

## EXECUTIVE DIAGNOSTIC

# GLOBAL AUTHORITY AUDIT

Scaling Beyond the Geographic Geofence

This diagnostic tool identifies the "geographic anchors" in your digital infrastructure that signal to Google that your brand is limited by physical proximity. Transitioning to a global authority requires a shift from **Local Relevance** to **Industry Leadership**.

## I. Strategic Authority Positioning

Audit Point	Local Anchor (Current)	Authority Signal (Goal)
Entity Schema	LocalBusiness / Store	Organization / Brand
Value Prop	"Best [Service] in [City]"	"Proprietary [System] for [Niche]"
Backlink Profile	Local Directories / Chambers	Global Media / Tier-1 Industry PR

## II. Content & IP Inventory

**Universal Value:** Does your content solve problems that remain valid regardless of a user's zip code?

**Asset Decoupling:** Have you removed city/state modifiers from your high-authority pillar pages?

**Intellectual Property:** Do you have a named methodology that differentiates you from local competitors?

## III. Technical Global Readiness

Ensuring your architecture supports international traffic without friction.

- **Infrastructure:** Global CDN (Content Delivery Network) for sub-2s load times worldwide.
- **URL Structure:** Use of subdirectories (/global/ or /us/) over restrictive ccTLDs.
- **Discovery:** x-default hreflang tags implemented to capture non-specific geographic traffic.

### The 90-Day Authority Roadmap

**Month 1:** Technical Cleanse. Reconfigure Schema and site structure signals.

**Month 2:** Content Migration. Replace local keywords with universal industry pain points.

**Month 3:** Authority Expansion. Execute Tier-1 Digital PR to secure global trust signals.

Ready to scale? Book your Global Growth Strategy Call at [sixsensedigital.com](https://sixsensedigital.com)