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SAMPLE REPORT

SEO and AI search audit

Prepared for Example Heating, a heating and plumbing business in Ely. How easy the business is to find on Google, and what AI assistants say about it.

This is a sample. Example Heating is a made-up business. The report shows the format of a real audit and the kind of issues it looks for. A real audit is written around your business, your customers and your area.

BUSINESS	WANTS TO BE FOUND FOR	CHECKED
Example Heating, Ely (a made-up business for this sample)	Boiler servicing, repairs and new boilers in Ely and nearby villages	Website, Google, Bing, Google Business Profile, directories, four AI assistants

At a glance

1. **Can search engines read the site?** NEEDS WORK
   The site is secure and in Google's index, but every page has the same title and it is slow on phones.
2. **Do the pages answer what people search for?** FIX FIRST
   One page covers every service, and common questions are not answered anywhere.
3. **Do other sites trust the business?** NEEDS WORK
   Few recent reviews, and the phone number is different on Google and two directories.
4. **What do AI assistants say?** FIX FIRST
   Asked for a local boiler engineer, two of four assistants recommended competitors instead.

Fix these three first

1. **Make the phone number and address identical everywhere**: the website, Google Business Profile and every directory. Mixed details make Google and AI tools less sure which is right.
2. **Give each main service its own page**: boiler servicing, repairs, new boilers and emergency callouts. People search for each one separately.
3. **Ask recent customers for Google reviews.** Fresh reviews help in Google's map results and give AI assistants something to quote.

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What the audit found

1. Can search engines read the site?

NEEDS WORK

- Working well: the site is secure (https), listed in Google and Bing, and has a sitemap.

Every page has the same title

Found All 7 pages are titled "Home | Example Heating".

Why it matters The title is the blue link in Google. When every page says the same, Google cannot tell which page answers which search.

What to do Give each page its own title, for example "Boiler servicing in Ely | Example Heating".

Slow on phones

Found The home page takes around 6 seconds to appear on a phone. The photos are uploaded straight from a camera.

Why it matters Most people searching for a heating engineer are on a phone, and many leave a slow page before it loads.

What to do Resize photos to web size before uploading. No redesign needed.

2. Do the pages answer what people search for?

FIX FIRST

One page for every service

Found A single "Services" page lists boilers, bathrooms and emergency callouts in one block of text.

Why it matters People search for each service on its own, such as "boiler service Ely". A page about everything ranks for nothing in particular.

What to do A short page for each main service: what is included, the area covered and how to book.

Common questions are not answered

Found Nothing on the site says how much a new boiler costs, how quickly an engineer can come out, or which brands are fitted.

Why it matters These are the questions Google's answer boxes and AI assistants pick up. If the site does not answer them, another site will.

What to do Add a short questions section with plain answers, using price ranges rather than fixed prices if needed.

3. Do other sites trust the business?

NEEDS WORK

Few recent reviews

Found 4 Google reviews, the newest from 18 months ago. Competitors nearby have 30 or more.

Why it matters Reviews are one of the biggest factors in Google's map results, and AI tools quote them.

What to do Send a review link to every customer after each job. A text message works best.

Phone number does not match

Found The website shows one number, Google Business Profile and two directories show an old one.

Why it matters Mixed details make search engines less confident, and customers ring a number that no longer works.

What to do Update every listing to match the website exactly, including the business name and address.

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What AI assistants say, and the plan

4. What do AI assistants say?

FIX FIRST

Each assistant was asked the same question a local customer might ask: "Who can service my boiler in Ely?"

ASSISTANT	MENTIONED EXAMPLE HEATING?	WHAT IT SAID
ChatGPT	No	Recommended three other heating engineers nearby.
Gemini	No	Recommended two competitors and a national firm.
Perplexity	Yes	Listed the business, but with the old phone number from a directory.
Claude	Yes	Mentioned the business by name, with no detail about its services.

The good news: the same fixes that help on Google help here too. Matching details, a page per service, answered questions and fresh reviews give AI assistants clear, consistent facts to repeat. Recheck in 6 to 8 weeks.

Action plan, in order

#	ACTION	WHY	ROUGH EFFORT	WHO COULD DO IT
1	**Match phone, name and address everywhere**	Trust and correct details in AI answers	1 hour	You
2	**Unique title and description for every page**	Google can match pages to searches	2 hours	You or a developer
3	**Start asking for Google reviews**	Map results and AI answers	Ongoing	You
4	**A page for each main service**	Be found for each service	2 to 3 days	A developer or Jaha Digital
5	**Add a questions section**	Answer boxes and AI tools	Half a day	You, with help on wording
6	**Resize photos**	Faster on phones	1 hour	You or a developer
7	**Complete the Google Business Profile**	Services, photos and categories	1 hour	You
8	**Recheck Google and AI answers**	See what has changed	In 6 to 8 weeks	You or Jaha Digital

Every audit ends with a walkthrough call

Every finding is explained and your questions answered, so you can work through the plan yourself, hand it to your team or ask for help. Book a free 30-minute call at jahadigital.com to find out what an audit would show for your business.

jahadigital.com hello@jahadigital.com +44 7584 941036