

SEO & GEO CHECKUP

How your website performs in search and AI answers

 example-store.com

Prepared for
Sample Company (fictional)

Date
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Reference
TR-26-0412



On-page SEO		64
Technical SEO		71
Speed (mobile)		43
GEO / AI visibility		34

Overall: a solid store held back by mobile speed and weak AI visibility. Six fixes on page 3 would move most of the score.

01 · SCORE BY AREA

Where example-store.com stands today

We checked 40 pages of your site across four areas. Each score is out of 100. Green is fine, amber needs attention, red is costing you visitors or sales now.



On-page SEO

Titles, descriptions, headings, image text, internal links

Fair

- 12 of 40 pages have no meta description
- 9 pages share the same title "Shop"
- 38% of product images have no alt text
- One H1 per page on 36 of 40 pages
- Internal links reach every collection



Technical SEO

HTTPS, SSL, redirects, robots.txt, sitemap, broken links

Fair

- HTTPS on every page, certificate valid
- XML sitemap found and submitted
- 14 links lead to pages that no longer exist (404)
- 6 redirect chains (3 or more hops)
- Filtered collection pages have no canonical tag



Speed (mobile)

Google PageSpeed on mobile: LCP, CLS, blocking time

Weak

- Largest image loads in 4.8 s (target: under 2.5 s)
- Layout shift 0.21 (target: under 0.1)
- Blocking time 610 ms from apps and chat widgets
- Desktop score 78
- Hero images not served in WebP/AVIF



GEO / AI visibility

Schema, FAQ content, brand facts, llms.txt, AI crawler access

Weak

- No Organization or LocalBusiness schema
- No FAQ content that AI answers can quote
- About page has no founding year, address or team
- Product schema missing price and availability on 22 products
- No llms.txt file; AI crawlers not addressed in robots.txt

● Fine
 ● Needs attention
 ● Fix first

How we measured. On-page and technical checks read your public pages like a search engine does. Speed comes from Google PageSpeed (mobile, lab data). GEO / AI visibility checks the signals AI assistants use to describe and recommend a business: structured data, question-and-answer content, clear brand facts and llms.txt.

02 · TOP ISSUES

Six fixes, in the order we would do them

Plain language, no jargon. The first ones are worth the most: they affect every visitor and every search.

1

Your mobile pages take almost 5 seconds to show the main image

HIGH

Speed (mobile)

WHY IT MATTERS

Most of your visitors are on phones. Slow pages lose them before they see a product, and Google ranks slow pages lower.

THE FIX

Compress and resize the hero and product images (WebP), load the chat widget after the page, and remove two unused apps.

2

AI assistants cannot tell who you are

HIGH

GEO / AI visibility

WHY IT MATTERS

ChatGPT, Gemini and Google AI answers lean on clear facts: business name, location, what you sell. Your site does not state them in a form they read.

THE FIX

Add Organization and Product schema, a short facts block on the About page, and an llms.txt file that points to your key pages.

3

Filtered collection pages compete with each other

HIGH

Technical SEO

WHY IT MATTERS

Pages like /collections/bags?color=black look like duplicates to Google, so your main collection page gets weaker.

THE FIX

Add a canonical tag on filtered pages that points to the main collection.

4

12 pages have no description and 9 share one title

MEDIUM

On-page SEO

WHY IT MATTERS

Search results show a random sentence instead of your offer, and identical titles make pages look the same.

THE FIX

Write a unique title (under 60 characters) and description (under 155) for each page, starting with the top 10 by traffic.

5

No questions answered on product and category pages

MEDIUM

GEO / AI visibility

WHY IT MATTERS

Shoppers and AI engines search with questions ("Does it ship to Riyadh?"). Pages without answers are skipped.

THE FIX

Add 4 to 6 short FAQs to each main category page, marked up with FAQ schema.

6

14 broken links and 6 redirect chains

MEDIUM

Technical SEO

WHY IT MATTERS

Visitors land on error pages and Google wastes its crawl on dead ends.

THE FIX

Point each broken link to the closest live page and shorten every chain to a single redirect.

03 · HOW ALGURUS FIXES THIS

From this report to more organic sales

You can hand this report to your developer, or let our SEO & GEO team do it. This is how we would run it.

WEEKS 1-2

Fix what costs you now

- Speed: images, apps, scripts
- Indexing, redirects and broken links
- Titles and descriptions on top pages

WEEKS 3-6

Make AI engines understand you

- Organization, Product and FAQ schema
- Brand facts block and llms.txt
- FAQs on every main page

MONTH 2 ONWARDS

Grow the pages that sell

- Arabic and English keyword pages
- Content and internal links
- Monthly report on clicks and sales

PUBLISHED CASE · DRIVING 86K CLICKS WITH SEO FOR LUXURY WATCHES STORE IN JORDAN

86,600

organic clicks · 16 months, 4.86M impressions

4.86M

impressions

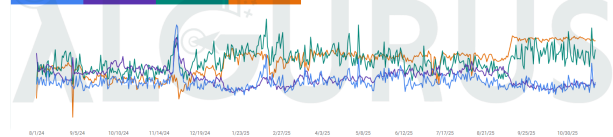
1.8%

CTR

72-187%

above click benchmark

Total clicks: 86.6K Total Impressions: 4.86M Average CTR: 1.8% Average position: 18.8



Platform screenshot from the same case. Full case study on algorus.com, under Proof.

Book a 20-minute review of this audit

We walk you through the fixes on a call or WhatsApp, and tell you honestly what you can do in-house.



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Sample report for a fictional website (example-store.com); all findings on these pages are illustrative. A real report reflects automated checks on the date shown and is reviewed by the ALGurus team before it is sent.