

SEO + AI SEARCH REVIEW

Managed IT Provider

40+ US markets · client details removed

—

90 minutes on your site. Three things we found that no one has fixed.

CLIENT

DETAILS WITHHELD

17,000 high-intent searches a month across 40+ markets. You reach page one for 4% of them.

17,000/mo HIGH-INTENT SEARCHES A MONTH	4% OF THAT DEMAND REACHES YOU ON PAGE ONE	1 RECOVERED CONTRACT COVERS THIS AUDIT, MANY TIMES OVER
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REAL DEMAND, NOT ON PAGE ONE

managed IT services Los Angeles	1,900/mo · unranked
managed IT services Chicago	1,900/mo · unranked
managed IT services Dallas	1,900/mo · unranked
managed IT services Houston	1,600/mo · unranked
managed IT services Charlotte	880/mo · unranked

We won't print a lost-revenue total, that's exactly the black-box math we don't do. Plug in your own close rate and contract value: even at one recovered client a quarter, the fixes pay for themselves many times over.

Three things you can verify in ten minutes

No proprietary tools. No black-box scores. Each finding below can be confirmed by anyone with a browser.

FINDING 01 · LOCAL ARCHITECTURE

Eight cities share a single location page

Eight service cities are combined onto one URL. Google cannot determine which city the page targets, so it ranks the page for none of them. Several footer location links also misroute, sending a visitor searching for one city to the page of another.

1,900/mo for the top city term alone. In each of these markets local competitors hold the top five and the map pack, while this site does not appear on page one.

Someone searching "managed IT services [city]" is ready to buy, not browsing. Right now they find a competitor instead.

Verify: open the locations page and count the cities on it · 10 seconds

FINDING 02 · ON-PAGE

Key service pages have no meta description

Several core pages ship with no meta description, so Google writes its own snippet, and the searcher's first impression of the company is left to chance.

The snippet is your ad in the search result. Letting Google guess it costs you clicks from buyers who are ready to act.

Verify: View Source on a service page, Ctrl+F "name=\"description\"" · 30 seconds

FINDING 03 · STRUCTURED DATA

No structured data on key pages

We checked the homepage, services, about and FAQ pages. No JSON-LD on any of them. Written FAQs, named executives and service lines, none declared in a format search engines read.

When a buyer researches providers in their city, this company isn't in the set being compared. It loses before the shortlist is drawn.

Verify: View Source on your service pages, Ctrl+F "application/ld+json" · 1 minute

A SECOND LAYER

ChatGPT. Perplexity. Google AI Overviews. They answer without sending a click.

These systems pull from sources they've indexed as credible. We looked at what it takes for a company to show up in those answers.

OUR FINDING

We ran queries for the top providers across the client's service cities on ChatGPT, Perplexity and Google AI Overviews. Each one named and cited a shortlist of competitors. The client did not appear in any response.

We did not include the fix list here.

This is 90 minutes of work. A full audit is two weeks of it.

This review covers what's visible without login access. The gaps below are what the data would show.

WHAT WE COVERED

- ✓ Homepage, services, locations, about, FAQ
- ✓ Internal linking structure
- ✓ Structured data presence
- ✓ City page architecture
- ✓ Title and metadata review
- ✓ AI crawler access

WHAT A FULL AUDIT COVERS

- 16 months of Search Console trajectory
- Full crawl: every URL, redirect chain, canonical
- Keyword gap vs. top-ranking competitors
- Content quality across blog and service pages
- Backlink profile vs. competitors
- AI citation scoring, page by page
- 90-day action plan ranked by impact

WHAT THIS COSTS YOU

We're not going to invent a lost-revenue figure. That's exactly the black-box math we don't do.

Plug in your own: a single mid-market contract is worth more over its life than this entire audit. There are thousands of high-intent local searches a month this site catches none of. Recover one client a quarter from that pool and the fixes pay for themselves many times over.

The full audit quantifies this per market, with your real numbers.

NEXT STEP

Book 15 minutes. We walk through this live.

No deck. No pitch. We screen-share, walk through what we found on your site,
and show what a full audit would cover.

BOOK A FREE 15-MIN CALL

calendar.app.google/ejLHVBqca2fWKEabA

A FULL AUDIT INCLUDES

✓ Written audit report (40–60 pages)	✓ Prioritized action plan by impact and effort	✓ 60-minute walkthrough call
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