

getsurfaced.co — Homepage

URL: https://www.getsurfaced.co    April 2026    Prepared by Surfaced

OVERALL READINESS

Moderate

The page communicates the right things to a human visitor — clear positioning, credible founder story, logical service tiers. The problem is structural: there's no schema markup, no named-author attribution in a machine-readable form, and the content is written for conversion, not citation. An AI system looking for an authoritative source on AI search strategy won't find the signals it needs to pull from this page. The fix isn't a rewrite — it's adding the structural layer that makes what's already here discoverable.

AUDIT DIMENSIONS

UX & Layout

Moderate

WHAT'S WORKING

✓ Clear visual hierarchy from H1 ("Organic Search Advisory") down through service tier names and process steps — AI parsers can follow the content flow.

✓ Navigation links (Home, About, Services, Newsletter, Contact) and footer links reinforce site structure and reduce the orphaned-page signal.

✓ CTA placement ("Book Discovery Call," "See how we work") appears early and is action-oriented, not buried.

GAPS

H1 is a category label, not a topic signal

High

"Organic Search Advisory" tells an AI system what type of business this is, but not what question this page answers. It reads as a brand positioning statement, not a searchable topic anchor. AI extraction systems use H1 as the primary topic signal for citation matching.

Key information is likely rendered client-side via Wix JS

Medium

The page is built on Wix and contains several rendering artifacts in the fetched HTML (XML declarations, blur-loaded images). Content that loads via JavaScript may not be indexed or extracted cleanly by AI crawlers, which often don't execute JS fully.

No table of contents or in-page navigation

Low

At the word count this page likely renders at, a jump-link nav (Services, Process, About, Newsletter) would improve scanability and give AI parsers explicit section anchors.

Content Structure

Moderate

WHAT'S WORKING

✓ The pull quote — "Ranking is the wrong proxy. Citation patterns have decoupled from organic rankings — and most brands don't know it yet." — is sharp, original, and self-contained. This is the closest thing to a citable passage on the page.

✓ Service tier descriptions (Explorer, Architect, Embedded) are specific enough that an AI system could extract and summarize them accurately.

✓ The four-phase process model (Understand, Prioritize, Measure, Align) is a clear, structured framework — a format AI systems favor for extraction.

GAPS

No definitions, FAQs, or answer-formatted content blocks

High

The page is structured for conversion (service tiers, social proof, CTA), not for answering questions. There's no block that directly defines "AI search," "GEO," "AEO," or "citation eligibility" — terms this audience is actively searching. Pages that directly answer a question are cited at 2.1x the rate of pages that don't.

No data, statistics, or original research

High

The credibility stats on the page ("50 websites worked on," "20+ years," "3 service tiers") are about Surfaced, not about the topic. There's no original finding or data point about AI search that an AI system could cite. This is the single biggest content gap from a citation authority standpoint.

The "why now" argument is made but not substantiated

Medium

The paragraph about AI surfaces becoming "the new front door for discovery" is a strong claim with no supporting data linked. Linking to or citing a primary source here would both strengthen the argument and signal to AI systems that this content is grounded in evidence.

Topical Authority

Moderate

WHAT'S WORKING

✓ The domain name (getsurfaced.co) and site structure (Home, About, Services, Newsletter, Contact) signal a coherent, purpose-built advisory site — not a generic agency.

✓ The newsletter section and its described content pillars (Research, Market Pulse, Strategy, POV) signal ongoing topical investment, which AI systems weight positively as a freshness and authority indicator.

GAPS

No blog, resources, or visible content cluster

High

The navigation has no content hub — no /blog, /resources, /guides, or /research section. From an AI system's perspective, this is a 5-page site. A competitor with 20 articles on GEO, AEO, and AI citation strategy will consistently outrank this page for topic-level queries, regardless of how well this homepage is written.

Internal linking points only to conversion pages

Medium

Every internal link goes to /services, /contact, /about, or /newsletter. There's nothing linking to substantive content that would demonstrate topical depth to AI crawlers. Even one or two resource pages linked from the homepage would materially change this signal.

CONTENT CLUSTER OPPORTUNITIES

How AI Overviews select content sources

GEO vs AEO: what's the actual difference

Measuring AI search visibility (beyond rankings)

E-E-A-T signals for AI citation readiness

Case study: brand visibility in ChatGPT / Perplexity

AI Search Eligibility

Needs Work

SIGNALS PRESENT

✓ Named founder with credentials (Andrew Riker, 18+ years, LinkedIn link)

✓ Clear page purpose — advisory services, not ambiguous

✓ HTTPS delivery

✓ Topically specific domain and site name

SIGNALS MISSING

✗ Schema markup (Organization, Person, Service, FAQ)

✗ Self-contained quotable answer passages

✗ Original data or primary research

✗ FAQ or structured Q&A content

✗ Publication / last-updated date

✗ Inbound citations from external sources (unverifiable from page)

This page has the right human signals — a credible named founder, clear positioning — but is missing nearly all the structural signals AI systems use to identify, parse, and cite content. In its current state, it is unlikely to be cited by ChatGPT, Perplexity, or Google AI Overviews for AI search strategy queries.

Citation Readiness

Needs Work

QUOTABLE PASSAGES

"Ranking is the wrong proxy. Citation patterns have decoupled from organic rankings — and most brands don't know it yet."

"Most teams are still optimizing for Google's blue links while AI surfaces — ChatGPT, Perplexity, Google's AI Overviews — quietly become the new front door for discovery."

WHAT'S MISSING

✗ No author bio block with credentials visible in the page body — Andrew is named in a section near the bottom but not attributed to the content in a machine-readable way (no byline, schema Person markup, or structured author block).

✗ No factual claims linked to primary sources. The "why now" argument is persuasive but uncited — AI systems looking for verifiable evidence have nothing to reference.

✗ No definition-format content. There's no passage that clearly defines what Surfaced does in a self-contained 1–2 sentence format that an AI could lift verbatim as an answer.

✗ No publication or last-updated date anywhere on the page. Freshness is a Tier 2 eligibility signal and its absence pushes this page toward the "potentially stale" category for AI retrieval systems.

PRIORITY RECOMMENDATIONS

1

Add JSON-LD schema markup for Organization, Person, and Service

THE ISSUE

The page has zero structured data. No Organization schema, no Person schema for Andrew, no Service schema for the three tiers. This is the single fastest structural change you can make that directly improves AI eligibility.

WHY IT MATTERS FOR AI SEARCH

Schema markup is how AI crawlers reliably extract structured facts from a page. Organization schema tells AI systems who you are, what you do, and where you're located. Person schema ties Andrew's credentials to the content. Service schema makes each tier (Explorer, Architect, Embedded) a structured, citable service offering rather than marketing copy. Without this, AI systems have to guess at everything.

WHAT TO DO

Add a JSON-LD block in the <head> with @type: Organization (name, url, description, founder), @type: Person (Andrew Riker — name, jobTitle, url, sameAs: LinkedIn), and @type: Service for each tier. Wix supports custom code injection in the site settings. This is a 30-minute implementation once the markup is written.

🔗 Google documentation: FAQ and HowTo schema directly eligible for rich results and AI-extracted answers. Organization and Person schema accelerates E-E-A-T signal processing.

2

Build a public content hub — even a minimal one

THE ISSUE

The site has no publicly visible content beyond the five navigation pages. From an AI system's vantage point, getsurfaced.co is a business card, not a topical authority. The newsletter content exists but lives on beehiv, not on this domain.

WHY IT MATTERS FOR AI SEARCH

Topical authority is cumulative. AI systems favor sources that demonstrate consistent, deep coverage of a topic — not a single page. A competitor with 15 articles on GEO and AEO will be cited in AI answers over a cleaner homepage. The newsletter issues you're already writing are the content. They need to live on getsurfaced.co too, not just beehiv.

WHAT TO DO

Create a /insights or /newsletter page that mirrors or republishes the beehiv content on your own domain. Even 8–10 posts with proper headings and author attribution will create a topical cluster AI systems can index and cite. Cross-link from the homepage. This is the highest-leverage long-term move on the list.

🔗 BrightEdge AI Search Study (2024): Narrow-topic pages cited in AI answers at 3.4x the rate of broad-topic pages. Sites with content clusters outperform single-page sites in AI retrieval by a wide margin.

3

Rewrite the H1 as a topic signal, not a category label

THE ISSUE

"Organic Search Advisory" is what Surfaced is, not what it does or what problem it solves. It provides no topic signal to AI systems and doesn't match any query intent a prospective client would have.

WHY IT MATTERS FOR AI SEARCH

H1 is the primary anchor AI systems use when deciding what a page is about and whether to surface it for a given query. A topic-specific H1 — one that maps to how your ICP would actually phrase their problem — dramatically improves the chance that this page appears in AI-generated answers for relevant searches.

WHAT TO DO

Test something like: "AI Search Strategy for Growth Teams" or "Get Your Brand Cited in ChatGPT, Perplexity, and Google AI Overviews." Keep the existing subhead ("For brands that want to be found where discovery actually happens") as supporting copy below. The H1 should match a real query; the subhead can do the positioning work.

4

Add a structured FAQ section to the homepage

THE ISSUE

The page has no answer-formatted content. Every section is either positioning copy or a conversion element. There's nothing an AI system can extract as a direct answer to a user query.

WHY IT MATTERS FOR AI SEARCH

FAQ-format content is one of the highest-leverage formats for AI citation. Short, self-contained Q&A blocks are exactly what AI systems extract when generating answers. A 4–6 question FAQ on this page — paired with FAQ schema — would immediately make this page eligible for AI answer extraction it currently can't qualify for.

WHAT TO DO

Add a section with 4–6 questions your ICP actually asks: "What is AI search visibility?", "How is GEO different from SEO?", "How do I know if my brand is being cited in AI answers?", "What does an AI search advisor do?" Write tight, 2–3 sentence answers. Add FAQ schema via JSON-LD. This can be added near the bottom of the homepage above the contact form.

🔗 Ahrefs AI Overviews Study (2024): Pages with direct-answer formatting appear in AI Overviews at 2.1x the rate of pages without.

5

Add a last-updated date and make Andrew's authorship machine-readable

THE ISSUE

Andrew is mentioned by name in a bio section, but there's no author byline at the top of the page, no publication date, and no structured markup connecting the content to him as the author.

WHY IT MATTERS FOR AI SEARCH

Freshness signals (dates) and attribution signals (named author) are both Tier 1 eligibility factors. Without a date, AI retrieval systems may treat this page as potentially stale. Without structured author attribution, the credibility of the founder bio doesn't transfer to the content itself in a machine-readable way.

WHAT TO DO

Add a visible "Last updated: [Month Year]" label somewhere on the page. Add Andrew's name and title in the page body as a byline — not just in the bio section. Include him in the Person schema markup (Rec 1). These three together close the attribution gap.

🔗 Google Search Quality Rater Guidelines (2024): E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) — named authors with verifiable credentials are a primary trust signal for AI-eligible content.

6

Move newsletter content onto your own domain

THE ISSUE

The newsletter CTA links out to surfacedai.beehiiv.com. Every issue Andrew publishes builds topical authority on beehiv's domain, not getsurfaced.co. This is a structural own-goal.

WHY IT MATTERS FOR AI SEARCH

AI systems build topical authority at the domain level. Content that lives on beehiv benefits beehiv, not Surfaced. Every newsletter issue published on beehiv is a missed opportunity to build the content cluster that would make getsurfaced.co an authoritative source on AI search in AI retrieval systems.

WHAT TO DO

Set up a /newsletter or /insights section on getsurfaced.co and either republish issues there (canonical the beehiv version to your domain, or vice versa) or use beehiv's custom domain feature to serve the newsletter from a subdomain like newsletter.getsurfaced.co. The goal is for this content to count toward getsurfaced.co's authority, not beehiv's.

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