

# Course 04 — SEO Visibility Mastery

A 6-modules CyberG7 system — research-backed, build-as-you-go.

## THE COURSE AT A GLANCE

S<sup>5</sup> is the operator's visibility system for the AI-search era: a finite, ordered, self-auditable checklist of the five signals answer engines weigh — identity, reviews, content, schema, citations — that makes ChatGPT, Perplexity, and Google AI Overviews recommend your business when buyers ask.

## Who This Is For

S<sup>5</sup> is the operator's visibility system for the AI-search era: a finite, ordered, self-auditable checklist of the five signals answer engines weigh — identity, reviews, content, schema, citations — that makes ChatGPT, Perplexity, and Google AI Overviews recommend your business when buyers ask.

This course is built for:

- Founders and local-business owners who are their own SEO team and need a finite, ordered checklist — no agency retainer
- Marketers and in-house SEO leads who already rank but are losing clicks to AI answers above their listings
- AEO/GEO practitioners and consultants who want a repeatable, client-ready visibility system
- Service businesses whose buyers now ask AI assistants 'who should I hire?' before ever visiting a website

You'll feel right at home if any of these sound familiar:

- AI assistants recommend competitors by name and it never shows up in analytics
- A #1 Google ranking no longer guarantees the click — AI Overviews absorb it above the listing
- No idea what the current AI citation share is, let alone how to move it
- Visibility work feels like an infinite bag of tricks with no clear sequence or finish line

## What You'll Build

By the end, you won't just understand the ideas — you'll have assembled a working system, module by module. Across the course you'll develop:

- The 4-Layer Search Ecosystem

- What Transfers From Classic SEO — and What Doesn't
- How AI Assistants Reverse-Engineer the Decision
- Glossary
- The Trust Anchor: Why Identity Comes First
- NAP Consistency Across the Listings That Matter
- Google Business Profile to Gold Standard
- Entity Resolution and the sameAs Link
- Velocity, Recency, and Breadth

## Course Outline

---

### Module 1 · Foundations: How AI Engines Decide Who to Recommend (AEO, GEO & the 4-Layer Search Reality)

A buyer with budget in hand asks ChatGPT "who should I hire for \_\_\_?" and it answers confidently, in full sentences, naming two or three businesses. If yours isn't one of them, there is no page two — the recommendation itself was written without you, and nothing in your analytics shows it happened. This module reframes search from a ranking game into a visibility game across four overlapping layers, then reverse-engineers exactly how answer engines pick which businesses to cite. You leave with a measured AI citation-share baseline for your own business — a real number, this week, that resets your KPI from rankings to recommendations.

#### Key themes:

- The 4-Layer Search Ecosystem
- What Transfers From Classic SEO — and What Doesn't
- How AI Assistants Reverse-Engineer the Decision

### Module 2 · Signal 1 — Business Identity: Become the Unambiguous Entity AI Can Confidently Name

AI engines recommend entities, not webpages — and before any engine names you, it has to be certain who you are: one name, one address, one phone number, one website, identical everywhere it looks. Identity is the first signal because every other signal attaches to your entity; conflicting data makes engines hedge, and hedging engines don't cite you. This module fixes NAP consistency and entity conflicts across every listing that matters, aligns your Google Business Profile to gold standard, and verifies that AI engines resolve your name to your business — not a same-named company two states over.

#### Key themes:

- The Trust Anchor: Why Identity Comes First
- NAP Consistency Across the Listings That Matter
- Google Business Profile to Gold Standard

### Module 3 · Signal 2 — Review Strength: Build the Proof Layer AI Reads as the Safe Recommendation

Models read reviews as third-party evidence that you are the safe recommendation — and three things matter more than raw star count: velocity (a steady stream, not a 2022 pile), recency (something from this quarter), and breadth (more than one platform). This module builds a compliant

review engine that sustains velocity and recency, targets the platforms AI engines actually read for your category, installs a 48-hour response cadence, and marks up your ratings so engines read "4.8 from 212 reviews" as data rather than prose. With 45% of consumers now asking AI tools for local business recommendations, the review signal is no longer a vanity metric — it is whether the engine trusts you enough to name you.

**Key themes:**

- Velocity, Recency, and Breadth
- The Systematic Ask
- The 48-Hour Response Cadence

**Module 4 · Signal 3 — Website Content: Publish Answer-Shaped Pages AI Quotes Verbatim**

AI engines don't rank your page — they quote it. Content wins citations when it is answer-shaped: a real buyer question as the heading, a direct 40–80 word answer immediately below it, and depth after. This module restructures your pages into citable, entity-first content, builds question-first FAQ and service pages around the prompts buyers actually type, organizes everything into topic clusters an engine can attribute expertise to, and layers the experience, expertise, and proof cues (E-E-A-T) that engines weigh. The single highest-confidence finding in 2025–26 research: answer-first content structure produces roughly 2.8× higher citation rates, and clarity of declarative claim beats markup completeness.

**Key themes:**

- Answer-Shaped, Entity-First Pages
- Topic Clusters and Crawlable Authority
- E-E-A-T: The Authority Cues

**Module 5 · Signal 4 — Structured Data & Schema: Make Your Site Machine-Legible With Copy-Paste JSON-LD**

Schema is a label you attach to your pages in a format machines parse directly — it is called JSON-LD, it is copy-paste, and it requires no programming. In plain terms, it is you stating "here is my business name, here is what we sell, here is our rating" in the one language every engine reads without guessing. This module deploys production-quality JSON-LD across your six page archetypes, validates it so silent errors don't void the signal, and wires entity-linking via sameAs, about, and mentions so engines connect your site to the same entity they see everywhere else. The honest 2025–26 framing: schema is a citation amplifier for pages that already meet authority and content thresholds, and a foundational trust signal — not a magic switch. Attribute-rich, accurate schema that mirrors your visible content earns its keep; generic, half-populated schema can underperform none.

**Key themes:**

- What Schema Is (and Isn't)
- The Six Page Archetypes
- Validate or It Doesn't Count

## Module 6 · Signal 5 — External Citations: Earn the Off-Site Votes That Tip the Answer Your Way (+ Capstone)

Citations are mentions of your business on sources AI already trusts — industry directories, trade publications, podcasts, partner sites, news, and academic or association sources. They are the hardest signal to fake, so engines weight them heavily — in fact, branded web mentions are the strongest single predictor of AI citation in 2025–26 research, roughly three times more predictive than backlinks, and around 85% of AI brand mentions originate on third-party pages, not your own site. They are also the slowest to build, which is exactly why they compound for whoever starts first. This module maps your citation universe across six source types, installs a repeatable outreach playbook, tracks AI citation share weekly across four engines, maintains retention, and ends with the capstone: your full S<sup>5</sup> audit and a 90-day visibility roadmap.

### Key themes:

- Why Citations Are the Unfair-Advantage Signal
- The Six Source Types
- The Outreach Playbook and Weekly Tracking

## Outcomes

---

Complete the course and you'll be able to:

- Write the five queries a real buyer asks before hiring you — their words, not your keywords — and run each through Perplexity, ChatGPT, Claude, and Google AI Overviews.
- Ask ChatGPT and Perplexity about your brand plus city; if they confuse you with a lookalike, identity is your lowest signal.
- Install one automatic review ask after every completed job or sale — email, SMS, or at point of service — not ad-hoc.
- Take your single most valuable service page and add a question-formatted heading with a direct 40–80 word answer under it.
- Paste your homepage URL into Google's Rich Results Test today; "no structured data found" is your first fix.
- Inventory every place your business is mentioned today using "your brand" -site:yourdomain.com; the short list is your baseline.

### ENROLL

Enroll in S<sup>5</sup> Start *Course 04 — SEO Visibility Mastery* today — the full module-by-module system lives at <https://seo-visibility-mastery-edu.cyberg7.com.sg>.