

PROPOSAL · 90 DAYS

# From invisible to cited.

A storyboard portfolio that books Premier League, Coca-Cola, Bentley, NatWest, Innocent and Wolt — built into a citation engine across ChatGPT, Perplexity, Copilot and Gemini.

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## THE POINT

# The portfolio is excellent. The engines that send the next brief cannot see you.

A storyboard artist whose own portfolio thumbnails carry no alt text is the most damaging finding from a 33-URL crawl. Word-of-mouth still works. The engines that hand a producer a recommendation in 2026 do not.

Over the next 90 days we turn a Squarespace site that *functions* into a citation engine that **brings briefs in on a predictable schedule** — across two channels in parallel:

- **SEO** — top of Google when a producer searches "*storyboard artist commercial London*" or "*director's storyboard for music video*".
- **GEO** (*Generative Engine Optimization*) — the cited source in ChatGPT, Perplexity, Copilot and Google AI Overviews when a director asks "*who's the best storyboard artist for a Premier-League-style commercial*".

Bet only on Google in 2026 and you fade inside a year. Bet only on AI and you build on sand. We play both — in 90 days, honestly modelled, with no promises we cannot keep.

## WHAT WE'RE BETTING ON

## THE THESIS

The named-brand portfolio — *Premier League, Coca-Cola, Bentley, NatWest, Innocent, Wolt* — is the moat. Made-for-AI pages on top of that moat is a position no other UK storyboard artist holds yet.

- **The moat exists.** Six Tier-1 brands already on the site. The work is real, the credits are claimable, the artist is named. AI engines cite named people with named work, not anonymous portfolios.
- **The category is open.** No UK storyboard artist has rebuilt for AI search yet. The position is available for the first one through.

- **The audience is here.** Producers, commissioners, ad agencies — the people who hire storyboards already use ChatGPT for shortlists. Right now they are getting other names.

THREE SEARCH INTENTS · ONE ANSWER

# We address what your buyers actually ask.

## 01

### DIRECTOR-LED SEARCH

WHAT THEY LOOK FOR

A storyboard artist who can match a brand-led commercial brief.

WHAT THEY FIND

Service pages written for the brief — not portfolio prose.

COMPETITION · MEDIUM

## 02

### BRAND-LED SEARCH

WHAT THEY LOOK FOR

Someone who has worked with brands of their calibre.

WHAT THEY FIND

Named-client case studies — Bentley, Premier League, NatWest, Innocent — each one a page.

COMPETITION · LOW

## 03

### AI-LED SEARCH — THE NEW DEFAULT

WHAT THEY ASK

Who's the best storyboard artist for a Premier-League-style commercial.

WHAT WE OWN

**The cited answer. Right now nobody owns it.**

YOUR ANCHOR POSITION

THREE WAVES · NINETY DAYS

# The plan at a glance.

1

WEEK 1-2

### FOUNDATION

**33** URLs cleaned

STATUS BY CLOSE

## Zero

critical audit rows red

2

WEEK 1-3

### THE CITED LAYER

**~12** new pages, 8 schema types

STATUS BY CLOSE

## Legible

to ChatGPT, Perplexity, Copilot, Gemini

3

WEEK 3-13

### CITATION ENGINE

**4** case studies + pillar + IMDb claim

CITATION RATE

## ~1 in 3

across 25 target queries

WHAT THE CRAWL FOUND

# A 33-URL crawl on 27 April 2026.

Every row below is verbatim from a live HTTP fetch of every URL in your sitemap, parsed for HTML, schema, headers, and payload size. No averages. No vendor estimates. The receipts the rest of this proposal is built on.

METRIC	CURRENT	TARGET	
<b>PAGES WITH A META DESCRIPTION</b>	2 of 33	33 of 33	CRITICAL
<b>SERVICE PAGES WITH AN H1</b>	0 of 4	4 of 4	CRITICAL
<b>DUPLICATE H1 TAGS</b>	/ and /storyboards	Zero duplicates	CRITICAL
<b>PORTFOLIO THUMBNAILS WITH ALT TEXT</b>	2 of 16	16 of 16	CRITICAL
<b>HEAVIEST PAGE</b>	2.93 MB · /storyboards-for-music-videos	Under 500 KB	CRITICAL
<b>CACHE-CONTROL HEADER</b>	Expires: Thu, 01 Jan 1970	Sensible max-age per asset	CRITICAL
<b>SCHEMA TYPES PRESENT</b>	0 of 8 the engines look for	All 8 deployed and validating	CRITICAL
<b>LOCALBUSINESS OPENING HOURS</b>	Malformed; fails Rich Results	Valid array, validates clean	HIGH
<b>ARTICLE PUBLISHER LOGO</b>	publisher.logo.url missing	Absolute URL · 600 × 60 PNG	HIGH
<b>NAP CONSISTENCY</b>	Cambridge vs /storyboards London	One canonical NAP, areaServed declared	HIGH
<b>TRANSPORT · COMPRESSION</b>	HSTS on, gzip on	Keep, document, add Brotli	LOW

*Method · live HTTP fetch of every URL in /sitemap.xml on 27 April 2026; full DOM parse; schema and structured-data inspection; robots and sitemap review; payload sizing across all 33 URLs. Numbers are verbatim from that crawl.*

WHAT HAPPENS IN EACH WAVE

# Three waves, clear levers.

## 01

WEEK 1-2 ·  
FOUNDATION

### CLOSE EVERY AUDIT ROW

The Cache-Control header that tells browsers the site expired in 1970 gets replaced. The /storyboards-for-music-videos page goes from 2.93 MB to under 500 KB. The Cambridge-vs-London targeting conflict resolves to one canonical NAP. PageSpeed is re-baselined across all 33 URLs.

Foundation is not the deliverable — it is the precondition for everything in waves two and three. Until the cache header is sane, the engines do not trust the site enough to cite it.

**CLOSE: EVERY AUDIT ROW ABOVE MOVES OUT OF RED**

## 02

WEEK 1-3 · THE  
CITED LAYER

### MAKE THE SITE LEGIBLE TO AI

33 unique meta descriptions. One keyword-led H1 on each of the four service pages. Descriptive alt text on every portfolio thumbnail — each one names the brand and the medium (Premier League title-sequence storyboard, Coca-Cola pitch frames, Bentley animatic, NatWest broadcast, Innocent print, Wolt brand spot). Eight schema types deployed across the site so the engines can read who you are, what you make, and which brand each frame was made for. A new /faq page that builds your first AI Overview footprint.

**CLOSE: 33 OF 33, 4 OF 4, 16 OF 16, 8 OF 8**

## 03

WEEK 3-13 ·  
CITATION ENGINE

### BECOME THE CITED SOURCE

A 2,500-word pillar piece — How storyboarding works: a director's guide. Four named-client case studies (Bentley, Premier League, NatWest, Innocent), each 800-1,200 words with three real frames. A storyboard-vs-animatic-vs-concept-art comparison page. The /storyboard-rates page rebuilt as a citation-ready data table. An IMDb claim filed against the credit and linked from /about. Tier-1 placement queued — Cartoon Brew, Skwigly, then Variety and Campaign once IMDb is live. A monthly AI-citation sweep across 25 queries on ChatGPT, Perplexity, Copilot and Gemini.

**CLOSE: CITED SOURCE IN ~1 IN 3 OF 25 TARGET QUERIES**

**CALIBRATION, NOT PROMISES.** The 30% citation goal is a model. After the first stable AI-citation sweep we calibrate together — down if reality differs, up if the engines move faster than projected.

GEO · WHEN THE ENGINE RECOMMENDS YOU BY NAME

# The engines only cite what they can read cleanly.

Most agencies still don't take generative-engine optimisation seriously in 2026. We do. A producer at home in the evening doesn't only google any more — they ask ChatGPT *"who's the best storyboard artist for a Premier-League-style commercial"*. When Seb Antoniou is the answer, you've won the brief **before they ever reached Google**.

### STRUCTURED ANSWERS ON EVERY PAGE

Clear definitions, question-and-answer blocks, crawl-friendly architecture. The engines extract what they can read.

### PROVABLE CLAIMS, NOT PROMISES

*"Storyboards for Premier League, Coca-Cola, Bentley, NatWest, Innocent and Wolt"* is citable. *"Talented storyboard artist"* isn't.

### MONTHLY AI-VISIBILITY CHECK

We test a fixed list of 25 queries every month across ChatGPT, Perplexity, Copilot and Gemini and log when Seb Antoniou appears as a source. The number moves because the methodology is repeatable.

### AUTHOR IDENTITY FOR SEB

The engines cite named people with named work — your face, bio, IMDb claim, and brand portfolio anchored into the data graph.

### CLEAN WEB STANDARDS FOR AI CRAWLERS

OpenAI, Anthropic, Microsoft and Perplexity all read the site from their first visit. Cache, schema, sitemap, robots — tuned to let them through and quote you accurately.

GOAL · 90 DAYS

The cited source in **~1 in 3** of 25 target queries.

First hits realistically by week six.

WHAT YOU SEE EVERY MONTH

## A dashboard. Only the numbers that matter.

METRIC	WHY IT COUNTS
<b>BRIEFS FROM ORGANIC + AI</b>	The only number that hits the bank account. Everything else is supporting cast.
<b>INDEXED PAGES · TOP-10</b>	How much of the plan is live — and where you're actually winning.
<b>ORGANIC SESSIONS · BRAND SEARCHES</b>	Reach and brand strength growing alongside.
<b>AI CITATIONS · 25 QUERIES</b>	How often Seb Antoniou is named as a source on ChatGPT, Perplexity, Copilot and Gemini.
<b>TIER-1 EARNED MEDIA</b>	Cartoon Brew, Skwigly, Variety, Campaign, Little Black Book — the publications that legitimise the citation graph.

WHAT WE WON'T PROMISE YOU

# Plain-English honesty.

This isn't a pitch. Anyone who guarantees the lines below is lying — we don't. What we *do* is everything above.

## FIVE THINGS WE WON'T PROMISE

- × **No magic in 90 days.** A measurable jump — because the foundation is in place.
- × **No #1-position guarantee.** Anyone who gives you one is lying.
- × **No fixed brief numbers.** Ranges from experience. If wave 1 says otherwise, we calibrate down.
- × **No "AI-visibility hacks."** No such tools exist. Anyone selling them is selling air.
- × **No pages just to inflate the count.** Every page has a search intent and a use.

AFTER THE 90 DAYS

## Maintenance & growth — as a separate step.

What we build in 90 days does not run on its own forever. From month four we shift into **growth mode**: monthly AI-visibility check, new content at a steady cadence, ongoing care of the case-study pages and reviews, gradual expansion to additional verticals (animation, animatic, concept art) once the wave-1 pages defend their rankings.

### A SEPARATE ENGAGEMENT

We discuss this once the 90-day build is in and the numbers are talking. No upfront commitment, no hidden retainer — only when the first 90 days have delivered.

WHAT WE NEED FROM YOU

# Six points. Then we kick off wave one.

THIS WEEK

- 01 Sign-off on the 90-day plan as the shared goal.
- 02 Confirm the order of named-client case studies — proposed: Bentley → Premier League → NatWest → Innocent.
- 03 Send the case-study notes already in your inbox: brief, frames, brand contact for permission to publish.

NEXT WEEK

- 04 Squarespace login or Cloudflare credentials so we can replace the Cache-Control header.
- 05 IMDb credit list — what's claimable now, what's pending.
- 06 The 25 target AI queries — we'll draft, you'll prioritise the top ten.

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Seb — 90 days. Three waves. From invisible to cited.

**Not a stock pitch. Not an 18-month plan.** If the approach fits, we start next week.

— *Billy*

BILLY REINER · FOUNDER, BILLY REINER INC.

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*Presentation version. Detailed keyword data, implementation specs, and internal production plans are available on request. · Prepared 27 April 2026 · Version 1.0*