Complete Digital Audit & AI Search Optimization Report

Technical analysis, competitive intelligence, and implementation roadmap

Reignite Health

reignitehealth.com.au

December 2025

Executive Summary

Reignite Health is an allied health provider specializing in exercise physiology and physiotherapy services for retirement village residents across Sydney and the Central Coast. Founded by Liam Potter in 2021, the company has grown to 11-50 employees and focuses on helping aging Australians maintain independence.

Key Metrics

~60	**2/5**	**1/5**	**2/5**
PageSpeed Mobile	SEO Score	AI Visibility	Technical Health

Critical Findings

1. **JavaScript-Only Website** - The entire site requires JavaScript to render, making it invisible to search engines and AI crawlers
2. **No Sitemap** - Missing XML sitemap prevents proper indexing
3. **Blocks AI Crawlers** - robots.txt actively blocks ChatGPT, Claude, and other AI systems
4. **Zero Schema Markup** - No structured data for local business, services, or team
5. **Limited Web Presence** - Minimal citations, reviews, or backlinks found

Strengths

1. Strong brand positioning: "We put life in your years"
2. Clear niche focus (retirement villages)
3. Founder credibility (Liam Potter - qualified physiotherapist)
4. Valid SSL with good security headers
5. Clean, modern website design

Business Overview

Company Information

Business Name	Reignite Health
Founder	Liam Potter (Physiotherapist)
Founded	2021
Employees	11-50
Primary Location	Sydney, NSW
Secondary Location	Central Coast, NSW
Website	reignitehealth.com.au
Tagline	"We put life in your years"

Services Offered

- Exercise Physiology Programs
- Physiotherapy & Physical Therapy
- Resistance Training & Strength Programs
- Balance Improvement Training
- Group Exercise Classes
- Aqua Aerobics
- Falls Prevention Services
- Healthy Aging & Longevity Support

Service Areas

Sydney: Northern Beaches, North Shore, Hills District

Central Coast: Various retirement village locations

Target Market

Reignite Health exclusively serves retirement village residents, providing on-site healthcare services. This specialization differentiates them from general mobile physiotherapy providers. The company reports approximately 50% resident utilization rates at some village locations, with over 4 years of successful service delivery.

Technical Audit Summary

Security Check	Status	Details
SSL Certificate	Valid	HTTPS properly configured
HSTS Header	Present	max-age=63072000; includeSubDomains; preload
X-Content-Type-Options	Present	nosniff
CDN	Cloudflare	Good performance and security
CSP Header	Missing	Recommended for security

AI Search Reality Check

We tested what AI systems (ChatGPT, Claude, Perplexity) know about Reignite Health. This reveals how visible your business is in the emerging AI search landscape.

Critical Issue: AI Crawlers Blocked

Your robots.txt file actively blocks major AI systems:

```
User-agent: ClaudeBot
Disallow: /

User-agent: GPTBot
Disallow: /

User-agent: Google-Extended
Disallow: /
```

Impact: Reignite Health will NOT appear in ChatGPT, Perplexity, Claude, or Google AI Overviews.

AI Knowledge Test Results

Query 1: "What do you know about Reignite Health in Sydney?"

Result: LIMITED knowledge

- Basic awareness the company exists
- Tagline recognized: "We put life in your years"
- Founder Liam Potter identified via LinkedIn
- Services vaguely understood

Query 2: "Who provides exercise physiology for retirement villages in Sydney?"

Result: Reignite Health NOT mentioned. Competitors cited instead:

- The Physio Co
- Vista Healthcare
- Active Living Healthcare
- Physio Inq

AI Citation Gap Analysis

Search Topic	Reignite Cited?	Who's Cited Instead
Retirement village physio Sydney	No	The Physio Co, Vista Healthcare
Exercise physiology aged care	No	Physio Inq, Alpha Allied Health
Mobile physiotherapy seniors	No	My Mobile Physio, H4 Physio
Falls prevention Sydney	No	Healthcare Australia

Competitor Analysis

Top Competitors Identified

Competitor	Focus	Coverage	AI Visibility
The Physio Co	Mobile physio for seniors	Melb, Syd, Adelaide	HIGH
Vista Healthcare	Mobile physio + hydro	Sydney	MEDIUM
Active Living Healthcare	Allied health (multi-discipline)	Sydney, Melbourne	MEDIUM
H4 Physio	Aged care physio	National	MEDIUM
Physio Inq	Mobile allied health	National	HIGH

Competitive Positioning Matrix

Factor	Reignite	The Physio Co	Vista	Active Living
Retirement Village Focus	★★★★★	★★	★★	★★
Brand Clarity	★★★★	★★★	★★★	★★
SEO Presence	★	★★★★★	★★★	★★★
Content Depth	★	★★★★	★★★	★★★
AI Visibility	★	★★★★	★★★	★★★
Modern Design	★★★★★	★★★	★★★	★★★

Lead Competitor: The Physio Co

Their Strengths

- Established since 2004 (20 years)
- Strong SEO presence
- Clear service pages for conditions
- Extensive content (blog, FAQs)
- Phone number prominent: 1300 797 793

Your Advantage

- Retirement village specialization (niche focus)
- Modern website design
- Proactive/preventative approach
- Direct village partnerships
- Group class offerings

Content Gap Analysis

Topics competitors cover that Reignite is missing:

- Individual condition pages (arthritis, Parkinson's, stroke recovery)
- Comprehensive FAQ sections
- Team/practitioner bios with credentials
- Blog content on healthy aging
- Testimonials with full stories
- Case studies with outcomes
- Service area detailed pages

SEO Audit

Current SEO Status

Element	Current State	Recommendation
Title Tag	"Reignite Health" (14 chars)	Add location + service keywords (50-60 chars)
Meta Description	Present but no location	Add Sydney, services, CTA
H1 Tag	Not accessible (JS)	Ensure proper H1 exists
Sitemap	Missing	Create XML sitemap
Robots.txt	Blocking search/AI	Modify to allow indexing
Schema Markup	None	Add LocalBusiness, FAQPage, Person

Current Meta Tags

```
<title>Reignite Health</title>
<meta name="description" content="We put life in your years. HELPING YOU STAY INDEPENDENT & LIVE LIFE THE WAY YOU WANT TO."/>
```

Issues:

- Title too short (14 characters vs optimal 50-60)
- No location keywords (Sydney, Central Coast)
- No service keywords (exercise physiology, physiotherapy)
- No call-to-action

Keyword Opportunities

Keyword	Searches	Competition	Priority
exercise physiology retirement villages sydney	Low	Low	HIGH
physiotherapy retirement village	Low-Med	Low	HIGH
mobile physio aged care sydney	Med	Medium	HIGH
falls prevention elderly sydney	Med	Medium	MEDIUM
healthy aging programs sydney	Low	Low	MEDIUM
group exercise classes seniors sydney	Med	Medium	MEDIUM

Ready-to-Implement: Meta Tags

Copy these optimized meta tags directly into your website:

Homepage

```
<title>Reignite Health | Exercise Physiology for Retirement Villages Sydney</title>
<meta name="description" content="Specialised exercise physiology and physiotherapy for retirement village residents in Sydney and Central Coast. We help seniors stay independent with personalised programs. Call today.">
```

About Page

```
<title>About Reignite Health | Liam Potter & Our Physiotherapy Team</title>
<meta name="description" content="Meet Liam Potter and the Reignite Health team. Since 2021, we've helped retirement village residents across Sydney stay active, strong, and independent.">
```

Services Page

```
<title>Our Services | Exercise Physiology & Physiotherapy | Reignite Health</title>
<meta name="description" content="Exercise physiology, physiotherapy, falls prevention, group fitness classes, and strength training for retirement village residents. Mobile services across Sydney.">
```

Sydney Location Page

```
<title>Retirement Village Physiotherapy Sydney | Reignite Health</title>
<meta name="description" content="Mobile exercise physiology and physiotherapy for retirement villages across Sydney's Northern Beaches, North Shore, and Hills District. Book your consultation.">
```

Central Coast Location Page

```
<title>Retirement Village Physiotherapy Central Coast | Reignite Health</title>
<meta name="description" content="Exercise physiology and physiotherapy services for Central Coast retirement villages. Helping seniors stay active and independent. Contact Reignite Health.">
```

Falls Prevention Page

```
<title>Falls Prevention for Seniors Sydney | Reignite Health</title>
<meta name="description" content="Evidence-based falls prevention programs for retirement village residents. Improve balance, strength, and confidence with Reignite Health's expert physiotherapists.">
```

Ready-to-Implement: Schema Markup

Add this JSON-LD structured data to your website's <head> section:

Organization Schema

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "MedicalBusiness",
  "name": "Reignite Health",
  "url": "https://reignitehealth.com.au",
  "description": "Specialised exercise physiology and physiotherapy for retirement village residents across Sydney and the Central Coast.",
  "slogan": "We put life in your years",
  "foundingDate": "2021",
  "founder": {
    "@type": "Person",
    "name": "Liam Potter",
    "jobTitle": "Founder & Physiotherapist"
  },
  "areaServed": ["Sydney", "Central Coast"],
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Sydney",
    "addressRegion": "NSW",
    "addressCountry": "AU"
  }
}
</script>
```

FAQPage Schema (Add to FAQ section)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What services does Reignite Health offer?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Reignite Health provides exercise physiology, physiotherapy, resistance training, balance improvement, group exercise classes, aqua aerobics, and falls prevention programs specifically designed for retirement village residents."
      }
    },
    {
      "@type": "Question",
      "name": "Where does Reignite Health operate?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "We provide mobile services to retirement villages across Sydney (Northern Beaches, North Shore, Hills District) and the Central Coast in NSW."
      }
    }
  ]
}
</script>
```

Implementation Notes

- Place all schema in the <head> section of each page
- Validate using Google's Rich Results Test
- Add Service schema for each individual service page
- Include Review schema when you have testimonials

Implementation Roadmap

Critical Fixes (Week 1-2)

Task	Impact	Effort
Modify robots.txt to allow AI crawlers	HIGH	LOW
Create XML sitemap	HIGH	LOW
Implement server-side rendering or static HTML	HIGH	HIGH
Add schema markup to homepage	HIGH	MEDIUM
Create Google Business Profile	HIGH	LOW

High Priority (Week 3-4)

Task	Impact	Effort
Create Services page with indexable content	HIGH	MEDIUM
Create About/Team page with Liam's credentials	HIGH	MEDIUM
Add FAQ schema with 10+ questions	HIGH	MEDIUM
Optimize meta titles and descriptions	MEDIUM	LOW
Set up Google Search Console	HIGH	LOW

Medium Priority (Month 2)

[ ] Create location-specific pages (Sydney, Central Coast)

[ ] Build testimonials page with full stories

[ ] Start blog with 2 posts per month

[ ] Create Falls Prevention content hub

[ ] Add condition-specific pages (arthritis, Parkinson's)

Ongoing Activities

[ ] Publish blog content (2x monthly)

[ ] Collect and publish testimonials

[ ] Monitor Google Search Console

[ ] Update FAQ content monthly

[ ] Build backlinks from retirement industry sites

[ ] Encourage Google reviews from satisfied clients

Summary & Next Steps

Key Takeaways

What's Working

- **Strong niche positioning** - Retirement village focus is unique in the market
- **Clear brand identity** - "We put life in your years" is memorable
- **Founder credibility** - Liam Potter's physiotherapy credentials
- **Modern website** - Clean design, good UX
- **Solid security** - SSL, HSTS, Cloudflare protection

What Needs Fixing

- **JavaScript-only site** - Invisible to search engines
- **AI crawlers blocked** - Missing from AI search results
- **No sitemap** - Poor crawlability
- **No schema markup** - Missing structured data
- **No Google Business Profile** - Missing from local search
- **Limited content** - Not enough for topical authority

Immediate Actions (This Week)

1. **Update robots.txt** - Allow GPTBot, ClaudeBot, Google-Extended
2. **Create Google Business Profile** - Get on Google Maps
3. **Contact Emergent** - Ask about SSR or static HTML export options
4. **Create sitemap.xml** - Help search engines find your pages

Expected Results

With proper implementation of this roadmap:

Metric	Current	3 Months	6 Months
SEO Score	2/5	3.5/5	4/5
AI Visibility	1/5	2.5/5	4/5
Organic Traffic	Low	+50%	+150%
AI Citations	0	Occasional	Regular

Need Help Implementing?

Yes AI can help you implement these recommendations. Contact us to discuss a tailored implementation package.

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