OwnSEO

SEO & AI VISIBILITY REPORT

sample-shop.example (sample)

November 25, 2026

Prepared with OwnSEO

sample-shop.example (sample)

Full website audit · Nov 25, 2026, 12:10 AM · 5 pages



SEO score

sample-shop.example (sample) scores 66 out of 100.

Needs work. Fixing the top problems will make a real difference.

AI visibility (GEO): 58/100 · Poor

23 things to improve: Fix now 1 Important 8 Worth fixing 10 Minor 4

Score guide: 90+ excellent · 80+ good · 50+ needs work · below 50 poor

Scores by area

Technical SEO — 77 Needs work
Can Google find, crawl and index your pages?

Content Quality — 58 Needs work
Is your content helpful, trustworthy and detailed enough?

On-Page SEO — 78 Needs work
Page titles, descriptions, headings and links

Structured Data — 40 Poor
Code that helps Google show rich results

Performance — 66 Needs work
How fast your pages load and respond

AI Search Readiness — 59 Needs work
Can ChatGPT, Perplexity and Google AI find and cite you?

Images — 64 Needs work
Image descriptions, sizes and loading

AI visibility (GEO) score

How likely ChatGPT, Perplexity, Claude, Gemini and Google AI Overviews are to find, trust and quote this site.

58/100
Poor

Poor: weak signals, AI systems may struggle to cite you

AI citability & visibility	61	Content & E-E-A-T	58
Technical foundations	72	Structured data	40
Platform optimization	55		

Based on 5 of 6 areas. Not measured here: Brand authority (run "Brand mentions" for brand authority).

Summary

Sample Shop is easy for Google to crawl, but thin product pages, duplicate product URLs and missing Product schema hold it back. The biggest opportunity is richer product pages with schema, which can bring price and stock into search results and give AI search something to quote.

Fix these first

1. **Fix duplicate product URLs with canonical tags**
   Google splits ranking signals between two copies of every product.
2. **Add Product schema to every product page**
   Unlocks price and stock in Google results.
3. **Write longer product descriptions**
   62-word pages rarely rank for buying searches.
4. **Add an About page with the maker's story**
   Shoppers and Google trust shops with real people behind them.
5. **Compress and resize product images**
   6.8 MB pages load slowly on phones.

Quick wins

Under an hour each

1. **Redirect HTTP to HTTPS**
   One setting at your host.
2. **Give the homepage and shop page different titles**
   Five minutes, clear ranking benefit.
3. **Add the sitemap line to robots.txt**
   One line of text.

Roadmap

WEEK 1

Fix the technical basics

- Canonical tags on product pages
- HTTPS redirect
- Unique page titles
- Sitemap in robots.txt

WEEKS 2-4

Make product pages worth ranking

- Product schema on every product
- 150-300 word descriptions
- Alt text on all images
- Compress images to WebP

MONTHS 2-3

Build trust and AI visibility

- About page with the maker's story
- Customer reviews
- FAQ with direct answers
- Category page descriptions

Fix list

Fix now (1)

Stops Google or AI search from showing your pages

Fix now

Product pages can be opened at two addresses

Technical SEO

How to fix it

Add <link rel="canonical"> on each product page pointing to the version without ?ref=, so Google counts one page instead of two.

What we found

/products/wallet and /products/wallet?ref=home both return the same page, with no canonical tag.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/products/wallet`

Important (8)

Clearly costs you rankings or visitors

Important

Two pages have the same title

On-Page SEO

How to fix it

Give every page its own title that names what's on it, for example "Handmade Leather Wallets | Sample Shop".

What we found

"Sample Shop" is the title of both the homepage and /shop.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (2)

`https://sample-shop.example/`
`https://sample-shop.example/shop`

Important
HTTP pages don't redirect to HTTPS
Technical SEO

How to fix it

Turn on "Always use HTTPS" in your host or add a 301 redirect from http:// to https://.

What we found

http://sample-shop.example/ returns 200 instead of redirecting.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Important
Product descriptions are too short
Content & E-E-A-T

How to fix it

Write 150-300 words per product: materials, size, how it's made, care tips and who it's for.

What we found

Average product page has 62 words of description.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (2)

`https://sample-shop.example/products/wallet`
`https://sample-shop.example/products/belt`

Important
No information about the people behind the shop
Content & E-E-A-T

How to fix it

Add an About page with the maker's name, photo, story and contact details, and link to it from every page.

What we found

No About page; footer has no address or phone number.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Important

Product pages have no Product schema

Structured Data

How to fix it

Paste the JSON-LD below into each product page's <head>, with that product's details.

What we found

No JSON-LD found on product pages.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/products/wallet`

Important

Images are much larger than needed

Performance

How to fix it

Convert product photos to WebP and resize them to the size they're shown at (about 800px wide).

What we found

Homepage loads 6.8 MB of images; the largest is 2.1 MB.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Important

No clear answers AI tools could quote

AI Search (GEO)

How to fix it

Add an FAQ with short, direct answers ("How long does a leather wallet last?" followed by a 2-3 sentence answer).

What we found

No question-style headings or direct-answer paragraphs found.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Important

Little chance of being cited by Perplexity

AI Platform Readiness

How to fix it

Perplexity leans on Reddit, reviews and pages with direct answers. Answer real customer questions on Reddit (without spam) and add an FAQ with short factual answers.

What we found

No brand mentions found on Reddit; few question-style headings.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Worth fixing (10)

Helps your rankings when fixed

Worth fixing

The product page has no meta description

On-Page SEO

How to fix it

Add a 140-160 character description that says what the product is and why to buy it.

What we found

No <meta name="description"> found.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/products/wallet`

Worth fixing

9 product images have no alt text

Images

How to fix it

Describe each image in a few words, like "brown leather wallet, open". This helps Google Images and screen readers.

What we found

9 of 14 images on /shop have no alt attribute.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/shop`

Worth fixing

The hero image is lazy-loaded

Images

How to fix it

Remove loading="lazy" from the first, largest image so it shows sooner.

What we found

First image uses loading="lazy".

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Worth fixing

Hard for AI to quote: "About our wallets"

AI Citability

How to fix it

Rewrite this section as a self-contained answer of about 130-170 words: start with a direct one-sentence answer, add specific facts, and avoid words like "this" or "it" that need earlier context.

What we found

Citability 31/100 (Poor Citability), 46 words: "It is made with care and you will love how it feels..."

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/products/wallet`

Worth fixing

No customer reviews shown

Content & E-E-A-T

How to fix it

Show real reviews on product pages. They build trust with shoppers and with Google.

What we found

No reviews or ratings found.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Worth fixing

Layout jumps while the page loads

Performance

How to fix it

Add width and height to images and reserve space for the cookie banner.

What we found

Images without dimensions above the fold.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Worth fixing

The buy button is hidden on phones until you scroll

Visual & Mobile

How to fix it

Move the price and Buy button above the product description on mobile.

What we found

On a 375px screen the button is 900px down.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/products/wallet`

Worth fixing

Brand isn't described anywhere in one sentence

AI Search (GEO)

How to fix it

Add a short line on the homepage: who you are, what you make, where. AI tools use this to describe you.

What we found

Homepage has no summary sentence.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Worth fixing

Bing Copilot can't see product details

AI Platform Readiness

How to fix it

Copilot uses the Bing index. Submit your sitemap in Bing Webmaster Tools and add Product schema.

What we found

Site not verified in Bing Webmaster Tools; no Product schema.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Worth fixing

Category pages have no description

E-commerce SEO

How to fix it

Add 100-200 words at the top of each category page about what's in it.

What we found

/shop/wallets has only product tiles.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/shop/wallets`

Minor (4)

Small polish

Minor

Some links say only "click here"

On-Page SEO

How to fix it

Use link text that says where the link goes, like "see all wallets".

What we found

4 links with generic text.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Minor

No Strict-Transport-Security header

Technical SEO

How to fix it

Add the header Strict-Transport-Security: max-age=31536000.

What we found

Header missing on all pages.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Minor

robots.txt doesn't point to the sitemap

Sitemaps

How to fix it

Add this line to robots.txt: Sitemap: https://sample-shop.example/sitemap.xml

What we found

No Sitemap: line in robots.txt.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Minor

No llms.txt file

AI Agent Readiness

How to fix it

Publish /llms.txt with a one-line summary of the shop and links to your main pages.

What we found

/llms.txt returns 404.

How to check it's fixed

Run the audit again after the change: this item should disappear.

Pages affected (1)

`https://sample-shop.example/`

Is your site AI-ready?

Whether ChatGPT search, Perplexity, Claude and Google's AI features can find, read and cite you.

59/100
4 of 6 key checks pass

ESSENTIAL

- ✓ **AI search engines can crawl your site**
  OAI-SearchBot (ChatGPT search), Claude-SearchBot and PerplexityBot are allowed.
- ✓ **Main content loads without JavaScript**
  AI crawlers that don't run JavaScript still see your content.
- ✓ **Site uses HTTPS**
  Served over HTTPS.
- ! **Pages have structured data (JSON-LD)**
  Add Schema.org JSON-LD (Organization, WebSite, and Product on product pages).

RECOMMENDED

- ✓ **XML sitemap is published**
  Found https://sample-shop.example/sitemap.xml
- ! **robots.txt has clear rules for AI bots**
  Add named groups for AI bots if your policy differs by purpose.

OPTIONAL (EMERGING STANDARDS)

- ! **llms.txt file for AI assistants**
  Publish /llms.txt with a summary and links to your main pages.
- i **Your policy for AI training crawlers**
  Allowed to train on your content: GPTBot, ClaudeBot. This doesn't affect AI search citations; it's your choice.

WHAT THE AI SEARCH AGENTS RECOMMEND

Important — **No clear answers AI tools could quote**
Add an FAQ with short, direct answers ("How long does a leather wallet last?" followed by a 2-3 sentence answer).

Worth fixing — **Brand isn't described anywhere in one sentence**
Add a short line on the homepage: who you are, what you make, where. AI tools use this to describe you.

Minor **No llms.txt file**
Publish /llms.txt with a one-line summary of the shop and links to your main pages.

Every check in detail, with what it looked at and what already works well.

On-Page SEO

78/100

Titles, meta descriptions, headings, canonicals and links

3 on-page issues found across 5 pages.

3 fixes, explained in the Fix list.

ALREADY GOOD

- ✓ Every page has exactly one H1
- ✓ Mobile viewport is set
- ✓ Page language is declared (en)

Images

64/100

Alt text, dimensions and lazy loading

2 image issues found.

2 fixes, explained in the Fix list.

AI Citability

47/100

How easy your passages are for AI assistants to quote

Average citability 47/100 across 18 passages on 5 pages. AI assistants quote passages that answer a question on their own, with facts and numbers.

1 fix, explained in the Fix list.

ALREADY GOOD

- ✓ "How we tan our leather" is easy to quote (72/100)

Technical SEO

Crawlability, indexability, security, redirects, rendering

72/100

Google can crawl the site, but duplicate URLs and a missing security header weaken it. Fix the canonical tags first.

3 fixes, explained in the Fix list.

ALREADY GOOD

- ✓ robots.txt is valid
- ✓ No broken internal links
- ✓ Pages load without JavaScript

Content & E-E-A-T

Experience, expertise, authority, trust and thin content

58/100

Product pages are too short to rank and there's no sign of who makes the products. Adding a real About page and longer product descriptions is the biggest content win.

3 fixes, explained in the Fix list.

ALREADY GOOD

- ✓ Clear, easy-to-read writing
- ✓ Product photos are original

Structured Data

Detects, validates and writes Schema.org JSON-LD

40/100

There's no Product schema, so Google can't show price and stock in search results. Add the code below.

1 fix, explained in the Fix list.

READY-TO-USE CODE

Product schema for /products/wallet · json

```
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Handmade Leather Wallet",
  "image": "https://sample-shop.example/img/wallet.jpg",
  "brand": { "@type": "Brand", "name": "Sample Shop" },
  "offers": {
```

```
    "@type": "Offer",
    "price": "1499",
    "priceCurrency": "INR",
    "availability": "https://schema.org/InStock"
  }
}
```


Sitemaps

XML sitemap discovery, validation and quality gates

90/100

The sitemap is valid and lists every product. It just isn't mentioned in robots.txt.

1 fix, explained in the Fix list.

ALREADY GOOD

- ✓ sitemap.xml is valid
- ✓ All 42 URLs return 200

Performance

Core Web Vitals (LCP, INP, CLS) and page weight

66/100

Pages are heavy because images aren't compressed. Converting them to WebP would roughly halve the page size.

2 fixes, explained in the Fix list.

Visual & Mobile

Screenshots, above-the-fold and mobile rendering

80/100

The site looks clean on phones. The "Buy" button is below the fold on small screens.

1 fix, explained in the Fix list.

AI Search (GEO)

How likely AI Overviews, ChatGPT and Perplexity are to cite you

52/100

AI search engines can reach the site, but there's little they could quote. An FAQ with direct answers

would help most.

2 fixes, explained in the Fix list.

AI Agent Readiness

AI agent access, llms.txt, Markdown delivery, WebMCP

70/100

AI agents can browse the site. Adding llms.txt is an easy optional extra.

1 fix, explained in the Fix list.

AI Platform Readiness

Google AI Overviews, ChatGPT, Perplexity, Gemini and Copilot, one by one

55/100

Best placed for Google AI Overviews (indexed, fast, crawlable). Weakest on Perplexity and ChatGPT, which favour sites mentioned on Reddit and with quotable answers.

2 fixes, explained in the Fix list.

ALREADY GOOD

- ✓ Google AI Overviews: pages are indexed and load fast
- ✓ Gemini: Google can render all content

E-commerce SEO

Product schema, product and category page SEO

61/100

Category pages have no text, so they can't rank for searches like "leather wallets".

1 fix, explained in the Fix list.