


The Hawthorn Arms — Fictitious Sample

thehawthornarmshotel.com.au



GEO Score

D-

Critical — act now

| | | | |
|-----------------------|-----|--|--------|
| AI Citability | 25% | <div style="width: 25%; height: 10px; background-color: #c00000; border: 1px solid #ccc;"></div> | 38/100 |
| Brand Authority | 20% | <div style="width: 20%; height: 10px; background-color: #c00000; border: 1px solid #ccc;"></div> | 22/100 |
| Content & E-E-A-T | 20% | <div style="width: 20%; height: 10px; background-color: #c00000; border: 1px solid #ccc;"></div> | 37/100 |
| Technical GEO | 15% | <div style="width: 15%; height: 10px; background-color: #c00000; border: 1px solid #ccc;"></div> | 38/100 |
| Schema & Structure | 10% | <div style="width: 10%; height: 10px; background-color: #c00000; border: 1px solid #ccc;"></div> | 3/100 |
| Platform Optimisation | 10% | <div style="width: 10%; height: 10px; background-color: #c00000; border: 1px solid #ccc;"></div> | 27/100 |

Executive Summary

SAMPLE REPORT — This report uses a fictitious business for illustrative purposes only. All data, scores, findings, and competitor details are invented and do not represent any real establishment. | The Hawthorn Arms Hotel has a genuine authority anchor — it is one of Melbourne's oldest continuously operating hotels, established in 1854 — but this heritage claim is buried in a single sentence with no structured data, no dedicated history page, and no machine-readable markup. The site has zero schema.org markup across all 11 pages, no meta descriptions, no canonical tags, no Open Graph tags, and its entire food and drinks menu is locked in non-crawlable PDFs. AI systems looking to answer 'best pub in Hawthorn' or 'where can I get a traditional roast in Melbourne' have almost no structured information to work with, despite the venue's 170-year presence and its TripAdvisor ranking of #2 of 38 restaurants in Hawthorn. Installing a WordPress SEO plugin and deploying LocalBusiness schema would alone lift the score from Critical to Poor in a single afternoon.

Score Breakdown

Six categories weighted to produce the overall GEO Score.



| Category | Score | Weight | Status |
|-----------------------|--------|--------|----------|
| AI Citability | 38/100 | 25% | Critical |
| Brand Authority | 22/100 | 20% | Critical |
| Content & E-E-A-T | 37/100 | 20% | Critical |
| Technical GEO | 38/100 | 15% | Critical |
| Schema & Structure | 3/100 | 10% | Critical |
| Platform Optimisation | 27/100 | 10% | Critical |

AI Platform Readiness

How well-optimised the site is for each major AI search engine.



AI Crawler Access

| Crawler | Platform | Status | Recommendation |
|-------------------|---------------------|---------|------------------------------------|
| GPTBot | ChatGPT | Allowed | Keep allowed |
| ClaudeBot | Claude | Allowed | Keep allowed |
| anthropic-ai | Claude | Allowed | Keep allowed |
| PerplexityBot | Perplexity | Allowed | Keep allowed |
| Google-Extended | Google AI Overviews | Allowed | Keep allowed |
| xai-bot | Grok (xAI) | Allowed | Keep allowed |
| Applebot-Extended | Apple Intelligence | Allowed | Keep allowed |
| FacebookBot | Meta AI | Allowed | Keep allowed |
| Bytespider | ByteDance/TikTok | Allowed | Block — add explicit Disallow rule |

Competitor GEO Benchmarking

Lightweight GEO scan of three direct competitors — highlighting where the client leads or lags.

| Competitor | GEO Readiness | Schema | llms.txt | AI Crawlers |
|---|---------------|------------------------|----------|-------------|
| The Glenferrie Hotel glenferriehotel.com.au | Medium | LocalBusiness, WebSite | No | Allowed |
| The Auburn Hotel theauburnhotel.com.au | Low | WebSite | No | Allowed |
| The Royston Hotel theroyston.com.au | Low | — | No | Allowed |

The Glenferrie Hotel

- ▲ LocalBusiness schema deployed with address, phone, and opening hours — AI systems can resolve basic entity data
- ▲ Menu content partially in HTML — at least some dishes are indexable by AI crawlers
- ▼ No FAQPage schema, no AggregateRating, no sameAs links in schema
- ▼ No Wikipedia article or heritage content despite comparable age

The Auburn Hotel

- ▲ Has a dedicated About page with ownership history — one page of heritage content that The Hawthorn Arms entirely lacks
- ▼ Only WebSite schema — no LocalBusiness, no AggregateRating, no FAQPage
- ▼ No Open Graph tags, no meta descriptions on inner pages
- ▼ Lower TripAdvisor ranking than The Hawthorn Arms in the same suburb category

The Royston Hotel

- ▲ HTML menus — all food and drinks content is fully crawlable by AI systems, unlike the Hawthorn Arms PDF-only approach
- ▼ Zero schema markup of any kind — even further behind on structured data
- ▼ No heritage or history content; the Hawthorn Arms 1854 founding is a unique authority advantage no competitor can replicate

Key Findings

| # | Severity | Finding |
|---|----------|--|
| 1 | Critical | Zero schema.org markup across all 11 pages — No JSON-LD, Microdata, or RDFa of any kind is present on any page. No SEO plugin is installed — this is the root cause. AI systems cannot resolve the business name, address, phone number, opening hours, cuisine type, or founding date from machine-readable data. Fix: install Yoast SEO or RankMath to generate baseline Organization, WebSite and BreadcrumbList schema automatically, then deploy the custom LocalBusiness templates from this report. |
| 2 | Critical | Food and drinks menus entirely in PDF format — invisible to AI — The lunch/dinner menu, wine list, bar menu, and all function menus are served exclusively as downloadable PDFs. AI crawlers cannot reliably index PDF content. Every dish, every wine, every beer and every price point is invisible to all AI systems. This eliminates the site from being cited for any menu-related query ('what does the Hawthorn Arms serve?', 'does the Hawthorn Arms have vegetarian options?'). Fix: convert food and drinks content to HTML text on their respective pages. |
| 3 | Critical | No meta descriptions on any page — Every page returns without a meta description tag. Search engines and AI systems generate uncontrolled snippets from whatever body text they find first — typically a navigation element or promotional phrase. For a business whose strongest differentiator is its 1854 founding date, this is a missed opportunity on every page impression. Fix: install a WordPress SEO plugin and write unique 150-160 character meta descriptions for all pages. |
| 4 | Critical | No canonical tags across all pages — No canonical tags are present on any page. WordPress generates multiple URL paths to the same content without them. AI crawlers may encounter and index duplicate versions of pages, diluting authority signals. Fix: installing Yoast SEO resolves this automatically. |
| 5 | High | No Wikipedia article — 1854 founding date is an unused notability anchor — The Wikipedia API confirms no article exists for the venue. This is the single largest brand authority gap. The 1854 founding date — making this one of Melbourne's oldest hotels — is a clear notability hook supported by verifiable historical records. Wikipedia is the primary entity authority source for ChatGPT, Perplexity, and Google Gemini. A well-cited Wikipedia stub would move Brand Authority from 22/100 to approximately 45/100 alone. |
| 6 | High | llms.txt absent — AI crawlers have no structured content map — No /llms.txt file exists. For a venue with distinct citable specials (Tuesday Roast \$27, Happy Hour 3-5pm daily with \$14 drinks) and a specific heritage anchor, an llms.txt gives AI crawlers an authoritative plain-text summary. Recommended content is provided in the Technical section of this report. |
| 7 | High | No Open Graph tags — every social share is uncontrolled — og:title, og:description, og:image and og:type are absent on all pages. Every social share, AI preview card, and link unfurl in messaging apps displays uncontrolled fallback rendering. Fix: configure Yoast SEO Social settings to auto-generate OG tags and set a high-quality venue image (1200x630px) as the OG image for the homepage. |

| | | |
|----|--------|---|
| 8 | High | No About / History page — 170 years of heritage are invisible to AI — The 1854 founding claim appears in a single sentence on the homepage with no elaboration. No About page exists. This is the most underexploited authority asset on the site. Fix: create a 500-600 word history page covering the original 1854 building, key milestones over 170 years, the current ownership, and what the venue means to the local community. This would be the most citable content on the site and anchor a future Wikipedia article. |
| 9 | High | Google Business Profile unverified — no Knowledge Panel surfaced — No Google Knowledge Panel appears for branded searches. The business almost certainly has a GBP listing but it appears unclaimed or insufficiently optimized. GBP is Google AI Overviews' and Gemini's primary local business data source. Fix: claim and verify the GBP, add all categories (Bar, Pub, Restaurant, Function Venue), upload 20+ photos, set accurate hours, and post monthly updates. |
| 10 | Medium | FAQ page content not formatted as extractable Q&A pairs — The FAQ page has 3 Q&As formatted as prose statements rather than question-heading + answer-paragraph pairs. This reduces AI extractability and prevents FAQPage schema from producing natural language outputs. Fix: restructure each FAQ item as an H3 question heading followed by a 40-60 word answer, then add FAQPage JSON-LD schema. |
| 11 | Medium | Gallery entirely non-crawlable — JavaScript slider with no alt text — The gallery page renders images via a JavaScript slider. No alt text, no captions, and no descriptive text is visible to AI crawlers. The gallery contributes zero to citability. Fix: convert to a static HTML image grid with descriptive captions and alt text (e.g., 'The Hawthorn Arms covered outdoor garden, seating up to 40 guests for summer dining'). |
| 12 | Medium | Contact page 31 months out of date — stale operational data — The Contact page was last modified September 2023. Contact pages carrying operating hours, phone numbers, and email addresses should be reviewed and re-published at least annually. AI systems citing stale operational data risk sending customers to wrong hours or locations. |
| 13 | Low | No Privacy Policy page — Australian Privacy Act compliance gap — No privacy policy link was detected on any page. The site collects booking data, email addresses, and mobile numbers. This is an Australian Privacy Act compliance requirement and a baseline trustworthiness signal for both users and AI systems assessing site credibility. |
| 14 | Low | Gallery page last modified 2019 — signals extreme content staleness to crawlers — The gallery's sitemap lastmod is 2019 — nearly 7 years old. AI crawlers weigh content freshness heavily when deciding whether to cite a source. Even republishing the existing gallery with updated alt text and captions would reset this signal. |

Action Plan

Quick Wins — This Week

1. Install Yoast SEO or RankMath — this single action auto-generates canonical tags, meta descriptions, Open Graph tags, WebSite schema, and BreadcrumbList across all pages in under 10 minutes
2. Convert the food menu to an HTML page — even a simple dish name + description list makes the entire menu indexable by AI systems and eliminates the biggest citability gap on the site
3. Claim and verify Google Business Profile at business.google.com — add hours, categories, and 10+ photos; this is the primary data source for Google AI Overviews
4. Write and publish a 500-word About/History page covering the 1854 founding — this becomes the most citable page on the site and anchors a future Wikipedia article
5. Add meta descriptions to the 5 highest-traffic pages (homepage, menus, contact, happy hours, Tuesday roast) using the templates provided in this report
6. Add llms.txt to the site root — the ready-to-deploy template is provided in the Technical section; 30-minute implementation with immediate AI visibility impact
7. Respond to the two most recent TripAdvisor reviews — even a brief professional reply transforms the visible engagement level from zero to active

Medium Term — 3 Months

1. Add FAQPage schema to the /faq/ page — restructure Q&As as question headings followed by direct 40-60 word answers, then deploy the JSON-LD template from this report
2. Add AggregateRating schema using your TripAdvisor data (#2 of 38, 89 reviews at 4.3 stars) — this surfaces the rating in Google AI answers about pubs in Hawthorn
3. Convert the gallery from JavaScript slider to a static HTML grid with descriptive alt text and captions for each image
4. Add Bing Webmaster Tools verification (msvalidate.01 meta tag) and submit sitemap — direct Bing Copilot visibility impact
5. Name the head chef and add one paragraph on kitchen philosophy to the menus page — a named expert improves E-E-A-T scores significantly
6. Add HSTS, CSP, X-Frame-Options and X-Content-Type-Options security headers via .htaccess — security header quality is a soft trustworthiness signal for AI systems

Strategic — 6 Months

1. Create a Wikipedia article for the venue citing its 1854 founding, heritage significance, key ownership milestones, and verified sources — Wikipedia is the primary entity authority source for ChatGPT, Perplexity, and Gemini; a stub article alone would move Brand Authority from 22/100 to approximately 45/100
2. Build a YouTube channel with 2-3 short videos (venue walkthrough, Tuesday Roast, Happy Hour in the garden) — YouTube is heavily cited by AI systems for hospitality content and creates a multi-format entity signal
3. Create a structured press / awards page citing any notable mentions, TripAdvisor rankings, and heritage recognition — this builds Authoritativeness signals that AI systems use when deciding whether to recommend a venue
4. Add the venue to Wikidata as a standalone entity record (even without a full Wikipedia article) — Wikidata feeds Gemini's Knowledge Graph directly and is achievable in under an hour
5. Pursue coverage in Melbourne food and lifestyle publications specifically mentioning the 1854 heritage story — media citations are the fastest path to improving Brand Authority from its current 22/100

Methodology

| Category | Weight | What It Measures |
|-----------------------|--------|---|
| AI Citability | 25% | How quotable/extractable content is for AI systems |
| Brand Authority | 20% | Third-party mentions and entity recognition signals |
| Content & E-E-A-T | 20% | Experience, Expertise, Authoritativeness, Trustworthiness |
| Technical GEO | 15% | AI crawler access, llms.txt, rendering, speed |
| Schema & Structure | 10% | Schema.org markup quality and completeness |
| Platform Optimisation | 10% | Readiness for Google AIO, ChatGPT, Perplexity, Gemini, Bing |

| Score | Grade | Interpretation |
|--------|-------|---|
| 90–100 | A+ | Exceptional — highly likely to be cited by AI |
| 80–89 | A | Strong — consistently good AI visibility |
| 70–79 | B | Good — solid foundation with room to improve |
| 60–69 | C+ | Moderate — meaningful optimisation opportunities |
| 50–59 | C | Weak — AI systems may struggle to cite or recommend |
| 40–49 | D | Poor — significant gaps across multiple categories |
| 0–39 | F | Critical — minimal AI optimisation |

Data collected from publicly-available sources including site crawls, robots.txt, structured data inspection, Google Search, AI search engine testing, and brand mention searches across Reddit, YouTube, LinkedIn, and Wikipedia.