

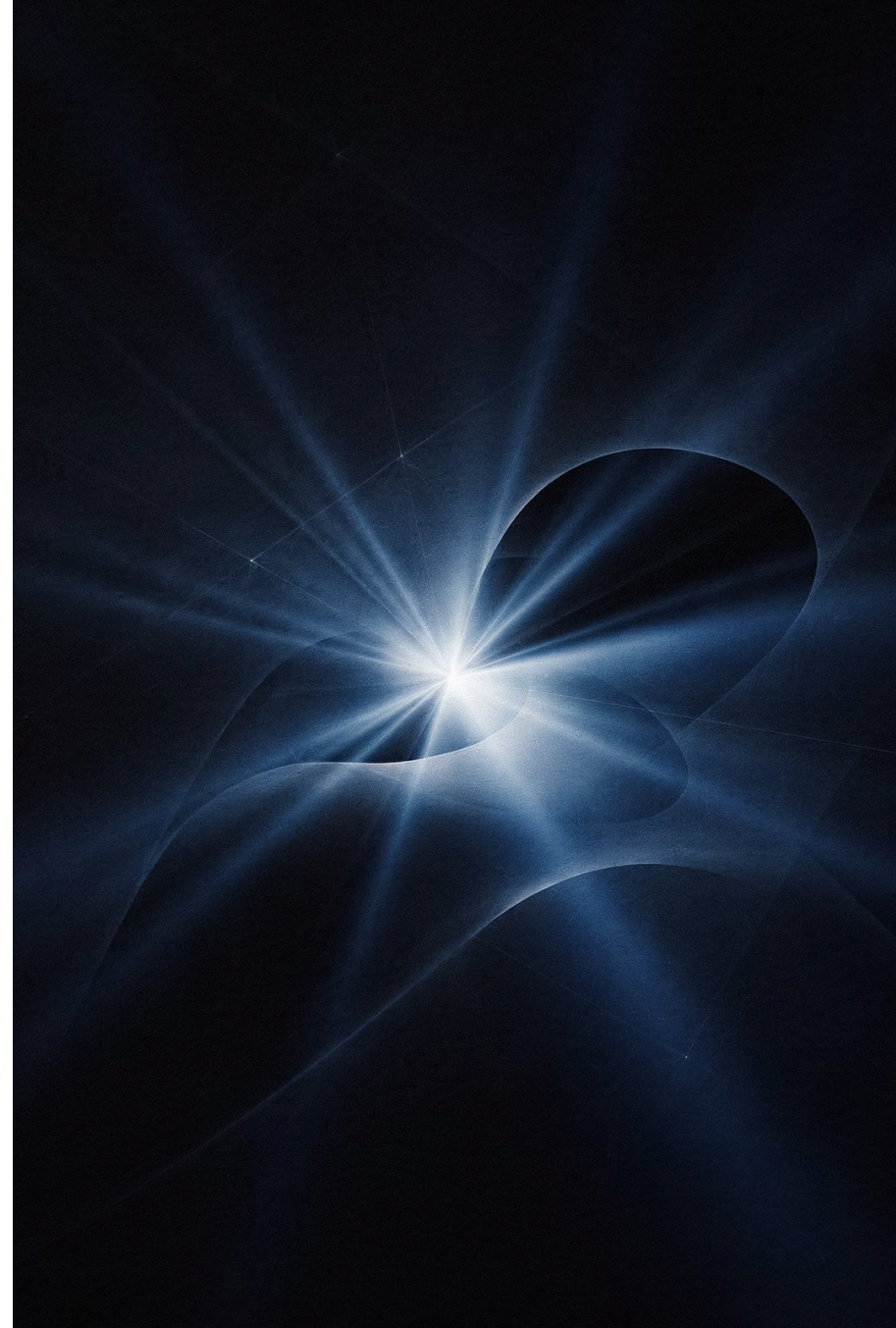
# Authority Engine

The Authority Infrastructure Platform That Makes Your Brand the Clear, Low-Risk Choice in AI Search and Modern Buying Journeys

AEO INFRASTRUCTURE

MARKET AUTHORITY

AI MANAGED ADS



# One Engine. Three Pillars. Every Signal Compounding.

Instead of hiring separate SEO, content, PR, SDR, and paid media vendors, Authority Engine delivers one integrated system. Every Reddit comment, schema update, executive article, and ad test strengthens the same authority graph — rather than operating as disconnected tactics.

## Pillar 1 — AEO Infrastructure

Proprietary Schema • Keyword Focus •  
Semantic Analysis Tables

Makes your brand **machine-readable** and  
citation-ready across every AI discovery  
surface.

## Pillar 2 — Market Authority

Reddit • Wikidata • Content • Press  
Releases

Makes your brand **trustworthy** — to  
humans doing research and AI models  
deciding who to recommend.

## Pillar 3 — AI Managed Ads

ICP Targeting • Meta / Instagram • Reddit  
Ads

Makes your brand **reachable** —  
distributing the authority narrative and  
converting it into pipeline.



# Why Authority Engine Works

## Default AI Search Status

When buyers ask AI tools "who should I talk to?", your brand is the named, cited answer — not a footnote on page two.

## Compound, Not Reset

Every asset reinforces the same authority graph. The whole compounds rather than resets each quarter.

## Dual ROI

Near-term pipeline from ads + long-term structural moat in AI-driven discovery. Both running simultaneously.

## Structural, Not Algorithmic

Entity presence, knowledge graph authority, and community footprint are infrastructure — difficult to dislodge once built, unlike keyword rankings.

# AEO Infrastructure

Make your brand machine-readable, entity-verified, and citation-ready. Traditional SEO gets you ranked in a list of ten blue links. AEO gets you **selected as the answer** by ChatGPT, Perplexity, Google AI Overviews, Gemini, and vertical LLMs.



## Proprietary Schema (JSON-LD)

AI-ready structured data across every page — Organization, Person, Product, FAQPage, sameAs — injected and audited monthly to zero-error standard.



## Semantic Analysis Tables

Monthly full semantic mapping of your brand vs. competitors.  
Identifies authority entities you own vs. gaps competitors fill.  
Generates a prioritized content plan refreshed every cycle.



## Keyword Focus & AEO Strategy

Three-layer tracking: traditional commercial queries, conversational long-tail patterns, and emerging query capture — tracked against actual AI citation pulls.



## Authority Graph / Brand Neural Model

A custom model trained on your brand's content, tone, and positioning so every new asset stays on-voice and strengthens one coherent authority graph.

**i** Schema is indexed within 30–60 days. Full AI citation improvement — where your brand appears in sampled AI responses — is measurable at 60–90 days.

# Market Authority

Make your brand and leaders the trusted, recognizable answer that humans and AI treat as the safe recommendation. Market Authority is the **proof layer** — operating across four interconnected channels, each providing a different form of credibility signal.



## Reddit — Organic Authority & Revenue Channel

Aged, high-karma accounts place expert-voice comments in high-intent threads. Triple leverage: direct referral traffic + Google ranking + AI citation. Google's \$60M/year data agreement makes Reddit training data for major AI models. Threads placed in Month 2 still generate leads in Month 15.



## Wikidata — Machine-Side Brand Identity

The world's largest open-access knowledge graph (100M+ items, 1.65B statements) and Google's primary structured data source since 2016. Authority Engine creates your QID, populates rich properties, audits cross-source consistency, and triggers your Knowledge Panel. **Fewer than 15% of mid-market brands have a verified Knowledge Panel.**



## Content — AEO Article Engine

12 long-form, LLM-readable articles per month. Each anchored to the semantic analysis table, opening with a 2–3 sentence direct answer an AI can extract as a standalone citation. Distributed across site, LinkedIn, Google Business Profile, and email simultaneously.



## Press Releases — Monthly Brand Narrative

One press release per month, topic locked by the 1st so article themes, social, email, and sales enablement all align to the same narrative. Press releases are authoritative third-party citations — exactly the corroboration signal that increases AI confidence in your entity.

# AI Managed Ads

Scale the authority narrative across paid channels, rapidly test messaging, and convert attention into pipeline. Every interaction is measured, optimized, and fed back into the same authority graph that powers the whole system.

## Meta & Instagram Ads

AI-generated static and video creatives — concept-to-live in days, not weeks. Full campaign orchestration: awareness, lead gen, retargeting, and lookalikes. Bids and budgets optimized 24/7. All messaging automatically consistent with AEO and Market Authority work.

## Reddit Ads — The Paid + Organic Flywheel

Ads run inside the same communities where organic Reddit presence is already established. Free-Form Ads, Conversation Ads, Lead Gen Forms, Carousel Ads, and Retargeting — each serving a distinct role in the buyer journey.

# 10x

### Cheaper CPC

Reddit vs. LinkedIn for the same B2B buyer (\$1.05 vs. \$10.19)

# 83%

### Higher Awareness

When Reddit + a second channel run together vs. either alone

# 4.4x

### Higher Conversion

AI search visitors vs. traditional organic

- ❑ ICP precision is what separates Authority Engine's ad management: every creative, audience, and placement decision is evaluated against whether it reaches the buyer most likely to become a high-value customer. Minimum \$5,000/month ad spend required to exit platform learning phases.

# The Authority Engine System

Every asset, every channel, every signal — one compounding authority graph.

Layer	AEO Infrastructure	Market Authority	AI Managed Ads
<b>Primary Question</b>	Can AI understand and cite you?	Do humans and AI want to trust you?	Can you scale and convert that authority?
<b>Core Components</b>	Schema • Keyword focus • Semantic analysis	Reddit • Wikidata • Content • Press releases	ICP targeting • Meta/Instagram • Reddit Ads
<b>Time to Impact</b>	30–60 days: schema indexed, entity resolved	60–90 days: Reddit traction, Wikidata visible	7–14 days: ads generating leads; 90+ days: compounding
<b>Compounding Mechanism</b>	Richer schema = stronger entity signals every month	More citations = higher AI confidence each cycle	Performance data sharpens ICP targeting and content

# What It Means for Your Business

## AI Is the New Front Door

Buyers increasingly ask AI tools for vendor recommendations before visiting any website. If you're not in the answer, you're not in the consideration set.

## Near-Term Pipeline + Long-Term Moat

Ads and Reddit generate leads in weeks. Entity data, content, and community footprint compound into a structural competitive advantage over 12–24 months.

## The Competitive Window Is Now

Fewer than 15% of mid-market brands have a verified Knowledge Panel. Reddit thread assets compound over time. Brands building this infrastructure today will have a material advantage over those who wait.

Search has moved from strings to things — from keyword matching to entity understanding. AI systems no longer return a list of ten blue links. They return one answer. Authority Engine is the infrastructure that makes your brand that answer.

# The Urgency: Why Now

## The Discovery Shift Is Already Here

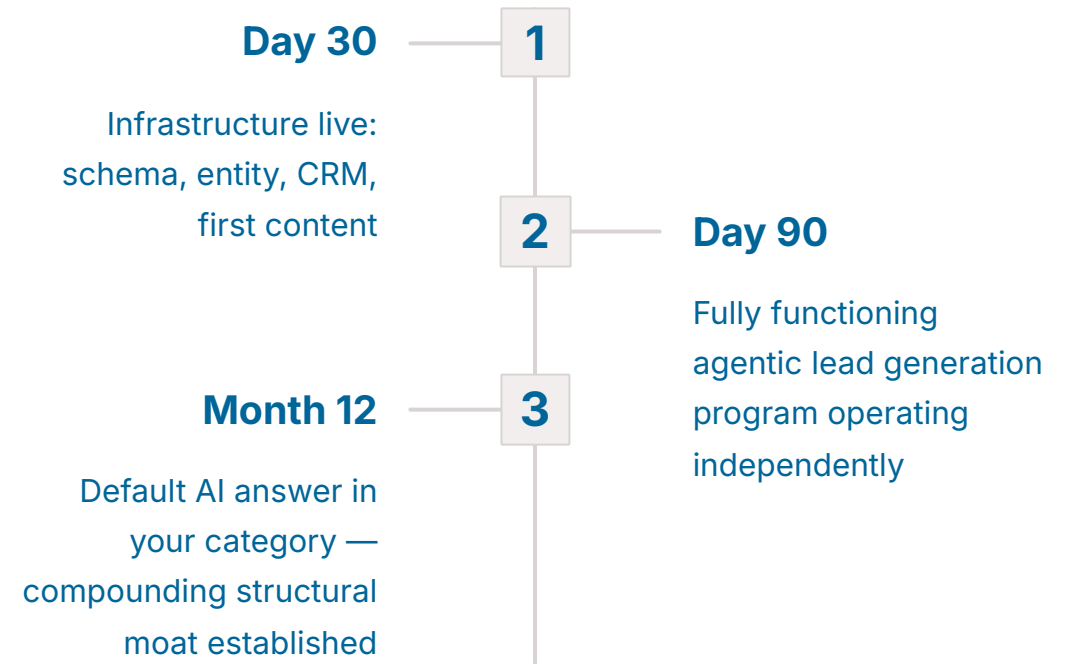
Generative AI traffic grew **1,200%** between July 2024 and February 2025. Nearly 30% of marketers report declining traditional search traffic as buyers turn to AI tools first.

## Every Month Without Authority Is a Month Competitors Build It

Your competitors' Reddit threads placed today rank in Google and get cited by AI in Month 12. Their Wikidata entity established this quarter carries a year of corroboration by the time yours launches. The structural gap compounds.

## One Engine, Not Five Vendors

The alternative is hiring separate SEO, content, PR, SDR, and paid media vendors who don't share a data model and can't reinforce each other's work. Authority Engine is the integrated system that makes every asset compound rather than reset.



# Ready to Become the Default Answer?

The brands building authority infrastructure now will have a material advantage over those who wait — and it compounds every month.

01

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## Request an Authority Audit

Authority Engine audits your current AEO footprint, entity presence, Reddit visibility, and competitive gaps — so you see exactly where you stand before committing to anything.

02

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## Get a 90-Day Blueprint

We model the organic and paid opportunity based on your target keywords, ICP, and current competitive landscape — so you see projected outcomes before the first dollar is spent.

03

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## Launch Your Authority Engine

Infrastructure built in Month 1 compounds through Month 12. Every Reddit thread, schema block, and article placed today is still working in Month 15. The sooner the engine starts, the larger the structural moat.

- ✔ Start with an authority audit — Authority Engine reviews your AEO footprint, entity presence, Reddit visibility, content structure, and Knowledge Graph gaps against your top competitors. Ask your Account Manager or reach out directly to schedule a strategy call.