

Digital Presence

Whether Voters Looking for Your Campaign Can Actually Find It

A voter hears the candidate's name at a doorstep, on a sign, or from a neighbor, and then does the one thing every campaign plan forgets to account for: they look it up. What comes back — a site that doesn't load on a phone, a stale profile from a previous race, an opponent's ad above the candidate's own page, or an AI assistant that has never heard of them — is frequently the only impression the campaign ever makes on that person. These products measure what a voter finds, and then fix it.

THE DISCOVERABILITY PROGRAM • THREE TIERS

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Program Index

Three tiers form the Discoverability Program — a diagnostic that opens the conversation, and two managed services a campaign steps into from there. Each is sold on its own.

- US46** **Digital Presence Audit** — the diagnostic
- US48** **AI Search & LLM Discoverability** — being cited by AI assistants
- US38** **SEO Managed Service** — organic search

How These Are Built

The same method underlies the whole family. Not every step applies to every product — where one does not, the description says so.

- 01** **The audit is a measurement, not an opinion.** It runs as one command against a live site and a set of public sources, scores what it finds against stated criteria, and returns a graded list of specific fixes. Two people running it on the same site on the same day get the same score, which is the point — it is a baseline you can be held to, not a sales document.
- 02** **Two audiences are scored separately, because they are different problems.** A search engine ranks pages and sends a person to one. An AI assistant reads sources and answers in its own prose, citing some and ignoring others. A site can rank well and still be invisible to the second, so the two are measured apart and fixed apart.
- 03** **AI visibility is measured across several assistants, not one.** The same questions a voter would actually type are put to multiple assistants, and the answers are scored three ways: whether the campaign is cited at all, whether what is said about it is accurate, and whether a competitor is being surfaced in its place.
- 04** **What is said unprompted counts too.** Tracking is not limited to whether a candidate appears. It includes what an assistant volunteers about them — because an inaccurate or hostile characterization repeated by a widely used assistant is a communications problem whether or not anyone links to it.
- 05** **The score is re-run, not filed.** A single audit is a snapshot. The fix list only means something if a later run shows the number moved, so the same measurement is repeated on a schedule and reported as a trend.
- 06** **Nothing here manipulates a platform.** The work is accurate content, correct structured data, and technical repair. No purchased links, no cloaking, no fabricated reviews, no keyword stuffing. Techniques that get a site penalized are worse for a campaign than doing nothing, and a penalty lands at the worst possible moment.
- 07** **Paid search is a separate product.** This family covers organic search and AI discoverability — what a campaign earns rather than what it buys. Advertising is quoted separately and is not blended into these engagements.

Program Descriptions

Three tiers, in the order a campaign usually takes them.

US46 · DIAGNOSTIC

Digital Presence Audit

Before deciding what to fix, find out what is actually broken. A one-command audit that crawls the campaign's site and checks it against a set of public sources, then scores it on two things: how findable it is in ordinary search, and how findable it is to AI assistants. The output is not a grade and a sales call — it is a graded list of specific defects, each one naming the page, the problem, and the fix, ordered so a volunteer with an afternoon can do the top of the list and a developer can take the rest.

This is the front door of the program, and it is designed to be useful on its own. A campaign that runs the audit, fixes the top ten items itself, and never buys anything else has still got what it came for. It also establishes the baseline everything after it is measured against.

Deliverables Scored audit report · graded fix list by page · baseline score for re-measurement

US48 · AI SEARCH

AI Search & LLM Discoverability

A growing share of voters ask an assistant instead of searching, and the assistant answers in a paragraph that cites two or three sources. If the campaign is not one of them, it is not in the answer at all — there is no second page of results to be on. This measures and improves that: the questions a voter would actually ask about the race are put to multiple assistants on a schedule, and the answers are scored on whether the campaign is cited, whether the description of it is accurate, and whether an opponent is occupying the answer instead.

No political vendor currently offers this, which is the reason it exists as its own product rather than a line item inside search work. The assessment covers four major assistants, and it is worth running before a campaign spends anything on its website: the fixes that make a candidate legible to an assistant are usually cheap, and nobody else in the race has made them.

Deliverables AI visibility assessment · citation & accuracy scoring by assistant · competitive displacement analysis · remediation plan

US38 · ORGANIC SEARCH

SEO Managed Service

The audit tells a campaign what is wrong. This is the engagement where somebody fixes it and keeps fixing it. A named strategist works the fix list down, implements the technical repairs, structures the site's content so search engines and assistants can read what it says about the candidate and the district, and reports on movement over the cycle. Organic search only — advertising is a separate product and is not bundled in.

The audit that opens the engagement is also what closes it: the same measurement is re-run at intervals through the cycle, so the report a campaign gets in October is directly comparable to the baseline it started from. A retainer that cannot show its own score moving is not worth paying for.

Deliverables Technical fixes implemented · structured-data build-out · content structure recommendations · periodic performance report

Coverage & Scope

What travels anywhere, and what nobody can promise.

THIS FAMILY IS NOT STATE-GATED.

Unlike BlueList's voter-data and placement products, nothing here depends on a state voter file, a state transportation agency, or a jurisdiction's disclosure system. A campaign's website, its search visibility, and how AI assistants describe it are the same technical problem in every state, which makes this the one BlueList family that ships identically nationwide with no data-access assessment first.

The one thing that does vary by jurisdiction is the disclaimer and disclosure language a campaign is required to carry on its own public material. That is the client's counsel's call; BlueList implements what they specify and does not supply it.

WHAT CANNOT BE PROMISED

No one controls search rankings or what an AI assistant says, and any vendor who guarantees a position or a citation is describing something they cannot deliver. What these products do is measurable: a defect count that goes down, structured data that is present rather than absent, a citation rate tracked over time across named assistants. Those numbers are the commitment. The ranking is not.

These are also not advertising products. BlueList does not buy search ads, place social ads, or manage ad spend as part of this program — that is quoted separately so a campaign can see what it is paying for the work and what it is paying to the platforms.

RELATED CATALOGS

Digital Presence is one of several BlueList families. **Race Intelligence** covers the field you are running against — opponents, money, endorsements, press. **Voter Data & Targeting** covers the electorate: who is registered, who turns out, and who to contact. **Strategic Intelligence Reports (SIR)** cover district-level issue briefings. **Field Visibility** covers physical placement — billboard trucks, corners, and yard signs.