

SALIENS.

AI VISIBILITY & BRAND INTELLIGENCE

Be understood. Become the source.

A considered approach to making your
organisation easier to find, understand and cite
in AI-assisted discovery.

Strategy. Evidence. Publishing. Measurement.

For ambitious institutions and brands.
An Oxford Intelligence Venture.

Your next audience may begin with a question.

Before a prospect reaches your website, an AI answer may help shape their shortlist. GEO brings a disciplined programme to the sources, facts and content those systems can discover.

A PROSPECTIVE STUDENT MIGHT ASK

“Which UK universities offer the right course, support and career pathway for me?”

01 Discoverability

Make approved information accessible, useful and clearly structured.

02 Credibility

Give important claims a traceable source and a consistent institutional identity.

03 Measurement

Observe defined questions over time, then improve the underlying content.

A disciplined system for AI discoverability.

SALIENS combines specialist editorial work, technical publishing and repeatable observation in one managed programme.

01 Demand intelligence

Map the questions, entities, audiences and markets that matter to your organisation.

02 Entity & evidence architecture

Create a consistent brand fact base with approved terminology, authoritative references and clear provenance.

03 Retrieval-ready publishing

Improve crawlable pages, headings, internal links, canonical URLs and useful structured data where appropriate.

04 Authority development

Build relevant, approved content and genuine opportunities for third-party coverage. Disclose commissioned placements.

05 Visibility observability

Retest an agreed question set, retain supporting evidence and separate brand mentions from linked citations.

Our methodology works with search and AI systems; platform access, crawling and answer selection remain under each provider's control.

Institutional authority. Local understanding.

For a UK university developing its presence in China, the programme begins with audience questions, accurate institutional facts and a separately validated Chinese-language baseline.

Course discovery

Subject choices, programme structure and documented entry requirements.

Confidence & support

Accommodation, student services and the experience of studying in the UK.

Evidence integrity

University-approved sources, dated claims and careful review of rankings and outcomes.

Market validation

Platform feasibility, language quality and locally relevant questions before rollout.

A CLEAR MARKET BOUNDARY

Mainland platforms require separate access, method and measurement validation. Doubao, DeepSeek or Kimi coverage is included only when the relevant surface has been confirmed in the agreed scope.

A private view of the work.

Your authorised team receives a dedicated view of its projects, progress, published work and released reports.

CLIENT PROGRESS

Your organisation

Your GEO programme

Progress / AI visibility / Published work / Reports

DELIVERY	MEASUREMENT	REPORTING
Plan agreed	Baseline pending	Reviewed updates
Confirm the approved brand fact base		Planned
Prepare the first visibility baseline		Planned
Published evidence and report links appear as work is released.		

Portal layout illustration. Statuses above are illustrative and contain no performance results.

Access follows your organisation.

Separate client permissions. Reviewed reporting. Project-specific exports. Commercial details restricted to authorised client leads. Portal access is activated during onboarding.

From baseline to a working programme.

A typical first 90 days. The signed scope sets the final timetable, platforms and delivery responsibilities.

DAYS 01-14

Establish the evidence

Confirm goals, approved claims, competitors and a fixed question set. Run the baseline and agree priorities.

WEEKS 03-08

Build the foundations

Create or refine useful content, improve technical accessibility and publish through authorised channels.

WEEKS 09-12

Measure and refine

Repeat the agreed checks, review evidence and decide which topics or markets deserve further investment.

Clear scope. Considered investment.

Start with a focused project or commission an ongoing programme. Fees below are in GBP, excluding VAT where applicable.

VISIBILITY INTELLIGENCE

£1,500 / month

£1,500 setup | 3-month minimum

Monitoring, analysis and a private client workspace. 360 scheduled checks per month; content production excluded.

MANAGED GEO GROWTH

£5,500 / month

£3,000 setup | 6-month minimum

Strategy, 4 long-form and 8 short-form assets per month, technical support and 720 scheduled checks.

ENTERPRISE & MULTI-MARKET

From £12,000 / month

£6,000 setup | 12-month minimum

A coordinated programme for up to 3 projects in one client organisation. Base scope: 1,920 scheduled checks per month.

Baseline Audit £3,000

2 weeks

Foundation Sprint £12,000

6-8 weeks

Defined limits, optional services and credit rules are set out in the accompanying External Rate Card.

SALIENS.

Authority is earned. Progress is evidenced.

SALIENS is operated by Oxford Intelligence Limited. We use approved facts, traceable sources and accountable publishing. We document what was delivered and what was observed, with human review at the points that matter.

- No fabricated testimonials or invented authority signals.
- No promised rankings, citations, admissions or revenue.
- Platform-compliant access and clearly disclosed paid activity.

BEGIN WITH A BASELINE

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