# Audience Style Guide - AI Search/GEO Services

## Discover Web Solutions Content & Communication Guidelines

\*\*Date:\*\* 25th September 2025

\*\*Client:\*\* Discover Web Solutions

\*\*Service:\*\* AI Search/GEO Service Page Development

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## Executive Summary

This comprehensive style guide defines the communication approach, tone, voice, and content strategy for Discover Web Solutions' AI Search/GEO service offerings. The guide ensures consistent, effective communication across all touchpoints while addressing the specific needs, concerns, and preferences of the target Australian business audience.

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## Target Audience Profile

### Primary Audience Demographics

#### Digital Marketing Managers (35%)

* \*\*Age Range:\*\* 28-38 years
* \*\*Company Size:\*\* 50-200 employees
* \*\*Industry:\*\* Professional services, B2B, e-commerce
* \*\*Education:\*\* University degree, marketing qualifications
* \*\*Location:\*\* Major Australian cities (Sydney, Melbourne, Brisbane)
* \*\*Income:\*\* $70,000-$120,000 annually

#### Business Owners/Directors (45%)

* \*\*Age Range:\*\* 35-55 years
* \*\*Company Size:\*\* 10-50 employees
* \*\*Industry:\*\* Local services, professional services, retail
* \*\*Education:\*\* Varied, business-focused
* \*\*Location:\*\* Metropolitan and regional Australia
* \*\*Income:\*\* $80,000-$200,000+ annually

#### SEO/Digital Agency Owners (20%)

* \*\*Age Range:\*\* 30-45 years
* \*\*Company Type:\*\* Marketing agencies, consultancies
* \*\*Client Base:\*\* 20-100 clients
* \*\*Education:\*\* Digital marketing expertise, certifications
* \*\*Location:\*\* Australia-wide
* \*\*Income:\*\* $100,000-$300,000+ annually

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## Audience Characteristics & Preferences

### Psychographic Profile

#### Values & Motivations

* \*\*Professional Growth:\*\* Staying current with industry developments
* \*\*Business Success:\*\* Driving measurable results and ROI
* \*\*Competitive Advantage:\*\* Outperforming competitors through innovation
* \*\*Risk Management:\*\* Making informed, low-risk business decisions
* \*\*Efficiency:\*\* Time-saving solutions and streamlined processes
* \*\*Credibility:\*\* Maintaining professional reputation and authority

#### Information Processing Style

* \*\*Visual Learners:\*\* Prefer charts, graphs, infographics, and visual data
* \*\*Detail-Oriented:\*\* Want comprehensive information before decision-making
* \*\*Evidence-Based:\*\* Require proof, case studies, and testimonials
* \*\*Practical Focus:\*\* Need actionable insights and clear implementation steps
* \*\*Time-Conscious:\*\* Appreciate concise, well-structured information
* \*\*Results-Driven:\*\* Focus on outcomes and measurable benefits

#### Communication Preferences

* \*\*Professional Tone:\*\* Business-appropriate but approachable language
* \*\*Australian Context:\*\* Local terminology, examples, and references
* \*\*Jargon Translation:\*\* Technical concepts explained in business terms
* \*\*Multi-Channel:\*\* Email, website, phone, video, and in-person meetings
* \*\*Regular Updates:\*\* Consistent communication and progress reporting

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## Brand Voice & Tone Guidelines

### Core Brand Voice Attributes

#### 1. Expert & Authoritative

**Characteristics:**

* Demonstrates deep knowledge of AI search and digital marketing
* Provides industry insights and thought leadership
* Uses data and research to support recommendations
* Positions as trusted advisor rather than vendor

**Language Examples:**

* "Based on our analysis of current AI search trends..."
* "Industry research shows that businesses implementing GEO see..."
* "Our expertise in Australian digital marketing reveals..."

#### 2. Clear & Accessible

**Characteristics:**

* Translates complex technical concepts into business language
* Avoids unnecessary jargon and acronyms
* Uses simple, direct sentence structures
* Provides context and explanations for technical terms

**Language Examples:**

* "AI search optimisation (also called GEO) means..."
* "Simply put, this helps your business get found when..."
* "Here's what this means for your bottom line..."

#### 3. Practical & Action-Oriented

**Characteristics:**

* Focuses on actionable insights and next steps
* Provides clear implementation guidance
* Emphasises measurable results and outcomes
* Offers specific solutions to identified problems

**Language Examples:**

* "Here's exactly how we'll improve your AI search visibility..."
* "The next step is to conduct a comprehensive audit..."
* "This approach will deliver measurable results within..."

#### 4. Australian & Relatable

**Characteristics:**

* Uses Australian English spelling and terminology
* References local market conditions and examples
* Understands Australian business culture and practices
* Maintains professional but friendly Australian communication style

**Language Examples:**

* "Aussie businesses are increasingly finding that..."
* "Local companies across Sydney and Melbourne are..."
* "Understanding the Australian digital landscape means..."

#### 5. Trustworthy & Transparent

**Characteristics:**

* Provides honest assessments and realistic expectations
* Acknowledges challenges and limitations
* Offers guarantees and risk-mitigation strategies
* Maintains ethical marketing and communication practices

**Language Examples:**

* "We'll be upfront about what you can expect..."
* "Here are the realistic timelines for seeing results..."
* "We believe in transparent pricing and clear deliverables..."

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## Tone Variations by Content Type

### Service Pages & Sales Materials

\*\*Tone:\*\* Professional, confident, results-focused

**Language Style:**

* Strong value propositions and benefit statements
* Social proof and credibility indicators
* Clear calls-to-action and next steps
* ROI focus and measurable outcomes

**Example:**

"Discover Web Solutions' AI Search Optimisation services help Australian businesses increase visibility in ChatGPT, Perplexity, and Google AI Overviews by an average of 40%. Our proven GEO strategies deliver 14.6% conversion rates—significantly higher than traditional SEO approaches."

### Educational Content & Blog Posts

\*\*Tone:\*\* Informative, helpful, authoritative

**Language Style:**

* Educational and informative approach
* Step-by-step explanations and guides
* Industry insights and trend analysis
* Actionable tips and recommendations

**Example:**

"AI search is changing how Australians find information online. With 77% of users now turning to ChatGPT for search queries, businesses need to adapt their digital strategies. Here's what you need to know about optimising for AI search engines."

### Email Communications

\*\*Tone:\*\* Personal, professional, value-driven

**Language Style:**

* Direct and personalized messaging
* Clear subject lines and purpose
* Specific value and benefit focus
* Appropriate Australian business etiquette

**Example:**

"G'day Sarah, Following up on our conversation about your AI search strategy. I've prepared a custom analysis showing how your competitors are currently ranking in ChatGPT searches—would Thursday afternoon work for a quick call to discuss the findings?"

### Social Media Content

\*\*Tone:\*\* Engaging, approachable, expert

**Language Style:**

* Conversational but professional
* Industry insights and quick tips
* Engaging questions and discussions
* Visual content with supporting text

**Example:**

"Did you know that AI search traffic has increased by 527% in 2025? Australian businesses are quickly adapting to this shift. What questions do you have about AI search optimisation?"

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## Content Structure Guidelines

### Headline & Title Formulas

#### Problem-Solution Headlines

* "Why Your SEO Strategy Isn't Working in the Age of AI Search"
* "How Australian Businesses Are Winning with AI Search Optimisation"
* "The Complete Guide to Getting Found in ChatGPT and Perplexity"

#### Benefit-Driven Headlines

* "Increase Your AI Search Visibility by 40% with Professional GEO Services"
* "Turn AI Search Into Your Biggest Lead Generation Channel"
* "Future-Proof Your Digital Marketing with AI Search Optimisation"

#### Question-Based Headlines (Voice Search Optimised)

* "What is Generative Engine Optimisation and Why Does It Matter?"
* "How Much Does AI Search Optimisation Cost for Australian Businesses?"
* "Which AI Search Platforms Should Your Business Optimise For?"

### Content Structure Templates

#### Educational Article Structure

1. \*\*Hook/Problem Statement\*\* (100-150 words)

2. \*\*Solution Overview\*\* (150-200 words)

3. \*\*Detailed Explanation\*\* (300-500 words per main point)

4. \*\*Australian Examples/Case Studies\*\* (200-300 words)

5. \*\*Action Steps\*\* (100-200 words)

6. \*\*Call-to-Action\*\* (50-100 words)

#### Service Page Structure

1. \*\*Value Proposition Headline\*\* (10-15 words)

2. \*\*Problem/Solution Introduction\*\* (150-200 words)

3. \*\*Service Benefits\*\* (300-400 words)

4. \*\*How It Works Process\*\* (400-500 words)

5. \*\*Results & Testimonials\*\* (200-300 words)

6. \*\*Pricing & Packages\*\* (300-400 words)

7. \*\*Next Steps/CTA\*\* (100-150 words)

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## Language & Terminology Guidelines

### Preferred Australian English Terms

* \*\*Use:\*\* "Optimisation" not "Optimization"
* \*\*Use:\*\* "Realise" not "Realize"
* \*\*Use:\*\* "Centre" not "Center"
* \*\*Use:\*\* "Colour" not "Color"
* \*\*Use:\*\* "Analyse" not "Analyze"

### Industry Terminology Standards

#### AI Search Terms (Always Define First Use)

* \*\*GEO:\*\* "Generative Engine Optimisation (GEO)"
* \*\*AI Search Platforms:\*\* "ChatGPT, Perplexity, and Google AI Overviews"
* \*\*Traditional Search:\*\* "Google and other traditional search engines"
* \*\*Voice Search:\*\* "Voice search and conversational queries"

#### Business Terms

* \*\*ROI:\*\* "Return on Investment (ROI)"
* \*\*KPIs:\*\* "Key Performance Indicators (KPIs)"
* \*\*Lead Generation:\*\* "Qualified lead generation"
* \*\*Conversion Rate:\*\* "Conversion rate optimisation"

### Avoiding Jargon

\*\*Instead of:\*\* "Implement semantic vectorization for LLM optimization"

\*\*Use:\*\* "Optimise your content so AI search engines can easily understand and recommend your business"

\*\*Instead of:\*\* "Leverage multimodal retrieval-augmented generation"

\*\*Use:\*\* "Help AI platforms find and cite your content when answering user questions"

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## Content Quality Standards

### Readability Requirements

* \*\*Reading Level:\*\* Year 10-12 Australian education level
* \*\*Sentence Length:\*\* Average 15-20 words per sentence
* \*\*Paragraph Length:\*\* 3-5 sentences maximum
* \*\*Subheadings:\*\* Every 150-200 words
* \*\*Bullet Points:\*\* For lists of 3+ items

### Evidence & Credibility Standards

* \*\*Statistics:\*\* Must include credible source citations
* \*\*Claims:\*\* Supported by research or case study evidence
* \*\*Testimonials:\*\* Real client names and businesses (with permission)
* \*\*Case Studies:\*\* Specific, measurable results and outcomes

### Australian Context Requirements

* \*\*Local Examples:\*\* Australian businesses and market references
* \*\*Currency:\*\* All pricing in Australian Dollars (AUD)
* \*\*Location References:\*\* Australian cities and regions
* \*\*Cultural Sensitivity:\*\* Appropriate Australian business culture understanding

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## Visual Communication Guidelines

### Image & Graphic Standards

**Style Preferences:**

* Clean, modern, professional design
* Australian business context where possible
* Charts and graphs for data presentation
* Screenshots of AI search platforms and results

**Colour Palette:**

* Professional blue and grey tones
* Australian-inspired accent colours
* High contrast for accessibility
* Consistent brand colour usage

### Video Content Guidelines

**Presentation Style:**

* Professional but approachable presenter
* Clear Australian accent and pronunciation
* Business-casual dress code
* Well-lit, professional background

**Content Structure:**

* Clear introduction and agenda
* Key points with visual supports
* Practical examples and demonstrations
* Clear call-to-action and next steps

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## Communication Channel Preferences

### Website Content

* \*\*Primary Purpose:\*\* Education and lead generation
* \*\*Tone:\*\* Professional, authoritative, helpful
* \*\*Length:\*\* Comprehensive, detailed information
* \*\*Structure:\*\* Scannable with clear navigation

### Email Marketing

* \*\*Frequency:\*\* Weekly educational content, monthly service updates
* \*\*Tone:\*\* Personal but professional
* \*\*Length:\*\* 300-600 words with clear value proposition
* \*\*Structure:\*\* Clear subject line, personal greeting, valuable content, clear CTA

### Social Media (LinkedIn Primary)

* \*\*Frequency:\*\* 3-5 posts weekly
* \*\*Tone:\*\* Professional, engaging, expert
* \*\*Content Types:\*\* Industry insights, tips, case studies, thought leadership
* \*\*Engagement:\*\* Respond to comments within 4 hours during business hours

### Phone/Video Consultations

* \*\*Approach:\*\* Consultative, listening-focused
* \*\*Structure:\*\* Discovery questions, expert insights, clear next steps
* \*\*Follow-up:\*\* Same-day summary email with key points and recommendations

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## Messaging Hierarchy

### Primary Messages (Core Value Propositions)

1. "Australia's leading AI search optimisation specialists helping businesses get found in ChatGPT, Perplexity, and Google AI Overviews"

2. "Future-proof your digital marketing with proven GEO strategies that deliver 14.6% conversion rates"

3. "Expert AI search optimisation services designed specifically for Australian businesses"

### Supporting Messages

* "Comprehensive traditional SEO and AI search integration"
* "Transparent pricing and measurable results"
* "Local expertise with global AI search knowledge"
* "Risk-free consultation and performance guarantees"

### Proof Points

* "527% increase in AI search traffic in 2025"
* "Only 3-4 established Australian GEO specialists"
* "14.6% conversion rates vs 1.7% traditional SEO"
* "Trusted by [number] Australian businesses"

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## Content Adaptation by Persona

### Digital Marketing Manager Content

**Focus Areas:**

* ROI and performance metrics
* Integration with existing marketing strategies
* Team training and skill development
* Competitive advantage and industry leadership

**Language Style:**

* Data-driven and analytical
* Strategic and forward-thinking
* Professional marketing terminology
* Clear reporting and measurement focus

### Business Owner Content

**Focus Areas:**

* Business growth and lead generation
* Cost-effectiveness and value
* Competitive positioning
* Simple implementation and management

**Language Style:**

* Business-focused outcomes
* Practical and straightforward
* Clear ROI and profit impact
* Minimal technical complexity

### Agency Owner Content

**Focus Areas:**

* Service expansion opportunities
* White-label and partnership options
* Scalability and client satisfaction
* Training and certification programs

**Language Style:**

* Industry expertise and credibility
* Partnership and collaboration focus
* Scalable solution emphasis
* Professional development opportunities

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## Quality Assurance Checklist

### Content Review Criteria

* [ ] \*\*Audience Alignment:\*\* Content matches target persona needs and preferences
* [ ] \*\*Voice & Tone:\*\* Consistent with brand guidelines and appropriate for channel
* [ ] \*\*Australian English:\*\* Correct spelling, terminology, and cultural references
* [ ] \*\*Clarity:\*\* Technical concepts translated into business language
* [ ] \*\*Evidence:\*\* Statistics and claims supported by credible sources
* [ ] \*\*Action-Oriented:\*\* Clear next steps and calls-to-action
* [ ] \*\*Mobile-Friendly:\*\* Scannable format with clear headings and structure
* [ ] \*\*SEO Optimised:\*\* Target keywords naturally integrated
* [ ] \*\*Accessibility:\*\* Appropriate reading level and inclusive language

### Performance Monitoring

* \*\*Engagement Metrics:\*\* Time on page, scroll depth, click-through rates
* \*\*Conversion Metrics:\*\* Form submissions, consultation bookings, downloads
* \*\*Feedback Collection:\*\* Client surveys, testimonials, and direct feedback
* \*\*Continuous Improvement:\*\* Regular content updates and optimisation

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\*\*Audience Style Guide Status:\*\* ✅ Complete

\*\*Implementation Priority:\*\* Critical for all content creation and communication consistency