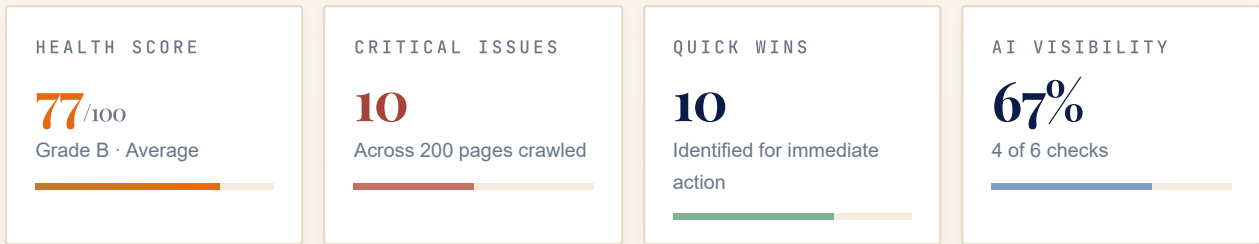


Kitty Essentials

kittyessentials.co.uk



— SECTION 01 · ABOUT THIS REPORT

What you're looking at — and what to do with it

This report is a comprehensive SEO audit of **kittyessentials.co.uk**. We crawled 200 pages, ran 91 rules across 16 categories, and scored your site **77/100 (B)**.

Start with the **dashboard** on the next page for the headline numbers, then read the **quick wins** for changes you can make this week. The rest of the report goes deeper — critical issues, page-by-page analysis, AI visibility, and a 90-day roadmap.

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SECTION 01 · DASHBOARD

Executive Summary

How *kittyessentials.co.uk* performs across 16 categories — at a glance, then in detail.

SITE HEALTH

77
OUT OF 100

GRADE B

ISSUES FOUND 55 TOTAL

Critical	3
Warning	0
Notice	52

36 rules passed 60% failure rate

PAGES CRAWLED 200 TOTAL

Healthy	0
With issues	199
Errors	1

AI SEARCH HEALTH BETA

67%

Partially ready.
AI crawlers reach you, but weak signals limit citation.

GPTBot ✓ ClaudeBot **llms.txt** ✓ PerplexityBot **missing** ✓ Google-Extended ✓

QUICK WINS

10 identified

Highest-leverage tasks. Most under a working day.

PATTERNS DETECTED SYSTEM

9 systemic issues

- Trust Deficit
- Content Quality Crisis
- Technical Debt

YOUR TOP 3 QUICK WINS

- 1 Ensure all links have descriptive text visible to screen readers** MEDIUM

Effort: Half a day · Impact: High
- 2 Replace generic anchor text ('click here', 'read more') with descriptive phrases that tell users and search engines what the linked page is about (e.g., 'view our SEO audit services' instead of 'click here')** MEDIUM

Effort: Half a day · Impact: High
- 3 Add descriptive alt text to every image** LOW

Effort: Under 2 hours · Impact: Medium

Kitty Essentials has laid strong foundations for AI visibility — content is answer-first and well-structured for extraction by ChatGPT and Google's AI Overviews. However, technical debt is holding the site back: 134 pages have title tag issues that reduce click-through rates from search results, and 198 pages link to redirects, wasting crawl budget and diluting link equity. These technical fixes would allow the site's content strengths to translate into higher rankings and traffic.

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— CONTENTS

What's inside

01 Executive Summary Dashboard

03 Brand Knowledge Map

05 Page Inventory

07 On-Page Analysis Table

09 Schema Coverage

11 Roadmap

02 AI Readiness

04 Critical Issues

06 Topical Authority Map

08 Page Quality Ratings

10 Quick Wins

12 Glossary

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AI Visibility

Whether ChatGPT, Perplexity, Claude and Google AI can find, parse and cite the site — and the gaps blocking citation.

AI VISIBILITY · HOW AI SEES YOUR BRAND

AI Readiness — 67% ready for AI-driven search

A blended score across crawl access, structured data, content shape and entity clarity.

READINESS GAUGE



Your site is **partially ready** for AI search.

AI crawlers reach you, but weak signals limit citation.

6 AI-SPECIFIC CHECKS

- ✓ Answer-first content format **PASS**
- ✓ Content structure for AI extraction **PASS**
- − Entity clarity (Organization schema) **PARTIAL**
- ✓ Schema for AI readability **PASS**
- ✓ AI bot access (robots.txt) **PASS**
- ✗ llms.txt presence and quality **FAIL**

— AI VISIBILITY · BRAND KNOWLEDGE MAP

What AI Engines Know About Kitty Essentials

A side-by-side read of what ChatGPT, Claude, Gemini and Perplexity already know about Kitty Essentials – visibility (does the model surface the brand at all), accuracy (are the facts right), depth (how detailed is the answer), sentiment, sourcing, and the composite Brand Knowledge Index.

Engine	Visibility	Accuracy	Depth	Sentiment	Sourcing	BKI	
Perplexity	77	0	0.0	60	62	38	LOW DATA
Gemini	77	0	0.0	65	0	29	LOW DATA
ChatGPT	77	0	0.0	60	0	28	
Claude	77	0	0.0	60	0	28	LOW DATA

40

BRAND MENTIONS

1

HALLUCINATIONS

20

CONTENT GAPS

How often AI engines recommend Kitty Essentials

When asked buyer-intent questions, does the engine actively recommend the brand, mention it neutrally, or skip it entirely?

Engine	Strong	Conditional	Neutral	Negative	Recommend %
Chatgpt	1	0	11	0	8%
Claude	1	0	11	0	8%
Gemini	1	0	11	0	8%
Perplexity	0	1	10	1	8%

Hallucination rate

How often each AI engine produces factually incorrect statements about Kitty Essentials. Lower is better.

Chatgpt

Claude

Gemini

Perplexity

8.3%

LOW RISK

0.0%

CLEAN

0.0%

CLEAN

0.0%

CLEAN

Where AI engines source their information

When AI engines cite sources for their claims about Kitty Essentials, what types of sites do they reference?

OWN

2.0%

REVIEWS

3.9%

NEWS

1.3%

WIKIPEDIA

0.7%

REDDIT

3.9%

SOCIAL

7.2%

GOV EDU

0.7%

OTHER

80.4%

Own domain cited: kittyessentials.co.uk

Top hallucinations to fix

CHATGPT · "LOCATION"

based in the United States...

Truth signal: location

Content gaps the AIs flagged

CHATGPT, CLAUDE, GEMINI · "12 PROMPTS"

silent

CHATGPT, CLAUDE, GEMINI, PERPLEXITY · "8 PROMPTS"

unprompted_miss

SECTION 02

Critical Findings

The issues blocking rankings — what's broken, why it matters for the business, and the specific fix each one needs.

FINDINGS

10

3 critical · 7 warnings

— SECTION 04 · CRITICAL FINDINGS

10 issues blocking rankings

Each finding shows the affected scope, impact and the exact fix.



● CRITICAL

Title tag present and appropriate length

: 134 of 200 pages have title issues

Affected: 134 pages · 67% of site**Effort:** High · 1-3 days**Owner:** Content

Title tags are the first thing users see in Google search results. Poor titles reduce click-through rates, meaning less traffic from the same rankings.

● HOW TO FIX

Rewrite affected title tags to 50-60 characters. Include your primary keyword near the beginning. Make each title unique across the site.



● CRITICAL

H1 tag present and unique

: 14 of 200 pages have H1 issues

Affected: 14 pages · 7% of site**Effort:** Medium · Half a day**Owner:** Content

The H1 is the strongest on-page signal for search engines. Missing or duplicate H1s weaken topical relevance and can confuse crawlers.

● HOW TO FIX

Add a single, unique H1 tag to every page. The H1 should clearly describe the page topic and include your target keyword.



• CRITICAL

Viewport meta tag present

: 1/200 pages missing viewport meta tag

Affected: 1 page · 1% of site

Effort: Low · Under 2 hours

Owner: Seo

Without a viewport meta tag, pages render incorrectly on mobile devices and may be penalised in mobile-first indexing. AI bots that render pages also need this tag for correct layout interpretation.

● HOW TO FIX

Add `<meta name="viewport" content="width=device-width, initial-scale=1">` to the `<head>` of every page. This is essential for mobile usability and AI bot rendering.



• WARNING

Cache headers configured

: 200 of 200 pages have missing or misconfigured cache headers.

Affected: 200 pages · 100% of site

Effort: High · 1-3 days

Owner: Dev

Proper caching reduces server load and improves repeat visit speed. Without any cache directives, browsers must re-download resources on every page view, increasing load time for returning visitors.

● HOW TO FIX

Configure Cache-Control headers on your server. For static sites, use Cache-Control: public, max-age=3600 (1 hour). For SPAs and dynamic sites, Cache-Control: no-cache (revalidate each visit) is acceptable. For static assets (CSS, JS, images), use max-age=31536000 (1 year) with content-hashed filenames.



• WARNING

Internal links pointing to redirects

: 198 internal links point to redirecting URLs on 198 pages

Affected: 198 pages · 99% of site

Effort: High · 1-3 days

Owner: Seo

Internal links to redirecting URLs force search engines to make extra requests, wasting crawl budget. Each hop also loses a small percentage of link equity, meaning less ranking power reaches the destination page.

● HOW TO FIX

Update internal links to point directly to the final destination URL. Each redirect hop wastes crawl budget and loses a small amount of link equity. Use search-and-replace or a redirect mapping to fix these in bulk.



• WARNING

DOM size within limits

: 198 of 200 pages exceed 1,500 DOM elements.

Affected: 198 pages · 99% of site

Effort: High · 1-3 days

Owner: Dev

Google recommends keeping DOM size under 1,500 elements. Excessive DOM nodes slow rendering, increase memory usage, and degrade Interaction to Next Paint (INP). Pages with 3,000+ elements can cause visible jank on mobile devices.

● HOW TO FIX

Reduce source DOM size to under 1,500 elements. Common causes: mega-menus with hundreds of links (consider lazy-loading the menu or using a flyout), CMS page builders (Elementor, Divi) that generate excessive wrapper divs, and unoptimised JavaScript frameworks. Note: WordPress themes with large mega-menus are a common cause — the fix may be a theme change, not content removal. Audit with Chrome DevTools Elements panel.



• WARNING

Duplicate JavaScript loaded

: 198 pages load duplicate JavaScript libraries.

Affected: 198 pages · 99% of site

Effort: High · 1-3 days

Owner: Dev

Duplicate JS doubles the download and parse cost for no benefit. jQuery loaded twice adds ~180KB of unnecessary transfers, directly impacting page speed scores.

● HOW TO FIX

Remove duplicate JavaScript libraries. Loading the same library twice wastes bandwidth, increases parse time, and can cause conflicts. This commonly happens on WordPress sites with multiple plugins that each bundle their own copy of jQuery.



• WARNING

Render-Blocking Resources

: 198 pages have more than 5 render-blocking resources in <head>.

Affected: 198 pages · 99% of site

Effort: High · 1-3 days

Owner: Dev

Render-blocking resources delay the first paint, increasing perceived load time. Reducing them can improve FCP by 1-3 seconds on typical sites.

● HOW TO FIX

Add 'async' or 'defer' to non-critical scripts, inline critical CSS, and use 'media' attributes on non-essential stylesheets to prevent render blocking.



• WARNING

Images use modern formats

: 3370 of 3777 images use legacy formats (jpg/png/gif) across 190 pages

Affected: 190 pages · 95% of site **Effort:** High · 1-3 days **Owner:** Content

Modern image formats reduce page weight by 25-50% per image (Google's own benchmark data). For image-heavy pages, this can save hundreds of KB, directly improving Core Web Vitals scores and page load speed.

● HOW TO FIX

Convert images to WebP or AVIF format for 25-50% smaller file sizes with equivalent quality (e.g., product-hero.jpg → product-hero.webp). Most CDNs and CMSes support automatic format conversion. Note: PNGs used for logos, icons, or images requiring transparency are exempt.



• WARNING

Link equity flow analysis

: 1 authority hoarders, 167 starved pages detected

Affected: 168 pages · 84% of site **Effort:** High · 1-3 days **Owner:** Seo

Authority hoarders waste link equity by absorbing it without passing it on. Starved pages struggle to rank because they receive too little internal authority.

● HOW TO FIX

Add outbound links from authority-hoarding pages to distribute equity. Add more inbound links to starved pages from high-authority hub pages.

SECTION 05 · PAGE INVENTORY

Every page we crawled — top by inbound links

The pages with the most internal links are usually the most commercially important.

The full inventory is in [pages.json](#).

TOTAL PAGES

200

STATUS

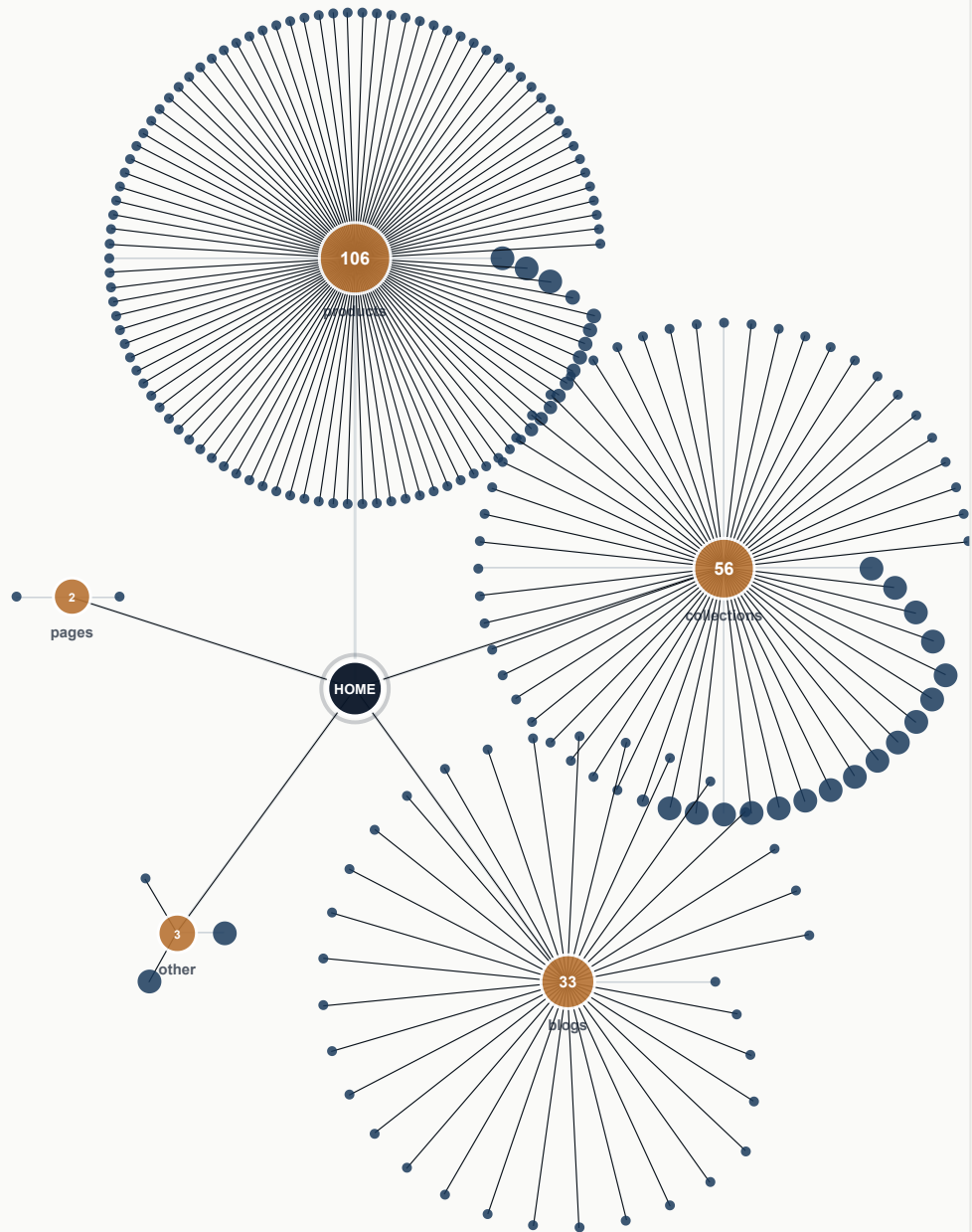
199 200 · 1 404

SCHEMA COVERAGE

99%

AVG WORDS

2263



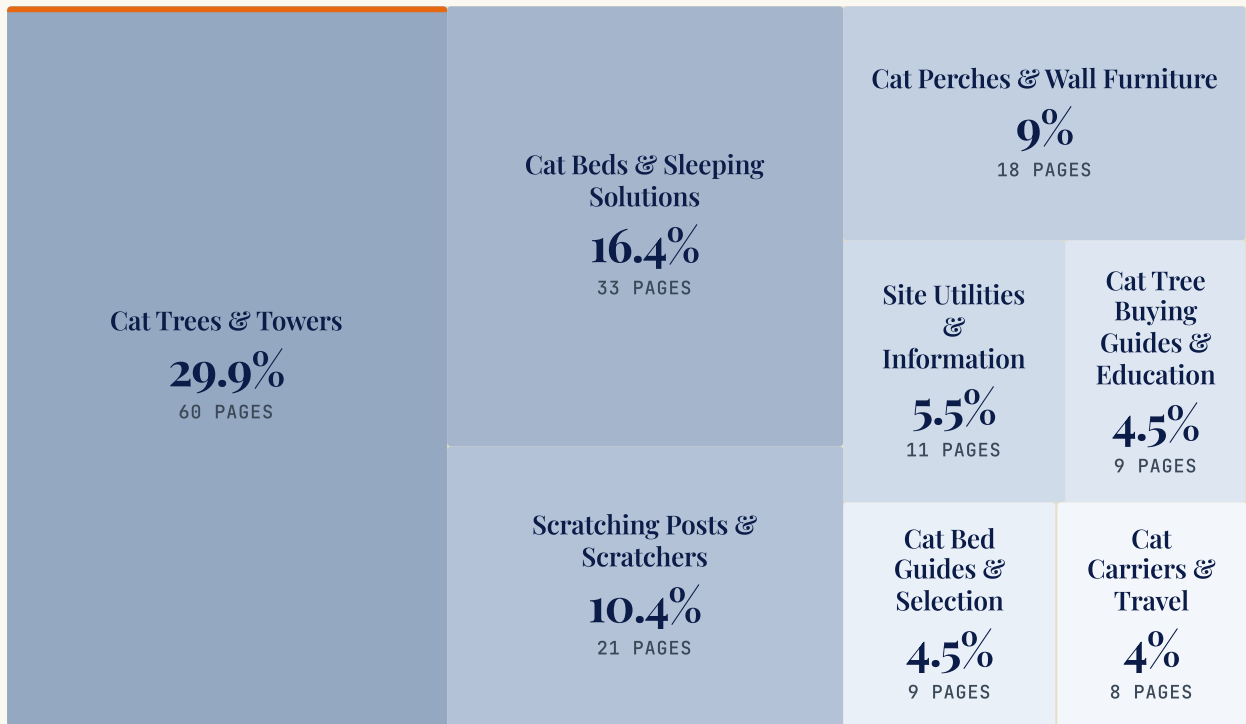
Full page-by-page inventory with words, schema, links, and issues is in the XLSX workbook.

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SECTION 06 · TOPICAL AUTHORITY

14 content clusters mapped

Where Kitty Essentials has content depth, where it's thin, and where the strongest competitors own clusters that haven't been touched yet. The top 8 clusters are shown below; the full ranked list follows overleaf.



COMMERCIAL QUESTION

Does the volume of content match where the revenue comes from?

30% of content covers **Cat Trees & Towers** (60 pages) — does that match its share of revenue?

16% of content covers **Cat Beds & Sleeping Solutions** (33 pages) — does that match its share of revenue?

10% of content covers **Scratching Posts & Scratchers** (21 pages) — does that match its share of revenue?

Connect Search Console to see which clusters drive real traffic vs which are content dead weight.

STRONGEST CLUSTER

Cat Trees & Towers

60 pages

Comprehensive collection of cat trees, towers, and climbing structures of all sizes - from compact 65cm models to tall 260cm towers, including general collections, specific models, brand-specific options, and size-segmented products

WEAKEST CLUSTER

Wall Furniture Installation Guides

1 pages

Safety guides and instructions for installing wall-mounted cat furniture and perches

UNTAPPED CLUSTER

Cat Toys & Interactive Play

0 pages

Essential product category completely missing. Toys complement furniture purchases and keep cats engaged with their environment. Competitors typically have extensive toy sections, and this represents significant revenue opportunity. Interactive toys, puzzle feeders, wands, balls, and electronic toys would complete the product ecosystem.

SECTION 06 · TOPICAL AUTHORITY · FULL CLUSTER LIST

All 14 clusters ranked by depth

Sorted biggest first. Bar width is each cluster's share of the largest cluster, so the visual range stays readable for the long tail. Percentages are share of total site content.

01	Cat Trees & Towers	60 PAGES	29.9%	
02	Cat Beds & Sleeping Solutions	33 PAGES	16.4%	
03	Scratching Posts & Scratchers	21 PAGES	10.4%	
04	Cat Perches & Wall Furniture	18 PAGES	9%	
05	Site Utilities & Information	11 PAGES	5.5%	
06	Cat Tree Buying Guides & Education	9 PAGES	4.5%	
07	Cat Bed Guides & Selection	9 PAGES	4.5%	
08	Cat Carriers & Travel	8 PAGES	4%	
09	Scratching Behavior & Solutions	8 PAGES	4%	
10	Site Navigation & Collections	8 PAGES	4%	
11	Premium Cat Furniture & Decor	5 PAGES	2.5%	
12	Cat Gifts & Personalized Items	5 PAGES	2.5%	
13	Cat Behavior & Health Education	5 PAGES	2.5%	
14	Wall Furniture Installation Guides	1 PAGES	0.5%	

Page-Level Detail

On-page scores, quality ratings, schema coverage and the full crawl inventory — the per-URL view your team works from.

SECTION 07 · ON-PAGE ANALYSIS

10 pages analysed · avg score 95

Deep on-page assessment of the most commercially significant URLs — score, top issues, and the priority action for each.



• A

7 ISSUES

/products/143-cm-cat-tree-premium-tower-for-happy...
Jump from H2 to H4. Jump from H2 to H5. Jump from H2 to H5.

SCORE	ISSUES	GRADE
95/100	7	A

ISSUES FOUND

- warnings Jump from H2 to H4
- warnings Jump from H2 to H5
- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings Title may truncate in SERPs (75 chars)
- warnings Description may truncate (161 chars)
- warnings Customer reviews/ratings not detected

● PRIORITY ACTION

Jump from H2 to H4



A

7 ISSUES

/products/146mm-h-cat-tree-elevate-your-cats-happ...

Jump from H2 to H4. Jump from H2 to H5. Jump from H2 to H5.

SCORE

95/100

ISSUES

7

GRADE

A

ISSUES FOUND

- warnings Jump from H2 to H4
- warnings Jump from H2 to H5
- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings Title may truncate in SERPs (62 chars)
- warnings Consider adding call-to-action
- warnings Customer reviews/ratings not detected

PRIORITY ACTION

Jump from H2 to H4



A

2 ISSUES

/collections/cat-bedding

Jump from H2 to H5. Jump from H3 to H5.

SCORE

98/100

ISSUES

2

GRADE

A

ISSUES FOUND

- warnings Jump from H2 to H5
- warnings Jump from H3 to H5

PRIORITY ACTION

Jump from H2 to H5



• A

3 ISSUES

/collections/cat-perches

Jump from H2 to H5. Jump from H3 to H5. No trust badges or security signals detected.

SCORE

97/100

ISSUES

3

GRADE

A

ISSUES FOUND

- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings No trust badges or security signals detected

● PRIORITY ACTION

Jump from H2 to H5



• A

4 ISSUES

/collections/cat-scratchers-scratching-posts

Jump from H2 to H5. Jump from H3 to H5. Description may truncate (162 chars).

SCORE

96/100

ISSUES

4

GRADE

A

ISSUES FOUND

- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings Description may truncate (162 chars)
- warnings Customer reviews/ratings not detected

● PRIORITY ACTION

Jump from H2 to H5



A

4 ISSUES

/collections/cat-trees-for-large-cats

Jump from H2 to H5. Jump from H3 to H5. Consider adding call-to-action.

SCORE

96/100

ISSUES

4

GRADE

A

ISSUES FOUND

- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings Consider adding call-to-action
- warnings Customer reviews/ratings not detected

PRIORITY ACTION

Jump from H2 to H5



A

4 ISSUES

/collections/cat-trees

Jump from H1 to H3. Jump from H2 to H5. Jump from H3 to H5.

SCORE

96/100

ISSUES

4

GRADE

A

ISSUES FOUND

- warnings Jump from H1 to H3
- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings Customer reviews/ratings not detected

PRIORITY ACTION

Jump from H1 to H3



A

7 ISSUES

/products/cat-tree-exclusive-esparza-59mm-h-tower...

Jump from H2 to H4. Jump from H2 to H5. Jump from H2 to H5.

SCORE

95/100

ISSUES

7

GRADE

A

ISSUES FOUND

- warnings Jump from H2 to H4
- warnings Jump from H2 to H5
- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings Title may truncate in SERPs (62 chars)
- warnings Consider adding call-to-action
- warnings Customer reviews/ratings not detected

PRIORITY ACTION

Jump from H2 to H4



B

9 ISSUES

/products/grady-104cm-h-cat-tree-exclusive-multi-...

Multiple H1s found: 2. Expected exactly 1 H1, found 2. Jump from H2 to H4.

SCORE

90/100

ISSUES

9

GRADE

B

ISSUES FOUND

- critical Multiple H1s found: 2
- critical Expected exactly 1 H1, found 2
- warnings Jump from H2 to H4
- warnings Jump from H2 to H5
- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings Title may truncate in SERPs (80 chars)
- warnings Consider adding call-to-action
- warnings Customer reviews/ratings not detected

PRIORITY ACTION

Multiple H1s found: 2



A

8 ISSUES

/products/trixie-cat-tower-gabriel-118-cm-grey-ex...

Jump from H2 to H4. Jump from H3 to H5. Jump from H2 to H5.

SCORE

94/100

ISSUES

8

GRADE

A

ISSUES FOUND

- warnings Jump from H2 to H4
- warnings Jump from H3 to H5
- warnings Jump from H2 to H5
- warnings Jump from H3 to H5
- warnings Title may truncate in SERPs (90 chars)
- warnings Description may truncate (320 chars)
- warnings Consider adding call-to-action
- warnings Customer reviews/ratings not detected

PRIORITY ACTION

Jump from H2 to H4

SECTION 08 · PAGE QUALITY (E-E-A-T)

10 pages rated against Google's Quality Rater Guidelines

Experience, Expertise, Authoritativeness, Trustworthiness – the dimensions Google's human raters use to calibrate search ranking. Higher ratings correlate with stronger rankings in YMYL and competitive verticals.

?
10 pages



• ?

/products/143-cm-cat-tree-premium-tower-for-happy...



• ?

/products/146mm-h-cat-tree-elevate-your-cats-happ...



• ?

/collections/cat-bedding





/collections/cat-perches

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY



/collections/cat-scratchers-scratching-posts

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY



/collections/cat-trees-for-large-cats

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY



/collections/cat-trees

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY



/products/cat-tree-exclusive-esparza-59mm-h-tower...

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY





/products/grady-104cm-h-cat-tree-exclusive-multi-...

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY



/products/trixie-cat-tower-gabriel-118-cm-grey-ex...

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY





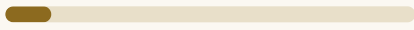

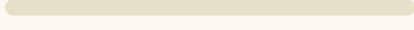
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SECTION 09 · SCHEMA COVERAGE

Schema.org type usage across 200 pages

Coverage % shows what fraction of crawled pages declare each Schema.org type. Higher coverage means better discoverability in rich results and AI engines.

PAGES WITH SCHEMA 198 / 200	TYPES IN USE 5	ORGANIZATION SCHEMA Present
---------------------------------------	--------------------------	---------------------------------------

Schema type	Pages	Coverage	%
Organization	198		99%
BreadcrumbList	192		96%
Product	22		11%
CollectionPage	15		8%
WebSite	1		0%

ORGANIZATION SCHEMA DEPLOYED

Your homepage declares an Organization schema block — the entity baseline AI engines rely on for citation. Validate it periodically with Google's Rich Results Test as the business evolves.

SECTION 05

Your Action Plan

The fixes that compound. Quick wins to ship this week, and the 90-day sequence that builds on each one.

QUICK WINS

10

Highest leverage actions

SECTION 10 · QUICK WINS

Highest-leverage actions

1

Ensure all links have descriptive text visible to screen readers

Affects 43 pages

EFFORT

Half a day

Medium

High impact

2

Replace generic anchor text ('click here', 'read more') with descriptive phrases that tell users and search engines what the linked page is about (e.g., 'view our SEO audit services' instead of 'click here')

Affects 43 pages

EFFORT

Half a day

Medium

High impact

3

Add descriptive alt text to every image

Affects 9 pages

EFFORT

Under 2 hours

Low

Medium impact

4

Choose either trailing slash (/page/) or no trailing slash (/page) and apply it consistently across your site

Affects 33 pages

EFFORT

Half a day

Medium

High impact

5

Add Article or BlogPosting schema to all blog posts and news articles

Affects 32 pages

EFFORT

Half a day

Medium

High impact

6

Add og:title, og:description, og:image, and og:url meta tags to every page

Affects 48 pages

EFFORT

Half a day

Medium

High impact

7

Add a single, unique H1 tag to every page

Affects 14 pages

EFFORT

Half a day

Medium

High impact

8

Add internal links from related pages to strengthen weak pages

Affects 20 pages

EFFORT

Half a day

Medium

High impact

9

Clean up sitemap 404s immediately — these waste crawl budget on every crawl cycle

Affects 20 pages

EFFORT

Half a day

Medium

High impact

10

Investigate slow pages for server-side bottlenecks, unoptimised database queries, large uncompressed assets, or missing CDN coverage

Affects 4 pages

EFFORT

Under 2 hours

Low

Low impact

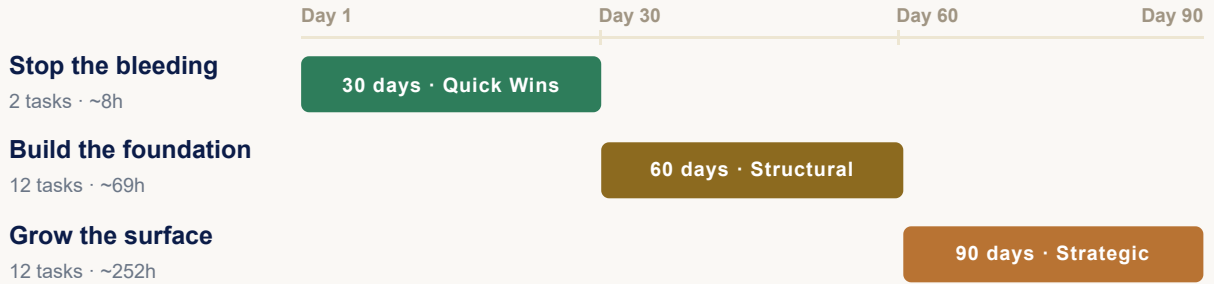
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SECTION 11 · ROADMAP

90 days, three phases

Sequenced so each phase compounds on the last. Don't skip ahead — the quick wins set up the structural work.

TIMELINE OVERVIEW



30 DAYS · QUICK WINS

~8 H

Stop the bleeding

Highest-impact-to-effort actions. Ship one per working day.

- Add a single, unique H1 tag to every page 5 H
- Add `<meta name="viewport" content="width=device-width, initial-scale=1">` to the `<head>` of every page 2 H

SECTION 11 · ROADMAP · PHASE 2 OF 3

60 DAYS · STRUCTURAL

~69H

Build the foundation

Address the system-level issues surfaced by the audit.

- Rewrite affected title tags to 50-60 characters 1-3 DAYS
- Ensure all links have descriptive text visible to screen readers 5 H
- Replace generic anchor text ('click here', 'read more') with descriptive phrases that tell users and search engines what... 5 H
- Choose either trailing slash (/page/) or no trailing slash (/page) and apply it consistently across your site 5 H
- Add Article or BlogPosting schema to all blog posts and news articles 5 H
- Add internal links from related pages to strengthen weak pages 5 H
- Clean up sitemap 404s immediately — these waste crawl budget on every crawl cycle 5 H
- Add descriptive alt text to every image 2 H
- Investigate slow pages for server-side bottlenecks, unoptimised database queries, large uncompressed assets, or missing ... 2 H
- Remove rel='nofollow' from internal links 2 H
- Add a self-referencing canonical tag to every page 2 H
- Improve Core Web Vitals by optimising images (WebP, lazy loading), minimising render-blocking resources, and reducing se... 2 H

SECTION 11 · ROADMAP · PHASE 3 OF 3

90 DAYS · STRATEGIC

~252H

Grow the surface

Once the foundation is solid, invest in the work that compounds.

- Configure Cache-Control headers on your server 1-3 DAYS
- Update internal links to point directly to the final destination URL 1-3 DAYS
- Reduce source DOM size to under 1,500 elements 1-3 DAYS
- Remove duplicate JavaScript libraries 1-3 DAYS
- Add 'async' or 'defer' to non-critical scripts, inline critical CSS, and use 'media' attributes on non-essential stylesh... 1-3 DAYS
- Convert images to WebP or AVIF format for 25-50% smaller file sizes with equivalent quality (e.g., product-hero.jpg → pr... 1-3 DAYS
- Add outbound links from authority-boarding pages to distribute equity 1-3 DAYS
- Add internal links pointing to orphan pages from relevant content or navigation 1-3 DAYS
- Add explicit width and height attributes to all tags, matching the image's actual dimensions (e.g., <img width="80... 1-3 DAYS
- Add Product schema (JSON-LD) to all product pages with: name, description, image, price (via Offer), availability, brand... 1-3 DAYS
- For internal HTTP links, update URLs to HTTPS — this indicates incomplete HTTPS migration and is always fixable 1-3 DAYS
- Write unique meta descriptions of 120-155 characters for each page 1-3 DAYS

— REFERENCE

Glossary

Key terms used throughout this report.

AI Citation Index (ACI)

Composite 0–100 score measuring how visible and cited a brand is across AI search engines. Weighted: 50% AI Knowledge + 30% AI Readiness + 20% Live Search Visibility.

AI Readiness

How technically accessible your site is to AI crawlers — bots, schema, llms.txt, entity clarity. Scored 0–100%.

Brand Knowledge Map

What ChatGPT, Claude, Perplexity and Gemini currently “know” about your brand — including hallucinations, gaps, and citation sources.

GEO

Generative Engine Optimisation — optimising a brand to be cited and recommended by AI-powered search engines.

llms.txt

A proposed standard file (like robots.txt) that tells AI crawlers how to index your site for LLM training.

Share of Model (SoM)

What percentage of all AI mentions of your category go to your brand vs competitors.

Topical Authority

How comprehensively a site covers a topic area. Measured by content cluster size, depth, and internal link weight.

Crawl depth

How many clicks from the homepage a page sits. Pages deeper than 3 clicks are harder for search engines and AI bots to discover.

Internal link equity

The ranking authority passed between pages on the same site via internal links. Pages with more inbound internal links tend to rank higher.

Meta description

The snippet Google shows under a page title in search results. Missing or duplicate descriptions mean Google generates its own, often badly.

JSON-LD**AI-Latent**

ACI band (40–59): AI engines can reach your site but don't yet know your brand well.

Brand Knowledge Index (BKI)

Per-engine score (0–100) measuring how accurately an AI engine describes your brand.

E-E-A-T

Experience, Expertise, Authoritativeness, Trustworthiness — Google's quality framework for evaluating page quality and ranking potential.

Hallucination

When an AI engine produces factually incorrect statements about a brand or topic with apparent confidence.

Schema markup

Structured data (JSON-LD) embedded in page HTML that helps search engines and AI tools understand your content.

SQEG

Search Quality Evaluator Guidelines — Google's internal rating system used to assess page quality.

Recommendation Rate

How often AI engines actively recommend a brand when asked buyer-intent questions. Classified as strong, conditional, neutral, or negative per response.

Orphan page

A page with zero internal links pointing to it. Invisible to crawlers that follow links, and often invisible to search engines.

Core Web Vitals

Google's performance metrics: Largest Contentful Paint (loading), Interaction to Next Paint (interactivity), and Cumulative Layout Shift (visual stability).

robots.txt

A file at the site root that tells search engine and AI crawlers which pages they can and cannot access.

Canonical URL

JavaScript Object Notation for Linked Data — the preferred format for embedding structured data (schema markup) in web pages.

The preferred version of a page when multiple URLs serve similar content. Tells search engines which version to index and rank.

Topical cluster

A group of pages on a site that cover the same topic area. Strong clusters signal deep expertise to both Google and AI engines.

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