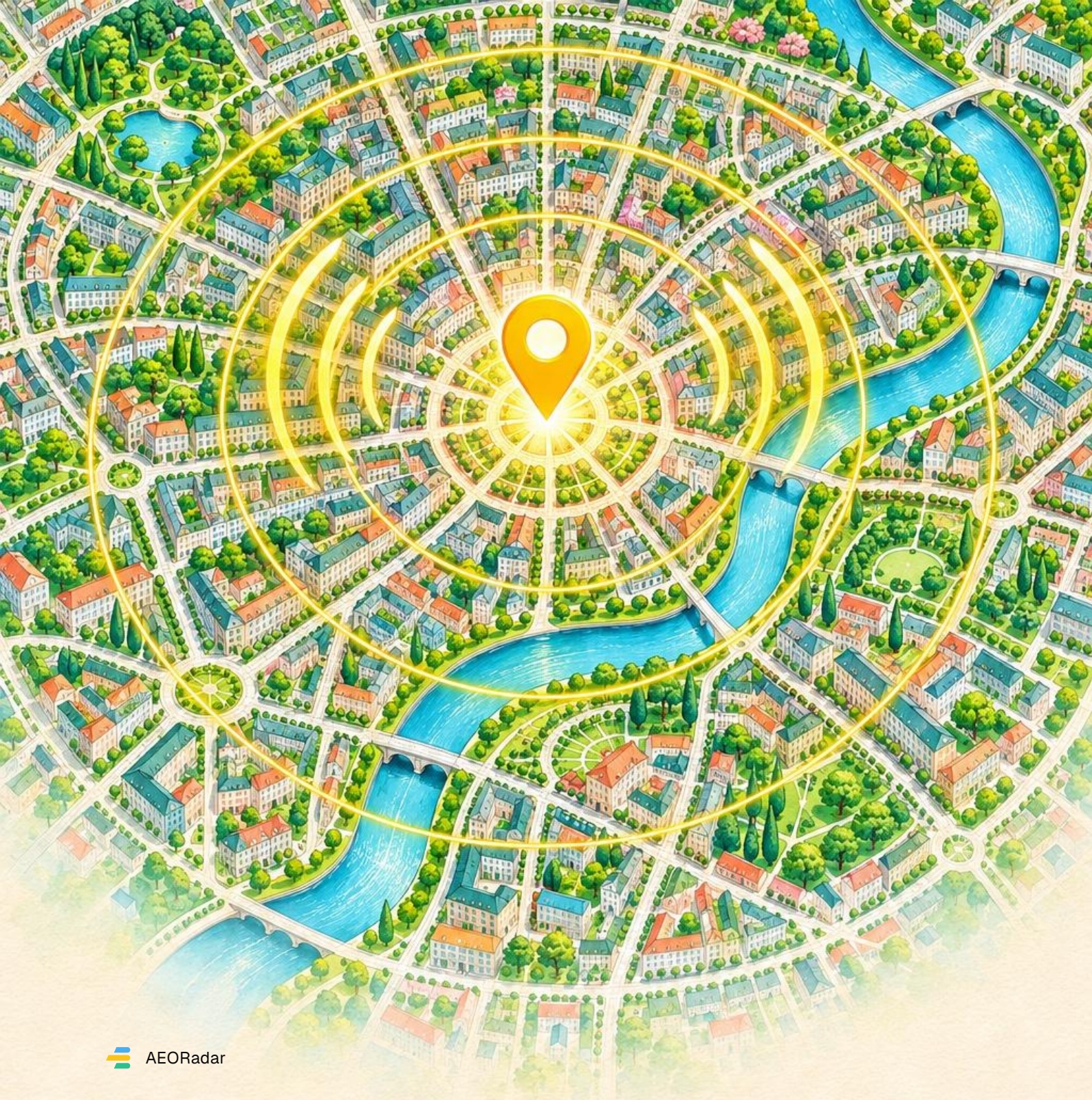


AEORadar

AEO Report

Example IT · exampleit.example

> Two regional pages tell Google the homepage is the real page, and 6 of 25 buyer questions have no page anywhere on the site — while competitors publish the pricing, compliance and terms pages that AI answers reach for.

SAMPLE REPORT · 17 NOVEMBER 2026

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About this report

Managed IT, cybersecurity and applications for small and mid-size businesses. The site claims about 150 staff, 400+ clients and clients of 5–250 staff (10–250 on the cybersecurity page). Named verticals: law firms, hospitality firms, nonprofits, construction, architecture and engineering, finance, software. Founded over 20 years ago.

Public web, read 16 November 2026: 17 named pages, 272 sitemap URLs, robots.txt, the sitemap file, and four competitor sites.

This is not a ranking guarantee, not a live measurement of every AI engine, and not a substitute for Search Console and analytics access. Sections 2 to 6 and 10 are examples of the format until live runs and read-only access are in place; Section 15 lists exactly what is missing.

MEASURED read directly from a page OUR READING what we infer from it RECOMMENDATION what to change

EXAMPLE DATA format only until live runs and access are in place

01

The verdict

Two regional pages tell Google the homepage is the real page, and 6 of 25 buyer questions have no page anywhere on the site — while competitors publish the pricing, compliance and terms pages that AI answers reach for.

3

of 21 technical checks fail

21 checks on 17 named pages plus robots.txt and the sitemap, read 16 November 2026.

6

of 25 buyer questions get no answer anywhere on the site

25 questions a CFO, COO or office manager asks an MSP, checked against every page fetched.

18

fixes, 48 hours of work in total

Hours are our estimate for a developer and a writer, not a quote. Priority 1 items are 22 of those hours.

Do these three first

1 **Point the two regional canonicals at themselves**

`/bay-area-it-support-services and /north-bay-it-support-services` · 2 hours · fix F01 · helps Google and AI

Both pages currently tell Google the homepage is the authoritative version, so the two geo pages cannot earn their own rankings. It is a one-line template fix with the largest downside of anything in the audit.

2 **Give help desk, strategy and the other fragments real URLs**

`/it-support-services` · 8 hours · fix F02 · helps Google and AI

About 20 services exist only as #anchors on one page. AI answers and search need a page per service to cite, and the highest-intent queries have none.

3 **Mark up the homepage and pricing FAQs as FAQPage**

`/ and /packaging-and-pricing` · 3 hours · fix F06 · helps AI

The answers are already visible on the page; adding the markup makes the same words machine-readable, and the architecture page already proves the pattern works on this site.

If nothing changes

The geo pages keep sending their authority to the homepage, competitors keep being the citable source for price, compliance and contract questions, and the next AI-generated shortlist will be built without Example IT in it.

What we could not see

No live AI runs, no Search Console, no analytics or conversion data, and no Core Web Vitals field data. Sections 2 to 6 and 10 show the format with example answers; Section 15 says what access would make them real.

02 · EXAMPLE DATA

The questions your buyers ask

If you are not in the answer when a buyer asks, someone else gets the shortlist. Ten questions a CFO, COO or office manager types before choosing a managed IT provider: one names the business, nine do not.

Example answers showing the format. The ten questions are real buyer wording; the answers are illustrations, not live runs. Live runs are made from the client's market, twice per question, and logged. Live protocol: 2 runs per question on ChatGPT, Perplexity, Gemini, Google AI, United States, logged out, web search on.

#	QUESTION	STAGE	WHY IT MATTERS
Q1	How much does managed IT support cost per user per month for a 50-person company in San Diego?	price	The first question every CFO asks. If the answer is a competitor's price page, the shortlist is already forming without Example IT.
Q2	Which managed IT provider in the Bay Area has the fastest help desk response time?	compare	Example IT's loudest claim is a five-minute response. If that claim is not repeated, the differentiator is invisible.
Q3	How long does it take to onboard a new managed IT client, and what does onboarding cost?	onboarding	The question every switching buyer asks. A page that answers it plainly wins the call before the salesperson makes it.
Q4	Can a managed IT provider in San Diego help us with HIPAA compliance and our cyber insurance renewal?	trust	Regulated buyers shortlist on evidence. Frameworks and insurance paperwork are where that evidence lives.
Q5	Do any North Bay or Bay Area MSPs offer co-managed IT where they work with our in-house IT person?	compare	A common mid-market model and a natural fit for firms with one internal IT lead. Example IT has no page for it.
Q6	What should a 30-person law firm in San Diego expect to pay for IT support and cybersecurity?	price	Example IT's strongest vertical with a local office. If the law-firm page is cited, the vertical work is earning its keep.
Q7	Which IT support company in the Bay Area supports both Mac and Windows plus Microsoft 365?	compare	A platform-fit question that filters the shortlist. The support list exists only inside a homepage FAQ.
Q8	What happens if our managed IT provider misses their response-time guarantee — do we get credits?	trust	A guarantee without remedy terms is a liability question for a COO. No page means no answer.
Q9	How do we switch IT providers without downtime? Best process for a growing company in California?	switching	The last objection before signing. A step-by-step page is what the buyer forwards to their board.
Q10	Is Example IT a good managed IT provider for a 100-person nonprofit in the Bay Area? What do reviews say? NAMES THE BUSINESS	local	The branded question is the control. If the engines cannot answer it well, the non-branded answers have no foundation.

03 · EXAMPLE DATA

AI answer scoreboard

Being named is the first sale: a buyer who never hears your name cannot call you. 9 of 40 example answers name Example IT; 4 link to its site. In 11, no provider is named at all.

Example answers showing the format, not live runs.

What buyers asked	ChatGPT	Perplexity	Gemini	Google AI	Others named
Q1 How much does managed IT support cost per user per month for a 50-person company in San Diego?	—	—	—	—	Competitor A, Competitor B
Q2 Which managed IT provider in the Bay Area has the fastest help desk response time?	—	—	☐	—	Competitor D, Competitor B, Competitor C
Q3 How long does it take to onboard a new managed IT client, and what does onboarding cost?	—	—	—	—	Competitor A
Q4 Can a managed IT provider in San Diego help us with HIPAA compliance and our cyber insurance renewal?	—	—	—	—	Competitor B, Competitor A
Q5 Do any North Bay or Bay Area MSPs offer co-managed IT where they work with our in-house IT person?	—	—	—	—	Competitor D
Q6 What should a 30-person law firm in San Diego expect to pay for IT support and cybersecurity?	■	—	☐	☐	Competitor A
Q7 Which IT support company in the Bay Area supports both Mac and Windows plus Microsoft 365?	☐	—	—	—	Competitor C, Competitor A
Q8 What happens if our managed IT provider misses their response-time guarantee — do we get credits?	—	—	—	—	Competitor C
Q9 How do we switch IT providers without downtime? Best process for a growing company in California?	—	—	—	—	Competitor B
Q10 Is Example IT a good managed IT provider for a 100-person nonprofit in the Bay Area? What do reviews say?	■	■	☐	■	—

■ Named and linked to the site ☐ Named, no link — Not named ⬚ No answer

3/10
ChatGPT named Example IT

1/10
Perplexity named Example IT

3/10
Gemini named Example IT

2/10
Google AI named Example IT

Every answer, question by question

Q1 How much does managed IT support cost per user per month for a 50-person company in San Diego?

Example IT publishes a $60–$350 per-user range, but no page states it in a quotable form; every engine reached for a competitor's pricing page.

ChatGPT	— Not named	“Most San Diego MSPs price per user; budget roughly $100–$175 per user per month for a 50-seat plan.”	competitor-a.example/pricing
Perplexity	— Not named	“Published regional pricing ranges from about $125 to $250 per user each month.”	competitor-a.example/pricing competitor-b.example/managed-it-services-san-diego
Gemini	— Not named	“Expect $75–$200 per user per month, and ask for a written scope because inclusions vary.”	No link
Google AI	— Not named	“San Diego providers typically quote $100–$200 per user monthly for a 50-person company.”	competitor-b.example/managed-it-services-san-diego

Q2 Which managed IT provider in the Bay Area has the fastest help desk response time?

One engine repeats the five-minute promise, without a link. The claim has no page of terms behind it, so it cannot be verified or cited.

ChatGPT	— Not named	“Competitor D advertises fast Bay Area response and 300+ Google reviews; Competitor B cites a 12-minute ticket response.”	competitor-d.example competitor-b.example/managed-it-services-san-diego
Perplexity	— Not named	“Competitor B reports a 12-minute average ticket response; Competitor D emphasises local Bay Area support.”	competitor-b.example/managed-it-services-san-diego
Gemini	☐ Named, no link	“Example IT advertises a five-minute response for urgent requests, though independent verification is limited.”	No link
Google AI	— Not named	“Bay Area providers compete on response times; Competitor B cites 12 minutes and Competitor C lists 24/7 help desk.”	competitor-c.example/services/managed-it

Q3 How long does it take to onboard a new managed IT client, and what does onboarding cost?

Example IT says every client pays a fixed onboarding fee but publishes neither price nor duration, so no engine can quote it.

ChatGPT	— Not named	“Typical onboarding runs 30–90 days and is billed as a one-time project with defined milestones.”	competitor-a.example/locations
Perplexity	— Not named	“Plan on a fixed onboarding fee; Competitor A describes a 90-day onboarding with a two-week help desk phase.”	competitor-a.example/locations
Gemini	— Not named	“Most providers charge a one-time project fee; timelines vary from two weeks to three months.”	No link
Google AI	— Not named	“Onboarding is usually a fixed-fee project; ask each provider for milestones and duration in writing.”	No link

Q4 Can a managed IT provider in San Diego help us with HIPAA compliance and our cyber insurance renewal?

Example IT mentions HIPAA in passing and covers cyber insurance only in blog posts; the answers went to competitors with framework pages.

ChatGPT	— Not named	“Competitor B offers HIPAA-compliant IT services in San Diego; Competitor A publishes HIPAA assessments and checklists.”	competitor-b.example/hippa-compliant-it-services competitor-a.example/compliance/hipaa
Perplexity	— Not named	“For HIPAA, look for documented safeguards and audit support; Competitor B and Competitor A both publish framework pages.”	competitor-b.example/hippa-compliant-it-services competitor-a.example/compliance
Gemini	— Not named	“San Diego MSPs commonly help with HIPAA safeguards and cyber-insurance questionnaires as part of managed security.”	No link
Google AI	— Not named	“Competitor B provides HIPAA-compliant IT services; Competitor A offers HIPAA compliance assessments for regulated businesses.”	competitor-b.example/hippa-compliant-it-services competitor-a.example/compliance/hipaa

Q5 Do any North Bay or Bay Area MSPs offer co-managed IT where they work with our in-house IT person?

Example IT has no co-managed page; every answer that names a provider names the competitor that names the model.

ChatGPT	— Not named	“Competitor D lists co-managed IT among its Bay Area options for companies with in-house IT.”	competitor-d.example
Perplexity	— Not named	“Co-managed IT is offered by several Bay Area providers; Competitor D organises services by need, including co-managed support.”	competitor-d.example
Gemini	— Not named	“Many MSPs offer co-managed arrangements; ask for a responsibility split and a per-user price.”	No link
Google AI	— Not named	“Competitor D and other Bay Area MSPs describe co-managed IT for teams that keep an internal IT lead.”	competitor-d.example

Q6 What should a 30-person law firm in San Diego expect to pay for IT support and cybersecurity?

Two engines name Example IT for legal work, but only one links the law-firm page and none quotes a price.

ChatGPT	■ Named and linked	“A 30-person firm typically budgets $3,000–$7,500 a month; Example IT publishes law-firm IT support and per-user ranges.”	/managed-it-services-for-law-firms
Perplexity	— Not named	“Law firms should expect per-user pricing plus security add-ons; Competitor A publishes tiered per-user pricing.”	competitor-a.example/pricing
Gemini	□ Named, no link	“Example IT and Competitor A both serve law firms; ask each for a 30-seat quote including security.”	No link
Google AI	□ Named, no link	“Example IT offers managed IT for law firms in California; pricing is not published in this answer.”	No link

Q7 Which IT support company in the Bay Area supports both Mac and Windows plus Microsoft 365?

A visible FAQ line earns one mention; there is no Mac or Microsoft 365 service page for an engine to cite.

ChatGPT	□ Named, no link	“Example IT lists Apple devices alongside Windows and Microsoft 365 in its support FAQ.”	No link
Perplexity	— Not named	“Competitor C and Competitor A both describe Microsoft 365 management across Windows and Apple devices.”	competitor-c.example/services/managed-it
Gemini	— Not named	“Look for a Microsoft partner that also documents Mac management; many Bay Area MSPs support both.”	No link
Google AI	— Not named	“Bay Area MSPs such as Competitor C support Windows and Microsoft 365, with Mac support varying by plan.”	competitor-c.example/services/managed-it

Q8 What happens if our managed IT provider misses their response-time guarantee — do we get credits?

Nobody can answer for Example IT because no SLA or remedy page exists; the engines describe the gap in general terms.

ChatGPT	— Not named	“Most MSP contracts do not publish service credits; ask for remedy terms in the master services agreement.”	No link
Perplexity	— Not named	“Published response promises rarely include credits; Competitor C instead advertises a 90-day satisfaction guarantee.”	competitor-c.example/services/managed-it
Gemini	— Not named	“Service credits are uncommon in small-business MSP contracts; the guarantee is usually a resolution process, not money back.”	No link
Google AI	— Not named	“Ask for written remedies; some providers offer satisfaction guarantees rather than response-time credits.”	No link

Q9 How do we switch IT providers without downtime? Best process for a growing company in California?

Example IT calls the switch proven but has no step-by-step page; an engine found one at Competitor B.

ChatGPT	— Not named	“A safe switch runs in phases: document systems, deploy tools, migrate in parallel, then cut over out of hours.”	No link
Perplexity	— Not named	“Competitor B publishes onboarding steps for its San Diego clients, including discovery and a staged cutover.”	competitor-b.example/managed-it-services-san-diego
Gemini	— Not named	“Ask the new provider for a written transition plan with a named project lead and a rollback path.”	No link
Google AI	— Not named	“California MSPs typically run a documented onboarding project; Competitor B lists its steps publicly.”	competitor-b.example/managed-it-services-san-diego

Q10 Is Example IT a good managed IT provider for a 100-person nonprofit in the Bay Area? What do reviews say?

This is the only question where Example IT leads: named by all four engines, three with links. Reviews are described as split because the counts are.

ChatGPT	■ Named and linked	“Example IT serves California nonprofits and has for over 20 years; public reviews are positive but split across listings.”	/
Perplexity	■ Named and linked	“Example IT is a North Bay and San Diego MSP with roughly 150 staff and 400+ clients; ratings cluster around 4.5–4.9.”	/about
Gemini	□ Named, no link	“Reviews are generally positive, though review counts differ by listing; Example IT does not publish a case-study index.”	No link
Google AI	■ Named and linked	“Example IT provides managed IT for California nonprofits and cites Inc. 5000 recognition and for over 20 years.”	/why-choose-example-it

04 · EXAMPLE DATA

Is AI getting your facts right?

A wrong price or service line loses the buyer before the first call. Here is each claim, what the site states, and what the answer repeats back.

Example answers showing the format. The site quotes and URLs are real and dated; the AI answers are examples of the wrong-answer failures this section catches. Live runs replace them.

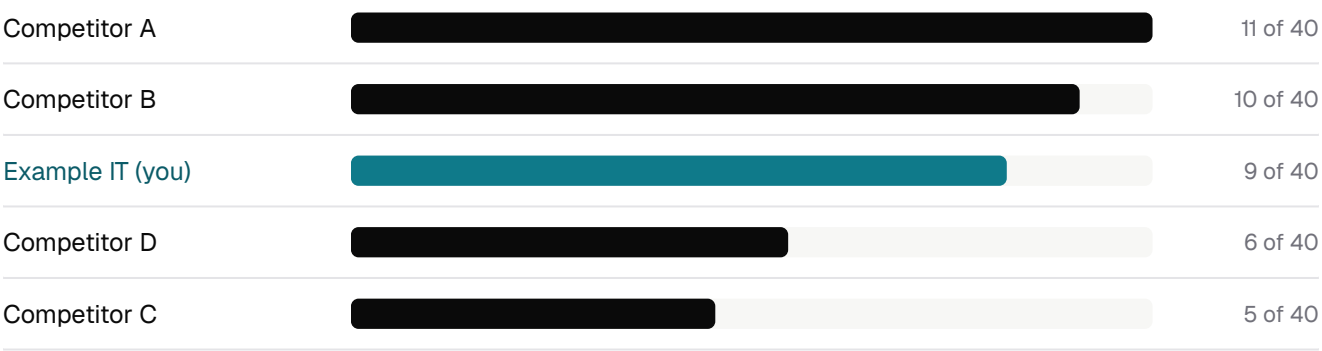
CLAIM	WHAT THE SITE SAYS	WHAT THE ANSWER SAYS	STATUS
Price per user	$60–$350 per user is the range stated on the pricing page; the hourly 2026 rate card runs from $165 (on-site) to $320 (cyber). /packaging-and-pricing	$125–$250 per user per month. ChatGPT	Conflict
Company size	"Around 150 employees" on /about; the Bay Area page says "around 150 dedicated professionals". /about	About 130 staff. Perplexity	Stale
Service area	Offices in North Bay and San Diego; service pages for Bay Area, North Bay, San Diego, Sacramento, Orange County and out-of-state law firms. /	Serves North Bay and San Diego. Gemini	Conflict
Response promise	"Connect with a support person in 5 minutes or less" and "guaranteed 5-minute response to urgent requests". /it-support-services	Five-minute response for urgent requests. Gemini	Match
Support hours	Blog and support page describe 5am–7pm regular hours with an on-call engineer callback after hours; LocalBusiness markup says Mon–Fri 09:00–17:00. /blog/is-24/7-it-support-worth-the-hype	Monday to Friday, 9am to 5pm Pacific. Google AI	Conflict
What cybersecurity is included	Essential Cyber Security is in every tier's monthly fee; Advanced Cybersecurity Services are hourly and à la carte. /packaging-and-pricing	Cybersecurity is an optional add-on priced separately. ChatGPT	Conflict

05 · EXAMPLE DATA

Who AI recommends instead

Every answer that names a rival is a buyer who heard a name other than yours. This is who the answers name instead, and what those providers publish that Example IT does not.

Example answer counts. The competitor names, URLs and what each one does better come from the real audit; the counts come from the example answers above and will be replaced by live runs.



In 11 of 40 example answers no provider was named at all. Those are the winnable ones: the buyer is asking a question with no strong answer yet.

What they publish that Example IT does not MEASURED

Competitor C competitor-c.example

Managed IT provider competing for the same buyers in California.

- A Sacramento location page with a local address ([street address]), local phone, industry list and a long FAQ on package contents, cost model, MDR and onboarding.
- Service pages with explicit deliverables and guarantees: 24/7 help desk, MDR with a $1M breach warranty, and a 90-day satisfaction guarantee.
- A named cybersecurity advisory practice and a stable case-study index.
- Partner badges with tier labels (Arctic Wolf Elite, SonicWall Platinum, Microsoft Direct) where Example IT shows logos only.

Competitor A competitor-a.example

Managed IT provider competing for the same buyers in California.

- Transparent per-user pricing with three tiers ($125–$170 Core, $160–$250 Secure, $300 Executive) plus a calculator.
- A compliance hub per framework (HIPAA, CMMC, SOC 2, FTC Safeguards, PCI DSS, FINRA, NIST 800-171, ISO 27001) with assessments and checklists.
- Buyer tools: an IT cost calculator, a downtime calculator and an MSP-switch checklist.
- FAQ and onboarding answers on the homepage and location pages, and a case-study index.

Competitor D competitor-d.example

Managed IT provider competing for the same buyers in California.

- An awards hub with years and press releases for each award, against Example IT's badge images and one blog post.
- A compliance and certification page naming SOC 2 Type 2 controls and HIPAA support.
- Solutions organised by buyer need, including co-managed IT and remote staff.
- Client proof pages with videos, testimonials and case studies.

Competitor B competitor-b.example

Managed IT provider competing for the same buyers in California.

- A full San Diego location page with an office address ([street address]), a 12-minute ticket response claim, a Google review widget, an industry list and onboarding steps.
- Compliance pages for SOC 2 and HIPAA, and an industries index.
- A team page with individual bios and a testimonials page.
- The richest local-business markup in this set: LocalBusiness and Product nodes on the San Diego page.

06 · EXAMPLE DATA

The sources AI trusts

These are the pages the answers point buyers to, so they decide who gets read. Some can be earned through a directory or review site; others can only be matched by publishing a better page.

Example citations captured from the answers above, with the move to make for each. These are the doors that would matter if the pattern holds in live runs.

CITED SITE	TYPE	QUESTIONS	MOVE
competitor-b.example	Competitor location and compliance pages	Q1, Q2, Q4, Q9	Publish a San Diego page with local proof and an onboarding section, so the answer has a page of yours to cite.
competitor-a.example	Competitor pricing and compliance hub	Q1, Q3, Q4, Q6	Publish per-tier per-user pricing and a compliance hub; a directory listing will not substitute.
competitor-d.example	Competitor services-by-need page	Q2, Q5	Add the co-managed IT page and link it from the services menu.
competitor-c.example	Competitor service and location pages	Q2, Q7, Q8	Match the pattern: a service page with deliverables and a guarantee, plus a location page with an FAQ.
exampleit.example	Client site CAN APPEAR	Q6, Q10	Keep the law-firm and nonprofit pages current; both are already cited on their questions.

Trust signals buyers and answers check MEASURED

Reviews

- Google (through third-party directories): 4.5–4.9
- Clutch: Not yet reviewed
- Birdeye: 5.0
- Glassdoor: 4.3

Gaps against competitors

- Reviews are fragmented across North Bay and San Diego listings and Clutch shows zero; competitors show badges with counts.
- No visible SOC 2, HIPAA or ISO posture page; each competitor has one.
- No stable case-study index; testimonial links are tracking redirects.
- A strong awards list is evidenced by one blog post and badge images only, with no per-award detail pages.
- No Review or AggregateRating, FAQPage or Service markup on the checked pages, while competitors deploy all three.

07

The questions your site leaves unanswered

Every unanswered question sends a buyer to a competitor who answers it. Of 25 questions buyers ask before choosing a provider, checked against every page fetched, 9 have a direct answer, 10 a partial one, and 6 no page at all.

9 answered	10 partly	6 no page

#	BUYER QUESTION	ON THE SITE	EVIDENCE
G04	How long is the contract, and how do we cancel?	No Page	No page found stating term length, auto-renewal or cancellation. No contract-terms page found via site search. Unverified.
G06	Is there a minimum number of users or seats?	No Page	Fit is given as 10–250 employees on the cybersecurity page and 5–250 on the homepage. No minimum-seat or minimum-fee rule is published. Unverified.
G10	Do you offer co-managed IT?	No Page	No co-managed IT page or mention found via site search. Unverified.
G14	Is there an SLA with remedies or credits if you miss it?	No Page	No SLA terms or remedies page found. The five-minute response is called "guaranteed" on the homepage, but no credit or remedy terms are published. Unverified.
G19	Is Example IT itself certified (SOC 2 and similar)?	No Page	No corporate certification is published on the pages fetched. Unverified.
G24	Do you support Google Workspace or only Microsoft 365?	No Page	Microsoft 365 setup, migration and management are documented; Google Workspace support was not found. Unverified.
G05	Are there hidden or additional fees?	Partly	The pricing Q&A admits additional fees (help desk in some packages, project work, hardware and software procurement) but publishes no fee schedule.
G07	How long does onboarding take and what happens?	Partly	Onboarding is described as a fixed-fee project (document infrastructure, deploy tools, audit, user orientation). No timeline in days or weeks is published. Unverified.
G08	What does onboarding cost?	Partly	A fixed-fee project that every client pays upfront, but no dollar amount is published.
G09	How do you take over from our current provider without disruption?	Partly	"Make the switch… proven process ensures worry-free transition" on the homepage. No step-by-step switching plan page.

#	BUYER QUESTION	ON THE SITE	EVIDENCE
G13	What are support hours and after-hours coverage?	Partly	Regular hours 5am–7pm with an on-call engineer callback after hours. No after-hours surcharge is published. Unverified.
G15	Do you do on-site support, and does it cost extra?	Partly	On-site reactive support is listed. Travel is free within 100 miles of the San Diego and North Bay branches, half rate plus expenses beyond. On-site rates $165–$230.
G17	Can you help us pass HIPAA, SOC 2, PCI or CMMC audits?	Partly	The homepage claims help meeting regulations such as HIPAA; the pricing page lists HIPAA, PCI, SOC 2 and ISO compliance as hourly à la carte; the MSSP page mentions continuous monitoring and periodic audits. No compliance-process or audit-evidence page found. Depth unverified.
G18	Will you help with cyber-insurance applications and renewals?	Partly	Blog posts cover phishing simulation for carriers and how to qualify; an MSSP PDF notes help preparing insurance forms. No service-level commitment page.
G23	Do you support Macs and mobile, or only Windows?	Partly	The homepage FAQ lists Windows Server and Desktop plus Apple devices (Mac, iPhone, iPad) and Microsoft 365, Sophos, SonicWall, Dell, HP and Lenovo. Depth of Mac management is unverified.
G25	Will this scale as we grow (headcount, sites)?	Partly	An FAQ says managed IT services grow with the business; tier copy says packages flex. No multi-site playbook detail.
G01	What does managed IT cost per user per month?	Answered	Range $60–$350 per user stated on the pricing page.
G02	What are your hourly rates when work is not covered?	Answered	2026 rate card: Systems Engineer $195, Senior $250, on-site $165–$230, project management and vCIO $250, development $275, cyber $320, in 15-minute increments.
G03	What is included versus extra in each plan tier?	Answered	Four tiers (Base, Maintenance, Unlimited, Unlimited+) with a table of buffet-style versus à la carte items.
G11	How fast do you respond to urgent issues?	Answered	"Connect with a support person in 5 minutes or less"; homepage claims a "guaranteed 5-minute response to urgent requests". Homepage stat numbers render as placeholders.
G12	How fast are issues actually resolved?	Answered	"Average issue resolution time of just 60 minutes." Independent verification is unverified.

#	BUYER QUESTION	ON THE SITE	EVIDENCE
G16	What cybersecurity is included versus advanced or add-on?	Answered	Essential Cyber Security is in every tier's monthly fee; Advanced Cybersecurity Services are hourly and à la carte. MSSP detail on the cybersecurity page.
G20	Do you do backup and disaster recovery?	Answered	A managed backup page describes local and off-site replication. The page reads dated (2–8TB device copy) and has no RTO or RPO.
G21	What size companies do you serve?	Answered	10–250 employees; the homepage FAQ says typically 5–250.
G22	Do you serve our area?	Answered	Offices in North Bay and San Diego, with service pages for Bay Area, North Bay, San Diego, Sacramento, Orange County and out-of-state law firms.

Their words, your words

The phrases buyers use, where the site uses them (or does not), and a line that closes the gap.

BUYER PHRASE	WHERE THE SITE STANDS	SUGGESTED LINE
“managed IT cost per user per month” /packaging-and-pricing	In the comparison table, not in the title or H1. The H1 is a full sentence about choosing a package.	Managed IT pricing: $60–$350 per user per month (2026 rates)
“co-managed IT” None	No page and no mention found in site search.	Co-managed IT: how we work alongside your in-house IT team
“what happens if you miss the response time” /it-support-services	A claim in body copy with no severity definitions, hours or remedy terms.	Our 5-minute response promise: what it covers and what happens if we miss it
“HIPAA compliance evidence” /cybersecurity-consultation and / packaging-and-pricing	Scattered mentions ("HIPAA, PCI, SOC2, ISO compliance" listed as hourly) with no framework page and no evidence list.	HIPAA support: what we do, what stays with you, and the evidence you get
“cyber insurance renewal help” Two blog posts	Blog level only; no service page and no commitment.	Cyber-insurance renewal: the evidence carriers ask for and how we help
“contract length and how to cancel” None	No page.	Contract terms: term length, renewal and how to leave
“minimum number of seats” / and /cybersecurity-consultation	Homepage FAQ says 5–250 staff; the cybersecurity page says 10–250. No minimum-seat rule is published.	Who we fit: 10–250 staff. Below 10, we will tell you honestly whether we are the right fit.
“Google Workspace support” None	Microsoft 365 setup, migration and management are documented on /it-support-services; Google Workspace support is not found anywhere.	Microsoft 365 support — and where we stand on Google Workspace

08

Can Google and AI read your site?

If Google or an AI crawler cannot read a page, the content on it does not count. 21 checks across 17 named pages, robots.txt and the sitemap (272 URLs): 3 fail, 10 need review, 8 pass.

3	10	8
fail	need review	pass

Fail T4 llms.txt · /llms.txt

GET https://exampleit.example/llms.txt returns HTTP 404. There is no AI-consumable summary of the site.

Fix F04 · 2 hours

Fail T5 Canonical tags · /bay-area-it-support-services

/bay-area-it-support-services and /north-bay-it-support-services both carry link rel=canonical href=https://exampleit.example, so the two geo pages point search engines at the homepage. /blog has no canonical. The other 15 sampled pages self-canonicalise.

Fix F01 · 2 hours

Fail T19 Article, Breadcrumb and Review schema · /blog

BlogPosting found only on /blog/example-its-celebratory-milestones. No BreadcrumbList and no Review or AggregateRating JSON-LD on any sampled page. Individual blog-post coverage is unverified because posts were not sampled.

Fix F11 · 4 hours

Review T2 AI-crawler directives · /robots.txt

Zero GPTBot, ClaudeBot, PerplexityBot, CCBot or Bytespider lines. All bots fall through to * and are allowed, so nothing is blocked, but no deliberate AI stance is documented.

Fix F05 · 1 hour

Review T8 Trailing-slash consistency · /it-support-services

The trailing-slash URL returns 404 while the slashless URL returns 200. HubSpot serves slashless, so any inbound trailing-slash link breaks instead of redirecting.

Fix F08 · 2 hours

Review T9 404 handling · /this-page-does-not-exist-xyz123

Correct 404 status, usable page with site navigation and homepage links, but the template ships an empty title element.

Review T10 Page titles · /blog

14 of 17 titles are in the healthy 30–60 character range. Outliers: /blog at 13 characters, /cybersecurity-consultation at 24 with no brand, /north-bay-it-support-services at 70, hospitality firms at 67, and /about contains a double space.

Fix F09 · 1 hour

Review T11 Meta descriptions · /about

All 17 pages have one. /about and /why-choose-example-it are byte-identical; North Bay runs 206 characters and hospitality firms 168; the pricing page is a thin 100.

Fix F03, F10 · 2 hours

Review T12 H1 usage · /bay-area-it-support-services

Single H1 on 15 of 17 pages. Bay Area and construction render two, the first a garbled template heading. The pricing H1 is a full sentence, which weakens keyword targeting.

Fix F07 · 2 hours

Review T14 Internal links to services · /it-support-services

About 20 services exist only as #fragments on one page: #it-help-desk, #it-strategy, #fin-tech, #microsoft-365, #it-procurement, #it-projects, #it-administration, #microsoft-teams-voice, #artificial-intellience [sic], #dashboards, #workflows, #integrations, #custom-applications, #managed-security-operations-service and #analytics-automation-and-ai. Only /managed-backup has its own URL.

Fix F02 · 8 hours

Review T17 Service and ProfessionalService schema · /architecture-it-support-services

Only /architecture-it-support-services carries Service, ProfessionalService and Audience nodes. Every other sampled page carries Organization and LocalBusiness only, so there are no per-service entities to cite.

Fix F11 · 3 hours

Review T18 FAQPage schema · /

The architecture page has FAQPage with 6 Q&As verified in markup. The homepage FAQ (5 Q&As) and the pricing-page Q&A have no FAQPage JSON-LD, so visible answers cannot be cited as structured Q&A.

Fix F06 · 3 hours

Review T21 Page-speed signals in HTML · /

HubSpot CMS with about 8 render-blocking stylesheets (template CSS, Font Awesome, Slick carousel). Third-party scripts in the head: GA [analytics id], GA4 [analytics id], GTM [tag manager id], AdRoll, Leadfeeder, Contentsquare/Hotjar, Ahrefs analytics, RB2B and WhatConverts. No preconnect observed. Core Web Vitals field data is unverified.

Pass T1 robots.txt allows crawling · /robots.txt

User-agent: * with only five HubSpot admin and preview disallows (/_hcms/preview/, /hs/manage-preferences/, /hs/preferences-center/, *?*hs_preview=*, *?*hsCacheBuster=*). There is no sitemap line in robots.

Pass T3 Sitemap validity · /sitemap.xml

HTTP 200, well-formed XML, 272 url blocks, every one carries lastmod (most common 2026-10-05, 34 URLs). Image and video namespaces present.

Pass T6 HTTPS redirect · /

http://exampleit.example/ returns 301 to https://exampleit.example/.

Pass T7 www versus non-www · /

https://exampleit.example/ returns 301 to https://exampleit.example/. One canonical host.

Pass T13 Image alt text · /

0 images missing alt on 12 of 17 sampled pages. Exceptions: bay-area and construction (6 missing and 4 empty each, same template), why-choose (5 empty), blog listing (2 missing and 1 empty). Homepage: 85 images, all with alt.

Pass T15 Organization schema · /

Organization with name, url, logo and sameAs (X, Facebook, LinkedIn, Instagram) in a @graph block on every sampled page.

Pass T16 LocalBusiness schema · /

Two LocalBusiness nodes (North Bay: [street address], [phone]; San Diego: [street address], [phone]) with PostalAddress, telephone, Mon–Fri 09:00–17:00 hours and branchOf Organization, on every sampled page.

Pass T20 Open Graph and Twitter cards · /

Homepage head has og:title, og:description, og:url, twitter:title, twitter:description and twitter:card=summary. There is no og:image, so link previews render without an image.

Fix F18 · 1 hour

09

Structured data, ready to paste

Clear labels let search engines and AI place each page without guessing. Here is what every page type already declares, what is missing, and the block to paste; every value comes from text already visible on the page.

Homepage and core pages · /

PRESENT

- Organization (name, url, logo, sameAs)
- LocalBusiness ×2 (North Bay, San Diego)
- PostalAddress
- OpeningHoursSpecification

MISSING

- FAQPage for the 5 visible homepage Q&As

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "{{paste question 1 exactly as it appears on the page}}",
    "acceptedAnswer": {"@type": "Answer", "text": "{{paste the visible answer, first two sentences}}"}
  }]
}
```

Paste only the five questions and answers already visible on the homepage. Validate with the Rich Results Test before publishing.

Geo page · /san-diego

PRESENT

- Organization
- LocalBusiness ×2

MISSING

- Service for the local offer
- areaServed
- LocalBusiness with the San Diego address on this page
- FAQPage

```
{
  "@context": "https://schema.org",
  "@type": "Service",
  "name": "Managed IT Services in San Diego",
  "serviceType": "Managed IT services",
  "provider": {
    "@type": "LocalBusiness",
    "name": "Example IT",
    "address": {"@type": "PostalAddress", "streetAddress": "[street address]", "addressLocality": "San
Diego", "addressRegion": "CA", "postalCode": [zip], "addressCountry": "US"},
    "telephone": "[phone]"
  },
  "areaServed": {"@type": "City", "name": "San Diego"}
}
```

Every value above already appears on /san-diego or in the site footer. Do not add a price or rating that is not visible.

Service page · /managed-backup

PRESENT

- Organization
- LocalBusiness ×2

MISSING

- Service for the backup offer
- Service for every other #fragment service (help desk, strategy, Microsoft 365)

```
{
  "@context": "https://schema.org",
  "@type": "Service",
  "name": "Managed backup",
  "url": "https://exampleit.example/managed-backup",
  "provider": {"@type": "Organization", "name": "Example IT", "url": "https://exampleit.example/"}
}
```

This only works once each service has its own URL (fix F02). Validate each page separately.

Blog · /blog

PRESENT

- Organization
- LocalBusiness ×2 on the listing

MISSING

- Blog or CollectionPage on the listing
- BlogPosting on most posts (only one post verified)

```
{
  "@context": "https://schema.org",
  "@type": "BlogPosting",
  "headline": "{{paste the post title exactly}}",
  "datePublished": "{{paste the visible publication date in ISO form}}",
  "author": {"@type": "Person", "name": "{{paste the byline shown on the post}}"},
  "publisher": {"@type": "Organization", "name": "Example IT", "url": "https://exampleit.example/"}
}
```

Author and date must be visible on the post. Where they are not, add them to the page first.

FAQ block · /packaging-and-pricing

PRESENT

- Organization
- LocalBusiness ×2

MISSING

- FAQPage for the visible pricing Q&A

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "{{paste the visible pricing question}}",
    "acceptedAnswer": {"@type": "Answer", "text": "{{paste the visible answer}}"}
  }]
}
```

Do not mark up questions that are not visible on the page. Add the missing minimum-seat and Google Workspace answers first (fixes F16 and F17), then mark them up.

10 · EXAMPLE DATA

What your Search Console shows

Search demand you already earn but do not convert is the cheapest traffic available. With read-only Search Console access, this shows the business's own queries, the pages close to page one, and where impressions stop turning into clicks.

Example Search Console data showing the format. These are not Example IT's numbers. Measured figures replace them once read-only access is granted, and the window and property are printed with them.

1,842
Clicks
+17.6% vs 1,566

128,940
Impressions
+8.1% vs 119,300

1.4%
Average CTR
+0.1 pt vs 1.3%

- Impressions grew faster than clicks, which usually means new pages are being shown below the fold rather than new demand.
- The pricing page carries the highest commercial intent but a below-average CTR; the title does not mention price.
- Blog posts collect impressions on questions the service pages do not answer, which is the same gap Section 7 shows from the page side.

Close to page one

QUERY	PAGE	POSITION	IMPRESSIONS	ACTION
managed it san diego	/san-diego	6.8	1,920	Add local proof (address, reviews, onboarding) to earn the last few places.
it support north-bay	/north-bay-it-support-services	7.4	1,410	Fix the canonical first, then shorten the title.
co managed it services	No page	—	880	Publish the co-managed page (F13).
hipaa it support	/cybersecurity-consultation	11.2	760	Build the compliance page and link it from the MSSP page (F15).
managed it services for law firms	/managed-it-services-for-law-firms	5.9	690	Add a price range and a case study with a stable URL.
msp bay area	/bay-area-it-support-services	9.1	640	Fix the canonical and the double H1 (F01, F07).

Shown often, clicked rarely

PAGE	IMPRESSIONS	CLICKS	CTR	ACTION
/packaging-and-pricing	9,410	88	0.9%	Put the range ($60–$350 per user) in the title and H1.
/blog	7,260	41	0.6%	Rewrite the 13-character title and add a canonical.
/north-bay-it-support-services	3,180	52	1.6%	Fix the 206-character description and the homepage canonical.
/it-support-outsourced-it-for-hospitality firms	2,640	31	1.2%	Shorten the 168-character description to the query wording.
/cybersecurity-consultation	2,050	24	1.2%	Add the brand and a security-specific promise to the 24-character title.

11

Your fix list, in order

This is the work, sized in hours so it can be scheduled and priced. 18 fixes totalling 48 hours; priority 1 is 6 fixes and 22 hours, each with the page, owner and closing check.

Priority 1 · 6 fixes · 22 hours

F01 Point the two regional canonicals at themselves and add one to /blog

`/bay-area-it-support-services and /north-bay-it-support-services and /blog`

2 hours | dev | helps Google and AI | evidence T5

Done when · Done when the raw HTML of both geo pages carries a self-referencing canonical, /blog has one, and Search Console shows each URL as canonical for itself.

F02 Give help desk, strategy, Microsoft 365, procurement and the other fragments their own crawlable URLs

`/it-support-services`

8 hours | dev | helps Google and AI | evidence T14

Done when · Done when at least the five highest-intent services return HTTP 200 on their own URLs, appear in the sitemap, and are linked from the services page and menu.

F06 Add FAQPage markup to the homepage and pricing FAQs that are already visible

`/ and /packaging-and-pricing`

3 hours | dev | helps AI | evidence T18

Done when · Done when the Rich Results Test returns zero errors for each page and every marked-up question is visible on the page.

F12 Publish contract term, renewal and cancellation terms

`New page linked from /packaging-and-pricing`

2 hours | content | helps Google and AI | evidence G04

Done when · Done when one page states term length, auto-renewal, notice period and exit assistance, and the pricing page links to it.

F13 Publish a co-managed IT page

`New page linked from /it-support-services`

4 hours | content | helps Google and AI | evidence G10

Done when · Done when a 600–900 word page describes the model, the responsibility split, how pricing works and a next step, and an engine run names or cites it within 90 days.

F14 Publish an SLA page with severity definitions and remedy terms

`New page linked from /it-support-services`

3 hours | content | helps Google and AI | evidence G14

Done when · Done when the page defines severity levels, hours, the response promise and what happens if it is missed, and the homepage guarantee links to it.

Priority 2 · 10 fixes · 23 hours

F03 Replace the duplicated meta description on /why-choose-example-it

`/why-choose-example-it`

1 hour | content | helps Google | evidence T11

Done when · Done when /about and /why-choose-example-it have different descriptions and neither is identical to another page in the sitemap.

F04 Publish an llms.txt summary of the company, services and key pages

`/llms.txt`

2 hours | content | helps AI | evidence T4

Done when · Done when the URL returns HTTP 200, lists the main service, geo and pricing URLs, and is updated when those pages change.

F05 Add an explicit AI-crawler section to robots.txt

`/robots.txt`

1 hour | dev | helps AI | evidence T2

Done when · Done when GPTBot, ClaudeBot, PerplexityBot, CCBot and Bytespider have an explicit allow or disallow decision, recorded in the file and in the change log.

F07 Remove the duplicate template H1 on the Bay Area and construction pages

`/bay-area-it-support-services and /it-support-construction`

2 hours | dev | helps Google | evidence T12

Done when · Done when each page renders exactly one H1 and the garbled template heading is gone from the DOM on desktop and mobile.

F09 Rewrite the blog listing title and meta to a keyword-bearing, competitive pair

`/blog`

1 hour | content | helps Google | evidence T10

Done when · Done when the title is 30–60 characters, names the topics and the brand, and the description is under 160 characters.

F10 Shorten the North Bay and hospitality titles and descriptions to SERP-safe lengths

`/north-bay-it-support-services and /it-support-outsourced-it-for-hospitality firms`

2 hours | content | helps Google | evidence T11

Done when · Done when the North Bay title is 60 characters or fewer and both descriptions are 160 or fewer, with the location or vertical kept in the first half.

F11 Add BreadcrumbList and per-service Service markup where the page already shows the service

`/managed-backup and the section landings`

4 hours | dev | helps AI | evidence T19

Done when · Done when the Rich Results Test passes for the breadcrumb and Service nodes, and no marked-up value is absent from the visible page.

F15 Publish a compliance and certification hub covering HIPAA, SOC 2, PCI, CMMC and Example IT's own posture

`New page linked from /packaging-and-pricing and /cybersecurity-consultation`

5 hours | content | helps Google and AI | evidence G19

Done when · Done when each framework says what is included, what is hourly, what evidence the client receives, and which certifications Example IT itself holds or does not hold.

F16 Publish the Google Workspace position

`New page or a named section linked from /it-support-services`

2 hours | content | helps Google and AI | evidence G24

Done when · Done when the page states plainly whether Example IT supports Google Workspace, to what depth, and what happens to Workspace clients.

F17 Add the minimum-seat rule, onboarding fee range and after-hours policy to the pricing page

`/packaging-and-pricing`

3 hours | content | helps Google and AI | evidence G06

Done when · Done when the page states one fit range, the minimum engagement, an onboarding fee range and typical duration, and the after-hours surcharge policy.

Priority 3 · 2 fixes · 3 hours

F08 Redirect trailing-slash URLs to the slashless canonical

`/it-support-services/`

2 hours | dev | helps Google and AI | evidence T8

Done when · Done when a trailing-slash request returns a 301 to the slashless URL instead of a 404, tested on the five most linked pages.

F18 Add an og:image and Twitter image to the default social card

/

1 hour | marketing | helps Google and AI | evidence T20

Done when · Done when the homepage head returns og:image and twitter:image, both render at 1200×630 in a link preview, and alt text is set.

12

New pages that win buyer questions

A page that answers one buyer question keeps earning long after it is written. 7 new pages, 24 hours of writing; each answers a question the site has no page for, with the phrasing to target and an outline.

Contract terms: term length, renewal and how to leave

`/contract-terms` · 2 hours · priority 1

Answers: How long is the contract, and how do we cancel?

1. The term, stated first, in one sentence.
2. Auto-renewal and the notice window, with dates as an example.
3. What happens at the end: data export, account transfer, exit assistance.
4. Early termination: when it is allowed and what it costs.
5. A short FAQ repeating the three questions buyers ask.
6. Link to the SLA and pricing pages.

Co-managed IT

`/co-managed-it` · 4 hours · priority 1

Answers: Do you offer co-managed IT (work alongside our in-house IT)?

1. Who co-managed IT is for: one internal IT lead, or a small team.
2. The split: what Example IT owns, what the internal team keeps.
3. How tools, tickets and escalation work across the two teams.
4. How pricing differs from fully managed, without quoting a new number.
5. A short switching note: how an existing co-managed arrangement moves.
6. Next step.

Service level agreement

`/service-level-agreement` · 3 hours · priority 1

Answers: Is there an SLA with remedies or credits if you miss it?

1. The promise in one line: response time, resolution target, hours.
2. Severity levels and what each one triggers.
3. Coverage hours, including the 5am–7pm window and the on-call path.
4. What happens if the promise is missed, in plain terms.
5. What is excluded (third-party outages, client-side delays).
6. Link from the homepage guarantee and the pricing page.

Compliance and certifications

`/compliance` · 5 hours · priority 2

Answers: Can you help us pass HIPAA, SOC 2, PCI or CMMC audits, and what are you certified for?

1. A table: framework, what Example IT does, what stays with the client, what evidence is provided.
2. Example IT's own posture: what is held, what is in progress, what is not claimed.
3. Hourly compliance work versus included security, with the existing rate card.
4. BAA and cyber-insurance paperwork: what Example IT will supply.
5. A named contact for compliance questions.
6. Links from pricing, the MSSP page and the law-firm page.

Microsoft 365 support, and where we stand on Google Workspace

`/google-workspace` · 2 hours · priority 2

Answers: Do you support Google Workspace or only Microsoft 365?

1. The direct answer in the first two sentences.
2. What Microsoft 365 support includes today.
3. What Example IT does for a Workspace client: supported, unsupported, or migrated.
4. Migration path and who owns it.
5. One short FAQ, marked up as FAQPage.
6. Link from the services page.

Who we fit: company size, minimum seats and the smallest engagement

`/who-we-fit` · 2 hours · priority 2

Answers: Is there a minimum number of users or seats?

1. One fit range, stated once.
2. The minimum engagement, in seats or dollars, stated plainly.
3. What happens below the minimum: referral or a smaller package.
4. Two short examples at 10, 30 and 100 staff.
5. A note that the homepage FAQ wording is being aligned.
6. Link from pricing and the homepage FAQ.

Pricing estimate: what a package costs at your headcount

`/pricing-estimate` · 6 hours · priority 3

Answers: What will managed IT cost for our company? (public pricing calculator or quote)

1. Three inputs: headcount, locations, whether on-site is needed.
2. The published range ($60–$350 per user) applied to those inputs.
3. What moves the number up: security tier, after-hours, projects.
4. What is not included: hardware, software, project work.
5. A quote request that carries the inputs into the form.
6. Linked from pricing, the homepage FAQ and the law-firm page.

13

The 90-day plan

A plan only counts if someone can start on Monday. 18 fixes in four phases, 48 hours; week one changes only pages that already exist. Re-check on 2027-02-15: 10 questions, 4 engines, 2 runs each.

Week 1

Stop the leaks that cost pages Example IT already has, and make the existing FAQs readable by machines.

- F01 Point the two regional canonicals at themselves and add one to /blog
- F03 Replace the duplicated meta description on /why-choose-example-it
- F06 Add FAQPage markup to the homepage and pricing FAQs that are already visible
- F07 Remove the duplicate template H1 on the Bay Area and construction pages

Nothing new is written; every change is to a page that already exists.

Weeks 2–4

Give buyers and AI citable pages: per-service URLs, the contract terms and the co-managed page.

- F02 Give help desk, strategy, Microsoft 365, procurement and the other fragments their own crawlable URLs
- F04 Publish an llms.txt summary of the company, services and key pages
- F05 Add an explicit AI-crawler section to robots.txt
- F09 Rewrite the blog listing title and meta to a keyword-bearing, competitive pair
- F10 Shorten the North Bay and hospitality titles and descriptions to SERP-safe lengths
- F12 Publish contract term, renewal and cancellation terms
- F13 Publish a co-managed IT page

The service split is the largest single job and the one that unlocks the schema work.

Month 2

Security, SLA and structured proof: the pages regulated and switching buyers read before they call.

- F08 Redirect trailing-slash URLs to the slashless canonical
- F11 Add BreadcrumbList and per-service Service markup where the page already shows the service
- F14 Publish an SLA page with severity definitions and remedy terms
- F15 Publish a compliance and certification hub covering HIPAA, SOC 2, PCI, CMMC and Example IT's own posture

F15 needs the client's own certification position before it can be written.

Month 3

Fit, pricing clarity and link previews, then re-measure the baseline.

- F16 Publish the Google Workspace position
- F17 Add the minimum-seat rule, onboarding fee range and after-hours policy to the pricing page
- F18 Add an og:image and Twitter image to the default social card

Then the day-90 re-run.

14

Track it yourself

A fixed baseline is the only way to prove progress. Keep the same questions, engines and log format as today. Monthly, same weekday, from a US connection, logged out, web search on. Two runs per question, at least six hours apart.

1. How much does managed IT support cost per user per month for a 50-person company in San Diego?
2. Which managed IT provider in the Bay Area has the fastest help desk response time?
3. How long does it take to onboard a new managed IT client, and what does onboarding cost?
4. Can a managed IT provider in San Diego help us with HIPAA compliance and our cyber insurance renewal?
5. Do any North Bay or Bay Area MSPs offer co-managed IT where they work with our in-house IT person?
6. What should a 30-person law firm in San Diego expect to pay for IT support and cybersecurity?
7. Which IT support company in the Bay Area supports both Mac and Windows plus Microsoft 365?
8. What happens if our managed IT provider misses their response-time guarantee — do we get credits?
9. How do we switch IT providers without downtime? Best process for a growing company in California?
10. Is Example IT a good managed IT provider for a 100-person nonprofit in the Bay Area? What do reviews say?

RECORD FOR EVERY RUN

DATE	QUESTION_ID	ENGINE	RUN	STATE	QUOTE	CITED_URLS	COMPETITORS	NOTES
2027-02-15	Q1	ChatGPT	1	not-named	Most San Diego MSPs price per user…	competitor-a.example/pricing	Competitor A	no client mention

15

What we could not see

Knowing the blind spots is how you judge the rest of this report. Here is what this edition could not see, why it matters, and what would make it measurable.

MISSING	WHY	EFFECT ON THIS REPORT	UNLOCKS WITH
Live AI runs from a US market	This edition was built from public pages only. No engine runs were made, so there is no measurement to publish.	Sections 2 to 6 use example answers. They show the format and the likely pattern, not a rate.	Two runs per question across four engines from a US connection on an agreed date, logged and dated.
Google Search Console	No read-only access was granted for this pass.	Section 10 is example data, and Section 7 cannot cite real queries. Brand versus non-brand split and near-page-one opportunities are unverified.	Example IT adds a restricted read-only user to the sc-domain:exampleit.example property.
Analytics and conversion data	No GA4 or CRM access.	Fixes cannot be connected to leads, calls or revenue. Priority is set by risk and effort instead of by value per lead.	GA4 read access plus the lead-source field definitions used in the CRM.
Core Web Vitals field data	Only HTML-level speed signals were read. No CrUX or PageSpeed field run was made.	T21 describes render-blocking CSS and third-party scripts, not measured LCP, INP or CLS.	A PageSpeed Insights or CrUX run on the 12 key URLs, recorded with date and device.
Contract, minimum-seat and SLA terms	These terms are not published anywhere the audit could find, and were not supplied by the client.	G04, G06 and G14 stay open. The related pages can be outlined but not written with real numbers.	Example IT supplies term length, notice period, minimum engagement and credit terms.
Exact headcount and revenue	No audited filing was found and the third-party estimates conflict.	The report describes a mid-size staff and revenue band instead of a single figure.	The client confirms the current figures, or a filing or verified profile appears.

16

Appendix

Every number here can be traced to a page and a date. The method, glossary and the rules each number follows are below.

Method

AREA	WHAT WE DID	LIMIT
Page inventory	Parsed the head and body of 17 named pages, plus robots.txt and the 272-URL sitemap.	Word counts include the global header and footer; page-specific content is about 3k words lower.
Technical checks	21 read-only checks on status codes, canonicals, robots, sitemap, titles, metas, H1s, alt text, links, schema and HTML-level speed signals.	No crawl of all 272 URLs, no rendered-JavaScript comparison, no Core Web Vitals field data.
Content gaps	25 buyer questions checked against the pages fetched and site search.	A page that exists but was not sampled could change a verdict; open items are marked unverified.
Competitors	Four in-region competitors read on their public pages, including schema.	Third-party claims (review counts, awards, revenue) are site claims unless a source is named. Local page schema for Competitor C was not parsed.
AI answers	The method is ten questions, four engines, two runs each, quoted and dated.	This edition uses example answers because no live runs were made.

Evidence rules

- Measured: we ran the check and can show the value, URL and date.
- Our reading: an interpretation based on measured evidence, labelled so it is not mistaken for a fact.
- Recommendation: a change to make, with effort and an acceptance check.
- Not available: evidence we could not see, with what access would unlock it.

Glossary

AEO

Answer engine optimisation: getting a business named, and ideally cited, when someone asks an AI assistant a buying question.

Citation

A link to a specific page inside an AI answer. Being named without a link is weaker than being named with one.

Canonical

The tag that tells search engines which version of a page is the real one. A wrong canonical sends ranking signals to another URL.

llms.txt

A plain-text summary of a site placed at /llms.txt for AI systems to read. No engine has committed to using it; it is cheap and unproven.

JSON-LD

Structured data written as a small JSON block in the page. It labels facts already on the page, such as an address or an FAQ.

FAQPage

A structured-data type for question-and-answer blocks. It is only valid when the same Q&A is visible to a reader.

Core Web Vitals

Google's page-experience metrics (loading, responsiveness, visual stability). This report read the HTML signals only, not the field data.

SLA

Service level agreement: the written promise about response and resolution, plus what happens if it is missed.

Sample data

Example content that shows the format before real measurement exists. Every sample section says so in one line, and never counts as evidence.

36 sources were read on 2026-11-16. The full source list is kept with the report file.

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Sample: a real public audit with the business, competitors and contact details removed; Example data marks the format.