DOMINO EFFECT LAB

GEO SERVICES – TIER COMPARISON

Not sure which tier is right? Many clients start with Tier 1 to establish a strong foundation, move to Tier 2 for continuous growth, or choose Tier 3 to lead their category in AI-generated answers. Every engagement is flexible and tailored to your goals.

FEATURES	TIER 1 – FOUNDATIONAL GEO SETUP	TIER 2 – GEO GROWTH RETAINER	TIER 3 – GEO AUTHORITY ACCELERATOR
Overview	One-time deep dive to jump-start AI search presence	Ongoing monthly partnership to expand AI visibility	High-intensity program to establish undisputed AI authority
AI Visibility Audit & Report	✓	✓ (Ongoing monitoring)	✓ (plus competitive deep dives)
Strategy Blueprint	✓ (30-40 recommendations)	✓ (Iterative strategy updates)	✓ (Category leadership roadmap)
Topic Graph Mapping	✓	✓ (expanded over time)	✓ (own-the-space coverage)
On-Page Enhancements	✓ (Schema + key page rewrites)	✓ (Continuous optimisation)	✓ (Advanced technical initiatives)
Content Creation & Optimization	Limited (few key pages)	✓ (Monthly blogs, FAQs, guides)	✓ (Flagship assets & original research)
Digital PR & Link Building	✗	✓ (Monthly blogs, FAQs, guides)	✓ (Extensive PR & press-worthy citations)
AI Visibility Dashboard & Reporting	Audit report only	✓ (Monthly dashboard & insights)	✓ (Executive-level reporting)
Prompt Testing & Tweaks	Baseline testing	✓ (Continuous prompt testing)	✓ (Competitive counter-strategy)
Flagship Research/ Industry Reports	✗	✗	✓
Executive Thought Leadership	✗	optional	✓ (Op-eds, bylines, podcasts, speaking)
Technical AI Integrations	✗	optional	✓ (Plugins, APIs, AI content feeds)
Competitive Monitoring	✗	Standard Monitoring	✓ (Intensive monitoring & counter-actions)
Internal Training & Workshops	✗	optional	✓
Engagement Model	2–4 weeks, fixed-scope	Monthly retainer (3 / 6 / 12 months)	Premium, custom (quarterly or annual)
Ideal For	Businesses seeking clarity & quick wins	Companies investing in sustained AI growth	Market leaders aiming to dominate AI search