



Flamingo Estate — How AI engines and Google see you

SEO · GEO · AEO Audit — Findings Report

Prepared by Faisal Suleiman · Measured June 9–12, 2026 · Every claim in this document is verified, not estimated — ask to see any of them live.

The scorecard — where you stand today

Measured June 9–12, 2026, using 30 questions real shoppers ask AI engines (8 categories: branded, comparison, alternatives, buyer-intent, category, seasonal, local, product). Method on request.

Measuring now · fills June 12–13

When shoppers ask AI the 30 questions that lead to brands like yours, you appear in ⟨X⟩. ⟨Top competitor⟩ appears in ⟨Y⟩.

Run 1 · June 10 Run 2 · June 11 Run 3 · June 12

Questions where AI recommends you

fills June 12–13

Questions where AI recommends (top competitor)

fills June 12–13

Your strongest AI engine

fills June 12–13

Your weakest AI engine

fills June 12–13

Technical issues confirmed by Google's own tools

2 (June 9, 2026)

Unbranded search you already nearly own

"petrichor candle" — 10,000 searches/mo, you sit at №4 (Ahrefs, June 9, 2026, modeled estimate)

What we'd do about it (90 days)

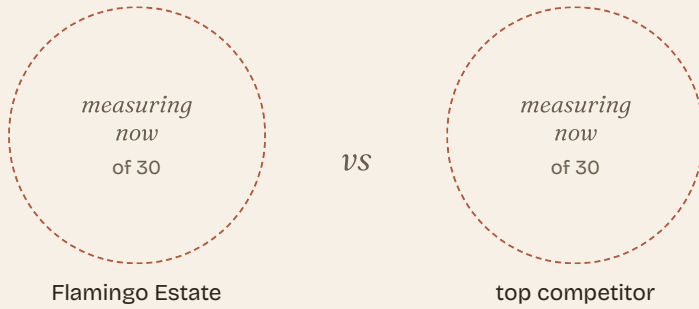
1. Fix the two confirmed technical defects in week 1 — both are under an hour of work; both re-verified with Google's own tools after deploy.
2. Claim the searches you already nearly own — starting with petrichor (10,000/mo, difficulty 0, you're already №4).
3. Close the source-citation gap — AI engines talk about you without citing you; we make your own pages the source they quote.

1 Share of recommendation

When shoppers ask AI the 30 questions that lead to brands like yours, you appear in $\langle X \rangle$. $\langle \text{Top competitor} \rangle$ appears in $\langle Y \rangle$.

Measuring now · fills June 12–13

Run 1 · June 10 Run 2 · June 11 Run 3 · June 12



AI engines know Flamingo Estate — they describe the brand accurately and even name it in best-of answers — but they are not citing flamingoestate.com as a source.

Other brands' websites get quoted; yours gets paraphrased. That is the gap the 90-day plan closes.

Counted three times per engine over June 10–12; a brand only "counts" if it appears in at least 2 of 3 runs. Per-engine numbers reported separately, never blended.

2 *The search you already nearly own*

"Petrichor candle" is searched 10,000 times a month. You are result N^o4 — and the word is practically yours.

10,000

searches a month

N^o4

your position

0

keyword difficulty

The product on that page is currently sold out — demand is not the constraint; position is.

Ahrefs (June 9, 2026, US, modeled estimates): volume 10,000/mo · your position N^o4 · keyword difficulty 0 (no meaningful backlink competition) · your petrichor page already earns ~632 visits/mo, the N^o4 traffic page on your whole site.

The play

a focused content-and-internal-linking play to move N^o4 → top 3 (full content spec follows the baseline; difficulty-0 keywords are won with content, not links).

Owner: us + your writer · Effort: Medium · Metric moved: position + estimated visits on "petrichor candle."



Verify it yourself

Verify yourself: search Google for "petrichor candle" — Flamingo Estate appears mid-page-1.

<https://www.google.com/search?q=petrichor+candle&gl=us>

3 *Confirmed defect · Medium*

Google rejects your homepage's identity card

Your homepage carries a block of code that tells Google who Flamingo Estate is. Google's own testing tool rejects all of it.

The same description is pasted twice inside the block — Google's parser calls this "duplicate unique property" and discards the entire Organization + WebSite entry. Verdict, verbatim: "Unparsable structured data — structured data with syntax errors detected."

Bundled error: the block says the brand was founded in 2015. Flamingo Estate was founded in 2020.

Said plainly

What this does not mean: your rankings haven't visibly dropped from this — we checked, and we won't claim otherwise. It means the structured identity you serve Google is thrown away instead of read.

The fix

remove one duplicate description, correct the founding date — a one-line fix for your developer, re-verified green in the same tool after deploy.

Owner: your dev (fix packet provided) · Effort: Low · Metric moved: rich-result eligibility of the homepage.



Verify it yourself

Verify yourself in ~60 seconds: paste <https://flamingoestate.com/> into search.google.com/test/rich-results — expect "Unparsable structured data / Duplicate unique property" until fixed.

<https://search.google.com/test/rich-results>

Google Rich Results Test, live-URL mode, 2026-06-09 4:21 PM PT

Your regenerative story page still says "Lorem ipsum"

The Projects page — reachable from your main menu, carrying the story of White Buffalo Land Trust, the Melipona bees, and the flower infusion program — opens with placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit..."

Every shopper who clicks "Projects" reads it. So does every AI engine: the page is in your sitemap, indexable, and self-canonical — answer engines fetching your regenerative-sourcing story ingest filler text where the story should be.

Said plainly

What this is not: a rankings problem (the page has no organic keywords to lose). It is a brand-credibility and AI-ingestion problem on the page that holds your most differentiating story.

The fix

replace the placeholder with two real sentences about the projects — your team can do it in the CMS today.

Owner: your content team · Effort: Low · Metric moved: the brand story AI engines ingest becomes yours, not Lorem Ipsum's.



Verify it yourself




Verify yourself in 10 seconds: open flamingoestate.com/pages/projects — it's the first paragraph.

<https://flamingoestate.com/pages/projects>

Live page capture, 2026-06-09

The 90-day roadmap


Weeks 1–2 — quick wins (all verified, all cheap)

-  Replace the Lorem Ipsum intro on /pages/projects
Your content team · Low · Real regenerative story served to shoppers + AI engines
-  Fix the homepage identity block (duplicate description; foundingDate 2015→2020)
Your dev (fix packet provided) · Low · Google Rich Results Test: red → green
-  Connect Google Search Console + Analytics for the engagement
You (5 minutes) · Low · Unlocks measured (not modeled) search data for days 30–90

Days 15–90 — the growth plays


Content: petrivor

Content spec for the petrivor page (built from the top-3 ranking pages for the query, so your writer executes without strategy work)

 **Spec follows baseline week**


Content: citation gap

One page per high-value question where AI engines currently quote someone else

 **targets locked by baseline counts**


Digital PR

Ranked outreach list of the publications AI engines actually cite in your category. Verified today: your editorial presence (NYMag Strategist, goop, Food52, HGTV, Wallpaper*, Town & Country...) is an asset; Wirecutter — checked June 9 — mentions you zero times and is a named first target

 **full ranked list from baseline citation data**

Per-engine plays

Engine-specific moves wherever one engine lags the others by 5× or more

 **requires per-engine baseline**

Checkpoints — 30 / 60 / 90 days

Same 30 questions, same engines, same 3-run counting rule, re-measured at each checkpoint — so every check-in opens with a number that moved, not a status update.

What we checked and ruled OUT (rigor appendix)

We kill-test every finding before it reaches this document — these are the ones that didn't survive, kept here so you know the survivors earned their place:

"Your product-page schema is broken"

killed

FALSE. Both top product pages validate fully in Google's Rich Results Test ("5 valid items detected" each). We checked so this claim can never be sold to you.

"Your site is slow"

killed

NOT SHIPPED as a finding. Google's field data (your real visitors) passes Core Web Vitals, even though lab scores look alarming. There is real page-weight headroom — it's noted as engagement work, not waved as a red flag.

Spam links pointing at your site

killed

a third-party testimonial-spam network (124 domains) links to you. You didn't build it, every link is nofollow, Google already flags it as spam, and it has zero measured ranking impact. No action needed — and a disavow would be the wrong move per Google's own guidance. Filed as a defensive note in case it's ever raised by another vendor.

Every number above is measured, not estimated — ask us to show you any of them live.

Every number above traces to an evidence packet (validator screenshots, raw captures, dated). Findings FE-T1, FE-T2 carry refutation logs from independent adversarial review. Measurement protocol frozen June 9, 2026; baseline runs June 10–12; quotable June 12–13.