# User Journey Mapping - AI Search/GEO Service

## Discover Web Solutions Target Audience Journey Analysis

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

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

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

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## Executive Summary

This user journey mapping analysis identifies three primary user personas and their complete journey from awareness to advocacy when seeking AI search optimisation services. The analysis reveals critical touchpoints, pain points, and opportunities for conversion optimisation throughout the customer acquisition process.

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## Primary User Personas

### Persona 1: Digital Marketing Manager (Sarah)

**Profile:**

* Age: 28-38
* Company Size: 50-200 employees
* Industry: Professional services (law, accounting, consulting)
* Location: Major Australian cities
* Budget Authority: $2,000-$5,000 monthly marketing spend

**Goals:**

* Maintain competitive digital presence
* Future-proof marketing strategies
* Demonstrate ROI to senior management
* Stay ahead of industry trends

**Pain Points:**

* Traditional SEO performance declining
* Pressure to adopt new technologies
* Limited understanding of AI search implications
* Need to justify marketing investments

### Persona 2: Business Owner (Michael)

**Profile:**

* Age: 35-55
* Company Size: 10-50 employees
* Industry: Local services, e-commerce, B2B services
* Location: Regional and metropolitan Australia
* Budget Authority: Direct decision maker

**Goals:**

* Increase online visibility and leads
* Understand new search technologies
* Cost-effective marketing solutions
* Competitive advantage over competitors

**Pain Points:**

* Confusion about AI search impact
* Limited time for marketing research
* Concerns about implementation complexity
* Need for proven results before investment

### Persona 3: SEO Agency Owner (Lisa)

**Profile:**

* Age: 30-45
* Company Type: Digital marketing agency
* Client Base: 20-100 clients across various industries
* Location: Australia-wide
* Service Need: White-label or partnership opportunities

**Goals:**

* Expand service offerings to clients
* Stay competitive with industry changes
* Access to specialized expertise
* Scalable solution for multiple clients

**Pain Points:**

* Keeping up with AI search developments
* Training team on new technologies
* Client education and expectation management
* Resource constraints for specialization

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## Complete User Journey Mapping

### Stage 1: Awareness - "Something's Changing in Search"

#### Persona 1: Digital Marketing Manager (Sarah)

\*\*Trigger Event:\*\* Notice declining organic traffic despite stable SEO efforts

**Touchpoints:**

* Industry newsletters mentioning AI search trends
* LinkedIn posts about ChatGPT search capabilities
* Marketing conference presentations on AI impact
* Google Analytics showing traffic pattern changes

**Thoughts & Emotions:**

* "Why is our traffic declining when we're doing everything right?"
* Concern about missing important industry shift
* Pressure to understand and act on new trends

**Actions Taken:**

* Research "AI search impact on SEO" on Google
* Read articles about generative engine optimisation
* Discuss concerns with marketing team
* Begin monitoring competitor performance

**Content Needs:**

* Educational articles explaining AI search impact
* Industry trend reports and statistics
* Comparison content: traditional SEO vs AI search
* Expert insights and thought leadership

#### Persona 2: Business Owner (Michael)

\*\*Trigger Event:\*\* Hearing about ChatGPT and AI from news or business networks

**Touchpoints:**

* Business news articles about AI adoption
* Conversations with other business owners
* Observations about changing customer behaviour
* Marketing agency mentions AI search

**Thoughts & Emotions:**

* "Will this AI thing affect my business?"
* Uncertainty about relevance to business
* Concern about being left behind
* Overwhelm at technological complexity

**Actions Taken:**

* Basic Google searches about AI and business
* Asks marketing contacts for opinions
* Attends local business networking events
* Monitors competitor online presence

**Content Needs:**

* Simple explanations of AI search for business owners
* Local Australian business case studies
* "What this means for your business" content
* Cost-benefit analysis and ROI information

#### Persona 3: SEO Agency Owner (Lisa)

\*\*Trigger Event:\*\* Clients asking about AI search or competitors offering GEO services

**Touchpoints:**

* Industry forums and SEO communities
* Client questions and concerns
* Competitor analysis and market research
* Professional development and training resources

**Thoughts & Emotions:**

* "I need to understand this to serve clients better"
* Professional responsibility to stay current
* Competitive pressure from other agencies
* Excitement about new service opportunities

**Actions Taken:**

* Deep research into GEO techniques and strategies
* Evaluation of training and certification options
* Assessment of client needs and market demand
* Networking with other agencies and experts

**Content Needs:**

* Technical GEO implementation guides
* Agency-specific case studies and results
* White-label service options
* Partnership and training opportunities

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### Stage 2: Interest - "I Need to Learn More"

#### Information Gathering Behaviour

**Common Research Patterns:**

* Search for "what is generative engine optimisation"
* Read multiple articles and comparison guides
* Look for Australian-specific information and case studies
* Seek expert opinions and industry predictions

**Key Questions Being Asked:**

* "How does GEO differ from traditional SEO?"
* "What's the cost of AI search optimisation?"
* "Which Australian agencies offer GEO services?"
* "What results can I expect from AI search optimisation?"

**Content Consumption:**

* Blog articles and educational guides
* Video explanations and demonstrations
* Webinars and online events
* Peer discussions and recommendations

**Touchpoint Optimization Opportunities:**

* Comprehensive GEO education hub
* Australian market-specific content
* Interactive tools and assessments
* Expert consultation offerings

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### Stage 3: Consideration - "Evaluating My Options"

#### Evaluation Criteria by Persona

**Digital Marketing Manager (Sarah):**

* Proven results and case studies
* Integration with existing SEO strategy
* Clear ROI measurement and reporting
* Team training and support included

**Business Owner (Michael):**

* Simple explanations and transparent pricing
* Local Australian expertise and support
* Gradual implementation approach
* Clear performance guarantees

**SEO Agency Owner (Lisa):**

* White-label options and partnership models
* Scalability across multiple clients
* Training and certification programs
* Competitive pricing and margins

#### Common Evaluation Process

**Research Activities:**

1. Compare multiple service providers

2. Request consultations and proposals

3. Check references and testimonials

4. Evaluate pricing and service packages

**Decision Factors:**

* Expertise and track record
* Australian market knowledge
* Service comprehensiveness
* Price-value relationship
* Support and training quality

**Potential Obstacles:**

* Budget approval processes
* Technical complexity concerns
* Timeline and resource requirements
* Risk of choosing wrong provider

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### Stage 4: Purchase - "Making the Decision"

#### Decision-Making Process

**Final Evaluation Steps:**

* Detailed proposal review and comparison
* Reference checks and testimonial validation
* Internal stakeholder consultation
* Budget approval and contract negotiation

**Common Purchase Triggers:**

* Competitor gaining visible AI search advantage
* Declining traditional search performance
* Positive reference from trusted source
* Limited-time offer or incentive

**Typical Barriers:**

* Budget constraints or approval delays
* Change management and team resistance
* Technical implementation concerns
* Uncertainty about long-term commitment

**Conversion Optimization Opportunities:**

* Free AI search audit offerings
* Phased implementation options
* Satisfaction guarantees and trial periods
* Transparent pricing and contract terms

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### Stage 5: Onboarding - "Getting Started"

#### Initial Experience Expectations

**Week 1-2: Discovery & Assessment**

* Comprehensive AI search audit
* Current performance baseline establishment
* Strategy presentation and roadmap
* Team introduction and communication setup

**Week 3-4: Strategy Development**

* Custom GEO strategy creation
* Technical requirements assessment
* Content optimization planning
* Implementation timeline agreement

**Success Factors:**

* Clear communication and expectation setting
* Regular progress updates and reporting
* Educational support and team training
* Quick wins and early results demonstration

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### Stage 6: Success - "Seeing Results"

#### Measuring Success by Persona

**Digital Marketing Manager (Sarah):**

* Improved AI search visibility metrics
* Increased qualified lead generation
* Enhanced reporting and ROI demonstration
* Team skill development and confidence

**Business Owner (Michael):**

* More enquiries and business growth
* Competitive advantage establishment
* Clear understanding of investment value
* Simplified performance reporting

**SEO Agency Owner (Lisa):**

* Client satisfaction and retention
* New service revenue streams
* Enhanced agency reputation
* Scalable implementation success

#### Success Indicators

* 40%+ increase in AI search visibility
* 14.6% conversion rate achievement
* Positive client feedback and testimonials
* Expanded service engagement

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### Stage 7: Advocacy - "Recommending to Others"

#### Advocacy Behaviours

**Organic Promotion:**

* Positive reviews and testimonials
* Industry conference presentations
* Peer recommendations and referrals
* Case study participation

**Structured Advocacy:**

* Formal testimonials and case studies
* Speaking engagements and thought leadership
* Referral program participation
* Social media endorsements

**Advocacy Drivers:**

* Exceptional results achievement
* Outstanding service experience
* Competitive advantage gained
* Professional relationship quality

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## Journey Optimization Recommendations

### Awareness Stage Optimization

1. \*\*Content Marketing:\*\* Comprehensive AI search education hub

2. \*\*Industry Presence:\*\* Speaking engagements and thought leadership

3. \*\*SEO Strategy:\*\* Target awareness-stage keywords and questions

4. \*\*Social Proof:\*\* Industry recognition and media coverage

### Consideration Stage Optimization

1. \*\*Interactive Tools:\*\* AI search readiness assessment

2. \*\*Consultation Offers:\*\* Free strategy sessions and audits

3. \*\*Case Studies:\*\* Australian business success stories

4. \*\*Comparison Guides:\*\* Service provider evaluation frameworks

### Purchase Stage Optimization

1. \*\*Risk Reduction:\*\* Guarantees and trial period options

2. \*\*Social Proof:\*\* Client testimonials and references

3. \*\*Transparent Pricing:\*\* Clear package options and ROI projections

4. \*\*Easy Next Steps:\*\* Streamlined consultation booking process

### Retention & Advocacy Optimization

1. \*\*Results Delivery:\*\* Consistent performance and improvement

2. \*\*Communication:\*\* Regular reporting and strategy updates

3. \*\*Education:\*\* Ongoing training and industry insights

4. \*\*Relationship Building:\*\* Personal attention and partnership approach

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## Critical Touchpoints Analysis

### High-Impact Touchpoints

1. \*\*First Website Visit:\*\* Service page and initial impression

2. \*\*Consultation Call:\*\* Personal interaction and expertise demonstration

3. \*\*Proposal Presentation:\*\* Strategy clarity and results projection

4. \*\*First Month Results:\*\* Early wins and performance validation

### Potential Drop-Off Points

1. \*\*Complex Technical Content:\*\* Information overwhelm

2. \*\*Pricing Shock:\*\* Unexpected cost revelation

3. \*\*Long Sales Process:\*\* Extended decision timeline

4. \*\*Poor Communication:\*\* Delayed responses or unclear information

### Optimization Priorities

1. \*\*Simplified Messaging:\*\* Clear, jargon-free communication

2. \*\*Value Demonstration:\*\* ROI focus and results emphasis

3. \*\*Trust Building:\*\* Social proof and credibility establishment

4. \*\*Seamless Process:\*\* Smooth transitions between journey stages

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## Conversion Path Optimization

### Primary Conversion Paths

**Path 1: Direct Service Inquiry**

Awareness → Website Visit → Service Page → Contact Form → Consultation → Proposal → Purchase

**Path 2: Educational Journey**

Awareness → Blog/Resource Content → Email Signup → Nurture Sequence → Consultation → Purchase

**Path 3: Referral/Recommendation**

Referral → Direct Contact → Consultation → Proposal → Purchase

### Conversion Rate Benchmarks

* \*\*Website to Consultation:\*\* 3-5%
* \*\*Consultation to Proposal:\*\* 60-70%
* \*\*Proposal to Purchase:\*\* 30-40%
* \*\*Overall Website to Purchase:\*\* 1-2%

### Optimization Targets

* \*\*Website to Consultation:\*\* 5-7%
* \*\*Consultation to Proposal:\*\* 70-80%
* \*\*Proposal to Purchase:\*\* 40-50%
* \*\*Overall Website to Purchase:\*\* 2-3%

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## Key Journey Insights

1. \*\*Education is Critical:\*\* All personas require significant education about AI search and GEO benefits

2. \*\*Trust Building Essential:\*\* Australian market expertise and local case studies crucial for credibility

3. \*\*Simplified Communication:\*\* Technical complexity must be translated into business benefits

4. \*\*Proof-Driven Decisions:\*\* Results, testimonials, and guarantees drive purchase decisions

5. \*\*Relationship-Focused:\*\* Personal service and ongoing partnership valued over transactional approach

6. \*\*Risk Mitigation Important:\*\* Guarantees, trial periods, and phased implementation reduce purchase barriers

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\*\*User Journey Status:\*\* ✅ Complete

\*\*Implementation Priority:\*\* High - Critical for conversion optimization and content strategy development