

ILLUSTRATIVE SAMPLE - FICTIONAL BUSINESS - NOT A LIVE AUDIT

Evidence-to-Fix Visibility Report

Harborline Home Services (fictional)

example.com | Scanned Sep 12, 2026, 2:30 PM UTC

FOUR BUSINESS QUESTIONS

1. Do customers and AI systems find me?
2. Who appears instead?
3. What evidence is causing this?
4. What should I fix first?

MEASURED SUMMARY

100% source completeness. 6 measured findings: 0 critical and 3 high.

Tier: DueSmart \$9 AI Visibility Scan. Quality gate: passed.

QUESTION 1 - DO CUSTOMERS AND AI SYSTEMS FIND ME?

Entry page: HTTP 200 - Indexable: Yes

Crawler access: 4 of 4 accessible - Public crawler checks only; verified-origin restrictions remain labeled.

Sitemap: Illustrative clean sitemap measurement - <https://example.com/sitemap.xml>

Performance: 82/100 - Illustrative PageSpeed Insights layout

Source completeness: 100% - All required sources measured.

Measured findings: 6 - 0 critical | 3 high

Important pages: 10/10 - 0 crawl failures

Evidence appendix: 108 checks - 104 pass | 2 fail | 1 review | 1 unavailable

AI answer samples: 40/40 valid - Five prompts | four engines | two runs per cell

Pooled mention snapshot: 68% - Summary only; see each engine. Directional 95% Wilson interval: 52-80%

Run-to-run consistency: 13 mixed - 20 prompt-engine cells had two valid runs

IMPORTANT-PAGE CRAWL

10 of 10 requested pages completed; 0 failed. Public crawl evidence is not an indexed-page claim.

200 | Indexable | <https://example.com/>

Title: Emergency plumbing and drain service | Harborline | H1: 1 | Words: 642 | Fetch: 210 ms

200 | Indexable | <https://example.com/plumbing/>

Title: Residential plumbing services | H1: 1 | Words: 711 | Fetch: 219 ms

200 | Indexable | <https://example.com/drain-cleaning/>

Title: Drain cleaning in Lakeview | H1: 1 | Words: 588 | Fetch: 228 ms

200 | Indexable | <https://example.com/water-heaters/>

Title: Water heater repair and installation | H1: 1 | Words: 624 | Fetch: 237 ms

200 | Indexable | <https://example.com/emergency-service/>

Title: 24-hour emergency plumbing | H1: 1 | Words: 498 | Fetch: 246 ms

200 | Indexable | <https://example.com/service-area/lakeview/>

Title: Plumber serving Lakeview | H1: 1 | Words: 516 | Fetch: 255 ms

200 | Indexable | <https://example.com/service-area/riverton/>

Title: Plumber serving Riverton | H1: 1 | Words: 501 | Fetch: 264 ms

200 | Indexable | <https://example.com/commercial/>

Title: Commercial plumbing support | H1: 1 | Words: 574 | Fetch: 273 ms

200 | Indexable | <https://example.com/about/>

Title: About Harborline Home Services | H1: 1 | Words: 455 | Fetch: 282 ms

200 | Indexable | <https://example.com/team/>

Title: Meet the Harborline team | H1: 1 | Words: 388 | Fetch: 291 ms

REPEATED AI VISIBILITY SNAPSHOT

40 of 40 planned answer samples were valid; 0 were unavailable. Two runs expose instability but do not establish high statistical certainty for an individual prompt-engine cell.

0 of 40 samples unavailable due to provider errors; excluded from the calculation

ChatGPT: 70% observed mention rate (10 of 10 valid; 7 mentions; 0 unavailable; directional 95% interval 40-89%)

Gemini: 60% observed mention rate (10 of 10 valid; 6 mentions; 0 unavailable; directional 95% interval 31-83%)

Perplexity: 70% observed mention rate (10 of 10 valid; 7 mentions; 0 unavailable; directional 95% interval 40-89%)

Google AI: 70% observed mention rate (10 of 10 valid; 7 mentions; 0 unavailable; directional 95% interval 40-89%)

QUESTION 2 - WHO APPEARS INSTEAD?

WHO APPEARED INSTEAD OR ALONGSIDE

competitor.example: 13 retained answer or citation appearance(s)

MetroFlow Plumbing: 13 retained answer or citation appearance(s)

QUESTION 3 - WHAT EVIDENCE IS CAUSING THIS?

These measured signals may help explain the observed result. They do not prove the internal ranking logic of Google or an AI engine.

RAW BUYER-PROMPT EVIDENCE

Prompt 1: Which emergency plumbing providers are a good fit for homeowners in Lakeview?

ChatGPT | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

OpenAI Responses API + web search | Evidence sample1110000000

ChatGPT | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

OpenAI Responses API + web search | Evidence sample1120000000

Gemini | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Gemini | Run 2 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Gemini API + Google Search grounding | Evidence sample1220000000

Google AI | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Google Search result features via DataForSEO | Evidence sample1410000000

Google AI | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Google Search result features via DataForSEO | Evidence sample1420000000

Perplexity | Run 1 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Perplexity Sonar API | Evidence sample1310000000

Perplexity | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Perplexity Sonar API | Evidence sample1320000000

Prompt 2: What are the best emergency plumbing options for homeowners in Lakeview?

ChatGPT | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

OpenAI Responses API + web search | Evidence sample2110000000

ChatGPT | Run 2 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

OpenAI Responses API + web search | Evidence sample2120000000

Gemini | Run 1 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Gemini API + Google Search grounding | Evidence sample2210000000

Gemini | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Gemini API + Google Search grounding | Evidence sample2220000000

Google AI | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Google Search result features via DataForSEO | Evidence sample2410000000

Google AI | Run 2 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Google Search result features via DataForSEO | Evidence sample2420000000

Perplexity | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Perplexity Sonar API | Evidence sample2310000000

Perplexity | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Perplexity Sonar API | Evidence sample2320000000

Prompt 3: How does Harborline Home Services compare with MetroFlow Plumbing for emergency plumbing in Lakeview?

ChatGPT | Run 1 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

OpenAI Responses API + web search | Evidence sample3110000000

ChatGPT | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

OpenAI Responses API + web search | Evidence sample3120000000

Gemini | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Gemini API + Google Search grounding | Evidence sample3210000000

Gemini | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Gemini API + Google Search grounding | Evidence sample3220000000

Google AI | Run 1 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Google Search result features via DataForSEO | Evidence sample3410000000

Google AI | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Google Search result features via DataForSEO | Evidence sample3420000000

Perplexity | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Perplexity Sonar API | Evidence sample3310000000

Perplexity | Run 2 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Perplexity Sonar API | Evidence sample3320000000

Prompt 4: Which emergency plumbing provider in Lakeview shows the strongest evidence of trust, experience, and customer results?

ChatGPT | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

OpenAI Responses API + web search | Evidence sample4110000000

ChatGPT | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

OpenAI Responses API + web search | Evidence sample4120000000

Gemini | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Gemini API + Google Search grounding | Evidence sample4210000000

Gemini | Run 2 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Gemini API + Google Search grounding | Evidence sample4220000000

Google AI | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Google Search result features via DataForSEO | Evidence sample4410000000

Google AI | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Google Search result features via DataForSEO | Evidence sample4420000000

Perplexity | Run 1 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Perplexity Sonar API | Evidence sample4310000000

Perplexity | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Perplexity Sonar API | Evidence sample4320000000

Prompt 5: Where should homeowners book or request a quote for emergency plumbing in Lakeview?

ChatGPT | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

OpenAI Responses API + web search | Evidence sample5110000000

ChatGPT | Run 2 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

OpenAI Responses API + web search | Evidence sample5120000000

Gemini | Run 1 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Gemini API + Google Search grounding | Evidence sample5210000000

Gemini | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Gemini API + Google Search grounding | Evidence sample5220000000

Google AI | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Google AI | Run 2 | measured | Brand mentioned: No | Citations: 1

Illustrative provider-response layout: the fictional business was not named, while two competing options and selection criteria appeared.

Appeared instead or alongside: MetroFlow Plumbing, competitor.example

Google Search result features via DataForSEO | Evidence sample542000000

Perplexity | Run 1 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Perplexity Sonar API | Evidence sample531000000

Perplexity | Run 2 | measured | Brand mentioned: Yes | Citations: 1

Illustrative provider-response layout: the fictional business appeared with licensing, service-area, and emergency-availability context.

Perplexity Sonar API | Evidence sample532000000

COMPETITOR COMPARISONS

MetroFlow Plumbing (fictional) | <https://competitor.example/services/>

Competitor evidence: The compared page explains its emergency dispatch process in greater measured detail.

Competitor evidence: A visible financing FAQ answers a common selection question.

Opportunity: Publish real response-area and availability facts on the existing emergency-service page.

Opportunity: Answer financing questions only with verified terms and a clear application boundary.

Content words: business=498 | competitor=844

Schema types: business=Service | competitor=Service, FAQPage

Primary-source links: business=1 | competitor=2

LOCAL VISIBILITY SIGNALS

[needs_review] Google Business Profile supplied: Illustrative profile URL supplied; ownership and live fields still require authorization. (Buyer supplied)

[pass] Primary service area documented: Lakeview and Riverton (Buyer supplied)

[pass] Local business structured data: LocalBusiness schema detected on the entry page. (Measured)

[pass] Public contact path: Contact and request-service pages detected. (Measured)

[unavailable] Property-scoped Google Search Console: Private account evidence is intentionally unavailable in this public sample. (Unavailable)

EVIDENCE SCREENSHOTS

Illustrative mobile render | Illustrative sample | Sep 12, 2026, 2:30 PM UTC | <https://example.com/>.
Capture embedded in the private web report.

Illustrative page evidence | Illustrative sample | Sep 12, 2026, 2:30 PM UTC |
<https://example.com/sitemap.xml>. Capture embedded in the private web report.

QUESTION 4 - WHAT SHOULD I FIX FIRST?

TOP PRIORITIES

1. [High] One service-area page lacks a meta description

Evidence: The Lakeview service-area page returned no public meta description.

Action: Add a specific, accurate description that explains service, area, and next step.

2. [High] Brand visibility changes between repeated answer samples

Evidence: Illustrative sample observations include prompt-engine cells where the brand appears in one run but not the other.

Action: Strengthen the service-area answer destination with original proof, accountable authorship, and relevant third-party citations.

3. [High] A competitor explains emergency response in more detail

Evidence: The compared competitor page exposes more measured content depth and a clearer emergency-service path.

Action: Add verifiable response-area, availability, and process details without copying the competitor.

MEASURED FINDINGS

1. [High] Metadata: One service-area page lacks a meta description | High impact / Low effort

Measured evidence: The Lakeview service-area page returned no public meta description.

Recommended correction: Add a specific, accurate description that explains service, area, and next step.

Implementation detail: Add a unique description to /service-area/lakeview/, publish, and re-scan the same URL.

2. [High] AI buyer prompts: Brand visibility changes between repeated answer samples | High impact / Medium effort

Measured evidence: Illustrative sample observations include prompt-engine cells where the brand appears in one run but not the other.

Recommended correction: Strengthen the service-area answer destination with original proof, accountable authorship, and relevant third-party citations.

Implementation detail: Improve /emergency-service/ using verified licenses, response boundaries, service-area facts, and direct answers; re-run the identical prompts twice in every engine.

3. [High] Competitive content: A competitor explains emergency response in more detail | High impact / Medium effort

Measured evidence: The compared competitor page exposes more measured content depth and a clearer emergency-service path.

Recommended correction: Add verifiable response-area, availability, and process details without copying the competitor.

Implementation detail: Document the real dispatch process, supported areas, after-hours limits, and next action on /emergency-service/.

4. [Medium] Trust: Qualified reviewer evidence is not visible | Medium impact / Low effort

Measured evidence: No qualified reviewer was detected on high-intent service pages.

Recommended correction: Name the accountable technical reviewer when that fact can be verified.

Implementation detail: Add reviewed-by attribution tied to a factual team profile and keep credentials limited to verified facts.

5. [Medium] Local visibility: Business Profile details require authorized verification | Medium impact / Medium effort

Measured evidence: A profile URL was supplied, but live ownership, categories, services, and conversion destinations were not connected.

Recommended correction: Verify the exact eligible location through owner authorization before reporting or changing profile fields.

Implementation detail: Capture the current profile after owner OAuth, compare name/category/hours/services/URL, and prepare an approval-controlled change list.

6. [Low] Performance: Mobile performance has room to improve | Low impact / Medium effort

Measured evidence: The illustrative mobile PageSpeed score is 82/100; Core Web Vitals require field data for a user-experience conclusion.

Recommended correction: Inspect the largest render-blocking assets and re-test after a bounded correction.

Implementation detail: Preserve the current build, reduce the largest blocking asset, deploy through change control, and compare the same PageSpeed measurement.

IMPACT / EFFORT MATRIX

High impact / Low effort (1): One service-area page lacks a meta description

High impact / Medium effort (2): Brand visibility changes between repeated answer samples; A competitor explains emergency response in more detail

Medium impact / Low effort (1): Qualified reviewer evidence is not visible

Medium impact / Medium effort (1): Business Profile details require authorized verification

Low impact / Medium effort (1): Mobile performance has room to improve

PASS / FAIL EVIDENCE APPENDIX

104 passed | 2 failed | 1 need review | 1 unavailable.

[pass] Technical - Entry page reachable

HTTP 200. | Target: <https://example.com/>

[pass] Technical - HTTPS final URL

<https://example.com/> | Target: <https://example.com/>

[pass] Discovery - Indexability

Public page returned an indexable state. | Target: <https://example.com/>

[pass] Metadata - Unique page title present

Emergency plumbing and drain service | Harborline | Target: <https://example.com/>

[pass] Metadata - Meta description present

Fictional home-service company serving Lakeview and Riverton. | Target: <https://example.com/>

[pass] Technical - Canonical URL present

<https://example.com/> | Target: <https://example.com/>

[pass] Technical - Canonical matches final URL

Self-referencing canonical verified. | Target: <https://example.com/>

[pass] Content - One page-defining H1

1 H1 element(s) detected. | Target: <https://example.com/>

[pass] Mobile - Responsive viewport

Viewport declaration detected. | Target: <https://example.com/>

[pass] Accessibility - Image alternative text

0 of 8 image(s) lack alternative text. | Target: <https://example.com/>

[pass] Structured data - JSON-LD parses

0 invalid JSON-LD block(s). | Target: <https://example.com/>

[pass] Structured data - Relevant schema detected

Detected: LocalBusiness, WebSite. | Target: <https://example.com/>

[pass] Content - Useful content depth

642 visible word(s) measured; depth alone does not prove quality. | Target: <https://example.com/>

[pass] Discovery - Internal discovery paths

24 internal link(s) detected. | Target: <https://example.com/>

[pass] Crawler access - robots.txt response valid

HTTP 200; format not separately checked. | Target: <https://example.com/robots.txt>

[pass] Discovery - Sitemap measured

Illustrative clean sitemap measurement | Target: <https://example.com/sitemap.xml>

[pass] Performance - PageSpeed measurement

Illustrative PageSpeed Insights layout | Target: <https://example.com/>

[pass] Coverage - Important-page crawl

10 of 10 selected pages completed (budget 10). Full requested scope or verified discovery exhaustion is required. | Target: <https://example.com/>

[pass] AI discovery - llms.txt observation

Not present; optional discovery file, not a Google ranking factor. | Target: <https://example.com/>

[pass] Crawler access - Googlebot access probe

HTTP 200. Illustrative reachable state. | Target: <https://example.com/>

[pass] Crawler access - Bingbot access probe

HTTP 200. Illustrative reachable state. | Target: <https://example.com/>

[pass] Crawler access - OAI-SearchBot access probe

HTTP 200. Illustrative reachable state. | Target: <https://example.com/>

[pass] Crawler access - ChatGPT-User access probe

HTTP 200. Illustrative reachable state. | Target: <https://example.com/>

[pass] Trust - Named author

Named owner profile detected. | Target: <https://example.com/>

[fail] Trust - Qualified reviewer

No qualified reviewer detected. | Target: <https://example.com/>

[pass] Trust - Published or updated date

Updated date detected. | Target: <https://example.com/>

[pass] Trust - Primary-source citations

Two licensing and safety references detected. | Target: <https://example.com/>

[pass] Trust - Contact information

Contact page link detected. | Target: <https://example.com/>

[pass] Trust - Organization / About

About page link detected. | Target: <https://example.com/>

[pass] Buyer prompts - ChatGPT repeated buyer-prompt test

10 of 10 planned answer samples retained across 5 exact prompts and two runs per prompt. | Target: <https://example.com/>

[pass] Buyer prompts - Gemini repeated buyer-prompt test

10 of 10 planned answer samples retained across 5 exact prompts and two runs per prompt. | Target: <https://example.com/>

[pass] Buyer prompts - Perplexity repeated buyer-prompt test

10 of 10 planned answer samples retained across 5 exact prompts and two runs per prompt. | Target: <https://example.com/>

[pass] Buyer prompts - Google AI repeated buyer-prompt test

10 of 10 planned answer samples retained across 5 exact prompts and two runs per prompt. | Target: <https://example.com/>

[needs_review] Local visibility - Google Business Profile supplied

Illustrative profile URL supplied; ownership and live fields still require authorization. | Target: <https://example.com/>

[pass] Local visibility - Primary service area documented

Lakeview and Riverton | Target: <https://example.com/>

[pass] Local visibility - Local business structured data

LocalBusiness schema detected on the entry page. | Target: <https://example.com/>

[pass] Local visibility - Public contact path

Contact and request-service pages detected. | Target: <https://example.com/>

[unavailable] Local visibility - Property-scoped Google Search Console

Private account evidence is intentionally unavailable in this public sample. | Target: <https://example.com/>

[pass] Page evidence - / | reachable

HTTP 200. | Target: <https://example.com/>

[pass] Page evidence - / | indexability

The public crawl returned an indexable state. | Target: <https://example.com/>

[pass] Page evidence - / | title

Emergency plumbing and drain service | Harborline | Target: <https://example.com/>

[pass] Page evidence - / | meta description

Illustrative description for Emergency plumbing and drain service | Harborline. | Target: <https://example.com/>

[pass] Page evidence - / | canonical

<https://example.com/> | Target: <https://example.com/>

[pass] Page evidence - / | one H1

1 H1 element(s) detected. | Target: <https://example.com/>

[pass] Page evidence - / | structured data

Detected: LocalBusiness, WebSite. | Target: <https://example.com/>

[pass] Page evidence - /plumbing/ | reachable

HTTP 200. | Target: <https://example.com/plumbing/>

[pass] Page evidence - /plumbing/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/plumbing/>

[pass] Page evidence - /plumbing/ | title

Residential plumbing services | Target: <https://example.com/plumbing/>

[pass] Page evidence - /plumbing/ | meta description

Illustrative description for Residential plumbing services. | Target: <https://example.com/plumbing/>

[pass] Page evidence - /plumbing/ | canonical

<https://example.com/plumbing/> | Target: <https://example.com/plumbing/>

[pass] Page evidence - /plumbing/ | one H1

1 H1 element(s) detected. | Target: <https://example.com/plumbing/>

[pass] Page evidence - /plumbing/ | structured data

Detected: Service, BreadcrumbList. | Target: <https://example.com/plumbing/>

[pass] Page evidence - /drain-cleaning/ | reachable

HTTP 200. | Target: <https://example.com/drain-cleaning/>

[pass] Page evidence - /drain-cleaning/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/drain-cleaning/>

[pass] Page evidence - /drain-cleaning/ | title

Drain cleaning in Lakeview | Target: <https://example.com/drain-cleaning/>

[pass] Page evidence - /drain-cleaning/ | meta description

Illustrative description for Drain cleaning in Lakeview. | Target: <https://example.com/drain-cleaning/>

[pass] Page evidence - /drain-cleaning/ | canonical

<https://example.com/drain-cleaning/> | Target: <https://example.com/drain-cleaning/>

[pass] Page evidence - /drain-cleaning/ | one H1

1 H1 element(s) detected. | Target: <https://example.com/drain-cleaning/>

[pass] Page evidence - /drain-cleaning/ | structured data

Detected: Service. | Target: <https://example.com/drain-cleaning/>

[pass] Page evidence - /water-heaters/ | reachable

HTTP 200. | Target: <https://example.com/water-heaters/>

[pass] Page evidence - /water-heaters/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/water-heaters/>

[pass] Page evidence - /water-heaters/ | title

Water heater repair and installation | Target: <https://example.com/water-heaters/>

[pass] Page evidence - /water-heaters/ | meta description

Illustrative description for Water heater repair and installation. | Target: <https://example.com/water-heaters/>

[pass] Page evidence - /water-heaters/ | canonical

<https://example.com/water-heaters/> | Target: <https://example.com/water-heaters/>

[pass] Page evidence - /water-heaters/ | one H1

1 H1 element(s) detected. | Target: <https://example.com/water-heaters/>

[pass] Page evidence - /water-heaters/ | structured data

Detected: Service, FAQPage. | Target: <https://example.com/water-heaters/>

[pass] Page evidence - /emergency-service/ | reachable

HTTP 200. | Target: <https://example.com/emergency-service/>

[pass] Page evidence - /emergency-service/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/emergency-service/>

[pass] Page evidence - /emergency-service/ | title

24-hour emergency plumbing | Target: <https://example.com/emergency-service/>

[pass] Page evidence - /emergency-service/ | meta description

Illustrative description for 24-hour emergency plumbing. | Target: <https://example.com/emergency-service/>

[pass] Page evidence - /emergency-service/ | canonical

<https://example.com/emergency-service/> | Target: <https://example.com/emergency-service/>

[pass] Page evidence - /emergency-service/ | one H1

1 H1 element(s) detected. | Target: <https://example.com/emergency-service/>

[pass] Page evidence - /emergency-service/ | structured data

Detected: Service. | Target: <https://example.com/emergency-service/>

[pass] Page evidence - /service-area/lakeview/ | reachable

HTTP 200. | Target: <https://example.com/service-area/lakeview/>

[pass] Page evidence - /service-area/lakeview/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/service-area/lakeview/>

[pass] Page evidence - /service-area/lakeview/ | title

Plumber serving Lakeview | Target: <https://example.com/service-area/lakeview/>

[fail] Page evidence - /service-area/lakeview/ | meta description

No meta description was detected. | Target: <https://example.com/service-area/lakeview/>

[pass] Page evidence - /service-area/lakeview/ | canonical

<https://example.com/service-area/lakeview/> | Target: <https://example.com/service-area/lakeview/>

[pass] Page evidence - /service-area/lakeview/ | one H1

1 H1 element(s) detected. | Target: <https://example.com/service-area/lakeview/>

[pass] Page evidence - /service-area/lakeview/ | structured data

Detected: LocalBusiness. | Target: <https://example.com/service-area/lakeview/>

[pass] Page evidence - /service-area/riverton/ | reachable

HTTP 200. | Target: <https://example.com/service-area/riverton/>

[pass] Page evidence - /service-area/riverton/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/service-area/riverton/>

[pass] Page evidence - /service-area/riverton/ | title

Plumber serving Riverton | Target: <https://example.com/service-area/riverton/>

[pass] Page evidence - /service-area/riverton/ | meta description

Illustrative description for Plumber serving Riverton. | Target: <https://example.com/service-area/riverton/>

[pass] Page evidence - /service-area/riverton/ | canonical

<https://example.com/service-area/riverton/> | Target: <https://example.com/service-area/riverton/>

[pass] Page evidence - /service-area/riverton/ | one H1

1 H1 element(s) detected. | Target: <https://example.com/service-area/riverton/>

[pass] Page evidence - /service-area/riverton/ | structured data

Detected: LocalBusiness. | Target: <https://example.com/service-area/riverton/>

[pass] Page evidence - /commercial/ | reachable

HTTP 200. | Target: <https://example.com/commercial/>

[pass] Page evidence - /commercial/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/commercial/>

[pass] Page evidence - /commercial/ | title

Commercial plumbing support | Target: <https://example.com/commercial/>

[pass] Page evidence - /commercial/ | meta description

Illustrative description for Commercial plumbing support. | Target: <https://example.com/commercial/>

[pass] Page evidence - /commercial/ | canonical

<https://example.com/commercial/> | Target: <https://example.com/commercial/>

[pass] Page evidence - /commercial/ | one H1

1 H1 element(s) detected. | Target: <https://example.com/commercial/>

[pass] Page evidence - /commercial/ | structured data

Detected: Service. | Target: <https://example.com/commercial/>

[pass] Page evidence - /about/ | reachable

HTTP 200. | Target: <https://example.com/about/>

[pass] Page evidence - /about/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/about/>

[pass] Page evidence - /about/ | title

About Harborline Home Services | Target: <https://example.com/about/>

[pass] Page evidence - /about/ | meta description

Illustrative description for About Harborline Home Services. | Target: <https://example.com/about/>

[pass] Page evidence - /about/ | canonical

<https://example.com/about/> | Target: <https://example.com/about/>

[pass] Page evidence - /about/ | one H1

1 H1 element(s) detected. | Target: <https://example.com/about/>

[pass] Page evidence - /about/ | structured data

Detected: AboutPage. | Target: <https://example.com/about/>

[pass] Page evidence - /team/ | reachable

HTTP 200. | Target: <https://example.com/team/>

[pass] Page evidence - /team/ | indexability

The public crawl returned an indexable state. | Target: <https://example.com/team/>

[pass] Page evidence - /team/ | title

Meet the Harborline team | Target: <https://example.com/team/>

[pass] Page evidence - /team/ | meta description

Illustrative description for Meet the Harborline team. | Target: <https://example.com/team/>

[pass] Page evidence - /team/ | canonical

https://example.com/team/ | Target: https://example.com/team/

[pass] Page evidence - /team/ | one H1

1 H1 element(s) detected. | Target: https://example.com/team/

[pass] Page evidence - /team/ | structured data

Detected: Person. | Target: https://example.com/team/

30-DAY CORRECTION PLAN

Days 1-3: Protect access and repair critical blockers

- Keep the current public entry page reachable and preserve a before-change backup.

Days 4-14: Fix the highest-value visibility gaps

- Add a specific, accurate description that explains service, area, and next step.
- Strengthen the service-area answer destination with original proof, accountable authorship, and relevant third-party citations.
- Add verifiable response-area, availability, and process details without copying the competitor.

Days 15-30: Verify, measure, and decide the next sprint

- Re-scan the same URL after corrections and compare only measured changes.
- Verify any analytics or Search Console connection separately before attributing traffic, leads, or revenue.
- Scope implementation work as a separate sprint with an owner, backup, rollback plan, and acceptance check.

EVIDENCE BOUNDARY

This report describes public, externally measured evidence from the stated scan time. Two runs expose instability but do not create high statistical certainty for an individual prompt-engine cell. Engine-level intervals are the primary comparison; the pooled rate is a summary only because engines are not interchangeable. The reported intervals are directional snapshots across the retained samples, not forecasts of every personalized answer. Unconnected private data remains unavailable. Provider failures are labeled and excluded from mention-rate denominators; no missing score is inferred, and rankings, traffic, leads, or revenue are not guaranteed.

REQUEST-ONLY NEXT STEPS

\$997 Implementation Sprint: correct the five highest-impact approved issues after scope, access, backup, rollback, and acceptance checks are defined.

\$49/month Weekly Visibility Monitoring: track weekly visibility and competitor changes, with a monthly action summary.

Both services are available by request. Self-serve billing and automated fulfillment are not yet active. Contact support@duesmart.com.