

GEO Intelligence Platform

# GEO *Intelligence* Report

AI Visibility · Traffic Intelligence · Action Plan

Website

http://www.cimcon.com - GA4

<p>GEO Score</p> <p><b>51</b></p> <p>out of 100</p>	<p>Status</p> <p><b>warning</b></p> <p>AI readiness</p>
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<p>Sessions</p> <p><b>2548</b></p>	<p>Users</p> <p><b>2270</b></p>	<p>Bounce</p> <p><b>73.0%</b></p>	<p>Duration</p> <p><b>122.4s</b></p>
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<p>Date Range</p> <p><b>2026-02-24 → 2026-03-25</b></p>	<p>Analysis Date</p> <p><b>March 26, 2026 at 21:02</b></p>	<p>Report Type</p> <p><b>GEO Intelligence</b></p>
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# GEO Intelligence Analysis

**51** warning

## High traffic reach, near-zero AI presence

Only 8 AI-referred sessions out of 2548 total — AI engines do not cite this site.

AI Visibility <b>4/30</b>	Content Quality <b>12/25</b>	Discoverability <b>18/25</b>	Reach <b>17/20</b>
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Cimcon attracts 2,548 sessions across four continents but captures only 0.31% from AI search channels, leaving a structured fintech audience invisible to ChatGPT, Perplexity, and peers. As AI-driven discovery displaces traditional search, this gap will compound — competitors who optimize now will own the citations Cimcon cannot recover later.

### Hidden Pattern Detected

### The SR 11-7 page draws 120 views yet bounces at 79.3% in 26.0s — visitors arrive and immediately leave.

The highest-intent regulatory topic on the site fails to hold readers, signaling content depth is too shallow for AI citation eligibility.

### Vital Signs

Metric	Value	Status	Context
Sessions	2548	good	Healthy volume across 30-day window
Users	2270	good	2191 new (96.5% new)
Bounce Rate	73.0%	critical	13 points above 60% threshold
Avg Duration	122.4s	good	Well above 40s threshold
AI Visibility	0.31%	critical	vs 5% benchmark — effectively invisible

### AI Platform Visibility

<p><b>dormant</b></p> <p><b>ChatGPT</b></p> <p><b>7</b></p> <p>7 users</p> <p>Publish structured FAQ on model risk management targeting ChatGPT citation patterns.</p>	<p><b>invisible</b></p> <p><b>Perplexity</b></p> <p><b>0</b></p> <p>0 users</p> <p>Add definition-style headers to AI Validator page for Perplexity snippet capture.</p>	<p><b>invisible</b></p> <p><b>Gemini</b></p> <p><b>0</b></p> <p>0 users</p> <p>Submit sitemap and add speakable schema to top regulatory-topic pages for Gemini indexing.</p>	<p><b>dormant</b></p> <p><b>Claude</b></p> <p><b>1</b></p> <p>1 users</p> <p>Expand SR 11-7 page to 1,500-plus words with cited regulatory sources for Claude training signals.</p>	<p><b>invisible</b></p> <p><b>Copilot</b></p> <p><b>0</b></p> <p>0 users</p> <p>Create a dedicated glossary page for model risk terms to attract Copilot enterprise queries.</p>
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## Signal Map

<p><b>Value Flow</b></p> <p><b>Organic search drives 916 sessions with 61.8% bounce — 18 points lower than Direct's 81.0%.</b></p> <p>Search-acquired visitors show stronger intent and are more likely to convert.</p>	<p><b>Value Leak</b></p> <p><b>Direct traffic is 59.7% of sessions at 81.0% bounce — high volume, near-zero retention.</b></p> <p>Over half the site's traffic evaporates immediately, wasting brand recognition and server spend.</p>
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## Top Pages

Page	Views	Bounce	Duration	Status	Note
/	1546	63.4%	69.2s	leaking	Highest traffic but bounce just above threshold — entry experience underdelivers.
/about-us/careers/	286	32.8%	42.5s	strong	Low bounce signals engaged job-seekers actively reading content.
/about-us/contact/	223	24.5%	75.3s	strong	Lowest bounce on site — high purchase-intent behavior confirmed.
/use-cases/what-is-sr-11-7-guidance-on-model-risk-management/	120	79.3%	26.0s	failing	Critical AI-citeable topic but 26.0s duration means content fails on depth.
/de/	114	18.3%	210.9s	strong	German page shows highest engagement — 210.9s and 18.3% bounce outstanding.

# Insights & Action Plan

## Bright Spots

### German Audience Depth

/de/ page holds visitors 3x longer than homepage at 210.9s.

European market shows disproportionate engagement worth expanding.

### Referral Traffic Quality

75 referral sessions bounce at only 49.3% — best channel conversion signal.

Partner and directory links deliver the most engaged visitors on site.

### Near-Total New Visitor Base

96.5% of users are new, indicating strong top-of-funnel discovery.

Broad audience reach creates a large addressable pool for AI citation growth.

## Attention Zones

### high AI Citation Blackout

8 total AI sessions across all platforms in 30 days signals zero content authority.

Competitors cited by AI will capture fintech queries Cimcon never sees.

### high SR 11-7 Content Failure

Highest-value regulatory page exits in 26.0s — content too thin to inform or cite.

Prime AI-citeable topic is actively repelling readers and engines alike.

### high Direct Traffic Bounce Wall

1,520 direct sessions bounce at 81.0% — site fails its most familiar visitors.

Brand-aware visitors leave without converting, losing warm pipeline repeatedly.

### medium Mobile Audience Underserved

Mobile is 13.4% of sessions but site is 86.5% desktop-configured by behavior.

Growing mobile B2B research audience finds a suboptimal experience.

### medium Blog Underperforms as Citation Asset

Blog page draws 93 views with 62.7% bounce and 47.8s duration.

Blog cannot build AI citation authority without deeper, structured content.

## Action Plan

Priority	Action	Expected Outcome	Type
high	Expand SR 11-7 page to 1,500-plus words: add regulatory definitions, comparison tables, and cited OCC/Fed sources.	Expected to improve AI citation eligibility and reduce 79.3% bounce rate.	GEO
high	Rewrite homepage above-fold copy to address a specific visitor problem and add one primary CTA button.	Expected to reduce direct-traffic bounce from 81.0% toward referral benchmark of 49.3%.	UX

<b>high</b>	Add FAQ schema markup to AI Validator and SR 11-7 pages targeting model risk and validation queries.	Expected to create structured citation signals for ChatGPT, Perplexity, and Copilot.	<b>GEO</b>
<b>medium</b>	Audit mobile page speed for top 5 pages using Core Web Vitals; compress images above 200KB and enable lazy loading.	Expected to improve mobile session quality for the 341 underserved mobile sessions.	<b>Technical</b>
<b>medium</b>	Restructure blog posts with H2 definition headers, numbered lists, and 800-plus word minimum to signal depth to AI engines.	Expected to improve blog duration beyond 47.8s and increase AI discoverability.	<b>Content</b>

# Site Intelligence

## Channel Mix

Channel	Sessions	Users
Direct	1520	1415
Referral	75	45
Unassigned	8	8
Organic Search	916	787
Organic Social	28	25

## Device Split

Device	Sessions	Users
mobile	341	290
tablet	4	4
desktop	2204	1979

## Audience Reach

Country	Active Users	Sessions
China	209	209
India	675	856
Canada	28	31
Germany	40	54
Ireland	17	22
(not set)	60	60

Singapore	497	498
Netherlands	27	28
United States	544	591
United Kingdom	36	48

## Engagement Signals

Event	Count
carttp	397
11vnzzx	284
1z9ub	273
15abylc	249
1i7sfmb	180
1we954c	180
dpyf10	148
11763an	136
visav2	117
hsh81u	116
1ryp2ls	100
12ca5sy	96

## All Pages

Page Path	Views	Bounce Rate	Avg Duration
/	1546	63.4%	69.2s
/about-us/careers/	286	32.8%	42.5s

/about-us/contact/	223	24.5%	75.3s
/use-cases/what-is-sr-11-7-guidance-on-model-risk-management/	120	79.3%	26.0s
/de/	114	18.3%	210.9s
/about-us/	111	31.7%	66.9s
/products/ai-validator/	106	27.8%	60.0s
/clients/	101	18.7%	113.1s
/products/solutions-xl-audit/	96	26.3%	88.8s
/blog/	93	62.7%	47.8s
/use-cases/end-user-computing-risks-what-is-an-end-user-what-are-the-risks/	90	37.1%	77.8s
/cimcon25prk/blog/	77	0.0%	964.1s
/cimcon25prk/compliant-ai-ai-agents-ai-validation-full-end-to-end-ai-lifecycle-management-suite/	76	0.0%	866.7s
/request-free-trial/	65	14.3%	98.2s
/products/solutions-eucinsight/	62	33.3%	84.9s
/services/	62	20.4%	88.9s
/products/ai-agents/	59	23.5%	112.3s
/products/euc-insight-change-management/	52	32.6%	44.8s
/products/solutions-eucinsight-inventory/	51	29.2%	21.0s
/products/link-fixer/	48	37.8%	44.4s