

Site report: SEO, AEO and GEO

From the homepage description: Independent estate and letting agents with two local branches, helping sellers, landlords, buyers and tenants across Bristol and South Gloucestershire.

SITE CHECKED	REPORT DATE	REPORT TYPE	PREPARED BY
www.example-agency.co.uk	2026-10-01	External check (no Search Console or analytics access)	OperStack

01 · SUMMARY

Executive summary

www.example-agency.co.uk is a site of 30 pages, and it was read the way machines read it: the way a search engine and an AI open it. What is done well: SEO, technical; SEO, content and structure; GEO, visibility in AI systems; Off-page and trust. What holds it back: 2 checks failed, and the hardest area is "AEO, answers and snippets".

AI VISIBILITY **C** 46/100

SEO BASICS **A** 92/100

46

OF 100

Weak

Measured here by the same code and the same settings as the free check at oper-stack.com/ai-visibility. It was read from 10 pages of the site and its sitemap. The five areas below add up to it exactly, so you can recompute it by hand. Running the check again can move it by a point or two: a check that answers in time on one run may not on the next, and this score never counts against a site what it could not read.

Readiness by engine

ChatGPT

46

ChatGPT search (OAI-SearchBot), ChatGPT browsing (ChatGPT-User)

Perplexity

46

Perplexity (PerplexityBot), Perplexity browsing (Perplexity-User)

Claude

46

Claude search (Claude-SearchBot), Claude browsing (Claude-User)

Gemini

46

Gemini grounding (Google-Extended)

Copilot

46

Copilot and Bing (Bingbot)

What the score is made of

Can AI crawlers read it	WORTH 25	25/25
Is there a map for agents (llms.txt)	WORTH 15	0/15
Is the entity clear (schema)	WORTH 20	4/20
Is there something to quote	WORTH 25	14/25
Can it be dated and trusted	WORTH 15	3/15

01 · SUMMARY

A second, separate measurement: how this report scores its own checks

SEO, TECHNICAL

9/10

13 of 15 checks pass, 2 need attention

SEO, CONTENT AND STRUCTURE

8/10

7 of 11 checks pass, 4 need attention

AEO, ANSWERS AND SNIPPETS

5/10

0 of 7 checks pass, 7 need attention

GEO, VISIBILITY IN AI SYSTEMS

8/10

7 of 12 checks pass, 5 need attention

OFF-PAGE AND TRUST

8/10

4 of 5 checks pass, 1 fails

CONVERSION AND UX

7/10

3 of 5 checks pass, 1 needs attention, 1 fails

These six scores are not a breakdown of the number above and will not add up to it: they count the checks in this report, which go wider than AI visibility. Each score counts the checks in this report: a check that passes scores one, a check that needs attention a half, a failing check nothing. An area marked **not measured** is an area this report does not test, and is never scored on an impression. Every figure here can be recomputed from section 04 onwards.

Key takeaway: The point: 21 things stop this site from being shown and from being quoted by AI. 10 of them are mechanical, fixable without rewriting a word, which means quickly; the other 11 need your facts: figures, sources, answers to what buyers ask.

Three priorities

1. Declare in the markup the profiles you actually have. Now: no sameAs links: the site claims no profile anywhere else
2. Cut the form down to four fields. Now: median 7 field(s) before a visitor can send anything
3. Generate llms.txt from the corpus so every link points at a page of this site. Now: not present

02 · OVERVIEW

What the site is

PARAMETER	VALUE
CMS / stack	not measured
Pages in sitemap	120
Language	not declared in the page code
What is sold	Independent estate and letting agents with two local branches, helping sellers, landlords, buyers and tenants across Bristol and South Gloucestershire (read from the homepage description)

What a visitor meets: the first screen has a clear thing to do. Getting in touch is possible from almost any page.

Pages sampled

All 30 pages answered and were read.

URL	TITLE	WORDS	H2	TABLES	LINKS	ALT
/	Estate & Letting Agents in Bristol Example Agency Example Agency	1399	4	0	81	10/11
/about-us/	About Us Example Agency	842	1	0	73	23/24
/contact-us/	Contact Us Example Agency	900	4	0	69	10/11
/property-details/a05537b6-5714-4c22-86ce-0e6d2d550a7e/-/bristol/29-hanham-road-1	Hanham Road, Bristol, BS15, 1 bedroom, House Share	955	4	0	65	9/10
/property-details/a05537bb-72f0-430d-acd0-54d52d9ac10e/-/bristol/29-hanham-road	Hanham Road, Bristol, BS15, House Share	913	4	0	65	9/10
/property-details/c92fd9bd-1516-4538-b5da-5cf0b54a14e6/-/bristol/conygre-road-3	Conygre Road, Bristol, BS34, Not Specified	850	3	0	65	8/9
/property-details/ceaafc73-7dfe-4ca4-8813-f58bb8334542/bristol-city/bristol/11-kingston-road-2	Kingston Road, BS3, Not Specified	944	5	0	74	9/10

The first pages are shown here; every page we read is listed in the appendix at the end.

03 · P0

Critical issues, fix first

1. Profiles the site claims elsewhere

no sameAs links: the site claims no profile anywhere else. the cheapest off-site signal there is, and it is free

2. What the form asks for

median 7 field(s) before a visitor can send anything. every extra field costs replies, and a phone number costs the most

04 · TECHNICAL

Technical and on-page checklist (1/2)

CHECK	STATUS	FINDING
HTTPS	✓ OK	certificate active
Site icon	✓ OK	declared in the page head
Redirect hops to the homepage	✓ OK	the address answers without a redirect
www canonicalisation	✓ OK	example-agency.co.uk redirects to www.example-agency.co.uk
Time to first byte (homepage)	△ Partial	1563 ms single request from our checker, not a lab test
robots.txt	✓ OK	0 disallow rule(s) in 1 agent block(s), 1 sitemap line(s)
XML sitemap	✓ OK	120 URL(s) in https://www.example-agency.co.uk/sitemap.xml
Canonical tag	✓ OK	30 of 30 sampled page(s) carry a canonical tag
Mobile viewport	✓ OK	width=device-width,initial-scale=1
og:title on the sampled pages	✓ OK	30 of 30 sampled page(s) carry og:title
og:image on the sampled pages	✓ OK	30 of 30 sampled page(s) carry og:image
Twitter Card	△ Partial	no twitter:card on the homepage X and several readers fall back to it when Open Graph is incomplete
Page weight (homepage)	✓ OK	11 script file(s), 2 stylesheet(s), 11 image(s)
hreflang	· Note	none (single language)
Sitemap URLs that answer 200	✓ OK	30 of 30 sampled URLs answer 200

04 · TECHNICAL

Technical and on-page checklist (2/2)

CHECK	STATUS	FINDING
Text visible without running JavaScript	✓ OK	0% of the text is invisible without JavaScript (median over 3 pages); worst is https://www.example-agency.co.uk/ at 0%, 1384 words without scripts against 1317 in a browser the pages read whole without a browser, which is what search and AI need
Homepage title	△ Partial	"Estate & Letting Agents in Bristol Example Agency Example Agency" (105 chars) cut in results
Homepage meta description	△ Partial	171 chars
H1 on homepage	✓ OK	1 H1 tag(s)
Title on the sampled pages	✓ OK	30 of 30 sampled page(s) carry a title
Meta description on the sampled pages	✓ OK	30 of 30 sampled page(s) carry a meta description
Image alt text	✓ OK	276 of 306 images carry alt text (90%) across 30 sampled page(s)
Heading structure across sample	✓ OK	one H1 per page
Duplicate titles in sample	△ Partial	2 title(s) shared by several pages, e.g. "Kingston Road, BS3, Not Specified"

05 · CONTENT

Content and on-page SEO

Strengths

- Thin pages in sample: median 850 words per page

Weaknesses

- Sources named in the text: 1 of 3 page(s) carrying figures name where the figure comes from, in words or as an outbound link beside it (27 page(s) not judged: no figures, or a product or service page whose own price is the source)

Structural gaps: pages that do not exist yet

- No gaps are visible across the sampled pages.

CHECK	STATUS	FINDING
Thin pages in sample	✓ OK	median 850 words per page
Sources named in the text	△ Partial	1 of 3 page(s) carrying figures name where the figure comes from, in words or as an outbound link beside it (27 page(s) not judged: no figures, or a product or service page whose own price is the source)
Publication dates exposed	✓ OK	27 of 30 sampled pages expose dates

06 · AEO / GEO

Answer engines: AEO

Whether the site's answers can be lifted into "People also ask", AI overviews, ChatGPT and Perplexity.

What already works

- Nothing that helps a page get quoted is working yet.

What blocks the wins

- Structured data on the sampled pages: 27 of 30 sampled page(s) carry JSON-LD

Recommendation: Start with one page: <https://www.example-agency.co.uk/>. Put a direct answer carrying a figure at the top and name where that figure comes from, right beside it. That is what makes a page quotable.

06 · AEO / GEO

Generative engines: GEO

SIGNAL	STATUS	DETAIL
ChatGPT may read the site	✓ OK	allowed (oai-searchbot, chatgpt-user)
Perplexity may read the site	✓ OK	allowed (perplexitybot, perplexity-user)
Claude may read the site	✓ OK	allowed (claude-searchbot, claude-user)
Bing Copilot may read the site	✓ OK	allowed (bingbot)
Gemini may read the site	✓ OK	allowed (google-extended, googleother)
Apple and DuckDuckGo may read the site	✓ OK	allowed (applebot, duckassistbot)
AI search fetchers allowed	✓ OK	every AI search fetcher may read the site
llms.txt	△ Partial	not present answer engines get nothing to read; a generated index is a one-day job
Agent card (/well-known/agent.json)	△ Partial	not present an early, optional standard: it is the file agent directories read to learn who you are and what you offer
API catalogue (RFC 9727)	△ Partial	not present optional, and only worth adding when the business actually exposes an API for agents to call
Markdown version of the pages	△ Partial	not offered an agent that asks for text/markdown gets HTML and has to strip it: giving it markdown is cheap and removes the guesswork
Organization or business schema	△ Partial	not found: answer engines have no entity to attach the site to

The fetchers that pull a page in order to quote it in an answer are allowed in. That is half the job: the rest is whether there is anything worth quoting.

07 · OFF-PAGE

Off-page and trust

CHECK	STATUS	FINDING
Who the business is, in machine-readable form	✓ OK	a postal address is published in the structured data
Direct contact details	✓ OK	phone and email
Profiles the site claims elsewhere	✗ Problem	no sameAs links: the site claims no profile anywhere else the cheapest off-site signal there is, and it is free
A page that says who is behind the site	✓ OK	linked from the sampled pages
Privacy and terms	✓ OK	terms, privacy, cookie

- The site declares no company profile anywhere else.

We do not buy link data, so we print no number of links and no score built on one. What is checkable for free: whether the site says where else to find you, and whether that matches reality.

08 · CONVERSION

Conversion and UX

CHECK	STATUS	FINDING
A way to get in touch	✓ OK	31 of 31 sampled page(s) offer a form, a contact link or a contact page
A call to action in the first screen	✓ OK	31 of 31 sampled page(s) put one in the first 15% of the page
How far down the form sits	✓ OK	median 23% of the way down the page, measured on 1 page(s)
What the form asks for	✗ Problem	median 7 field(s) before a visitor can send anything every extra field costs replies, and a phone number costs the most
A messenger link	△ Partial	none on the sampled pages for an international audience reading on a phone, one messenger link is usually worth more than a form

ELEMENT	STATUS
Contact form	median 7 field(s) before a visitor can send anything
Price visible	no price on the pages we read
Messengers	none on the sampled pages

10 · ROADMAP

What to do, in order

WEEK 1 Critical, quick wins

- 1. Fix: Profiles the site claims elsewhere
- 2. Fix: What the form asks for
- 3. Generate llms.txt from the corpus so every link points at a page of this site

WEEKS 2 TO 4 Foundation

- 1. This is text work: response time is set by your hosting, so we cannot promise it

MONTHS 2 TO 3 Organic growth, AEO and GEO

- 1. A second run, compared against this report

Key message: We looked at www.example-agency.co.uk the way a machine looks at it and wrote down what we saw, without generalities. What gets fixed first is what is mechanical: it is quick and it shows in the numbers. Then comes the text, and there we need you, because only you know the figures and facts of your business.

09 · LIMITATIONS

Where the data comes from

SOURCE	ACCESS	WHAT WAS READ
The site itself	Free, no account needed	robots.txt, the sitemaps, llms.txt, the homepage and 30 sampled page(s), read exactly as any visitor reads them

Every score in this report is computed from sources marked free. Nothing that costs money is counted in a score, so you can re-run this check yourself and get the same numbers.

Limitations

- Google Search Console: no impressions, clicks or query data
- Analytics: no traffic or behaviour data
- Keyword and backlink tools: not used in the external tier

Public signals were collected by OperStack on 2026-10-01. Every status in this report can be reproduced from the site as it stood on that day.

APPENDIX

Every page we read (1/3)

URL	TITLE	WO...	H2	TA...	LIN...	ALT
/	Estate & Letting Agents in Bristol Examp...	1399	4	0	81	10/...
/about-us/	About Us Example Agency	842	1	0	73	23/...
/contact-us/	Contact Us Example Agency	900	4	0	69	10/...
/property-details/a05537...	Hanham Road, Bristol, BS15, 1 bedroom, ...	955	4	0	65	9/10
/property-details/a05537...	Hanham Road, Bristol, BS15, House Share	913	4	0	65	9/10
/property-details/c92fd9...	Conygre Road, Bristol, BS34, Not Specified	850	3	0	65	8/9
/property-details/ceaafc...	Kingston Road, BS3, Not Specified	944	5	0	74	9/10
/property-details/307b50...	Kingston Road, BS3, 1 bedroom, Not Spe...	823	3	0	65	8/9
/property-details/405a0d...	Gayner Road, Bristol, BS7, Not Specified	840	3	0	65	8/9
/property-details/a05537...	Queens Road, Bristol, BS8, House Share	830	3	0	65	8/9
/property-details/a05537...	Queens Road, Bristol, BS8, 1 bedroom, H...	831	3	0	65	8/9
/property-details/a05537...	Queens Road, Bristol, BS8, 1 bedroom, Ot...	831	3	0	65	8/9
/property-details/a05537...	Queens Road, Bristol, BS8, 1 bedroom, H...	830	3	0	65	8/9
/property-details/a05538...	Queens Road, BS8, House Share	830	4	0	65	9/10

APPENDIX

Every page we read (2/3)

URL	TITLE	WO...	H2	TA...	LIN...	ALT
/property-details/9e9c46...	West Street, Bristol, BS3, Not Specified	1119	5	0	77	9/10
/property-details/0b36b2...	Kingston Road, BS3, Not Specified	995	5	0	77	9/10
/property-details/28623e...	Kingston Road, BS3, Not Specified	993	5	0	77	9/10
/property-details/a05537...	Fontana Close, Longwell Green, BS30, Ot...	808	5	0	65	10/...
/property-details/a05538...	Station Road, Bristol, BS6, Retail Property...	1085	4	0	74	8/9
/property-details/a05537...	Coldharbour Road, Bristol, BS6, Studio Flat	833	3	0	65	8/9
/property-details/a05537...	Whistle Road, Mangotsfield, BS16, 1 bedr...	900	4	0	65	9/10
/property-details/1ac802...	Coldharbour Road, Northgate, BS6, Flat	904	3	0	65	8/9
/property-details/a05537...	Northgate Road, Bristol, BS6, House Share	802	3	0	65	8/9
/property-details/a05537...	Park Place, Clifton, BS8, Flat	815	4	0	65	9/10
/property-details/a05537...	John Street, Bristol, BS1, Studio Flat	718	4	0	65	9/10
/property-details/a05537...	Park Place, Clifton, BS8, Studio Flat	878	4	0	65	9/10
/property-details/a05537...	Bellevue Road, Totterdown, BS4, 1 bedro...	840	5	0	65	10/...
/property-details/a05538...	John Street, BS1, 1 bedroom, Flat	778	4	0	65	9/10

APPENDIX

Every page we read (3/3)

URL	TITLE	WO...	H2	TA...	LIN...	ALT
/property-details/a05537...	Malpass Drive, Hanham, BS15, 1 bedroo...	891	4	0	65	9/10
/property-details/c20532...	Air Balloon Road, The Air Balloon, BS5, 1 ...	918	3	0	65	8/9