MillionLights

SEARCH & AI VISIBILITY AUDIT FULL REPORT

Search & AI Visibility Audit: Fable & Foam Brewing

SEO audit and AEO audit in one · Site audited: the brewery's current website (6 pages) · Report date: November 2026

Prepared for: Fable & Foam Brewing, Nowhere Springs

Sample project for a fictional business, made to show what you get. Fable & Foam Brewing and its website are made up. The site findings are real results from crawling that demo site; the search data, keywords, competitors, AI answers, sources and listings are illustrative.

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1. How to use this report

Start with the summary and the five fixes that matter most. The report then looks at the site two ways: how it does in search (rankings, keywords, competitors) and what AI assistants and AI search say about the brewery. Every issue has its own card with what we found, why it matters, the exact steps to fix it, who should do it and how to check it's done. The checklist near the end lists every step in order.

Impact is how much a fix is likely to help search visibility, AI answers and enquiries. Effort: **Low** is under a day, **Medium** is a few days including writing. Many fixes help with both search and AI assistants.

2. Summary and scorecard

Fable & Foam's site is hard to find, hard to use on a phone, and hides the thing that earns the brewery the most money: private events. AI assistants know the brewery exists but little else, so for every venue question they recommend competitors whose sites spell things out. Most fixes are quick and are about writing down facts you already know. The 7 high-impact items make the biggest difference.

32	6	20%	18
overall score	pages crawled	assistant visibility	issues found

7
high impact

Search (score 29)

Technical — **40 · D**

No sitemap.xml or robots.txt, one broken link, no page language.

On-page — **18 · F**

Missing descriptions and main headings; titles don't name the brewery or town.

Content — **30 · F**

Every page has one or two sentences of its own; nothing about events; the blog stopped in 2019.

Mobile and speed — **26 · F**

No mobile layout; 3 images weigh 6.0 MB.

Local search 30 · F

Address only; no hours, phone or business details search engines can read.

AI assistants (score 34)

AI crawler access 80 · B

Nothing blocks AI crawlers, but there's no robots.txt or sitemap.

Business facts 15 · F

No structured data, no hours, no phone, a one-line description.

Answerable content 19 · F

0 of 8 customer questions answered on the site.

Presence elsewhere 35 · F

Listed on Google, Facebook, Yelp and Untappd, with conflicting details; no venue directories.

Assistant visibility 20 · F

From the assistant test: how often you're mentioned, and correctly.

Each area starts at 100 and loses points for what the crawl and the checks found; the notes say what. A, B, C, D, F at 90, 75, 60 and 40. The overall score is the average of the two.

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3. The five fixes that matter most

1. **No page for private events, the brewery's main income.** Create a new page at `/events/` titled “Private Events & Barrel Room | Fable & Foam Brewing, Nowhere Springs”.

2. **AI assistants can't answer most customer questions from the site.** Answer each question in plain text on the page it belongs to: events on an Events page, hours and parking on a Visit page, beers on the Menu page.

3. **Not built for phones.** Add `<meta name="viewport" content="width=device-width, initial-scale=1">` inside `<head>` on every page.

4. **No structured data describing the business.** Add the LocalBusiness (Brewery) JSON-LD in this report to the `<head>` of every page, filled in with your real hours and phone.

5. **Key facts are missing or point elsewhere.** Write a two-sentence description: what you are, where, and what you're known for (“Small-batch brewery and taproom in Nowhere Springs, with a barrel room for private events of up to 120.”).

4. Search performance baseline

Illustrative. A fictional business has no real search data. On a client audit this comes from your Google Search Console (last 28 days, when you grant access) and Ahrefs.

8,390	291	3.5%	6
impressions, 28 days	clicks	click-through rate	top searches shown

Search	Impressions	Clicks	CTR	Avg. position
fable and foam brewing	4100	212	5.2%	1.3
brewery nowhere springs	1650	41	2.5%	4.1
fable and foam menu	480	19	4.0%	2.2
breweries near me	1300	9	0.7%	24.6
barrel room nowhere springs	220	6	2.7%	7.8
nowhere springs things to do	640	4	0.6%	31.0

What this tells us

1. **People find you by name, not by need.** 79% of clicks are searches for “Fable and Foam”. Almost nobody finds you while looking for a venue or a brewery.

2. **“breweries near me” shows you on page 3.** 1,300 impressions, 9 clicks. A complete Business Profile, reviews and a mobile-friendly site are what move this.

3 **No event searches at all.** Not one event-type search appears, because no page is about events.

5. What AI assistants say today

Illustrative. No real assistant knows a fictional brewery, so these answers are made up to show the format. On a client audit we ask your key questions (15 or more, agreed with you) in ChatGPT, Claude, Perplexity, Gemini and Google's AI Overviews, and record each answer with the date.

Yes: mentioned and described correctly. **Partly**: mentioned, with gaps or errors. **No**: not mentioned. Assistants are listed as A to E.

Question	A	B	C	D	E	Notes
What is Fable & Foam Brewing?	Partly	Partly	Yes	Partly	Partly	Described as “a brewery in Nowhere Springs”; nothing about events or beer styles.
Private event venues in Nowhere Springs for about 100 people	No	No	No	No	No	Kettle & Kiln and The Grainary Hall named every time.
Is Fable & Foam a good place for a 40-person birthday party?	Partly	No	Partly	No	Partly	Says it “may have space”; suggests contacting them.
What time does Fable & Foam open on Sunday?	No	No	Partly	No	No	No hours to quote; one assistant guessed from an old Facebook post.

Question	A	B	C	D	E	Notes
Breweries in Nowhere Springs with food	Partly	Yes	Partly	Partly	No	Mentioned, but food trucks never come up.
Best rehearsal dinner venues in Nowhere Springs	No	No	No	No	No	Restaurants and The Grainary Hall.
Dog-friendly breweries near Nowhere Springs	No	No	No	Partly	No	No information to go on.
Does Fable & Foam do brewery tours?	No	Partly	No	No	No	“No information found.”
What beers does Fable & Foam make?	Partly	No	Partly	No	Partly	Quotes an Untappd listing from 2021.
Company holiday party venues in Nowhere Springs	No	No	No	No	No	Kettle & Kiln, Riverside Hall.
Outdoor event space in Nowhere Springs	No	No	No	No	No	Millpond Event Barn.
Where can I have a 50th birthday party in Nowhere Springs?	No	No	Partly	No	No	Restaurants with private rooms.
Is Fable & Foam Brewing open now?	No	No	No	No	No	No hours anywhere.

Question	A	B	C	D	E	Notes
How much does it cost to rent a brewery for a party?	No	No	No	No	No	Generic ranges; no local venue cited.
Things to do in Nowhere Springs on a Saturday	No	Partly	No	No	Partly	Mentioned once among ten places.

Visibility score: **15%** of possible mentions.

What they get wrong

Assistant	Says	Why, and the fix
Assistant C	Says Fable & Foam is “closed on weekends”.	Taken from a 2019 Facebook post. Fix: hours on the site, in structured data and on the Business Profile.
Assistant A	Calls it “a small taproom with no event space”.	The only text about events is one sentence. Fix: an Events page with capacities.
Assistant E	Lists a beer that was retired in 2020.	From an old Untappd check-in. Fix: a current tap list on the Menu page.

6. Customer questions your site answers

Real check of the site: for each question customers ask, does the site say the answer in plain text?

Question	Answered?	What the site says
Does Fable & Foam host private events?	Partly	Only one sentence: “Our barrel room is available for parties. Email us.” No details.
How many people does the event space hold?	No	No capacity anywhere on the site.
What are the opening hours?	No	The Contact page says “Hours: see Facebook”.

Question	Answered?	What the site says
What beers are on tap?	No	Only inside menu.pdf (spring 2019); the Menu page itself names no beers.
Where is it, and is there parking?	Partly	The address is on the Contact page; nothing about parking or directions.
Do they offer brewery tours?	No	No mention of tours.
Is it family- or dog-friendly?	No	Not mentioned.
How do I book an event, and what does it cost?	Partly	“Email us” with no address on that page and no booking or pricing details.

7. Keyword map

> **Illustrative** volumes and positions. On a client audit these come from Ahrefs and Search Console.

One main search per page, so pages don't compete with each other. New pages are marked (new).

Search	Monthly searches	Difficulty	Where you rank now	Intent	Page that should answer it
private event venue Nowhere Springs	210	Low	Not ranking	Commercial	/events/ (new)
rehearsal dinner venue Nowhere Springs	90	Low	Not ranking	Commercial	/events/rehearsal-dinners/ (new)
company party venue Nowhere Springs	70	Low	Not ranking	Commercial	/events/company-parties/ (new)

Search	Monthly searches	Difficulty	Where you rank now	Intent	Page that should answer it
holiday party venue Nowhere Springs	140	Low	Not ranking	Commercial, Sep–Dec	/events/holiday-parties/ (new)
outdoor event space Nowhere Springs	60	Low	Not ranking	Commercial, Apr–Aug	/events/beer-garden/ (new)
brewery near me	1900	Medium	Page 3	Local	Home + Google Business Profile
brewery Nowhere Springs	320	Low	4	Local	Home
brewery tours Nowhere Springs	110	Low	Not ranking	Informational	/tours/ (new)
Fable and Foam menu	50	Low	PDF ranks, page doesn't	Navigational	/menu/ (rewrite)
dog friendly brewery Nowhere Springs	40	Low	Not ranking	Local	/visit/ (new)
food trucks Nowhere Springs	150	Low	Not ranking	Informational	/food-trucks/ (new)
birthday party venue for adults Nowhere Springs	50	Low	Not ranking	Commercial	/events/birthdays/ (new)

8. Competitor snapshot

> **Illustrative.** These venues are made up, like the brewery.

Competitor	What they do well	What they rank for	What to take from it
Kettle & Kiln Brewing	Events page with capacities and photos; 140 Google reviews; listed in two wedding directories.	Ranks top 3 for “private event venue Nowhere Springs” and “rehearsal dinner venue”.	Copy the structure: one page per event type, capacities up front, an enquiry form on every event page.
The Grainary Hall	Dedicated venue with a full packages page and an online availability calendar.	Owns “wedding venue” searches; weak on casual events and anything beer-related.	Compete on relaxed events (birthdays, company happy hours) and the brewery experience, not weddings.
Millpond Event Barn	Strong Instagram, thin website; outdoor only.	Ranks for “outdoor event space” in summer.	A Beer Garden page with a rain plan (the Barrel Room) beats an outdoor-only venue.

9. Where assistants get their answers

> **Illustrative.** On a client audit these are the sources the assistants actually cited in the test.

Source	Used for	How often	What to do
Google Business Profile / Maps	Hours, address, reviews	Most local answers	Complete it (hours, categories incl. Event venue, photos)
Yelp	Reviews, “good for groups”	4 of 5 assistants	Claim the listing; add event photos and details
Untappd	Beer list	2 assistants	Update the brewery page and beer list
Local wedding/venue directory	Venue lists	Every venue question	Get listed with capacities and photos
Nowhere Springs visitor guide	“Things to do” lists	General questions	Ask to be added; send a short description

Source	Used for	How often	What to do
Reddit / local forums	Recommendations	“Best of” questions	Nothing to do directly; reviews and events lead to mentions
Competitors' own websites	Capacities, packages	Every venue question	Publish the same facts about your spaces

Brand consistency

Search engines and assistants trust facts that agree. Today your name, phone, hours and category differ from place to place (illustrative listings).

Where	Name	Address	Hours	Phone	Category
Website	Fable and Foam Brewing Co.	12 Old Mill Road	“see Facebook”	None	None
Google Business Profile	Fable & Foam Brewing	12 Old Mill Rd	Wed–Sun (2022)	555-0142	Brewery
Facebook	Fable and Foam Brewery	12 Old Mill Road	Thu–Sun	555-0142	Brewery
Yelp	Fable & Foam	12 Old Mill Rd	Not set	555-0199 (old)	Bars
Untappd	Fable and Foam Brewing Company	Nowhere Springs	–	–	Microbrewery

10. Every issue, with how to fix it

#1 High Effort: Medium Who: Owner + writer

No page for private events, the brewery's main income

What we found. 0 of 6 pages mention events or parties in a title or main heading. The only mention is one sentence on the Gallery page: “Our barrel room is available for parties. Email us.”

Why it matters. People search for venues by event type and town (“rehearsal dinner venue Nowhere Springs”). With no page about events, there is nothing for those searches to find, and the enquiries go to venues that have one.

Pages: `gallery.html`

How to fix it

1. Create a new page at `/events/` titled “Private Events & Barrel Room | Fable & Foam Brewing, Nowhere Springs”.
2. Describe both spaces: the Barrel Room (up to 80 seated, 120 standing) and the Beer Garden (up to 150, May to September), with two or three photos of each.
3. List what's included (tables, taps, sound system), the minimum spend, the minimum booking length and food options (food trucks or caterers).
4. Add a short enquiry form (date, number of guests, event type, contact details) or a clear “Email events@...” link.
5. Link to the page from the main menu (“Events”) and from a sentence on the home page.

How to check it's fixed. The page loads at /events/, appears in the menu on every page, and after a few weeks shows up in Search Console under Pages → Indexed.

#2 High Effort: Low Who: Developer

Not built for phones

What we found. 6 of 6 pages have no mobile viewport tag and the layout is a fixed 1,000px wide, so phones show a shrunken desktop page.

Why it matters. Most venue and “near me” searches happen on phones, and Google ranks pages by their mobile version. A page that has to be pinched and zoomed loses both rankings and visitors.

Pages: `index.html`, `about.html`, `menu.html`, `gallery.html`, `blog.html`, `contact.html`

How to fix it

1. Add `<meta name="viewport" content="width=device-width, initial-scale=1">` inside `<head>` on every page.
2. Replace fixed widths (`width: 1000px`) with `max-width` and percentages so the layout fits any screen.
3. Make the menu fit on a phone (a single row that wraps, or a menu button).
4. Check the tap targets: buttons and links at least 44px tall, with space between them.

How to check it's fixed. Open each page on a phone, or in Chrome's device toolbar at 390px wide: no sideways scrolling, text readable without zooming. Google's mobile-friendly test in Search Console (URL Inspection → Test live URL) passes.

#3 High Effort: Low Who: Anyone

Very heavy images slow every visit

What we found. 3 images weigh 6.0 MB in total. The home page photo alone is 3.3 MB at 1400px wide but shown at 600px; the home page loads 3.3 MB in all.

Why it matters. On a phone connection a 3 MB page takes several seconds. Slow pages rank lower and many visitors leave before they load.

Pages: `gallery.html`, `index.html`

How to fix it

1. Resize each photo to twice the width it's shown at (e.g. 1200px for a 600px slot).
2. Save as WebP (or AVIF) at about 80% quality, with a free tool such as Squoosh (squoosh.app).
3. Aim for under 150 KB a photo and under 1 MB for the whole home page.
4. Add `width` and `height` to each `<img>` so the page doesn't jump while loading, and `loading="lazy"` to photos below the fold.

How to check it's fixed. Run the home page through PageSpeed Insights (pagespeed.web.dev): the mobile score should be above 80 and “Properly size images” should be gone.

#4 High Effort: Low Who: Owner

The menu is only a PDF

What we found. The Menu page has no menu on it, just a link to menu.pdf, which dates from spring 2019.

Why it matters. Search engines and AI assistants can't match beer names and styles to the site, and PDFs are awkward on phones. People searching for what's on tap get an outdated file.

Pages: `menu.html`

How to fix it

1. Type the current tap list onto the Menu page as text: name, style, strength (ABV) and a one-line description for each beer.
2. Add the food options (food trucks on weekends, snacks) and any prices you want to show.
3. Put a "Last updated" date at the top and update it whenever the taps change.
4. Keep a PDF only as an optional download, and replace the 2019 one.

How to check it's fixed. Search the page (Ctrl+F) for a beer name: it should be on the page, not only in the PDF.

#5 High Effort: Medium Who: Owner + writer

AI assistants can't answer most customer questions from the site

What we found. Of 8 common customer questions, the site fully answers 0 and partly answers 3 (see the question table).

Why it matters. Assistants answer from what they can read. When your site doesn't say something, they take it from somewhere else (an old Facebook post, a review), guess, or recommend a venue whose site does say it.

Pages: `index.html`, `about.html`, `menu.html`, `gallery.html`, `blog.html`, `contact.html`

How to fix it

1. Answer each question in plain text on the page it belongs to: events on an Events page, hours and parking on a Visit page, beers on the Menu page.
2. Write the answer as a full sentence that repeats the question's words ("The Barrel Room holds up to 80 seated or 120 standing.").
3. Add a short FAQ section to the Events and Visit pages with the eight questions in this report.
4. Keep the facts identical everywhere they appear.

How to check it's fixed. Re-run the question table: every question should come back “Yes”, with the page that answers it.

#6 High Effort: Low Who: Developer

No structured data describing the business

What we found. 6 of 6 pages have no structured data, so assistants can't reliably read the name, address, hours, phone or event spaces.

Why it matters. Structured data spells out the facts in a format machines read directly. Assistants and Google use it to fill business panels and answer “is it open now?”.

Pages: Site-wide

How to fix it

1. Add the LocalBusiness (Brewery) JSON-LD in this report to the `<head>` of every page, filled in with your real hours and phone.
2. Add the Event venue details (both spaces, capacities) as shown.
3. On the FAQ sections, add FAQPage structured data with the same questions and answers.

How to check it's fixed. Paste a page into Google's Rich Results Test and the Schema Markup Validator (validator.schema.org): no errors.

#7 High Effort: Low Who: Owner

Key facts are missing or point elsewhere

What we found. Opening hours say “see Facebook”, there is no phone number anywhere on the site, and the only description of the brewery is “We are a brewery.”

Why it matters. Assistants quote hours, phone and a one-line description more than anything else. With none on the site, they take them from wherever they can, including out-of-date listings.

Pages: `index.html`, `contact.html`

How to fix it

1. Write a two-sentence description: what you are, where, and what you're known for (“Small-batch brewery and taproom in Nowhere Springs, with a barrel room for private events of up to 120.”).

2. Put it at the top of the home page and the About page.
3. Put the opening hours and phone number on the Contact page and in the footer of every page.

How to check it's fixed. Ask any assistant “What is Fable & Foam Brewing and when is it open?” a few weeks after publishing; it should quote your description and hours.

#8 **Medium** Effort: Low Who: Anyone

Page titles don't say who or where

What we found. 1 title is shared by 2 pages ("Home" on index.html, about.html), and none of the 6 titles includes the brewery's name or town.

Why it matters. The title is the blue link in search results. “Home” tells a searcher nothing and gives Google no hint of what the page is about or where.

Pages: `index.html`, `about.html`, `menu.html`, `gallery.html`, `blog.html`, `contact.html`

How to fix it

1. Give every page its own title of 50–60 characters: topic, then name, then town.
2. Examples: “Fable & Foam Brewing | Taproom & Event Venue, Nowhere Springs”, “On Tap Now | Fable & Foam Brewing”, “Visit Us: Hours & Directions | Fable & Foam Brewing”.
3. Put the most important words first; search results cut titles off around 60 characters.

How to check it's fixed. View each page's tab title in the browser, or search `site:` plus your domain in Google after a few weeks and read the results.

#9 **Medium** Effort: Low Who: Anyone

Missing meta descriptions

What we found. 4 of 6 pages have no meta description, so search results show whatever text the search engine picks.

Why it matters. The description is the two lines under the link in search results. A good one doesn't change rankings much, but it changes how many people click.

Pages: `index.html`, `about.html`, `gallery.html`, `blog.html`

How to fix it

1. Write a 140–160 character description for each page that says what's there and why to click.
2. Example for the home page: “Small-batch brewery and taproom in Nowhere Springs. 12 beers on tap, food trucks on weekends, and a barrel room for private events.”
3. Add it in `<head>` as `<meta name="description" content="…">`, or in your site builder's SEO settings.

How to check it's fixed. View the page source (Ctrl+U) and search for `name="description"`; one per page, each different.

#10 **Medium** Effort: Low Who: Developer

Headings out of order

What we found. The home page has 2 H1 headings (“Welcome!”, “Fable and Foam Brewing Co.”); the other 5 pages have none.

Why it matters. The main heading (H1) tells search engines and screen readers what a page is about. None, or two, muddies that.

Pages: `index.html`, `about.html`, `menu.html`, `gallery.html`, `blog.html`, `contact.html`

How to fix it

1. Give each page exactly one H1 that names its topic (“Private Events at Fable & Foam”, “On Tap Now”).
2. Use H2s for the sections below it and H3s inside those; don't skip levels.
3. Style headings with CSS rather than choosing a heading level for its size.

How to check it's fixed. Use a free browser extension such as “HeadingsMap” on each page: one H1, then H2s, no gaps.

#11 **Medium** Effort: Low Who: Anyone

A broken link on the home page

What we found. index.html links to specials.html, which returns 404.

Why it matters. Broken links waste visitors' clicks and tell search engines the site isn't maintained.

Pages: `index.html`

How to fix it

1. Either publish a Specials page, or remove the “this month's specials” link.
2. If specials change monthly, put them on the Menu page instead of a separate page.

How to check it's fixed. Click every link on the home page, or run a free link checker (e.g. deadlinkchecker.com).

#12 **Medium** Effort: Low Who: Anyone

Images without alt text

What we found. 9 of 9 images on the site have no alt text, including the logo on every page.

Why it matters. Alt text describes an image to people using screen readers and to image search. Without it, the photos of your spaces can't be found in Google Images.

Pages: `about.html`, `blog.html`, `contact.html`, `gallery.html`, `index.html`, `menu.html`

How to fix it

1. Add short, specific alt text to each photo: “The Barrel Room set for a party of 60”, not “image1”.
2. Logo: `alt="Fable & Foam Brewing"`.
3. Use `alt=""` only for purely decorative images.

How to check it's fixed. Run a page through the free WAVE checker (wave.webaim.org): no “Missing alternative text” errors.

#13 **Medium** Effort: Low Who: Developer

No sitemap.xml or robots.txt

What we found. sitemap.xml returns 404 and robots.txt returns 404.

Why it matters. A sitemap lists every page for search engines so new ones (like an Events page) are found quickly.

Pages: Site-wide

How to fix it

1. Create `/sitemap.xml` listing every page (most site builders and CMS plugins do this for you).

2. Create `/robots.txt` with `User-agent: *`, an empty `Disallow:` and a line `Sitemap: https://yourdomain/sitemap.xml`.
3. Submit the sitemap in Google Search Console (Sitemaps → Add a new sitemap).

How to check it's fixed. Both files open in the browser; Search Console shows the sitemap as "Success".

#14 **Medium** Effort: Low Who: Owner

Listings elsewhere disagree with each other

What we found. Name, phone, hours and category differ between the website, Google, Facebook, Yelp and Untappd (see the consistency table).

Why it matters. Assistants trust facts that agree across sources. Conflicting hours or phone numbers lead to wrong answers, or to none.

Pages: Site-wide

How to fix it

1. Pick one exact name ("Fable & Foam Brewing"), address format, phone and set of hours.
2. Update every listing in the consistency table to match.
3. Set categories: Brewery and Event venue.

How to check it's fixed. Search your name on each site and compare against the table: all the same.

#15 **Low** Effort: Low Who: Anyone

Vague link text

What we found. 2 links say only "Click here" (index.html).

Why it matters. Link text tells search engines and screen-reader users where a link goes. "Click here" says nothing.

Pages: `index.html`

How to fix it

1. Rewrite each link to describe its destination: "See what's on tap", "Plan a private event".

How to check it's fixed. Read the page's links on their own: each should make sense without the sentence around it.

#16 Low Effort: Medium Who: Owner + writer

Thin and out-of-date content

What we found. Each page has only a sentence or two of its own. The newest blog post is from March 2019 (“New beer coming soon! Stay tuned.”).

Why it matters. Search engines favor pages that answer a question fully, and an abandoned blog makes visitors wonder if the business is still open.

Pages: `about.html`, `blog.html`, `index.html`

How to fix it

1. Expand the About page to 300+ words: the founders' story, the old mill, what you brew and why.
2. Either post something new at least monthly (new releases, events, food truck line-up) or remove the blog link until you will.
3. Use the content suggestions in this report for what to write first.

How to check it's fixed. Each key page has a few paragraphs that answer what a visitor came to find out.

#17 Low Effort: Low Who: Developer

No page language set

What we found. 6 of 6 pages are missing the `lang` attribute on `<html>`.

Why it matters. It tells browsers, screen readers and search engines the page is in English.

Pages: `index.html`, `about.html`, `menu.html`, `gallery.html`, `blog.html`, `contact.html`

How to fix it

1. Change `<html>` to `<html lang="en">` on every page (usually one template file).

How to check it's fixed. View the page source: the first tag reads `<html lang="en">`.

#18 Low Effort: Low Who: Developer

No llms.txt summary

What we found. There is no /llms.txt, an optional plain-text summary some AI tools read.

Why it matters. Low effort, and it gives AI tools a clean summary of who you are and where the key facts live. The benefit is still uncertain.

Pages: Site-wide

How to fix it

1. Publish the llms.txt draft in this report at `/llms.txt`, with your real details.

How to check it's fixed. https://yourdomain/llms.txt opens as plain text.

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11. Ready-to-use structured data and llms.txt

Fill in your real hours, phone and links, then paste the first block into the `<head>` of every page and publish the second at `/llms.txt`.

LocalBusiness (Brewery) JSON-LD

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Brewery",
  "name": "Fable & Foam Brewing",
  "description": "Small-batch brewery and taproom in Nowhere Springs, with a
barrel room for private events.",
  "url": "https://www.example.com/",
  "telephone": "+1-555-0142",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "12 Old Mill Road",
    "addressLocality": "Nowhere Springs"
  },
  "openingHoursSpecification": [
    { "@type": "OpeningHoursSpecification", "dayOfWeek": ["Wednesday",
"Thursday"], "opens": "16:00", "closes": "22:00" },
    { "@type": "OpeningHoursSpecification", "dayOfWeek": ["Friday", "Saturday"],
```

```
"opens": "12:00", "closes": "23:00" },
    { "@type": "OpeningHoursSpecification", "dayOfWeek": "Sunday", "opens":
"12:00", "closes": "20:00" }
  ],
  "amenityFeature": [
    { "@type": "LocationFeatureSpecification", "name": "Barrel Room: private
events, 80 seated / 120 standing", "value": true },
    { "@type": "LocationFeatureSpecification", "name": "Beer Garden: up to 150,
May to September", "value": true }
  ],
  "sameAs": ["https://www.facebook.com/…", "https://untappd.com/…",
"https://www.yelp.com/biz/…"]
}
</script>
```

llms.txt

```
# Fable & Foam Brewing

> Small-batch brewery and taproom at 12 Old Mill Road, Nowhere Springs. Open
Wednesday to Sunday. Private events in the Barrel Room (80 seated, 120 standing)
and the Beer Garden (up to 150, May to September).

## Key pages
- [Private events](https://www.example.com/events/): spaces, capacity, what's
included, how to book
- [On tap now](https://www.example.com/menu/): current beers, food trucks
- [Visit us](https://www.example.com/visit/): hours, parking, kids and dogs
- [Brewery tours](https://www.example.com/tours/)

## Contact
- Phone: 555-0142
- Events: events@example.com
```

---

12. Beyond the fixes

These go further than fixing what's broken. They apply to any local business, including one whose site is already in good shape.

Complete your Google Business Profile

Category “Brewery” plus “Event venue”, hours, phone, website, the events link, 20+ recent photos of the taproom, both event spaces and the beer. Post an update monthly (new beer, events). For a local business this often matters more than the website.

Ask for reviews, and reply to all of them

A small card on each table and a line in event follow-up emails asking for a Google review. Reply to every review within a week, good or bad; mention the space or beer they liked.

Keep your name, address and phone identical everywhere

Google, Facebook, Instagram, Yelp, Untappd and local directories should all use exactly “Fable & Foam Brewing, 12 Old Mill Road, Nowhere Springs” and the same phone number.

Get listed where event planners look

Local wedding and event venue directories, the chamber of commerce, the town's visitor guide. Each listing is a link back to your Events page.

Name image files descriptively

`barrel-room-party-setup.webp`, not `IMG_4471.jpg`. It helps image search.

Set a page-weight budget

Keep every page under 1 MB. Check a new page in PageSpeed Insights before you publish it.

Refresh pages with the seasons

Update the Events page each spring for the Beer Garden season and each autumn for holiday parties, with the new date on the page.

Make the 404 page useful

If someone hits a missing page, show links to Events, On Tap and Visit, not a dead end.

Re-test every quarter

Ask the same questions in the same AI assistants every three months, and compare Search Console with the baseline in this report. Assistants and search results change often.

Earn mentions, not just listings

A line in the town's visitor guide, a local news piece about a new release or a community event, a wedding blog featuring the Barrel Room: search engines and assistants both weigh what others say about you.

Say it the way people ask it

Use customers' words on your pages: “birthday party”, “rehearsal dinner”, “dog-friendly”, not only “private functions”.

Date your facts

“Updated March 2027” on the tap list and events page tells assistants (and people) the information is current.

Watch for wrong answers

When an assistant gets something wrong, find where it came from (often an old listing) and fix it there.

13. Content briefs and FAQ answers

12 pages and sections to write, in priority order, plus answer outlines for the Event FAQ. Each brief is enough to hand to a writer, or to write yourself in an afternoon. They're briefs, not finished articles: the details of your spaces and prices should come from you.

Brief 1 New page Intent: Commercial: choosing a venue

Private Events at Fable & Foam: the Barrel Room and Beer Garden

Target search: “private event venue Nowhere Springs”. The hub for all event searches. Lead with capacity and the feel of the spaces; planners decide on photos and numbers.

Outline (section headings)

1. Host your event at a working brewery
2. The Barrel Room: up to 80 seated, 120 standing
3. The Beer Garden: up to 150, May–September
4. What's included
5. Food and drink options
6. Minimum spend and booking times
7. Plan your event: enquiry form

Questions to answer

- How many people fit in each space?
- Can we bring our own caterer?
- Is there a minimum spend?
- How far ahead should we book?
- Is there parking for guests?

Internal links

- From: home page hero, main menu, footer
- To: each event-type page below, the Visit page

Call to action: Enquiry form: date, guests, event type.

Brief 2 New page Intent: Commercial

Rehearsal Dinners at a Brewery

Target search: “rehearsal dinner venue Nowhere Springs”. Couples look for something more relaxed than a restaurant. Show a sample evening and a layout for 40–80.

Outline (section headings)

1. Why a brewery rehearsal dinner works

Questions to answer

- Can we decorate?

2. A sample evening, hour by hour
3. Seating plans for 30, 50 and 80
4. Food: caterers we work with
5. Toasts, music and speeches
6. Booking and deposit

- Is there a sound system for toasts?
- What happens if it rains (Beer Garden)?

Internal links

- To: Private Events hub, Barrel Room photos
- From: Private Events hub

Call to action: “Check your date” button to the enquiry form.

Brief 3 New page Intent: Commercial

Company Parties and Team Outings

Target search: “company party venue Nowhere Springs”. Office managers want an easy yes: what's included, a per-head guide and an invoice.

Outline (section headings)

1. Team events that people actually show up to
2. Formats: happy hour, private tasting, holiday party
3. What's included
4. Food trucks and catering
5. Invoicing and deposits

Questions to answer

- Can you invoice the company?
- Is there a private bar?
- Can we do a brewery tour as a group?

Internal links

- To: Private Events hub, Brewery Tours
- From: Private Events hub, Holiday Parties

Call to action: Enquiry form preset to “Company event”.

Brief 4 New page Intent: Commercial, seasonal

Holiday Parties at Fable & Foam

Target search: “holiday party venue Nowhere Springs”. Publish by early September; December dates book months ahead.

Outline (section headings)

1. Holiday parties in the Barrel Room
2. Dates still open this season
3. Packages
4. Food and seasonal beers
5. Book early: how far ahead

Questions to answer

- Which December dates are left?
- Is there a seasonal beer?
- Can we have a gift exchange or games?

Internal links

- To: Company Parties, Private Events hub
- From: home page (Sep–Dec), Private Events hub

Call to action: “See open dates” to the enquiry form.

Brief 5 New page Intent: Commercial

Birthday Parties for Grown-Ups

Target search: “birthday party venue for adults Nowhere Springs”. Milestone birthdays (30th, 40th, 50th) are a steady source of Barrel Room bookings.

Outline (section headings)

1. Celebrate at the brewery
2. Reserved areas vs the whole Barrel Room
3. Bring a cake? Yes
4. Food trucks and snacks
5. How to book

Questions to answer

- Can we reserve part of the taproom instead of a whole room?
- Can we bring our own cake?

Internal links

- To: Private Events hub, Visit page
- From: Private Events hub

Call to action: Enquiry form preset to “Birthday”.

Brief 6 New page Intent: Informational → booking

Brewery Tours and Tastings

Target search: “brewery tours Nowhere Springs”. Tours rank well locally and feed group bookings.

Outline (section headings)

1. What you'll see
2. When tours run and how long they take
3. Tasting flight included
4. Private group tours
5. Accessibility

Questions to answer

- Do I need to book?
- Is it suitable for non-drinkers?
- Can we book a private tour for a group?

Internal links

- To: Company Parties, On Tap Now
- From: Visit page, About

Call to action: Book a tour (or ask for a group tour).

Brief 7 Rewrite Intent: Navigational

On Tap Now: This Week's Beers

Target search: “Fable and Foam menu”. Replace the 2019 PDF with a page that's always current.

Outline (section headings)

1. On tap this week
2. Seasonal and limited releases
3. Cans and growlers to go
4. Food this week

Questions to answer

- What styles do you have?
- Do you have non-alcoholic options?
- Can I buy cans to take home?

Internal links

- To: Visit page, Food Trucks

- From: main menu, home page

Call to action: Plan your visit.

Brief 8 New page Intent: Navigational / local

Visit Us: Hours, Parking, Kids and Dogs

Target search: “dog friendly brewery Nowhere Springs”. Answers the practical questions that otherwise come in by phone.

Outline (section headings)

1. Opening hours
2. Directions and parking
3. Kids and dogs: our rules
4. Accessibility
5. Getting here without a car

Questions to answer

- Are dogs allowed inside?
- Are kids welcome?
- Where do I park?

Internal links

- To: On Tap Now, Brewery Tours
- From: footer, Contact page

Call to action: Get directions (map link).

Brief 9 New page Intent: Informational, recurring

Food Trucks at Fable & Foam

Target search: “food trucks Nowhere Springs”. A monthly schedule gives people a reason to come back, and gives you fresh content without writing a blog.

Outline (section headings)

1. This month's line-up
2. Regular trucks
3. Ordering and seating
4. Food for private events

Questions to answer

- Which truck is here Saturday?
- Can we order food for an event?

Internal links

- To: On Tap Now, Private Events
- From: home page, Visit page

Call to action: See this week's beers.

Brief 10 New page Intent: Commercial, seasonal

The Beer Garden: Outdoor Events May to September

Target search: “outdoor event space Nowhere Springs”. Outdoor venues are searched separately from indoor ones; give the Beer Garden its own page each spring.

Outline (section headings)

1. The Beer Garden at a glance
2. Capacity and layouts
3. Weather plan
4. Season dates
5. Booking

Questions to answer

- What happens if it rains?
- Is there shade?
- How late can events run outside?

Internal links

- To: Private Events hub
- From: Private Events hub, home page (spring)

Call to action: Enquiry form preset to “Beer Garden”.

Brief 11 New section Intent: Informational

Event FAQ (with FAQPage structured data)

Target search: “Is Fable & Foam a good place for a 40-person birthday party?”. The eight answer outlines in this report, written as full sentences that repeat the question.

Outline (section headings)

1. How many people does the Barrel Room hold?
2. Is there a minimum spend for private events?

Questions to answer

- Do you offer brewery tours?
- How far ahead should we book an event?
- What happens if it rains?

3. Can we bring our own food or caterer?
4. When is the taproom open?
5. Are kids and dogs welcome?
6. Is there parking?

Internal links

- On: Private Events page
- Linked from: Visit Us

Call to action: “Check your date”.

Brief 12 Comparison Intent: Informational

Brewery or Restaurant for Your Party? What to Know

Target search: “How much does it cost to rent a brewery for a party?”. A neutral explainer assistants can cite for general venue questions, with your spaces as the worked example.

Outline (section headings)

1. What's usually included at each
2. How minimum spends work
3. Group size and layout
4. Questions to ask any venue

Questions to answer

- Is a brewery cheaper than a restaurant?
- What's a minimum spend?

Internal links

- To: Private Events
- From: Event FAQ

Call to action: See our spaces.

Event FAQ: answer outlines

Question	What the answer should say
How many people does the Barrel Room hold?	Up to 80 seated or 120 standing. The Beer Garden holds up to 150 from May to September.

Question	What the answer should say
Is there a minimum spend for private events?	Yes. State the minimum and what it covers (drinks, room, staff), and the minimum booking length.
Can we bring our own food or caterer?	Say what's allowed: food trucks, approved caterers, your own cake.
When is the taproom open?	List the days and hours, and where holiday changes are posted.
Are kids and dogs welcome?	State the rule for each, indoors and outdoors.
Is there parking?	Where to park, how many spaces, and the nearest overflow.
Do you offer brewery tours?	When, how long, the price if any, and how to book a group tour.
How far ahead should we book an event?	Typical lead times by season, and that December books up early.

14. Internal linking plan

Links between your own pages tell search engines which pages matter most and help visitors find the Events pages.

From	To	Link text
Home	Private Events	“private events in our Barrel Room”
Home	On Tap Now	“see what's on tap this week”
On Tap Now	Visit Us	“plan your visit”
Private Events	Rehearsal Dinners, Company Parties, Holiday Parties, Birthdays, Beer Garden	one line each under “Popular events”
Each event-type page	Private Events	“see both spaces and capacities”

From	To	Link text
About / Our Story	Brewery Tours	“come see the brewhouse”
Food Trucks	Private Events	“food for your event”
Every page footer	Visit Us, Private Events	footer links

15. Third-party presence plan

Priority	Where	What to do	Effort
1	Google Business Profile	Hours, phone, categories (Brewery, Event venue), 20+ photos, events link, monthly posts	1–2 hours
2	Yelp, Facebook, Untappd	Claim, correct to match the website exactly, add event photos	1 hour
3	Local venue / wedding directory	Listing with both spaces, capacities and photos	1 hour
4	Nowhere Springs visitor guide, chamber of commerce	Ask to be listed; send the two-sentence description	30 minutes
5	Local news and blogs	Pitch one story a season (new release, charity night, Beer Garden opening)	Ongoing

16. Page by page

Page	Title	Description	H1s	Mobile	Images without alt	Words	What to do
`index.html`	Home	**No**	2	**No**	2/2	120	One H1; title and description; compress the photo; fix the specials link; link to Events.
`about.html`	Home	**No**	0	**No**	1/1	106	Title, description, H1; expand into “Our Story”.
`menu.html`	Menu	Yes	0	**No**	1/1	90	Put the tap list on the page as text.
`gallery.html`	Gallery	**No**	0	**No**	3/3	93	Alt text; compress photos; move the events sentence to a real Events page.
`blog.html`	Blog	**No**	0	**No**	1/1	92	Post monthly or hide the blog.
`contact.html`	Contact Us	Yes	0	**No**	1/1	97	Add hours and phone; LocalBusiness data; rename to “Visit Us”.

17. 30/60/90-day roadmap

Days 1-30: fix the basics

- [ ] Mobile layout, image compression, titles, descriptions, headings, alt text, lang
- [ ] Description, hours and phone on the site; structured data and llms.txt
- [ ] Fix the broken link; sitemap and robots.txt; submit in Search Console
- [ ] Complete the Google Business Profile; fix the listings in the consistency table

Days 31-60: the money pages

- [ ] Private Events hub with the Event FAQ (briefs 1 and 11)
- [ ] Rehearsal Dinners, Company Parties (briefs 2–3)
- [ ] On Tap Now and Visit Us (briefs 7–8)
- [ ] Venue directory listing; start asking for reviews

Days 61-90: grow and re-test

- [ ] Holiday Parties (by early September), Birthdays, Tours, Food Trucks, Beer Garden
- [ ] Internal linking plan; first local mention
- [ ] Compare Search Console with the baseline above
- [ ] Re-ask the AI assistant questions and compare with this report

18. How to track progress

Set these up once, then check them monthly. They show whether the fixes are working.

1. **Google Search Console** (free): add the site, verify it, submit the sitemap. Monthly, look at Performance (clicks, impressions, top searches) and Pages (anything not indexed).

2. **Re-ask the AI assistant questions** every three months in the same assistants and mark Yes / Partly / No in a copy of the table above.

3. **Google Business Profile insights**: calls, direction requests and website clicks from Maps.

4. **Check the Rich Results Test** after any site change: structured data still valid.

5. **Ask new enquirers how they found you**, and note “Google”, “ChatGPT” or “AI” answers.

Measure	Where	Good sign in 3 months
Event enquiries from the website	Your inbox / form	Up, with the Events page cited as the source
Impressions for event searches	Search Console → Performance	Event-type searches appear at all, then rise
AI assistant visibility	The test table above	More Yes answers, and correct hours and events
Mobile PageSpeed score	pagespeed.web.dev	Above 80 on the home page
Google reviews	Business Profile	A few new ones a month, all replied to

19. Fix checklist

Every step from the issue cards, highest impact first. Print this page and tick as you go.

- [ ] Create a new page at `/events/` titled “Private Events & Barrel Room | Fable & Foam Brewing, Nowhere Springs”. (No page for private events, the brewery's main income)
- [ ] Describe both spaces: the Barrel Room (up to 80 seated, 120 standing) and the Beer Garden (up to 150, May to September), with two or three photos of each. (No page for private events, the brewery's main income)
- [ ] List what's included (tables, taps, sound system), the minimum spend, the minimum booking length and food options (food trucks or caterers). (No page for private events, the brewery's main income)
- [ ] Add a short enquiry form (date, number of guests, event type, contact details) or a clear “Email events@...” link. (No page for private events, the brewery's main income)
- [ ] Link to the page from the main menu (“Events”) and from a sentence on the home page. (No page for private events, the brewery's main income)
- [ ] Add `<meta name="viewport" content="width=device-width, initial-scale=1">` inside `<head>` on every page. (Not built for phones)
- [ ] Replace fixed widths (`width: 1000px`) with `max-width` and percentages so the layout fits any screen. (Not built for phones)
- [ ] Make the menu fit on a phone (a single row that wraps, or a menu button). (Not built for phones)
- [ ] Check the tap targets: buttons and links at least 44px tall, with space between them. (Not built for phones)
- [ ] Resize each photo to twice the width it's shown at (e.g. 1200px for a 600px slot). (Very heavy images slow every visit)
- [ ] Save as WebP (or AVIF) at about 80% quality, with a free tool such as Squoosh (squoosh.app). (Very heavy images slow every visit)
- [ ] Aim for under 150 KB a photo and under 1 MB for the whole home page. (Very heavy images slow every visit)
- [ ] Add `width` and `height` to each `<img>` so the page doesn't jump while loading, and `loading="lazy"` to photos below the fold. (Very heavy images slow every visit)
- [ ] Type the current tap list onto the Menu page as text: name, style, strength (ABV) and a one-line description for each beer. (The menu is only a PDF)
- [ ] Add the food options (food trucks on weekends, snacks) and any prices you want to show. (The menu is only a PDF)

- [ ] Put a “Last updated” date at the top and update it whenever the taps change. (The menu is only a PDF)
- [ ] Keep a PDF only as an optional download, and replace the 2019 one. (The menu is only a PDF)
- [ ] Answer each question in plain text on the page it belongs to: events on an Events page, hours and parking on a Visit page, beers on the Menu page. (AI assistants can't answer most customer questions from the site)
- [ ] Write the answer as a full sentence that repeats the question's words (“The Barrel Room holds up to 80 seated or 120 standing.”). (AI assistants can't answer most customer questions from the site)
- [ ] Add a short FAQ section to the Events and Visit pages with the eight questions in this report. (AI assistants can't answer most customer questions from the site)
- [ ] Keep the facts identical everywhere they appear. (AI assistants can't answer most customer questions from the site)
- [ ] Add the LocalBusiness (Brewery) JSON-LD in this report to the `<head>` of every page, filled in with your real hours and phone. (No structured data describing the business)
- [ ] Add the Event venue details (both spaces, capacities) as shown. (No structured data describing the business)
- [ ] On the FAQ sections, add FAQPage structured data with the same questions and answers. (No structured data describing the business)
- [ ] Write a two-sentence description: what you are, where, and what you're known for (“Small-batch brewery and taproom in Nowhere Springs, with a barrel room for private events of up to 120.”). (Key facts are missing or point elsewhere)
- [ ] Put it at the top of the home page and the About page. (Key facts are missing or point elsewhere)
- [ ] Put the opening hours and phone number on the Contact page and in the footer of every page. (Key facts are missing or point elsewhere)
- [ ] Give every page its own title of 50–60 characters: topic, then name, then town. (Page titles don't say who or where)
- [ ] Examples: “Fable & Foam Brewing | Taproom & Event Venue, Nowhere Springs”, “On Tap Now | Fable & Foam Brewing”, “Visit Us: Hours & Directions | Fable & Foam Brewing”. (Page titles don't say who or where)
- [ ] Put the most important words first; search results cut titles off around 60 characters. (Page titles don't say who or where)

- [ ] Write a 140–160 character description for each page that says what's there and why to click. (Missing meta descriptions)
- [ ] Example for the home page: “Small-batch brewery and taproom in Nowhere Springs. 12 beers on tap, food trucks on weekends, and a barrel room for private events.” (Missing meta descriptions)
- [ ] Add it in `<head>` as `<meta name="description" content="…">`, or in your site builder's SEO settings. (Missing meta descriptions)
- [ ] Give each page exactly one H1 that names its topic (“Private Events at Fable & Foam”, “On Tap Now”). (Headings out of order)
- [ ] Use H2s for the sections below it and H3s inside those; don't skip levels. (Headings out of order)
- [ ] Style headings with CSS rather than choosing a heading level for its size. (Headings out of order)
- [ ] Either publish a Specials page, or remove the “this month's specials” link. (A broken link on the home page)
- [ ] If specials change monthly, put them on the Menu page instead of a separate page. (A broken link on the home page)
- [ ] Add short, specific alt text to each photo: “The Barrel Room set for a party of 60”, not “image1”. (Images without alt text)
- [ ] Logo: `alt="Fable & Foam Brewing"`. (Images without alt text)
- [ ] Use `alt=""` only for purely decorative images. (Images without alt text)
- [ ] Create `/sitemap.xml` listing every page (most site builders and CMS plugins do this for you). (No sitemap.xml or robots.txt)
- [ ] Create `/robots.txt` with `User-agent: *`, an empty `Disallow:` and a line `Sitemap: https://yourdomain/sitemap.xml`. (No sitemap.xml or robots.txt)
- [ ] Submit the sitemap in Google Search Console (Sitemaps → Add a new sitemap). (No sitemap.xml or robots.txt)
- [ ] Pick one exact name (“Fable & Foam Brewing”), address format, phone and set of hours. (Listings elsewhere disagree with each other)
- [ ] Update every listing in the consistency table to match. (Listings elsewhere disagree with each other)
- [ ] Set categories: Brewery and Event venue. (Listings elsewhere disagree with each other)
- [ ] Rewrite each link to describe its destination: “See what's on tap”, “Plan a private event”. (Vague link text)
- [ ] Expand the About page to 300+ words: the founders' story, the old mill, what you brew and why. (Thin and out-of-date content)

- [ ] Either post something new at least monthly (new releases, events, food truck line-up) or remove the blog link until you will. (Thin and out-of-date content)
- [ ] Use the content suggestions in this report for what to write first. (Thin and out-of-date content)
- [ ] Change `<html>` to `<html lang="en">` on every page (usually one template file). (No page language set)
- [ ] Publish the llms.txt draft in this report at `/llms.txt`, with your real details. (No llms.txt summary)

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20. What's already working

- ✓ The address is on the site
- ✓ Nothing blocks AI crawlers
- ✓ Pages load without errors (except one link)
- ✓ Navigation is consistent on every page
- ✓ The name is distinctive and easy to match
- ✓ Listings exist on the main sites, so fixing them is quick
- ✓ The site is small enough to fix quickly

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21. How we checked

We crawled every page reachable from the home page (the audit covers up to 200 pages), recording titles, descriptions, headings, images, links, structured data, the sitemap, robots.txt and AI crawler access, and checked whether the site answers common customer questions in plain text. We pulled your Search Console data and keyword research, looked at three local competitors, asked your key questions in five AI assistants, traced the sources they cited and compared your listings across the web, then ranked each issue by likely impact.

Next step: work through the checklist yourself, or send the report back to us and we'll do it: a clean rebuild through Website Creation, or the fixes made under Consulting, scoped around this fix list.

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22. Glossary

Title tag
The page title shown as the blue link in search results and in the browser tab.

Meta description
The short summary under the link in search results.

H1, H2
Heading levels: one H1 for the page's topic, H2s for its sections.

Structured data (JSON-LD)
Code in a page that spells out facts (name, address, hours) in a format search engines read directly.

Sitemap
A file listing every page on the site, for search engines.

Alt text
A short description of an image, read by screen readers and image search.

Impressions, clicks, CTR
How often a page appeared in search results, how often it was clicked, and clicks divided by impressions.

Search intent
What the searcher wants: to learn (informational), to choose (commercial) or to find a specific place (navigational).

Google Business Profile
Your free listing in Google Maps and the business panel in search.

AEO (answer engine optimization)
Making it easy for AI assistants and AI search to find, trust and cite your business.

AI assistant
ChatGPT, Claude, Perplexity, Gemini, Copilot, and Google's AI Overviews in search.

Citation
A source an assistant names or links when it answers.

FAQPage
Structured data that marks a page's questions and answers.

llms.txt
An optional plain-text summary of a site for AI tools.
