# 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