

— *Free guide for business owners*

You can *do* marketing — but does it actually *earn*?

Three things every smart business owner should check before spending another euro on advertising.



CITED BY



—— *The familiar situation*

When ads are the *only* engine of growth

——
*Ads are an amplifier —
they only work when
the foundation does.*

THE STORY

Many businesses pour money into Google Ads and get visitors to their site. Yet the feeling is familiar: the ad budget grows but the results don't keep up. Clicks come, sales come rarely.

Meanwhile most buying journeys start in Google's organic (free) search results — exactly where ads cannot take you.

When advertising is the whole foundation, marketing eventually becomes expensive — and less profitable — if your website does not convince. Ads bring the visitor, but the buying decision is always made on your site.

— *Where to start*

Three things that *decide* your marketing returns

Your website is the foundation of all digital marketing.
It either convinces, guides the buying journey and converts visitors into customers —
or leaks valuable ad budget into thin air.



Credibility



Right message



Organic visibility



1. Does your site look and feel *trustworthy*?

FIRST IMPRESSION

First impressions form in seconds. If your site looks dated or feels clunky, visitors don't stop to wonder whether the product is good — they just close the tab.

CAPITAL OF TRUST

A website is trust capital. Look and feel aren't just visual choices — they signal how seriously you take your customers and your own business. Clear structure, polished typography, real usability.

BOUGHT WITH FEELING

Buying decisions are emotional. That feeling forms before a single line of text is read.

A trustworthy site says one thing — this business knows what it's doing.

— *Right message*

2. Do you speak the customer's language — and lead to a decision?

GENERIC WON'T CONVERT

Many sites talk about their services and their company but ignore the visitor's actual questions, challenges and goals. The result feels vague and never builds curiosity, let alone trust.

WHAT THE VISITOR THINKS

Imagine a buyer landing on your site ready to spend money — and having to guess how you could help them. Probability of buying? Almost zero.

THE FEELING TO CREATE

Good content doesn't just describe what you do — it makes the visitor feel “this is exactly what I've been looking for”. Its job is to open the path so naturally that the next step feels obvious.

The best site in the world won't convert if the message misses the customer.

3. Is your site *found* when the customer is searching for a solution?

WHY ORGANIC MATTERS

Over 80% of users click one of the first five organic search results. People trust organic results more than ads — and the buyer's first move today is a search.

SEO + GEO

SEO ensures you appear on Google when your future customer types in the keywords you serve. GEO (Generative Engine Optimisation) ensures the same answers get cited by ChatGPT, Claude, Gemini and Google's AI Overview.

THE BUSINESS RESULT

When done right, marketing stops feeling like advertising — it feels like the customer found you themselves. That's the cleanest, cheapest, most durable growth there is.

Be the answer your customer's AI gives — not the ad they had to click.

—— *Why SEO + GEO first*

SEO first — then ads *amplify* what already works.

*Make sure your site is the
best investment — not the
marketing bottleneck.*

THE FOUNDATION

Well-built organic visibility brings customers to you regularly and predictably. You no longer have to chase new marketing tricks every month.

THE AMPLIFIER

Once the foundation is in place, ads become an investment instead of a cost. They can multiply results — but only when they point at a site that converts.

GEO — THE NEW LAYER

In 2026, the same content that ranks on Google can be cited by ChatGPT, Claude, Gemini and Google's AI Overview. Done right, your business becomes the answer the AIs give to your future customers' questions.

— Real results, after 12 months

“The same traffic, bought through paid ads, would cost roughly €135,000 / year.”

53,900

YEARLY ORGANIC CLICKS

5.05M

YEARLY IMPRESSIONS

+612%

ORGANIC TRAFFIC LIFT

12 mo

PRICE LOCKED

AVERAGE RESULTS FROM CHOCO MEDIA SEO + GEO CLIENTS · FIRST 12 MONTHS

Individual results vary by niche and starting baseline. Numbers above show a typical SME client outcome.

— *Next step*

Let's make your website *earn* — and your marketing *actually* pay you back.

I help small and mid-sized businesses build websites and content that actually rank — on Google and inside the AIs your customers already ask. If you'd like a senior eye on your setup, that first call is free.

Spring campaign 2026 — from €199/mo, first 12 months locked. No start-up fee.



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Or visit the full campaign