



01 / EXECUTIVE VIEW

Know what to fix. And why it comes first.

AIO + SEO audit | Illustrative handoff

Important: This sample uses invented content at example.test. No live website was audited, no AI prompts were run, and no performance data was collected. The priorities demonstrate a format, not findings about your business.

What this example shows

A useful audit connects evidence, interpretation, and a next action. This three-finding sample shows how the handoff can separate access issues from content and trust improvements.

The first three decisions

P1 / Resolve an indexing conflict

Potential conflict with intended public indexability; confirm intent before editing.

P2 / Answer the missing buyer questions

Readers lack information needed to assess fit; AI citation impact is not measured.

P3 / Connect the proof to the page

Relevant business context is harder for readers to discover; no ranking effect is claimed.

Scope and limits

One fictional service page and supporting business context. No exhaustive crawl, rendered-browser inspection, server-log review, Search Console validation, analytics review, competitor research, or AI-answer sampling was performed for this example. Real engagement limits are written into the agreed scope.

What you receive in a real engagement: a scoped report, an evidence register, and an action roadmap. Implementation, content publication, and ongoing monitoring are separate unless explicitly included.



02 / EVIDENCE REGISTER

Keep the observation with the recommendation.

SAMPLE-01 / Technical access

Resolve an indexing conflict

URL: <https://example.test/services/>

Observation: Fictional HTML contains both a self-canonical and meta robots noindex.

```
<link rel="canonical" href="https://example.test/services/">
<meta name="robots" content="noindex">
```

When a crawler can access it, a noindex rule can prevent indexing. A canonical is not a substitute for the intended indexing instruction. This fixture does not establish Google's actual indexed state. See sources 1 and 2.

Confidence: High in fictional fixture; live state untested.

SAMPLE-02 / Content clarity

Answer the missing buyer questions

URL: <https://example.test/services/>

Observation: Fictional page omits service boundaries, inputs, and process details.

Interpretation: Readers lack information needed to assess fit; AI citation impact is not measured.

Confidence: Editorial assessment of fictional content.

SAMPLE-03 / Business facts and trust

Connect the proof to the page

URL: <https://example.test/services/>

Observation: Fictional supporting About page is not linked from the priority service page.

Interpretation: Relevant business context is harder for readers to discover; no ranking effect is claimed.

Confidence: Editorial assessment of fictional content.



03 / ACTION ROADMAP

Make the next step easy to assign.

P1 / Developer

Confirm the page should be indexable. If noindex is unintended, correct the relevant setting or template.

Verify: Re-fetch HTML and HTTP headers; record remaining directives. Search Console outcome is a separate check.

P2 / Content lead + service owner

Add accurate, owner-approved answers near the service explanation. Do not add unsupported claims or filler.

Verify: Confirm answers are visible, readable on mobile, accurate, and supported by business facts.

P3 / Site editor + business owner

Add a useful contextual link and only genuine, relevant proof. Keep structured data consistent with visible content.

Verify: Follow the live links and confirm facts match the relevant public pages.

AI visibility evidence: Not measured in this sample. Where included in a real audit, record the exact query or prompt, date and time, market, platform, observed mention, and cited URL. Mark unavailable checks as not checked; never substitute zero for missing evidence.

Method and limitations

Priority is a reasoned order of work, not a Google or AI-platform score. Confirm the business impact and dependencies before implementation. Search visibility, indexing, AI citations, leads, and revenue are not guaranteed. Google describes SEO fundamentals as applicable to its AI features; special AI files or schema are not required. [3]

Primary references

1. Google Search Central: Block indexing with noindex
2. Google Search Central: Canonical URLs
3. Google Search Central: AI features and your website

References reviewed September 22, 2026.