Reeve Consult

WEBSITES / SEARCH / CLEARER DECISIONS

Your website. A clearer view.

SEO & AIO audit report

example-business.co.uk

Scanned 25 October 2026 at 12:00 GMT

PDF created 25 October 2026 at 12:00 GMT / Illustrative sample

69 / 100

AUTOMATED CHECK SCORE

Use the evidence and scope alongside the score.

The scan fetched 3 pages. It inspects fetched HTML and available external measurements. It does not measure rankings, traffic, enquiries or appearances in AI answers.

This sample uses fictional data for example-business.co.uk to show the report format. It is not an audit of a real business.

01 / YOUR SUMMARY

Start with the evidence.

The score is a summary of automated checks. The findings below help you decide what to investigate and who should be involved.

4 of 5 category measurements are available. Some measurements are unavailable. The overall score uses the available categories and rescales their weights; compare reports only when coverage is similar.

Technical SEO

Access, technical settings and available performance measurements.

74 / 100

On-page information

Titles, descriptions, headings, images and canonical information.

80 / 100

Content structure

Automated observations about the words and structure in fetched pages.

63 / 100

External reference

Available third-party context. These checks do not measure Google authority.

Not checked

Search crawler access

Observed crawler preferences and page information, not measured AI visibility.

48 / 100

These categories use Reeve Consult's own audit method. They are not Google scores or an industry certification. A high result does not guarantee search rankings or AI citations.

4 findings are marked for investigation or review. Findings may overlap, and a setting can be intentional.

02 / ACTION PLAN

Decide what to check first.

Use this plan with your developer, content editor or SEO adviser. Priorities reflect the tool's findings; they are not a forecast of commercial impact.

01 REVIEW

Check the repairs page against customer questions

Confirm that the service, location, booking process and relevant conditions are explained accurately. Add information because customers need it, rather than to reach a word target.

Category: Content structure
Affected page: https://example-business.co.uk/repairs
Who to involve: Website owner / content editor
How to verify: Confirm the finding on the website before making a change, then check the result.

02 REVIEW

Investigate mobile loading on the homepage

Review the lab loading sequence, image size and active scripts. Check the page on a phone and compare another measurement before agreeing the work.

Category: Technical SEO
Affected page: https://example-business.co.uk/
Who to involve: Website developer / SEO adviser
How to verify: Repeat the measurement and check the page in real use.

03 REVIEW

Confirm the intended crawler policy

Check the named user agent and repairs-path rule. Keep any deliberate restrictions and document an agreed change.

Category: Search crawler access
Affected pages: https://example-business.co.uk/robots.txt
https://example-business.co.uk/repairs
Who to involve: Website developer / SEO adviser
How to verify: Check the relevant user agent and affected URL against the intended policy.

03.1 / DETAILED FINDINGS

Technical SEO

Access, technical settings and available performance measurements.

Category result: 74 / 100. Some measurements were unavailable. Review the scope notes.

Illustrative score based on the available technical checks. A lab measurement is not a field Core Web Vitals result.

REVIEW

Homepage mobile performance needs review

The illustrative mobile lab performance score is 58 / 100. Inspect the measured loading sequence before deciding what to change.

Affected page: https://example-business.co.uk/

Checks and evidence

NO FLAG FOUND

HTTPS access

All three fictional URLs returned a successful HTTPS response.

NO FLAG FOUND

Mobile viewport declaration

A viewport declaration was found in the fetched HTML for the three sample pages.

REVIEW

Homepage mobile lab performance

Illustrative PageSpeed performance measurement: 58 / 100. Lab LCP: 3.2 seconds. Review the tested page before agreeing a change.

Checked URLs: https://example-business.co.uk/

NOT CHECKED

HTTP-to-HTTPS redirects

This measurement did not complete in the illustrative scan. It was excluded from the category score.

03.2 / DETAILED FINDINGS

On-page information

Titles, descriptions, headings, images and canonical information.

Category result: 80 / 100. Read the individual findings alongside this result.

REVIEW

One service page has no meta description

The fetched HTML for the repairs page does not include a meta description. Check whether an accurate summary would help describe this page in search results.

Affected page: https://example-business.co.uk/repairs

Checks and evidence

NO FLAG FOUND

Page titles

Each sample page includes a distinct title in its fetched HTML.

REVIEW

Meta descriptions

The repairs page has no meta description in its fetched HTML.

Checked URLs: https://example-business.co.uk/repairs

NO FLAG FOUND

Main headings

One H1 was found on each sample page. A heading count does not assess whether the wording is useful.

03.3 / DETAILED FINDINGS

Content structure

Automated observations about the words and structure in fetched pages.

Category result: 63 / 100. Read the individual findings alongside this result.

REVIEW

Review the detail on the repairs page

The fetched page contains approximately 170 words. Word count does not establish quality. Read it against the questions a customer would need answered before booking a repair.

Affected page: https://example-business.co.uk/repairs

Checks and evidence

NO FLAG FOUND

Section headings

Section headings were found in the fetched pages.

REVIEW

Page information for customer decisions

The short repairs page deserves a human review. The scan does not assess whether it answers customers' questions.

03.4 / DETAILED FINDINGS

Search crawler access

Observed crawler preferences and page information, not measured AI visibility.

Category result: 48 / 100. Read the individual findings alongside this result.

REVIEW

Review one configured crawler restriction

The illustrative robots.txt disallows a user agent on the repairs path. Check which service it represents and whether that policy is intentional. A permission does not guarantee indexing or an AI citation.

Affected page: https://example-business.co.uk/robots.txt

Affected page: https://example-business.co.uk/repairs

INFORMATION

Organisation information is present in JSON-LD

Schema presence is an observation. Check the values against the business details visible on the page; it is not evidence that an AI assistant recommends the business.

Unscored observations

llms.txt: Not found

Homepage JSON-LD types: Organization, WebSite

Checks and evidence

NO FLAG FOUND

robots.txt retrieved

The sample robots.txt was available. Whether any rule should change depends on the intended policy.

REVIEW

Crawler access to the repairs path

The fictional file contains a restriction for one user agent on /repairs. This is a policy observation, not a measurement of AI visibility.

04 / METHOD AND COVERAGE

How the result was calculated.

Read the method and measurement coverage before comparing this score with another report.

Method version: 2026-10-25-evidence-v2

Rule-based automated check summary; not a search-engine score

Only categories with a numeric score contribute. Their nominal weights are rescaled to total 100%; missing categories are not scored as zero.

Category scores use available check points only. Unavailable and inapplicable checks are excluded; a partial score must be read alongside its coverage.

Category weights used for this report

Category	Nominal	Effective
Technical SEO	25%	**31.25%**
On-page information	25%	**31.25%**
Content structure	15%	**18.75%**
External reference	20%	**0%**
Search crawler access	15%	**18.75%**

Coverage: 4 of 5 categories returned a score. 10 of 12 checks contributed a measurement.

Checks that did not return a measurement

- Technical SEO: HTTP-to-HTTPS redirects
- External reference: Third-party external reference

05 / SCOPE AND MEASUREMENTS

What this report can tell you.

The scan is a starting point for a website review. Its coverage and measurement conditions affect how each finding should be interpreted.

The scan fetched 3 pages. It inspects fetched HTML and available external measurements. It does not measure rankings, traffic, enquiries or appearances in AI answers.

- Illustrative scan of three fictional pages. The maximum production crawl is limited to linked pages and is not a complete site inventory.
- The crawler examines returned HTML. Content created only after JavaScript runs may not be represented.
- A limited crawl is not a complete site inventory. Pages not linked from the fetched pages can be missed.
- Titles, heading counts, word counts and schema presence are automated signals. Their suitability needs a human review.
- Crawler permissions describe configured preferences. They do not confirm indexing, a ranking or an AI citation.
- PageSpeed measurements are lab tests of the tested URL and can vary between runs. They do not establish a field Core Web Vitals result.
- The report does not access Search Console, analytics, paid keyword databases or prompts sent to AI assistants.
- External reference was not checked. Third-party external context was not returned in this illustrative scan.
- External-context measurements were unavailable in this sample.

Available performance measurements

Mobile performance	**58 / 100**
Desktop performance	**86 / 100**
Lab Largest Contentful Paint	**3.2 s**
Lab Cumulative Layout Shift	**0.04**
Lab Total Blocking Time	**210 ms**

Not checked means the measurement was not returned. It is not a performance score of zero.

06 / PAGES FETCHED

The pages behind this report.

These are the URLs included in the returned scan data. The report does not make findings about pages outside this list.

01 **Example Business - local repairs and servicing**
https://example-business.co.uk/

HTTP 200 | H1s: 1 | Words: 520

02 **Repairs | Example Business**
https://example-business.co.uk/repairs

HTTP 200 | H1s: 1 | Words: 170

03 **Contact Example Business**
https://example-business.co.uk/contact

HTTP 200 | H1s: 1 | Words: 240

07 / AFTER THE AUDIT

Turn a finding into a useful change.

Start with the pages customers use to understand your service, compare options and contact your business.

01 Confirm

Open the affected page and check whether the observation is accurate and whether the setting is intentional.

02 Understand

Connect the finding to a real task, such as discovering a service, reading it on a phone or completing an enquiry.

03 Change

Agree the work with the person who owns the content or code. Keep a copy of the current version and make a focused change.

04 Verify

Check the page and the relevant measurement again. Use Search Console and analytics over time where available.

Want to discuss a finding? Reeve Consult can help explain the evidence and plan appropriate website work. Bring this report and the pages you want customers to find.

reeveconsult.co.uk/book-a-call

hello@reeveconsult.co.uk

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