

SAMPLE | COMPOSITE FROM LIVE AUDITS | IDENTIFIERS REMOVED

Growth audit sample

SEO, AEO, website performance, crawl, tracking and the conversion path. Figures are a composite of real reviews. They are not one live account.

In one sentence

The site can take the enquiry. Search, ads and the page the click lands on are not lined up, so organic and paid both leak.

Scorecard

Layer	Score	State	Headline
SEO (commercial URLs)	4 / 10	Weak	Same H1 on most pages. Job+place queries do not match.
SEO (crawl / index)	5 / 10	Mixed	96 indexable. 4 404s still have internal links.
AEO / AI visibility	3 / 10	Weak	No llms.txt. Organization schema only. Entity conflicts.
Website performance	6 / 10	Usable	Desktop fine. Mobile LCP 4.8s on the hero image.
Tracking / ads path	3 / 10	Not bid-ready	PageView only. Form, book and chat are not events.
Conversion / first screen	4 / 10	Leak	Homepage sells the brand. Buyer wants to book this week.

Priority findings

HIGH	Search 31 of 96 indexable URLs share one H1. Buyers search a job plus a place. Google is shown a brand line.
HIGH	Conversion Ads and organic can land on a page that does not contain the booker. Homepage 92 words. Booker 41 words.
HIGH	Measurement GA4 page_view fires. generate_lead, form_submit, book and click_to_chat do not. Paid cannot learn.
MED	AEO No llms.txt. Hours in schema disagree with the contact page. Directories get cited instead of you.
MED	Performance Mobile LCP 4.8s on an uncompressed hero. Desktop 91. Do not rebuild the site. Compress the image.

Search Console, last 28 days (sample)

IMPRESSIONS

6,960

Brand 69% of clicks

CLICKS

203

Non-brand: 17 clicks

NON-BRAND CTR

0.8%

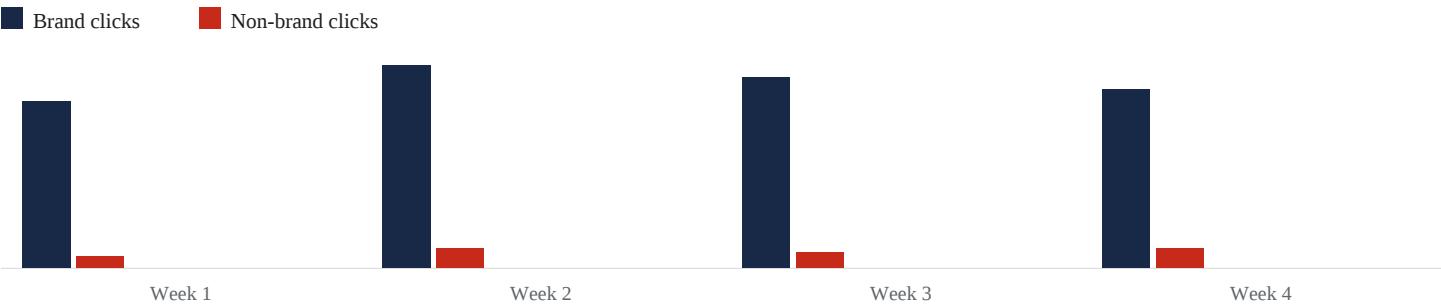
Brand CTR 3.9%

NON-BRAND POS.

18.4

Brand position 2.1

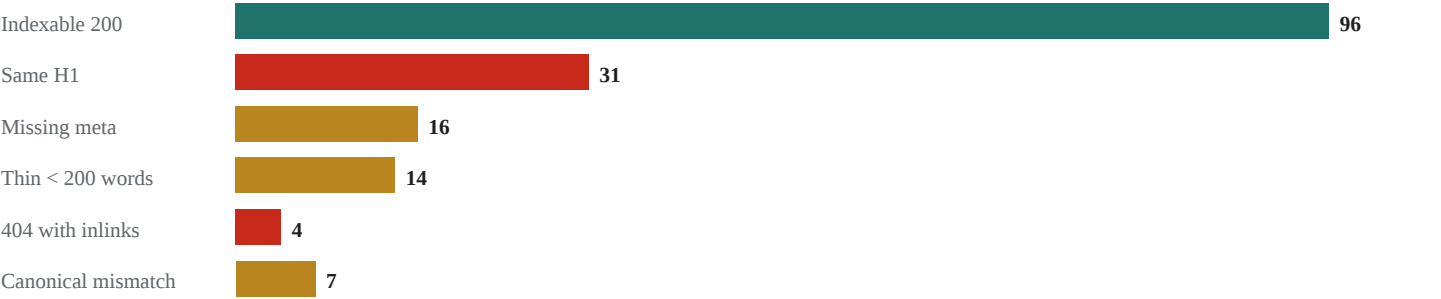
Clicks: brand vs job+place queries



Top queries (anonymised)

Query	Impr.	Clicks	CTR	Pos.	Intent
[brand]	3,410	142	4.2%	1.8	Brand
[brand] near me	890	28	3.1%	3.4	Brand + local
[job] [place]	720	6	0.8%	16.2	High intent you do not own it
[job] near me	540	4	0.7%	21.0	Maps pack directories win
[job] cost	310	2	0.6%	24.7	No price on the landing URL
[related job] [place]	280	1	0.4%	28.1	Service exists in copy, not as a URL

Crawl mix (Screaming Frog, 118 HTML URLs)



How to read this: brand search is healthy enough that the domain is not dead. The leak is the queries that pay. Job+place and near-me terms have impressions and almost no clicks. That is an H1, title and landing-URL problem, not a domain-age problem.

Indexable footprint

Type	Count	Note
HTML URLs crawled	118	Sitemap lists 102. 16 live URLs not in sitemap.
Indexable (200, index)	96	robots.txt allows. No accidental noindex on money URLs.
Commercial / offer URLs	24	16 have no unique meta description.
Location or coverage URLs	2	Copy names 8 places. Only 2 have a URL.
Blog / journal	41	Longer than the commercial pages. Risk of cannibalisation.
404 still linked	4	26 internal links point at them. Two are in the main nav historically.

The H1 problem

31 indexable pages use the same H1: the company name plus a generic category. Homepage, booker, two coverage URLs and most commercial URLs all tell Google the same sentence. The one URL with a specific title (a coverage page that actually names the place) is not linked from the homepage crawl. Google cannot tell which URL owns [job] [place].

On-page facts

Check	Result	Severity
Unique H1 on commercial URLs	8 of 24	HIGH
Title 50-60 characters	11 of 24 over 65 / 580px	MED
Meta description present	8 of 24	HIGH
Word count homepage	92 words	HIGH
Word count booker / form URL	41 words	HIGH
Word count best blog post	1,840 words	Note blog is fatter than money pages
Self-referencing canonical	89 of 96	MED 7 point at www while live is apex
www vs apex	Both 200	HIGH pick one, 301 the other
Sitemap lastmod	Stale on 14 URLs	MED
Internal links to best title URL	0 from homepage	HIGH

What we would change first (SEO only)

1. One H1 per commercial URL that repeats the query the page should own. Stop using the company name as the heading.
2. Unique title and meta on all 24 commercial URLs. Cut titles that overflow 580px.
3. 301 www or apex. One host. Self-canonicals to match.
4. Add the missing coverage URLs or stop naming those places in copy.
5. Link the one good specific-title URL from the homepage and the nav.
6. Return 410 or 301 the 4 linked 404s. Do not leave 26 internal links pointing at nothing.

Can an answer engine cite this business?

Today, no. ChatGPT, Gemini, Perplexity and Google AI Overviews need a clean entity (one name, one address, one hours set), machine-readable offers, and a file they can fetch without guessing. This site gives them a brand blob and two conflicting hour sets. Directories win the citation.

AEO inventory

Asset	Live?	Detail
llms.txt	No	404. Answer engines have no first-party brief.
llms-full.txt	No	No corpus of offers, FAQs, proof.
Organization JSON-LD	Yes	Name and logo only. No sameAs cluster.
LocalBusiness JSON-LD	Partial	Hours Mon-Sat 07:00-19:00. Contact page says closed Saturday.
Service / Offer catalog	No	Copy lists 6 jobs. Schema lists 1.
FAQPage schema	No	FAQ URL exists. No FAQPage node.
BreadcrumbList	No	Crumbs in HTML only.
sameAs	Maps only	No Instagram, no profile, no Wikipedia, no directories you actually own.
robots.txt	Open	Allows major AI crawlers. They still have nothing to cite.
Founding year	Conflict	Footer 2014. About page 2016. Schema omitted.

Entity conflicts (this is why AI answers waffle)

Fact	Source A	Source B	Fix
Hours Saturday	Schema: open 07-19	Contact: closed	One hours set, three places.
Founded	Footer: 2014	About: 2016	Pick one year. Repeat it.
Primary phone	Header click-to-call	Footer different format	One NAP string.
Offer that pays	FAQ and blog sell it	URL says coming soon	Make it a bookable URL.

What we would ship for AEO

llms.txt: who you are, where you work, the 4-6 offers that pay, prices if public, how to enquire. Plain text. 200 at /llms.txt.

llms-full.txt: the same plus FAQs, proof lines, and the money-page URLs. Do not dump the blog.

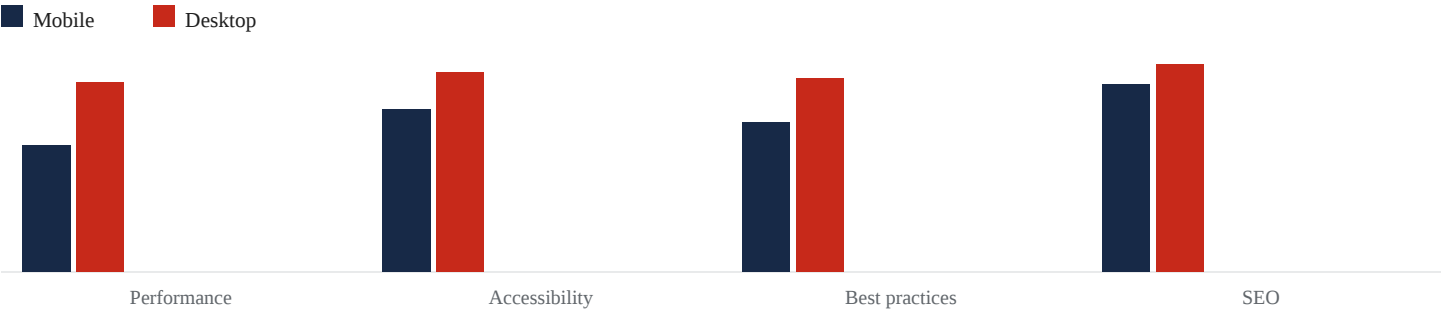
One LocalBusiness graph: name, NAP, geo, hours, priceRange, areaServed, catalog of real offers, sameAs you control.

FAQPage on the FAQ URL. BreadcrumbList on commercial URLs. Do not add a second JSON-LD graph that restates Organization.

Resolve the Saturday hours and founding year before asking Google to cite you. Contradictions lose the answer box.

AEO score 3/10 is not a content-volume problem. It is a consistency problem. Fix the entity, then the files, then the schema. Do not write 40 more blog posts to 'feed AI'.

Lighthouse (homepage, lab, latest run)



Core Web Vitals

Metric	Mobile	Desktop	Threshold	Call
LCP	4.8 s	1.9 s	<= 2.5 s	FAIL mobile hero image
INP	240 ms	90 ms	<= 200 ms	FAIL mobile main-thread JS
CLS	0.11	0.02	<= 0.10	FAIL mobile font + late image
FCP	2.6 s	1.1 s	<= 1.8 s	FAIL mobile
TTFB	210 ms	180 ms	<= 800 ms	PASS origin is not the problem
Speed Index	5.4 s	2.1 s	n/a	Hero and unused JS

What is actually slow

Resource	Weight	Waste	Fix
Hero image (JPEG, 2400px)	1.82 MB	LCP element	AVIF/WebP, 1600px, fetchpriority=high
Unused JavaScript	418 KB	INP + TBT	Defer chat widget and unused carousel
Render-blocking CSS	2 files, 86 KB	FCP	Inline critical, defer the rest
Web font (4 weights)	184 KB	CLS 0.11	2 weights, font-display: swap, preload
Third-party: chat + reviews	3 origins	Main thread	Load on interaction, not on first paint
Cache	Several static 200s	36 KB repeat	1 year on hashed assets

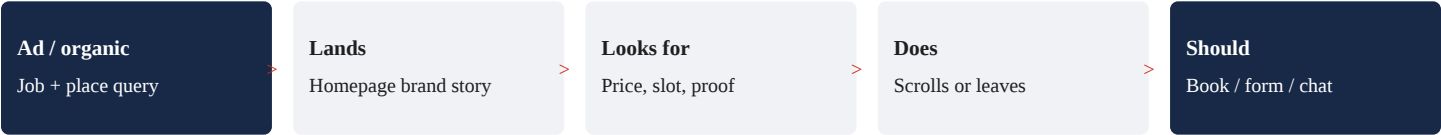
What we would not do

Do not rebuild the site. TTFB is already 180-210 ms. Desktop performance is 91. The mobile fail is one image, unused JS, and fonts. Compress the hero, defer the widgets, ship two font weights. Then re-measure LCP. A new theme would reset SEO and tracking for a problem that is not the stack.

Event matrix

Event / tag	Browser	Server / CAPI	Can ads bid?
page_view / PageView	Yes (GA4 + pixel)	No	Observe only
form_submit	No	No	No
generate_lead / Lead	No	No	No this is the one to bid on later
book / purchase-equivalent	No	No	No
click_to_chat / Contact	No	No	Do not bid on this even when it exists
phone click	No	No	Observe
Google Ads conversion (AW-)	Missing	-	Account cannot optimise
Meta pixel	PageView only	No CAPI	Learning will stall
Microsoft UET	Missing	-	Do not launch Bing until this exists
GTM container	Present	Published, thin	Add events here, do not dual-fire

The path the buyer actually takes



Leak in one line: the click is bought or earned on a job query. The first screen does not contain the job, the price, or the booker. Chat is a widget that fires no event. Form thank-you does not fire Lead. Meta and Google are both asked to find customers with PageView as the only signal.

Recommended event map (do this before spending)

Trigger	Event	Where	Bid?
Thank-you after qualified form	Lead / generate_lead	Browser + CAPI, same event_id	Yes
Booked job / paid slot	Schedule or Purchase	Browser + CAPI	Later, if volume exists
Click to chat (name+phone)	Contact	Browser + CAPI	No. Observe.
Click to WhatsApp / phone	Contact	Browser	No. Observe.
Every page	PageView	Browser	No

Do not fire Lead on every form submit if the inbox is full of junk. Quality-gate it if that is the product. Then say so in Ads Manager. A \$10/day campaign that bids on a rare gated Lead will sit at 0 impressions. Wire a landing-page-view or the gated Lead with enough match keys (email, phone, fbp, event_id). That is a tracking decision, not a creative decision.

Already working (do not rebuild these)

- Origin is fast. TTFB 180-210 ms. Desktop Lighthouse 91. The stack is not the emergency.
- A real form or booker exists. This is not a brochure site pretending to convert.
- GTM and GA4 are installed. Measurement is incomplete, not absent.
- Pixel is present (PageView). Adding events is cheaper than installing a new pixel.
- robots.txt is open. Sitemap exists. Canonicals exist, they just disagree with the host.
- Proof assets (photos, a Maps listing, or a gallery) are good enough for ads without a reshoot.
- Brand search already gets clicks. You are not starting from a zero-search domain in every case.

90 days

When	Do this	Done when
Week 1	Host, canonical, 404s. Unique H1/title on the 24 commercial URLs.	Screaming Frog: 0 linked 404s, 24 unique H1s.
Week 1	Events: form thank-you = Lead, chat = Contact. CAPI event_id.	Events Manager and GA4 debug both see them.
Week 1-2	Compress hero. Defer chat widget. Two font weights.	Mobile LCP under 2.5s on the homepage.
Week 2	llms.txt + LocalBusiness graph. One hours set. One founding year.	curl /llms.txt is 200. Rich Results: LocalBusiness.
Week 2	Make the sold-but-coming-soon job a bookable URL.	That URL returns 200, in nav, in schema catalog.
Week 2-4	Search ads to the matching URL. One campaign. Do not split.	Impressions > 0. Queries are the job terms.
Day 30-90	Coverage URLs for the places you already name. Reviews after every job.	Non-brand clicks move. Maps pack has reviews.

This sample is yours to keep. A real audit on your site uses the same sections with your crawl, your Search Console, your Lighthouse run and your tag manager. Owner, company, website and trade are stripped here on purpose.

Nothing to buy on this page. HeyLead, operating since 2010. heylead.com