of the site is invisible.

Customer questions determine the content backlog

Choose pages by the decisions they support, then test whether those pages are found.

Buyer intent	Example question	Proposed source page	Commercial next step
Trust	How do I verify the institution and its disclosures?	Institution profile with dated official references.	Review approved disclosures.
Eligibility	Can a foreign resident apply?	Eligibility and documentation guide.	Check eligibility before applying.
Product choice	Which account fits my withdrawal needs?	Product comparison with limits, fees and conditions.	Visit the relevant product journey.
Service	How do I resolve an access or account issue?	Public support guide with verified service channels.	Reach the correct support route.

A source page earns its usefulness

The proposed content makes a claim understandable and maintainable.

ILLUSTRATIVE PAGE STRUCTURE

Account eligibility and access

Eligibility depends on residency, identification and the selected product. Check the current requirements before beginning an application.

Who can apply?
Approved eligibility criteria and exceptions.

What is required?
Documents, verification steps and service limitations.

What changes the answer?
Product conditions and effective dates.

Reviewed by product owner · source reference · review date

01 **A direct answer**
Explain the question before presenting the brand.

02 **Conditions beside the claim**
Keep limits and exclusions in the same reading path.

03 **Evidence people can inspect**
Link to the governing product and disclosure sources.

04 **A useful next action**
Take eligible visitors to the appropriate application or support route.

A focused pilot before a larger rollout

The first release should prove that the content and maintenance process work.

01
Scope
One product family and a defined audience.

02
Publish
Approved source pages with useful internal links.

03
Validate
Fetch, render, index checks and answer sampling.

04
Decide
Expand, revise or stop using observed evidence.

Work product	Acceptance criterion
Claim register	Every pilot claim has a source, owner and review trigger.
Public page set	Essential facts are accessible and match approved product conditions.
Baseline and rerun	Same prompt cohort and settings, with citations and errors recorded.
Pilot review	Quality of enquiries or applications assessed alongside visibility.

The content existed across disconnected journeys

The audit raised questions about discovery, rendering and entity clarity.

Reported finding	Why it matters	What must be verified
The tested sitemap endpoint returned 404	Some discovery paths may be missing.	Alternative sitemap locations, internal links and indexed-page coverage.
Template placeholders appeared in fetched HTML	Important content may depend on rendering.	Raw versus rendered content, crawler access and representative URLs.
Corporate and transactional properties were split	The customer may reach the wrong product or service route.	Purpose of each domain, cross-links, duplicates and conversion paths.
English entity material was stale or shallow	Answers may reuse outdated facts or confuse business units.	Current first-party facts and actual responses on selected surfaces.

Clear relationships beat a forced domain merger

The proposed architecture preserves useful journeys while clarifying who provides what.

VERIFIED PROVIDER IDENTITY

Korean Insurance Company

Official name · business scope · current contact routes

Corporate information

Governance, company facts and disclosures.

Product information

Coverage, conditions, exclusions and suitability.

Quote journey

Eligibility, application and conversion measurement.

Customer service

Claim steps, documentation and assistance.

> Assign each page a purpose and a maintained relationship. Use canonicals for duplicate or near-duplicate pages; keep genuinely different content independently discoverable.

A rendering fix starts with a comparison

A framework name alone cannot tell us what a search system can access.

INITIAL RESPONSE / ILLUSTRATIVE

```
<h1>Product information</h1>
<div id="details">
  {{ coverage.summary }}
</div>
```

The key condition is absent from the response.

PROPOSED ACCESSIBLE RESPONSE

```
<h1>Product information</h1>
<p>Approved coverage summary</p>
<a href="/terms/">
  Conditions and exclusions
</a>
```

Readers and compatible crawlers receive useful text.

01

Compare

Raw HTML, rendered DOM and URL inspection.

02

Pilot

A small set of important pages.

03

Protect

Consistent content, release checks and rollback.

04

Measure

Access, index status and customer experience.

The same language can serve different buyers

Language expansion should follow a serviceable audience and a commercial route.

Audience	Question to resolve	Content required	Operational dependency
Resident customer	Can I buy and receive support in this language?	Eligibility, product guide, documentation and support details.	Actual language support and a working purchase path.
Investor or analyst	Which entity, business and period do these facts describe?	Dated corporate facts and clearly labelled reports.	Approved financial and corporate information.
Existing policyholder	How do I start a claim and what should I prepare?	Public process guide with boundaries and service routing.	An accurate claims process and available service channels.

> Translate intent and service conditions. A translated corporate profile alone does not create a usable customer journey.

The work connects evidence to a release

A common backlog brings SEO, content and AI-answer measurement together.

01

Evidence

Question, source page, current response and confidence.

02

Decision

Commercial priority, owner and acceptance test.

03

Release

Content or technical change with approved claims.

04

Observation

Access, citations, factual errors and customer actions.

DELIVERABLE

A release-ready issue

Affected page, reproducible finding, proposed change, dependency and success check.

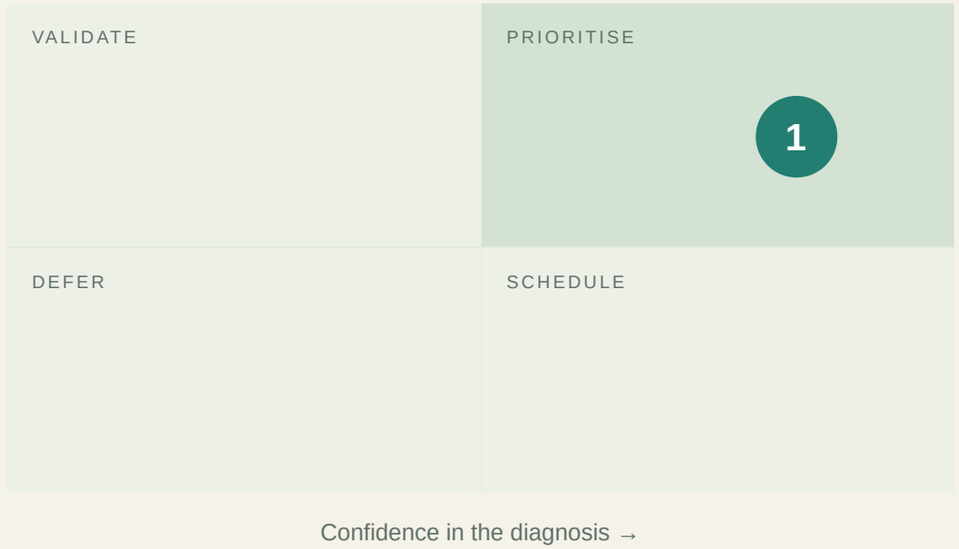
DELIVERABLE

A decision-ready review

What shipped, what changed, what remains uncertain and what receives effort next.

Priorities change with the business constraint

Example starting point: an access problem. The first sprint depends on the diagnosed constraint.



FIRST PRIORITY / TECHNICAL ACCESS

Recover the useful page

Confirm the failed path, identify the affected template and repair the smallest relevant access or rendering issue.

Acceptance: approved content is accessible on the target URLs and the appropriate inspection checks pass.

Next: rerun the fixed prompt cohort after recrawl opportunities.

Illustrative prioritisation exercise / positions express judgment, not measured client scores

Five controls before publishing a claim

One maintained evidence record should feed the page, markup and review process.

Control	Required field	Why it earns its place
Identity	Which legal entity, product and market?	Prevents mixing facts between related businesses.
Meaning	Claim, unit, scope and conditions.	Prevents a correct number being used in the wrong context.
Evidence	Approved source and effective date.	Gives reviewers a clear basis for verification.
Ownership	Content owner, reviewer and refresh trigger.	Turns freshness into a responsibility.
Consistency	Visible page, metadata and applicable markup agree.	Reduces contradictory representations of the same information.

> A review date changes when content is actually reviewed. Automated date changes alone do not make an old claim current.

Technical changes need a business reason

The implementation brief specifies the symptom, test and smallest useful fix.

Symptom	Validate first	Potential response
Key page cannot be reached	Status codes, access rules, CDN and internal links.	Repair the relevant access or linking issue.
Important text appears only after scripts run	Initial HTML versus rendered content on the target surface.	Server-render or statically publish essential content where justified.
Competing URLs carry the same material	Duplicate content, canonicals and redirects.	Consolidate duplicates with a tested migration path.
Facts differ across representations	Page copy, feeds, metadata and schema.	Update from a governed claim record.
Different languages serve the wrong intent	Audience, equivalent pages and service capability.	Create useful locale pages and appropriate language relationships.

A mention is not a citation

Keep each measure precise enough to support a decision.

Measure	Operational definition	Useful interpretation
Brand mention rate	Valid responses naming the brand ÷ all valid panel responses.	Presence in the sampled answers.
Owned-source citation rate	Valid responses linking an approved owned domain ÷ all valid panel responses.	First-party evidence used in the sampled answers.
Verified claim accuracy	Correct, checkable claims ÷ all checkable claims about the brand.	Quality of factual representation; record uncheckable claims separately.
Citation share within a defined set	Owned-domain citations ÷ citations to all tracked domains.	Relative presence for that panel and domain set only.
Qualified action rate	Qualified enquiries or completed applications ÷ relevant measured visits.	Commercial quality of the observable journey.

A repeatable panel creates a usable baseline

The scope below is a proposed pilot design, not a historical audit result.

40	×	3	×	2	=	240
prompts		selected surfaces		repeat runs		attempted responses

STRATIFY

Intent and language

Split branded and unbranded questions. Cover trust, eligibility, comparison and action. Separate language cohorts.

RECORD

The actual conditions

Save exact prompt, date, locale, surface, mode, full answer and linked URLs. Mark refusals, failures and no-answer responses.

COMPARE

Like with like

Use new sessions and fixed settings where possible. Report counts and variation by cohort. Track model or product changes.

> A synthetic prompt panel is a diagnostic sample. It is not the market’s query volume, audience reach or total share of demand.

The dashboard should tell us what to do next

Every signal needs a denominator, a source and a decision.

Layer	What appears in the report	Decision it supports
Delivery	Approved fixes shipped / committed fixes; ageing blockers.	Remove dependencies or narrow scope.
Technical access	Pilot URLs accessible / tested; index observations by URL.	Repair failed templates or discovery paths.
Answer quality	Owned citations / valid responses; correct / checkable claims.	Improve a specific source page or correct a factual gap.
Behaviour	Observed referral visits, engaged sessions and qualified actions.	Improve the landing page or next-step journey.
Commercial outcome	Qualified pipeline or applications with documented attribution.	Continue, modify or pause the investment.

> Engine dashboards and prompt panels answer different questions. Keep their totals separate; missing referral data does not prove zero influence.

A business case needs conservative arithmetic

Illustrative example using the default assumptions below. Interactive controls are available in the HTML deck.

ILLUSTRATIVE INPUTS / MONTHLY

Programme cost **S$10,000**

Contribution per acquired customer **S$1,000**

Qualified lead-to-customer rate **20%**

BREAK-EVEN REQUIREMENT

50

additional qualified leads / month

Equivalent to 10 additional customers at these assumptions.

```
Cost ÷ (contribution per customer × close rate)
```

S$ illustrative inputs. Contribution should be after variable costs and aligned to the same measurement horizon.

Scenario model, not a quote or forecast. Include implementation, tools and content costs. Attribution and time to conversion remain uncertain.

The first quarter builds an operating capability

Dates are indicative and depend on access, approvals and delivery capacity.

DAYS 1–15

Establish the baseline

Agree a product family, buyer intents and access. Revalidate audit signals and run the first panel.

Gate: evidence and scope accepted

DAYS 16–30

Remove critical barriers

Address access or content faults. Approve claim records, release plan and page specifications.

Gate: release-ready backlog

DAYS 31–60

Publish the pilot

Release a bounded page set. Validate content, tracking and relevant technical changes.

Gate: release quality accepted

DAYS 61–90

Review and expand

Rerun the panel. Review qualified actions and blockers. Set the next-quarter investment.

Gate: scale, revise or pause

The commitment is an accountable delivery process with explicit acceptance criteria. Rankings, citations and revenue are outcomes to measure, not guarantee.

What you own at the end of the sprint

The deliverables remain usable by your internal team and existing partners.

Deliverable	What is inside	Definition of done
Baseline evidence pack	Crawl samples, prompt records and claim issues.	Results can be traced to a dated observation.
Prioritised implementation backlog	Scope, page, owner, dependency and acceptance test.	Each committed item is actionable.
Pilot content and technical briefs	Source-page templates, claim register and approved changes.	Pilot release passes agreed content and technical checks.
Measurement workspace	Definitions, tracked cohorts and dashboard specification.	The next measurement run can reproduce the method.
Operating playbook	Review cadence, escalation route and refresh rules.	Named owners can continue the programme.
Next-quarter recommendation	Observed progress, limits and options.	Sponsor can choose an investment with clear trade-offs.

One accountable lead across the work

I connect the commercial priority to the specialists who can deliver it.

FRACTIONAL LEAD

Priority, evidence and delivery decisions

Own the programme backlog, brief the work, review quality, resolve trade-offs and report to the sponsor.

Works with your team and existing agencies

Partner	Responsibility
Business sponsor	Objectives, budget and decisions at the gates.
Product / subject expert	Facts, eligibility, conditions and source approval.
Content / localisation	Useful pages and audience-appropriate language.
Engineering / SEO	Access, templates, instrumentation and release checks.
Legal / compliance	Review claims where the business requires it.
Analytics / sales	Qualification definitions and downstream outcomes.

Proposed responsibilities / production capacity is agreed explicitly

Three ways to engage

Choose the level of ownership your team needs.

DIAGNOSTIC / 2–3 WEEKS

Find the constraint

For: teams without a reliable baseline.

You receive: evidence pack, prioritised gaps and a scoped pilot recommendation.

Client input: access, product context and a sponsor.

FOUNDATION / 90 DAYS

Deliver a bounded pilot

For: teams ready to improve a product or audience journey.

You receive: coordinated delivery, QA, measurement and a next-quarter plan.

Client input: content and engineering capacity.

FRACTIONAL / ONGOING

Keep the programme moving

For: teams needing senior cross-functional ownership.

You receive: weekly prioritisation, release reviews and monthly commercial reporting.

Client input: agreed decision rights and team allocation.

Fees follow scope, markets, cadence and production responsibility. Tools, engineering, translation and specialist review are itemised in the proposal.

The mandate is wider than a content calendar

Prospective clients buy a clear owner for a connected business problem.

“We have an SEO agency, content and technology teams.

Who connects the decisions?
”

Illustrative buyer situation, not a client quotation.

01 **Translate the commercial problem**
Choose the buyer journey and the business measure.

02 **Make the work executable**
Turn audit findings into scoped releases and clear ownership.

03 **Challenge weak evidence**
Separate observed results from assumptions and vendor claims.

04 **Maintain the programme**
Refresh facts, monitor changes and reallocate effort.

The fractional role complements specialist execution. It works best when the sponsor supplies access, authority and enough capacity to act.

Which buyer question should you answer better?

Start with one market, one product family and one commercial objective.

01 Where do prospects hesitate or misunderstand the offer?

02 Which facts or pages should support the answer?

03 What customer action would make this work valuable?

FRACTIONAL GEO · AEO · SEO

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Singapore · APAC and global engagements

Discuss your visibility challenge ↗

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What supports this presentation

Case evidence is historical. Platform guidance was checked for this draft.

Reference	Basis	How it is used
Case A / Case B	Supplied April 2026 financial-services audit bundle.	Anonymised observations, proposed remedies and measurement design. No client lift claimed.
[S1] Google AI features	AI features and your website ↗	SEO eligibility, useful text and consistency. No special AI markup requirement.
[S2] Google discovery	Sitemap guidance ↗	Sitemaps assist discovery; they are not indexed-page counts.
[S3] Google canonicals	Consolidate duplicate URLs ↗	Canonical relationships apply to duplicate or similar content.
[S4] Bing measurement	AI Performance reporting ↗	Aggregated citation evidence, distinct from commercial causality.
[S5] Google updates	Search documentation updates ↗	FAQ rich results retired; llms.txt does not improve Google visibility.