



STRATEGIC AUDIT REPORT

UX, SEO & AI Search Optimization Report

Strategic recommendations to dominate traditional search and emerge in AI-powered search results

PREPARED FOR



Nutrition Science Group

nutritionsciencegroup.com

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www.yesai.ai

(03) 9999 7398 | hello@yesai.ai

SECTION 01

Executive Summary

Strategic Overview

The Nutrition Science Group website presents a significant opportunity for digital transformation. While the site contains valuable content and features a credentialed team, critical technical issues are severely limiting search visibility. Most notably, **only 2 pages are currently indexed by Google**, representing a catastrophic loss of potential organic traffic. This audit provides a comprehensive roadmap to address these issues and position the practice for success in both traditional and AI-powered search environments.

Current Performance Scores



CRITICAL DISCOVERY: SEARCH INDEX CRISIS

A search for [site:nutritionsciencegroup.com](https://www.nutritionsciencegroup.com) returns only 2 indexed pages. This means Google is not finding or indexing the vast majority of your website content. Your competitors have hundreds of indexed pages generating organic traffic.

Top 5 Immediate Actions Required

- 1 Fix Search Index Issues**
Set up Google Search Console, submit sitemap, request indexing for all pages
- 2 Repair Broken Meta Description**
Homepage currently shows placeholder text - replace with optimized description
- 3 Implement Schema Markup**
Add MedicalBusiness, FAQPage, Person, and Article structured data
- 4 Create Author Authority Pages**
Showcase team credentials prominently for E-E-A-T compliance
- 5 Optimize Google Business Profile**
Complete all profile sections, add photos, enable reviews

Projected Impact

Metric	Current (Est.)	6-Month Target	12-Month Target
Indexed Pages	2	50+	100+
Monthly Organic Visits	~50	500+	2,000+
AI Search Citations	0	5-10/month	50+/month
Featured Snippets	0	10+	30+
Local Pack Appearances	Rare	Regular	Dominant

SECTION 02

Critical Findings

ISSUE 1.1: CATASTROPHIC INDEX COVERAGE

Problem: Only 2 pages indexed by Google, resulting in 95%+ of potential organic traffic lost.

Evidence: [site:nutritionsciencegroup.com](https://www.google.com/search?q=site:nutritionsciencegroup.com) returns only 2 results.

ISSUE 1.2: BROKEN META DESCRIPTION

Current State: "This is an example page. It's different from a blog post because it will stay in one place..."

Impact: Poor click-through rates, unprofessional appearance in search results.

Recommended Meta Description

"Expert keto & low-carb nutrition coaching in Victoria, Australia. Our medical team helps reverse type 2 diabetes & achieve lasting weight loss. Free 15-min consultation."

ISSUE 1.3: MISSING E-E-A-T SIGNALS FOR YMYL CONTENT

Problem: Health advice website without visible author credentials.

- Blog posts show no author attribution
- No "medically reviewed by" badges
- Team credentials scattered, not prominently displayed
- No citations to peer-reviewed sources

Missing Schema Markup

SCHEMA TYPE	TARGET PAGES	STATUS	PRIORITY
MedicalBusiness	Homepage	MISSING	CRITICAL
LocalBusiness	All Pages	MISSING	CRITICAL
FAQPage	FAQ Page	MISSING	HIGH
Article	Blog Posts	MISSING	HIGH
Person	Team Profiles	MISSING	HIGH

SECTION 03

AI Search Optimization (AEO)

The AI Search Revolution

AI-powered search is fundamentally changing how people find information online. **60% of searches now end without a click**, and Gartner predicts **25% of organic traffic will shift to AI by 2026**. Positioning for AI search is no longer optional—it's essential for future visibility.

The AI Search Landscape (2025)

37.5M

DAILY CHATGPT SEARCHES

16%

GOOGLE AI OVERVIEWS

63%

BING TOP = CHATGPT

KEY INSIGHT

Top Bing results appear in ChatGPT search sources 63% of the time. Optimizing for Bing is now critical for AI search visibility.

Current AI Search Readiness

FACTOR	SCORE	ISSUES
Structured Data	1/10	Minimal schema present
Content Format	3/10	Long paragraphs, no clear answers
Author Authority	2/10	Credentials hidden
Citation Worthiness	3/10	No statistics, few sources

AEO Implementation Strategy

1. Content Structure for AI Citation

Current Format (Not Citable)

The ketogenic diet works by reducing carbohydrate intake which lowers insulin levels and forces the body to burn fat for fuel...

AI-Optimized Format

What is the Keto Diet?

The ketogenic diet is a high-fat, low-carb eating plan.

How It Works:

1. Limit carbs to 20-50g/day
2. 70-80% calories from fat
3. Moderate protein intake

2. Question-First Content Architecture

QUESTION TO TARGET	SEARCH VOLUME	AI FREQUENCY
What is the keto diet?	High	Very High
Is keto safe for diabetics?	High	High
How to start low carb?	High	Very High
How many carbs for ketosis?	Medium	High

3. Citation-Worthy Content Elements

Statistics
Add data points with verified sources for credibility

Expert Quotes
Include attributable quotes from team members

Clear Definitions
Write concise, citable definitions for key terms

Structured Lists
Use numbered/bulleted formats for easy extraction

SECTION 04

Local SEO Analysis

WHY LOCAL SEO MATTERS

82% of patients use Google to find healthcare providers. Nearly 60% of healthcare searches happen on mobile, and 78% of location-based mobile searches lead to offline action within 24 hours.

NAP Consistency Issues

ISSUES FOUND

- Inconsistent "Road" vs "Rd" abbreviation
- Phone number formatting varies
- "The" prefix inconsistent in business name

Standardize To:

Name: Nutrition Science Group

Address: 309 Army Road, Pakenham, VIC 3810, Australia

Phone: +61 425 310 625

Email: hello@nutritionsciencegroup.com

Google Business Profile Optimization

CATEGORY TYPE	RECOMMENDED CATEGORY
Primary	Nutritionist
Secondary	Health Consultant
Secondary	Weight Loss Service
Secondary	Dietitian
Secondary	Wellness Center

SECTION 05

Implementation Roadmap

Phase 1: Foundation (Weeks 1-4)

Week 1: Critical Technical Fixes

- 1

Set up Google Search Console

Verify domain ownership and connect analytics
- 2

Submit XML Sitemap

Upload sitemap to GSC and request processing
- 3

Fix Homepage Meta Description

Replace placeholder text with optimized description
- 4

Install Yoast SEO or Rank Math

Enable comprehensive SEO management

Phase 2: Content & Authority (Weeks 5-12)

WEEK	CONTENT PIECE	TARGET KEYWORD
5	Ultimate Keto Diet Guide	keto diet australia
6	Type 2 Diabetes Reversal Guide	reverse diabetes naturally
7	5 FAQ Pages	Various question keywords
8	Low Carb for Beginners	low carb diet beginners
9	Keto for PCOS	keto pcos australia
10	Success Story Collection	Brand searches

Key Performance Indicators

METRIC	BASELINE	3-MONTH	6-MONTH
Indexed Pages	2	30	75
Organic Sessions	TBD	+100%	+300%
Featured Snippets	0	5	15
AI Citations (Monthly)	0	5	15



AI-POWERED DIGITAL STRATEGY

GET IN TOUCH

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