

AUTHORITY & AI DISCOVERABILITY AUDIT

SAMPLE CLIENT REPORT | \$295 SERVICE | 48 HOUR DELIVERY

Prepared for: Morgan Ellis (fictional example)
Industry: Community health research and patient advocacy
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HOW TO READ THIS SAMPLE

This document demonstrates the structure, specificity, and practical resources a customer may receive. Morgan Ellis, the sample profile, search results, observations, and website examples are invented for illustration. No live searches were performed, and the findings do not represent a real person or client.

Executive assessment

The illustrative profile has meaningful advocacy activity and published contributions, but search results do not consistently connect those activities to one identifiable professional profile. The clearest opportunities involve source consolidation, current role attribution, and clearer topic descriptions.

WHAT WORKS	WHAT NEEDS ATTENTION
Conference mention and one organization biography create identifiable authority signals.	Professional publications and advocacy work are not connected consistently.
A relevant topic association is present for two targeted searches.	A similarly named individual appears for broader searches.
A recent program page describes current experience.	An older organizational page uses an outdated affiliation.

Recommended first actions

1. Establish one primary professional biography. 2. Connect related publications, appearances, and projects. 3. Correct or contextualize outdated affiliations before expanding content.

01 | Search visibility observations

Illustrative query testing shows how an ACE audit distinguishes searches containing a client name from searches that a relevant audience might make without knowing the client exists.

SAMPLE QUERY	ILLUSTRATIVE RESULT	WHAT IT SUGGESTS
"Morgan Ellis community health"	Current nonprofit contributor page appears; biography is incomplete.	Identity is partially visible, but professional context is weak.
"Morgan Ellis patient research"	Old event appearance appears ahead of current program work.	Older sources may dominate the perceived professional history.
"community health patient research advocates"	Organizations appear; no result clearly associates Morgan with the topic.	Potential gap in discovery through general industry questions.
"Morgan Ellis research publication"	A similarly named author appears among results.	Possible identity ambiguity and attribution risk.

Search observations are not permanent rankings

A real ACE report records the specific queries and relevant observations available during its assessment. Search results and AI answers can vary by time, platform, user context, and geography. A sampled observation is not a guarantee of how every visitor will see the same query.

PRIORITY FINDING

The strongest opportunity is not necessarily to publish more articles. It is to create a clear, authoritative source that connects existing accomplishments and provides a reliable reference for future content.

02 | Identity and attribution accuracy

This section assesses whether available sources accurately communicate the difference between current roles, former roles, personal experiences, and organizational collaborations. The entries below are invented to illustrate a typical audit.

ISSUE	RISK	RECOMMENDED CORRECTION
Former position shown as current	Readers and AI summaries may misstate professional status.	Update the founder bio and request correction from the source organization.
Two "Morgan Ellis" profiles on unrelated sites	Results may incorrectly merge two distinct professionals.	Add consistent full name, field, organization, and selected publication identifiers.
Research contributions scattered across event and partner pages	Relevant experience appears isolated rather than cumulative.	Build a public selected work and contributions section.
Patient advocacy described as formal clinical research	Role may be overstated or misrepresented.	Use precise language for lived experience, coauthorship, advising, and research participation.

Audience and geographic positioning

The example profile is primarily seeking recognition among community research partners, nonprofit leaders, and patient advocacy groups. The audit therefore prioritizes professional accuracy and topic association over conventional ecommerce traffic. Local or regional discovery would be investigated only where it contributes to the client’s stated field and relevant public information.

ATTRIBUTION STANDARD

A person may work with a condition, organization, or program without being personally diagnosed with that condition or employed by that organization. ACE distinguishes these relationships rather than treating every search association as a confirmed fact.

03 | Priority implementation roadmap

Actions are ordered by expected clarity and practicality, not by promises of ranking improvements. Client control, factual accuracy, and consistency take priority.

PRIORITY	ACTION	CLIENT DELIVERABLE / TEST
FIRST	Revise the main professional biography to state current expertise, roles, and selected work.	Use the supplied GEO Website Page Template; retest the two branded queries.
SECOND	Publish a concise selected contributions page linking existing work to the correct author.	Reference evidence already available rather than inventing achievements.
THIRD	Request updates for outdated role descriptions on relevant public websites.	Log source URL, correction request, and date of observed change.
FOURTH	Publish one substantive article addressing an authentic question in the field.	Use the GEO Blog Post Template with original facts and source references.
MEASURE	Repeat the original searches following publication and indexing.	Compare identity, citations, source attribution, and general topic discoverability.

Illustrative monitoring log

QUERY	BASELINE	RETEST FIELD
Morgan Ellis patient research	Outdated affiliation in visible results	Record whether current role is now accurately described
Community health research advocates	No clear professional association	Record relevant person and organization mentions
Morgan Ellis publications	Possible author confusion	Record attribution and cited source accuracy

What the client can implement independently

The recommendations can be implemented through an existing website, organization contact, or general purpose AI writing tool. ACE does not require paid advertising, an agency subscription, or ongoing proprietary software access.

04 | Reusable GEO templates

The \$295 Authority & AI Discoverability Audit includes a Website Page Template and a Blog Post Template. The excerpts below demonstrate how the templates translate audit findings into repeatable content work.

GEO Website Page Template | Sample excerpt

PAGE OBJECTIVE: Help search systems connect the correct person to verifiable experience and current work.

OPENING: [Full name] is a [verified current role] working in [specific field] with [organization, if applicable].

EVIDENCE: Include 2 to 4 selected projects, publications, events, or contributions with accurate role descriptions and source links.

RELATIONSHIPS: Distinguish current affiliations, prior affiliations, collaborators, and personal experience.

METADATA: Use a descriptive page title and natural summary. Avoid unsupported superlatives.

GEO Blog Post Template | Sample excerpt

READER QUESTION: What specific question does this article answer?

FIRST PARAGRAPH: Provide a direct explanation that names the subject and scope.

EVIDENCE: Cite the primary sources and distinguish established findings from hypotheses or models.

AUTHORSHIP: State why the author is relevant to the subject without overstating credentials.

INTERNAL CONNECTION: Link to one relevant biography, project page, or earlier publication.

Suggested AI writing instruction

"Using the approved facts and template below, draft a website page in my natural voice. Do not invent positions, diagnoses, collaborations, publications, rankings, or results. Flag missing evidence rather than filling gaps. Preserve the distinction between current roles, former roles, and informal contributions. Return a factual draft for my review."

Package and scope notes

This sample illustrates the \$295 Authority & AI Discoverability Audit. The \$99 Visibility Snapshot is narrower and includes a starter template. The \$495 Authority Architecture Blueprint adds a deeper strategy and content mapping resources. Actual report length and findings depend on the client's public information and selected package.

ACE provides independent digital visibility research and recommendations. AI inclusion, search placement, corrections, revenue, funding, and business outcomes are not guaranteed. This fictional example should not be interpreted as a real search test or customer testimonial.