AARONALPHAX

GEO / AI Search Visibility Program

Statement of Work · 90-Day Program · Document ref. **[SOW-GEO-___]** · Date **[DD Month YYYY]**

SAMPLE PROPOSAL — ILLUSTRATIVE TEMPLATE, NOT AN EXECUTED CONTRACT. All bracketed fields, fees and dates are placeholders to be agreed in writing.

1. Parties

Service Provider	Client
Guangzhou Xinqiao Technology Development Co., Ltd. (trading as AaronAlphaX) Website: aaronalphax.com Contact: sales@aaronalphax.com Registered address: **[Address]**	**[Client legal name]** Registered address: **[Address]** Company / registration no.: **[No.]** Primary contact: **[Name, title, email]**

This Statement of Work (“SOW”) is entered into under **[the Master Services Agreement dated ____ / the terms set out below]**. If this SOW and any master agreement conflict, the master agreement prevails unless this SOW expressly says otherwise.

2. Objective

The objective is to improve how accurately and how often the Client’s brand, products and services appear in AI-generated answers. The program covers **ChatGPT, Perplexity, Google Gemini and Google AI Overviews**, measured against an agreed set of buyer-intent prompts. Success is shown by a measured trend against the Day-0 baseline, not by any guaranteed placement.

3. Scope of Services

3.1 AI Visibility Audit (baseline)

Establish where the Client stands today across the four AI platforms: whether the brand is mentioned, how it is described, which sources are cited, and how this compares with up to **[3–5]** named competitors. The audit uses AaronAlphaX’s proprietary sampling and scoring approach.

3.2 Entity & Structured-Data Work

Diagnose and fix gaps in how AI systems recognise the Client as an entity. This includes structured-data (schema) recommendations and implementation support, plus fixes to inconsistent brand facts across the Client’s owned properties.

3.3 Content & Citation-Source Plan

A prioritised plan covering the Client’s own content and the third-party sources that AI platforms rely on in the Client’s category. The plan includes a defined monthly volume of content produced or optimised by AaronAlphaX.

3.4 Monthly Prompt-Tracking Report

Measure the agreed prompt set every month and report movement against the baseline, together with recommended next actions.

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3.5 Out of scope (unless added by change order)

- Paid advertising, paid placements or sponsored content fees charged by third parties
- Website development beyond structured-data and content implementation support
- Translation into more than **[1]** language(s)
- Any guarantee of ranking, inclusion or wording in third-party AI outputs

4. Deliverables & Cadence

#	Deliverable	Format	Cadence / Due
D1	Agreed prompt set (**[N]** prompts) and competitor set	Spreadsheet, signed off by Client	Day 10
D2	AI Visibility Audit report and baseline scorecard	PDF report + data file	Day 21
D3	Entity & structured-data recommendations	Prioritised action list	Day 30
D4	Content & citation-source plan (90-day)	PDF plan	Day 30
D5	Optimised / new content assets	**[N]** assets per month	Monthly, Months 2–3
D6	Third-party source actions	Activity log	Monthly, Months 2–3
D7	Monthly prompt-tracking report	PDF/dashboard + review call	Days 60 and 90
D8	Day-90 results review and next-phase recommendation	PDF + 60-min call	Day 90

5. Acceptance Criteria

- The Client confirms each deliverable meets the format and content described in Section 4, or provides written, specific feedback within **[5]** business days of delivery.
- AaronAlphaX addresses reasonable feedback within **[5]** business days; one revision round per deliverable is included.
- If the Client does not respond within the review period, the deliverable is deemed accepted.
- Reports are accepted on the basis of method and completeness. Visibility outcomes depend on third-party AI platforms and are reported, not warranted.

6. Timeline (90 Days)

Phase	Days	Outcomes
1. Baseline	Days 1–30	Prompt set agreed; audit and baseline delivered; entity and content plans approved
2. Build	Days 31–60	Priority entity fixes live; first content and source actions completed; first tracking report
3. Expand & measure	Days 61–90	Second cycle of content and source actions; Day-90 report against baseline; next-phase recommendation

*Start date: **[Date]**, or the date the kick-off materials in Section 8 are received, whichever is later.*

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7. Fees

Item	Basis	Amount (USD)
AI Visibility Audit & baseline (D1–D4)	One-time	**[USD ____]**
Monthly program (D5–D7)	Per month × 2	**[USD ____]**
Day-90 review (D8)	Included / one-time	**[USD ____]**
Additional content assets beyond scope	Per asset	**[USD ____]**
Total program fee (90 days)		**[USD ____]**

Fees exclude applicable taxes, bank charges and third-party costs, which are billed at cost only with the Client's prior written approval.

8. Client Responsibilities

- Name a single point of contact and approve deliverables within the review periods.
- Provide website/CMS access (or a developer contact), brand guidelines and product/service facts.
- Confirm the competitor set and any claims that legal or compliance must review.

9. Payment Terms

- **[50]**% of the total program fee is invoiced on signature, and the balance in **[2]** equal monthly instalments; or **[alternative schedule]**.
- Invoices are payable within **[14]** days in USD by bank transfer to the account stated on the invoice.
- Overdue amounts may suspend work after **[7]** days' written notice.

10. Confidentiality

Each party keeps the other's non-public business, technical and commercial information confidential and uses it only to perform this SOW. This obligation lasts for **[3]** years after termination. It does not apply to information that is public, already known, independently developed, or legally required to be disclosed.

11. Intellectual Property

Once paid in full, the Client owns the content assets and reports created specifically for it under this SOW. AaronAlphaX keeps all rights in its pre-existing materials, tools, prompt libraries, scoring models and methods, and grants the Client a non-exclusive licence to use any of these embedded in the deliverables for its internal business purposes.

12. Term & Termination

- This SOW runs from the start date for 90 days, unless extended by written change order.
- Either party may terminate for material breach not remedied within **[15]** days of written notice.
- The Client may terminate for convenience on **[30]** days' written notice. Fees for work performed and non-cancellable commitments up to the termination date remain payable.
- Sections 10, 11 and 13 survive termination.

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13. Liability & General

Except for breaches of confidentiality, each party's total liability under this SOW is capped at the fees paid in the **[3]** months before the claim. Neither party is liable for indirect or consequential loss. Governing law: **[Jurisdiction]**. Changes require a written change order signed by both parties.

14. Signatures

For Guangzhou Xinqiao Technology Development Co., Ltd. (AaronAlphaX)	**For [Client]**
Signature	Signature
Name / Title	Name / Title
Date	Date

Sample proposal — illustrative template, not an executed contract. No client relationship, result or certification is implied.

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