

Test Company

www.testcompany.com · Dog training and boarding · Parker County, Texas · (555) 010-0100 · 8 pages on Wix · September 2, 2026

55

/100

The plumbing is in good shape. What is missing is almost everything that makes the site findable, and it is measuring nothing.

Six categories, 22 checks. Every one is listed below with exactly what we found and what it scored. Nothing in this report is an opinion — if you disagree with a score, the evidence for it is right there on the page.

Sample report. “Test Company” is not a real business — this is a genuine audit of a live website with the name and contact details removed, so you can see exactly what a \$5 report looks like before you buy one.

Technical health

A 19/20

Does the site load properly, securely, and without broken plumbing?

- ✓ **HTTPS with a valid certificate** **PASS** 4/4
Loads secure with no browser warning.
- ✓ **Insecure visitors get redirected** **PASS** 4/4
Anyone arriving over plain http lands on the secure address instead.
- ✓ **One address, not two** **PASS** 4/4
The bare domain and the www version resolve to the same place. Split addresses divide your search credit.
- ✓ **Missing pages return a real 404** **PASS** 4/4
A page that does not exist correctly says so instead of pretending to load.



Images described for search and screen readers

PARTIAL

3/4

11 of 130 images across the site have no alt text. The homepage is perfect; the other seven pages each miss one or two.

Findability

F

10/20

When somebody searches for what you do, can they find you?



Your town appears in page titles

NEEDS WORK

0/4

Not one of your 8 pages names your town or county in its title. This is the single biggest miss on the site.



Page titles are yours, not the template's

NEEDS WORK

1/4

7 of 8 pages carry your business name mashed into one word with the wrong capitals — the website builder's default. That is what shows in Google results and browser tabs. Only your homepage has a real title.



Descriptions are the right length

PARTIAL

1/4

2 of 8 are in the useful range. One is 32 characters; another is 269 and gets cut off.



Search engines are given a map of the site

PASS

4/4

sitemap.xml is present and valid, listing all 8 pages.



Crawler instructions are in place

PASS

4/4

robots.txt present and not blocking anything it shouldn't.

Measurement

F

2/15

Do you know what your website is doing for you?



Any visitor measurement at all

PARTIAL

2/5

Your website builder's own counter is running. It can tell you how many people came. It cannot tell you which service page earned the phone call.

✗ **Google Analytics or equivalent** **NEEDS WORK** 0/5

Not installed. We checked the page source for Google Analytics, Tag Manager and Universal Analytics by name. None are present.

✗ **Anything measuring ads or conversions** **NEEDS WORK** 0/5

No Meta Pixel, no Google Ads tag. If you spend a dollar on advertising today, nothing on this site is measuring what it bought.

AI assistant readiness

D 9/15

When somebody asks ChatGPT for a business like yours, can it read you?

✓ **llms.txt present** **PASS** 5/5

You have one. Most small business sites do not. This is the file that tells AI assistants what the site is.

! **Business facts published in a machine-readable form** **PARTIAL** 4/5

Your name, address and phone are on your homepage in a form machines can read. Missing: opening hours, map coordinates, and price range.

✗ **Service pages carry the same treatment** **NEEDS WORK** 0/5

0 of your 7 inner pages have any structured data — including your highest-value service. An assistant reading that page has to guess what it is.

Trust and identity

D 10/15

Is it obvious you are one real business, everywhere?

✓ **Name, address and phone published consistently** **PASS** 5/5

All three present and matching in your structured data.

✗ **Social profiles connected to the website** **NEEDS WORK** 0/5

Your four social accounts are linked in the page but not declared in your structured data. That declaration is the line that tells Google and the assistants those accounts and this website are the same business.

✓ **The social profiles are real and live** **PASS**

5/5

All four point at genuine accounts, not template placeholders. Your Facebook page carries reviews.

Page structure

F 5/15

Is each page organised so a machine can tell what it is about?

! **One main heading per page** **PARTIAL**

3/5

6 of 8 pages are correct. Your team page has 17 main headings — every name and certification is marked as the page's title. Your working-dog page has 2.

✗ **No empty headings** **NEEDS WORK**

0/5

3 empty main headings on your team page. An empty heading tells a search engine the page's subject is blank.

! **Subheadings used to break up the page** **PARTIAL**

2/5

5 of 8 pages use them. Your homepage, About and Contact have none at all.

Every page on your site

The title column is what a person sees in Google results and in their browser tab.

PAGE	TITLE AS PUBLISHED	WORDS	MAIN HEADINGS	SUB HEADINGS	BUSINESS DATA
/	Test Company. Dog Boarding / Training & Consulting	230	1	0	2
/training	Training Testcompany	528	1	5	0
/boarding	Boarding Testcompany	278	1	1	0
/working-dog-services	Working Dog Services Testcompany	186	2	1	0
/other-services	Other Services Testcompany	197	1	1	0

PAGE	TITLE AS PUBLISHED	WORDS	MAIN HEADINGS	SUB HEADINGS	BUSINESS DATA
/our-team	Our Team Testcompany	255	17	1	0
/about-us	About Us Testcompany	272	1	0	0
/contact-us	Contact Us Testcompany	90	1	0	0

A page should have exactly one main heading, some subheadings, and enough words to answer the question that brought someone there.

What we found when we searched for you

Three searches, run the way a customer would run them.



Your own business name

You come up first. Your brand search is healthy.



Your trade plus your town

You appear, but below four directory sites. The directories own the top of the page.



Your highest-value service

You do not appear. We looked through the results and found nine other providers. That service page is also the thinnest page on your site.

What we could not check, and why

We would rather tell you this than make something up.

Page speed

Google's PageSpeed service refused our request with a quota error, so we will not guess. What we can tell you factually: every page loads about 112 separate files and roughly half a megabyte. That is heavy for an 8-page site, and it is a characteristic of your website builder more than a mistake you made.

What the Plus report adds

This report was built from public information alone — you gave us nothing but your web address. The Plus report asks you four questions first, and that changes what we can look for:

- The towns you actually serve, so we check whether you are findable in each one instead of guessing
- The services you most want to sell, so we can tell you whether the page for each is doing its job
- The competitors you care about, so we compare you to them and not to whoever happens to rank
- The exact searches you want to win — and what the AI assistants say when somebody asks

Prepared by Annie's Action AI. Every finding was verified directly against the live site on September 2, 2026. This is a report on what a website says and how it is built. It is not a repair service, and we make no claims or promises about traffic, rankings, or business results. Websites change. A finding here is accurate as of the date above.