

Audit result for Example Health Clinic

A concise AI readiness snapshot for example-health-clinic.com. It estimates how clearly AI answer systems can crawl, understand, trust, and mention the website based on observed signals.

72

GOOD AI READINESS

Moderate AI visibility estimate. The site is crawlable and has useful service pages, but schema, expert proof, local evidence, and direct answer content need stronger signals before AI systems can confidently reference it.

Honest scope

AI answers are probabilistic and vary by model, prompt, user context, location, and time. This report does not guarantee rankings, citations, or permanent visibility.



EXECUTIVE SUMMARY

Main audit result

The score combines AI visibility, crawlability, content clarity, technical SEO, trust signals, and performance readiness into one weighted estimate.

72

Main score

0-100 AI visibility estimate.

82

Crawlability

Access and extraction readiness.

58

Trust signals

Evidence AI systems can cite.

Top problems

- No organization or medical business schema on key pages.
- Author, review, credential, and source evidence is thin across service pages.
- AI answer simulations produced inconsistent observed mentions for local-intent prompts.

Top opportunities

- Add structured data for organization, local business, services, reviews, and FAQ content.
- Strengthen pages with expert quotes, practitioner credentials, and policy signals.
- Build comparison-ready service summaries that answer natural-language buying prompts.



Recommended next move

Start with fixes that improve both search engine understanding and AI answer confidence: schema, expert proof, topical clarity, and crawl access.

AUDIT SCOPE

What this report covers

This scope describes the evidence used for the AI visibility estimate.

Missing fields mean the data was not available for this audit run, not that the signal is guaranteed absent.

REPORT MODE

Starter Audit

DOMAIN AUDITED

example-health-clinic.com

BRAND NAME

Example Health Clinic

PAGES CRAWLED

4

PROMPT CHECKS RUN

10

AI ENGINES INCLUDED

OpenAI

COMPETITORS CHECKED

No competitor list recorded

AUDIT DATE

26 Jun 2026

LANGUAGE / COUNTRY

Not recorded



Scope note

AI visibility results may vary by model, prompt, location, user context, and time. This report documents observed evidence from this audit run only.

BUSINESS VERDICT

What this means commercially

The business impact is based on observed evidence from this audit run, not on guaranteed AI ranking outcomes.



Good AI readiness

Moderate AI visibility estimate. The site is crawlable and has useful service pages, but schema, expert proof, local evidence, and direct answer content need stronger signals before AI systems can confidently reference it.

VISIBILITY RISK

Controlled

Lower observed mentions can reduce appearance in answer-led discovery journeys.

REVENUE ANGLE

High-intent prompts

Improving comparison and service pages can support buyer-stage AI answers.

RECHECK NEEDED

After implementation

Re-run observed prompt checks after fixes are live and crawlable.

Confidence and evidence quality

CONFIDENCE LEVEL

Limited

A directional audit confidence level, not a ranking guarantee.

CRAWL EVIDENCE QUALITY

Strong

Based on crawl access, rendered HTML, sitemap, and extraction signals.

CONTENT EVIDENCE QUALITY

Moderate

Based on clarity, specificity, and answer-ready page copy.

TRUST EVIDENCE QUALITY

Limited

Based on credentials, reviews, contact clarity, policies, and proof signals.

AI VISIBILITY EVIDENCE QUALITY

Moderate

Based on observed mentions, citation/source signals, and prompt coverage.

Results may vary by model, prompt, location, user context, and time. Use this as evidence for prioritization and re-testing.

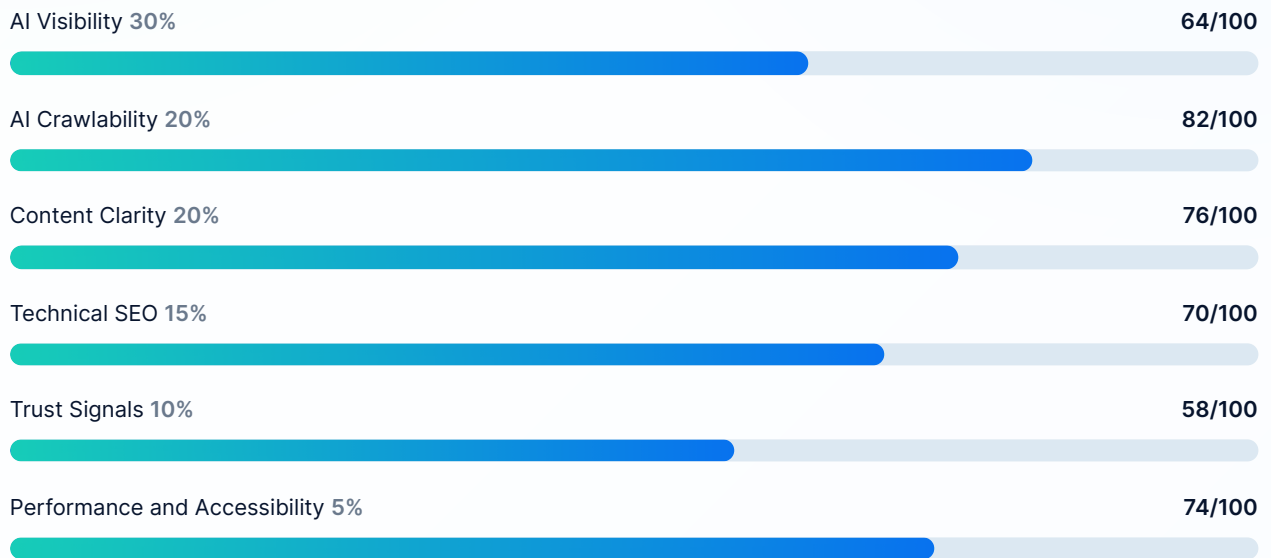
Board-level recommendation

- Treat AI visibility as an evidence system: crawl access, clear claims, proof, and structured data all need to work together.
- Prioritize changes that make the site easier to quote accurately: direct answers, expert credentials, policies, reviews, and service definitions.
- Measure observed mentions again after fixes; do not assume permanent movement from a single audit run.

SCORE BREAKDOWN

Weighted scoring model

The formula reflects what AI answer systems need before they can reliably understand, compare, and reference a website.



AI VISIBILITY SNAPSHOT

Observed answer-system signals

Starter summarizes visibility as observed evidence, not a guaranteed position in any model or answer surface.

5

Observed brand mentions

10 representative prompt checks considered.

10

Prompt checks run

Configured checks in this audit scope.

5

Source/citation signals

Checks where a source signal was observed.

Competitor presence

No competitor list was recorded for this Starter sample. Recheck with named competitors for stronger comparison evidence.

Concise interpretation

- The site has partial AI visibility evidence, but confidence depends on crawlable service pages, proof blocks, and structured data.
- Observed mentions should be re-tested after implementation because results vary by model, prompt, location, user context, and time.
- Starter keeps this view concise; Growth and Pro add engine-level and prompt-level evidence.



TECHNICAL AND CRAWLABILITY SNAPSHOT

Access, extraction, and entity basics

These checks show whether AI and search systems can access the important pages and extract reliable business evidence.

ROBOTS.TXT

Monitor

SITEMAP

Coverage observed

SCHEMA

Needs fixing

CANONICAL / INDEXABILITY

Mostly clean

RENDERED CONTENT

Strong

VISIBLE SERVICE EVIDENCE

Moderate

Top technical issues

- `/`: Missing JSON-LD organization schema.
- `/services`: Headings are generic and do not describe treatment intent.
- `/team`: Practitioner credentials are present but not connected to service pages.



Starter technical lens

Fix schema, canonical/indexability, and static service links first, then re-run the same crawl checks.

PRIORITY FINDINGS

Starter implementation focus

This condensed view keeps the Starter report practical while preserving the same honest scoring language.

Technical and crawlability

- HIGH: Missing JSON-LD organization schema.
- LOW: Canonical is present but absolute URL should be normalized.

Content and trust

- MEDIUM: Headings are generic and do not describe treatment intent.
- MEDIUM: Practitioner credentials are present but not connected to service pages.
- Add clear proof, credentials, policies, and direct answers on high-value pages.
- Use structured data where it accurately describes the organization and services.



Starter scope

Starter is intentionally concise. Growth and Pro reports add prompt-level results, competitor insights, a priority matrix, and an expanded technical issue log.

7-DAY QUICK FIX PLAN

Practical Starter implementation path

A short plan for improving crawlable evidence before the next observed AI visibility recheck.

Days 1-2



Fix crawl and schema basics.

Validate robots, sitemap coverage, canonicals, noindex, and organization/service schema.

Days 3-4



Rewrite headings and answer-ready summaries.

Make key service pages directly explain who the service is for, where it applies, and what proof supports it.

Days 5-6



Add trust proof and contact evidence.

Place credentials, policies, reviews, address, opening hours, and practitioner proof near conversion content.

Day 7



Prepare recheck readiness.

Confirm changes are crawlable in rendered HTML and repeat the same observed prompt themes.



METHODOLOGY APPENDIX

How this audit result was produced

This sample report uses the AIO Score Studio audit model: rendered crawling, technical extraction, structured data checks, representative prompt simulation, issue detection, weighted scoring, and practical recommendations. Production reports use the same modular structure with configured provider adapters.

The crawler extracts title tags, meta descriptions, headings, visible text, canonical URLs, hreflang tags, schema JSON-LD, internal links, image alt text, robots.txt, sitemap signals, and rendered HTML evidence.

AI provider checks are modular and can include OpenAI, Perplexity, Anthropic, and other engines when configured. Development and test runs can use deterministic simulated provider outputs so the pipeline can be tested before production keys are enabled.

The final score is weighted as follows: AI Visibility 30%, AI Crawlability 20%, Content Clarity 20%, Technical SEO 15%, Trust Signals 10%, and Performance and Accessibility 5%.

This document is an audit result and AI visibility estimate. It does not claim guaranteed rankings, guaranteed citations, or permanent visibility in any AI answer system.



Next recommended audit cycle

Re-run the audit after implementing the first round of schema, content, crawlability, and trust improvements to compare observed mentions and score movement.