

YOUR DETAILED REPORT & FIX GUIDE

<https://greenleafspices.example/>

Scanned 3 Oct 2026, 6:21 pm IST · Grade D

60

out of 100

Grade D

TRADITIONAL SEARCH
VISIBILITY

58

Google & generic search engines

AI / GENERATIVE ENGINE
VISIBILITY

56

ChatGPT, Perplexity, Gemini & Copilot

79

Technical SEO &
Crawlability

55

On-Page Content &
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26

Structured Data
(Schema.org)

69

AI Answer Engine
Readiness (GEO)

61

Trust & Authority (E-E-
A-T)

77

Site Structure &
Internal Linking

57

Technical Health &
Compliance

37

Live AI Citation Check

Full category breakdown

Technical SEO & Crawlability		
Relevant to: Google & generic search engines		
79/100 · C		
✓	HTTPS enabled	Site is served over HTTPS.
✓	Page returns 200 OK	Homepage returned 200 OK.
✓	Server response time	Full HTML response took 640 ms (one request, from Cloudflare's network; target under 1,500 ms). Real visitors' speed varies by location and connection.
✓	Page is indexable (no noindex)	No noindex directive found.
✓	Mobile viewport meta tag	Mobile viewport tag present.
✗	Canonical tag present	No <link rel="canonical"> found on the page.
✓	robots.txt present and reachable	Found at https://greenleafspices.example/robots.txt (HTTP 200).
✗	XML sitemap present	Checked https://greenleafspices.example/sitemap.xml, https://greenleafspices.example/sitemap_index.xml, https://greenleafspices.example/wp-sitemap.xml — none returned a sitemap (last: HTTP 404). If your sitemap lives elsewhere, declare it in robots.txt with a "Sitemap:" line.
✓	Clean, readable URL structure	URLs are short and readable.

On-Page Content & Metadata

Relevant to: Google & generic search engines

55/100 · F

✓	Title tag length (15–60 chars)	Title: "Green Leaf Spices – Pure Kerala Spices Online" (46 chars).
✗	Meta description length (50–160 chars)	No meta description found.
✓	Exactly one H1 heading	One H1 found: "Pure Spices from Kerala".
✓	Uses H2/H3 subheadings for structure	6 H2 and 4 H3 headings found.
✗	Sufficient content depth (300+ words)	Homepage has about 180 words of visible text.
✗	Images have descriptive alt text	9 of 14 images have no alt text.
✓	Open Graph / social preview tags	og:title, og:description and og:image present.
–	Visible last-updated / published date OPTIONAL	Not applicable: this looks like a homepage or service page, not an article or blog post. Bylines and published dates matter on articles, guides and advice pages — they aren't expected here, so this isn't counted.

Structured Data (Schema.org)

Relevant to: Google rich results + Ask engines

26/100 · F

✓	Structured data (JSON-LD) present	1 JSON-LD block found (WebSite).
✗	Organization / LocalBusiness schema	No Organization or LocalBusiness schema found.
✗	FAQPage schema	No FAQPage schema found.
✗	Content-type schema (Article/Product/Service)	No Product schema on product listings.
✗	Entity 'sameAs' links (social/Wikipedia/Wikidata)	No sameAs links declared.

AI Answer Engine Readiness (GEO)

Relevant to: ChatGPT, Perplexity, Gemini, Copilot, Claude

69/100 · D

✓	AI crawlers are not blocked in robots.txt	GPTBot, PerplexityBot and Google-Extended are allowed.
✗	//ms.txt present OPTIONAL	No //ms.txt file found.
✗	Question-style headings (What/How/Why...)	No question-style headings found.
✓	Concise, quotable opening statement	Opening line: "Green Leaf Spices sells farm-direct whole and ground spices from Idukki, Kerala."
—	Visible author / byline information OPTIONAL	Not applicable: this looks like a homepage or service page, not an article or blog post. Bylines and published dates matter on articles, guides and advice pages — they aren't expected here, so this isn't counted.
✓	Live AI extraction test (Workers AI)	Asked a live model: "What does Green Leaf Spices sell?" — it answered with HIGH confidence: Whole and ground Kerala spices such as pepper, cardamom and turmeric.

Trust & Authority (E-E-A-T)

Relevant to: Google & Ask engines (source credibility)

61/100 · D

✓	About page linked	About page linked from the main menu.
✓	Contact page/info linked	Phone number and contact page found.
✗	Privacy Policy / Terms linked	No Privacy Policy or Terms link found.
✓	Linked social media profiles OPTIONAL	Instagram and Facebook linked.
✗	Link authority score (OpenPageRank estimate)	OpenPageRank score: 1.8/10 — a third-party estimate based on link data (not Moz "Domain Authority", and not a Google ranking score).

Site Structure & Internal Linking

77/100 · C

Relevant to: Google crawl depth + AI entity/hub confidence

–	Sitemap declares indexable pages	Not applicable: no sitemap was found (see "XML sitemap present"), so this can't be checked.
–	Sitemap shows recent activity	Not applicable: no sitemap was found (see "XML sitemap present"), so this can't be checked.
✓	Receives internal links from key hub pages	Linked from 4 of 5 hub pages.
✓	Key hub pages are not accidentally noindexed	All sampled hub pages are indexable.
✗	Breadcrumb markup used consistently across the site OPTIONAL	No breadcrumb markup on sampled pages.

Technical Health & Compliance

57/100 · F

Relevant to: User trust, security, and real-world performance

✗	HSTS header (Strict-Transport-Security)	No Strict-Transport-Security header.
✓	No mixed-content (HTTP resources on an HTTPS page)	All resources load over HTTPS.
✓	Page declares a language (<html lang>)	lang="en" declared.
✓	Broken links (sample of links on this page)	0 of 20 sampled links broken.
✗	Core Web Vitals (real-user data)	Largest Contentful Paint 3.9 s on mobile (needs to be under 2.5 s).

Live AI Citation Check

Relevant to: Perplexity, Gemini & ChatGPT (live answers)

Shown separately; not included in the overall score.

37/100 · F

Question asked to each engine: "What do you know about "Green Leaf Spices" (website: greenleafspices.example)? What does this business do, and where is it based?"

✗	Cited by Perplexity (live web search)	Asked about "Green Leaf Spices", Perplexity's live search did not find this business or use greenleafspices.example as a source.
✓	Known to Gemini (live Google Search)	Gemini recognised "Green Leaf Spices" using Google Search, but not from greenleafspices.example itself. Its answer: "Green Leaf Spices appears to be a spice seller based in Idukki, Kerala, listed on Justdial and IndiaMART, offering pepper, cardamom and turmeric."
i	ChatGPT's built-in knowledge (no web search) — for information	For information: GPT-4o-mini, answering from training data only with no web search, did not recognise "Green Leaf Spices". This is normal for smaller or newer businesses and isn't a fault in the website; ChatGPT's web-search mode behaves more like the Perplexity and Gemini checks above. Not counted in the score.
✗	Your own site is the source AI engines use	Entity Authority Gap: AI engines know "Green Leaf Spices", but from justdial.com, indiamart.com — not from greenleafspices.example. Those sites currently control how AI describes your business.

How to fix each issue 18

Quick wins 12

Usually under an hour each — a tag to paste, a file to upload, or a setting to change. Start here.

01 Missing Organization / LocalBusiness schema

HIGH

STRUCTURED DATA (SCHEMA.ORG) — GOOGLE RICH RESULTS + ASK ENGINES

Add LocalBusiness (or Store) JSON-LD with your business name, address, phone, opening hours, logo and sameAs links to your social profiles.

COPY-PASTE TEMPLATE · HTML

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Green Leaf Spices",
  "url": "https://greenleafspices.example/",
  "logo": "https://greenleafspices.example/REPLACE_logo.png",
  "description": "REPLACE: one sentence on what you do and where",
  "telephone": "+REPLACE_COUNTRY_CODE-REPLACE",
  "email": "REPLACE@greenleafspices.example",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "REPLACE",
    "addressLocality": "REPLACE_CITY",
    "addressRegion": "REPLACE_STATE",
    "postalCode": "REPLACE",
    "addressCountry": "REPLACE_COUNTRY_CODE"
  },
  "sameAs": [
    "https://justdial.com/REPLACE_your_listing_page",
    "https://indiamart.com/REPLACE_your_listing_page"
  ]
}
</script>
```

Paste inside <head> on the homepage, replace every REPLACE value, then test it at search.google.com/test/rich-results. If you have no physical premises, change "LocalBusiness" to "Organization" and remove "address". Highlighted values need your own details.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

02 No XML sitemap found

HIGH

TECHNICAL SEO & CRAWLABILITY — GOOGLE & GENERIC SEARCH ENGINES

Generate an XML sitemap (most CMS platforms have a plugin or built-in option), publish it at /sitemap.xml, add a 'Sitemap:' line to robots.txt, and submit it in Google Search Console.

COPY-PASTE TEMPLATE · XML

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url><loc>https://greenleafspices.example/</loc></url>
  <url><loc>https://greenleafspices.example/REPLACE-page</loc></url>
</urlset>
```

Save as sitemap.xml at <https://greenleafspices.example/sitemap.xml> (or let your CMS generate one), add "Sitemap: <https://greenleafspices.example/sitemap.xml>" to robots.txt, and submit it in Google Search Console. Highlighted values need your own details.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

03 Meta description missing or outside 50–160 characters

MEDIUM

ON-PAGE CONTENT & METADATA — GOOGLE & GENERIC SEARCH ENGINES

Write a 120–155 character meta description summarising what you sell and where, e.g. "Buy fresh Kerala pepper, cardamom and turmeric direct from Idukki farms. Free shipping across India on orders above ₹999."

COPY-PASTE TEMPLATE · HTML

```
<meta name="description" content="Green Leaf Spices – REPLACE what you offer in REPLACE_CITY. REPLACE one key benefit. REPLACE call to action." />
```

Paste inside <head>. Aim for 120–155 characters — this is the text people see under your link in Google. Highlighted values need your own details.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

04 Missing canonical tag

MEDIUM

TECHNICAL SEO & CRAWLABILITY — GOOGLE & GENERIC SEARCH ENGINES

Add a canonical tag pointing to the preferred URL of this page, e.g. <link rel="canonical" href="https://greenleafspices.example/">, so search engines don't split ranking signals across duplicate URLs.

COPY-PASTE TEMPLATE · HTML

```
<link rel="canonical" href="https://greenleafspices.example/" />
```

Paste inside <head> on this page. Every page should point to its own preferred URL; most CMS SEO plugins add this automatically once enabled.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

05 Missing content-type schema (Article/Product/Service)

MEDIUM

STRUCTURED DATA (SCHEMA.ORG) — GOOGLE RICH RESULTS + ASK ENGINES

Add Product schema (name, image, price, availability) to each product page.

06 No question-style headings (What/How/Why...)

MEDIUM

AI ANSWER ENGINE READINESS (GEO) — CHATGPT, PERPLEXITY, GEMINI, COPILOT, CLAUDE

Add headings phrased the way customers ask, e.g. "How fresh is your cardamom?" or "Do you deliver outside Kerala?", each followed by a direct 1–2 sentence answer.

07 Missing FAQPage schema

MEDIUM

STRUCTURED DATA (SCHEMA.ORG) — GOOGLE RICH RESULTS + ASK ENGINES

Add a short FAQ section (shipping, freshness, bulk orders) and mark it up with FAQPage JSON-LD.

COPY-PASTE TEMPLATE · HTML

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What does Green Leaf Spices offer?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "REPLACE: a direct 1–2 sentence answer."
      }
    },
    {
      "@type": "Question",
      "name": "Where do you deliver / which areas do you serve?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "REPLACE: a direct 1–2 sentence answer."
      }
    },
    {
      "@type": "Question",
      "name": "How can I contact or order from you?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "REPLACE: a direct 1–2 sentence answer."
      }
    }
  ]
}
</script>
```

The same questions and answers must also be visible on the page as a normal FAQ section — Google ignores FAQ schema for content visitors can't see. Highlighted values need your own details.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

08 HSTS header missing

MEDIUM

TECHNICAL HEALTH & COMPLIANCE — USER TRUST, SECURITY, AND REAL-WORLD PERFORMANCE

Enable HSTS in your hosting/CDN settings (max-age of at least 6 months).

COPY-PASTE TEMPLATE · TEXT

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

Add as a response header in your hosting / CDN settings (Cloudflare: SSL/TLS › Edge Certificates › HSTS). Only enable once the whole site works over HTTPS.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

09 Images missing descriptive alt text

LOW

ON-PAGE CONTENT & METADATA — GOOGLE & GENERIC SEARCH ENGINES

Add short descriptive alt text to every product and banner image, e.g. alt="Whole black pepper from Idukki, 250 g pack".

10 Missing entity 'sameAs' links (social/Wikipedia/Wikidata)

LOW

STRUCTURED DATA (SCHEMA.ORG) — GOOGLE RICH RESULTS + ASK ENGINES

Inside your Organization schema, list your Instagram, Facebook and Google Business Profile URLs under 'sameAs'.

COPY-PASTE TEMPLATE · JSON

```
{
  "sameAs": [
    "https://justdial.com/REPLACE_your_listing_page",
    "https://indiamart.com/REPLACE_your_listing_page"
  ]
}
```

Add this "sameAs" list inside your existing Organization / LocalBusiness schema. Use the exact URLs of profiles you actually own — each one helps search and AI engines confirm they're all the same business. Highlighted values need your own details.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

11 No llms.txt file

OPTIONAL

LOW

AI ANSWER ENGINE READINESS (GEO) — CHATGPT, PERPLEXITY, GEMINI, COPILOT, CLAUDE

Add a plain-text /llms.txt summarising what the business is, what it sells, where it delivers, and links to the key pages.

COPY-PASTE TEMPLATE · MARKDOWN

Green Leaf Spices

> **REPLACE**: one or two sentences on who you are, what you offer, and where.

Green Leaf Spices is based in **REPLACE_CITY**, **REPLACE_COUNTRY**. Contact: **REPLACE**@greenleafspices.example.

Key pages

- [Home](https://greenleafspices.example/): **REPLACE** short description
- [Services](https://greenleafspices.example/**REPLACE-services**): what we offer
- [About](https://greenleafspices.example/about): who we are
- [Contact](https://greenleafspices.example/contact): how to reach us

Optional

- [Blog](https://greenleafspices.example/**REPLACE-blog**): articles and updates

Save as a plain-text file named llms.txt in your site's root, so it opens at <https://greenleafspices.example/llms.txt>. Keep the format: a # title, a > summary line, and ## sections containing only link lists. Highlighted values need your own details.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

12 Privacy Policy / Terms not linked

LOW

TRUST & AUTHORITY (E-E-A-T) — GOOGLE & ASK ENGINES (SOURCE CREDIBILITY)

Add Privacy Policy, Terms, and Shipping & Refund pages and link them in the footer. Payment gateways and customers both look for these.

Bigger projects 6

Need writing, development or outreach over days or weeks. Plan these in.

13 Not cited by Perplexity

HIGH

LIVE AI CITATION CHECK — PERPLEXITY, GEMINI & CHATGPT (LIVE ANSWERS)

Perplexity builds answers from live web search results. Being left out usually means the site isn't surfacing for searches about your own business — make sure your homepage clearly states who you are, what you do and where, add Organization schema, and get listed on directories and sites that already rank (Google Business Profile, industry directories, local press).

14 Core Web Vitals (real-user data)

HIGH

TECHNICAL HEALTH & COMPLIANCE — USER TRUST, SECURITY, AND REAL-WORLD PERFORMANCE

Compress and resize the homepage banner images (they are the largest elements), serve them as WebP, and lazy-load images below the fold.

15 Entity Authority Gap: AI engines learn about you from other sites

HIGH

LIVE AI CITATION CHECK — PERPLEXITY, GEMINI & CHATGPT (LIVE ANSWERS)

Claim or update your listings on justdial.com, indiamart.com with the same business name, phone and address you use on your own site, and add a link back to greenleafspices.example on each. Then list those profile URLs under "sameAs" in your Organization / LocalBusiness schema, and make sure your homepage states plainly who you are, what you do and where — so AI engines start using greenleafspices.example as the primary source.

COPY-PASTE TEMPLATE · JSON

```
{
  "sameAs": [
    "https://justdial.com/REPLACE_your_listing_page",
    "https://indiamart.com/REPLACE_your_listing_page"
  ]
}
```

Claim or update each of these listings first (same name, phone and address everywhere, with a link to https://greenleafspices.example/), then list them under "sameAs" in your Organization / LocalBusiness schema. That ties those listings to your own site, so AI engines treat greenleafspices.example as the main source. Highlighted values need your own details.

To copy this code exactly, use the Copy button on your online report — copying from a PDF can break the spacing.

16 Thin content (under 300 words)

MEDIUM

ON-PAGE CONTENT & METADATA — GOOGLE & GENERIC SEARCH ENGINES

Expand the homepage to at least 300–500 words: who you are, where the spices come from, how they're processed, delivery areas, and why customers choose you.

17 Low link authority score (OpenPageRank)

MEDIUM

TRUST & AUTHORITY (E-E-A-T) — GOOGLE & ASK ENGINES (SOURCE CREDIBILITY)

Domain authority builds over time, mainly through backlinks from established, relevant sites — directories, food blogs, local press.

18 Breadcrumb markup missing across the site

OPTIONAL

LOW

SITE STRUCTURE & INTERNAL LINKING — GOOGLE CRAWL DEPTH + AI ENTITY/HUB CONFIDENCE

Add breadcrumbs (Home > Whole Spices > Black Pepper) with BreadcrumbList schema on category and product pages.

Want this actually implemented?

We can implement these fixes for you — technical SEO, structured data, and AI-visibility optimization, done for you.

[Get a custom quote](#)[Visit Sayus Consultancy Services](#)

How this score works

Every check has a weight that reflects how much it matters. A category's score is the share of its weighted checks the page passes, from 0 to 100. The overall score is a weighted average of the categories below. "Search" and "AI" visibility are averages of the categories relevant to each.

CATEGORY	WEIGHT	COUNTS TOWARD
Technical SEO & Crawlability	19%	Search
On-Page Content & Metadata	15%	Search
Structured Data (Schema.org)	15%	Both
AI Answer Engine Readiness (GEO)	19%	AI
Trust & Authority (E-E-A-T)	9%	Both
Site Structure & Internal Linking	8%	Both
Technical Health & Compliance	15%	Search

Checks tagged **OPTIONAL** are low-weight best practices that suit some sites but aren't faults on every page. Checks shown with "—" couldn't be tested on this scan and aren't counted. The Live AI Citation Check (₹999 report) is scored separately and isn't part of the overall score: it asks live AI engines one question about the business at the time of the scan, and AI answers change with time, wording and location, so treat it as a snapshot.

What this report doesn't do: it identifies technical and content opportunities on the scanned page. It doesn't measure your actual Google rankings, and it doesn't guarantee rankings, traffic, inclusion in AI answers, or Knowledge Graph recognition.

This page is unique to your purchase and can be reopened anytime — bookmark or save this link. Report generated from the same scan shown in your free trial results.