SEO & GEO GROWTH PLAN

Own the answer, not just the ranking

90 days to get BrandPatrol cited by ChatGPT and Perplexity – and into Google's top 3 for 'brand governance tool'.

Strong product, invisible category

#50+

Google position for 'brand governance tool'

1 / 25

Tracked AI prompts where BrandPatrol is cited

900

Non-brand organic clicks per month

40

Referring domains

Search and AI answers reward the same thing

Google ranks pages; ChatGPT and Perplexity cite sources. Both favour clear category definitions, original data and third-party proof. We build once and win twice.

GEO goal

Cited in ≥30% of answers for 'brand consistency software' prompts by day 90.

SEO goal

Top-3 on Google for 'brand governance tool' (floor: top 5).

Business goal

Organic free sign-ups from ~15 to 60 per month.

Four levers drive the plan

Own the definition

Canonical pages that define brand consistency software and brand governance – with the Brand Consistency Score as the answer.

Publish citable data

An anonymised BCS benchmark report: original numbers AI engines and journalists quote.

Earn third-party proof

Review sites, 'best tools' listicles, Reddit and LinkedIn threads – where AI engines source shortlists.

Make it machine-readable

Schema, llms.txt, AI-crawler access, Bing indexing, crisp FAQ blocks.

Foundation, authority, dominance

STEP 1

Month 1 · October

Foundation: tech setup, pillar pages, prompt tracking.

STEP 2

Month 2 · November

Authority: benchmark report, comparisons, listings, outreach.

STEP 3

Month 3 · December

Dominance: digital PR, free tool, refresh and conversion.

Make BrandPatrol the obvious source

Fix what blocks crawlers and models, then publish the two pages that define the category.

Tech & access

Allow GPTBot, OAI-SearchBot, PerplexityBot; add llms.txt; Organization, SoftwareApplication and FAQ schema; submit to Bing Webmaster Tools.

Pillar: brand governance tool

3,000-word page: definition, evaluation checklist, BCS workflow, FAQ.

Pillar: brand consistency software

Category page with a quotable one-line definition and the Brand Twin model.

Measurement

25-prompt tracker across ChatGPT and Perplexity, logged weekly.

End of October

#25–35

Rank for 'brand governance tool'

3 / 25

AI prompts citing BrandPatrol

8

New or rebuilt pages live

1,200

Non-brand organic clicks / month

Give the engines something to quote

AI answers cite original numbers and independent shortlists. November delivers both.

State of Brand Consistency 2026

Benchmark report from anonymised BCS data – 10 headline stats, each on its own linkable section.

Comparison pages

BrandPatrol vs Frontify, vs Acrolinx, vs Bynder – honest, table-led, schema-marked.

Third-party listings

G2 and Capterra profiles, 10 'best brand management tools' listicle pitches.

Community

8 expert answers on Reddit and LinkedIn on brand governance questions.

End of November

#8–12

Rank for 'brand governance tool'

6 / 25

AI prompts citing BrandPatrol

80

Referring domains

2,000

Non-brand organic clicks / month

Push into the top three

Amplify the report, add a link-earning free tool and tighten every page that already ranks.

Digital PR

Pitch report stats to 20 marketing and brand publications; target 15 earned links.

Free BCS checker page

Ungated 'Check your brand consistency' tool – link magnet and sign-up driver.

Refresh & interlink

Update pillars with report data, add 30 internal links, sharpen titles for CTR.

Video

Two YouTube walkthroughs – Perplexity frequently cites video sources.

End of December

Top 3

Rank for 'brand governance tool' (floor: top 5)

8 / 25

AI prompts citing BrandPatrol (≥30%)

110

Referring domains

60

Organic free sign-ups / month

SCOREBOARD · EXAMPLE NUMBERS

Month-by-month targets

KPI	Baseline	Oct	Nov	Dec
'brand governance tool' rank	#50+	#25–35	#8–12	**Top 3**
Perplexity citation rate	4%	12%	24%	**36%**
ChatGPT citation rate	0%	8%	16%	**28%**
Referring domains	40	55	80	**110**
Non-brand organic clicks / mo	900	1,200	2,000	**3,200**
Organic free sign-ups / mo	15	25	40	**60**

How we measure and steer

Weekly AI audit

Same 25 prompts, same engines, logged every Monday: cited, mentioned or absent, plus which sources won.

Ranking tracker

Daily position for 15 core keywords; alert on any drop of 3+ places.

Monthly review

Targets vs actuals; reallocate effort to the lever that moved most.

Risk check

Top 3 in 90 days is a stretch – if Nov lands outside top 15, double outreach.

Start Monday. Measure every Monday.

Week 1: connect Search Console and GA4, run the baseline AI audit, ship the technical fixes.

Approve the plan and kick off Month 1 →