



COOPERATION OFFER 2026

Search engine optimisation **SEO + GEO**

Visibility where your customers search today: in Google and in AI answers — ChatGPT, Gemini, Perplexity and Google AI Overview.

Rolling contract, 1-month notice

100% of the package delivered every month

SEO + AI + SXO = GEO

River Media — Media Agency

Legnica

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“Created with passion”

Offer valid for 30 days · net prices

SEARCH IS CHANGING

Customers search in Google and in AI. Be in both places.

Classic SEO ends at keyword rankings. We build visibility in search results and in answers generated by artificial intelligence.

96.3%

of Poles use Google

36%*

of Poles use ChatGPT and other AI assistants every month

46%

of search queries have local intent

23%

of Poles look for information in AI tools

* Mediapanel survey results for June 2026 — Internet (Polish market).

WE CHANGE THE RULES OF THE GAME

THE OLD APPROACH

“You have 197 keywords in the TOP 10”

Sounds great, but how many of them show up in AI answers? Most agencies ignore the new search channels.

THE OLD APPROACH

“Unlimited” keyword rankings

Hundreds of long-tail keywords nobody searches for — instead of focusing on the ones that have real value.

THE RIVER MEDIA APPROACH

Visibility in Google, AI and language models

GEO makes your company appear in the answers of ChatGPT, Google AI Overview and Gemini.

THE RIVER MEDIA APPROACH

Priority: keywords with real value

We analyse intent, volume and conversion potential. The budget goes on keywords that matter for your business.

WHAT YOU ACTUALLY GET

Not a list of tasks — a list of results



Visibility in Google and AI

A site optimised for classic search results and for answers generated by AI.



Presence in AI assistants

ChatGPT, Gemini, AI Overview — we adapt content and technology so language models cite your company.



Measurable work

Specific KPIs in every package: organic traffic, keyword visibility, presence in AI Overview.



A site built for algorithms

Speed, structure, schema markup and Core Web Vitals — the technical foundation of visibility.



A dedicated team

An SEO specialist, analyst, developer and copywriter — you know them by name.



You stay by choice

Rolling contract with 1-month notice. No penalties, no catches.

TECHNOLOGY

Google SEO — the foundation of visibility

- ✓ Core Web Vitals and speed
LCP, CLS and INP optimisation
- ✓ Architecture and URL structure
hierarchy, breadcrumbs, internal linking
- ✓ Schema markup
JSON-LD for company, services, products, FAQ, reviews
- ✓ Mobile-first and UX
responsiveness, readability, accessibility
- ✓ E-E-A-T and authority
content authors, citations, industry backlinks
- ✓ Google Business Profile + NAP
local dominance in maps, reviews, photos

GEO — ChatGPT, Gemini, Perplexity

- ✓ Generative Engine Optimization
structure and authoritative content that AI cites
- ✓ Q&A-format content
FAQ, how-to, definitions preferred by AI
- ✓ Semantic structured data
speakable, HowTo, FAQPage
- ✓ AI presence monitoring
does AI mention your company for key queries
- ✓ Content updates for LLMs
your company in the latest AI answers
- ✓ Brand protection in AI
monitoring wrong information about your brand, correcting sources

Every package includes technical optimisation for Google. GEO is included in Local Leader, Country Standard and higher, and in E-Com Pro and higher; in the other packages it can be added as an extra service.

For businesses serving **their own city and region**

Google Business Profile, local keywords and expert content — for service businesses that want to be the first choice nearby.

Local Start

Start a deliberate Google presence + AI Schema

£195 net / month

Best for: small businesses, 1 location, low competition. Onboarding: 7 days.

ONE-OFF (MONTH 1)

- ✓ Site audit
- ✓ On-site optimisation
- ✓ GA4 + Search Console integration
- ✓ Content review
- ✓ Selection of 5 priority keywords

MONTHLY (FROM MONTH 2)

- ✓ 4 articles / month researched, optimised for E-E-A-T
- ✓ Site optimisation: 1 h / month
- ✓ Monthly report organic traffic, keyword visibility, rankings

AI

- ✓ AI Schema markup Organization + Article + FAQ

MOST POPULAR

Local Pro

Full local service + Google Business Profile + AI Q&A

£385 net / month

Best for: local service businesses, larger cities, several services. Onboarding: 10 days.

ONE-OFF (MONTH 1)

- ✓ Audit + on-site optimisation
- ✓ GA4 + Search Console integration
- ✓ Google Business Profile (GBP) optimisation
- ✓ Local competitor analysis up to 5 competitors
- ✓ Selection of 10 priority keywords

MONTHLY (FROM MONTH 2)

- ✓ 8 articles / month 2,000–3,000 words, expert copy
- ✓ Site optimisation: 2 h / month
- ✓ Monthly report traffic, visibility, growth dynamics

AI

- ✓ AI Schema markup
- ✓ AI Q&A — questions and answers FAQ Schema for AI Overviews

BONUS: 1 keyword every 6 months

Local Leader

Local dominance + GEO AI + topical map

£580 net / month

Best for: local dominance, many services, heavy competition. Onboarding: 14 days.

ONE-OFF (MONTH 1)

- ✓ Full audit + content strategy
- ✓ GA4 + Search Console + A/B tests
- ✓ Google Business Profile optimisation
- ✓ Selection of 15 priority keywords

MONTHLY (FROM MONTH 2)

- ✓ 12 articles / month 2,500–4,000 words, full E-E-A-T
- ✓ Site optimisation: 2.5 h / month
- ✓ Monthly report traffic, visibility, presence in AI Overview

AI

- ✓ AI Schema markup
- ✓ AI Q&A (FAQ Schema)
- ✓ AI Topical Map a topical keyword map for LLMs
- ✓ GEO AI visibility in ChatGPT, Gemini, Perplexity

BONUS: 2 keywords every 6 months

For businesses competing **nationwide**

Content hub, topic clusters and domain authority building — for brands that compete across the whole country.

Country Starter

Entering the national game + AI Q&A

£580 net / month

Best for: a national company in a niche.
Onboarding: 10 days.

ONE-OFF

- ✓ Audit + on-site optimisation
- ✓ GA4 + Search Console integration
- ✓ Selection of 20 priority keywords
- ✓ National competitor analysis
up to 8 players

MONTHLY

- ✓ 12 articles / month
2,500–3,500 words, expert research
- ✓ Site optimisation: 3 h / month
- ✓ Monthly report: traffic, visibility, dynamics

AI

- ✓ AI Schema markup
- ✓ AI Q&A — questions and answers

BONUS: 3 keywords every 6 months

MOST POPULAR

Country Standard

Content hub + topical map + GEO in AI Overview

£970 net / month

Best for: strategic authority building.
Onboarding: 14 days.

ONE-OFF

- ✓ Audit + on-site optimisation
- ✓ GA4 + Search Console integration
- ✓ Selection of 30 priority keywords
- ✓ Topic clusters
hub & spoke content strategy

MONTHLY

- ✓ 20 articles / month
3,000–4,000 words, expert + E-E-A-T
- ✓ Site optimisation: 4 h / month
- ✓ GEO: visibility in AI Overview
citation monitoring and optimisation
- ✓ Report + monthly review with a specialist

AI

- ✓ AI Schema markup
- ✓ AI Q&A (FAQ Schema)
- ✓ AI Topical Map — full topical map

BONUS: 4 keywords every 6 months

Scale and a leader's position in your niche

For businesses fighting for the TOP 3 across the country that want a dedicated SEO strategist.

Country Pro

Scale + GEO AI + trend monitoring

£1,360 net / month

Best for: fighting for the national TOP 3, many content areas. Onboarding: 18 days.

ONE-OFF

- ✓ Full audit + content strategy
- ✓ GA4 + Search Console + Looker Studio
- ✓ Selection of 50 priority keywords
- ✓ Topic clusters + pillar page plan

MONTHLY

- ✓ 28 articles / month
expert + original research
- ✓ Site optimisation: 5 h / month
- ✓ GEO + trend monitoring
alerts on AI Overview and SERP changes
- ✓ Report review with a specialist every 2 weeks
- ✓ AI visibility analysis — quarterly

AI

- ✓ AI Schema, AI Q&A, AI Topical Map
- ✓ GEO AI
citations in ChatGPT, Gemini, Perplexity

Country Leader

Niche leader + dedicated strategist + AI Brief

£1,940 net / month

Best for: a niche leader or premium brand. Onboarding: 25 days.

ONE-OFF

- ✓ Premium audit + 12-month strategy
- ✓ GA4 + Search Console + Looker dashboard
- ✓ Selection of 75 priority keywords
- ✓ Full content strategy (hub + supporting)

MONTHLY

- ✓ 40 articles / month
premium copy + own data and research
- ✓ Site optimisation: 7 h / month
- ✓ GEO + monitoring + competitor reports
weekly alerts
- ✓ Dedicated SEO strategist
weekly meetings
- ✓ Integration with marketing tools
HubSpot / Marketo / Salesforce

AI

- ✓ AI Schema, AI Q&A, AI Topical Map, GEO AI
- ✓ Strategic AI Brief
quarterly AI/SGE strategy

Rolling contract

1-month notice, effective at the end of any month — no penalties.

100% delivery

Every month we deliver all the activities included in the package.

Backlinks separately

Standard links £8–£60 each; premium publications from £290.

For stores that want to **sell from Google**

Product descriptions with Schema, category content and buying guides, UX/CRO — plus visibility of your products in AI answers.

E-Com Basic

Store: 15 products / month + AI Q&A

£970 net / month

Best for: a mid-size store, 50–200 products.
Onboarding: 12 days.

ONE-OFF

- ✓ Audit + on-site optimisation
- ✓ GA4 + Search Console + Enhanced Ecommerce

MONTHLY

- ✓ 15 product descriptions / month
full descriptions + Schema
- ✓ 20 articles / month
blog + category landing pages
- ✓ Site optimisation: 6 h / month
- ✓ Trend monitoring + competitor reports
every 2 weeks
- ✓ Monthly report

AI

- ✓ AI Schema Product + Offer
- ✓ Product AI Q&A
an FAQ for every product, built for AI Overviews

MOST POPULAR

E-Com Standard

Store: 20 products / month + UX/CRO + Topical Map

£1,940 net / month

Best for: a large store, 200–1,000 products.
Onboarding: 18 days.

ONE-OFF

- ✓ Full audit + content strategy + UX audit
- ✓ GA4 + Search Console + Looker Studio

MONTHLY

- ✓ 20 product descriptions / month
descriptions + Schema + photo retouching
- ✓ 40 articles / month
blog, buying guides, landing pages
- ✓ Site optimisation: 10 h / month
- ✓ Trend monitoring + competitor reports
- ✓ UX and CRO consultations every 2 weeks
A/B test recommendations
- ✓ Report + review with a specialist

AI

- ✓ AI Schema Product + Offer
- ✓ Product AI Q&A
- ✓ AI Topical Map of categories
topic clusters for LLMs

Rolling contract

1-month notice, effective at the end of any month — no penalties.

100% delivery

Every month we deliver all the activities included in the package.

Backlinks separately

Standard links £8–£60 each; premium publications from £290.

For large stores and **multiple markets**

Premium and enterprise e-commerce: thousands of products, many languages, a dedicated SEO and UX team.

E-Com Pro

Store: 30 products / month + GEO AI

£2,900 net / month

Best for: a premium e-commerce store, 1,000+ products. Onboarding: 21 days.

ONE-OFF

- ✓ Premium audit + content strategy + UX deep dive
- ✓ GA4 + Search Console + dedicated dashboard

MONTHLY

- ✓ 30 product descriptions / month
descriptions + Schema + retouched photo shoots
- ✓ 60 articles / month
guides, use cases, comparisons
- ✓ Site optimisation: 15 h / month
- ✓ GEO + AI recommendations
personalisation in SERP and in the store
- ✓ Weekly UX/CRO consultations + test plan
- ✓ Weekly report reviews

AI

- ✓ AI Schema, AI Q&A, category Topical Map
- ✓ GEO AI monitoring
product citations in ChatGPT, Gemini, Perplexity

E-Com Leader

Store: 50 products / month + global GEO + AI Brief

£3,870 net / month

Best for: enterprise, multiple markets and languages. Onboarding: 30 days.

ONE-OFF

- ✓ Enterprise audit + 12-month strategy
- ✓ GA4 + Search Console + Looker Studio + alerts

MONTHLY

- ✓ 50 product descriptions / month
descriptions + Schema + retouched photos
- ✓ 80 articles / month
premium content + own data
- ✓ Site optimisation: 25 h / month
- ✓ GEO + global monitoring
AI citations: PL, EU, USA
- ✓ Extended visibility reports
cohorts, LTV, market comparisons
- ✓ Dedicated SEO strategist + UX specialist
weekly meetings

AI

- ✓ Schema Product, Offer, Review, AggregateRating
- ✓ AI Q&A, Topical Map, multi-language GEO AI
- ✓ Strategic AI Brief + AI Overview monitoring

COMPARISON

River Media **vs.** a typical SEO agency

Aspect	Typical agency	River Media
What we measure	Keyword rankings	Organic traffic + visibility in AI
Keywords	"Unlimited" (often zero traffic)	Priority: buying intent
AI / GEO	None, or a separate service	Included from Local Leader
Technology	On-page optimisation	CWV + schema + GEO + LLM
Contract	12–24 months	Rolling, 1-month notice
Delivery	No guarantee	100% of the package every month
Team	An anonymous specialist	SEO + analyst + developer — you know everyone

WHY SEO IS AN INVESTMENT

14.6%

conversion from organic leads

vs. 1.7% from traditional marketing. SEO attracts people who are already searching for your services.

∞

the effect compounds

Paid advertising disappears when you switch off the budget. SEO builds value — the longer it runs, the cheaper each customer gets.

6–12

months to a positive ROI

From that point SEO becomes a profit centre. In year two costs fall and results grow.

OUR GUARANTEES

Delivery guarantee

Every month we deliver 100% of the activities included in the package — content, optimisation, off-site work and reporting. You pay for specific actions and you get every one of them.

A contract with no strings

A rolling contract with a 1-month notice period. You can end our cooperation at the end of any month — no penalties and no small print.

All prices are net. External links (backlinks) are an additional cost: £8–£60 per standard link; publications in premium media from £290 — priced separately.



CONTACT

Let's check your site's potential

A free consultation: we'll show how your site performs in Google and in AI answers, and match a package to your business goals. No obligations.

1

Free consultation

We learn about your business, goals and competitors. We give your site an initial assessment.

2

Package choice and onboarding

Audit, analytics integration and keyword selection — from 7 to 30 days, depending on the package.

3

Monthly delivery

Content, optimisation and AI/GEO work as per the package — in 100%.

4

Report and review

Every month: traffic, keyword visibility and AI presence, with recommendations for the next period.

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