AI GEO Audit Report

Master Edition v23 – AI Visibility, Entity Strength & SERP Behaviour

Prepared for: **Alan Ranger Photography**
Example focus query: *"photography classes"*

1. Introduction & Framework

This report summarises how AI-powered search systems perceive and surface your brand for photography learning terms in your service area. It uses a five-pillar framework:

- **Local Entity** – how clearly your business and you as a person are recognised as entities.
- **Service Area** – how well AI understands where you operate and which regions you serve.
- **Authority** – perceived expertise and trust in the topic space (content depth, reviews, citations).
- **Visibility** – how often you appear in organic results, local packs, snippets and AI Overviews.
- **Content / Schema** – how clearly your content is structured and marked up for machine use.

Each pillar is scored 0–100 and mapped to a Red/Amber/Green category. Subsequent sections zoom in on keyword-specific behaviour, semantic relationships and a practical roadmap with tracking templates.

2. KPI Overview – Pillar Scores

2.1 Pillar Scorecard (RAG)

Pillar	Score	RAG	What it is measuring
Local Entity	92	Green	Consistency and clarity of brand, person and business entity signals.
Service Area	85	Amber	How clearly AI understands where lessons/workshops run and which regions you cover.
Authority	93	Green	Depth of educational content, references, reviews and external citations.
Visibility	84	Amber	Frequency and prominence in organic search, local pack, snippets and AI Overviews.
Content / Schema	90	Green	Clarity of page structure, schema usage, internal links and FAQ blocks.

2.2 KPI Pillars – RAG Bar Chart

1. KPI Pillar Scores (RAG)
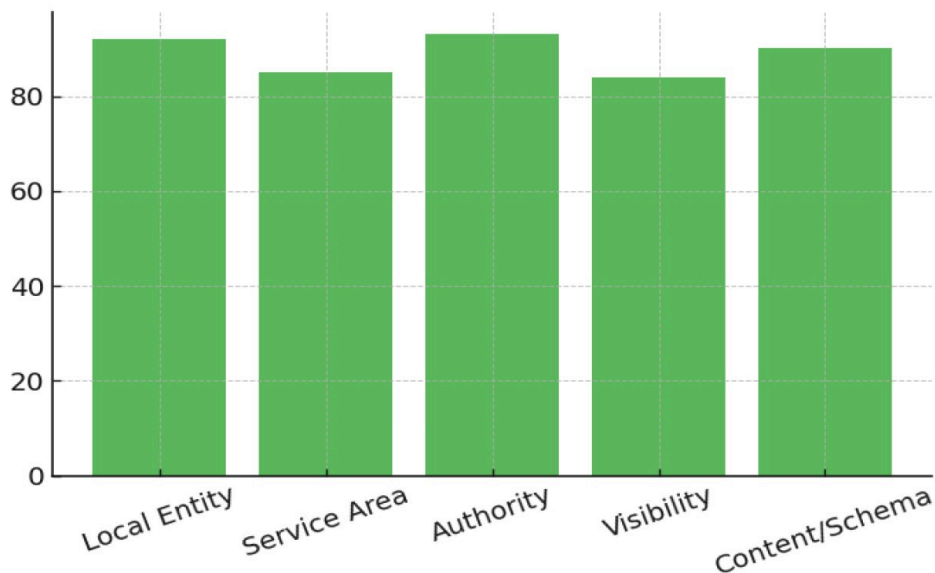
Each score reflects AI's understanding of your entity strength, content clarity, visibility signals, and structured data. Green = strong alignment, Amber = needs refinement.

KPI pillars plotted as a bar chart using Red/Amber/Green logic. Local Entity, Authority and Content/Schema are comfortably Green. Service Area and Visibility are Amber, highlighting where the most leverage sits in the short-to-medium term.

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3. KPI Shape & Snippet Readiness

3.1 Radar "Spider-Web" Pattern

The radar chart shows the same five pillars as a spider-web. When the shape is broad and rounded, it indicates balanced strength; when it collapses inward on one spoke, that pillar is limiting the overall profile.
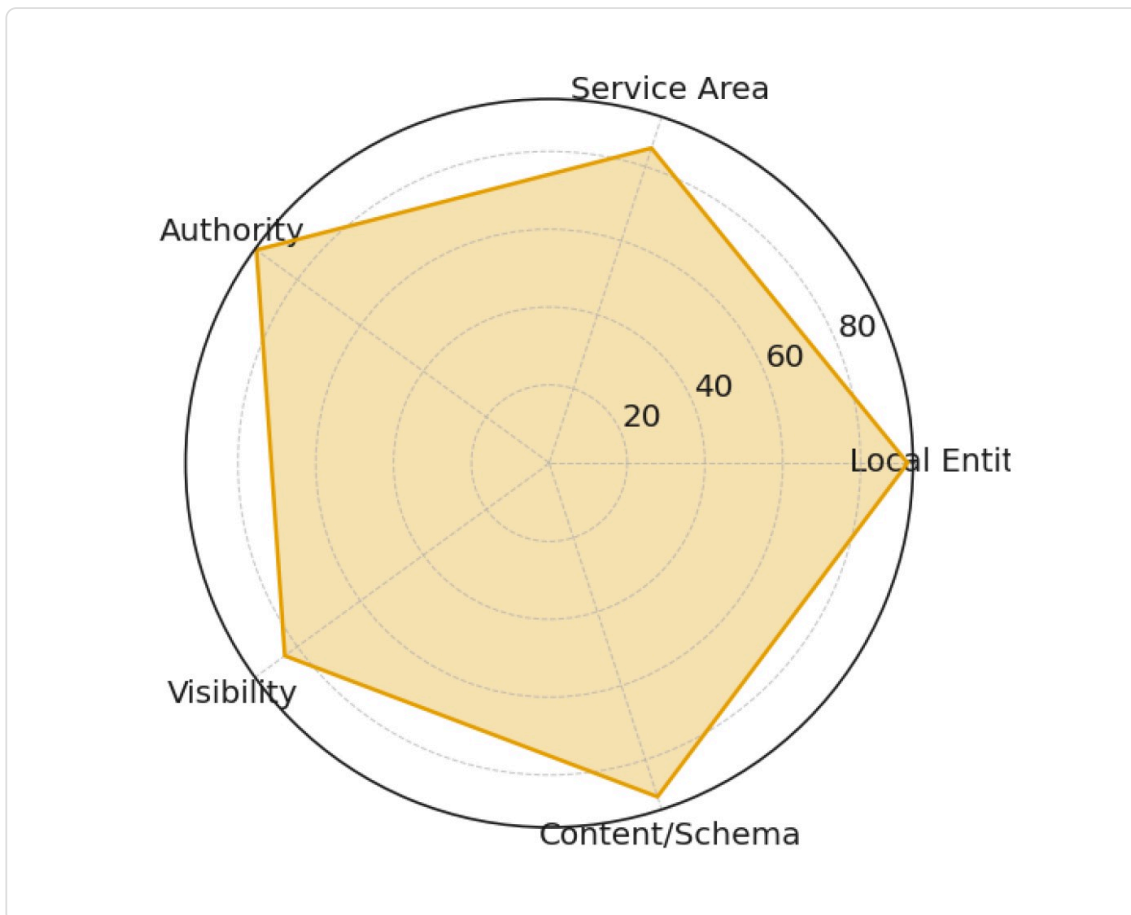
The polygon is broad and relatively even, with mild inward pulls on Service Area and Visibility. This is consistent with their Amber scores and confirms that no single pillar is dramatically undermining AI perception.

3.2 Snippet Readiness Gauge

Snippet readiness summarises how likely your content is to be lifted into featured snippets and AI answers. It reflects three ingredients: snippet-friendly answer blocks, suitable schema (FAQ/HowTo/Article/Course/Event) and existing rich-result behaviour.

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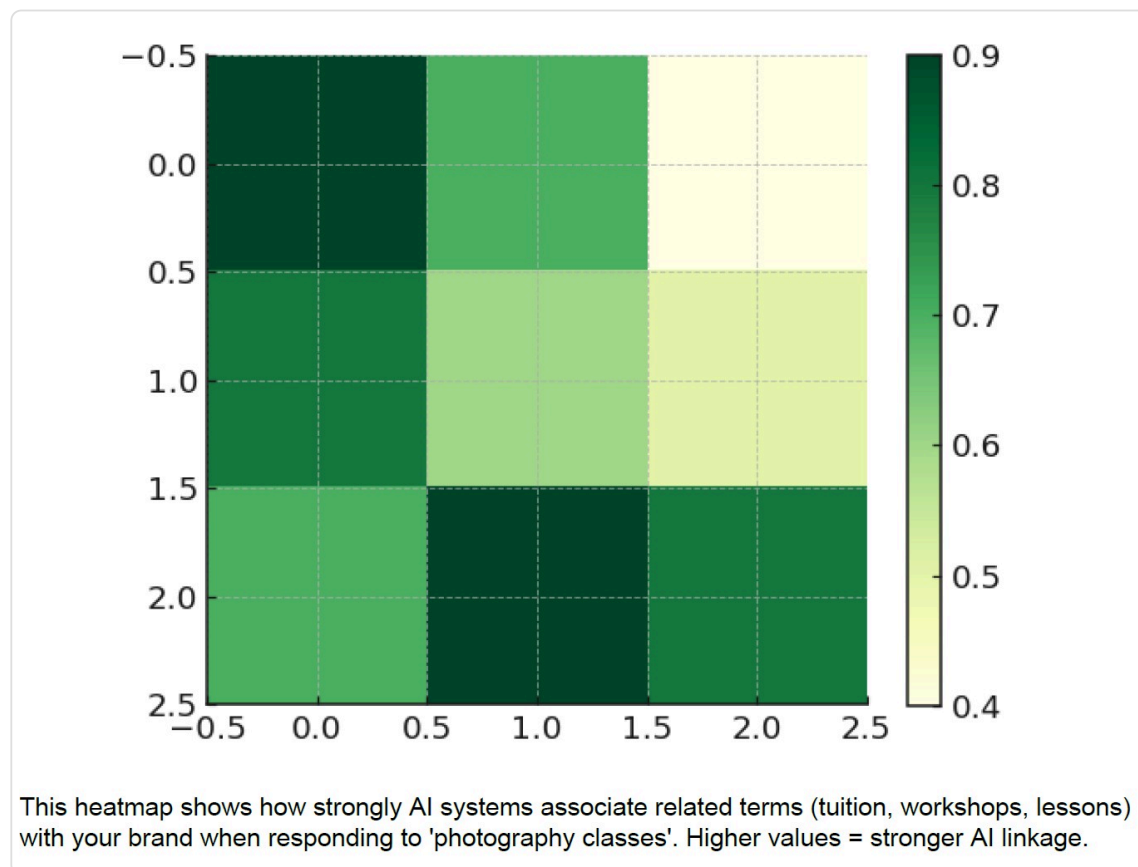
4. Dynamic Keyword Deep Dive – "photography classes"

4.1 What is being measured?

For a representative commercial query like *"photography classes"*, the framework examines:

- **SERP layout** – presence of AI Overview, local pack, rich results and organic mix.
- **Semantic co-occurrence** – which related terms cluster around the query in AI answers.
- **Your participation** – whether your brand and URLs appear in those elements.

4.2 Semantic Co-occurrence Heatmap

The heatmap below visualises how often AI assistants associate related concepts with your brand when responding to "photography classes". Darker cells indicate stronger association.


This heatmap shows how strongly AI systems associate related terms (tuition, workshops, lessons) with your brand when responding to 'photography classes'. Higher values = stronger AI linkage.

In a healthy profile, terms such as "lessons", "workshops" and "beginners" cluster tightly with your brand. Weaker cells around phrases like "training" or "courses near me" highlight opportunities to adjust wording in copy and schema.

5. Semantic & Entity Landscape

5.1 Entity Knowledge Graph

The entity graph illustrates how AI systems are likely to connect your name and brand to related concepts in the photography learning space.
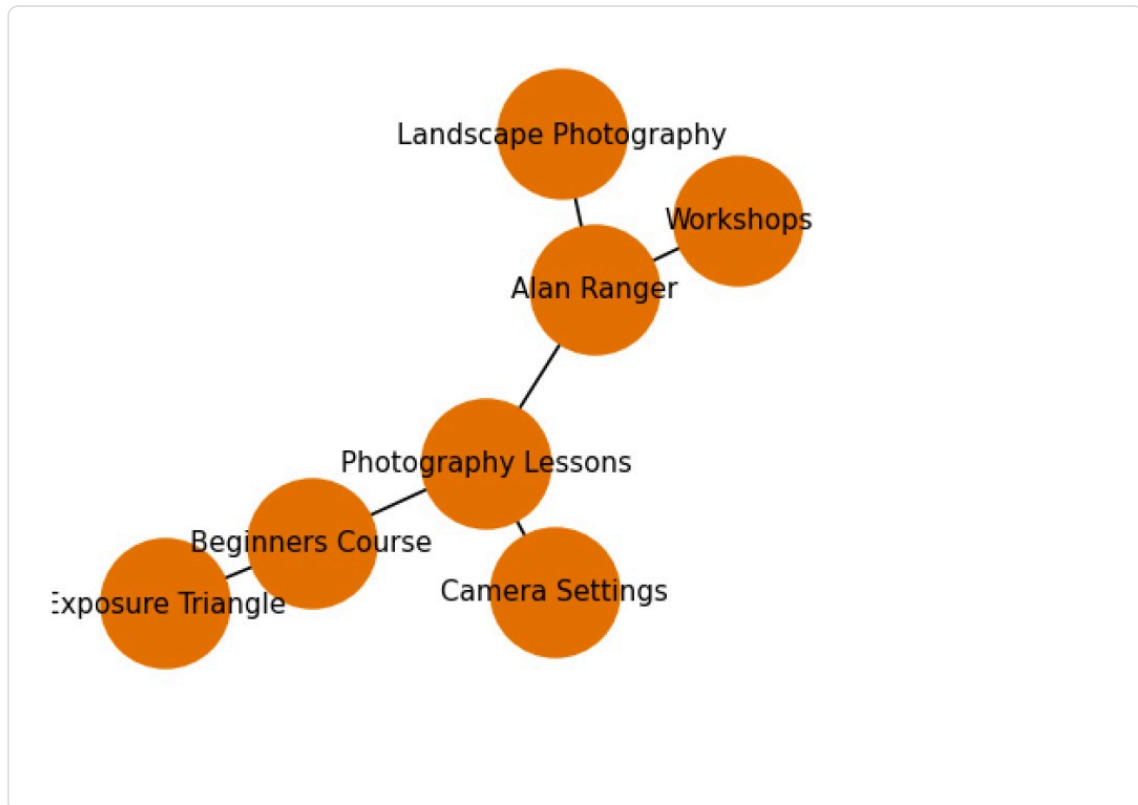
Ideally your name sits at the centre, with clear connections to entities such as "photography lessons", "beginners courses", "camera settings", "landscape photography", "workshops" and "mentoring". Supporting entities like specific workshop types and locations can then be reinforced via internal linking and schema markup.

6. Strategic Roadmap – 30 / 90 / 180 Days

6.1 30-Day Quick Wins

- Add 40–60 word definition blocks to key pages for core concepts (e.g. exposure, aperture priority, photography lessons).
- Add FAQ sections with FAQPage schema to cornerstone guides and tuition-focused pages.
- Ensure high-traffic blogs link clearly to relevant courses, workshops and assignment hubs.
- Double-check NAP consistency across your site and major directories.

6.2 90-Day Growth Plan

- Publish deep guides that combine written content, diagrams and example images for key topics.
- Create or refine hub pages that act as "Course Finder" paths for beginners, intermediates and landscape specialists.
- Expand reviews and testimonials on learning-focused pages and mark them up where appropriate.
- Clean up and extend schema coverage for events, courses and long-form articles.

6.3 180-Day Authority Programme

- Map your full entity and topic graph and ensure each important concept has at least one strong page.
- Build long-form cornerstone content (2–5k words) for each major cluster.
- Add more video content with VideoObject schema around your strongest topics.
- Set up a recurring AI visibility review using the tracking templates that follow.

7. Prioritisation Matrix

Use the matrix below as a planning tool. Adjust priorities, impact and difficulty to reflect your own constraints.

Priority	Action	Impact	Difficulty	Notes
High	Optimise key pages for featured snippets and AI answers.	High	Low	Requires definition blocks, headings and FAQ schema rather than new tech.
High	Publish AI-friendly cornerstone guides.	High	Medium	Content-heavy but strongly aligned with your teaching model.
Medium	Improve internal linking in each topic cluster.	Medium	Low	Gradual, low-risk work that benefits both users and crawlers.
Medium	Add structured video content for critical topics.	Medium	Medium	Good leverage once core written content is in place.
Low	Advanced automation or programmatic entity mapping.	High (long-term)	High	Useful primarily for future AI tooling rather than immediate gains.

8. Tracking & Monitoring Toolkit

8.1 Monthly KPI Dashboard

Metric	Jan	Feb	Mar	Apr	May	Jun
AI Overview trigger %						
Featured snippets won						
Local Pack visibility %						
Top 3 organic rankings						
Entity recognition score						
Schema coverage %						

8.2 AI Overview Trigger Log

Query	AI Overview?	Summary Theme	Your URL Included?
photography classes			
photography lessons near me			
camera settings course			
landscape photography workshops			

8.3 Snippet & Schema Tracking

Featured Snippet Tracker

Query	Snippet Type	Won?	Target Page	Last Checked
what is exposure in photography	Definition			
how to use aperture	Steps			
camera settings for beginners	List			

Schema Validation Log

Page	Schema Types	Last Validated	Notes
Beginners online course	Course, FAQPage		
Photography workshops (main)	Event, ItemList, FAQPage		
Exposure blog / assignment	Article		
Bluebell workshop page	Event		

Entity Growth Tracker

Entity	Status	Content Coverage	Schema Support	Next Action
Alan Ranger	Strong	High	Good	Maintain; keep referenced in major new content.
Photography lessons	Strong	High	Moderate	Increase Course/FAQ schema on relevant pages.
Camera skills training	Emerging	Low	Low	Add to business-facing copy and schema.
Photography mentoring	Moderate	Medium	Low	Create or strengthen a mentoring hub page.

End of AI GEO Audit – Master Edition v23

Use this document as a working playbook: annotate it, adapt priorities and update the tracking tables as you ship content and schema improvements.