

GEO Visibility Audit — projectlavos.com

Prepared for: samples@projectlavos.com URL audited: https://projectlavos.com Tier: Baseline (\$500) Delivered: 2026-05-25 Turnaround: 5 business days

Executive summary

This is the audit Project Lavos ran on its own site using the GEO Visibility Audit pipeline you would receive if you ordered one. The structural findings below are the automated pass — schema, content-shape, and AI-surface-readiness signals against the URL. The strategic narrative and tier-specific extensions are the analyst's work, included in the price; this sample shows the document format, not the full Extended or Deep version.

Citation baseline

As of 2026-05-25, the following prompts were tested against ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews to determine whether **projectlavos.com** surfaces in answers buyers actually ask.

Tested prompts:

- [REPLACE] best projectlavos.com services in [city]
- [REPLACE] projectlavos.com reviews
- [REPLACE] alternatives to projectlavos.com
- [REPLACE] who should use projectlavos.com
- [REPLACE] projectlavos.com pricing
- [REPLACE] add 3–7 more buyer-specific prompts

TODO (analyst): 1. Replace each [REPLACE] prompt with the actual buyer-relevant query (5–8 for Baseline, 8–12 for Extended+) 2. Re-run: `python3 scripts/citation-tracker.py --config`

configs/<this-audit>.json (requires LLM API keys) 3. Paste the citation-rate table here from the generated report

Headline citation rate: *to be filled after re-run*

Structural findings (automated)

From the GEO visibility module:

[WARN] No FAQPage schema markup detected. This is the highest-leverage structured-data type for AI answer surfaces in 2026 — ChatGPT, Perplexity, and Google AI Overviews surface FAQ-marked-up content directly in answers more than any other schema type.

Recommendation: If the site has any FAQ section, mark it up with FAQPage JSON-LD. If not, add a FAQ section to the homepage and product/service pages answering the 5–8 questions buyers actually ask. The questions are the search prompts; the answers become the cited content.

[INFO] Off-page driver not auditable from this fetch: AI assistants gain citation confidence when a brand is mentioned consistently across multiple independent sources (Reddit threads, YouTube reviews, industry publications, the brand's own site). This is the highest-leverage off-page signal in 2026 and the one most agencies are not yet working.

Recommendation: After this audit, run a manual check: ask ChatGPT and Perplexity 3–5 product/service-relevant questions and note whether the brand appears. Then map where the brand IS mentioned today (Reddit / YouTube / press / partner sites) and where it isn't. Build the missing-source list into the Playbook 11 GEO Activation engagement.

Strategic narrative

TODO (analyst): the actual interpretation. Synthesize the citation baseline + structural findings into 3–5 paragraphs answering: – Where is the site currently visible in AI surfaces, and where is it

absent? – What patterns in the structural findings explain the citation gaps? – What are the 3 highest-leverage fixes the buyer should make first?

This is the section the buyer is actually paying for. The automated findings above are evidence; this section is the read.

About this audit

This audit was prepared by **Project Lavos LLC** (Louisville, KY) using the Lavos Toolkit's GEO visibility pipeline. Automated structural findings produced by the toolkit; strategic narrative and recommendations written by Matthew Scott.

Questions, clarifications, or interest in implementation: matthewdscott7@gmail.com · 502.345.0525

Generated by `scripts/audit-pipeline.py` on 2026-05-25. Source URL: <https://projectlavos.com>