

GEO Launch Kit

Sell a measured AI search service under your brand this week.

BROADCASTWELL

When you broadcast, broadcast well.

Free for agencies

21 October 2026

For agency owners and heads of SEO, content, PR and growth whose clients are asking what AI search says about them.

A practical guide to the existing white-label Category Audit, a client conversation, proposal language and a first report under your own name.

[1] <https://broadcastwell.com/for-agencies>

[2] <https://broadcastwell.com/methodology>

The moment

Advertising and answers have separate roles

On 31 August 2026, OpenAI reported "\$1 billion in annualized revenue run rate" for ChatGPT Ads, reached in fewer than 200 days after launch. OpenAI stated: "Advertising does not influence the answers ChatGPT provides." [1]

On 21 October 2026, OpenAI reported availability in 89 countries after adding 26 markets. Its cumulative count exceeded 100,000 advertisers that had run campaigns since launch. That is a cumulative advertiser count, not a count of advertisers active today. OpenAI says ads appear only on the Free and Go plans. [2]

PPC Land dates the US launch to 9 February 2026 and reports that self-service Ads Manager opened to all US businesses on 5 May 2026. We use those dates as context, not as a recommendation to buy advertising. [3]

TechCrunch reported visual ads alongside image generation results on 5 October 2026. [4]

The agency opportunity

OpenAI states that advertising does not influence its answers. A paid ad is therefore a different question from whether an answer names your client. We can sell an inspectable measurement of those answers, with the sources and limits attached.

We measure the observed answers of ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode. Buying measurement does not buy inclusion.

[1] <https://openai.com/index/expanding-access-to-ai-with-chatgpt-ads/>

[2] <https://openai.com/index/chatgpt-ads-expands-26-new-countries/>

[3] <https://ppc.land/advertisers-in-26-more-countries-gain-chatgpt-ads-bringing-the-total-to-89/>

[4] <https://techcrunch.com/2026/10/05/openai-launches-visual-ads-that-appear-alongside-image-generation-results/>

[5] <https://broadcastwell.com/methodology>

The report you can sell

\$490 per client report

Ten buyer questions on ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode, three runs each: 150 planned answers. AI answers vary; the report shows repeated observations and disagreement. [1]

Your Audit includes who was named instead, cited sources, crawler access, three prioritized fixes with owners and done checks, receipts, a CMO summary and a finance memo. The Fix Pack and Buyer Decision preview carry your agency's name. [1]

Findings within 48 hours of your category confirmation, delivered to you only. Refundable in full within 30 days of delivery. [1]

Every finding is checked against its receipts before delivery; the Broadcastwell team reviews every Audit. [2]

Your brand and your relationship

It is the Category Audit for one of the agency's clients, with every file carrying only the agency's brand. [3]

[Order the \\$490 white-label Audit](#)

[1] <https://broadcastwell.com/for-agencies>

[2] <https://broadcastwell.com/category-audit>

[3] <https://broadcastwell.com/terms>

Monthly reporting and boundaries

The published wholesale offer

Wholesale repeats the fixed question set monthly. The first client is \$1,000 per month, then \$490 per month for each additional client. Billed monthly. No minimum term. One revision round; delivery on the monthly date agreed at kickoff. [1]

The fixed set covers ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode. [1]

What is not included

Implementation. We do not publish to your client's site, pitch publishers in your name, or speak to the client. Your agency implements the changes from the report and keeps the client relationship.

Workspace or client-viewer access is provided only when separately agreed and provisioned. [1]

Client protection

Your agency keeps the client relationship and implements the changes. Broadcastwell does not contact your client or solicit that client during the engagement or for twelve months after it ends. Your client list is confidential. [1]

The white-label Audit carries no credit. The monthly revision round is a monthly-report term. A separate later measurement requires its applicable scope and order. [2]

[1] <https://broadcastwell.com/for-agencies>

[2] <https://broadcastwell.com/terms>

A useful client conversation

Ask before showing a number

Which software category should a buyer use to describe you? Which three rivals should we examine alongside your record? Which buyer questions matter most to the deals you want to win?

Use the answers to agree the category and question wording. A question that already names the client answers a different question from a brand-free category question. [1]

Show one answer and its receipt

If the client has an Absence Index record, open it. Read the question, answer, date and source list together. If it has no record, use the fictional Kalvenor sample to explain the format. A sample does not describe a real client result. [2]

The live demonstration

Run the [Free 10-question check \(one engine\)](#) together if the published allowance permits. Explain that it is one engine and ten questions. It is a separate instrument and does not establish a paid baseline. [1]

The paid Audit measures ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode, three scheduled runs per question, with 150 planned answers and valid bases stated. [1]

[1] <https://broadcastwell.com/methodology>

[2] <https://index.broadcastwell.com>

[3] <https://app.broadcastwell.com/sample>

Client questions, answered

Is GEO a scam?

Ask for the question, full answer, date, sources, repeated observations and exclusions behind any claim. Our published method and receipts let the client inspect what we observed. A headline score is not a substitute for that evidence. [1]

We already rank well in search

This report observes answers to the agreed buyer questions on ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode. Search position and a recorded answer are separate observations. [1]

Answers change every time

We repeat the questions and show disagreement. A missing or failed answer is excluded and reported. A count describes the valid answers on the stated dates. [1]

Can you get us named?

We do not promise a specific position in any AI answer, a specific number of citations, revenue, or a specific commercial result. [2]

Is a mention a recommendation?

Naming, citation and recommendation position are recorded separately. Presence is measured, tone is not. A negative description still counts as a mention. [1]

[1] <https://broadcastwell.com/methodology>

[2] <https://broadcastwell.com/terms>

Client questions, continued

Why pay before changing anything?

The white-label Audit gives written findings, receipts and prioritized fixes. It is refundable in full to the agency, no questions asked, if requested within 30 days of delivery. It carries no credit. [1]

We already use a tracking tool

Compare the questions, dates, valid bases, complete answers and exclusions. Keep distinct instruments separate and investigate the evidence behind a difference. [2]

Who implements the recommendations?

Your agency implements the changes from the report and keeps the client relationship. We do not publish to your client's site, pitch publishers in your name, or speak to the client. [3]

Will our client become your prospect?

Broadcastwell does not contact your client or solicit that client during the engagement or for twelve months after it ends. Your client list is confidential. [3]

What happens after the first report?

Choose the implementation work with your client. Monthly wholesale repeats the fixed question set monthly on ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode. A day-30 Fix Sprint measurement belongs to that separate scope and terms. [1,3]

Never promise future inclusion, ranking or revenue. "Named" is an observed count on stated dates.

[1] <https://broadcastwell.com/terms>

[2] <https://broadcastwell.com/methodology>

[3] <https://broadcastwell.com/for-agencies>

Pricing you set

The agency buys measurement

White-label Category Audit: \$490 per client report. Agency wholesale: \$1,000 per client per month for the first client and \$490 per client per month for each additional client. [1]

Your client price is your decision

Let P be the price your agency chooses for its client report. For one white-label report, client receipts are P and the measurement purchase is \$490. The amount remaining before your own delivery costs and taxes is P minus \$490. [1]

For two one-time client reports, client receipts are P_1 plus P_2 . The amount remaining before your own delivery costs and taxes is P_1 plus P_2 minus two times \$490. This is arithmetic, not a recommended resale price or an earnings claim.

Keep the client scope explicit

Your agency sets its own client terms. Agree the category, reporting date, client deliverables and implementation work before agreeing a scope. [1]

Agency wholesale and white label orders are not commissionable. [1]

[1] <https://broadcastwell.com/for-agencies>

[2] <https://broadcastwell.com/terms>

Proposal clauses: scope and delivery

Ready to adapt into your proposal. Your agency counsel reviews the client contract, including the parties, obligations and any additional agency work. The quoted language below states the measurement provider scope; it does not create a new signed agreement.

Scope

"Ten buyer questions on ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode, three runs each: 150 planned answers. AI answers vary; the report shows repeated observations and disagreement." [1]

Deliverable

"Your Audit includes who was named instead, cited sources, crawler access, three prioritized fixes with owners and done checks, receipts, a CMO summary and a finance memo. The Fix Pack and Buyer Decision preview carry your agency's name." [1]

Timeline

"Findings within 48 hours of your category confirmation, delivered to you only. Refundable in full within 30 days of delivery." [1]

Revision round for monthly reports

"For agency engagements, each monthly report includes one revision round. The agency and Broadcastwell agree a fixed monthly delivery date at kickoff." [2]

[1] <https://broadcastwell.com/for-agencies>

[2] <https://broadcastwell.com/terms>

Proposal clauses: ownership and limits

Implementation boundary

"Your agency implements the changes from the report and keeps the client relationship. Workspace or client-viewer access is provided only when separately agreed and provisioned." [1]

Client confidentiality

"Broadcastwell does not contact your client or solicit that client during the engagement or for twelve months after it ends. Your client list is confidential." [1]

Data and ownership

"Your question set, your citation logs, your observed answers and your reports are yours. If the engagement ends, for any reason, you receive all of it in an open, machine-readable format within five business days of the request, at no charge." [2]

"You keep ownership of everything you send us." [2]

Measurement limits

"Our findings describe what AI systems returned when tested." "AI answers vary and models change, so the report is an observed baseline for decisions, not a permanent ranking or a statement about any company's quality." [2]

"We do not promise a specific position in any AI answer, a specific number of citations, revenue, or a specific commercial result." [2]

Your agency counsel reviews all adapted client clauses before use.

[1] <https://broadcastwell.com/for-agencies>

[2] <https://broadcastwell.com/terms>

Your client's public record

Look up the category first

Open the Absence Index and choose the category that matches the client. A missing category or untracked vendor is not a measured zero. On an existing vendor record, read the named count with its valid base, the dated receipt, who is named instead and the cited sources. [1]

The record can be challenged

Any named company may dispute a record and receives one re-run per release under the same configuration, at no cost to it. Both results are published side by side, the original first, and the original is never replaced. [2]

A fictional walk-through

Kalvenor Systems is fictional. Open its [sample account](#), choose a question, read the receipt and compare the answer with the named and cited fields. This teaches the report format, not a real client outcome. [3]

Use published data in your own report

The [read-only connector and developer documentation](#) expose published records with provenance. Keep the release, date, count and base together, and cite Broadcastwell when reusing its open research. [1,4]

[1] <https://index.broadcastwell.com>

[2] <https://broadcastwell.com/terms>

[3] <https://app.broadcastwell.com/sample>

[4] <https://broadcastwell.com/developers>

Launch checklist

Seven steps to the first report

1. Pick two clients with a real software category and a current question about AI answers. Review the [agency scope](#).
2. Agree each category, three rivals and the buyer questions that matter. Read the [published method](#).
3. Open each [public Index record](#) or the fictional sample. Show a receipt with its date and valid base.
4. Use the [Free 10-question check \(one engine\)](#) if useful. Keep it separate from the paid Audit.
5. Set your own client price and use counsel-reviewed proposal language. Confirm the [terms](#).
6. [Order the \\$490 white-label Audit](#) and confirm the category. The delivery clock begins at category confirmation.
7. Review the receipts and deliver the first report under your brand. Agree implementation with your client using the [Partner Playbook](#).

[1] <https://broadcastwell.com/for-agencies>

[2] <https://broadcastwell.com/terms>

[3] <https://broadcastwell.com/methodology>

Two other routes

Refer instead

Strategic Partners stay the client relationship contact while our team delivers. The published v2026-10-SP schedule lists \$245 on a \$490 Category Audit as the first order and \$98 as a later order. [1]

Referral Partners introduce a buyer and step back. The published v2026-10-13 schedule states "No commission on the \$490 Category Audit" and "\$225 flat on the referred client's first paid Fix Sprint". For the program, it states "the agreed share of collected and retained program revenue, up to 12 paid months". [1]

Commission is earned only when a referred client pays and the refund window closes. Many partners earn nothing. Figures shown are worked examples, not typical earnings. [1]

[Read the tracks and terms](#)

[Strategic Partner application](#)

[Referral Partner application](#)

Keep the client and order wholesale

Your agency keeps the client relationship, buys the report and delivers it under its own brand. White-label Category Audit: \$490 per client report. [2]

Agency wholesale and white label orders are not commissionable. [1,2]

[1] <https://broadcastwell.com/partners>

[2] <https://broadcastwell.com/for-agencies>

[3] <https://broadcastwell.com/terms>

Contact and order

hello@broadcastwell.com

(812) 345-7272

Orders

[White-label Category Audit: \\$490 per client report](#)

[Category Audit: \\$490 once](#)

Evidence and materials

[Partner Playbook](#)

[Sample agency report](#)

[Sample Fix Pack](#)

[Method v1.1](#)

[Absence Index](#)

[Free 10-question check \(one engine\)](#)

Every figure comes from the published method, v1.1. [Read the method](#)

[1] <https://broadcastwell.com/for-agencies>

[2] <https://broadcastwell.com/company-facts>

[3] <https://broadcastwell.com/methodology>

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