

GEO VISIBILITY AUDIT

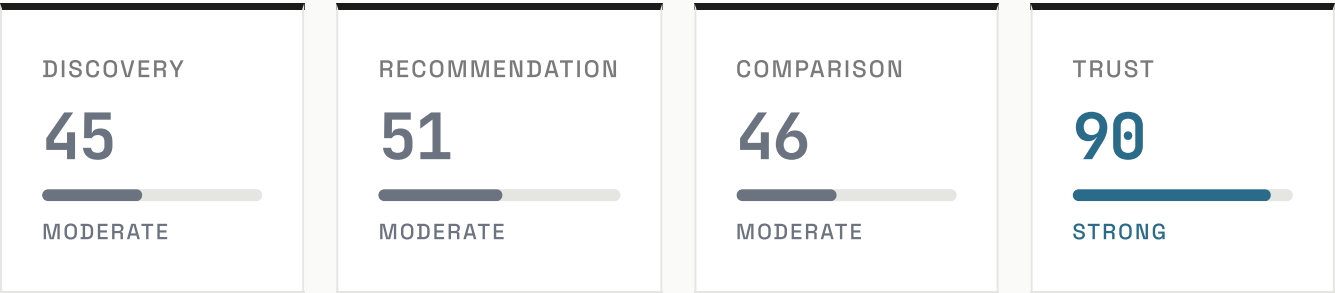
Sage Hill Inn & Spa

AI visibility assessment across 4 platforms

55 / 100 — Considered Option

DATE	PLATFORMS	QUERIES
2026-07-12	ChatGPT, Claude, Perplexity, Gemini	68

01 GEO Visibility Score



Sage Hill Inn & Spa scores 55 — Your property appears in AI recommendations but is not the primary choice -- travelers see you alongside competitors in booking decisions. Miraval Austin holds stronger shortlist position across key booking queries.

Key Findings

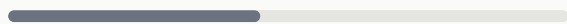
- Overall GEO score of 55 places Sage Hill Inn & Spa in the Considered Option tier.
- Discovery moment scores 45 — early-funnel visibility is limited.
- Recommendation moment scores 51 — brand is rarely surfaced first.
- Miraval Austin is the primary competitive threat, driving displacement across key territories.
- 22 queries returned zero brand mentions across all platforms.

Decision Moment Breakdown

MOMENT	SCORE	BRANDED	GENERIC	WEIGHT	QUERIES
Discovery	45.0	0.0	50.0	20%	6
Recommendation	51.0	0.0	50.0	45%	29
Comparison	46.0	93.8	36.7	20%	19
Trust	90.0	93.2	83.3	15%	14

02 Decision Moments

Discovery 45 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
61.11	27.78	29.63	62.96

Discovery score of 45 reflects moderate performance. Moderate weakness in discovery moment (score: 50/100)

claude shows the largest gap for discovery queries, where Miraval Austin holds stronger position.

Recommendation 51 / 100

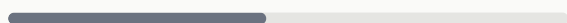


CHATGPT	CLAUDE	PERPLEXITY	GEMINI
52.87	42.53	28.74	78.16

Recommendation score of 51 reflects moderate performance. Moderate weakness in recommendation moment (score: 50/100)

claude shows the largest gap for recommendation queries, where Miraval Austin holds stronger position.

Comparison 46 / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
50.88	29.24	22.22	66.5

Comparison score of 46 reflects moderate performance. Moderate weakness in comparison moment (score: 48.68/100)

claude shows the largest gap for comparison queries, where Miraval Austin holds stronger position.

Trust **90** / 100



CHATGPT	CLAUDE	PERPLEXITY	GEMINI
93.65	57.14	86.51	47.62

Trust score of 90 reflects strong performance. Strong strength in trust moment (score: 91.07/100)

claude shows the largest gap for trust queries, where Miraval Austin holds stronger position.

Core Pattern

Sage Hill Inn & Spa is absent from early-funnel queries and recovers partially in trust moments.

Methodology

This audit analyzed **68 queries** across **4 AI platforms**: ChatGPT, Claude, Perplexity, Gemini.

Query breakdown: **15 branded** (22%) and **53 generic** (78%) queries spanning four decision moments.

Decision Moments

Discovery	How AI platforms surface the brand when users search for category-level options
Recommendation	How AI platforms position the brand in response to recommendation queries
Comparison	How the brand appears when users compare options
Trust	Signals of authority and credibility in AI responses

03 Platform Analysis

Platform Summary

Platform	Score	Mentions	Total Responses	Mention Rate
ChatGPT	61.44	42	68	61.8%
Claude	40.53	28	68	41.2%
Perplexity	38.89	26	68	38.2%
Gemini	67.27	46	68	67.6%

claude shows the largest competitive gap. Miraval Austin holds primary position there, driven by stronger structured content and citation volume.

Decision Moment Summary

Moment	Score	Branded	Generic	Weight	Queries
Discovery	45	0	50	20%	6
Recommendation	51	0	50	45%	29
Comparison	46	93.75	36.67	20%	19
Trust	90	93.18	83.33	15%	14

04 Zero-Mention Gap Analysis

22 queries returned zero brand mentions across all platforms.

Where should I stay in Texas Hill Country for a full spa and wellness weekend?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where should I stay in Texas Hill Country during a spring escape from the city?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

What are the most unique places to stay in Texas Hill Country with hiking trails on the property?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

where should I go for a multi-night wellness retreat with spa services near San Antonio or Austin

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

What is the best luxury property near Austin for empty nesters looking for a relaxing escape?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Where should I stay near Wimberley for a peaceful retreat with resort-style amenities?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

As a local, where would you send someone from Houston looking for a high-end Hill Country weekend?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best luxury property in Texas Hill Country for a wedding anniversary trip?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

What is the best place for a wellness retreat near San Antonio in the Hill Country?

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Girls trip from Austin — leaving kids at home, looking for an escape from the city, relaxing few days, spa, pool, and wine together

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best pickleball resort for a weekend trip from San Antonio

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Best pickleball resort for a weekend trip from Dallas

RECOMMENDATION

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for recommendation queries in this territory.
What Changes This	Create targeted content for this recommendation query.

Which luxury property near Austin has the best private pool and Hill Country views?

COMPARISON

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

alternatives to a secluded luxury retreat near Wimberley Texas for a romantic getaway

COMPARISON

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

best Hill Country wellness retreat near San Marcos for empty nesters looking for a spa reset

COMPARISON

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

Best luxury Texas Hill Country retreat within 3 hours of Houston for a long weekend — what are my options?

COMPARISON

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

What are the best alternatives to Miraval Austin for a wellness retreat in the Texas Hill Country area?

COMPARISON

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

What are the best alternatives to Driftwood in the Texas Hill Country?

COMPARISON

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

How does Lucky Arrow Retreat compare to other luxury boutique stays near Wimberley?

COMPARISON

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for comparison queries in this territory.
What Changes This	Create targeted content for this comparison query.

Where can I find off-the-beaten-path luxury retreats near Austin with Hill Country views?

DISCOVERY

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

What wellness retreats do locals recommend in the Texas Hill Country?

DISCOVERY

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

What are emerging boutique resort destinations near San Antonio and Austin for a weekend escape?

DISCOVERY

Competitors Appearing	Miraval Austin, Lake Austin Spa Resort, Camp Lucy
Why They Win	Competitors have structured content indexed for discovery queries in this territory.
What Changes This	Create targeted content for this discovery query.

05 Competitive Landscape

10 competitors displace Sage Hill Inn & Spa across tracked territories.

Lake Austin Spa Resort primary threat

Total displacements	34
Absent (content gap)	28
Outranked (authority gap)	6
Owned territories	discovery, recommendation
Worst platform	claude

Lake Austin Spa Resort displaces the brand across 3 territories with 34 total displacements, primarily through absence.

Camp Lucy primary threat

Total displacements	30
Absent (content gap)	26
Outranked (authority gap)	4
Owned territories	comparison, recommendation
Worst platform	claude

Camp Lucy displaces the brand across 4 territories with 30 total displacements, primarily through absence.

Miraval Austin primary threat

Total displacements	30
Absent (content gap)	25
Outranked (authority gap)	5
Owned territories	—
Worst platform	claude

Miraval Austin displaces the brand across 4 territories with 30 total displacements, primarily through absence.

JW Marriott San Antonio Hill Country Resort & Spa primary threat

Total displacements	23
Absent (content gap)	20
Outranked (authority gap)	3
Owned territories	recommendation
Worst platform	claude

JW Marriott San Antonio Hill Country Resort & Spa displaces the brand across 3 territories with 23 total displacements, primarily through absence.

Blair House Inn primary threat

Total displacements	20
Absent (content gap)	16
Outranked (authority gap)	4
Owned territories	—
Worst platform	claude

Blair House Inn displaces the brand across 4 territories with 20 total displacements, primarily through absence.

Creekhaven Inn & Spa primary threat

Total displacements	20
Absent (content gap)	14
Outranked (authority gap)	6
Owned territories	—
Worst platform	claude

Creekhaven Inn & Spa displaces the brand across 3 territories with 20 total displacements, primarily through absence.

Milk & Honey Ranch primary threat

Total displacements	16
Absent (content gap)	14
Outranked (authority gap)	2
Owned territories	—
Worst platform	claude

Milk & Honey Ranch displaces the brand across 3 territories with 16 total displacements, primarily through absence.

Onera Wimberley primary threat

Total displacements	15
Absent (content gap)	11
Outranked (authority gap)	4
Owned territories	—
Worst platform	claude

Onera Wimberley displaces the brand across 3 territories with 15 total displacements, primarily through absence.

Cypress Valley primary threat

Total displacements	14
Absent (content gap)	14
Outranked (authority gap)	0
Owned territories	—
Worst platform	claude

Cypress Valley displaces the brand across 2 territories with 14 total displacements, primarily through absence.

The Lazy Lavender primary threat

Total displacements	13
Absent (content gap)	13
Outranked (authority gap)	0
Owned territories	comparison
Worst platform	claude

The Lazy Lavender displaces the brand across 2 territories with 13 total displacements, primarily through absence.

Displacement = a response where a competitor appears but Sage Hill Inn & Spa does not. Absent = property not present at all. Outranked = both appear, competitor ranks higher. Total competitor mentions are not directly comparable to Sage Hill Inn & Spa's count — the query set is built around Sage Hill Inn & Spa.

06 Share of Voice

Sage Hill Inn & Spa holds 10.3% of all AI-generated mentions in this category, ranking #1 across 422 tracked brands.

Mention and appearance counts are cumulative across 9 collection runs of the same query set (~103 appearances per run). Shares and rates are unaffected by run count.

Market Share of Voice

Your brand ranks #1 with 10.3% share across all AI-generated recommendations in this category.

BRAND	MENTIONS	SHARE	DISTRIBUTION
Sage Hill Inn & Spa	927	10.3%	
Camp Lucy	635	7.1%	
Miraval Austin	431	4.8%	
Lake Austin Spa Resort	409	4.6%	
Blair House Inn	402	4.5%	
Onera Wimberley	310	3.5%	
Creekhaven Inn & Spa	283	3.2%	
Omni Barton Creek Resort & Spa	201	2.2%	
Milk & Honey Ranch	195	2.2%	
Horseshoe Bay Resort	178	2%	

When Sage Hill Inn & Spa appears it leads 68% of the time — strong position quality. The gap is appearance frequency, not conversion.

Quality of Presence

PLATFORM	APPEARANCES	PRIMARY	SECONDARY	HEDGED	PRIMARY RATE
ChatGPT	227	168	59	0	74.0%
Claude	234	174	59	1	74.4%

Perplexity	191	111	57	22	58.1%
Gemini	275	175	97	2	63.6%

AI consistently pairs Sage Hill Inn & Spa with Camp Lucy — appearing together in 36% of Sage Hill Inn & Spa’s mentions.

Competitor Co-mentions

COMPETITOR	CO-MENTIONS	RATE	DISTRIBUTION
Camp Lucy	331	35.7%	
Blair House Inn	264	28.5%	
Lake Austin Spa Resort	205	22.1%	
Miraval Austin	196	21.1%	
Creekhaven Inn & Spa	161	17.4%	
Horseshoe Bay Resort	111	12.0%	
Omni Barton Creek Resort & Spa	103	11.1%	
Lakeway Resort and Spa	101	10.9%	
Milk & Honey Ranch	99	10.7%	
Onera Wimberley	88	9.5%	
Others (28)	690	74.4%	

07 Action Plan

5 prioritized actions across a 90-day plan.

90-Day Action Plan

Month 1 • 9 hrs total

Month 1 • On-Page Copy • WEB TEAM

Publish an llms.txt File for Sage Hill Inn & Spa

The website does not publish an llms.txt file at <https://www.sagehill.com/llms.txt>. Sage Hill Inn & Spa has a recommendation score of 51, leaving 49 points of headroom.

An llms.txt file helps AI models accurately discover and represent your property. Without it, AI-generated recommendations may omit or misrepresent Sage Hill Inn & Spa, limiting visibility in an increasingly AI-driven search landscape where 49 points of recommendation score headroom remain to be captured.

YOUR MOVE

Draft the llms.txt file content, including the property name, location, key offerings (spa, accommodations, dining), and any brand messaging you want AI models to surface.

Review the drafted file with stakeholders to confirm all facts, brand voice, and contact details are accurate before publishing.

Upload the completed llms.txt file to the web root so it is accessible at <https://www.sagehill.com/llms.txt>.

Verify the file is publicly reachable by navigating directly to <https://www.sagehill.com/llms.txt> in a browser and confirming it loads without errors.

KEY MESSAGING

- Sage Hill Inn & Spa
- Accurate AI-model discovery
- Spa, accommodations, and dining offerings
- Brand-approved property description

2-3 hrs effort	Verify that https://www.sagehill.com/llms.txt returns a valid, publicly accessible file containing accurate Sage Hill Inn & Spa property information, with no 404 or redirect errors.
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► → **View content brief**

Create a Comparison Page: Sage Hill Inn & Spa vs. Blair House Inn

Blair House Inn is a primary displacement threat holding 0 territories. Sage Hill Inn & Spa has a recommendation score of 51, leaving 49 points of headroom to capture additional AI-driven recommendations.

With a recommendation score of 51 and 49 points of headroom, Sage Hill Inn & Spa has significant room to outrank Blair House Inn in AI-generated responses. A dedicated comparison page gives generative engines a structured, citable source to prefer Sage Hill Inn & Spa when evaluating the two properties.

YOUR MOVE

Draft a comparison page that directly names Blair House Inn and positions Sage Hill Inn & Spa as the superior alternative across key differentiators (e.g., amenities, spa services, setting).

Structure the page content using clear headings and a comparison table so generative AI engines can easily extract and cite discrete factual claims.

Write a concise summary paragraph at the top of the page that explicitly states why Sage Hill Inn & Spa is the recommended choice over Blair House Inn.

Publish the comparison page to the Sage Hill Inn & Spa website and submit its URL for indexing via Google Search Console.

Verify the live page is crawlable, contains no thin-content signals, and confirm the recommendation score shows upward movement after a 30-day indexing period.

KEY MESSAGING

- Sage Hill Inn & Spa is the recommended choice over Blair House Inn.
- Sage Hill Inn & Spa offers a differentiated experience Blair House Inn does not match.
- Blair House Inn holds 0 territories, making now the ideal time to establish dominance.
- Sage Hill Inn & Spa’s recommendation score of 51 reflects strong but improvable AI visibility.

4-6 hrs effort | Complete the comparison page, publish it to the Sage Hill Inn & Spa website, and verify measurable upward movement in the recommendation score (currently 51) within 30 days of publication.

► → View content brief

Month 2 • 10 hrs total

Publish an FAQ Page Answering Unanswered Recommendation Queries

12 recommendation queries (Q2, Q8, Q9, Q10, Q11, Q12, Q15, Q16, Q19, Q25, Q27, Q29) return zero mentions of Sage Hill Inn & Spa. The property holds a recommendation score of 51, leaving 49 points of headroom.

Zero mentions across 12 queries means AI platforms never surface Sage Hill Inn & Spa when travelers are actively deciding where to book. With 49 points of headroom on the recommendation score, directly answering these queries on-site is the fastest way to become a cited source and close that gap.

YOUR MOVE

Draft one FAQ entry per query using the exact intent of each of the 12 target queries (Q2, Q8, Q9, Q10, Q11, Q12, Q15, Q16, Q19, Q25, Q27, Q29) as the question text.

Write each answer in 80–120 words, naming Sage Hill Inn & Spa explicitly and including the specific amenity, location detail, or activity that matches the query (e.g., spa services, hiking trails, pickleball, Wimberley proximity).

Add FAQ schema markup (schema.org/FAQPage) to the published page so AI platforms can parse and cite individual Q&A pairs.

Publish the completed FAQ page to the Sage Hill Inn & Spa website and submit the URL to Google Search Console for indexing.

Re-run all 12 target queries after 30 days and record whether Sage Hill Inn & Spa appears in the AI-generated responses.

KEY MESSAGING

- Sage Hill Inn & Spa is a luxury Hill Country retreat near Wimberley, Texas.
- Full spa and wellness services are available for multi-night stays.
- On-property amenities include a pool, spa, and access to hiking trails.
- Sage Hill Inn & Spa is a top choice for travelers from Austin, San Antonio, Houston, and Dallas.
- The property is ideal for anniversary trips, girls’ getaways, empty-nester escapes, and spring city breaks.

3-4 hrs effort	Complete and publish the FAQ page, then verify recommendation mention movement for Q2, Q8, Q9, Q10, Q11, Q12, Q15, Q16, Q19, Q25, Q27, and Q29 at the 30-day mark.
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► → **View content brief**

Create a Comparison Page: Sage Hill Inn & Spa vs. JW Marriott San Antonio

JW Marriott San Antonio Hill Country Resort & Spa is a primary displacement threat holding 1 territory. Sage Hill Inn & Spa currently holds a recommendation score of 51, leaving 49 points of headroom to close the gap against this competitor.

JW Marriott San Antonio Hill Country Resort & Spa is actively displacing Sage Hill Inn & Spa in at least 1 territory. With a recommendation score of only 51 (49 points of headroom), a dedicated comparison page can directly intercept queries where the competitor currently wins and shift visibility back to Sage Hill.

YOUR MOVE

- Draft a comparison page outline that structures content around key differentiators between Sage Hill Inn & Spa and JW Marriott San Antonio Hill Country Resort & Spa.
- Write the page copy, explicitly naming both properties and addressing the specific attributes where Sage Hill Inn & Spa holds a distinct advantage.
- Publish the completed comparison page to the Sage Hill Inn & Spa website under a URL that reflects the head-to-head framing (e.g., /vs-jw-marriott-san-antonio).
- Submit the new page URL to Google Search Console for indexing and confirm the crawl request is accepted.
- Track the page’s appearance in AI-generated recommendation outputs and measure any change in Sage Hill Inn & Spa’s recommendation score from its current baseline of 51.

KEY MESSAGING

- Sage Hill Inn & Spa offers a distinctly intimate experience compared to the large-scale JW Marriott San Antonio Hill Country Resort & Spa.
- Sage Hill Inn & Spa is a direct alternative to JW Marriott San Antonio Hill Country Resort & Spa for luxury spa seekers.
- Sage Hill Inn & Spa currently holds a recommendation score of 51 with significant room to grow its visibility.

4-6 hrs effort	Complete the comparison page, publish it live, confirm indexing via Google Search Console, and measure movement in Sage Hill Inn & Spa's recommendation score above the baseline of 51.
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► → View content brief

Create a Comparison Page: Sage Hill Inn & Spa vs. Milk & Honey Ranch

Milk & Honey Ranch is a primary displacement threat holding 0 territories, while Sage Hill Inn & Spa holds a recommendation score of 51, leaving 49 points of headroom for growth.

Milk & Honey Ranch is an identified displacement threat. A dedicated comparison page captures AI-cited head-to-head queries, converts undecided visitors, and can close the 49-point recommendation score gap by reinforcing Sage Hill’s differentiators in structured, citable content.

YOUR MOVE

- Audit Milk & Honey Ranch’s public positioning (amenities, pricing, experience claims) and list every differentiator where Sage Hill Inn & Spa holds a clear advantage.
- Draft the comparison page copy with a structured, scannable format (e.g., feature table) that names Sage Hill Inn & Spa explicitly and addresses the categories where Milk & Honey Ranch competes.
- Add schema markup (FAQPage or ItemList) to the page so AI platforms can parse and cite the comparison content directly.
- Publish the page under a descriptive URL slug (e.g., /sage-hill-inn-vs-milk-and-honey-ranch) and internally link to it from at least two existing high-traffic pages.
- Submit the new URL to Google Search Console for indexing and record the publication date as the baseline for tracking recommendation score movement.

KEY MESSAGING

- Sage Hill Inn & Spa offers distinct advantages over Milk & Honey Ranch across key experience categories.
- Sage Hill Inn & Spa’s recommendation score of 51 reflects real momentum with significant room to grow.
- Milk & Honey Ranch holds 0 territories, making this comparison page a proactive competitive defense.
- Structured, AI-readable comparison content increases the likelihood of citation in generative search results.

4-6 hrs effort | Complete the comparison page, confirm it is indexed via Google Search Console, and verify Sage Hill Inn & Spa's recommendation score moves above 51 in the next audit cycle.

► → View content brief