


GEO + AI VISIBILITY AUDIT

Ocean Grove Plumbing & Gas

<https://ogplumbing.com.au>

Audit Date: 2026-03-24 | Confidential

Score Breakdown

20%	AI Citability		44
20%	Technical SEO		58
20%	Content / E-E-A-T		38
15%	Schema Markup		18
10%	Crawler Access		72
10%	Brand Authority		29
5%	Platform Readiness		35

**KEY INSIGHT**

SAMPLE REPORT — Business data is fictional and used for demonstration purposes only.

Business Profile

Business Name	Ocean Grove Plumbing & Gas
Industry / Niche	Plumbing & Gas Fitting
Location	Ocean Grove, VIC 3226
Target Market	Residential homeowners and small commercial clients across Bellarine Peninsula and Geelong
Services	['Emergency plumbing', 'Hot water systems', 'Gas fitting', 'Bathroom renovations', 'Leak detection']
Website	https://ogplumbing.com.au
Google Business	Google Business Profile exists but incomplete — no service list, no photos
Social Media	{'facebook': 'Not claimed', 'instagram': 'Not present'}

Why This Audit Matters

When a homeowner on the Bellarine Peninsula asks ChatGPT for a reliable local plumber, AI systems pull from structured data, review signals, and directory citations — not Google rankings. Ocean Grove Plumbing has strong 5-star reviews but they're not connected to the signals AI systems read.

Executive Summary

41

out of 100

Overall GEO Score: Critical

Critical issues are actively preventing AI platforms from finding and recommending this business.

Priority**High**

Ocean Grove Plumbing & Gas has a functional website and strong word-of-mouth reputation locally, but scores just 41/100 on AI visibility. The business is largely invisible to AI search engines due to missing structured data, inconsistent directory citations, and a website that doesn't clearly describe services in a way AI systems can parse. Competitors with inferior service quality are appearing ahead in ChatGPT and Google AI Overviews — purely because their digital presence is better structured.

Top Blockers

Schema Markup: No structured data on website [High]

Citation Consistency: Business name and address listed differently across directories [High]

GEO Score Summary

Overall GEO Score — **Critical**

41

out of 100

Your composite GEO score measures how visible and citable your business is across AI-powered search platforms including Google AI Overviews, ChatGPT, Perplexity, Gemini, and Bing Copilot. Each sub-score carries a weighted contribution to the overall result.

Score Breakdown by Category

Category	Weight	Score		Status
AI Citability	20%	44	<div style="width: 44%; background-color: red;"></div>	Critical
Technical SEO	20%	58	<div style="width: 58%; background-color: orange;"></div>	Needs Work
Content / E-E-A-T	20%	38	<div style="width: 38%; background-color: red;"></div>	Critical
Schema Markup	15%	18	<div style="width: 18%; background-color: red;"></div>	Critical
Crawler Access	10%	72	<div style="width: 72%; background-color: green;"></div>	Good
Brand Authority	10%	29	<div style="width: 29%; background-color: red;"></div>	Critical
Platform Readiness	5%	35	<div style="width: 35%; background-color: red;"></div>	Critical

Visibility Opportunity Score

Your current score reflects today's state. The potential score shows what's achievable by fixing the issues identified in this report — an estimate based on typical improvements in your industry when these specific problems are resolved.

Category	Current Score		Potential Score
Schema Markup	18		72
Citation Consistency	29		65
Content Depth	38		62
Platform Readiness	35		70

Estimated Potential GEO Score After Fixes 68

Based on resolving all high and medium priority issues in this report.

/ 100

Results compound over time — AI visibility improvements typically become measurable within 4–8 weeks of implementation and continue to grow for 3–6 months.

AI Platform Readiness

How ready your website is to appear in AI-generated answers on each major platform. High priority platforms should be addressed first — they represent the largest share of AI search traffic.

Platform	Score	Status	Priority	What This Means
Google AI Overviews	38/100	Critical	High	Appears in Google search AI summaries
ChatGPT Web Search	32/100	Critical	High	Cited in ChatGPT web-browsing answers
Perplexity AI	29/100	Critical	High	Referenced in Perplexity AI answers
Google Gemini	41/100	Critical	High	Appears in Gemini search and Workspace
Bing Copilot	35/100	Critical	High	Cited in Microsoft Bing AI answers

Audit Findings

All findings are sorted by impact. High-impact issues are actively costing you visibility right now. Each finding includes why it matters to your business and a specific fix.

Schema Markup		HIGH
Issue	No structured data on website	
Why It Matters	AI systems use schema.org markup to understand what a business does, where it operates, and what services it offers. Without it, the business is effectively invisible to AI-powered search.	
Recommended Fix	Add LocalBusiness, Service, and Review schema markup to the homepage and key service pages. This is a one-time technical fix.	
Business Impact if Fixed		
<ul style="list-style-type: none"> • Appearing in AI answers for: "plumber Ocean Grove emergency" • Could generate 80–140 AI-assisted searches/month additional monthly impressions • Estimated 3–6 additional enquiries/month additional enquiries per month • Potential 1–3 additional bookings/month additional bookings per month 		
Citation Consistency		HIGH
Issue	Business name and address listed differently across directories	
Why It Matters	AI systems cross-reference NAP (Name, Address, Phone) data across directories to verify legitimacy. Inconsistent listings reduce confidence and suppress AI recommendations.	
Recommended Fix	Audit and correct listings on TrueLocal, Yellow Pages, Hotfrog, and Yelp. Ensure name, address, and phone match exactly across all platforms.	
Business Impact if Fixed		
<ul style="list-style-type: none"> • Appearing in AI answers for: "plumber near Drysdale" • Could generate 60–100 AI-assisted searches/month additional monthly impressions • Estimated 2–4 additional enquiries/month additional enquiries per month • Potential 1–2 additional bookings/month additional bookings per month 		
Content Depth		MEDIUM
Issue	Website does not clearly describe service areas or individual services	
Why It Matters	AI systems scan page content to determine what a business does and where. Thin pages with generic copy ('we do all plumbing') score poorly compared to pages with specific service and location mentions.	
Recommended Fix	Add dedicated service pages for emergency plumbing, hot water systems, and gas fitting. Include suburb-level location mentions (Ocean Grove, Drysdale, Barwon Heads, Leopold).	

Google Business Profile		MEDIUM
Issue	GBP incomplete — no service list, no photos, no Q&A;	
Why It Matters	Google AI Overviews and Gemini both draw heavily from GBP data. An incomplete profile means reduced confidence in AI recommendations and lower visibility in local AI search.	
Recommended Fix	Complete GBP: add full service list, upload 10+ photos, add business description with keyword-rich copy, respond to existing reviews.	

Local AI Visibility Comparison

How your AI visibility compares to local competitors, scored using the same 7-dimension GEO framework.

Competitor	Key AI Visibility Signals
Drysdale Plumbing Services	—
Geelong Plumbing Co	—

The competitors above were identified during this audit. None have been independently GEO-scored — the key signals column shows the publicly visible indicators (reviews, directory presence, social activity) that AI models use as trust signals. Fixing the issues in this report will establish stronger signals than most of these competitors currently have.

Expected Results Timeline

AI visibility improvements don't happen overnight — but the results compound. Here's what to expect once fixes are implemented.

Timeframe	Milestone	Expected Outcome
Week 1	Schema markup + verified reviews implemented	AI tools can now accurately read your business details. Quick wins complete.
Month 1	Content updates + directory listings live	Improved indexing depth, more pages appearing in AI crawler results, initial citation increases.
Month 3	Full implementation complete	Higher probability of appearing in Google AI Overviews, ChatGPT web results, and Perplexity answers for your target queries.

Local AI Search Examples

These are the queries your target customers are already asking AI search engines. The goal: appear in the AI-generated answers to each of these questions.

" plumber Ocean Grove emergency "

" plumber near Drysdale "

" hot water system replacement Bellarine Peninsula "

" licensed plumber Ocean Grove "

" gas fitter Bellarine Peninsula "

Implementation Options

Option 1 — Do It Yourself

Follow the action plan in this report step by step. All recommendations include specific instructions — no technical background required for most fixes.

Estimated time: 8–12 hours across 2–4 weeks

Option 2 — Bellarine AI Implementation

We implement all fixes for you — from schema markup to content rewrites to getting your brand into the directories AI systems trust.

Includes: Schema markup · Content optimisation · Review campaign setup · AI visibility optimisation

Timeline: **2–3 weeks**

Investment: **\$750 – \$1,500**

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Appendix: Methodology

This audit was conducted by Bellarine AI using a seven-dimension GEO scoring framework designed to measure a website's readiness for AI-powered search environments.

We evaluate 7 factors that determine whether AI tools recommend your business:

Content quality · Technical SEO · Structured data · Brand authority · AI crawler access · Entity recognition · Platform readiness

Five AI platforms were assessed: Google AI Overviews, ChatGPT Web Search, Perplexity AI, Google Gemini, and Bing Copilot.

Score range: 0–100. Higher scores = more visibility in AI search. Scoring reflects current GEO standards as of Q1 2026.

Dimension	Weight	What It Measures
AI Citability	20%	Likelihood of content being quoted or cited by AI systems
Technical SEO	20%	Crawlability, indexability, speed, security, mobile, SSR
Content / E-E-A-T	20%	Experience, Expertise, Authoritativeness, Trustworthiness of content
Schema Markup	15%	Structured data completeness and accuracy (JSON-LD)
Crawler Access	10%	AI bot access via robots.txt, meta tags, llms.txt
Brand Authority	10%	Off-site presence, directory listings, reviews, entity signals
Platform Readiness	5%	Platform-specific optimization for each AI search engine

Glossary

Key terms used in this report, explained in plain language.

GEO (Generative Engine Optimization)	The practice of optimizing a website so it is found, cited, and recommended by AI-powered search tools like ChatGPT, Perplexity, Google AI Overviews, and Gemini.
AI Overviews	Google's AI-generated summaries that appear at the top of search results, summarizing information from multiple sources. Being cited here drives significant visibility.
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness — Google's framework for evaluating content quality. AI systems use similar signals to determine which sources to cite.
Schema / JSON-LD	Structured data code added to a webpage that tells search engines and AI tools exactly what the page is about — including business type, location, services, reviews, and FAQs.
llms.txt	An emerging standard file placed at the root of a website that helps AI language models understand the site's structure, key pages, and intended content scope.
sameAs	A schema property that links your website's business entity to verified profiles on other platforms (Google Business, Facebook, LinkedIn). Strengthens entity recognition by AI systems.
NAP Consistency	Name, Address, Phone — the three business details that must be identical across all online directories and your website. Inconsistencies reduce AI trust scores for local businesses.
Core Web Vitals	Google's page experience metrics: LCP (load speed), INP (interactivity), and CLS (visual stability). Poor scores reduce crawl depth and ranking for both search and AI visibility.
Entity Recognition	How well AI systems can identify and understand a business as a distinct, verifiable entity — based on consistent branding, directory listings, schema markup, and sameAs links.
Citation Likelihood	The probability that an AI system will reference or quote your content when answering a relevant question. Determined by content quality, structure, authority signals, and technical accessibility.


Ready to act on these findings?

Bellarine AI helps local businesses across the Bellarine Peninsula and Greater Geelong get found by the AI tools their customers already use.

We can implement these recommendations for you — from schema markup to content rewrites to getting your brand into the directories AI systems trust.

Contact us via email or website

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