



PLATINUM PARTNER OVERVIEW

Search changed. Make sure your company is still the answer.

SEO + AEO + GEO + AI Search visibility for CEOs who want to capture demand wherever buyers search, ask, compare, and decide.

Founded in 2009 | 3x Inc. 5000 | Boston Business Journal Fast 50 | Full-stack digital growth

NO MONKEY BUSINESS. JUST RESULTS.



Search is no longer one channel. It is an ecosystem.

Traditional rankings and AI citation visibility are connected, but they are not the same outcome. Companies now need to win across both.

Three questions leadership should be asking now

- When high-intent buyers search Google, do we own the right commercial and local visibility?
- When buyers ask ChatGPT, Gemini, Claude, Perplexity or Google AI for recommendations, are we cited or are our competitors?
- Can we connect visibility and media spend to qualified leads, customers, and revenue?

Visibility is becoming a competitive intelligence problem - not just a marketing metric.

THE MODERN DISCOVERY PATH

GOOGLE Search

SEO

Rank for commercial intent, expertise, and local demand.

Gemini/ Chat/ &
Other Engines

AEO / GEO

Earn citations in AI Overviews and AI Mode.

AI ASSISTANTS

AEO / GEO

Become a trusted source in ChatGPT, Gemini, Claude, Perplexity & other answer engines.

RECOMMENDATION

TRUST +
PROOF

Make the brand understandable, credible, and easy to surface when a buyer is deciding.



OUR CORE DIFFERENTIATOR

One operating system for Google rankings and AI citations.

GreenBanana combines the technical SEO foundation that search engines still require with the content, authority, structured data, and machine-readability signals that AI engines increasingly use to understand and cite brands.

01 TECHNICAL FOUNDATION

Site health, crawlability, analytics, Search Console, robots.txt and indexation.

02 CONTENT ARCHITECTURE

Commercial intent, content mapping, topic verticals, internal linking and semantic briefs.

03 CITATION-READY PAGES

Answer, proof, and pathway blocks designed to make expertise easy to extract and verify.

04 ADVANCED SCHEMA

JSON-LD connecting organization, authors, pages, FAQs, breadcrumbs and entities.

05 AUTHORITY DISTRIBUTION

Author pages, LinkedIn, digital PR and external proof that reinforce who owns the expertise.

06 MONITOR + IMPROVE

Rank tracking, AI visibility, traffic, leads, conversions and competitive movement.

The objective is simple: make your company easier for machines to understand, easier for buyers to trust, and easier for search and AI engines to recommend.



BEYOND SEARCH

Search is the lead. GreenBanana can execute the rest of the growth stack.

CEO Coaching members can engage us for SEO/AEO/GEO alone - or connect search visibility to paid acquisition, conversion, web, and measurement under one strategy.

SEO / AEO / GEO

Traditional search rankings, AI citations, Google Maps, schema, authority and content.

GOOGLE ADS

Search, Shopping, YouTube, display retargeting and conversion-focused campaign management.

META + LINKEDIN

Paid social and B2B acquisition with audience, creative and performance optimization.

PROGRAMMATIC

Programmatic display, native, geofencing, video, OTT and Connected TV.

WEB + CRO

Landing pages, website development, heat mapping, A/B testing and conversion analysis.

REPUTATION + LOCAL

Google Business Profile protection, optimization, posting and reputation management.

ANALYTICS + ATTRIBUTION

GA4, Search Console, call/form tracking, CRM connections and visual reporting.

AI LEAD INTELLIGENCE

Lead scoring, qualification, predictive insights and source-to-revenue analysis.



EXECUTIVE MEASUREMENT

Anyone can run advertising. The hard part is knowing what actually worked.

GreenBanana reporting is designed to move leadership beyond clicks and impressions toward the signals that matter: qualified leads, customers, revenue, and where the next opportunity is hiding.

24/7

Performance dashboards combining search, traffic, rankings, conversions and campaign data.

CRM

Connect lead quality and downstream outcomes back to marketing source when data is available.

AI

Score, qualify and summarize leads so sales teams can focus on the highest-value opportunities.

ROI

Surface which channels, campaigns, keywords and sources are actually producing business.

What leadership can see

- Google rankings, Maps visibility and Search Console health
- AI citation and competitive visibility movement
- Paid media performance by channel and campaign
- Form fills, phone calls, lead sources and conversion events
- Customer and revenue attribution where CRM data is connected

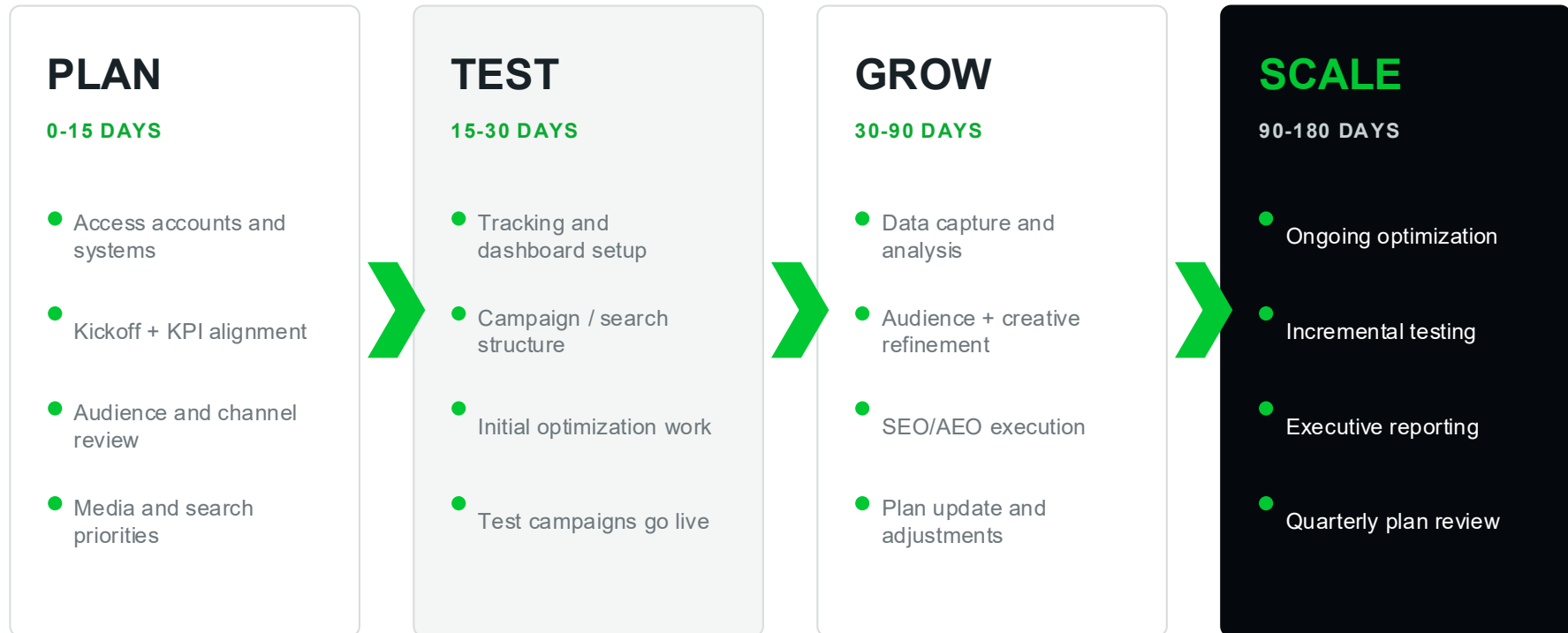
THE GREENBANANA REPORTING PRINCIPLE

You can only improve what you can measure.

The best opportunities emerge when performance data is combined with customer and sales feedback.

Plan. Test. Grow. Scale.

Our process is designed to create clean measurement first, then generate enough signal to make confident growth decisions.



The point is not activity. The point is a repeatable growth system that can be evaluated with evidence and adjusted quickly.

FOUNDER + THOUGHT LEADERSHIP

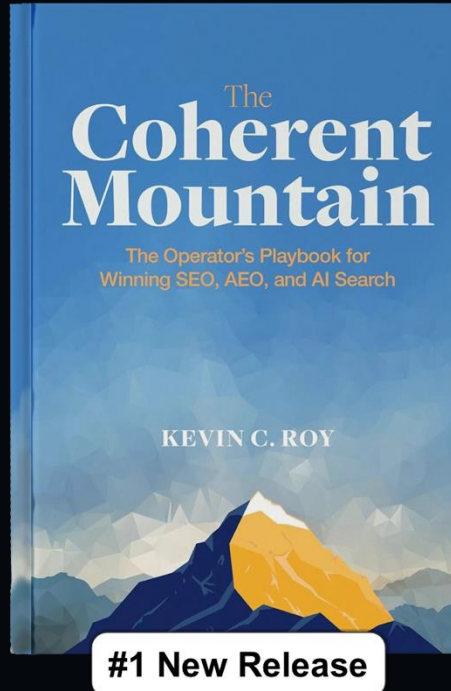
Built by an operator who writes, speaks, tests, and works in the category.



KEVIN C. ROY

Founder & CEO, GreenBanana SEO
Author | Inc. contributor | Speaker |
Media commentator

Kevin focuses on SEO, AI Search, Answer Engine Optimization, Generative Engine Optimization, schema strategy, Google Ads, and digital growth. His commentary and work have appeared in ADWEEK, Business Insider, Inc., Boston 25 News, Techstrong TV, Fast Company and numerous podcasts.



THE COHERENT MOUNTAIN

The Operator's Playbook for Winning SEO, AEO, and AI Search

A practical framework for structuring websites, content, authority, and trust signals to improve visibility across Google and AI platforms including ChatGPT, Gemini, Claude, and Perplexity.

RECOGNITION + MEDIA



3x Inc. 5000

ADWEEK

Adweek



Boston 25

Inc.

Inc.com

BUSINESS INSIDER

Business Insider

FOR CEO COACHING INTERNATIONAL MEMBERS

Start with the question that matters:

Where are we invisible?

A GreenBanana engagement can begin with a targeted diagnostic or expand into ongoing execution across search, AI visibility, paid media, web, conversion, and measurement.

SEARCH + AI VISIBILITY AUDIT

See how your company and competitors appear across Google, Maps, AI answers, citations, and high-intent searches.

COMPETITIVE POSITIONING

Identify the structural, content, authority, schema, and visibility gaps that are suppressing demand capture.

EXECUTION + GROWTH

Move from diagnosis to implementation across SEO/AEO/GEO, paid acquisition, CRO, web, and measurement.

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Competitive Search + AI Visibility Positioning Audit

No monkey business. Just results.