

Discover.

*The first step to a complete, thriving
SEO / GEO program.*

A 30-day, fixed-scope project that maps how your audience searches —
across Google and AI — and turns that map into the foundation for
everything that comes next.

THE TANGIBLE VALUE METHODOLOGY

Discover. *Optimize. Grow.*

Three stages, one operating system for SEO and AI search. Discover is the foundation — it's where every successful Optimize and Grow program begins.



STEP 1 · YOU ARE HERE

Discover

Learn your market. Identify your landscape across search and AI.

keyword research · strategy · landscape mapping

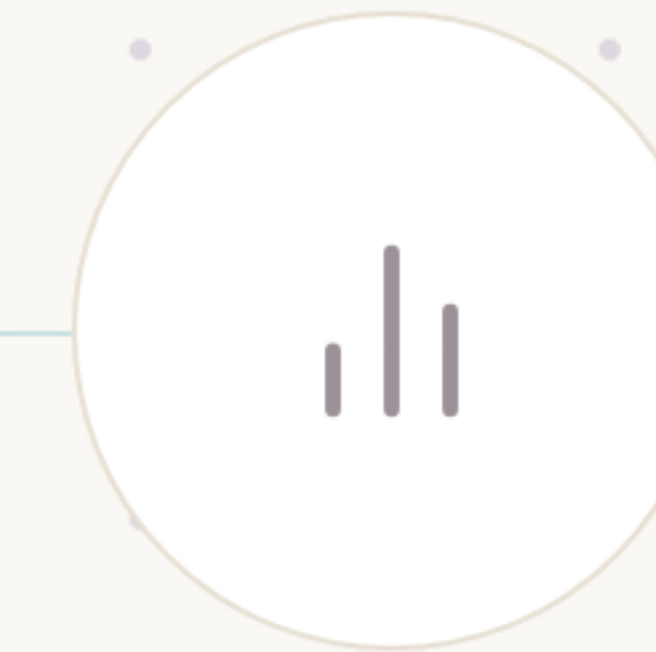


STEP 2 · NEXT

Optimize

Create content and develop a foothold in every priority Intent Group.

content · on-page SEO · AEO



STEP 3 · NEXT

Grow

Build site authority and defend rankings as the landscape evolves.

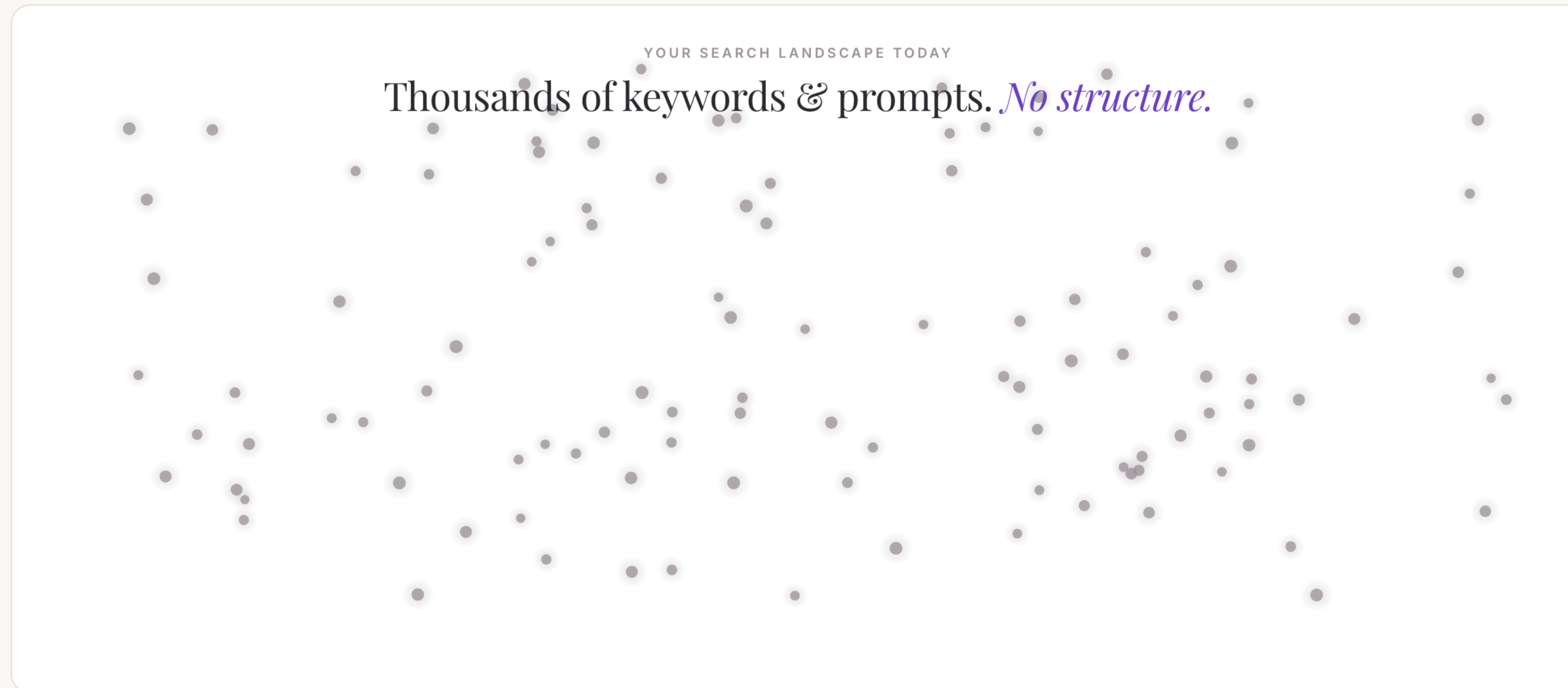
link building · authority campaigns · reporting

"Discover is the must-have. Optimize and Grow are scaled to your business."

OUR METHODOLOGY

Turn chaos *into order.*

Thousands of keywords and prompts are out there — we discover and organize them by audience and intent.



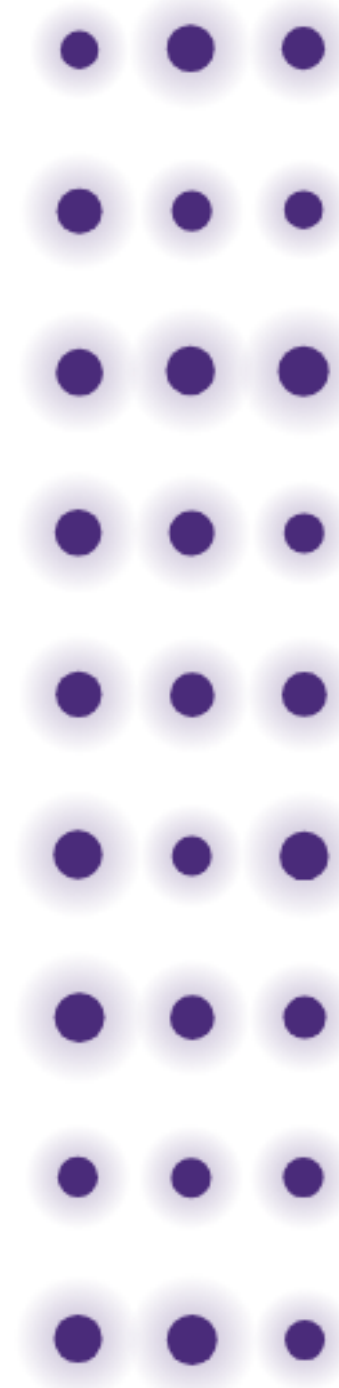
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WHAT YOU GET FROM DISCOVER

Organized into *audience, intent group, and category.*



—
Decision Makers



—
Practitioners



—
Products

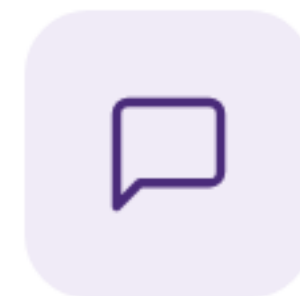


—
Services

BUILT FOR GEO + AEO

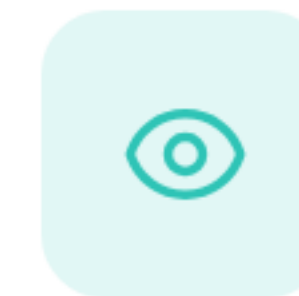
SEO + AI Search. *Discover covers both.*

Your audience is asking ChatGPT, Perplexity, and Google AI alongside Google itself. Every Discover deliverable accounts for both Google rankings and AI citations — not as an add-on, but as a native part of the methodology.



LLM prompts, not just keywords

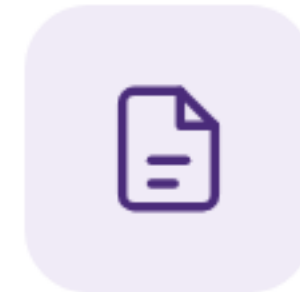
We generate the natural-language prompts your audience actually uses with AI engines. Every Intent Group holds keywords *and* prompts under one roof.



Multi-engine visibility scoring

We track citation status — not just Google rank — for every prompt in your landscape.

CHATGPT PERPLEXITY GOOGLE AI



llms.txt export

A ready-to-deploy file that tells AI engines what your content is about and how to surface it — drop it at your site root on day one.



Super FAQs export

Q&A-formatted content tuned to the citation patterns LLMs prefer — the structure they reach for first when answering your audience.

DISCOVER AT A GLANCE

🕒 30 DAYS

Four steps. *One complete landscape.*

1

DAYS 1-7

Learn Your Business

Research and stakeholder interviews to understand your audiences, positioning, and the language your buyers use.

2

DAYS 8-18

Discover & Categorize

Map keywords and AI prompts, then group them into Intent Groups by product, service, and audience.

3

DAYS 19-25

Analyze Current Visibility

Score how you rank for every keyword and how often you're cited for every prompt across Google, ChatGPT, Perplexity, and Google AI.

4

DAYS 26-30

Recommend Actions

Deliver a prioritized punch list of content and authority actions — what to do first, what to do next, and why.

WHAT YOU WALK AWAY WITH

Included *Deliverables*

Everything we build is yours to keep — open formats, no platform lock-in, ready to hand to your team or your next agency.



Keyword & Prompt Map

keyword-prompt-map.xlsx

Every keyword and AI prompt, organized by Intent Group, audience, and assigned page. The working file your team uses every day.



Visibility Report

visibility-report.pdf

Where you stand today. Google rankings plus citation status across ChatGPT, Perplexity, and Google AI — by Intent Group.



Content Punch List

content-punch-list.xlsx

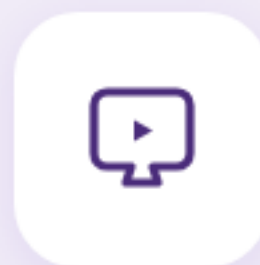
Must-have pages your site is missing, ranked by opportunity. Each item ties to a specific Intent Group and assigned URL.



Authority Opportunities

authority-opportunities.pdf

Where to invest in link building and citation campaigns to close visibility gaps faster.



Includes guided walkthrough

We present the deliverables to you and your team — live on Zoom or as a recorded video — so the work lands with full context, not just files in a folder.

Your keywords, *organized your way.*

Every business gets a custom set of dimensions that match how its market actually thinks. Pick an industry to see how the map adapts.

RallyForce
SALES SAAS

PawPure
PET FOOD

ClearMind
MENTAL HEALTHCARE

FlexFit
GYM & FITNESS

keyword-prompt-map.xlsx Showing 7 of 91 · Custom dimensions: Software Category · Use Case

KEYWORD	VOL	PRI	AUDIENCE	FUNNEL	INTENT GROUP	SOFTWARE CATEGORY	USE CASE
sales automation software	18,000	P1	Sales Buyer	Transact	Sales Engagement – Sales Buyer	Sales Engagement	—
cold email software	14,000	P1	Sales Buyer	Awareness	Email Outreach – Cold Email	Email Outreach	Cold Email
rallyforce pricing	14,000	P1	General	Awareness	Branded – Informational	—	—
cold calling software	2,700	P2	General	Awareness	Cold Calling	—	Cold Calling
how to write a cold email	2,600	P2	Sales Buyer	Research	Email Outreach – Informational	Email Outreach	Cold Email
outreach io alternatives	660	P3	General	Compare	Comparison	—	—
how much does outreach cost	620	P3	General	Research	Informational	—	—

Same methodology. Different dimensions. Your data, organized your way.

Where you stand. *Across every engine.*

Your present visibility for every keyword and prompt — Google rankings on one side, AI citations on the other. Same Intent Group structure as your map.

RallyForce SALES SAAS	PawPure PET FOOD	ClearMind MENTAL HEALTHCARE	FlexFit GYM & FITNESS
91 KEYWORDS TRACKED	42 PROMPTS GENERATED	38% VISIBLE ON GOOGLE (TOP 10)	12% CITED IN AI ENGINES

visibility-report.pdf Showing 5 of 42 prompts

PROMPT	GOOGLE	CHATGPT	PERPLEXITY	GOOGLE AI
What's the best sales automation software for B2B teams?	#4	Not cited	Cited #2	Mentioned
Compare RallyForce vs Outreach	#1	Cited #1	Cited #1	AI Overview
How much does Outreach.io cost?	#2	Cited	Cited #1	AI Overview
What are the best alternatives to Outreach.io?	#8	Not cited	Competitor	Not cited
What's the best cold email tool for outbound?	#11	Competitor	Not cited	Not cited

Sample data shown. Your real report uses your real keywords, prompts, and current rankings.

INVESTMENT

One flat fee. *One complete foundation.*

\$2,500

Flat rate · Up to 500 keywords · 30-day engagement

No surprises

Fixed scope, fixed price, fixed timeline.

Yours to keep

Everything we build belongs to you — the map, the prompts, the exports.

A starting point

Plugs directly into ongoing Optimize and Grow engagements.

COMPANIES WE'VE WORKED WITH

15+ years of SEO. *Brands you know.*



WHAT OUR CLIENTS SAY

Our clients *say it best.*

“Tangible Value is the best agency I've worked with for SEO. They are strategic, organized, and have a keen understanding of which SEO tactics actually move the needle. Instead of working with a larger agency where you might get the B or C team, you know exactly who you're working with — experts who live and breathe SEO.



David Krimper
Head of D2C, Manduka

“Tangible Value was an integral part of our SEO strategy. We were able to increase the visibility of our pages in highly competitive categories at peak seasonality, outranking competitors and accruing record-breaking organic traffic and revenue.



Michael Duncan
SEO Specialist, MTD Products

“Tangible Value has helped us break through competitive SEO ranking challenges and dominate several of our priority markets. It has been fun collaborating with the team, and their link-building services are a powerful lever to be able to pull as part of our overall SEO strategy.



Cass Nelson
Lead SEO, Frontier Communications

NEXT STEP

Ready to see *your landscape?*

Book a 30-minute call with our founder to learn more about your needs
and the Discovery product.

[Schedule a Call](#)

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