

Native Tongues Taqueria — Score Growth Case Study

How targeted GEO audit recommendations took a Calgary restaurant from 62 to 92 out of 100 — a 48% improvement — over 3 months of focused, measured changes.

62

BASELINE · MAR 2026

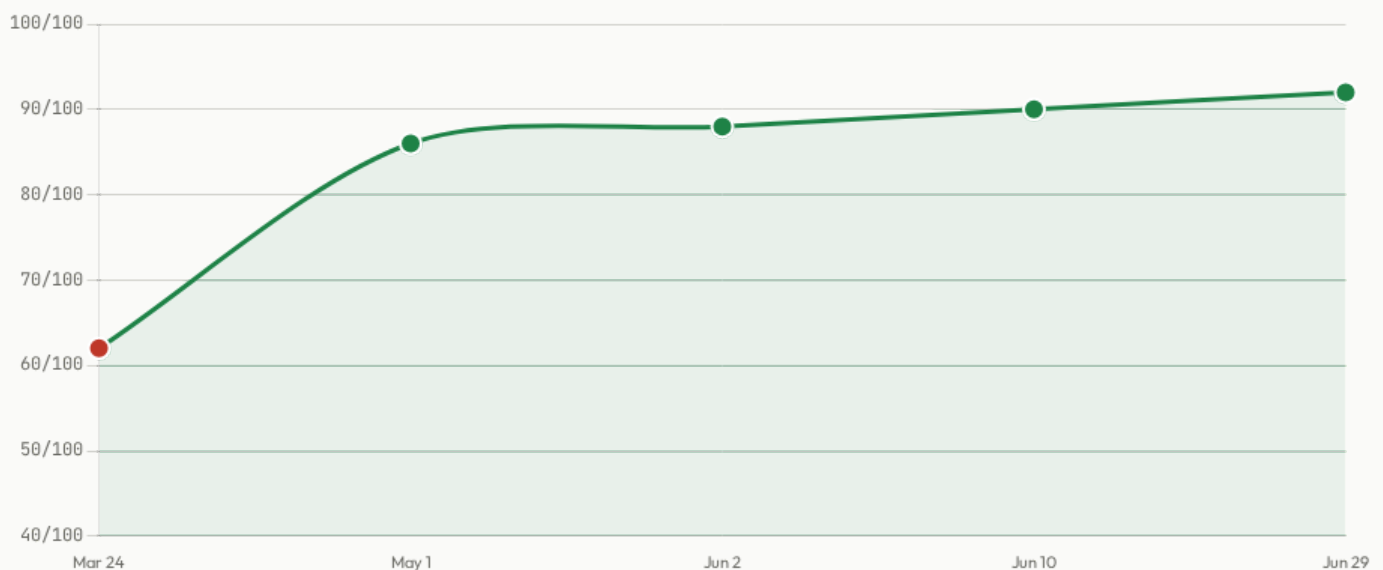
**92**

CURRENT · JUN 2026

"Boost Systems has been great to work with. They provide thoughtful, specific recommendations that deliver noticeable results quickly once implemented. They are proactive, easy to communicate with, and clearly invested in helping us improve performance in a meaningful way."

— Marketing Team, Native Tongues

Score Growth, Change by Change



Section Score Movement

The five areas every Boost audit measures, from the March 24, 2026 baseline to the current June 29, 2026 audit.

A. Content Extractability

5 / 10

Mar 24, 2026

**10 / 10**

Jun 29, 2026

B. Statistical Density

4 / 8

Mar 24, 2026

**8 / 8**

Jun 29, 2026

C. Authority Signals

3 / 8

Mar 24, 2026

**7 / 8**

Jun 29, 2026

D. Off-Page Presence

12 / 12

Mar 24, 2026

**12 / 12**

Jun 29, 2026

E. Technical Accessibility

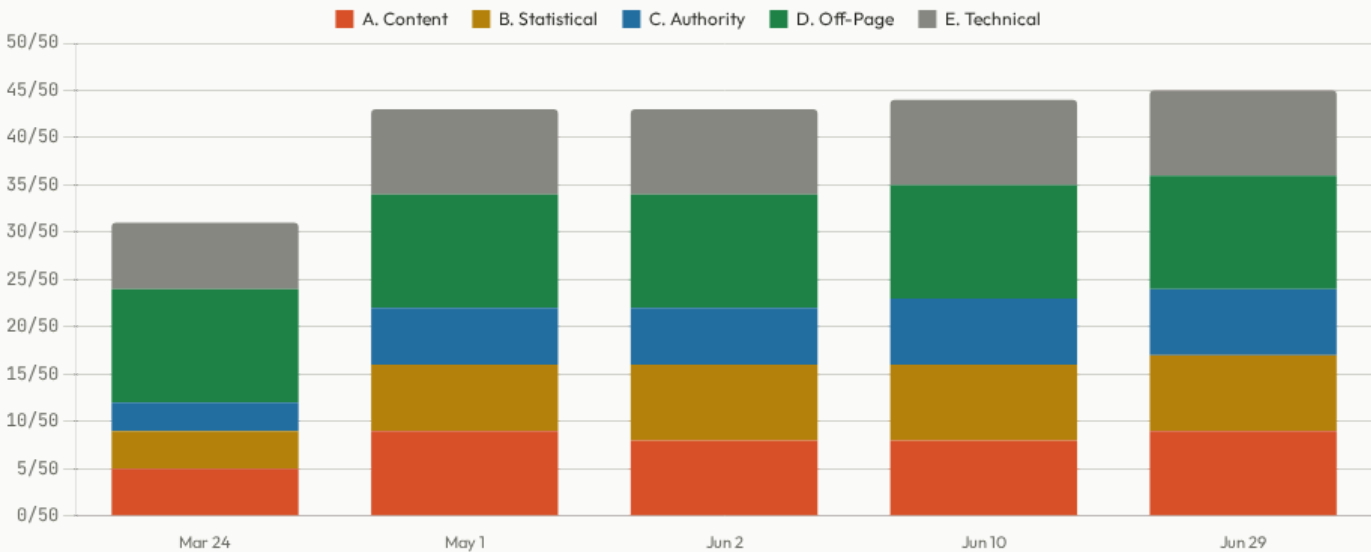
7 / 10

Mar 24, 2026

**9 / 10**

Jun 29, 2026

Section-Level Progression



Implementation Timeline

62	Baseline (V1-V3) · March 24, 2026	—
Initial audit. Their online presence was already perfect — a 12/12. Thousands of glowing reviews, busy socials, listed everywhere that matters. We patted them on the back for that one. The website itself was another story: when an AI engine landed on it, very little of what makes Native Tongues great was written anywhere the engine could confidently find, understand, and repeat. Great restaurant, hard-to-read website — so we knew exactly where to start.		
86	On-Page Overhaul · May 1, 2026	+24
One focused overhaul of the website's content. We added the sections AI engines go looking for and rewrote the ones that confused them: the story of the restaurant and its founder, the questions customers actually ask, the awards and numbers that back up the reputation. Nothing a diner would call dramatic — everything a crawler needs to stop guessing and start understanding who Native Tongues is. <i>This single push drove +24 points.</i>		
88	External Source Citations · June 2, 2026	+2
The About page now names the actual mezcal producers they pour — real, checkable references an engine can follow and confirm. <i>When AI can verify your claims somewhere else, it trusts the rest of your page more.</i>		
90	The FAQ Repair · June 10, 2026	+2
The slip caught in May was repaired: all 17 customer questions are now packaged the way machines actually read them, not just the first two. <i>Flagged five audits earlier — persistent tracking paid off.</i>		
92	The Elevator Pitch to AI · June 29, 2026	+2
The one-line summary engines read first was rewritten from marketing fluff into hard facts: three locations, ten years in business, 4.5 stars across 4,855+ reviews, an award with a year on it. <i>A sentence's worth of work, a measurable move.</i>		

The Story

Native Tongues started with excellent off-page fundamentals — strong reviews, active social media, directory presence. The audit showed that **the website itself** was the bottleneck: engines knew the restaurant existed, but couldn't confidently read and repeat what made it great. One focused on-page overhaul delivered 77% of the total improvement (+24 of +30 points). The remaining 20% came from incremental, specific optimizations — each one tracked, measured, and verified across 13 audit versions over 3 months. Every specific optimization measurably increases how AI search engines find, understand, and recommend a business.

