

The SEO & AI Growth Report

A 24-page playbook for ranking on Google and earning citations from ChatGPT, Perplexity, Gemini & Claude — written for South Florida operators.

What's inside

1. Why AI search changed SEO forever
2. Entity SEO & the schema stack that gets cited
3. Programmatic SEO architecture for service + location + industry
4. The South Florida local SEO playbook
5. Generative Engine Optimization (GEO) checklists
6. Core Web Vitals targets that compound rankings
7. Conversion engineering & lead tracking
8. 30/60/90 day implementation roadmap

01 - Why AI Search Changed SEO Forever

ChatGPT, Perplexity, Gemini, and Claude now intercept up to 40% of high-intent commercial searches before a single Google click. Brands that win the next decade will be the ones AI answer engines cite as authoritative — and the structure of your website determines whether you become a citation or stay invisible.

Key actions

- Build entity authority via Organization, Service, FAQ, and LocalBusiness schema.
- Publish AI-readable Q&A; blocks aligned with real user queries.
- Earn citations from third-party authoritative sources crawlable by LLMs.
- Maintain Core Web Vitals scores above 90 to stay in answer engine indices.

02 - The Schema Stack That Gets Cited

Schema.org structured data is the language answer engines speak. A correctly structured WDSEOAI page emits 6–9 schema types and validates 100% in Google's Rich Results test.

Key actions

- Organization + Person (founder E-E-A-T)
- WebSite + WebPage + BreadcrumbList
- Service + OfferCatalog per service line
- LocalBusiness per city/county page
- FAQPage synced with on-page Q&A;
- Review & AggregateRating where verifiable
- Article on educational/blog pages

03 - Programmatic SEO Architecture

Programmatic SEO (pSEO) generates hundreds or thousands of unique, search-optimized landing pages by combining variables. The WDSEOAI matrix multiplies four dimensions: Service × Industry × County × City — each page seeded with deterministic but unique content, schema, and internal links.

Key actions

- Service catalog: 47 services
- Industry catalog: 34 verticals
- Location matrix: 4 counties + 100+ cities + 50 states
- Result: a 200,000+ page ecosystem of topical authority

04 - The South Florida Local SEO Playbook

Local rankings in Miami-Dade, Broward, Palm Beach, and Monroe counties reward operators who treat each city as its own market. The playbook: one county hub, one page per city, neighborhood callouts, GBP rebuild, and review velocity.

Key actions

- Claim and rebuild Google Business Profile with primary + secondary categories
- Embed proper LocalBusiness schema with priceRange, openingHours, areaServed
- Generate one unique landing page per service-area city
- Earn 5+ verified reviews per quarter on each profile

05 - GEO Checklist (Generative Engine Optimization)

GEO is the practice of structuring content so ChatGPT, Perplexity, Gemini, and Claude understand, summarize, and recommend your business by name.

Key actions

- Write Q&A; in plain, declarative sentences that answer the question in the first 25 words
- Use FAQPage schema with mainEntity arrays
- Surface your brand name + city + service in the first paragraph of every page
- Publish founder bio + Person schema with knowsAbout array
- Earn citations from Wikipedia, industry directories, local news, and review platforms

06 - Core Web Vitals Targets

Speed is a ranking factor and a citation gate. Pages below 75 in Performance routinely drop out of AI answer indices.

Key actions

- LCP: under 2.0s (target 1.4s)
- INP: under 200ms
- CLS: under 0.05
- TBT: under 150ms
- Performance score: 95+ mobile, 98+ desktop

07 - Conversion Engineering

Rankings without conversion is vanity. WDSEOAI engages a CRO loop on day one: heatmaps, scroll depth, form analytics, and weekly A/B tests against a winning control.

Key actions

- Above-the-fold CTA on every page
- Sticky mobile call/SMS button for local intent
- Social proof bar within first viewport
- Form fields under 5 for top-of-funnel; under 3 for retargeting

08 - 30/60/90 Day Roadmap

A reproducible 90-day plan to take a South Florida brand from invisible to cited and converting.

Key actions

- Days 1–30: Audit, schema baseline, GBP rebuild, fix Core Web Vitals, launch 5 city pages.
- Days 31–60: Programmatic SEO matrix live, FAQ schema deployed sitewide, first citation outreach.
- Days 61–90: GEO content sprints, review velocity, CRO A/B tests, AI citation tracking dashboard live.

Ready to implement?

South Florida Web Design SEO AI builds the websites, schema, programmatic SEO systems, and AI citation strategies covered in this report. Email hello@southfloridawebdesignseoai.com or visit southfloridawebdesignseoai.com to start your growth plan.

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