



Syrup AI + SEO Audit Report

September 2025

Summary

AI answers are quickly becoming the new front door to your brand. Tools like ChatGPT, Perplexity, Gemini, Copilot, and Google's AI Overviews now intercept many buyer questions before they ever reach a website. For Syrup, that shift isn't a threat; it's an opportunity to make sure our expertise, proof, and positioning are easy for both humans *and* machines to recognize, summarize, and cite.

The path forward is to make what we're already great at easier to find, easier to trust, and easier to quote.

The recommendations below are built to do exactly that, by:

- **Turning clarity into demand:** aligning our content with how buyers (and AIs) actually ask questions.
- **Building visible authority:** strengthening our structure, schema, and proof signals so Syrup consistently earns top mentions.
- **Driving measurable growth:** connecting brand clarity, conversion, and ongoing marketing into one system that shows results.

What AI Sees vs. What We Want It to See

What AI Sees Today

- Syrup already shows up in AI answers as a credible Atlanta-based B2B agency specializing in brand, identity, web, and marketing services.
- Visibility is solid but inconsistent, and competitors like Brown Bag, Marsden, and Marketwake are sometimes prioritized for perceived specialization in areas like ABM or performance marketing.



What We Want AI to See (and say) Consistently

- Syrup is the go-to partner for **growth-minded B2B companies under \$100M** that want:
 - Brand clarity and positioning that drives sales
 - Visual identity that stands out
 - High-performing, AI- and SEO-ready websites
 - Ongoing, objective-based marketing that grows pipeline and improves CAC/LTV
- Syrup's content is clear, structured, and full of proof—making it easy to read, trust, and cite. From schema and FAQs to case study tables and “last updated” stamps, we’re creating a site that both buyers and AIs can depend on.

Key Wins + Key Gaps

What's Working:

- **Core Web Vitals** in the 90s; strong Accessibility score baseline.
- **llms.txt is present** and early **structured thinking** about AI consumption.
- **Results/Case studies:** authentic proof with recognized brands and outcomes.
- **Active blog cadence** (weekly) with categories, dates, authors, and internal linking.

Areas for Improvement:

- **FAQs/Q&As are missing across the site** (no FAQ page, no service/post FAQs, and no FAQ schema).
- **Duplicate title/meta** and **sitemap hygiene** issues (redirects listed, etc.).
- **Schema coverage light** on high-value types (Service, CaseStudy, Article, BreadcrumbList; optional JobPosting when relevant).
- **Content is sometimes clever/vague** versus literal, entity-rich, and “answer-first.”
- **Internal linking and topical hubs** are underdeveloped, and there is no glossary or a definitions hub for AEO.
- **Authority signals thin** (bios, credentials, awards/press, methods, “Last Updated”).
- **Keyword gaps** on core buyer queries (e.g., “marketing agency atlanta ga”, “marketing firm atlanta”).
- **Mixed AI visibility** Syrup appears but competes with Brown Bag, Marsden, and Marketwake; positioning is not yet dominant across all prompts.



Action Plan

Do Right Now (Weeks 0–2)

Technical & Indexation

- Remove redirected URLs from **sitemap.xml**; resubmit sitemap post-fix. - *resubmit sitemap with new website*
- Resolve **duplicate title/meta** pairs (/about/ vs /company/, /b2b-marketing-agency/ vs /b2b-services/). - *with new website*
- Validate **viewport meta** across templates; reduce **HTML bloat** on heavy pages.
- Confirm **robots.txt** and **llms.txt** are correct; add governance notes (owner, update cadence). - *with new website, create a post live task double check all aeo things like this*

Schema & AEO Foundations

- Add **FAQ sections + FAQ schema** on every **service page** and top-traffic **blog posts** (use provided Qs). - *we need faq page, LArS to scrape drippy, morgan write, brooke design*
- Implement **Service schema** on core service pages (explicitly declare audience = growth-minded B2B < \$100M). - *task for new site, post launch*
- Add **Article + BreadcrumbList** to blog; validate with Rich Results Test. - *not real*
- Add “**Last Updated**” stamps on service pages and priority posts. - *post launch with service schema*

Copy & Readability

- Rewrite **home + service heroes** to be literal and outcome-anchored (“We specialize in... for growth-minded B2B firms under \$100M”). - *Kate + Jason to discuss*
- Add **TL;DR** and **Key takeaways** to 10 most recent blog posts; insert **Related posts** and **Related case studies** modules. - *Morgan to start with next blog post and related taken care of with new design*

Authority & Proof

- Embed **mini case studies** on service pages (Client → Challenge → What Syrup did → Quantified results). - *new site*
- Enhance **author bios** with LinkedIn + credentials. - *new site*



Next 30 Days

Content Architecture

- Launch a **Glossary hub** (AEO, conversational search, brand strategy, WebOps, ABM, etc.) and link terms sitewide. - *need to do this, kate assign out tasks*
- Build **pillar pages/topic hubs** for services and priority industries; interlink blog → service → glossary → results. - *coming*
- Create **Atlanta-localized** pages targeting gaps: “marketing agency atlanta ga,” “marketing firm atlanta,” “b2b marketing agency atlanta.” - *cluster page for marketing services pillar page, need to assign*

Structured Data & Data Packaging

- Add **CaseStudy schema** to results pages (include metrics, industries, services used). - *post launch with other schema tasks*
- Expand **llms.txt coverage** to include: service pages, glossaries, top posts, case studies, and contact paths. - *do once a quarter, Lars to train Morgan*

AI Visibility Operations

- Stand up a **monthly prompt testing log** across ChatGPT, Gemini, Perplexity, Copilot, and Google AI Overviews for top buyer queries; track inclusion, citation, and position. - *tracking with AI Visibility tracker, and part of reporting*
- Adjust headings/FAQs based on missing sub-questions identified in AI decompositions. - *quarterly optimization on pillar pages, faqs, etc*

Accessibility & UX

- Address theme-driven **accessibility** issues (empty links, ARIA roles, color contrast). - *addressed in new website process*
- Implement **archival structure** for the blog (Load more + paginated archives/tag hubs). - *new design of site*



Next 90 Days

Deepen Differentiation & Proof

- Publish **cohort insights** and **methodology pages** (“Updated Q3 2025 based on X implementations”). - TBD, LTI
- Contribute **guest posts / third-party citations** (LinkedIn Pulse, relevant newsletters/podcasts) that summarize measurable outcomes and link back to structured results pages. - TBD, LTI
- Add **awards/press** and **certifications** sections to Home/About. - *done with Clutch on new site*

Programmatic Authority Expansion

- Build **industry-flavored** service variants (e.g., “Brand Strategy for B2B SaaS,” “Visual Identity for Industrial Services”) with tailored FAQs, glossaries, and case links.

Performance & Monitoring

- Target **TTFB <100ms** on service pages; ensure **server-rendered HTML** for critical content. - *taken care of with new website process + monthly web checkin*
- Quarterly **content refresh cycle** for top-traffic posts; include “Last Updated,” new stats, and internal links to new hubs. - *create checkin task, quarterly task during quarterly stuffs*
- Maintain the **AI prompt testing dashboard**; iterate on pages to improve Syrup’s inclusion and placement. - *tracker takes care of this*

The Bottom Line

Syrup is already showing up where it counts, but we’re not yet owning the conversation.

The next phase is about precision: structuring our expertise so AI systems instantly understand what we do best and why it matters.

By tightening our technical foundation, making our copy more literal and outcomes-driven, and connecting every piece of content through schema, hubs, and glossary links, we’ll position Syrup as the clear, credible, and quotable choice for B2B companies ready to grow