

Sample Clinic (anonymised)

<https://www.example-clinic.in/> · Indian metro

Generated 17 Oct 2026, 02:05 AM IST

AI search readiness

53

out of 100

Summary

We checked **16** things that help Google and AI assistants (ChatGPT, Gemini, Perplexity) understand and recommend a local business. **9** passed. Below are **9** prioritised fixes (P1 = do first).

Score basis: 16 measured checks, 100 points. This score is our own transparent checklist, not a Google metric, and it does not predict rankings or AI mentions.

Prioritised fixes

P1 Add business-type schema (JSON-LD: LocalBusiness / Dentist / RealEstateAgent...)

What we found: No business-type structured data was found, so Google and AI assistants have to guess your name, address, hours and services.

How to fix: Add one JSON-LD block with name, address, telephone, geo, openingHours, sameAs (Google Business, Instagram), using the most specific type (e.g. Dentist, BeautySalon, RealEstateAgent).

P2 Speed up the mobile site (Lighthouse performance 44/100)

What we found: In our throttled mobile lab test the main content took 3.9 s to appear and the homepage downloaded 6.0 MB.

How to fix: Compress and resize images (WebP), lazy-load below-the-fold media, remove unused plugins/scripts, enable caching/CDN.

P2 Publish /llms.txt

What we found: No llms.txt was found. It is a simple, emerging convention that gives AI assistants a clean summary of who you are and your key pages (not an official Google ranking factor).

How to fix: Add a short Markdown file at /llms.txt: business name, city, services, prices/ranges, contact, links to key pages.

P2 Rewrite the title tag

What we found: Current title is 68 characters: "[hidden]".

How to fix: Use ~50–60 characters: main service + area + brand, e.g. "Dental Implants in Andheri West | Brand".

P2 Fix the H1 heading

What we found: Found 0 H1 headings.

How to fix: Use one H1 that states the main service and city.

P3 Reduce phone-number confusion

What we found: 4 different phone numbers appear on the homepage.

How to fix: Show one primary number (plus WhatsApp if different) consistently.

P3 Add an FAQ section with FAQPage schema

What we found: No FAQ structured data found. Q&A content is easy for AI assistants to quote.

How to fix: Answer 5–8 real patient/customer questions (price ranges, timings, process) on the page and mark them up.

P3 Link or embed your Google Maps listing

What we found: No Google Maps link/embed found.

How to fix: Embed the map on the contact page and link the Google Business Profile.

P3 Add alt text to images

What we found: 20 of 48 images have no alt text.

How to fix: Describe each image briefly (helps accessibility and image search).

Technical SEO basics

HTTPS	✓ Yes · http→https redirect not measured
Title tag (68 chars)	[hidden in sample]
Meta description	142 chars
H1 headings	0 · [hidden in sample]
H2 headings	2
Mobile viewport tag	✓ Yes
Canonical tag	✓ Yes
Open Graph (social preview) tags	✓ Yes

Images missing alt text	20 of 48
Readable words on homepage	~878
sitemap.xml	✓ Yes
Homepage server response	4551 ms (HTTP 200)

Page speed (mobile)

Mobile performance (Lighthouse)	44/100
Largest Contentful Paint	3.9 s
Total Blocking Time	320 ms
Cumulative Layout Shift	0.911
Page weight	6.0 MB
Lighthouse SEO / Accessibility / Best practices	85 / 75 / 96

Method: Lighthouse 12 (local, emulated mid-range mobile, throttled 4G). Lab test from our server; real-user speed can differ.

AI search readiness

Structured data types found (page source)	BreadcrumbList, EntryPoint, ImageObject, ListItem, PropertyValueSpecification, ReadAction, SearchAction, WebPage, WebSite
LocalBusiness-type schema	✗ No
FAQPage schema	✗ No
Review / rating schema	✗ No
/llms.txt	✗ No
robots.txt	✓ Yes · AI search crawlers blocked: none · training-only crawlers blocked: none (a business choice, not scored)

Note: this report checks whether your site is *readable* by AI assistants. It does not query ChatGPT/Gemini for live mentions (that is part of the paid Pro Audit).

Local SEO & NAP consistency (on your homepage)

Phone number visible	✓ Yes · distinct numbers: 4
Address with PIN code visible	✓ Yes
Schema phone matches page	not applicable (no schema phone)
City in title or H1	✓ Yes · city mentions on page: 2
Google Maps link/embed	✗ No
Click-to-call link	✓ Yes
WhatsApp link	✓ Yes
Reviews/testimonials mentioned	✓ Yes
Booking / enquiry call-to-action	✓ Yes

We compare details on your own site only. We did not access your Google Business Profile.

Score breakdown

Check	Pass	Points
Served over HTTPS (http redirect not measurable)	✓	10/10
Title tag present, 15–65 characters	✗	0/8
Meta description present, 50–170 characters	✓	6/6
Exactly one H1 heading	✗	0/6
Mobile viewport meta tag	✓	6/6
LocalBusiness-type structured data (schema.org)	✗	0/12
FAQPage structured data	✗	0/4
/llms.txt file for AI assistants	✗	0/8
robots.txt present and not blocking AI search crawlers	✓	8/8
sitemap.xml present	✓	5/5
Phone + address (with PIN) on homepage	✓	7/7
City named in title or H1	✓	5/5
Google Maps embed/link	✗	0/4
Click-to-call or WhatsApp link	✓	3/3
At least 300 words of readable text on homepage	✓	3/3

Mobile performance score $\geq$ 50 (Lighthouse)

x

0/5

Digital Doctors · Automated audit, 17 Oct 2026, 02:05 AM IST. Results reflect the homepage at the time of the test. No ranking, traffic or AI-mention outcome is guaranteed. Want these fixed for you? Reply to this report — the report fee is credited against our AI-Search Setup if you go ahead within 30 days.