Native Tongues Taqueria — Score Growth Case Study

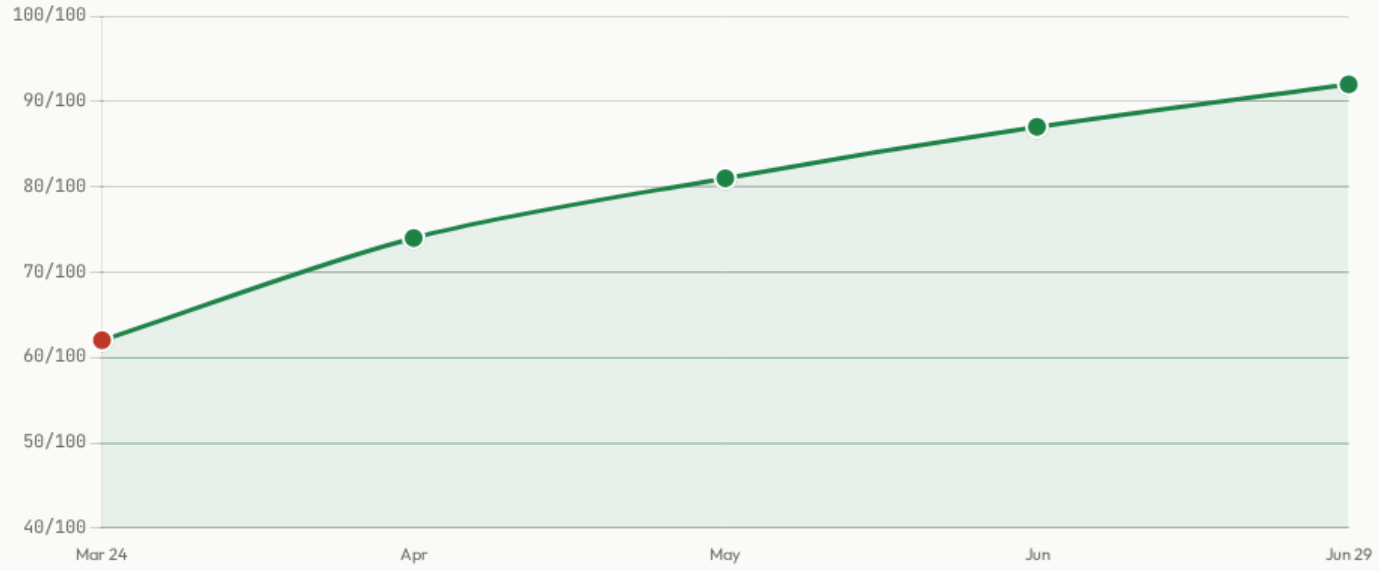
How targeted GEO audit recommendations took a Calgary restaurant from 62 to 92 out of 100 — a 48% improvement — over 3 months of focused, measured changes.

62	92
BASELINE · MAR 2026	CURRENT · JUN 2026
↓	↓
3rd-4th	1st-2nd
OF 6 AI RECOMMENDATIONS · MAR 2026	OF 6 AI RECOMMENDATIONS · JUN 2026

"Boost Systems has been great to work with. They provide thoughtful, specific recommendations that deliver noticeable results quickly once implemented. They are proactive, easy to communicate with, and clearly invested in helping us improve performance in a meaningful way."

— Marketing Team, Native Tongues

Score Growth, Change by Change



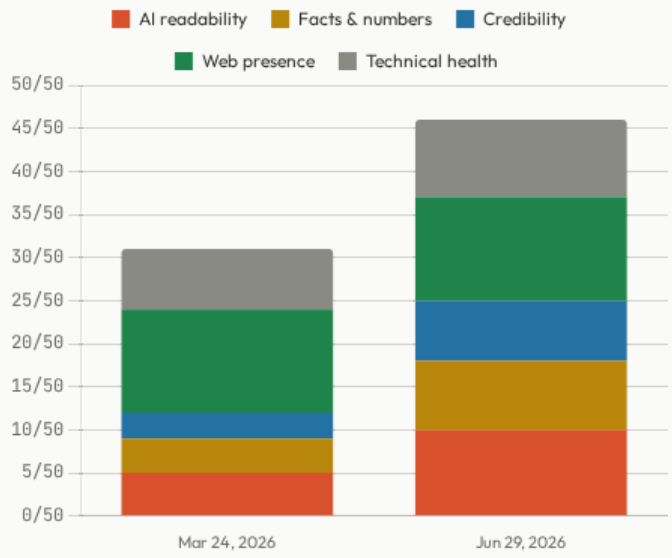
Section Score Movement

The five areas every Boost audit measures, from the March 24, 2026 baseline to the current June 29, 2026 audit.

How readable your content is by AI	Facts and numbers you can back up	Credibility signals	Your presence across the web	Technical health
5 / 10	4 / 8	3 / 8	12 / 12	7 / 10
Mar 24, 2026	Mar 24, 2026	Mar 24, 2026	Mar 24, 2026	Mar 24, 2026
↓	↓	↓	↓	↓

10 / 10	8 / 8	7 / 8	12 / 12	9 / 10
Jun 29, 2026	Jun 29, 2026	Jun 29, 2026	Jun 29, 2026	Jun 29, 2026

Section-Level Progression



62 /100

3 MONTHS OF BOOST OPTIMIZATION

92 /100

Owning a Keyword: Mezcal

Native Tongues told us the keyword they wanted to be known for: **mezcal**. They import their agave spirits from producers in Mexico, and the mezcal program is the heart of the brand. So we got to work - key backlinks we measure internally, tailored content on the site, and the same story distributed across their online presence - until AI knew Native Tongues as Calgary's mezcal spot.

BEFORE · "BEST MEZCAL IN CALGARY?"

1. A competing restaurant
2. Native Tongues

AFTER · "BEST MEZCAL IN CALGARY?"

1. **Native Tongues - "Best overall mezcal spot"**
2. Everyone else

best mezcal in calgary?

Worked for 32s >

Best overall mezcal spot: Native Tongues — Victoria Park. It operates as a taqueria-mezcalería, has a broad agave selection, knowledgeable bartenders and **50% off agave spirits after 10 p.m. on Fridays and Saturdays**. Ask them to build you a three-pour flight rather than ordering a cocktail. Native Tongue... +1



For the **best specific pour**, go to **Fortuna's Row** and order:

- **Derrumbes Michoacán — $15/oz:** earthy, herbal and smoky; probably the best value.
- **Cinco Sentidos Pechuga Mole Poblano — $25/oz:** more unusual and complex; my pick for something memorable.
- Their **Brasa** cocktail uses Derrumbes Michoacán with berries and avocado leaf, while the **Xocoatl** is a mezcal-based mole Negroni. Shopify +1

My move: Native Tongues Vic Park for a casual mezcal flight; Fortuna's Row for one premium glass and a nicer night out.

ChatGPT, asked "best mezcal in calgary?" - Native Tongues is the first recommendation.

Now, anytime mezcal is in the question, Native Tongues is the answer. Tell us the keyword - we make sure AI gets it right.

Implementation Timeline

62 — **Baseline (V1–V3) · March 24, 2026** — –

Initial audit. Their online presence was already perfect — a 12/12. Thousands of glowing reviews, busy socials, listed everywhere that matters. We patted them on the back for that one. The website itself was another story: when an AI engine landed on it, very little of what makes Native Tongues great was written anywhere the engine could confidently find, understand, and repeat. Great restaurant, hard-to-read website — so we knew exactly where to start.

74 — **On-Page Overhaul · April 2026** — +12

One focused overhaul of the website's content. We added the sections AI engines go looking for and rewrote the ones that confused them: the story of the restaurant and its founder, the questions customers actually ask, the awards and numbers that back up the reputation. Nothing a diner would call dramatic — everything a crawler needs to stop guessing and start understanding who Native Tongues is. *This single push drove +12 points.*

81 — **External Source Citations · May 2026** — +7

The About page now names the actual mezcal producers they pour — real, checkable references an engine can follow and confirm. *When AI can verify your claims somewhere else, it trusts the rest of your page more.*

87 — **The FAQ Repair · June 2026** — +6

The slip caught in May was repaired: all 17 customer questions are now packaged the way machines actually read them, not just the first two. *Flagged five audits earlier — persistent tracking paid off.*

92 — **The Elevator Pitch to AI · June 29, 2026** — +5

The one-line summary engines read first was rewritten from marketing fluff into hard facts: three locations, ten years in business, 4.5 stars across 4,855+ reviews, an award with a year on it. *A sentence's worth of work, a measurable move.*

The Story

Native Tongues started with excellent off-page fundamentals — strong reviews, active social media, directory presence. The audit showed that **the website itself** was the bottleneck: engines knew the restaurant existed, but couldn't confidently read and repeat what made it great. One focused on-page overhaul started the climb (+12 points in the first month). The rest came from steady, specific optimizations — each one tracked, measured, and verified across 13 audit versions over 3 months. Every specific optimization measurably increases how AI search engines find, understand, and recommend a business.