
SEO & GEO Website Audit

Search performance, AI discovery, international visibility and an actionable improvement plan.

DEMONSTRATION SUBJECT

Example Client

A fictional B2B industrial equipment supplier operating in the United Kingdom, Germany and France.

Prepared by PangeaVox

Sample report / October 2026

All names, URLs, observations and performance figures in this report are invented solely to demonstrate the reporting format.

01 / EXECUTIVE SUMMARY

What the assessment reveals

A management-level view of the fictional client and the opportunities identified in this sample audit.

64 / 100**SEO & GEO readiness**

Proprietary example diagnostic score.

11.1%**AI brand mention rate**

12 of 108 non-branded observations.

5.8%**AI domain citation rate**

7 of 120 platform observations.

42**Organic enquiries**

Synthetic 90-day reporting period.

EXECUTIVE FINDINGS

■ Search visibility is constrained by indexation rules

Five priority product pages are marked noindex in this invented scenario, restricting their eligibility for organic results.

■ International content requires market-specific improvement

German and French product content is unevenly localised, particularly in titles and purchasing terminology.

■ AI discovery is measurable but inconsistent

The sample brand appears in 12 of 108 non-branded AI observations; its website is cited in seven of 120 observations.

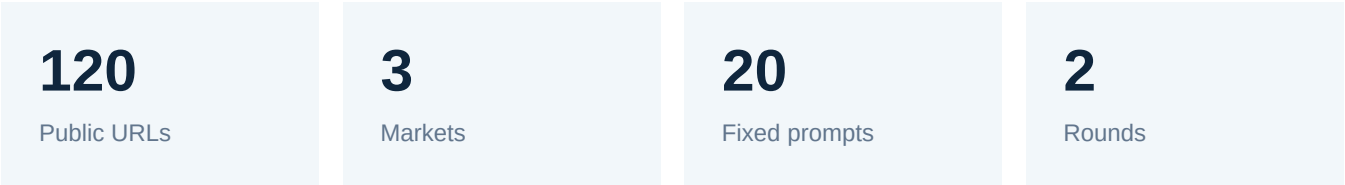
Recommended first move

Correct critical indexation issues, validate commercial-page metadata and establish a consistent search/AI measurement baseline.

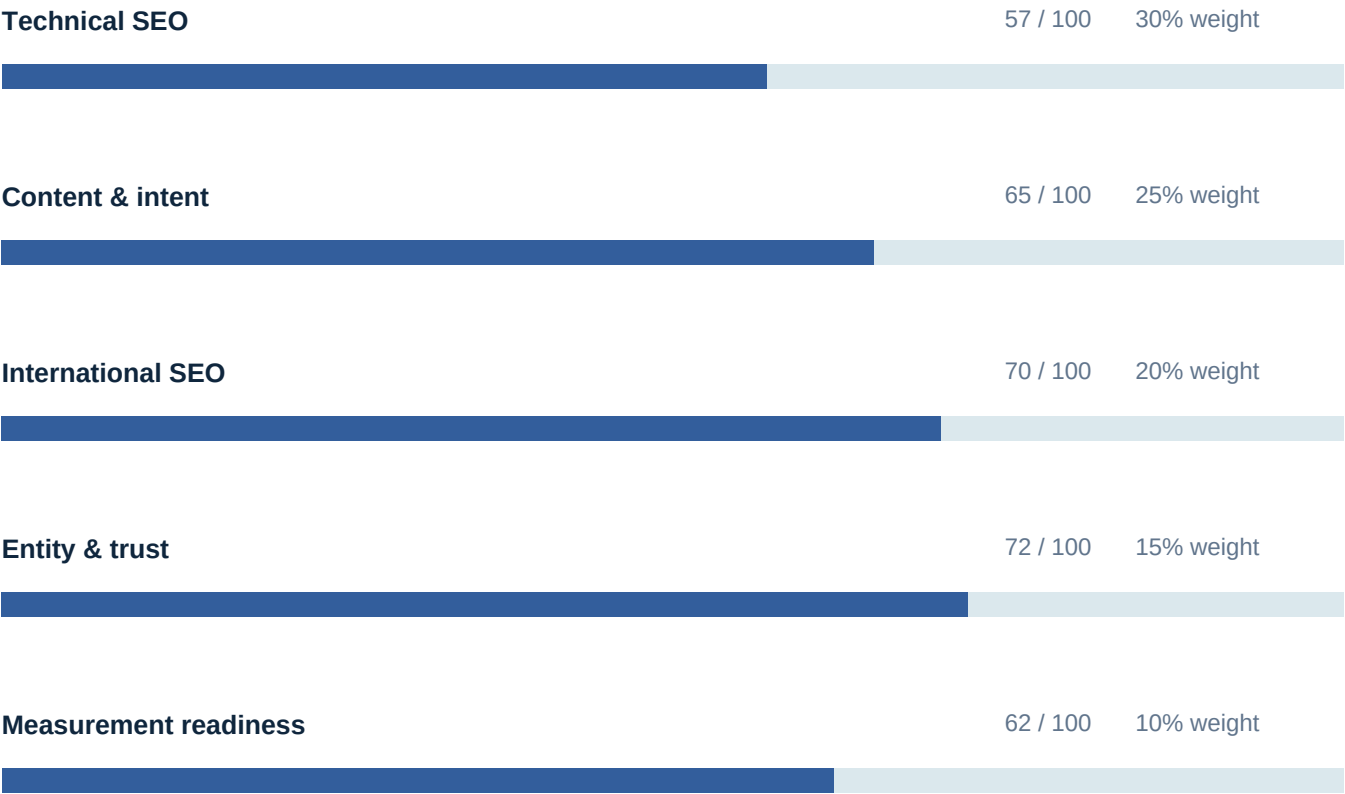
02 / SCOPE AND SCORING

A defined, reproducible audit

The scope, sampling rules and scoring framework are agreed before audit work begins.



READINESS COMPONENTS AND WEIGHTS



Weighted result: 64.35, rounded to 64 / 100.

Observation protocol

20 prompts split between commercial, informational, comparison and branded questions. Two sessions across three AI products yield 120 observations.

03 / TECHNICAL SEO

Issues that affect discoverability

Illustrative URL-level findings demonstrate how evidence becomes corrective action.

ID	Priority	Evidence-based finding	Recommended action
T-01	P1	Five product pages marked noindex	Remove unintended directives; verify rendered meta robots.
T-02	P2	Duplicate titles across 18 catalogue URLs	Create differentiated titles reflecting search intent.
T-03	P2	Seven conflicting canonical references	Reconcile self-references and translated variants.
T-04	P2	Slow LCP on product-detail templates	Optimise key images, resource loading and critical CSS.

CORE WEB VITALS / FIELD DATA EXAMPLE

3.1 s LCP / improve	190 ms INP / good	0.08 CLS / good
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Example: indexation issue

Five fictional product URLs carry noindex. Verify rendered HTML and the indexing state, correct the template and request recrawling.

04 / CONTENT AND CONVERSION

Content aligned with buying intent

Query mapping, factual usefulness and commercial pathways matter more than keyword density.

90-DAY ORGANIC PERFORMANCE / SYNTHETIC

84,600

Impressions

2,790

Clicks / CTR 3.30%

42

Enquiries / 1.51%

SEARCH INTENT GAPS

Intent	Target topic	Recommended content
Comparison	Condition-monitoring sensor types	Create a feature comparison with real use cases.
Informational	Calibration intervals by application	Publish fact-checked technical guidance.
Commercial	Industrial sensor pricing factors	Explain specifications, configuration and quotes.

PAGE-LEVEL EXAMPLE

BEFORE / FICTIONAL META TITLE

Sensors | Products | Example Client

AFTER / SUGGESTED TITLE

Industrial Condition Monitoring Sensors | Example Client

05 / INTERNATIONAL SEO

Three markets, different search needs

International content must address each market's search intent rather than copy translated keyword lists.

LANGUAGE AND REGIONAL COVERAGE

Market	Locale	Scope	Review status
United Kingdom	en-GB	Core technical catalogue	Reviewed
Germany	de-DE	Translated product pages	Metadata gaps
France	fr-FR	Localised product library	Intent gaps

ILLUSTRATIVE INTERNATIONAL FINDINGS

- Hreflang reciprocity**

Six German/French URL pairs do not contain reciprocal language references in this fictional example.
- Localised metadata**

Nine translated product pages reuse generic English or automatically translated descriptions.
- Keyword and intent mismatch**

Technical buying vocabulary differs across markets, requiring target-language research before copy is localised.

Multilingual review fields

Source URL | Localised URL | Market | Search intent | Hreflang state | Metadata | Terminology | Action

06 / GEO AND AI VISIBILITY

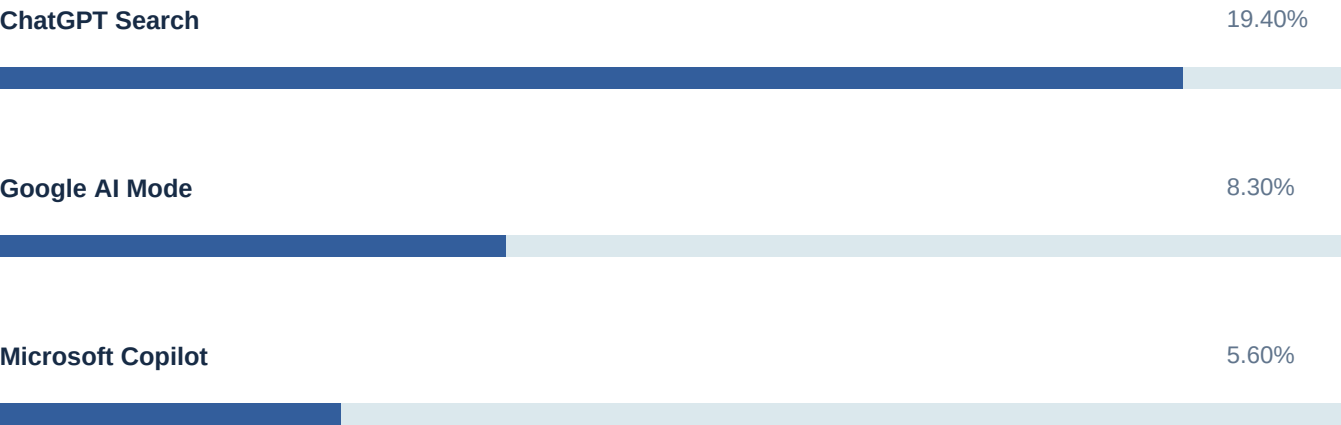
AI discovery: observed, not assumed

Fixed-prompt, multi-platform testing produces repeatable observations and clearly defined limitations.

FIXED-PROMPT TEST RESULTS / SYNTHETIC

Product	Mentions	Citations	Mention %	Citation %
ChatGPT Search	7 / 36	4 / 40	19.4%	10.0%
Google AI Mode	3 / 36	2 / 40	8.3%	5.0%
Microsoft Copilot	2 / 36	1 / 40	5.6%	2.5%
Total	12 / 108	7 / 120	11.1%	5.8%

NON-BRANDED MENTION RATE



HOW TO INTERPRET THESE FIGURES

Each platform received 20 prompts in two sessions (40 observations). Mention rates exclude two branded prompts, giving 36 eligible observations per platform. Citation rates use all 40.

Citations and mentions differ

A brand mention is not a source citation. Neither necessarily generates an enquiry.

07 / COMPETITOR LANDSCAPE

Where the client can differentiate

All competing entities are fictional peers evaluated against the same non-branded prompt set.

OBSERVED BRAND-MENTION RATE / SYNTHETIC



EXAMPLE DIFFERENTIATION OPPORTUNITIES

- Publish verifiable technical evidence**
Include specifications, revision dates, original measurements and primary-source references.
- Create original buyer guidance**
Publish useful selection and comparison content for complex procurement decisions.
- Strengthen entity consistency**
Align market coverage and company facts across the website and legitimate external sources.

08 / PRIORITISED ACTION PLAN

A practical 30/60/90-day roadmap

The audit delivers decisions and implementation requirements; remedial work is separately scoped.

IMPLEMENTATION SCHEDULE

Period	Priority work	Owner	Validation
Days 1-30	Remove unintended noindex, correct canonicals and critical template faults.	Technical SEO / Dev	Indexability check
Days 31-60	Rewrite priority page metadata and publish buyer-intent content.	SEO / Content	Organic CTR and engagement
Days 31-60	Repair hreflang and localised metadata in Germany and France.	SEO / Linguistic QA	Regional URL validity
Days 61-90	Repeat AI search observations and evaluate referral attribution.	Analyst / Marketing	Mentions, citations and enquiries

IMPLEMENTATION PRINCIPLES

■ Fix foundational defects first

Do not rewrite large quantities of content while crucial pages remain non-indexable.

■ Maintain comparable measurements

Keep original test prompts and distinguish new platforms or markets.

09 / DELIVERABLES AND NEXT STEPS

From diagnosis to decisions

A useful audit records what was tested, what was found and what action is justified.

WHAT A CLIENT RECEIVES

■ Executive findings report

Priority business impacts, technical diagnostics, content opportunities and AI visibility observations.

■ Structured evidence register

Affected URLs, reproducible evidence, confidence, severity and corrective actions.

■ International assessment (where in scope)

Market-specific linguistic review, locale and hreflang validation.

■ Implementation roadmap

Sequenced work for immediate corrections, medium-term improvement and repeat measurement.

Make search visibility measurable.

Discuss a real SEO & GEO Audit for your website, target markets and business objectives.

www.globaltranslations.org/search-visibility/seo-geo-audit

ABOUT THIS DEMONSTRATION

This is a fictional example prepared to demonstrate the PangeaVox reporting format and analytical methodology. Example Client is not a real audited customer. All findings, website URLs, competitors, metrics and AI observations are synthetic. No live client website was tested to create these sample figures.