

AUDIT FOR DUMMIES

What we measured, why it matters.

Three systems decide whether new customers find your business. Local search across every map & engine (Google, Apple, Bing), website indexing across every search engine, and AI tools (ChatGPT, Perplexity, Google's AI Overviews). Your audit grades you across **five pillars** that all three systems check — not just AI. An "F" doesn't mean your site is ugly. It means one of these systems can't see, verify, or recommend you when a customer asks.

<p>01 LOCAL SEO Maps & "near me" across every search engine</p>	<p>02 WEBSITE AUDIT Indexing & ranking across every search engine</p>	<p>03 AI VISIBILITY ChatGPT · Perplexity · AI Overviews</p>
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01 BRAND 22% OF GRADE

Can a stranger figure out what you do in 5 seconds? Does your homepage state the problem you solve, who you serve, and the next step — without scrolling?

- Clear value prop above the fold
- Real audience named (industry, town, customer type)
- One obvious CTA — not "Learn More"
- Same message on every page

IN PLAIN ENGLISH
Your tagline isn't a problem statement. A new visitor can't tell what you do or why they should care in the first screen they see.

02 REPUTATION 20% OF GRADE

Can search engines find proof other people trust you? Are reviews visible, recent, marked up so machines can read them, and pulled from more than one platform?

- Testimonials on the site (not just Google)
- Review tags so AI & Google can read the stars
- Multiple platforms (Google + Yelp + Facebook)
- Specific reviews — not "great service"

IN PLAIN ENGLISH
You might have great reviews, but if they only live on Google, both AI and your own website are flying blind on trust.

03 STRUCTURE 22% OF GRADE

Can Google and AI read your site cleanly? Invisible tags (schema), proper headings, a real page per service — the plumbing both local SEO and AI need to identify your business as a real entity.

- LocalBusiness + Organization tags
- One H1, logical heading hierarchy
- A page per service (not one catch-all)
- Alt text, canonical URL, sitemap.xml

IN PLAIN ENGLISH
Without these behind-the-scenes tags, Google and AI can't categorize what you do. So they don't recommend you when someone searches.

04 DISTRIBUTION 18% OF GRADE

Do you show up where customers (and AI) look for businesses? Google Business Profile, social media, directories, third-party mentions. Connected = recommendable.

- Google Business Profile linked + populated
- 3+ social profiles linked from the site
- Name, address, phone consistent everywhere
- Directory presence — Yelp, BBB, industry sites

IN PLAIN ENGLISH
Your website is one island. Google ranks businesses that show up across the whole map — your GBP, social, directories, all pointing at each other.

05 AUTHORITY 18% OF GRADE

Does your site show credibility a search engine can verify? Licenses, real team names, awards, case studies, depth on what you do best — the signals that separate "legitimate small business" from "guy with a Squarespace."

- Licenses + insurance visible (especially for trades)
- Real team or owner named — not "the team"
- Case studies with specifics — not "great work!"
- Topical depth — known for one or two things, not 20
- Dates on content (recency = active business)

IN PLAIN ENGLISH
Authority is the long game. The first four pillars get you on the map. Authority is what keeps you there once Google and AI start ranking you.

<p>A 90-100 You get recommended</p>	<p>B 80-89 You get considered</p>	<p>C 70-79 Buried in results</p>	<p>D 60-69 Barely indexed</p>	<p>F < 60 Effectively invisible</p>
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THE BOTTOM LINE
This *isn't a website grade* — it's a **visibility grade**. Most businesses score F's not because their work is bad, but because the systems that send customers (Google Maps, the open web, AI tools) can't actually *see* them. The good news: most of this is fixable. We don't need to rebuild your site — we need to make these three systems start recognizing it.