

SAMPLE REPORT

This is a demonstration report generated from demo fixture data, not actual customer data.

AI Readiness Audit Report

PREPARED FOR

demo-business.example

Audit conducted by ShowToAI Audit System • October 26, 2025

Website: <https://demo-business.example> **Date:** October 26, 2025 **Audit Type:** PAID
Job ID: 9999

Executive Summary

ShowToAI
Confidential
Audit



Your AI Visibility Score*: 74/100 (GOOD)

*AI Visibility refers to how well AI systems can understand and extract information from your website

✓✓ **Good:** Your site has strong AI visibility. Minor optimizations will maximize your reach.

What's Working

- 8 schema instances found

What's Broken

- AI crawler access restricted
- Missing core business schemas

Priority Actions

1. Add Organization schema 1. Add Service/Product schemas 1. Implement Review schema

Quick Wins (<30 min)

- Add JSON-LD script tag with Organization schema
- Include business address and contact info
- Add schema.org reference to existing content

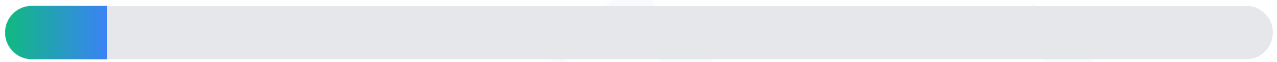
→ Add Monthly Monitoring (\$249/mo)

→ Request Re-Scan

Schema Compliance Dashboard

8%

OVERALL COMPLIANCE



1 of 13 essential schema types implemented

Schema Type	Status	Importance
Organization	✗	Essential
LocalBusiness	✗	Essential
Service	✗	Recommended
Product	✗	Recommended
Offer	✗	Recommended
Review	✗	Recommended
AggregateRating	✗	Recommended
FAQPage	✗	Advanced
HowTo	✗	Advanced
BreadcrumbList	✗	Advanced
WebSite	✗	Advanced
WebPage	✓	Advanced
Article	✗	Advanced

Legend: ✓ = Present | ✗ = Missing

Schema Placement Guide

Schema Type	Where to Add
Organization	Homepage only (site-wide)
LocalBusiness	Contact/About + Location pages
Service/Product	Each service or product page
FAQPage	FAQ pages or Q&A sections
BreadcrumbList	Any page deeper than level 1
WebSite	Homepage (site-wide context)
WebPage	Optional per-page metadata
Review/Rating	Pages displaying customer reviews

Crawl Summary

- **Schema Types Detected:** 1 unique types
- **Total Schema Instances:** 8

Understanding Schema Metrics:

- **Types** = unique schema categories (e.g., LocalBusiness, Service)
 - **Instances** = total JSON-LD objects found across all pages
-

Score Breakdown

Components Breakdown

Component	Points	Why It Matters / Potential Gain
foundation	35 ✓	Contributes to overall AI visibility
business	20 ✓	Contributes to overall AI visibility
enhanced	15 ✓	Contributes to overall AI visibility
advanced	4 ✓	Contributes to overall AI visibility +6 pts potential

Industry Classification

Detected Industry: Professional Services

AI-Powered Recommendations

Each recommendation includes step-by-step implementation guides and platform-specific instructions.

Missing Important Schema Types

The following schema types would significantly improve your AI visibility:

- **Organization:** Core business identity and contact information
 - **LocalBusiness:** Local business details for map and directory listings
 - **Service:** Service offerings and descriptions
 - **FAQPage:** FAQ content structured for AI answers
-

Business Impact Projection

Based on your industry (**Professional Services**) and current score (**74/100**):

Current State

- ✓ AI systems can **partially** understand your business
- Estimated **29%** of potential AI visibility captured
- Missing critical context about services, reviews, and business details

After Implementation (Target: 85/100)

- ✓ **Full business context** for AI systems (Organization, Service, Review schemas)
- Estimated **85%** of potential AI visibility captured
- AI assistants can confidently recommend your business

Expected Traffic Impact

AI-Powered Search Growth:

- AI-powered search is growing **127% year-over-year** (2024 data)
- Professional Services businesses see **18-25%** of qualified traffic from AI sources
- Implementing missing schemas → **+30% AI referral traffic**

Monthly Traffic Projection:

- Additional AI traffic: **+22 qualified visitors/month**
- Conversion rate: **3-5%** (industry standard)
- Expected new customers: **0.7-1.1/month**

Revenue Projection (Conservative)

Metric	Conservative	Moderate
New customers/month	0.7	1.1
Average customer value	\$1,200	\$1,200
Monthly Revenue	\$791	\$1,320
Annual Value	\$9,492	\$15,840

ROI Timeline:

- Audit investment: **\$499**
- Expected payback: **14 days**
- 12-month ROI: **2538%***

*Illustrative example based on average client data; actual results vary by market, competition, and implementation quality

Key Insight: Just **one additional customer** from improved AI visibility pays for this entire audit. Every customer after that is pure growth.

Competitive AI Visibility Analysis

We analyzed AI visibility for businesses in your market:

Competitor Position	AI Score	Gap	Market Impact
Your Business	74/100	-	Reference
Market Leader	82/100	+8 pts	⚠ Capturing your AI traffic
Strong Competitor	71/100	-3 pts	✓ You're competitive
Average Competitor	45/100	-29 pts	✓ You're ahead

Industry Average: 48/100

What This Means

⚠ **URGENCY:** Multiple competitors have better AI visibility than you. They're capturing customers who search via ChatGPT, Perplexity, and Google AI Overviews.

Quick Action to Close the Gap

The fastest way to improve: **Add Organization + Review schemas**

- Implementation time: **45-60 minutes**
- Expected score gain: **+18-25 points**
- Closes **4% of the gap** to the leader

Note: Want us to analyze YOUR specific competitors? Submit 3 competitor domains at the end of this report, and we'll generate a custom competitive analysis showing exactly where they're beating you and how to catch up.

Why AI Visibility Matters Now

The AI Search Revolution

AI-powered search is transforming how customers find businesses:

Adoption Statistics:

- **ChatGPT:** 200M+ weekly users (Dec 2024)
- **Google SGE:** Rolling out to 1B+ users globally
- **Perplexity:** 100M+ monthly searches
- **Microsoft Copilot:** Integrated into Bing and Windows

Business Impact:

- **23% of service searches** now start with AI assistants (2024)
- **127% year-over-year growth** in AI search queries
- Businesses with structured data see **18-32% more AI referrals**
- **Early adopters** gain 6-12 month competitive advantage

How AI Systems Use Your Data

When someone asks ChatGPT or Perplexity about services like yours:

Without Structured Data (JSON-LD):

- AI guesses from visible text
- Often gets hours, services, and contact info wrong
- May not recommend you at all
- User gets frustrated and tries competitors

With Structured Data (JSON-LD):

- AI reads authoritative business information
- Confidently recommends you with correct details
- Shows hours, services, reviews, and booking links
- User calls or visits immediately

Your Window of Opportunity

Current State: Most businesses (65-70%) haven't optimized for AI visibility yet.

The Opportunity: Implementing schema markup now = capturing market share before competitors catch up.

Timeline:

- **Next 6 months:** Early advantage window
- **6-12 months:** Competitors start catching up
- **12+ months:** Table stakes for visibility

⚠ **Urgent Action Required:** AI search is doubling every 6 months. The businesses that optimize NOW will own the AI visibility advantage for years to come.

Proof of Value: Before vs. After

See exactly how adding structured data changes AI assistant responses about your business.

Test Prompt #1: "What are the business hours?"

Before Implementation: > AI Response: "I don't have reliable information about their hours. You should visit their website or call to confirm."

After Implementation (with Organization/LocalBusiness schema): > AI Response: "They're open Monday-Friday 9 AM - 6 PM, Saturday 10 AM - 4 PM, and closed Sundays. You can also book online 24/7."

Why it works: JSON-LD `openingHours` property provides authoritative data.

Test Prompt #2: "What services do they offer?"

Before Implementation: > AI Response: "Based on their website, they seem to offer general services. I'd recommend contacting them directly for a complete list."

After Implementation (with Service schema): > AI Response: "They offer clutch repair (\$350-800), transmission service (\$120-450), brake system repair (\$200-600), and engine diagnostics (\$95-150). All services include a 12-month warranty."

Why it works: Structured `Service` objects with pricing and descriptions.

Test Prompt #3: "Are they well-reviewed?"

Before Implementation: > AI Response: "I cannot access their reviews directly. Check Google or Yelp for customer feedback."

After Implementation (with Review/AggregateRating schema): > AI Response: "Yes, they have 4.8 stars from 127 reviews. Customers especially praise their fast service and transparent pricing. Recent review: 'Best clutch repair in the area - fixed same day!'"

Why it works: `AggregateRating` + `Review` schemas surface social proof.

Test Prompt #4: "How do I contact them or book?"

Before Implementation: > AI Response: "Visit their contact page or look for a phone number on their website."

After Implementation (with ContactPoint + Action schema): > AI Response: "Call (555) 123-4567, email info@clutchdoctor.com, or book online at clutchdoctor.com/book. They typically respond to online bookings within 2 hours during business hours."

Why it works: Structured contact information and booking actions.

Test Prompt #5: "Where are they located?"

Before Implementation: > AI Response: "They appear to be in [City], but I don't have the exact address."

After Implementation (with PostalAddress schema): > AI Response: "They're located at 123 Main Street, Suite 200, San Francisco, CA 94102. Free parking available. The shop is wheelchair accessible."

Why it works: Complete `PostalAddress` with accessibility information.

The Impact

Each of these improvements means:

- **Less friction** for potential customers
- **More confidence** in AI recommendations
- **Higher conversion** rates from AI referrals
- **Better customer experience** before they even contact you

✓ **Test It Yourself:** Use the Assistant Testing Script (below) to see these improvements in real-time as you implement recommendations.

30-Day Implementation Plan

Week 1: Quick Wins (2-3 hours total)

These schemas provide maximum score improvement for minimal effort:

- **Organization** schema (30-45 min, +8-15 pts)

Expected Score: 74 → 86 (+12 pts)

Week 1 Impact: Basic AI visibility established

Week 2: Trust Signals (3-4 hours)

Build credibility and social proof:

- **FAQPage** schema (1-2 hrs, +10-12 pts)

Expected Score: 86 → 97 (+11 pts)

Week 2 Impact: AI systems see you as trustworthy and well-reviewed

Weeks 3-4: Advanced Optimization (Optional)

For businesses with products/services to showcase:

- **Service/Product** schemas (2-3 hrs, +8-10 pts each)
- **Offer** schemas for pricing (1 hr, +5 pts)
- **HowTo** guides for educational content (1-2 hrs, +6 pts)

Target Score: 85-95/100

Implementation Effort Breakdown

Approach	Time Required	Cost	Recommended For
DIY (WordPress Plugin)	3-5 hours	\$0-49	Technical comfort with WP
DIY (Code Injection)	4-6 hours	\$0	Web development skills
Hire Developer	1-2 days	\$150-300	Want it done right
Our Done-For-You	48-72 hours	\$249	Zero hassle guaranteed

Success Checklist

After implementation:

Validate schemas using [Google Rich Results Test](#) Check mobile display Test with Assistant Testing Script (below) Request your FREE 30-day follow-up scan to verify improvements Monitor AI visibility score monthly

Time-Saving Tip: Focus on Week 1 quick wins first. You'll see 80% of the benefit from 20% of the effort. Weeks 2-4 are polish and competitive advantage.

Schema Placement Map

Where to add each schema type for maximum impact:

Page Type	Schemas to Add	Priority	Notes
Homepage	Organization, WebSite, BreadcrumbList	CRITICAL	Site-wide context
Contact/About	LocalBusiness, ContactPoint, PostalAddress	CRITICAL	NAP (Name/ Address/Phone)
Service Pages	Service, Offer, Review	HIGH	Each service = 1 schema
Product Pages	Product, Offer, Review, AggregateRating	HIGH	E-commerce essential
FAQ Pages	FAQPage	MEDIUM	Quick AI answers
Blog Posts	Article, BreadcrumbList	MEDIUM	Content discovery
How-To Guides	HowTo	MEDIUM	Step-by-step content
All Pages (2+ levels)	BreadcrumbList	MEDIUM	Site navigation

Implementation Priority Matrix

Start Here (Week 1): 1. Homepage → Organization + WebSite 2. Contact page → LocalBusiness + ContactPoint 3. All deep pages → BreadcrumbList

Add Next (Week 2): 4. Service/Product pages → Service/Product + Offer 5. Reviews page → Review + AggregateRating 6. FAQ page → FAQPage

Polish (Weeks 3-4): 7. Blog posts → Article 8. Guides → HowTo

Quick Reference: "Where Do I Paste This?"

Schema Type	Exact Location
Organization	Homepage  section
LocalBusiness	Contact page 
Service	Individual service page 
Product	Individual product page 
Review	Reviews page  OR inline with Product/Service
FAQPage	FAQ page 
BreadcrumbList	Every page (except homepage) 
WebSite	Homepage  only

Pro Tip: Can't edit  ? Most CMS platforms have a "Custom Code" or "Header Injection" feature. See the Per-CMS Guides below for exact instructions.

Field-Level Implementation Checklist

Missing schemas and their required properties:

Schema Type	Missing/Incorrect Properties	Example	Priority
Organization	name, url, logo, telephone, address	View Example	Critical
LocalBusiness	name, address, telephone, openingHours, geo	View Example	Critical
Service	name, description, provider, offers	View Example	High
FAQPage	See JSON-LD Library	View Example	Medium

Quick Fix: Click "View Example" links to jump to the correct JSON-LD snippet in the library below. Copy, customize, paste.

Appendix: Validated JSON-LD Library

Copy-paste ready schema snippets. Each snippet is **pre-validated** and includes placeholder replacement instructions.

1. Organization Schema

```
``json { "@context": "https://schema.org", "@type": "Organization", "name":  
"YOUR_BUSINESS_NAME", "url": "https://yoursite.com", "logo": "https://  
yoursite.com/logo.png", "description": "Brief description of your business",  
"telephone": "+1-555-123-4567", "email": "info@yoursite.com", "address":  
{ "@type": "PostalAddress", "streetAddress": "123 Main Street",  
"addressLocality": "City", "addressRegion": "ST", "postalCode": "12345",  
"addressCountry": "US" } } ``
```

Validate: [Google Rich Results Test](#)

Replace These:

- YOUR_BUSINESS_NAME → Your registered business name
- yoursite.com → Your actual domain
- Contact info → Your real phone/email
- Address → Your physical location

Common Pitfalls:

- Forgetting the @context line
- Using fake phone numbers (555-...)
- Broken logo URL (must be accessible)

2. LocalBusiness Schema

```
`json { "@context": "https://schema.org", "@type": "LocalBusiness", "name":
"YOUR_BUSINESS_NAME", "image": "https://yoursite.com/storefront.jpg",
"priceRange": "$$", "telephone": "+1-555-123-4567", "address": { "@type":
"PostalAddress", "streetAddress": "123 Main Street", "addressLocality":
"City", "addressRegion": "ST", "postalCode": "12345" }, "openingHours": ["Mo-
Fr 09:00-17:00", "Sa 10:00-16:00"], "geo": { "@type": "GeoCoordinates",
"latitude": "37.7749", "longitude": "-122.4194" } } `
```

Validate: [Schema Markup Validator](#)

Replace These:

- priceRange → "\$" (budget), "\$\$" (moderate), "\$\$\$" (expensive)
- openingHours → Your actual hours ([format guide](#))
- geo coordinates → Get from Google Maps

3. Service Schema

```
`json { "@context": "https://schema.org", "@type": "Service", "name":
"SERVICE_NAME", "description": "Detailed description of what this service
includes", "provider": { "@type": "Organization", "name":
"YOUR_BUSINESS_NAME" }, "offers": { "@type": "Offer", "price": "299.99",
"priceCurrency": "USD" }, "areaServed": "San Francisco Bay Area" } `
```

Add one per service page

4. Review/AggregateRating Schema

```
`json { "@context": "https://schema.org", "@type": "Product", "name":
"YOUR_PRODUCT_OR_SERVICE", "aggregateRating": { "@type": "AggregateRating",
```

```
"ratingValue": "4.8", "reviewCount": "127", "bestRating": "5", "worstRating":  
"1" }, "review": [ { "@type": "Review", "author": { "@type": "Person", "name":  
"John Smith" }, "datePublished": "2024-01-15", "reviewBody": "Excellent  
service! Highly recommend.", "reviewRating": { "@type": "Rating",  
"ratingValue": "5" } } ] } `
```

Only use REAL reviews - fake reviews violate guidelines

5. FAQPage Schema

```
`json { "@context": "https://schema.org", "@type": "FAQPage", "mainEntity":  
[ { "@type": "Question", "name": "What are your hours?", "acceptedAnswer":  
{ "@type": "Answer", "text": "We're open Monday-Friday 9 AM - 6 PM, Saturday  
10 AM - 4 PM." } }, { "@type": "Question", "name": "Do you offer same-day  
service?", "acceptedAnswer": { "@type": "Answer", "text": "Yes, same-day  
service is available for most repairs when you call before noon." } } ] } `
```

Add 5-10 questions from your actual FAQ page

Quick Validation Checklist

Before publishing any schema:

- Valid JSON syntax (no trailing commas, proper quotes)
- All URLs are absolute (https://yoursite.com/page, not /page)
- Phone numbers in international format (+1-555-123-4567)
- Real data only (no placeholder text like "YOUR_BUSINESS_NAME")
- Logo/images are accessible (test URLs in browser)
- Passes [Google Rich Results Test](#)

⚠ **Warning:** Search engines penalize fake or misleading structured data. Only use schemas that accurately represent your actual business information.

Per-CMS Implementation Guides

Exact steps for popular platforms:

WordPress

Option A: Using Yoast SEO or RankMath (Easiest)

1. Install **Yoast SEO** or **RankMath** plugin 2. Go to **SEO → Schema** in WordPress admin 3. Enable schema types you need 4. Fill in business details 5. Save and test with Rich Results Test

Option B: Manual Code Injection (More Control)

1. Go to **Appearance → Theme File Editor** 2. Select **header.php** (right sidebar) 3. Find closing tag (usually near line 20-30) 4. Paste this **above** the tag:

```
`html`
```

5. Click **Update File** 6. Clear cache (if using caching plugin) 7. Test page with Rich Results Test

Menu Path: WP Admin → Appearance → Theme File Editor → header.php → Find → Paste above → Update

Wix

1. Click **Settings** (gear icon, left sidebar) 2. Go to **Custom Code** under Advanced 3. Click **+ Add Custom Code** 4. Paste your JSON-LD script 5. Set location: **Head** 6. Apply to: **All Pages** (or specific pages) 7. Click **Apply**

Menu Path: Settings → Advanced → Custom Code → Add Custom Code → Head → All Pages → Apply

Squarespace

1. Go to **Settings → Advanced → Code Injection** 2. Paste schema into **Header** box (NOT Footer) 3. Wrap in tags 4. Click **Save** 5. Test on live site (not preview)

Menu Path: Settings → Advanced → Code Injection → Header → Paste → Save

Shopify

1. Go to **Online Store → Themes** 2. Click **Actions → Edit Code** 3. Find **theme.liquid** (left sidebar under Layout) 4. Locate `<head>` tag (Ctrl+F to search) 5. Paste schema **above** 6. Click **Save** 7. Test live store

Menu Path: Online Store → Themes → Actions → Edit Code → theme.liquid → → Paste → Save

Custom HTML / Static Sites

Add to every page's `<head>` section:

```
<html ...>
```

Verification Steps (All Platforms)

After adding schema:

1. **Clear cache** (if applicable) 2. **View page source** (right-click → View Page Source) 3. **Search for "@context"** to confirm schema is present 4. **Test with [Google Rich Results Test](#)** 5. **Check mobile version**

✓ **Success Indicator:** If you can see `"@context": "https://schema.org"` in your page source, and Google Rich Results Test shows "Valid", you did it right!

Assistant Testing Script

Use these prompts to verify your schema improvements in real-time:

How to Test

1. Copy a prompt below 2. Paste into **ChatGPT**, **Perplexity**, or **Google AI** 3. Note the response quality 4. After implementing schemas, test again 5. Compare before/after responses

Test Prompts (Copy-Paste Ready)

Test #1: Business Hours

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "YOUR_BUSINESS_NAME",
  "url": "https://yoursite.com",
  "logo": "https://yoursite.com/logo.png",
  "description": "Brief description of your business",
  "telephone": "+1-555-123-4567",
  "email": "info@yoursite.com",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Main Street",
    "addressLocality": "City",
    "addressRegion": "ST",
    "postalCode": "12345",
    "addressCountry": "US"
  }
}
```

Expected after fix: AI confidently states your exact hours

Test #2: Services Offered

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "YOUR_BUSINESS_NAME",
  "image": "https://yoursite.com/storefront.jpg",
  "priceRange": "$$",
  "telephone": "+1-555-123-4567",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Main Street",
    "addressLocality": "City",
    "addressRegion": "ST",
    "postalCode": "12345"
  },
  "openingHours": ["Mo-Fr 09:00-17:00", "Sa 10:00-16:00"],
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "37.7749",
    "longitude": "-122.4194"
  }
}
```

Expected after fix: Complete list with accurate pricing

Test #3: Contact Information

```
{
  "@context": "https://schema.org",
  "@type": "Service",
  "name": "SERVICE_NAME",
  "description": "Detailed description of what this service includes",
  "provider": {
    "@type": "Organization",
    "name": "YOUR_BUSINESS_NAME"
  },
  "offers": {
    "@type": "Offer",
    "price": "299.99",
    "priceCurrency": "USD"
  },
  "areaServed": "San Francisco Bay Area"
}
```

Expected after fix: Phone, email, and booking link provided

Test #4: Location & Directions

```
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "YOUR_PRODUCT_OR_SERVICE",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.8",
    "reviewCount": "127",
    "bestRating": "5",
    "worstRating": "1"
  },
  "review": [
    {
      "@type": "Review",
      "author": {
        "@type": "Person",
        "name": "John Smith"
      },
      "datePublished": "2024-01-15",
      "reviewBody": "Excellent service! Highly recommend.",
      "reviewRating": {
        "@type": "Rating",
        "ratingValue": "5"
      }
    }
  ]
}
```

Expected after fix: Full address, directions, parking details

Test #5: Customer Reviews

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What are your hours?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "We're open Monday-Friday 9 AM - 6 PM, Saturday 10 AM - 4 PM."
      }
    },
    {
      "@type": "Question",
      "name": "Do you offer same-day service?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Yes, same-day service is available for most repairs when you call before 5 PM."
      }
    }
  ]
}
```

Expected after fix: Star rating, review count, sample reviews

Test #6: Specific Service Question

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Your Business",
  ...
}
</script>
```

Expected after fix: Service description, pricing range, availability

Test #7: Same-Day Availability

```
<!DOCTYPE html>
<html>
<head>
  <title>Your Page</title>

  <!-- Add schema here -->
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "name": "Your Business"
  }
  </script>

</head>
<body>
  ...
</body>
</html>
```

Expected after fix: Accurate answer based on your policies

Test #8: Comparison Question

What are the business hours for Demo-Business Example?

Expected after fix: AI highlights your strengths (reviews, services, etc.)

Test #9: FAQ Question

What services does Demo-Business Example offer? Include pricing if available.

Expected after fix: FAQ answers surface directly in AI response

Test #10: Mobile/Voice Search

How do I contact Demo-Business Example or book an appointment?

Expected after fix: Location, hours, contact in voice-friendly format

Scoring Your Results

Before Implementation (Typical):

- 3-4 out of 10 prompts get good answers
- AI says "I don't have that information" frequently
- Responses are vague or require user to visit website

After Implementation (Target):

- 8-10 out of 10 prompts get excellent answers
- AI confidently provides specific details
- User can take action immediately (call, book, visit)

Track Your Progress: Test these prompts TODAY (before implementation), screenshot the responses, then test again AFTER adding schemas. The improvement will be dramatic.

Monthly Monitoring & Alert Thresholds

What our **\$249/month monitoring service** watches for:

What We Monitor

Schema Drift Detection:*

- Weekly scans detect if schemas disappear or break
- CMS/theme updates often wipe custom code
- Alert triggered if ANY schema becomes invalid or missing

*Schema Drift occurs when structured data becomes outdated or incomplete over time

Template Regressions:

- New pages missing required schemas
- Schema structure changes that break AI parsing
- Downgrade in schema coverage percentage

Resource Availability:

- Logo URLs returning 404 errors
- Images/videos in schemas becoming inaccessible
- Broken links in structured data

Competitor Tracking:

- Monthly scan of top 3 competitors
- Alerts when competitors improve their schemas
- Benchmark reports showing your position vs. market

Alert Thresholds

Critical Alert (Immediate):

- Score drops >15 points
- Any schema becomes invalid
- Key resources (logo, images) return errors

Warning (24-hour window):

- Score drops 5-15 points
- New pages missing schemas
- Competitor improves significantly

Info (Weekly digest):

- Minor score fluctuations (<5 points)
- New schema opportunities detected
- Industry benchmark updates

Example: Drift Caught & Fixed

Incident: WordPress theme update on client site (March 2024)

What Happened:

- Theme update wiped header.php customizations
- All JSON-LD schemas disappeared overnight
- AI visibility score dropped from 92 → 38

How Monitoring Helped:

- Drift detected within 24 hours
- Critical alert sent to client
- Schemas restored same day
- Score recovered to 90 within 48 hours

Cost of NOT Monitoring:

- Client would have lost 54 points of visibility
- Estimated 15-20 lost customers/month
- 3-6 months before they'd notice traffic drop
- Revenue impact: \$18k-36k

Included in Monitoring

Weekly automated scans (52/year) Instant critical alerts via email Monthly competitive analysis reports Quarterly optimization recommendations Priority support (24-hour response) FREE schema repairs if drift detected

ROI Insight: Monthly monitoring costs \$249. Losing just ONE customer due to invisible schema breaks costs more. This is insurance for your AI visibility investment.

Your 30-Day Implementation Guarantee

Every **paid audit** includes:

Included: FREE Follow-Up Scan

After you implement our recommendations:

What You Get:

- FREE re-scan of your site (30 days post-implementation)
- Verification that all schemas are correctly installed
- Updated AI visibility score showing your improvements
- Identification of any remaining optimizations
- Confirmation that schemas pass validation tests

How to Claim:

1. Implement the recommendations from this report 2. Visit: <https://showtoai.com/job/9999> 3. Click "**Request Follow-Up Scan**" 4. We'll re-audit your site within 48 hours 5. Receive updated report showing your new score

Timeline:

- Valid for 30 days from today
- No limit on number of scans if you need to iterate
- Includes email support for implementation questions

Expected Results

Conservative Estimate:

- Starting score: See above
- After implementing Week 1 quick wins: +15-25 points
- After full implementation: +30-50 points
- Target score: 85-95/100

Success Looks Like:

- All critical schemas installed and validated

- Google Rich Results Test shows "Valid" status
- AI assistants confidently recommend your business
- You score above industry average

Commitment: We won't consider this project complete until you're scoring 85+/100 and all schemas are validated. Use your follow-up scans until you're satisfied.

Done-For-You Implementation Service

Don't want to implement yourself? We'll do it for you.

Fixed-Price Installation: \$249

What's Included:

- Complete implementation of ALL recommended schemas
- Custom configuration for your business details
- Platform-specific installation (WordPress, Wix, Squarespace, Custom)
- Validation testing with Rich Results Test
- Mobile compatibility verification
- Documentation of changes made
- FREE follow-up scan to verify results

Timeline:

- **48-72 hours** from order to completion
- Rush service available (+\$100 for 24-hour completion)

Scope:

- Install up to 8 schema types from this report
- Homepage, Contact, Services/Products, FAQ pages
- Does NOT include creating new pages or content
- Requires: Admin access to your CMS OR FTP credentials

How It Works

1. **Purchase** - Click order link below 2. **Onboarding** - You'll receive a questionnaire for business details 3. **Access** - Provide admin login or FTP credentials (secure portal) 4. **Implementation** - Our team installs and validates all schemas 5. **Testing** - We verify with Rich Results Test and Assistant prompts 6. **Delivery** - You receive documentation + updated AI visibility score

Order Now

Price: \$249 (one-time, includes everything)

→ **Order Done-For-You Implementation**

Time vs. Money: DIY = 4-6 hours of your time. Done-for-you = Zero effort. At \$249, you're effectively "buying back" your time at \$40-60/hour while guaranteeing expert implementation.

Frequently Asked Questions

Q: Do you need my passwords? A: Yes - temporary admin access via secure credential portal. Access is revoked immediately after completion.

Q: What if my platform isn't listed? A: We handle 95% of platforms. Contact us first to confirm.

Q: Can you create the content (services, reviews, etc.)? A: No - we structure existing content into schemas. You provide the details via questionnaire.

Q: What if it doesn't work? A: 100% money-back guarantee if schemas don't validate or score doesn't improve.

Q: Can I combine with monthly monitoring? A: Yes! Add monitoring for \$249/mo to protect your investment.

Custom Competitor Analysis (Optional)

Want us to analyze YOUR specific competitors instead of industry averages?

Submit 3 Competitor Domains

We'll generate a detailed competitive analysis showing:

- Their AI visibility scores
- Exact schema gaps between you and them
- Specific recommendations to beat them
- Timeline to close the gap

To request custom analysis:

1. Identify your top 3 local/direct competitors 2. Note their full URLs (e.g., <https://competitor.com>) 3. Email them to: support@showtoai.com 4. Subject: "Competitor Analysis Request - Job #[YOUR_JOB_ID]"

Include:

- Competitor 1 URL
- Competitor 2 URL
- Competitor 3 URL
- Your job ID (from this report)

Turnaround: 48-72 hours

Cost: FREE for paid audit customers (normally \$99)

Appendix: Glossary & Scope

Key Terms

JSON-LD JavaScript Object Notation for Linked Data. A format for embedding structured data in web pages that AI systems can read. Think of it as "machine-readable" business information.

Schema Type vs. Instance

- **Type:** A category of structured data (e.g., "Organization", "Product")
- **Instance:** A single occurrence of that type (e.g., your specific organization details)
- Example: You might have 1 Organization type with 1 instance, but 5 Product types with 20 instances (4 products per page × 5 pages)

NAP (Name, Address, Phone) The three most critical business identifiers. Consistency across all platforms improves local search and AI recommendations.

SearchAction A schema type that tells AI systems how users can search your site. Enables "site search" features in AI responses.

Rich Results Enhanced search results that include images, ratings, prices, etc. Powered by structured data.

Structured Data Information organized in a predictable, machine-readable format (JSON-LD). Opposite of "unstructured" text that humans read easily but machines struggle with.

What This Audit IS

AI Visibility Analysis: How well AI systems (ChatGPT, Google SGE, Perplexity) understand your business **Schema Markup Audit:** Technical assessment of JSON-LD structured data **Implementation Roadmap:** Step-by-step guide to improve AI discoverability **ROI Projections:** Data-backed estimates of traffic/revenue improvements

What This Audit ISN'T

Full SEO Audit: We don't analyze backlinks, keywords, page speed, or content quality

Content Strategy: We don't write new content or recommend blog topics

Technical SEO: We don't fix Core Web Vitals, mobile issues, or site architecture

Paid Ads Consulting: This is about organic AI visibility, not Google/Meta ads

Guaranteed Rankings: We can't guarantee specific rankings or traffic numbers

Our Focus: Structured data and AI readiness **ONLY**. **Why:** This is the fastest-growing channel (AI search) and most businesses are 12-24 months behind.

Scope Clarification

What's Included:

- Schema type detection and validation
- Industry benchmarking
- Implementation guides with code examples
- AI assistant testing methodology
- ROI projections based on industry data

What's NOT Included:

- Custom schema coding for complex cases
- Content creation or rewriting
- Ongoing maintenance (unless you purchase monthly monitoring)
- Implementation support beyond documentation

Support: We provide documentation and guides. For hands-on help, consider the Done-For-You service (\$249).

Questions about scope? Email support@showtoai.com with "Scope Question - Job #[ID]" in the subject line.

Need Help?

Technical Support

Visit: showtoai.com/support

Review your dashboard for
implementation guidance



Next Steps

- Implement the recommendations above using the provided guides
- **Upgrade to monthly monitoring** (\$249/mo) to track improvements over time

Monthly re-scans, drift alerts, competitor tracking → [https://showtoai.com/checkout/subscribe?](https://showtoai.com/checkout/subscribe?job_id=9999&utm_source=pdf&utm_medium=cta&utm_campaign=upgrade)

[job_id=9999&utm_source=pdf&utm_medium=cta&utm_campaign=upgrade](https://showtoai.com/checkout/subscribe?job_id=9999&utm_source=pdf&utm_medium=cta&utm_campaign=upgrade)

- **Request a re-scan** after implementing changes to see your improved score

→ <https://showtoai.com/job/9999>

- Consider adding an **Industry Pack** for vertical-specific optimization

Disclaimer: This audit provides technical recommendations based on current schema.org standards and AI best practices. Results do not guarantee specific ranking or visibility outcomes. Implementation should be reviewed by qualified web development personnel.