



# AI SEARCH POSITION BRIEF

Where the machines place us, who is named instead, and what it costs to change that.

|         |             |      |
|---------|-------------|------|
| COMPANY | PREPARED BY | DATE |
|         |             |      |

## 1 WHERE WE APPEAR TODAY

Three prompts, run live. From the Mirror exercise.

|                                    |                         |
|------------------------------------|-------------------------|
| PROMPT                             | NAMED / MISSING / WRONG |
| Best [category] for [customer]     |                         |
| Who should I hire for [service]    |                         |
| What do you know about [our brand] |                         |

Factual errors found and corrected

## 2 WHO IS NAMED INSTEAD OF US

From the head to head. This is the number to read first.

Competitor named most often

Head to head, out of three

|      |    |                                                                       |
|------|----|-----------------------------------------------------------------------|
|      |    | Out of the three prompts above, how many named them, and how many us. |
| THEM | US |                                                                       |

## 3 WHAT WE CURRENTLY RENT

From the rent ledger. Annual, not monthly.

Annual paid search and paid social

Change in cost per lead over three years

What that buys us the day we stop paying

## 4 OUR SIX PILLAR SCORE

Tick only what is true today. Untick is not a failure, it is the plan.

- ☐ S Main copy is still there with no scripts running
- ☐ O An independent publication wrote about us in the last 12 months
- ☐ U We publish something no competitor could have written
- ☐ R New pages are built against a known search intent, with data
- ☐ C A named human with a real bio appears on our about page
- ☐ E We know last month's AI-referred traffic figure

Score today of 6

## 5 THE CONSTRAINT

Which one we actually have, and therefore where we start.

- ☐ Impressions down, clicks down  
Foundations. Start with Structure and Offsite.
- ☐ Impressions flat or up, clicks down  
The answer is taking the click. Structure, then Relevance, then Credibility.
- ☐ Impressions and clicks up, pipeline down  
A conversion problem. Spend nothing on this until the site converts.
- ☐ Named nowhere in the Mirror  
A citation problem. Structure, then Uniqueness, then Offsite.

## 6 WHAT FIXING IT COSTS

Fill both columns in yourself. Nobody else's numbers matter here.

| RUNNING IT IN-HOUSE                  | RUNNING IT WITH HELP |
|--------------------------------------|----------------------|
| Senior hire, salary plus on-costs    | Monthly engagement   |
|                                      |                      |
| Tooling and data                     | Included             |
|                                      |                      |
| Ramp time before any output          | Starts week one      |
|                                      |                      |
| Months of ground lost while we learn |                      |
|                                      |                      |

## 7 RECOMMENDATION AND NEXT STEP

Written by us, not by anybody selling to us.

What we are asking for