

AI Visibility Audit

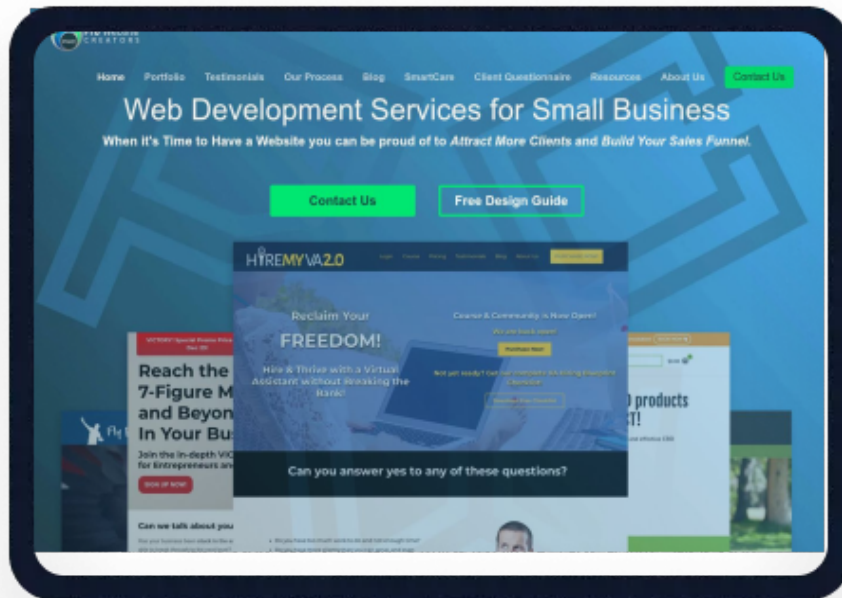
Comprehensive analysis of your
brand's presence in AI-powered search



Claude



ChatGPT



AI Overview



Perplexity

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The AI Search Revolution Is Here

How people find businesses is fundamentally changing. AI-powered search is no longer emerging. It's arrived. Here's what every business needs to understand.

87.4% of AI referral traffic comes from ChatGPT ¹

900M weekly active ChatGPT users, doubled in 12 months ²

86% of top-mentioned sources NOT shared across platforms ³

58% fewer clicks on #1 Google rankings when AI Overviews appear ⁴

While AI search is growing rapidly, your Google rankings are increasingly at risk. Position-1 results lose 58% of their clicks when AI Overviews appear⁴. AI visibility isn't about replacing your SEO strategy. It's about protecting your existing traffic while capturing an emerging channel before your competitors do.

What This Means for Your Business

When potential customers ask ChatGPT, Claude, Perplexity, or Google's AI Overviews for recommendations, these AI assistants don't show a list of ten blue links. They provide direct answers and cite specific businesses by name.

The businesses that get cited capture high-intent traffic from people who are ready to take action. The businesses that don't are invisible to an increasingly large segment of their market.

Traditional SEO (Foundation)

- ✓ Rank on Google's first page
- ✓ Compete for clicks among 10 results
- ✓ Traffic comes from search intent

AI Visibility (Growth Layer)

- ✓ Get cited by AI as a recommendation
- ✓ Be the answer, not one of many options
- ✓ Traffic comes with AI endorsement

Why AI Visibility Matters Now

AI search visibility isn't a future consideration. It's a present-day competitive advantage. Only 11% of domains are cited by both ChatGPT and Perplexity⁵, and 86% of top-mentioned sources are NOT shared across platforms. This means the window to establish authority is wide open.

The businesses that optimize for AI visibility today will capture market share while their competitors remain invisible. This audit shows you exactly where you stand and what to do about it.

The Window is Closing: AI visibility compounds over time. Businesses implementing now are building authority that becomes increasingly difficult to displace. Those who wait won't just stay in the same position. They'll fall further behind as competitors solidify their advantage. The cost of waiting isn't standing still; it's actively losing ground.

Your AI Visibility at a Glance

51_{/100}

Grade: C

Protect Your Position: Address Critical Gaps

When potential customers ask AI assistants for recommendations in United States, you're among the top businesses mentioned, for now. Your #7 position with a 10% citation rate is built on an unstable foundation. Critical technical gaps need immediate attention to protect this position. This automated assessment analyzed 9 technical elements, tested 10 prompts across 4 AI platforms, and benchmarked you against 242 competitors. Target: Grade A (90+) within 90 days by addressing technical foundation gaps and expanding content depth.

Ranked #7 among brands identified in AI visibility

Citation Gap

10%

Your Citation Rate

vs

25%

Market Leader

15 point gap: This means reddit.com is being recommended to potential customers nearly 2.5x more often than you are. Every day this gap exists, customers who could be yours are going elsewhere.

Citation performance is based on 10 prompts selected to reflect your core services and highest-value keywords. This provides a focused snapshot of your visibility for key business queries. A broader prompt set may show different results. AI citation rates can vary significantly by topic, phrasing, and platform updates.

Platform Snapshot

Your visibility is consistent at 10% across all platforms. Diversified presence reduces dependency on any single platform.


ChatGPT
10%


Claude
10%


Perplexity
10%


Google
10%

AI Citation Performance			19/100
Metric	Your Performance	Market Leader	Gap
Overall Citation Rate % of prompts cited	10%	25%	-15 pts
Branded Query Citations ⁸ When searched by name	100%	N/A	+100 pts
Non-Branded Citations ⁹ Discovery queries	0%	28%	-28 pts
Average Citation Position When cited	1	4.4	Better
Share of Voice ¹⁰ Citation market share	2%	3%	-1 pts
Sentiment Score When mentioned	Neutral	Neutral	Even

Sentiment is determined by analyzing the language AI platforms use when mentioning your business (positive endorsement language vs. neutral listing vs. cautionary language).

Top Opportunities

- 1
- Improve explicit author credentials, add detailed expertise and trust indicators in visible content to strengthen AI trust in your content.

- 2 Refine heading hierarchy and implement more HTML5 semantic elements like sections and landmarks for better AI content understanding.

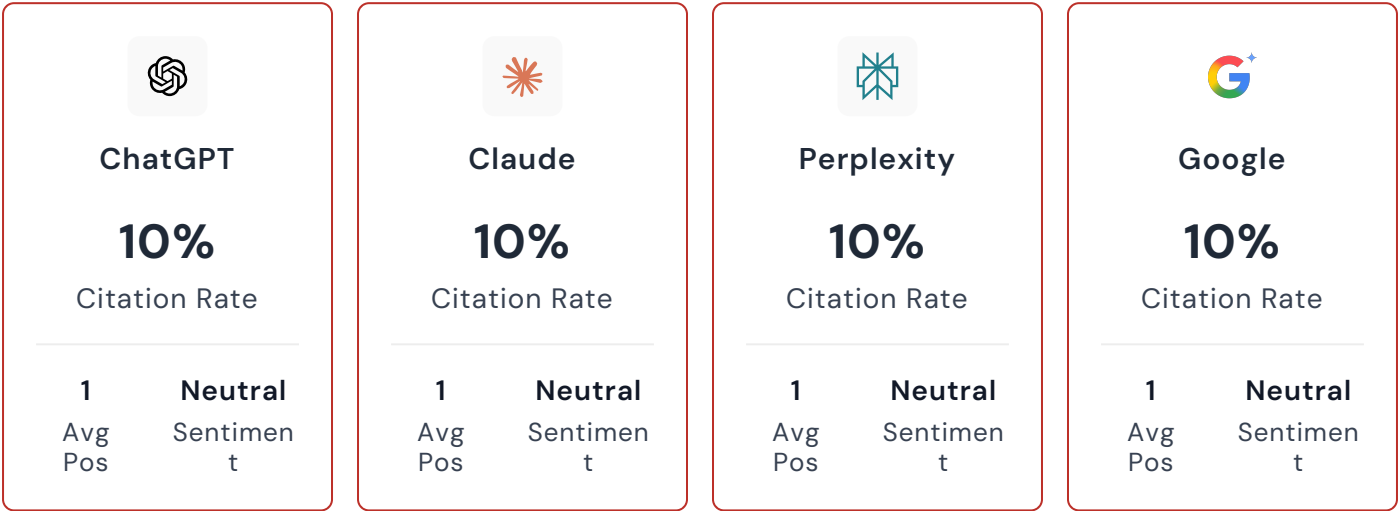
Ready to improve these metrics?

See your prioritized action plan.

[View Recommendations →](#)

Performance by AI Platform

Each AI platform has different citation preferences. 86% of top-mentioned sources are NOT shared across platforms. Your visibility is consistent at 10% across all platforms. Diversified presence reduces dependency on any single platform.



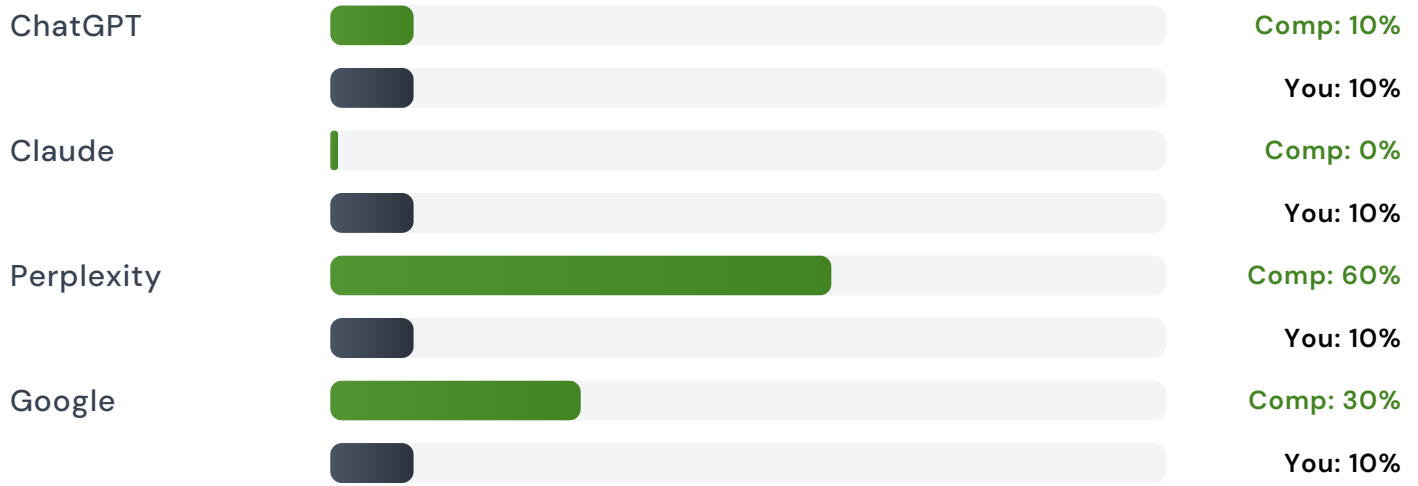
Competitive Position

You currently rank #7 of 242 competitors for AI visibility. The 6 businesses above you are capturing more recommendations, leaving you outside the top tier. Here's exactly where you stand.

Market Ranking by Citation Rate		#7 of 242
Competitor	Citation Rate	Share of Voice
reddit.com	25%	3%
clutch.co	23%	3%
youtube.com	23%	4%
linkedin.com	23%	3%
thriveagency.com	18%	2%
prowebsitecreators.com	10%	2%

Competitor Platform Performance

How the market leader reddit.com performs against prowebsitecreators.com (You) across platforms:



These recommendations improve how AI platforms understand and recommend your business. As platform market share shifts, your optimized foundation ensures visibility wherever your customers are searching.

Prompt-by-Prompt Results

Citation Rate: 10%

We tested the 10 prompts you want to rank for across 4 AI platforms. This matrix shows exactly where you're visible and where competitors are winning.

The following sections break down specific content and technical opportunities to improve your visibility for these prompts.

9

Discovery

1

Branded

 indicates the business was not cited in the AI response for that prompt

Prompt Tested	Type				
"Can you recommend a web design company in Irvine that works with service businesses and knows how to generate leads?"	Discovery				
"Which Orange County web design agencies would be a good fit for a professional services firm that grew mostly through referrals?"	Discovery				
"Which web agencies are best at helping referral-based service businesses start generating steady inbound leads instead of relying on word of mouth?"	Discovery				
"Can you recommend an agency that helps businesses show up when people ask ChatGPT or Gemini for providers in their field?"	Discovery				
"My biggest competitor shows up in Google and AI answers and I don't. Who should I hire to figure out why and fix it?"	Discovery				

Prompt Tested	Type				
"Can you recommend an Orange County agency that helps service businesses show up in both Google and AI-generated answers?"	Discovery	x	x	x	x
"We're launching a new team and need a brand and website built from scratch that reflects who we are. Who does that well for professional service businesses?"	Discovery	x	x	x	x
"Who can help us figure out our positioning and voice before redesigning the website, so the new site actually sounds like us?"	Discovery	x	x	x	x
"Can you recommend an agency that handles brand strategy, messaging, website design, SEO, and AI visibility under one roof?"	Discovery	x	x	x	x
"What is Pro Website Creators, and what kind of businesses do they work with?"	Branded	1st	1st	1st	1st

Who's Winning

For your target prompts, here's exactly who AI platforms are recommending instead of you, with the URLs they're citing. These are the pages you need to analyze and outperform.

Understanding who's winning, and what content they're using—informs the optimization opportunities outlined next.

"Can you recommend a web design company in Irvine that works with service businesses and knows how to generate leads?"

Discovery

Platforms	Who Got Cited	URL
  	thriveagency.com	/irvine-web-design-company/ ↗
  	designrush.com	/agency/website-design-development/california/irvine ↗
 	expertise.com	/business/web-design/california/irvine ↗
 	clutch.co	/web-designers/irvine ↗

"Which Orange County web design agencies would be a good fit for a professional services firm that grew mostly through referrals?"

Discovery

Platforms	Who Got Cited	URL
  	lazarev.agency	/articles/orange-county-web-design-companies ↗
 	clutch.co	/web-designers/orange-county ↗
	designrush.com	/agency/website-design-development/california/orange-county ↗
	clutch.co	/web-developers/orange-county ↗

Who's Winning

"Which web agencies are best at helping referral-based service businesses start generating steady inbound leads instead of relying on word of mouth?"

Discovery

Platforms	Who Got Cited	URL
 	clicksgeek.com	/best-lead-generation-agencies-for-service-business/ ↗
 	agencies.semrush.com	/list/lead-generation/united-states/ ↗
	salesbread.com	/business-lead-generation-companies/ ↗
	firstpagesage.com	/seo-blog/the-top-b2b-lead-generation-agencies/ ↗

"Can you recommend an agency that helps businesses show up when people ask ChatGPT or Gemini for providers in their field?"

Discovery

Platforms	Who Got Cited	URL
	20northmarketing.com	/blog/top-ai-optimization-agencies ↗
	higoodie.com	/blog/llm-visibility-services/ ↗
	percepture.com	/services/geo-services/ ↗
	generatemore.ai	/blog/top-generative-engine-optimization-agencies ↗

Who's Winning

"My biggest competitor shows up in Google and AI answers and I don't.
Who should I hire to figure out why and fix it?"

Discovery

Platforms	Who Got Cited	URL
  	searchbloom.com	/strategy/best-ai-seo-agency-companies-services-usa/ ↗
 	onely.com	/blog/best-ai-seo-agencies/ ↗
	xponent21.com	/insights/10-leading-seo-companies-helping-brands-rank-in-ai-search-and-beyond/ ↗
	embarque.io	/post/we-found-20-ai-seo-agencies-helping-businesses-rank-in-llm-results ↗

"Can you recommend an Orange County agency that helps service businesses show up in both Google and AI-generated answers?"

Discovery

Platforms	Who Got Cited	URL
  	moralesdesign.net	/answer-engine-optimization-orange-county/ ↗
 	klmarketinggroup.net	/ai-search-optimization-orange-county/ ↗
 	drivetrafficmedia.com	/aeo-orange-county-and-seo-orange-county-why-ai-search-is-changing-everything/ ↗
 	dsmarketingorangecounty.com	/blog/recommended-by-chatgpt-orange-county/ ↗

Who's Winning

"We're launching a new team and need a brand and website built from scratch that reflects who we are. Who does that well for professional service businesses?"

Discovery

Platforms	Who Got Cited	URL
	nogood.io	/blog/branding-agencies/ ↗
	clutch.co	/agencies/branding ↗
	knapsackcreative.com	/blog-industry/top-branding-agencies ↗
	wavespace.agency	/blog/top-branding-agencies-services ↗

"Who can help us figure out our positioning and voice before redesigning the website, so the new site actually sounds like us?"

Discovery

Platforms	Who Got Cited	URL
 	superside.com	/blog/brand-positioning-agencies ↗
	webtonic.io	/blog/top-brand-positioning-agencies-strategic-branding-experts ↗
	vendry.io	/blog/article/top-branding-positioning-agencies-for-2024 ↗
	thebusinessrover.com	/blog/branding-agencies ↗

Who's Winning

"Can you recommend an agency that handles brand strategy, messaging, website design, SEO, and AI visibility under one roof?"

Discovery

Platforms	Who Got Cited	URL
 	reddit.com	/r/b2bmarketing/comments/1t546si/the_7_leading_ai_seo_agencies_for_modern_search/ 
 	hamstergarage.com	/article/ai-visibility-agency-guide 
	designity.com	/blog/full-service-marketing-agency 
	barchart.com	/story/news/1280407/8-agencies-transforming-ai-brand-visibility-optimization-in-2026 

"What is Pro Website Creators, and what kind of businesses do they work with?"

Branded

Your Visibility:    

Platforms	Who Got Cited	URL
  	prowebsitecreators.com	/ 
 	prowebsitecreators.com	/about/ 
	zoominfo.com	/c/pro-website-creators/437464825 
	signalhire.com	/companies/pro-website-creators 

Citation Opportunity Analysis

This report analyzes the URLs and domains cited by AI platforms when responding to queries relevant to your business. By examining citation patterns across ChatGPT, Claude, Perplexity, and Google, we identify the content formats and sources most likely to earn AI citations, helping you optimize your online presence for greater visibility in AI-generated responses.

Overview

- **Total unique domains cited:** 242
- **Top content types by citation frequency:** Directory/Aggregator Pages, Service/Product/Organization Pages, Guide/Educational Content, Video Content
- **Key finding:** AI platforms prioritize citation of directory and aggregator listings along with specific agency service pages, highlighting opportunities for brand presence expansion in authoritative directories and strengthening service pages for discovery in AI responses.

Content Pattern Analysis

The citation data reveals a pronounced preference for directory and aggregator pages that list multiple web development agencies or marketing service providers. These pages provide breadth by aggregating numerous entities, enabling AI platforms to recommend an overview of options. The presence of detailed service/product pages for individual companies indicates that AI also values clearly structured organizational content describing offerings and expertise.

There is consistent inclusion of guide and educational content linked by blog and resource-oriented URLs that enhance contextual understanding for AI recommendations. Video content from platforms like YouTube also plays a significant role, especially in queries involving lead generation and marketing strategies, providing dynamic instructional or testimonial material.

Directory/Aggregator Pages

113 citations across 32 search phrases

This category is characterized by domains whose primary purpose is listing and reviewing multiple businesses, such as Clutch.co, DesignRush.com, Semrush.com agencies subdomain, and Expertise.com. These pages often contain rankings, curated lists, and aggregated contact or profile information about agencies, making them highly citable for discovery and comparison queries. Their structured format and frequent updates offer authoritative breadth and validation for AI platforms recommending multiple providers.

Example URLs:

- <https://clutch.co/web-designers/orange-county>
- <https://www.designrush.com/agency/website-design-development/california/irvine>
- <https://agencies.semrush.com/list/web-design/irvine/>

Service/Product/Organization Pages

101 citations across 61 search phrases

Content in this category comprises specific company pages detailing services offered, geographic service areas, and business descriptions, including dedicated agency websites and about pages (e.g., prowebsitecreators.com/about/). These pages commonly feature structured service descriptions, branding, case studies, or portfolios. Their specificity and direct association with the brand or service make them critical for AI platforms' recommendations around transactional or branded queries.

Example URLs:

- <https://prowebsitecreators.com/about/>
- <https://thriveagency.com/irvine-web-design-company/>
- <https://graphicredesign.com/>

Guide/Educational Content

58 citations across 24 search phrases

This category includes blog posts, articles, guides, and resources that explain concepts or best practices around web design, AI visibility, branding, and lead generation. Signals included presence of /blog/, /guide/, or keywords like "how to" and "tips" in page titles or URLs. Such educational materials provide AI platforms with explanatory context and support AI responses for informational and commercial investigation queries targeting knowledge-building.

Example URLs:

- <https://emperialcoders.com/blog/web-design-toronto/>
- <https://www.techradar.com/pro/is-your-business-not-showing-up-in-ai-overviews-trustpilot-thinks-it-could-be-because-youre-not-doing-this-one-thing>
- <https://thesparkhouse.com/blog/9-ai-agencies-that-can-take-your-brand-visibility-to-the-next-level-in-2026>

Video Content

37 citations across 11 search phrases

Predominantly sourced from YouTube, this category includes tutorial and strategy videos about lead generation, branding, and AI search visibility. Video content is naturally citable for demonstrating concepts visually and engaging users, making it valuable for discovery and educational intent queries. The URLs typically are YouTube watch links with clear video titles.

Example URLs:

- https://www.youtube.com/watch?v=y_k8uV_BSOM
- <https://www.youtube.com/watch?v=7zsGMWmYxgk>
- <https://www.youtube.com/watch?v=goFklhLRLMY&t=38>

Other/Uncategorized

48 citations across 20 search phrases

This bucket covers citations that do not fit clearly into other defined categories based on URL or title metadata. It includes some PDF documents, press releases, and content from lesser-known domains where the format or purpose is ambiguous. Such content may have niche relevance but lacks consistent structural signals for classification.

Example URLs:

- <https://mediatonicdigital.com/wp-content/uploads/2026/01/AISEO-Best-Practices-2026-1.pdf>
- <https://natlawreview.com/press-releases/answer-engine-optimization-services-launch-orange-county-spotlight-startups>
- <https://www.cheers.tech/geo-academy/ai-search-engine-source-differences>

Platform Citation Preferences

Claude shows a strong preference for directory and aggregator pages along with service/product pages, supporting its use in informed discovery and transactional queries by referencing curated lists and direct company information.

ChatGPT citations combine directories with service pages and a significant portion of guide and educational content, reflecting its broader knowledge synthesis role for users seeking explanation plus provider options.

Google AI citations frequently include video content and educational resources alongside directories, indicating a multimedia-rich approach for engaging users with varying learning preferences, besides promoting authoritative listings.

Perplexity has a balanced distribution across directories, service pages, and educational content, with significant inclusion of video URLs, suggesting a blended approach emphasizing visual and textual references for discovery queries.

Discovery-type queries predominantly feature directory/aggregator and service/product pages, given their utility in presenting multiple options and detailed service offerings.

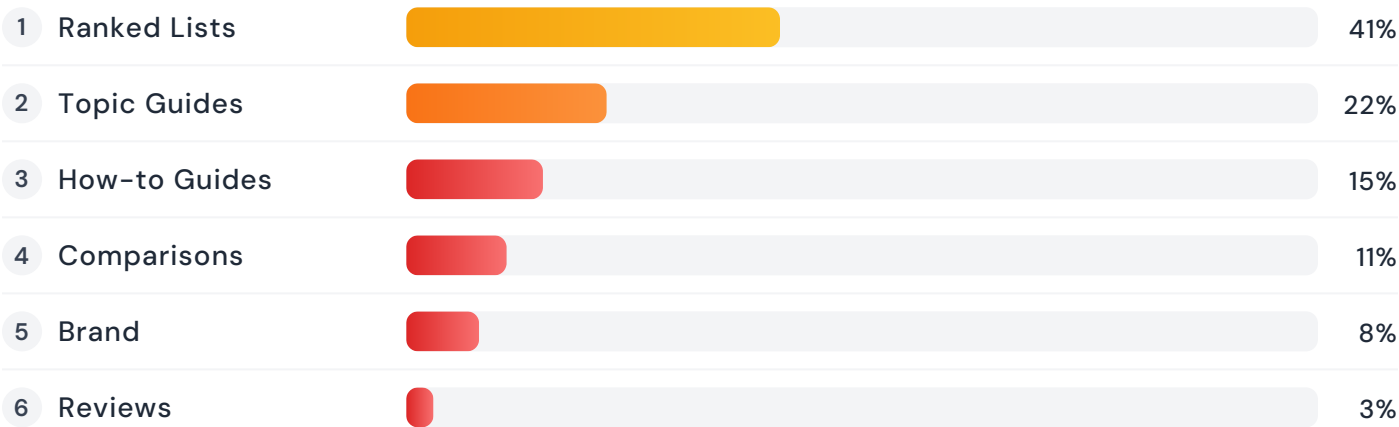
Educational intent queries tend to draw more heavily on guide and video content, aligning with user needs for explanation and learning about industry practices.

Transactional queries emphasize service/product and directory listings to guide immediate agency selections or hiring decisions, with less representation from general guides or videos.

What Content Gets Cited

AI platforms favor different content formats depending on the query type and industry. For service businesses, comprehensive topic guides and how-to content tend to earn more citations than promotional pages. Understanding what content types perform in your market helps focus your optimization efforts where they'll have the most impact.

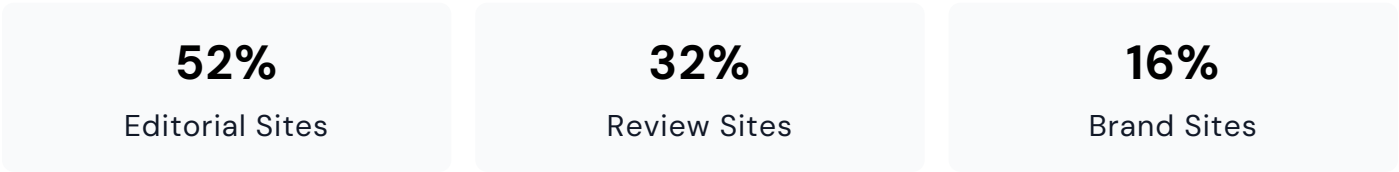
Content Types Cited for Your Prompts



Most Frequently Cited Domains

Rank	Domain	Type
1	youtube.com	Editorial
2	clutch.co	Review
3	reddit.com	Review
4	linkedin.com	Editorial
5	thriveagency.com	Brand

Citation Source Distribution



Current Traffic Insights

Before optimizing for AI visibility, we need to understand where your traffic currently comes from and which pages are already performing. This section connects three data sources to give you a complete picture: what Google thinks you're relevant for, which pages are attracting organic visitors, and how AI platforms are beginning to send traffic your way.

Search Query Performance

Date: 01/27/2026 – 02/26/2026

Source: Google Search Console

This data comes directly from Google and shows the actual search queries that led people to click through to your website. Unlike analytics tools that show what happens after someone arrives, Search Console reveals what people typed into Google before they found you.

Why this matters: These queries reveal what Google believes your site is relevant for. We've filtered out branded searches (people searching for your company name) to focus on topic-based queries. These represent opportunities where you're earning visibility based on your content, not just your reputation.

Keyword	Clicks	Impressions	CTR	Avg. Position
is fomo legit /fomo-scam-warning/	0	137	0.0	8.0
california web design company https://prowebsitecreators.com/	0	81	0.0	1.0
pro mega mart /pwc-portfolio/megamart/	0	60	0.0	6.7
california website design company https://prowebsitecreators.com/	0	53	0.0	1.1
california web design companies https://prowebsitecreators.com/	0	52	0.0	1.5
custom web development service https://prowebsitecreators.com/	0	51	0.0	1.6

Keyword	Clicks	Impressions	CTR	Avg. Position
broughton hotels /pwc-portfolio/this-is-broughton-hotels/ ↗	0	51	0.0	36.5
fomo app scams /fomo-scam-warning/ ↗	0	49	0.0	4.5
fomo app scam /fomo-scam-warning/ ↗	2	48	4.2%	5.9
custom web development company https://prowebsitecreators.com/ ↗	0	45	0.0	1.8

Top Pages by Organic Traffic

Date: 01/27/2026 – 02/26/2026

Source: Google Analytics (Organic channel only)

This shows your top 10 pages ranked by traffic from organic search. We've applied a channel filter to include only visitors who arrived through search engines, excluding paid ads, social media, direct visits, and referrals.

Why this matters: Pages that already attract organic traffic are proven performers. They're the best candidates for AI visibility optimization because they've already demonstrated relevance to search engines. Improving these pages gives you the highest return on effort.

Page	Sessions	Users	Bounce Rate
https://prowebsitecreators.com ↗	34	30	35.29%
/fomo-scam-warning/ ↗	12	12	66.67%
/contact/ ↗	9	7	11.11%
/testimonials/ ↗	3	3	100%
/privacy-policy/ ↗	2	2	50%

Page	Sessions	Users	Bounce Rate
/resources/ ↗	2	2	100%
/wordpress-seo-services/ ↗	2	2	100%
/about/ ↗	1	1	100%
/blog/ ↗	1	1	100%
/client-questionnaire/ ↗	1	1	100%

63	58	57.14%
Total Organic Sessions	Total Organic Users	Avg. Bounce Rate

Technical Visibility Scorecard

This automated assessment evaluates 9 technical elements that directly impact whether AI platforms can discover and cite your content. These are the foundational requirements for AI visibility.

Technical Foundation

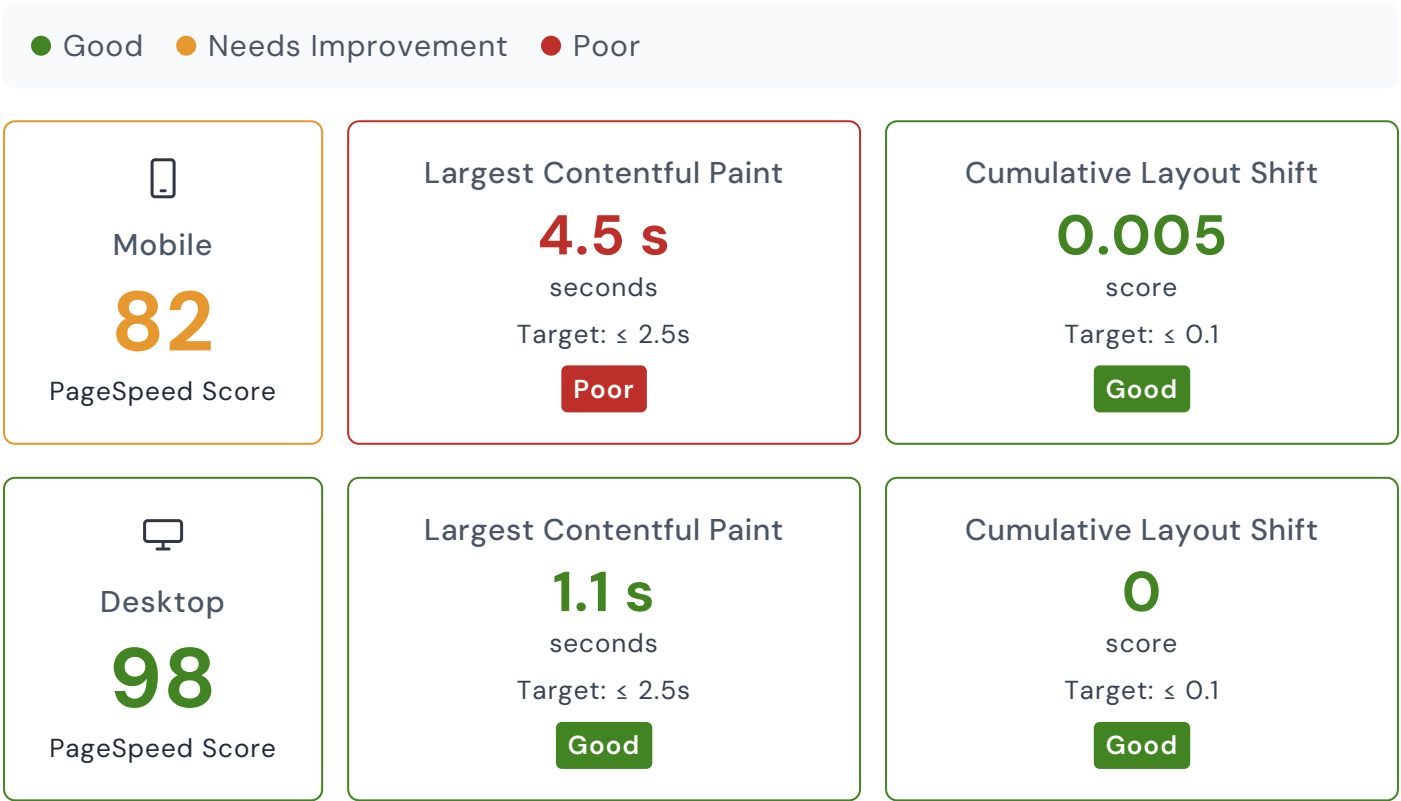
81/100

Element	Your Status	Impact
Schema Markup Entity recognition & structured data	✔ Well-implemented structured data covering Place, Organization, Website, Person, Article, and Video with good detail	High
AI Crawler Access GPTBot, ClaudeBot, PerplexityBot, GoogleBot + WAF detection	✔ All major AI crawlers allowed with no blocks	High
Core Web Vitals LCP, CLS performance thresholds	ⓘ Good performance scores for desktop and mobile, mobile can improve slightly	High
HTTPS & Security SSL certificate & security headers	✔ HTTPS secured with valid SSL certificate	High
E-E-A-T Signals Author attribution, credentials, trust indicators	ⓘ Moderate E-E-A-T signals present including author attribution, testimonials, portfolio, and contact info; needs more explicit credentials and awards	High
JavaScript Rendering Content accessible without JS execution	✔ Content is accessible and rendered properly including navigation and main content	High
llms.txt File ⓘ AI crawler instructions	✔ llms.txt file present with comprehensive AI instructions and content listings	Medium
XML Sitemap Crawl discovery & indexing	✔ Valid XML sitemap available and accessible	Medium
Semantic HTML Structure Heading hierarchy, semantic elements	ⓘ Good use of semantic tags like header, nav, article, main, footer; some heading hierarchy inconsistencies and limited use of structural HTML5 elements	High

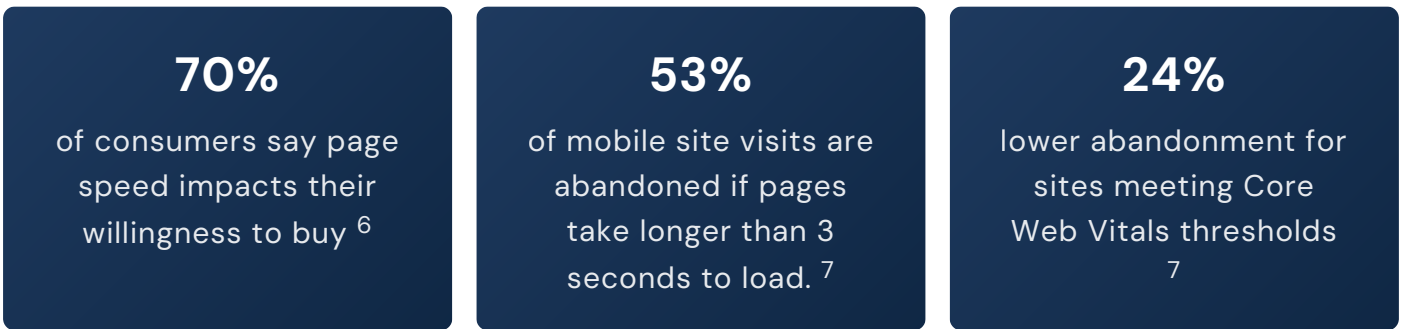
Page Speed & Core Web Vitals

Page speed directly impacts user experience, search rankings, and AI crawl efficiency. Google uses Core Web Vitals as a ranking factor, and slow sites see significantly lower conversion rates.

Performance by Device



Business Impact of Slow Performance



AI crawlers have limited time budgets per domain. Fast-loading pages get indexed more completely, making more of your content available for citations. Your excellent Core Web Vitals give you a technical advantage most competitors lack, and this same speed improves user experience and traditional search rankings, making it a foundational investment that pays off across all channels.

Performance Issues Identified

Mobile Issues

Mobile Largest Contentful Paint exceeds recommended threshold

High

The Largest Contentful Paint on mobile devices takes too long to load, negatively impacting user experience and search ranking.

Affects Both Devices

Reduce unused CSS to improve load performance

Medium

Removing unused CSS and deferring non-critical styles can reduce network payload and improve loading times on all devices.

Your Pages: SEO Optimization Opportunities

These are the pages AI platforms are citing (or should be citing). Optimizing them improves both traditional search rankings and AI citation performance.

Priority Page Optimizations

/ 

3 AI citations

Title Tag

Web Development Services for Small Business | Website Design Experts | Pro Website Creators

Title Tag Optimization Current Title Contains: Primary keywords: "Web Development Services", "Website Design" Company name: "Pro Website Creators" Observations: The title clearly targets the primary service and audience: small businesses It includes the company brand at the end No specific location included, which is acceptable if the target market is national or not location-specific Suggested Improved Title (if location targeting desired): Before: Web Development Services for Small Business | Website Design Experts | Pro Website Creators After: Irvine Web Development | Small Business Website Design | Pro Website Creators Why This Works: Adds location "Irvine" (from schema) to improve local relevance Maintains clear service offering Brand presence included If location targeting is not an aim, the current title is well optimized.

Keyword Density

Primary keyword phrase 'web development services' appears 5 times (~1.5% density) in visible content, 'small business' appears frequently as well, natural usage observed.

Primary Keywords: Web Development Services, Small Business Website Design

Semantic Variations to Incorporate:

- Custom website development for small businesses
- Responsive web design
- Lead generation websites for small business
- Website design and SEO

Placement Examples:

1. **Introduction Paragraph:**

- Add: "We specialize in custom website development for small businesses aiming to attract and convert more clients."

2. **Benefits Section:**

- Add: "Our responsive web design ensures your site looks great on all devices and drives lead generation effectively."

3. **Service Details:**

- Add: "Integrating SEO best practices with website design, we help small businesses improve their online visibility."

4. **Call to Action:**

- Add: "Contact us today to learn how our small business website design services can streamline your sales funnel."

This will naturally improve keyword density and enhance semantic relevance without keyword stuffing.

E-E-A-T Signals

Author attribution present: 'Written by Dave Braun' with author schema including image and author URL. Limited explicit author credentials visible on the homepage. Trust signals mainly organizational schema and portfolio case studies.

- Add a dedicated "About the Author" or "Meet Our Experts" section with detailed bios including qualifications, experience, and relevant certifications for authors like Dave Braun.
- Include visible credentials such as years of experience, professional certifications in web development and SEO.
- Add client testimonials prominently with client names and company links if possible to boost trustworthiness.
- Showcase case studies with measurable results, backed with data to establish expertise.
- Introduce trust badges or affiliations (e.g., BBB accreditation, industry memberships).
- Increase transparency by adding a privacy policy, terms of service, and clear contact information on the site.

Example addition: "Written by Dave Braun, Senior Web Developer with 15+ years experience, Google Analytics Certified, helping small businesses grow online."

Schema

Schema types found: Place, Organization, Corporation, WebSite, Article, Person, WebPage, ImageObject, VideoObject

1. Schema Types Detected

- Organization: ✓ Present
- Place: ✓ Present
- Corporation (Organization subtype): ✓ Present
- Article: ✓ Present
- Person (author): ✓ Present
- WebPage, WebSite: ✓ Present
- ImageObject: ✓ Present
- VideoObject: ✓ Present

Schema Type	Status	Action
LocalBusiness	✗ Missing	Add
Service	✗ Missing	Add
FAQ	✗ Missing	Add

2. Improvement Opportunities

Organization Schema

- Add social media profile URLs to enhance connectivity and trust.
- Include business founding date and operating hours.
- Define geographic service areas explicitly.
- Add professional licenses or industry certifications.

LocalBusiness Schema

- Add this to target local SEO, specifying address, telephone, opening hours.
- Supports presence in Google Maps and local search features.

Service Schema

- Highlight specific service offerings with descriptions and pricing where applicable.
- Improves chances of rich results in search.

FAQ Schema

- Add frequently asked questions related to web development and services offered.
- Enables rich snippets with expandable Q&A directly in search results.

Implementing these will strengthen SEO relevance and improve AI citation potential.

Content Depth

Word count: Approximately 1200 words visible in main body content. Content includes multiple sections with headings and bullet points but lacks in-depth case studies and detailed process explanations.

Current Quality: Approximately 1200 words, well-structured with headings and bullet points.

Target Improvement: 1800–2200 words with richer detail and examples.

Suggested Sections to Add:

1. Detailed Our Process

- Outline step-by-step web development phases: Discovery, Design, Development, Launch, Maintenance.
- Example: "Our proven 5-step web development process ensures your website not only looks great but drives results."

2. In-depth Case Studies

- Add 2–3 comprehensive case studies with client challenges, solutions, and measurable outcomes.
- Include client quotes and before/after data.

3. Benefits of SEO Integration

- Explain how combining SEO with web design benefits small businesses.
- Provide examples of keyword strategies and expected results.

4. FAQs Section

- Add common client questions about web development timelines, pricing, and maintenance.
- Format answers clearly and concisely.

5. Why Choose Us?

- Expand on differentiators like customer service, technology stack, and ongoing support.

This will create more comprehensive content that addresses client concerns and improves search engine relevance.

/about [↗](#)

2 AI citations

Title Tag

Current title tag: 'About Us – Pro Website Creators'

Title Tag Optimization Current Title Analysis: Includes company name: "Pro Website Creators" Includes page purpose "About Us" Does not include primary keyword explicitly (e.g., "web development", "website design") Does not include location "Irvine, California" Recommended Title: Before: About Us – Pro Website Creators After: About Pro Website Creators | Irvine Web Development Experts Why This Works: Adds relevant primary keyword "Web Development" Includes location "Irvine" to target local searchers Maintains brand name recognition Clear and click-worthy for users seeking agency background

Keyword Density

Primary keyword 'website creators' appears approximately 8 times (~1.5% density) in body content

Primary Keyword: Website Development / Website Creators

Current Usage: The term "website development" and variations like "website creators" are present but could be integrated more naturally.

Add Semantic Variations:

- Web design services
- Custom website development
- Professional web development
- Mobile app and website solutions

Placement Examples:

1. Introduction Paragraph:

- Add: "At Pro Website Creators, we specialize in custom website development and web design services tailored for busy entrepreneurs."

2. Mission Section:

- Add: "Our professional web development team focuses on creating user-friendly and impactful websites that deliver results."

3. Team Bios:

- Add phrases like: "With expertise in WordPress web design and app development, our team ensures your online presence stands out."

4. Call to Action:

- Add: "Contact us for expert website development solutions to grow your business online."

Ensure keywords remain natural and avoid keyword stuffing.

E-E-A-T Signals

Good author attribution present with detailed team bios including credentials and experience; trust signals include certifications (Google Analytics), patents, and client references.

- Add a clear "About the Author" or "Meet the Team" section introduction near the top of the page to highlight expertise immediately.
- Include badges or icons for notable certifications and patents next to relevant team members (e.g., "Google Analytics Certified" with a badge).
- Add testimonials or case study references with client names and measurable results to reinforce expertise.
- Incorporate explicit statements on years in business and mission impact, for example, "Serving entrepreneurs since 2011."
- Add professional affiliations or memberships if any (e.g., Chamber of Commerce, industry groups).
- Include external authoritative links to certifications and patents mentioned for validation.

Schema

Schema types found: Place, Corporation, Organization, WebSite, ImageObject, BreadcrumbList, AboutPage

1. Schema Types Detected

Schema Type	Status	Action
Place	✓ Present	Verify completeness
Corporation/Organization	✓ Present	Add social profiles and founding date
WebSite	✓ Present	No action needed
ImageObject	✓ Present	No action needed
BreadcrumbList	✓ Present	No action needed
AboutPage	✓ Present	No action needed
LocalBusiness	✗ Missing	Add for local search benefits
Service	✗ Missing	Add to highlight offered services
FAQ	✗ Missing	Consider adding to answer common questions

2. Improvement Opportunities

Organization Schema

- Add social media URLs (Facebook, LinkedIn, Twitter)
- Include foundingDate property (2011)
- Add geo coordinates for precise location

LocalBusiness Schema

- Include address, phone number (949-407-9994), and operating hours
- This will improve local SEO and Google Maps visibility

Service Schema

- Define primary services such as "Website Development", "Mobile App Development"
- Mention service descriptions and target markets

FAQ Schema

- Add common questions such as "What services do you offer?", "How long does a website project take?", with answers
- Helps generate rich snippets

Implementing these enhancements will boost structured data completeness and search appearance.

Content Depth

Word count: Approximately 1500 words; content includes company history, vision, mission, core values, supported non-profits, detailed team bios with strengths and experience, but limited detailed service explanations or case studies.

Current: 1500 words with detailed company and team information but lacks service depth and client success stories.

Target: 2,000+ words with richer service details and credibility elements

Sections to Add:

1. Our Services in Detail:

- Describe web development and mobile app services, technologies used, and project workflow
- Example Heading: "Comprehensive Website and App Development Services"

2. Client Success Stories/Case Studies:

- Include real examples with challenges, solutions, and results
- Example Heading: "How We Helped XYZ Company Double Their Online Sales"

3. Why Choose Us:

- Emphasize unique selling points, reliability, and partnership approach
- Example Heading: "Why Entrepreneurs Trust Pro Website Creators"

4. Frequently Asked Questions:

- Add a FAQ section addressing common client inquiries on pricing, timelines, revisions

5. Call to Action:

- Add clear CTAs encouraging contact or free consultations

Adding these sections will improve content comprehensiveness, visitor engagement, and SEO performance.

/wp-content/uploads/2024/09/Pro-Website-Creators-Site-Builder-Platform-Terms-of-Service-2024-09-min.pdf [🔗](#)

1 AI citation

Title Tag

No <title> tag found

Title Tag Optimization Current Issue: No title tag is present, which is a critical SEO element for defining page intent and improving click-through rates. Recommended Title: Before: (none) After: Pro Website Creators | Site Builder Platform Terms of Service 2024 Why This Works: Includes primary keywords: "Site Builder Platform" and "Terms of Service" Contains company name for branding Clearly indicates page purpose enhancing user understanding

Keyword Density

No body content available to analyze keyword frequency

Primary Keywords: site builder platform, terms of service, Pro Website Creators

Suggestions to Add Keywords Naturally:

1. **Introduction Section:**

- Add: "Welcome to Pro Website Creators' Site Builder Platform. Please review our Terms of Service to understand your rights and obligations."

2. **Terms Details:**

- Use phrases such as: "Our site builder platform provides a comprehensive suite of tools..."

3. **Legal Section:**

- Include: "These Terms of Service govern your use of the Pro Website Creators site builder platform and related services."

Adding these phrases ensures primary keywords appear naturally, improving relevancy without keyword stuffing.

E-E-A-T Signals

No author attribution, credentials, expert quotes, or trust signals detected

- Add an author attribution section at the beginning or end of the document, for example: "Document prepared by Jane Doe, Legal Counsel at Pro Website Creators."
- Include credentials or qualifications related to site builder technology or legal expertise.
- Add trust signals such as a version history, date of last update, and company contact information.
- Include any relevant certifications or affiliations (e.g., BBB accreditation, data protection compliance statements).
- Add a brief "About Pro Website Creators" section summarizing company expertise and reputation.

Schema

No schema markup detected

Schema Type	Status	Action
Organization	✗ Missing	Add
WebPage	✗ Missing	Add
LegalDocument	✗ Missing	Add

Improvement Opportunities:

Organization Schema

- Add company name, logo, contact details, and social media links.

WebPage Schema

- Define the page as a legal document page to improve search engines understanding.

LegalDocument Schema

- Use this schema to identify the PDF as Terms of Service, enhancing indexing and display in search results.

Implementing these schemas will improve search visibility and enrich search listings with relevant structured data.

Content Depth

Visible text content is absent; only an empty 1x1 pixel div present

Current: The page contains no visible content, which is inadequate for SEO or user engagement.

Target: Add comprehensive, structured textual content within the Terms of Service document.

Suggested Sections:

1. **Introduction** – Overview of the platform and summary of the Terms.
2. **User Obligations** – Detailed user responsibilities with clear language.
3. **Prohibited Activities** – List forbidden actions with examples.
4. **Intellectual Property** – Clarify ownership rights and usage.
5. **Privacy Policy Reference** – Link and summarize privacy measures.
6. **Dispute Resolution** – Procedures and governing law.
7. **Amendments** – How changes to terms are communicated.

Including these will provide depth, improve comprehension, and increase keyword relevance.

The SEO-AI Connection: Pages that rank well in traditional search are more likely to be cited by AI. These optimizations improve both your Google rankings and your AI visibility, a double win from the same effort.

Priority Recommendations

Addressing these items will directly increase how often AI platforms recommend your business to potential customer. Each fix builds on the last. The sooner you start, the faster you'll see results.

Optimize mobile Largest Contentful Paint (LCP) to improve speed

High

Address the high impact issue where the Largest Contentful Paint on mobile devices exceeds recommended thresholds. Improving LCP will enhance mobile user experience and search rankings, making your site more favorable in AI platform recommendations. Begin by optimizing images, refining critical rendering paths, and minimizing main thread work to speed up content visibility on mobile. This improvement builds on your strong desktop speed and technical foundation and will increase AI visibility especially in mobile queries.

Refine semantic HTML structure and heading hierarchy

High

Improve the website's semantic HTML by correcting inconsistencies in heading hierarchy and expanding usage of HTML5 semantic elements like sections and landmarks. Enhanced semantic structure helps AI platforms better understand content organization and priority, which increases chances of citation and recommendation. This technical foundation upgrade builds directly on your existing schema implementation and accessibility standards, enabling more precise AI content comprehension.

Reduce unused CSS to accelerate page loading

Medium

Remove unused CSS across the website and defer non-critical styles to reduce network payload and improve load times on both mobile and desktop devices. Faster load speed directly benefits user experience and AI crawling efficiency, increasing your site's ranking potential in AI platforms' results. This performance optimization complements your current technical setup and core web vitals improvements.

Enhance explicit author credentials and trust signals

Medium

Strengthen E-E-A-T signals by adding detailed author credentials, professional certifications, awards, and more visible trust indicators on your content pages. Explicit expertise and authority signals increase AI platforms' confidence in your content, resulting in higher citation rates and recommendation frequency. This enhancement builds upon your existing moderate E-E-A-T setup and will improve perceived content quality and trustworthiness.

Add and optimize llms.txt file with comprehensive AI guidance

Medium

Ensure the llms.txt file contains clear, structured instructions and detailed content listings for AI crawlers. Refine and expand this file to guide AI platforms effectively in indexing your business context, key services, and content priorities. This technical addition supports better AI content categorization and prioritization, building on your existing good llms.txt implementation and improving AI recommendation accuracy.

Improve E-E-A-T signals with testimonials and portfolio updates

Medium

Further boost your site's expertise and trust by regularly updating and expanding testimonials, case studies, and portfolio content. These visible trust indicators provide AI platforms with stronger proof of authority and successful client relationships, enhancing AI platform trust and recommendation likelihood. This content-related step enhances your existing E-E-A-T foundation and should follow improvements in author credentials.

The Cost of Waiting

AI visibility isn't static. It compounds. While you wait:

- **Competitors are building authority:** Every month they're cited, AI platforms trust them more
- **The gap widens:** Your 15-point deficit doesn't stay the same; it grows as competitors optimize
- **Customers form habits:** People who find competitors through AI today become repeat customers tomorrow
- **Catch-up costs increase:** The longer you wait, the more effort required to displace entrenched competitors

Businesses implementing AI visibility now are establishing authority while competition is limited. Once AI search matures, displacement will require significantly more effort.

Your AI Visibility ROI

Based on your traffic, conversion rates, and customer lifetime value, here's the projected business case for improving your AI visibility.

Current Performance Baseline		Based on provided business data
Monthly Website Traffic	100	2% Lead Conversion Rate
Monthly Leads	2	
Qualified Lead Rate	1%	0 New customers
Close Rate	1%	
Customer Lifetime Value	\$2,000	\$0 Monthly revenue

Projected Revenue Impact

Based on your current performance metrics, we've projected the revenue impact from three strategic improvement scenarios. These conservative estimates show the potential monthly and annual revenue gains from:

Improvement Scenario	Monthly Impact	Annual Impact
Conversion rate improvement 2% → 3% (+1%)	\$1	\$12
Traffic growth 100 → 130 sessions (+30%)	\$1	\$12
Combined impact Conversion + traffic gains	\$1	\$12

Our Approach

These projections reflect realistic outcomes from the technical and content improvements outlined in this report. Here's how we get there:

AI visibility compounds these gains as the channel matures. Every optimization we make for traditional SEO simultaneously positions you for AI search, a channel growing 1,200% year-over-year.

Traffic growth comes from improved search rankings driven by schema implementation, content optimization, and strengthened E-E-A-T signals.

Conversion gains come from page speed optimization, improved user experience signals, and enhanced trust indicators, each proven to lift conversion rates 1-3%.

This investment delivers ROI through proven organic search improvements. AI visibility is the strategic upside, positioning you ahead of competitors in an emerging channel.

The Bottom Line

3-5x+ ROI

Projected

Based on combined SEO and AI visibility impact across search and discovery channels.

60-90 Days

To Initial Results

Early gains within the first quarter, with full compounding impact over 3-6+ months.

Phase 1: Foundation

\$1,500 one time investment

Technical implementation, schema markup, llms.txt deployment, page speed optimization, and ongoing monitoring.

Phase 2: Ongoing Implementation

\$1,500 /month

Content strategy, E-E-A-T development, competitive positioning, and citation monitoring.

Let's Get Started

You've seen where you stand and what it takes to improve. Here's how we move forward together.

1 Answer Your Questions

We'll address any questions about the findings in this report, discuss your specific situation, and align on the best path forward for your business.

2 Confirm Your Engagement

Once we're aligned, we'll finalize scope, timeline, and deliverables. You'll have complete clarity on what we're building and when you'll see results.

3 Begin Implementation

We'll start with the highest-impact technical fixes from Phase 1, establishing your foundation for AI visibility within the first 30 days.

Ready to grow your visibility, traffic, and revenue?

AI visibility is an emerging opportunity that builds on the same foundations as strong traditional search performance. The recommendations in this report improve how both AI platforms and search engines understand and recommend your business.

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Research Citations: Conductor 2026 AEO/GEO Benchmarks (Nov 2025), Ahrefs Brand Radar Study (78.6M interactions, 2025), Profound Citation Overlap Study (100,000 prompts), Statista Consumer Survey (2024), Google Core Web Vitals Business Impact Report (2024), Site Qwality "Psychology of Page Load Times" (2025), SparkToro Zero-Click Study (2024), Gartner Predicts (2024), Adobe Analytics AI Traffic (2025), Semrush AI Search Study (2025), Relixir Schema Citation Study (2024), Previsible Content Freshness (2025).

Footnotes

1. Industry-wide, 87.4% of AI referral traffic comes from ChatGPT, though individual business results vary based on industry and audience. (Conductor, 2026)
2. OpenAI, Feb 2026
3. Ahrefs Brand Radar Study (78.6M interactions, 2025)
4. Ahrefs, Feb 2025 (300K keywords)
5. Profound Citation Overlap Study (100,000 prompts)
6. Statista, (2024)
7. Google, (2024)
8. Branded queries not tested in this audit. Analysis focused on discovery queries
9. Note: Overall citation rate reflects non-branded queries only. See methodology for details.
10. Share of Voice: Your percentage of all AI citations among analyzed competitors.