

BRAND VISIBILITY AND CONVERSION AUDIT

prepared for: [redacted]

website: [redacted]

audited by: The Aigleon Labs | 19th June 2026

this is a free audit covering the areas that directly affect how many people find your brand and how many of them actually buy. it's a starting point. the issues flagged here are fixable, and some of them are quietly costing you customers every week.

01 / AI SEARCH VISIBILITY (AEO)

this checks whether your brand appears when someone asks chatgpt, perplexity, or google's ai overview for [product category] brands in your city or region.

Area	What We Found	Status
chatgpt visibility	[redacted] roasters doesn't appear in chatgpt for queries "the best coffee roasters in US", in direct brand search appearing as 3 rd or 4 th position, not coming under "hidden gem coffee roasters portland" that will increase the sales.	DEEP REVIEW AND FIXING.
perplexity visibility	[redacted] roasters is being listed, but at least priority, due to not being sited in more domain authority sites like linkedin , Wikipedia and speciality coffee marketplaces.	NEEDS FIXING
google AI overview	Not Visible in google AI overview. Not even at least priority, due to which your brand will be completely not visible to customers in most of the cases.	NEEDS FIXING
entity recognition	Entity is recognized by google, perplexity and chat gpt, but some details are conflicting, not a big problem, but good to solve it.	NOT NEEDED

ai search visibility is driven by how your website content is structured, how many trusted sources mention your brand, and whether your pages answer the exact questions people ask. the fix is technical and content-based, not only by ads.

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02 / GOOGLE & LOCAL SEARCH

Area	What We Found	Status
google business profile	Reviews are good, phone number not added, recent reviews and photos are available	No changes
review count & recency	789 reviews , recent one at last week. Posts are consistence, nothing to be changed	No Changes
local keyword ranking	This website is not ranked in top 5 pages. Even in blogs, listed but not at top.	NEEDS FIXING
map pack visibility	Visible when local people search for coffee roasters in portland	No Changes
bing / apple maps	Business listed on bing places, but only for local audience in portland	REVIEW / Update required.

03 / WEBSITE + CONVERSION (UX)

this checks whether visitors who land on your site are being guided clearly toward buying, enquiring, or subscribing.

Area	What We Found	Status
page load speed	the main content of their page takes 7.9 seconds to fully load on screen, which is nearly 3x slower than Google's acceptable threshold of 2.5 second. High Bounce rate clearly	NEEDS FIXING
mobile experience	Everything is perfectly aligned, and professional except page load latency and responsiveness	NEEDS FIXING
above-the-fold clarity	Hero section doesn't give a brief of what is this for users, they need to scroll through some products in main page, see products and find it. People with less coffee knowledge don't understand the brand names, no description for product. Catalog is too long, users don't scroll till they get their thing. Hero section is only an generic image. No brand story that makes users feel your theme.	HEAVILY NEEDS FIXING
call to action (cta)	[CTA button given as product direct buy, in product catalog, not in hero section.	MINOR FIXING NEEDED
product page UX	have clear product description but no product schema, images are only of packing not beans, generic design, no dynamic search bar.	NEEDS FIXING
trust signals	no visible reviews on website, certifications, or press mentions on the homepage or product page. trust is not being built before the purchase decision from this site.	NEEDS FIXING
email / lead capture	email capture mechanism on site is present as subscription mail, not casual one, and mostly working(Needs review. Lead	NEEDS FIXING

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Area	What We Found	Status
AI adoption in customer facing services / interfaces	nurture is possible, but less leads scroll till footer and enter the email, that too it deeply interested.	HEAVLY NEEDS FIXING
	No FAQ Bot, No review generation default pipeline, No Lead Nurturing system	

04 / TECHNICAL SEO + STRUCTURED DATA

technical seo is making sure your website is built in a way that google and ai tools can properly read, crawl(go through), and understand it.

structured data is a specific part of that . like small pieces of code on your pages that tell chrome browser exactly what your content is, like your product name, price, reviews, and brand details, so they can display and recommend it correctly.

Area	What We Found	Status
structured data / schema	zero schema markup found across all pages. google and ai tools cannot read product names, prices, reviews, or brand details automatically.	HEAVLY NEEDS FIXING
meta titles + descriptions	homepage meta title is 'SPECIALITY COFFEE ROASTERS' no keywords and value propositions. Must be added.. most product pages have keywords stuffed in their descriptions, people hesitate to read such ones.	NEEDS FIXING
heading structure (H1/H2)	H1-1: "Speciality Coffee Roasters" and H1-2: "Experience Tastes Like Cocoa & Caramel". two H1s on homepage. Google expects exactly one H1. this impacts directly on SEO and AI heading structure readability.	NEEDS FIXING
image optimisation	[46% of images are almost of over 100kb that directly affects user's retention on site due to latency. 28%(11) of images are of missing alt text , due to this, your images will not be read by ChatGpt / perplexity and without images, people won't trust things.	NEEDS FIXING
internal linking	9 total inlinks but only 19 unique. That means the same 19 pages are linking repeatedly. very shallow internal link diversity for a site trying to rank. Word count in home page is too low (343) to be cited in browsers and AI engines	NEEDS FIXING
sitemap + indexing	xml sitemaps(4 child .xml under 1 parent) exists and is valid, but need to check if submitted to google search console, for better visibility.	REVIEW

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05 / SUMMARY

CRITICAL ISSUES	WORTH REVIEWING	LOOKS OK
12	3	3
things actively losing you customers right now	gaps that will compound if not addressed	working as it should, keep maintaining

SW

what this means for **Roasters**

the issues above are not rare, most specialty food brands at your stage have the same gaps. what's different is that these are **all fixable**, and fixing them **compounds**. once your site is structured correctly, every new visitor, every new review, and every piece of content you publish works harder than it does right now.

Even though you feel that you have enough visibility and customers right now, it's not a god move if you know things fixed on your side drives even more people and you're not doing it.

i'll walk through everything in the audit on our call, including which issues to fix first and what that typically looks like in terms of timeline and results. if you haven't booked a time yet, just reply to this email.

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