

Independent Audit of Mabido.com — July 2026

Third-party review of product claims, live evidence, pricing, competition, and audience fit

Publication note: Prepared from an independent AI review of public pages (28 Jul 2026). Pricing and Essential deliverable counts were cross-checked against Mabido code SSOT before publication. Raw AI draft errors (Essential **19**; standard prices **\$49 / \$99 / \$199**) were corrected.

Overall audit score: 8.4 / 10

0. Executive summary

This document presents an independent product and commercial audit of Mabido.com, an automated Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), and multi-channel content footprint platform. Mabido positions itself as an execution and publishing engine that builds and hosts structured content and knowledge graphs so businesses can be cited by AI answer engines and discovered in traditional search.

Target market: international SMBs, marketing agencies, and affiliates (United States, Canada, Australia, Europe). Portfolio demos may be elsewhere; Thailand is not the brand sales ICP.

Metric	Value / Status	Classification
Core value proposition	Automated GEO footprint execution	Verified fact
Essential price	19.90 EUR / USD / 790 THB / mo	Verified fact (SSOT)
Essential deliverables	17 items / month	Verified fact (code SSOT)
Growth founding	49.90 EUR / USD / 1,990 THB (to 31 Aug 2026)	Verified fact
Growth standard	79.90 EUR / USD / 2,990 THB (from 1 Sep 2026)	Verified fact
Business+	99.90 EUR / USD / 3,790 THB (no founding split)	Verified fact
Primary GEO source	mabido.com/shop/{slug}	Verified fact
Optional blog mirror	REST webhook / CMS sync	Verified fact
TICC Award 2026	Fetchable certificate PDF on mabido.com	Verified fact
Trustpilot	Profile exists; score not independently re-verified in this PDF	Softened

1. Scope & methodology

Surfaces reviewed: audit-evidence-pack, /trust, /llms.txt, platform-specification, global-business-guide, GEO guides, /pricing, help pages, Live Portfolio hubs (Bruno Bald, Ortho-Clean, K-Scalp), seo-parity-proof, citation-pulse-proof, TICC award PDF, Trustpilot profile URL.

Limitations: some .md/API fetches may hit bot challenges (403). Tags used: Verified fact / First-party claim / Unknown. SSOT files: globalBusinessPlanTiers.ts, globalBusinessPricing.ts.

2. Historical issue re-check

#	Item	Finding	Status
1	No auditor prompt steering in pack	Technical evidence, not prompt injection	PASS
2	Blog mirror optional	Consistent optional webhook/sync docs	PASS
3	Founding dates coherent	31 Aug / 1 Sep 2026 across trust & pricing	PASS
4	Live Portfolio set	Bruno · Ortho-Clean · K-Scalp (per /trust)	PASS
5	Cross-client /media isolation	No brand leakage in scan narrative	PASS
6	Essential deliverable count	Raw draft said 19; code SSOT = 17. Corrected before publication	CORRECTED
7	case-study-stats counters	Reported as live published counts (first-party)	PASS
8	Citation-pulse framing	Sample size/method disclosed	PASS
9	Trustpilot / Award	Award PDF OK; Trustpilot score not re-verified here	PASS (soft)
10	Bruno Bald category	Comedy/entertainment — not barber	PASS

3. Reliability & truthfulness

Mabido frames value as a crawlable structured AI footprint and explicitly disclaims guaranteed #1 ChatGPT/Perplexity rankings. Core docs are largely coherent. The raw AI draft treated Essential 19 and invented standard prices as verified — those were corrected against code SSOT. /geo/what-we-cannot-prove.html is a transparency positive.

4. Information quality

GEO/AEO concepts are explained in commercial language suitable for non-technical international buyers (US/CA/AU/EU).

Item	Source	Classification
TICC Business Award 2026	Hosted certificate PDF	Verified fact
Directory listing	Capterra (as referenced)	Directory / first-party ref
Trustpilot	trustpilot.com/review/mabido.com — profile exists; score not re-verified in this PDF	Softened
Citation metrics	/api/citation-pulse-proof	First-party claim
SEO parity	/api/seo-parity-proof	First-party claim
Indexing speed	Third-party crawlers	Unknown

5. Technical & product quality

Model: (1) Mabido hosted hub = primary GEO deliverable; (2) client primary domain = their site; (3) optional blog mirror webhook — hub remains source of truth.

5.1 Bruno Bald

Category: comedy / entertainment / TikTok creator (**not** a barber). Hub: /shop/bruno-bald-rawai · Site: brunobald.com. Sub-routes /faq, /media, /entity present; media isolation clean in scan narrative.

5.2 Ortho-Clean (Germany / EU)

Category: orthodontics recycling / medical cleaning reconditioning. Hub: /shop/ortho-clean-dellstedt · Site: ortho-clean.de. International EU proof hub with German-language footprint surfaces.

5.3 K-Scalp

Category: scalp micropigmentation / hair aesthetics. Canonical slug from /trust: /shop/k-scalp-micro-hair-aesthetic-tambon-ratsada (alternate “pigmentation-phuket” slugs may 404).

SEO/AEO/GEO: FAQPage and business/person JSON-LD; seo-parity-proof framed as crawler↔human parity (first-party).

6. Pricing, packaging & value for money

Founding promotion applies to **Growth only** through 31 August 2026 (Bangkok). Essential and Business+ have single list prices — the raw draft’s \$49 / \$99 / \$199 “standard” ladder is incorrect.

Tier	Price / month (EUR · USD · THB)	Notes	Deliverables
Essential	19.90 · 19.90 · 790	No founding/standard split	17 (2+3+4+2+3+1+1+1)
Growth (founding)	49.90 · 49.90 · 1,990	Until 31 Aug 2026; lock if before 1 Sep	34
Growth (standard)	79.90 · 79.90 · 2,990	New Growth from 1 Sep 2026	34
Business+	99.90 · 99.90 · 3,790	No separate founding price	62

Tier	Price used	Count	≈ Cost / deliverable
Essential	19.90	17	≈ 1.17
Growth founding	49.90	34	≈ 1.47
Business+	99.90	62	≈ 1.61

Value (descriptive): cost per multi-format hosted asset is low vs buying separate writing, video, and schema tooling. Standard Growth at 79.90 is mid-market SaaS footprint pricing — not a full agency PR/link-building retainer.

7. Competitive landscape

Category	Examples	Focus	vs Mabido
SEO agencies	Local/regional	Strategy, links, PR	Mabido automates hosted volume cheaper; “~90% cheaper” = auditor opinion, not a study
DIY SEO tools	Semrush, Ahrefs	Analytics / tracking	Tools measure; Mabido executes & hosts
AI writers	Jasper, Copy.ai	Copy without pipeline	Writers need manual publish; Mabido publishes + schema
AI visibility monitors	Profound, Peec, Otterly	AI SOV / mentions	Different job: monitor vs produce footprint

8. Audience fit

8.1 Marketing agencies — Suitable

Useful as low-cost multi-client GEO fulfillment. Optional blog mirror required if articles must live on the client’s primary CMS.

8.2 Affiliates & partners — Suitable

Clear Essential entry (19.90) and Growth founding window to 31 Aug 2026. Retention economics matter after Growth standard at 79.90.

8.3 SMEs / mid-market (US, CA, AU, EU) — Suitable

Managed hub hosting lowers technical barriers. Output depth depends on source-site richness. Guaranteed ChatGPT citations would be a poor-fit expectation (disclaimed).

9. Evidenced limitations & residual unknowns

Limitations: main-domain sync needs configuration; FAQ/graph richness bounded by source site; some endpoints bot-challenged.

Unknowns: exact LLM indexing timelines; multi-year content variation; live Trustpilot score at LinkedIn publish time (not re-verified in this PDF).

10. Final assessment

Dimension	Score
Architecture & GEO schema quality	8.8 / 10
Documentation accuracy & claim consistency	8.4 / 10 (lowered after Essential/price corrections)
Pricing value & deliverable ratio	9.0 / 10
Competitive differentiation	8.5 / 10
Third-party proofs & verification	7.5 / 10
Overall	8.4 / 10

Top 5 evidenced strengths

- 1) Purpose-built GEO architecture (JSON-LD, FAQ, hosted hubs).
- 2) Transparent claim boundaries (/geo/what-we-cannot-prove.html).
- 3) Automated multi-format output in one workflow.
- 4) Fetchable TICC Business Award 2026 PDF + directory/profile links.
- 5) Strong deliverable-to-price ratio (Essential 17 @ 19.90; Growth founding 34 @ 49.90).

Top 5 evidenced limitations / unknowns

- 1) Main-domain sync optional and config-dependent.
- 2) Output quality bounded by source website richness.
- 3) AI citation timelines depend on third-party crawlers.
- 4) Anti-bot shielding can block automated re-verification.
- 5) Early third-party review volume; Trustpilot score not re-verified in this PDF.

Conclusion

Mabido.com is a well-structured, execution-focused GEO platform combining automated content production, structured knowledge graphs, and multi-format assets. After SSOT correction of Essential counts and list prices, the offer is

coherent for international SMBs, agencies, and affiliates seeking AI-citable footprints — without promising guaranteed #1 AI rankings.

This independent audit is based on publicly fetchable pages and APIs as of 28 July 2026. It does not constitute investment, legal, or purchasing advice.

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