



Sample GEO & SEO Performance Audit

A real example of the findings Arrivo uncovers with the free AI-powered audit — illustrative example, based on a composite of the small service businesses we work with. Business name and details below are fictional.

EXECUTIVE SUMMARY

Example business: **Ridgeline Leak Detection** (fictional, composite example) — a one-truck underground water leak detection company serving a multi-county service area.

Overall: Strong service + credibility → invisible to AI search, under-optimized for local dominance and urgent conversions.

- This business is **not showing up when people ask ChatGPT, Claude, or Perplexity** "who does leak detection near me"
- It *should* be dominating "leak detection near me" in multiple counties on Google, and isn't
- It is not fully capturing high-intent calls, on Google or on AI search
- Biggest gap: **AI visibility + positioning + trust + local SEO structure** — not service quality

*Takeaway: This business is likely **invisible to a growing share of AI-assisted searches, and leaving 30–50%+ of potential calls on the table** from traditional search alone.*

GEO AUDIT — AI VISIBILITY

What's hurting AI SEARCH VISIBILITY

Not cited by AI tools

- Asked ChatGPT, Claude, and Perplexity "best leak detection company near [service area]" — this business was not mentioned by any of them
- Google AI Overviews pulls competitors' names for leak-detection queries in this market, not this business
- No clear, quotable "who we are / what we do / where we serve" block anywhere on the site for AI tools to lift

Takeaway: AI tools have nothing confident to repeat about this business, so they recommend someone else

No FAQ content in AI-friendly Q&A format

- AI answer engines strongly favor pages that directly answer a question in plain language
- No content answering things like "How much does slab leak detection cost?" or "How do you find a leak without digging?"
- No FAQ schema markup anywhere on the site

Takeaway: Missing the exact format AI tools are built to extract and cite

Inconsistent business information across the web

- Name, address, and phone number vary slightly across directory listings
- AI tools cross-reference multiple sources before they'll confidently recommend a business
- Inconsistent information reads as a trust signal risk, not just an SEO one

No authoritative, citable proof points

- No stats, certifications, equipment specifics, or years-in-business phrased in a way AI models can lift and attribute
- No structured data (schema.org) marking up services, reviews, or business identity

Takeaway: Google, ChatGPT, Claude, and Perplexity aren't finding enough to confidently recommend this business — which means it's losing the customers who research with AI before they ever open Google Maps.

WEBSITE AUDIT (LOCAL SEO)

1. What's hurting LOCAL VISIBILITY

Weak location SEO structure

- Only generic mentions of service-area counties (not dedicated, optimized pages)
- No pages like "Leak Detection — North County" or "Slab Leak Detection — South County"
- No internal linking or geo-relevance depth between service and location pages

Takeaway: Google sees this as one service in one location, not a regional authority

Missing keyword targeting

- "water leak detection near me"
- "slab leak detection cost"
- "emergency leak detection"
- "plumber leak detection near me"

Takeaway: Missing high-intent search demand

No strong topical authority

- No blog content addressing customer problems (unexplained water-bill spikes, a wet patch of yard, etc.)
- No FAQ schema or other structured content

2. What's hurting CONVERSIONS

Headline is weak and feature-based, not outcome-based

Example: "Fast, Non-Invasive Leak Detection" — describes the method, not the result the customer wants.

No clear pricing expectation

- No "starting at"
- No "typical range"
- No "free estimate"

Takeaway: Increases friction versus competitors who do show a starting price

Too many CTAs, none of them focused

Multiple competing buttons, several just saying "Learn more." Takeaway: Decision friction reduces calls.

No urgency funnel

- No “same-day spots available” messaging
- No real-time urgency framing

3. What's hurting TRUST

Missing key trust signals

- License number (matters a lot in most states)
- Explicit insurance mention
- “Years in business” above the fold
- Certifications / equipment brands
- Visual proof: before/after or job-site evidence

No strong brand positioning

Currently positioned as: “a leak detection service.” Should be positioned as: “the specialist plumbers rely on when a leak can't be found.”

4. What's hurting URGENT-INTENT LEADS

No emergency conversion path

- No “I have a leak right now” call-to-action
- No guided urgency flow for time-sensitive visitors

No clear “cost of waiting” messaging

The idea exists in the copy somewhere, but it isn't prominent or visual.

GOOGLE BUSINESS PROFILE CATEGORY STRATEGY

Primary category (most important)

Plumber — this is non-negotiable. It carries the highest search volume, the strongest “near me” intent, and the most map-pack visibility. Even a specialist business is still ranked through this lens by Google.

Secondary categories (where you refine intent)

- Water Damage Restoration Service
- Drainage Service
- Utility Contractor (optional, depending on positioning)

What this means strategically

Because there is no exact-match “leak detection” category, the business has to compensate with:

- **Services (critical):** add keyword-rich services — slab leak detection, underground leak detection, water leak detection, emergency leak detection
- **GBP description:** explicitly repeat “leak detection,” “hidden water leaks,” “underground leaks,” “slab leaks”
- **Reviews:** prompt customers so their reviews naturally mention “found my leak,” “leak detection,” “underground leak”
- **Photos & posts:** reinforce detection equipment, pinpointing leaks, non-invasive work

CORRECTED TAKEAWAY

- You cannot win with SEO categories alone, and you cannot win with AI visibility alone — you need both
- You win by showing up in Google's map pack **and** getting found and cited by ChatGPT, Claude, Perplexity, and AI Overviews
- Primary GBP category = Plumber; everything else (services, description, reviews, photos) = reinforcing “leak detection” and AI-quotable proof, everywhere

This is a sample of the free AI-powered audit Arrivo Digital Marketing runs on every prospective client's website and Google Business Profile, covering both traditional local SEO and GEO (Generative Engine Optimization). No obligation, plain-language findings, delivered in about two business days.

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