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TDH THE GREAT SHIFT

STATUS: CRITICAL UPDATE

OLD SEO
// SYSTEM FAILURE IMMINENT

- Keyword Stuffing**
Obsession with density and exact match phrases rather than user intent.
- Generic Link Building**
Quantity over quality. Irrelevant directories and PBNs that trigger penalties.
- Rank Tracking Vanity**
Focusing on isolated rankings divorced from actual revenue impact.
- Static Pages**
Content designed for crawlers, failing to answer conversational queries.

VS

GEO REALITY
// OPTIMIZED FOR GENERATIVE ENGINES

- AI Citations**
Earning mentions and citations in AI answers (ChatGPT, Gemini) to drive high-intent traffic.
- Topical Authority**
Dominating entire subject areas with interconnected content clusters that signal expertise.
- Platform Ubiquity**
Being the trusted source everywhere: Google, Bing, Perplexity, and LLM training data.

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TDH PLATFORM UBIQUITY

ECOSYSTEM COVERAGE PROTOCOL

LIVE SYSTEM STATUS: ACTIVE

ONE STRATEGY. FIVE PLATFORMS.

Stop optimizing for just one search bar. Your customers are asking AI assistants, not just typing keywords.

Google AI Overviews

The new zero-click search. Appear in the AI snapshot above organic results.

ChatGPT Search

Direct conversational answers. Requires entity recognition and structured data.

Perplexity AI

The answer engine. Citations here drive highly qualified B2B traffic.

Gemini & Copilot

Embedded in Workspace & Windows. Capturing enterprise and productivity queries.

AI-Generated Responses

Search queries now trigger AI summaries, reducing traditional click-throughs but increasing high-intent.

68% OF VISITS

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TDH WHAT IS GEO?

GENERATIVE ENGINE OPTIMIZATION

SYSTEM DEFINITION

// NEW STANDARD

THE EVOLUTION OF SEARCH

Generative Engine Optimization (GEO)

The strategic discipline of optimizing content to be cited, quoted, and referenced by AI search engines (like Perplexity & SearchGPT) and Large Language Models.

GOAL: Become The Source

METHOD: Entity Authority

LEGACY SEO	GEO 2026
Ranking Pages <small>Focus on URL position</small>	Being The Trusted Source <small>Focus on answer inclusion</small>
Keywords <small>Exact match phrases</small>	Intents + Entities <small>Contextual understanding</small>
10 Blue Links <small>List based results</small>	Multi-Surface Answers <small>Chat, snippets, voice, cards</small>
Link Volume <small>More links = better</small>	Trust Signals <small>Schema, E-E-A-T, Freshness</small>

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TDH THE TDH 6-D PROCESS

GEO SPRINT METHODOLOGY

CYCLE: CONTINUOUS

SYSTEMATIC ACCELERATION

FROM AUDIT TO AUTHORITY

Discover

- Baseline GEO audit & gap analysis
- Entity mapping
- Search demand analysis

Define

- GEO objectives & goals
- ICP intent identification
- KPI framework setup

Design

- Answer-first architecture
- Topical cluster planning
- Schema strategy

Develop

- Content production & data
- Technical implementation
- Performance hardening (CWV)

Deploy

- Multi-platform publication
- Digital PR & Distribution
- Citation seeding

Deliver

- Measurement & Attribution
- Iteration & Optimization
- Revenue alignment

EXECUTED IN MONTHLY GEO SPRINTS FOR MAXIMUM VELOCITY

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TDH WHAT WE DO

TECHNICAL & AUTHORITY PROTOCOLS

DUAL-TRACK EXECUTION

AI Foundation (TECHNICAL)

Infrastructure optimization for machine readability.

- Entity-Based Metadata**
Reframing meta tags to target entities & intents rather than just strings.
- LLM-Ready Schema**
Organization, Person, FAQ, and HowTo markup to feed Knowledge Graphs.
- Semantic Content & Links**
Contextual rewriting and internal graph optimization for crawler depth.
- Performance Hardening**
Core Web Vitals, mobile UX, and crawl budget efficiency.
- Error Remediation**
404s, redirects, and duplicate content resolution.

Authority Building (OFF-SITE)

Signal generation for trust and platform ubiquity.

- AI Citation Seeding**
Digital PR and expert contributions to earn mentions in AI training data.
- Topical Hubs**
Cluster expansion from keyword research to dominate specific topics.
- Backlink Acquisition**
High-quality links to strengthen domain authority and trust flow.
- Knowledge Graph**
Entity home optimization, Wikidata, and brand consistency.
- GEO Reporting**
Tracking citation share, platform coverage, and answer inclusion.

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TDH PRICING TIERS

CHOOSE YOUR VELOCITY

STARTER PLAN

ENTRY LEVEL PROTOCOL

ESSENTIAL AI FOUNDATION

Establish your baseline presence in the Generative Engine era. Perfect for local businesses or focused niche sites ready to move beyond legacy SEO.

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TARGET INTENTS

25-30

AUTHORITY LINKS

DEPLOYMENT TARGETS

Local Service | Niche Blog | Startup MVP

MONTHLY INVESTMENT

\$650 /mo BEST VALUE

Cancel anytime

- GEO Audit + Entity Map
- Technical Fixes (CWV Wins)
- Metadata Refresh (Entity-Based)
- GSC / OTM / GA4 Setup
- 1 Topical Hub (Pillar + 2 Support)
- Monthly GEO Report
- Baseline Schema (Org, FAQ)
- 2-3 PR Mentions (Citation Seeding)

ACTIVATE PROTOCOL →

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TDH PRICING TIERS

CHOOSE YOUR VELOCITY

BUSINESS PLAN

SPRINT ACCELERATOR

MARKET DOMINATION & VELOCITY

Aggressive content expansion and citation seeding. Designed for established brands aiming to own their entire topical niche across all AI platforms.

100-120

TARGET INTENTS

45-50

AUTHORITY LINKS

DEPLOYMENT TARGETS

SaaS Scale-up | E-commerce | Regional Brand

MONTHLY INVESTMENT

\$1,200 /mo MOST POPULAR

Cancel anytime

- Multi-Hub Expansion (2-3 Pillars)
- Performance Upgrades (CWV)
- Advanced Schema (Article, Review)
- CRO Quick Wins + A/B Tests
- Answer-First Page Architecture
- Weekly Publishing Cadence
- Digital PR + Outreach
- GEO Analytics Dashboard

DOMINATE THE MARKET →

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TDH PRICING TIERS

CHOOSE YOUR VELOCITY

ENTERPRISE PLAN

GLOBAL DOMINATION PROTOCOL

OMNI-CHANNEL AI AUTHORITY

Total saturation of the search landscape. We build your Knowledge Graph, engineer E-E-A-T signals, and deploy programmatic content to own thousands of intents across Google, ChatGPT, and Perplexity.

200+

TARGET INTENTS

60-65

AUTHORITY LINKS

DEPLOYMENT TARGETS

Enterprise Brand | SaaS Unicorn | Global E-comm

MONTHLY INVESTMENT

\$3,000 /mo ELITE TIER

Cancel anytime

- Programmatic Scale
- Global Reach (Multi-Surface)
- Knowledge Graph Engineering
- Dedicated GEO Pod
- E-E-A-T Optimization
- Full-Funnel Attribution
- Integrated Digital PR
- Custom Integrations

INITIATE DOMINATION →

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TDH COMPARE ACCELERATION

SELECT YOUR VELOCITY

PLAN COMPARISON

	ESSENTIAL Starter	DOMINATION Business	AUTHORITY Enterprise
MONTHLY INVESTMENT	\$650 /mo	\$1,200 /mo	\$3,000 /mo
Target Intents (Keywords)	10 - 12	100 - 120	200+
Authority Backlinks	25 - 30	45 - 50	60 - 65
AI Platforms Covered	Google AI Only	All 5 Major Platforms	Global + Custom
Schema Strategy	Baseline (Org/FAQ)	Advanced Stack	Knowledge Graph Eng.
Content Architecture	1 Topical Hub	Multi-Hub (2-3)	Programmatic Scale
Reporting Frequency	Monthly	Weekly	Custom / Real-time
Support Level	Email	Priority + Slack	Dedicated GEO Pod
GEO Readiness Audit	✓	✓	✓
	SELECT STARTER	SELECT BUSINESS	CONTACT US

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TDH LAUNCH OFFER

ENTRUST PROTOCOL

LIMITED TIME

GEO READINESS ASSESSMENT

START YOUR AI SEARCH JOURNEY

Stop guessing how AI sees your brand. Secure a data-backed roadmap to dominate Generative Engine results before your competitors adapt.

Data-Driven Clarity

No fluff. Just entity gaps and latent opportunities.

Actionable Strategy

A clear 90-day execution plan for your team or ours.

GEO TRIAL PACKAGE

\$450 USD

- Comprehensive Website Audit**
Technical health + Content gaps + Entity Map
- Discovery Call w/ Principal Strategist**
Deep dive into your market and goals
- GEO Readiness Score + Opportunity Map**
Benchmarking against top competitors
- 90-Day Roadmap & Forecast**
Strategic timeline for authority building
- KPI Baseline Tracking**
Initial citation share & coverage metrics

ZERO-RISK INVESTMENT
The \$450 is fully credited toward your first month if you activate any monthly plan.

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SYSTEM READY

TRANSMISSION COMPLETE

ONLINE

THE FUTURE OF SEARCH IS HERE.

ARE YOU READY?

3.2x MULTIPLIER

Brands optimized for GEO see 3.2x more AI citations than non-optimized competitors.

LET'S BUILD YOUR AI AUTHORITY →

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