EXAMPLE REPORT: a fictional business, invented numbers

provley

AI visibility audit

Fenwick & Dale Accountants · fenwickdale.example

Prepared by Provley on 20 October 2026

At a glance

AI-ready score	Google (SEO) score	Pages checked	Questions where an assistant named you
53	70	8	2 / 5
Average across the pages read. 70 is the pass mark.	Average across the same pages.	Pages below the pass mark: 6	ChatGPT, Perplexity, Gemini, Claude

Can AI assistants read the site?

1 of 7 AI crawlers are blocked by robots.txt: GPTBot. A blocked assistant cannot read or name the site.

What the AI assistants answered

Each question was put to ChatGPT, Perplexity, Gemini, Claude. "Named" means the assistant cited one of your pages in its answer.

Question	Named you	Named instead
best accountant for a small business in Leeds Everyday	1 / 4	yell.com, checkatrade.com, google.com
how much does an accountant cost for a sole trader UK Specific	0 / 4	crunch.co.uk, gov.uk, theaccountancy.co.uk
do I need an accountant for my self assessment Problem	0 / 4	gov.uk, moneysavingexpert.com, which.co.uk
Xero vs QuickBooks for a small business Comparison	0 / 4	xero.com, quickbooks.intuit.com, techradar.com
what happens if I file my company accounts late Problem	1 / 4	gov.uk, companieshouse.gov.uk

What to fix first: AI

The answer isn't in the opening lines

The page opens with a welcome line and a slogan; what the practice does and for whom only appears in the third section.

fenwickdale.example/

Headings don't match the questions asked
The headings are service names ("Our approach", "Why choose us"), not the questions a customer asks ("When is the deadline?", "What does it cost?").
fenwickdale.example/services/self-assessment

No structured data (schema.org)
fenwickdale.example/services/limited-company-accounts

Heading hierarchy is off (one H1 and H2 sections expected)
fenwickdale.example/pricing

No named author
fenwickdale.example/blog/sole-trader-or-limited-company

Quotes are altered or not attributed
The HMRC threshold is quoted without naming HMRC or the page it comes from.
fenwickdale.example/blog/making-tax-digital-2026

What to fix first: Google

The page is missing or answers with an error
Google drops pages that return an error. Fix the page, or redirect it to the right one and take it out of your sitemap.
Google says · fenwickdale.example/services/payroll

Very little text (90 words)
Google sets no word count, but a page with almost no text rarely ranks. Add what a visitor needs to know, or merge it with a related page.
Studies show · fenwickdale.example/contact

No page description
The description is the short text Google may show under your link. Without one Google picks any sentence. It won't change rankings, but it can win clicks.
Google says · fenwickdale.example/

The title is 28 characters long
Titles of about 30 to 60 characters are rewritten or cut short least often in Google's results.
Studies show · fenwickdale.example/services/self-assessment

No author named on this article
Google's guidance asks who wrote a page. A named author builds trust with readers, Google and AI assistants.
Studies show · fenwickdale.example/blog/sole-trader-or-limited-company

Every page we checked

Page	AI	Google	Top issue
fenwickdale.example/	44	68	The answer isn't in the opening lines
fenwickdale.example/services/self-assessment	58	74	Headings don't match the questions asked
fenwickdale.example/services/limited-company-accounts	61	79	The answer isn't in the opening lines
fenwickdale.example/pricing	37	61	The answer isn't in the opening lines
fenwickdale.example/blog/sole-trader-or-limited-company	74	86	No named author
fenwickdale.example/blog/making-tax-digital-2026	67	82	Quotes are altered or not attributed

fenwickdale.example/about	49	72	Headings don't match the questions asked
fenwickdale.example/contact	31	58	No structured data (schema.org)
fenwickdale.example/services/payroll	–	0	No structured data (schema.org)

Links

142 links checked, 6 with a problem, 2 serious.

What next

Fix the pages above first: the findings say what to change and why. To have it done and checked every week, Provley's plan re-scores every page, tracks these questions across the AI assistants and writes an article a week, for £149.99 a month at provley.com.