



ILLUSTRATIVE SAMPLE

Authority Blueprint

ExampleCo: a fictional UK ecommerce brand used to show the structure, decisions and standard of a paid diagnosis.

No client data. No invented results. No promised outcome.

Build evidence before scaling outreach

ExampleCo has useful category pages and clear products. It lacks evidence that independent publishers can reference during comparison queries.

Recommended first move

Create one buyer-led comparison asset, then earn corroboration from specialist publishers already discussing the category.

Why this comes first

More placements would amplify thin claims. A citable asset gives outreach a useful destination and makes each placement easier to justify.

Decision conditions

- Proceed when product data and margin assumptions can be verified.
- Pause if the commercial question has no meaningful search or sales demand.
- Do not promise citation or ranking outcomes.
- Review after ninety days using search, citation and lead evidence.

Questions worth owning

Intent	Question	Buyer job	Evidence needed
Comparison	Which [product type] suits a small UK garden?	Shortlist entry	Dimensions, use case, budget
Suitability	Can [product type] withstand exposed UK sites?	Risk reduction	Wind rating, installation, warranty
Cost	What changes the installed cost of [product type]?	Budget confidence	Base, access, delivery, labour
Alternative	[Material A] versus [Material B]	Trade-off decision	Maintenance, lifespan, appearance

Primary question

Which option best fits a small, exposed UK garden? It combines commercial intent with evidence ExampleCo can credibly develop.

What exists today

Dimension	Score	Observation
Entity clarity	2 / 4	Company and offer are clear. Founder expertise is not connected to key guides.
Question coverage	2 / 4	Category pages describe products but avoid comparison and suitability decisions.
Citable evidence	1 / 4	Claims lack original tables, expert definitions and transparent source notes.
Editorial corroboration	1 / 4	Mentions exist, but few support the priority commercial topic.
Technical access	3 / 4	Pages are indexable and linked. Structured authorship needs improvement.
Measurement	1 / 4	Rankings are tracked. Prompt, citation and source-qualified lead data are absent.

Illustrative baseline only

A client Blueprint would include dated query samples, prompt captures, backlink evidence and analytics. These example scores are not client results.

The missing chain

Link	Requirement
Buyer question	A specific comparison with commercial consequence.
Owned answer	A clear recommendation using verifiable product and operating evidence.
Citable element	An original selection matrix with definitions, limitations and dated sources.
Independent support	Relevant specialist pages that reference the matrix or corroborate its claims.
Measurement	Prompt share, ranking movement, qualified visits and assisted enquiries.

The constraint

ExampleCo should not scale outreach until the owned answer contains a defensible citable element.

Publisher groups

- Specialist product and installation publications.
- Home and garden comparison publishers.
- Trade bodies and supplier education hubs.
- Local or regional publishers only where location changes the advice.

One connected programme

Window	Objective	Output
Weeks 1 to 2	Validate demand and evidence	Confirm question set, product data, margin relevance and baseline.
Weeks 3 to 4	Build the citable asset	Publish the selection matrix, direct answer, methodology, sources and expert review.
Weeks 5 to 8	Earn corroboration	Pitch useful angles to relevant publishers and contribute evidence-led material.
Weeks 9 to 12	Measure and decide	Review citations, search movement, qualified visits and applications. Choose the next question.

Capacity assumption

The sequence assumes one priority asset. Adding more assets before evidence review would dilute judgement and publisher relevance.

Report the commercial chain

Layer	Record	Review
Prompt and citation	Priority question, engine, cited source, brand position	Weekly
Search	Rank, impressions, clicks and landing page	Weekly
Authority	Relevant referring pages, index status and qualified referral visits	Monthly
Commercial	Scorecard lead, application, call, proposal and sale by source	Weekly
Quality	Sales feedback and disqualification reason	Weekly

Decision rules

- Continue when the commercial question produces qualified engagement or stronger discoverability.
- Revise the asset when impressions rise but citations and buyer action stay flat.
- Stop a placement route when relevance or index quality is consistently poor.
- Do not report raw link counts as the commercial result.

Choose the smallest complete engagement

Programme	Investment	Term	Best fit
Authority Blueprint	£1,250	Two weeks	Research, baseline and prioritised plan.
Citable Authority Sprint	£4,500	Six to eight weeks	Four assets and four relevant editorial placements.
Authority Growth	From £4,000 monthly	Three months minimum	Two assets, three placements and monthly decisions.
Category Authority Partner	From £8,000 monthly	Six months minimum	Three assets, six placements and senior strategy.

Example recommendation

Start with the Blueprint if the baseline is unknown. Choose the Sprint when the priority question and evidence access are already clear.

What GeoLinks would not do

- Invent client results, testimonials or first-person experience.
- Guarantee a citation, ranking or revenue outcome.
- Sell isolated low-cost links without a commercial reason.
- Publish volume for the sake of a monthly deliverable count.
- Use irrelevant placements because a domain metric looks attractive.
- Continue work when the evidence shows the question is not valuable.

Next step

Apply at geolinks.ai/apply/. We will review the commercial objective, timing, investment and decision-maker involvement before offering a call.

This document is an illustrative sample. A paid Blueprint uses the client's verified data, market and commercial priorities.