

The Live Pilot — Boost Runs Its Own Playbook on Itself

We scored our own website with the exact framework we use for clients, and published the number: 30 out of 100. No hiding it. This page is a live pilot — every fix we prescribe to clients, we are now making on ourselves, re-auditing, and plotting here as the score climbs. Watch it work in real time. Want to grow too? Contact partnership@boostsystems.ai.



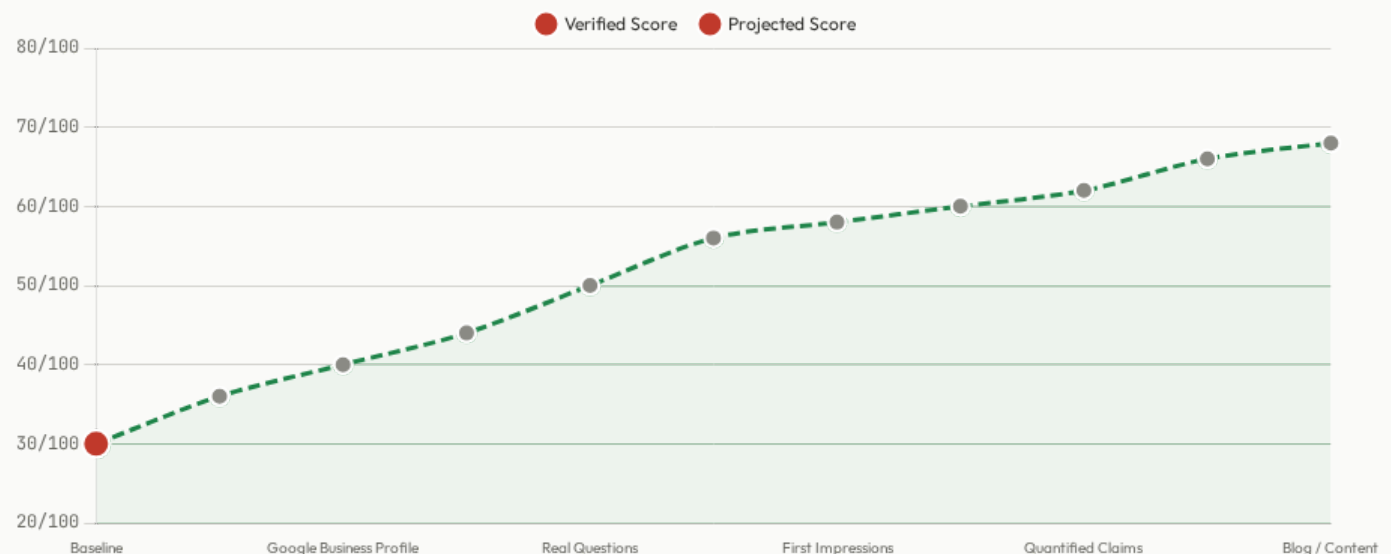
Current Baseline — Section Breakdown BASELINE

July 20, 2026 audit. Section D (Off-Page Presence) is at 0/12 — no external presence exists.



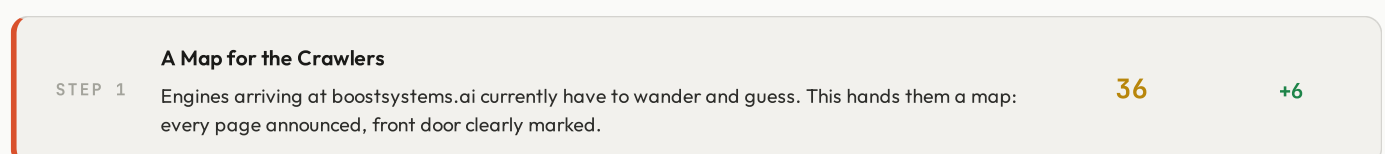
Projected Score Trajectory

Solid line = verified. Dashed line = projected based on planned implementations. New data points replace projections after each re-audit.



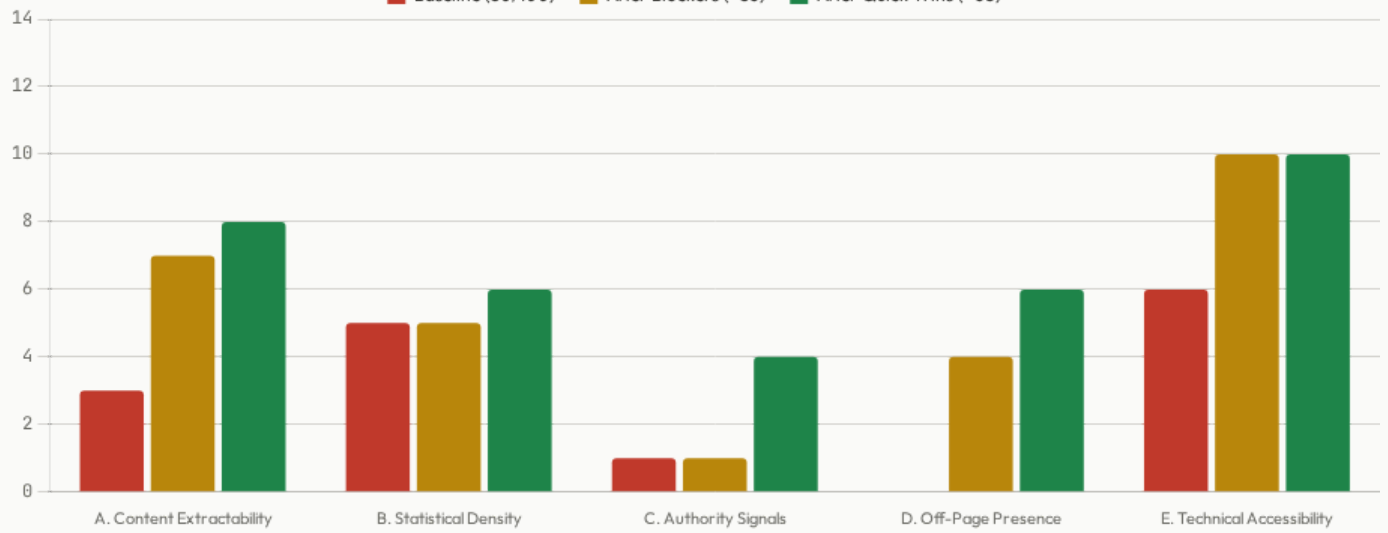
Implementation Roadmap

Each row is a planned change. Projected scores are estimates — every one gets verified by a real re-audit after the work ships.



STEP 2	Google Business Profile Boost goes on the literal map — a verified Google Business Profile in Calgary, so the local layer every assistant checks knows we exist.	40	+4
STEP 3	Foursquare Listing The listing service that quietly feeds ChatGPT's local recommendations. The platform that tells clients to be everywhere will now, itself, be everywhere.	44	+4
STEP 4	Answering Real Questions A page that answers what prospects actually ask — what an audit is, what it costs, how long it takes — written so a human can skim it and a machine can quote it.	50	+6
STEP 5	Machine-Readable Vitals The business's vital facts — who we are, where we are, what we offer — restated in the language machines read natively, so no engine has to infer them.	56	+6
STEP 6	Fixing First Impressions The first line an engine reads about Boost will finally say what we do and where we do it, instead of saying nothing at all.	58	+2
STEP 7	Founders on the Record Real people on the record: founder bios that give engines someone to name, cite, and connect to the work.	60	+2
STEP 8	Numbers Worth Quoting Concrete numbers on the homepage — how many businesses, how many verticals, founded when — the kind of specific claims AI lifts word for word.	62	+2
STEP 9	A Footprint Beyond the Site A presence beyond our own website, starting with LinkedIn — because engines trust businesses other places vouch for.	66	+4
STEP 10	Publishing What We Learn Publishing what we learn from every audit — fresh, specific content that gives engines a reason to keep coming back.	68	+2

Section Score Projections



The Cobbler's Shoes

Boost Systems scores 30/100 on its own framework. Section D (Off-Page Presence) is 0/12 — the platform that tells clients to create Foursquare listings doesn't have one. The good news: the on-page foundation is decent (pricing transparency, contact info, clean copy), and every blocker already has its fix scheduled. This case study tracks our own journey from 30 to our target score as we implement each recommendation. Every data point proves the same thesis we sell to clients: **every specific optimization measurably increases how AI search engines find, understand, and recommend a business.**