E.E.A.T. & Schema (AEO)

I check the trust signals and the page code that help a site show up in Google and AI answers.

The problem: On pages where trust matters (health, finance, tech), the site often doesn't show who's behind the content, and the code doesn't tell Google what the page is. So it ranks lower, and AI tools skip it.

- E.E.A.T. check: does the page show a real author, credentials, reviews, and sources? I rate each signal and list the exact fixes.
- Schema check: the code that labels what a page is. I review it by page type and hand back markup the team can paste straight in.
- That code is what gets a page picked up for featured snippets, voice search, and AI answers.
- **Deliverable: A findings sheet plus ready-to-paste schema code, organized by page type.**

BRAND REPOSITIONING · HIGHTOUCH

AI Entity Audit: Hightouch added AI products, but the site still described the old ones.

They were not ranking or getting mentioned for the new services. I audited every page to find where the old positioning still lived.

Read every page for old product language	2,067 places still used the previous category terms.
Grouped them into six term families	Composable CDP, reverse ETL, data activation and three more.
Recorded where each one sat	A term in a title tag or H1 carries more weight than one in a paragraph.
Ranked what to fix first	306 high priority. The nav and homepage title reach every page at once.