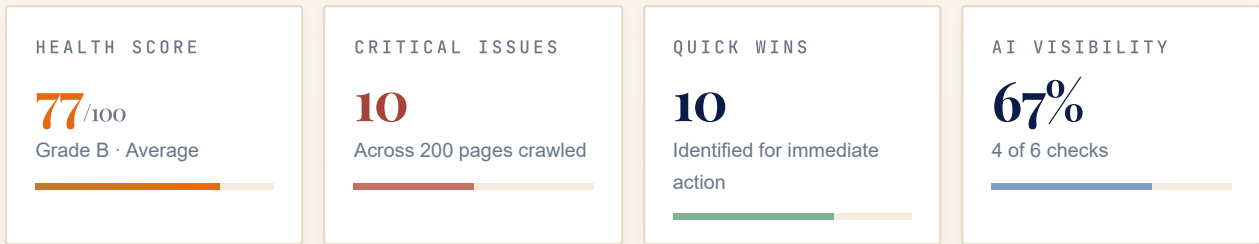


# Kitty Essentials

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 &check;; ClaudeBot llms.txt  
&check;; PerplexityBot missing  
&check;; Google-Extended  
&check;

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 AI Readiness

05 Critical Issues

07 Topical Authority Map

09 Page Quality Ratings

11 Quick Wins

13 Glossary

02 AI Citation Index

04 Brand Knowledge Map

06 Page Inventory

08 On-Page Analysis Table

10 Schema Coverage

12 Roadmap

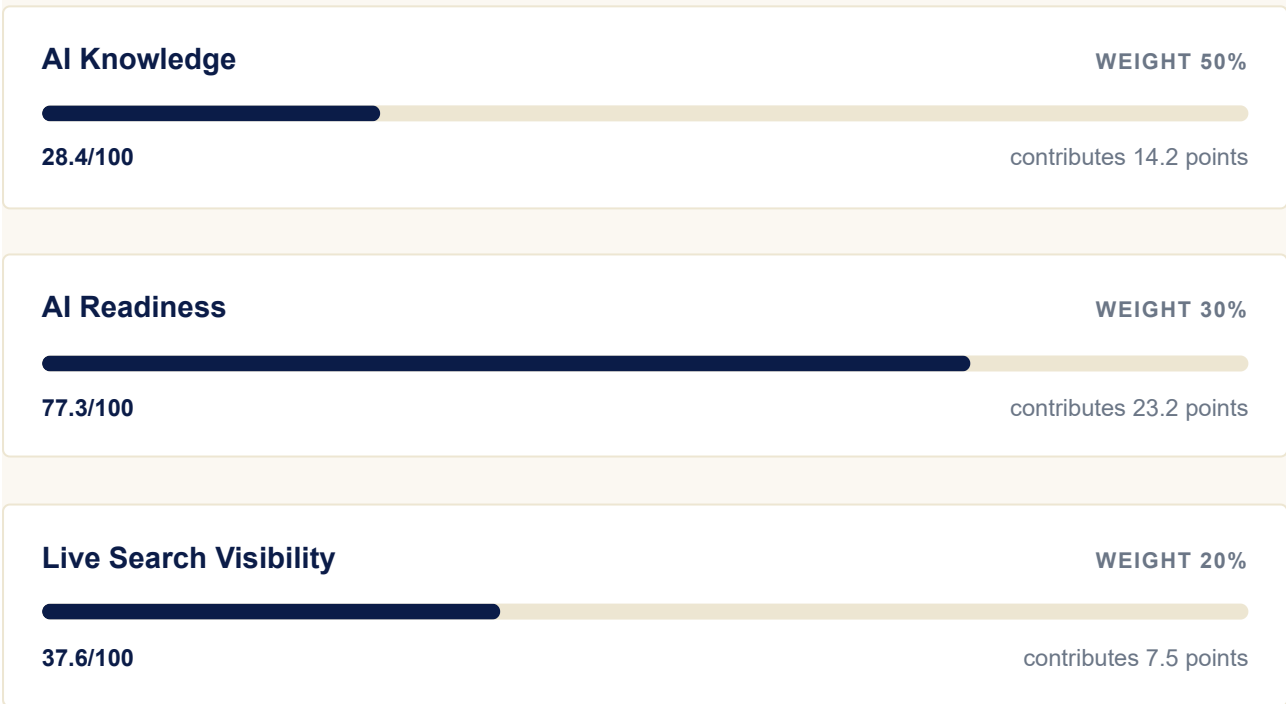
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# 45<sub>/100</sub>

**AI-LATENT**

*Foundations are strong but the brand sits below the recognition threshold across major AI engines.*

## How the score breaks down



## Reading the score

AI Readiness is the strongest pillar today; AI Knowledge is where the biggest score improvement is available.

# 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**

# How each AI access signal looks up close

A line-by-line view of the three signals AI engines look at first when they decide whether to crawl, parse, and cite a site: which crawlers you let in via robots.txt, whether you publish a llms.txt manifest, and whether your homepage carries the entity record (Organization schema with sameAs links) that lets a model match your site to a verified business. Each of the three blocks below shows the raw status plus the specific gaps a developer can action.

## AI CRAWLER ACCESS · ROBOTS.TXT

| Bot                | Vendor & use                                    | Rule     | Status  |
|--------------------|---|----------|---------|
| GPTBot             | OpenAI (ChatGPT web browsing, training)         | Wildcard | ALLOWED |
| ChatGPT-User       | OpenAI (ChatGPT live browsing)                  | Wildcard | ALLOWED |
| OAI-SearchBot      | OpenAI (ChatGPT Search index)                   | Wildcard | ALLOWED |
| ClaudeBot          | Anthropic (Claude training data)                | Wildcard | ALLOWED |
| anthropic-ai       | Anthropic (Claude, legacy UA)                   | Wildcard | ALLOWED |
| Claude-Web         | Anthropic (Claude live browsing)                | Wildcard | ALLOWED |
| PerplexityBot      | Perplexity AI search                            | Wildcard | ALLOWED |
| Perplexity-User    | Perplexity (live answer fetches)                | Wildcard | ALLOWED |
| Google-Extended    | Google Gemini / AI Overviews training           | Wildcard | ALLOWED |
| GoogleOther        | Google (broad AI research / Bard)               | Wildcard | ALLOWED |
| Applebot-Extended  | Apple Intelligence training (controls AI use)   | Wildcard | ALLOWED |
| Meta-ExternalAgent | Meta (Llama training / AI products)             | Wildcard | ALLOWED |
| FacebookBot        | Meta (Facebook AI features)                     | Wildcard | ALLOWED |
| Bytespider         | ByteDance (TikTok AI / Doubao)                  | Wildcard | ALLOWED |
| CCBot              | Common Crawl (used by many AI labs)             | Wildcard | ALLOWED |
| cohere-ai          | Cohere AI training                              | Wildcard | ALLOWED |
| Diffbot            | Diffbot (knowledge-graph used by many AI tools) | Wildcard | ALLOWED |
| DuckAssistBot      | DuckDuckGo (DuckAssist AI answer)               | Wildcard | ALLOWED |
| Amazonbot          | Amazon (Alexa+ AI assistant)                    | Wildcard | ALLOWED |
| ChatGPT-Atlas      | OpenAI ChatGPT Atlas (agentic browser, 2026)    | Wildcard | ALLOWED |
| Atlas-User         | OpenAI Atlas (agent live fetch)                 | Wildcard | ALLOWED |

“Explicit” means robots.txt names this crawler directly with its own User-agent block; “Wildcard” means the bot inherits whatever the catch-all User-agent: \* directive says. Explicit rules are stronger signals — they confirm the policy was deliberate rather than a side

effect of the wildcard. Blocking training-only crawlers (CCBot, Bytespider) while allowing browsing crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended) is the balanced default: AI assistants can still cite the site, but it is not silently swept into training corpora.

#### LLMS.TXT

**PRESENT, MALFORMED**

4403 characters · 5 links · H1 title ✓ · summary missing

- Missing blockquote summary (should start with '>')

#### ENTITY CLARITY

**PARTIAL**

Organization schema is on the homepage with **0** sameAs links to verified profiles. AI models use these links to connect your site to a single business identity.

- Organization schema missing recommended fields: description, logo

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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](http://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 05 · 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 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 06 · 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

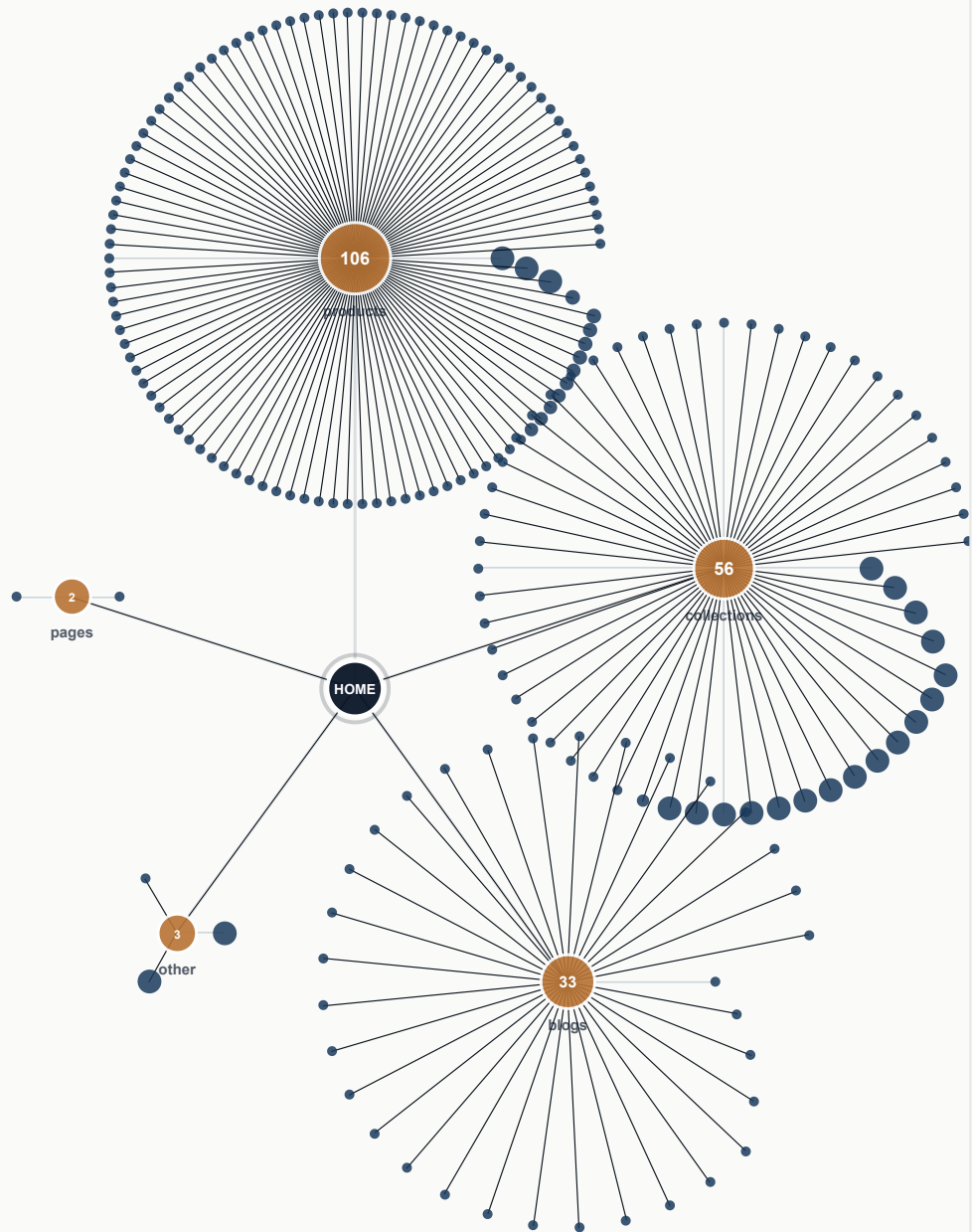
199 200 · 1 404

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

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY



• ?

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

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY



• ?

**/collections/cat-bedding**

EXPERIENCE



TRUST



EXPERTISE



AUTHORITY





## /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 10 · 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



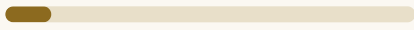

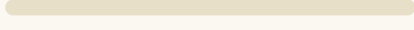
**198 / 200**

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 11 · QUICK WINS

# Highest-leverage actions

|   |  |  |
|---|--|--|
| 1 | <p>Ensure all links have descriptive text visible to screen readers</p> <p>Affects 43 pages</p>  | <p>EFFORT</p> <p><b>Half a day</b></p> <p>Medium High impact</p>   |
| 2 | <p>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')</p> <p>Affects 43 pages</p> | <p>EFFORT</p> <p><b>Half a day</b></p> <p>Medium High impact</p>   |
| 3 | <p>Add descriptive alt text to every image</p> <p>Affects 9 pages</p>  | <p>EFFORT</p> <p><b>Under 2 hours</b></p> <p>Low Medium impact</p> |
| 4 | <p>Choose either trailing slash (/page/) or no trailing slash (/page) and apply it consistently across your site</p> <p>Affects 33 pages</p>   | <p>EFFORT</p> <p><b>Half a day</b></p> <p>Medium High impact</p>   |
| 5 | <p>Add Article or BlogPosting schema to all blog posts and news articles</p> <p>Affects 32 pages</p>   | <p>EFFORT</p> <p><b>Half a day</b></p> <p>Medium High impact</p>   |
| 6 | <p>Add og:title, og:description, og:image, and og:url meta tags to every page</p> <p>Affects 48 pages</p>  | <p>EFFORT</p> <p><b>Half a day</b></p> <p>Medium High impact</p>   |
| 7 | <p>Add a single, unique H1 tag to every page</p> <p>Affects 14 pages</p>   | <p>EFFORT</p> <p><b>Half a day</b></p> <p>Medium High impact</p>   |
| 8 | <p>Add internal links from related pages to strengthen weak pages</p> <p>Affects 20 pages</p>  | <p>EFFORT</p> <p><b>Half a day</b></p> <p>Medium High impact</p>   |
| 9 | <p>Clean up sitemap 404s immediately — these waste crawl budget on every crawl cycle</p> <p>Affects 20 pages</p>   | <p>EFFORT</p> <p><b>Half a day</b></p> <p>Medium High impact</p>   |

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

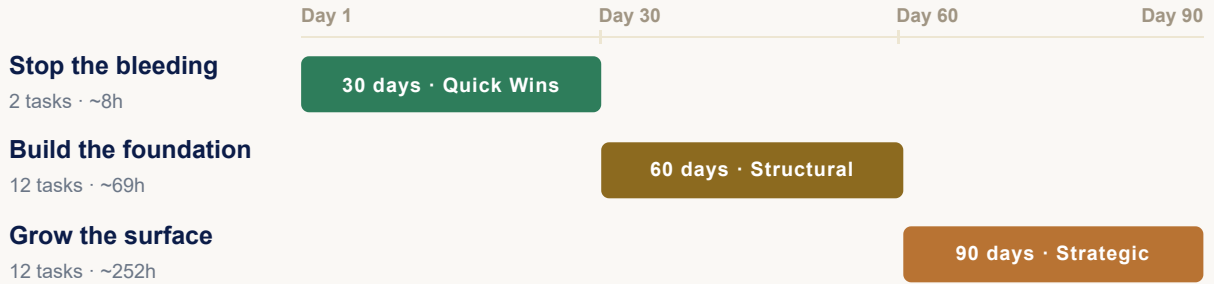
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SECTION 12 · ROADMAP

# 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 12 · 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 12 · 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 <img> 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.

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**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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