SEO and AI search visibility audit

Prepared for: [CLIENT / BUYER / ROLE]
Prepared by: Suede AI
Version: [VERSION]
Issue date: [DATE]
Status: Editable proposal template; tailor to the named buyer and approve client-specific scope and terms before issue.

Executive summary

[CLIENT] needs a clear account of how [PRIORITY OFFER OR ENTITY] appears in search and AI answers. [BUYER] has identified [BUYER-CONFIRMED QUESTION OR SOURCE PROBLEM]. Suede AI will establish a dated sample, compare material claims with approved references, inspect the agreed source pages and deliver a prioritized repair plan. Your team receives evidence it can assign to an owner, implement and recheck.

Investment and approval

Complete the fields below for this client. Confirm scope, dates and terms with the client before issuing the proposal.

Field	Client-specific entry	Approval
Engagement fee and currency	[FEE] [CURRENCY]	Client-specific approval required before issue.
Payment schedule and taxes	[PAYMENT MILESTONES; TAX TREATMENT]	Client-specific commercial approval required.
Third-party usage budget	[APPROVED PROVIDERS; SPEND CAP; BILLING OWNER]	Client approval required before paid calls or subscriptions.
Proposed start and delivery dates	[START DATE] / [REVIEW DATE] / [DELIVERY DATE]	Confirm after access, inputs and owners are agreed.
Review window and correction process	[REVIEW WINDOW] / [CORRECTION WINDOW]	Client-specific acceptance procedure requires approval.
Agreement and procurement	[SOW/AGREEMENT REFERENCE; AUTHORISED SIGNATORIES; PROCUREMENT STEPS]	Commercial owner and client approve the governing agreement.
IP, confidentiality and data terms	[OWNERSHIP/LICENCE; CONFIDENTIALITY; DATA PROCESSING; RETENTION; DELETION]	Confirm with the client and accountable legal/privacy owners.
Validity, cancellation and support	[PROPOSAL VALIDITY; CANCELLATION; POST-DELIVERY SUPPORT]	Client-specific terms require approval.

Proposed scope

A dated audit of [DOMAINS/PAGE SET], [BUYER QUESTIONS], [ENGINES], [MARKETS/LANGUAGES] and [CAPTURE WINDOW]. Confirm the exact sample and access before collection.

Discovery inputs

- Choose the buyer decisions and business facts the audit must cover, with the source of truth for each material claim.
- List the exact domains, pages, third-party records, languages, markets and approved search/answer engines.
- Provide current service descriptions, entity names, product status and approval contacts for factual disputes.
- Agree how to record prompts, dates, model/engine labels, settings, citations, mentions, accuracy findings and repeated samples.
- Identify available Search Console or analytics exports, their property and date range; confirm permission for read-only access or a client-prepared export.

Deliverables and acceptance

Sampling and source register

List the agreed questions, engines, settings, capture dates, approved factual references and page inventory.

Acceptance: Client sponsor confirms the questions cover the selected buyer decisions and signs off the source references before sampling.

Dated answer and source evidence

Retain captured answers and URLs; classify brand mentions, source citations and factual accuracy separately. Inspect the agreed pages for technical source issues.

Acceptance: A reviewer can trace a material finding to its question, capture, cited or reviewed source and approved reference.

Prioritized repair backlog

Describe the observed issue, business relevance, proposed source correction, owner, dependency and verification method. Distinguish owned-page work, publisher requests and research decisions.

Acceptance: Each prioritized repair has enough evidence and an acceptance check for the assigned owner to act.

Readout and repeatable follow-up plan

Review the findings with the sponsor and technical lead. Define a comparable recheck and any separately approved implementation package.

Acceptance: Client receives the evidence pack, source checks and selected next actions. The follow-up plan preserves the sampling variables needed for a dated comparison.

Phased delivery

The schedule fields are proposed. Client-specific approval is required before dates become commitments.

Agree the sample

[PROPOSED SCOPE WINDOW; confirm with client]

Approve the buyer questions, source references, domains, engines and measurement record.

Exit criterion: The sample and factual references have named client approval.

Capture and inspect

[PROPOSED CAPTURE/ANALYSIS WINDOW; confirm with client]

Record answers and citations, inspect source pages and evaluate material discrepancies.

Exit criterion: Findings link to saved observations and reproducible source checks; disputed claims reach the client owner.

Prioritize and hand over

[PROPOSED READOUT WINDOW; confirm with client]

Rank repairs by buyer importance and feasibility, assign ownership and define the follow-up sample.

Exit criterion: Sponsor and technical owner can select repairs from the delivered backlog and approve the implementation scope.

Responsibilities

- Suede AI: Define and document the sampling method, capture approved observations, inspect agreed sources and deliver the audit and repair backlog.
- Client marketing/business owner: Confirm business facts, approve question coverage, resolve factual disputes and rank the business importance of findings.
- Client website/analytics owner: Provide approved exports or read-only access, confirm page ownership and separately authorize publishing or configuration changes.

Access and data handling

- Use public pages and approved prompts for initial collection. Remove customer, employee and confidential deal details from queries.
- Provide property-scoped read-only analytics access or date-bounded exports; record the property, filters, timezone and capture date.
- Approve external tools, capture methods and usage budgets before collection. Use the agreed engine interfaces and provider permissions.
- Keep private analytics, access details and unredacted captures in the client-approved workspace. Agree report-sharing, retention and deletion.
- Owned-page edits, publisher correction requests and outreach require a separately approved implementation action and owner.

Assumptions and dependencies

- The client can supply approved source references and identify owners for disputed or regulated claims.
- Question and engine coverage is fixed before collection. Added markets, languages, engines, page sets or repeated captures change the sample and scope.
- Ranking, indexing, mentions, citations, factual accuracy and qualified inquiries use separate measures. A follow-up report preserves those distinctions.
- The audit delivers the dated evidence and repair plan. Implementation, publisher response and repeated monitoring have their own scope and acceptance criteria.

Change control

Either party can request a change in writing. Suede AI records the requested output, affected systems, acceptance checks, cost and delivery impact. The client sponsor and Suede AI commercial owner approve the revision before that work starts. The current approved scope continues while the change is reviewed.

Relevant proof and personal credentials

The recorded check of committed evidence-page HTML passed eight of eight checks. A controlled copy introduced three defects, and the checker detected each one. [source: technical SEO demonstration results, 2026-10-21]

Proof layer: Committed HTML source checks and a controlled defect fixture. A live HTTP comparison is a separately recorded step.

Inspect this working example · Read the dated result

These records belong to Jason Colapietro. Each item retains the issuer's award type. Course badges, academy accreditation, training module badges and learning path trophies describe personal training; company relationships have their own evidence records.

- Semrush Academy: AI Search Operating System. Certificate of achievement; issued 2026-10-20. Expires 2027-10-21. Issuer verification [source: issued credential inventory, verified 2026-10-21]
- Semrush Academy: On-Page SEO and AI Search Essentials with Semrush. Certificate of achievement; issued 2026-10-20. Expires 2027-10-21. Issuer verification [source: issued credential inventory, verified 2026-10-21]
- Semrush Academy: Keyword Research Essentials with Semrush. Certificate of achievement; issued 2026-10-20. Expires 2027-10-21. Issuer verification [source: issued credential inventory, verified 2026-10-21]
- HubSpot Academy: AEO Fundamentals. Certification; issued 2026-10-21. Expires 2028-11-19. Issued award artifact [source: issued credential inventory, verified 2026-10-21]

Questions for the buying team

How do we choose the sample size?

Start with the buyer decisions, claims and markets that matter to this engagement. Agree question and engine coverage, repeated captures and collection dates before setting the final sample size.

How will the team know a repair worked?

Define the repair acceptance check first. Verify the source or technical change, then repeat the agreed answer sample and compare the separate measures in a dated report.

Next step

Bring [PRIORITY WEBSITE], [BUYER QUESTION] and the current source for the claim you want checked. Confirm the audit sample, owners, capture method and client-specific investment in the scoping conversation.

Book a scoping conversation · Email Suede AI · +1 (561) 401-0518

Reference sources

- AI Search Visibility Audit scope
- Suede AI qualifications and working proof
- Issued personal training records
- Recorded demonstration results
- Recorded examples and inspection guide