

From Audit to Answer Engine

— applied to donjulio.com

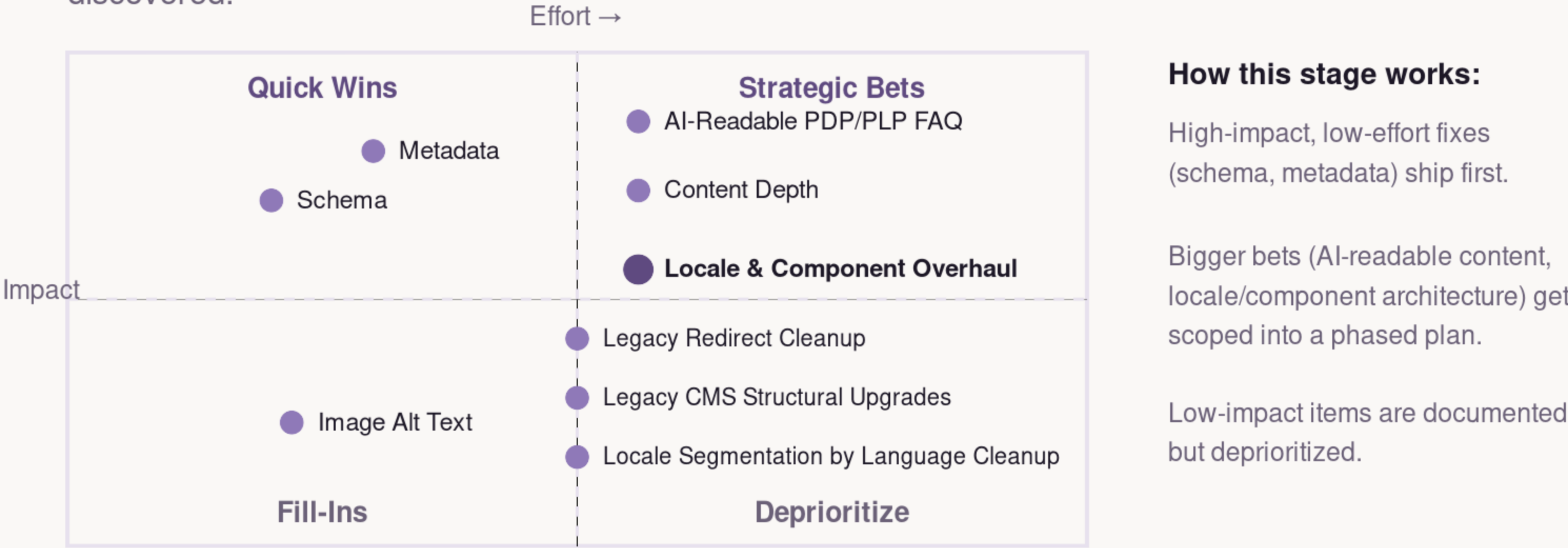
01 Technical & Content Audit

Every rollout starts with a full technical and content crawl across the site — across all locales.



02 Prioritization Matrix

Findings get triaged by impact vs. effort — not fixed in the order they were discovered.



03 Page-Level Implementation

Findings translate into concrete page and code-level changes. Generic example below.

BEFORE

Plain paragraph, no structure

No schema · no FAQ block · not chunked

AFTER

H2: What is [Product]?

FAQPage Schema

H2/H3 Chunked

Answer-first, machine-readable, citable

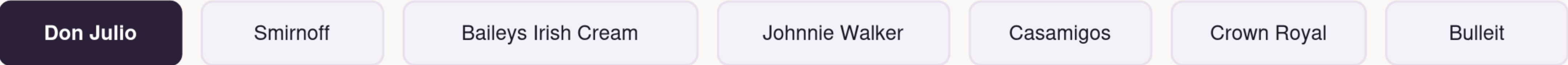
04 Locale-Aware Rollout

Multi-region sites need the plan adapted per locale, not copy-pasted. donjulio.com publishes 10 locale sitemaps:



05 Scaled Across the Portfolio

The same framework was then applied across additional brand sites in the portfolio.



Illustrative recreation of an AEO/GEO implementation framework applied across Diageo's North American brand portfolio. Example site: donjulio.com (public). Recreated for portfolio purposes — not the original client deliverable.