COMPREHENSIVE DIGITAL AUDIT

UX, SEO & AI Search Optimization Report

Strategic recommendations to dominate traditional search and emerge in AI-powered search results including ChatGPT, Google Gemini, and Perplexity.

PREPARED FOR

Royal Crest Blinds

www.royalcrest.com.au

Executive Summary

A comprehensive analysis of your digital presence reveals significant opportunities for growth in both traditional search and emerging AI-powered search platforms.

TRADITIONAL SEO	AI SEARCH (GEO)	USER EXPERIENCE	CONTENT QUALITY
68 → 92	**45** → 88	**62** → 90	**55** → 85

TECHNICAL	LOCAL SEO	CONVERSION
72 → 95	**70** → 95	**58** → 88

OVERALL WEBSITE HEALTH SCORE

61/100

Projected Score After Optimization

90/100

Critical Findings Overview

> ⚠️ **AI Search Visibility Gap**
>
> Your website is currently **invisible to AI search engines** like ChatGPT and Google Gemini. With AI traffic projected to overtake traditional Google search by 2027, this represents your most urgent optimization priority.

Why You're Not Appearing in AI Answers

FACTOR	CURRENT STATUS	IMPACT	PRIORITY
Expert Quotations	✗ None present	Missing 41% visibility boost	CRITICAL
Statistics & Data	✗ No original data	Missing citation opportunities	CRITICAL
Content Structure	⚠️ Inconsistent	AI can't extract answers	HIGH
FAQ Schema	⚠️ Partial	Limited Q&A visibility	HIGH
Content Freshness	⚠️ Last: Feb 2025	AI favors recent content	HIGH
Third-Party Citations	✗ Limited	No authority signals	HIGH

61%	**2027**	**450%**
ChatGPT's market share of AI search	When AI traffic overtakes Google	Reddit citation surge in AI overviews

> 💡 **Key Insight**
>
> LLMs only cite **2-7 domains on average per response**, far fewer than Google's 10 blue links. This means competition for AI visibility is intense, but the reward for optimization is significant.

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Report Methodology

This audit was conducted using industry-leading tools and frameworks:

Technical SEO	AI Testing	UX Analysis	Local SEO
Schema, Core Web Vitals, crawlability	ChatGPT, Gemini, Perplexity	Baymard Institute benchmarks	GBP audit, citations

About Yes AI

Yes AI is a specialist digital agency focused on AI-powered strategy and optimization. We help businesses appear in both traditional search results and emerging AI-powered search platforms.

📞 **Get in Touch**

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AI Search Optimization (GEO)

Generative Engine Optimization is the strategic process of optimizing content to increase visibility in AI-powered search engines like ChatGPT, Google Gemini, Perplexity, and Claude.

> 📈 **Market Shift Alert**
>
> Semrush predicts **LLM traffic will overtake traditional Google search by end of 2027**. Organizations that optimize now will have a significant first-mover advantage.

Current AI Search Market Share (November 2025)

AI PLATFORM	MARKET SHARE	GROWTH TREND	YOUR VISIBILITY
ChatGPT	61.0%	Stable	Not appearing
Microsoft Copilot	14.1%	Moderate	Not appearing
Google Gemini	13.4%	+High	Not appearing
Claude AI	8.0%	+14% quarterly	Not appearing
Perplexity	3.5%	+13% quarterly	Not appearing

The "API Content Model" for AI Visibility

AI systems prefer content that is structured, predictable, and easily parseable—like an API contract.

```
EXECUTIVE SUMMARY (First 150 words)
→ Answer the main question immediately
→ AI pulls this for quick answers - PRIME REAL ESTATE

DETAILED EXPLANATION
→ Structured with clear H2/H3 headings
→ Include statistics and expert quotes

FAQ SECTION (with schema markup)
→ Clear Q&A pairs (15 words max per question)
→ 30-50 word answers

KEY TAKEAWAYS
→ Bullet-point summaries at section ends
→ Easy for AI to extract and cite
```

AI Search Recommendations

Priority 1: Add Expert Quotations

Research shows expert quotations improve AI visibility by 41% .

> ✗ **CURRENT APPROACH**
>
> *"We offer high-quality roller blinds for Melbourne homes. Our team provides expert installation services."*

> ✓ **RECOMMENDED APPROACH**
>
> *"When selecting roller blinds for south-facing windows, I recommend dual rollers with a sunscreen front layer. The 3% openness factor blocks 97% of UV while maintaining views." — Ram, Founder (15+ years)*

Priority 2: Add Statistics & Data

Content with statistics shows 22% better AI visibility .

STATISTIC TYPE	EXAMPLE TO ADD	WHERE TO PLACE
Years in business	"Serving Melbourne for 15+ years"	Homepage, About, All pages
Customer volume	"10,000+ satisfied customers"	Homepage, Trust bar
Product range	"200+ fabric and material options"	Product pages
Installation speed	"Average installation within 2 weeks"	Product & Contact pages
Warranty data	"5-year warranty on all installations"	All product pages
Energy savings	"Reduce cooling costs by up to 30%"	Blockout blinds page

Priority 3: Third-Party Citation Building

Reddit citations in AI overviews surged 450% in 2025.

PLATFORM	STRATEGY	EXPECTED IMPACT
Reddit	Participate in r/melbourne, r/homeimprovement	VERY HIGH
Quora	Answer questions about blinds, shutters	HIGH
ProductReview.com.au	Encourage detailed customer reviews	HIGH
Houzz	Create profile, upload project photos	MEDIUM

Traditional SEO Analysis

Meta Data Assessment

PAGE	CURRENT TITLE	STATUS	RECOMMENDATION
Homepage	"Curtains And Blinds Melbourne | Roller Blinds Melbourne - RCB"	⚠ Good	Add value proposition
Products	"Our Window Coverings Product Range"	✗ Generic	"Blinds, Shutters & Curtains | 200+ Options"
Contact	"Contact Us"	✗ Too short	"Contact Royal Crest Melbourne | Free Quotes"
About	"Know More About Us"	✗ Not optimized	"Melbourne's Trusted Window Experts"

Keyword Opportunity Analysis

KEYWORD	MONTHLY SEARCHES	CURRENT RANKING	OPPORTUNITY
blinds melbourne	2,900	Page 2-3	HIGH
roller blinds melbourne	1,300	Page 1-2	OPTIMIZE
plantation shutters melbourne	1,000	Page 2	HIGH
outdoor blinds melbourne	880	Page 2-3	HIGH
motorised blinds melbourne	260	Not ranking	NEW CONTENT
blockout blinds melbourne	390	Not ranking	NEW CONTENT

Missing Location Pages

Create dedicated pages for high-value Melbourne suburbs:

South Melbourne	Brighton	Richmond	Hawthorn	Geelong
10,920 pop	24,000 pop	28,000 pop	23,000 pop	270,000 pop

User Experience Audit

According to Forrester Research, better UX design can yield conversion rates up to **400% higher**.

First Impression Analysis (Above-the-Fold)
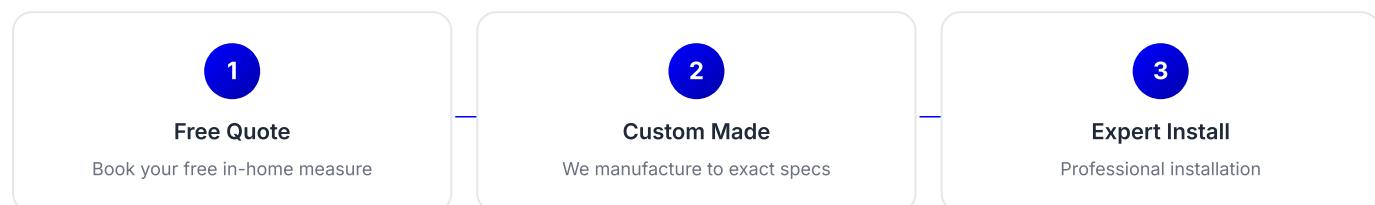
ELEMENT	CURRENT STATE	ISSUE	RECOMMENDATION
Value Proposition	"Curtains and Blinds Melbourne"	Generic	"Melbourne's #1 Rated Window Specialists"
Primary CTA	"See Our Range"	Weak	"Get Your Free Quote Today"
Trust Signals	Present but small	Low visibility	Larger badges, add review stars
Contact Info	Phone in header	Not prominent	Click-to-call button with hours
Hero Image	Generic stock photo	Not authentic	Real installation photos

Recommended Trust Bar

★★★★★ **4.8/5** (127 Reviews)   🏆 **15+ Years** Experience   🛡 **5-Year** Warranty   ✓ Free Measure & Quote

How It Works Section

1	2	3
Free Quote	**Custom Made**	**Expert Install**
Book your free in-home measure	We manufacture to exact specs	Professional installation

Mobile UX Critical Issues

FACTOR	CURRENT	TARGET	PRIORITY
Sticky CTA	Not present	Sticky "Call" + "Quote" buttons	CRITICAL
Form usability	Desktop-optimized	Mobile-first forms	HIGH
Touch targets	✓ 44px+	Maintain	LOW

Content Strategy

Current Content Assessment

PAGE TYPE	WORD COUNT	QUALITY	ISSUES
Homepage	~600	6/10	Generic, lacks specificity
Product Pages	~300-500	5/10	Thin content, no depth
Location Pages	~400	5/10	Template-based, duplicate risk
About Page	~200	4/10	Missing story, team, credentials

Pillar Content to Create

Create 5 comprehensive guide pages (2,500+ words each):

#	TITLE	TARGET KEYWORDS	IMPACT
1	"Complete Guide to Choosing Blinds in Melbourne"	blinds melbourne, choosing blinds	VERY HIGH
2	"Plantation Shutters vs Blinds: Melbourne Guide"	shutters vs blinds	VERY HIGH
3	"Window Treatments for Australian Weather"	australian blinds, UV protection	HIGH
4	"Complete Guide to Motorised Blinds"	motorised blinds, smart blinds	HIGH
5	"Melbourne Apartment Blinds Guide"	apartment blinds, body corporate	MEDIUM

Answer-First Writing Method

✗ CURRENT STYLE

"At Royal Crest Blinds, we pride ourselves on offering high-quality window solutions for Melbourne homes and businesses..."

✓ AI-OPTIMIZED STYLE

"Roller blinds in Melbourne typically cost $150-$400 per window" for standard sizes. Factors include fabric type, window size, and motorization options.

3-Month Content Calendar

Month 1: Foundation Content

WEEK	TITLE	KEYWORDS	WORDS
1	"10 Best Blinds for South-Facing Windows in Melbourne"	best blinds melbourne	1,500
2	"How Much Do Blinds Cost in Melbourne? 2025 Pricing"	blinds cost melbourne	2,000
3	"Roller Blinds vs Venetian Blinds: Which is Right?"	roller vs venetian	1,800
4	"Child-Safe Blinds Melbourne: Options & Regulations"	child safe blinds	1,500

Month 2: Seasonal & Location Content

WEEK	TITLE	KEYWORDS	WORDS
1	"Preparing Your Home for Melbourne Summer"	summer blinds	1,200
2	"Best Blinds for Melbourne Apartments"	apartment blinds	1,800
3	"Outdoor Blinds: Weather Resistance Guide"	outdoor blinds	1,500
4	"Energy-Efficient Window Treatments"	energy efficient	1,600

Month 3: Trust & Authority Content

WEEK	TITLE	KEYWORDS	WORDS
1	"How to Choose a Blinds Company in Melbourne"	blinds company	1,400
2	"Our Top 10 Melbourne Installations of 2024"	installation portfolio	1,000
3	"Behind the Scenes: How We Custom-Make Blinds"	custom blinds	1,200
4	"Customer Success Story: Home Transformation"	case study	1,000

> ✓ **Expected Results**
>
> Consistent content creation combined with AI optimization should result in **+50% organic traffic** and **15+ AI citations** within 6 months.

Technical Performance

Core Web Vitals Assessment

METRIC	TARGET	ESTIMATED CURRENT	PRIORITY
LCP (Largest Contentful Paint)	< 2.5s	2.8-3.5s	HIGH
INP (Interaction to Next Paint)	< 200ms	150-250ms	MEDIUM
CLS (Cumulative Layout Shift)	< 0.1	0.05-0.15	MEDIUM

💡 **Performance Impact**

Websites meeting Core Web Vitals benchmarks report up to **24% boost in rankings** and **15% increase in sales**.

Local SEO

Google Business Profile Checklist

- ✅ Profile claimed and verified
- ⚠️ Primary category set (verify accuracy)
- ⚠️ Secondary categories (add more)
- ⚠️ Business description (optimize with keywords)
- ❌ Services section fully populated
- ❌ 25+ high-quality photos
- ❌ Weekly posts scheduled
- ❌ Q&A seeded with FAQs
- ✅ Good review ratings

Weekly GBP Posting Schedule

WEEK	POST TYPE	EXAMPLE
1	Product highlight	"Featured: Plantation Shutters for Melbourne winters"
2	Before/After	Recent installation showcase
3	Offer/Promotion	"Free measure & quote this month"
4	Tips & Advice	"3 tips for choosing kitchen blinds"

Conversion Rate Optimization

Primary Conversion Path Improvements

ELEMENT	CURRENT	OPTIMIZED
Header CTA	"Request a quote" (generic)	"Get FREE Quote" (value-focused)
Hero CTA	"See Our Range" (browsing)	"Get Your Free Quote Today" (action)
Contact Form	Basic fields	Multi-step with progress indicator
Phone	Text only	Click-to-call with tracking

Trust Signal Enhancement

- ✅ Phone number visible
- ✅ Address with map
- ⚠️ Review badges (make larger)
- ❌ Warranty badges
- ❌ Security badges
- ❌ Association memberships

Accessibility (WCAG 2.2)

> 📈 **Accessibility = SEO Boost**
>
> WCAG-compliant websites see a **23% organic traffic boost**. 73.4% of websites saw increased traffic after implementing accessibility.

Accessibility Audit Summary

REQUIREMENT	STATUS	ACTION REQUIRED
Image alt text	⚠️ Partial	Add descriptive alt to all images
Color contrast	⚠️ Test needed	Verify 4.5:1 ratio minimum
Keyboard navigation	⚠️ Test needed	Ensure all elements accessible
Skip links	❌ Missing	Add "Skip to content" link
ARIA labels	⚠️ Partial	Add to interactive elements

Implementation Roadmap

A phased approach to maximize impact while managing resources effectively.

Week 1-2

+15%
Visibility

Phase 1: Quick Wins

Fix meta titles & descriptions	CRITICAL	Add missing alt text	CRITICAL
Fix heading hierarchy	CRITICAL	Add FAQ schema	HIGH
Update "Last Modified" dates	HIGH	Add author attribution	MEDIUM

Week 3-6

+25%
Visibility

Phase 2: Content Foundation

Create 5 pillar content pages	CRITICAL	Expand product page content	HIGH
Add customer reviews	HIGH	Create location pages	HIGH

Week 7-10

+20%
Performance

Phase 3: Technical & UX

Convert images to WebP	HIGH	Product page redesign	HIGH
Multi-step quote form	HIGH	Add trust badge bar	MEDIUM

Week 11-16

+30%
AI Visibility

Phase 4: Authority Building

Launch weekly blog content	HIGH	Reddit/forum participation	HIGH
Review generation campaign	HIGH	Local citation building	MEDIUM

Schema Markup Templates

Schema-enhanced pages are 30% more likely to appear in rich results.

```
LOCALBUSINESS + FAQ SCHEMA                                        JSON-LD

{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Royal Crest Blinds",
  "telephone": "+61359418070",
  "aggregateRating": {
    "ratingValue": "4.8",
    "reviewCount": "127"
  }
}
```

KPI Dashboard

Monthly Performance Targets

METRIC	CURRENT	3-MONTH TARGET	6-MONTH TARGET
Organic Traffic	Establish	+25%	+50%
Keywords in Top 10	Count	+15 keywords	+30 keywords
AI Citations	0	5+	15+
Quote Requests	Establish	+30%	+60%
Google Business Views	Establish	+40%	+80%
Review Count	Establish	+20 reviews	+50 reviews

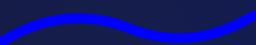## AI Search Monitoring Queries

Test these queries weekly in ChatGPT, Gemini, and Perplexity:

"Best blinds company in Melbourne"

"How much do roller blinds cost in Melbourne?"

"Plantation shutters Melbourne recommendations"

"Where to buy custom blinds in Melbourne"

> 🎯 **Success Criteria**
>
> The program is successful when Royal Crest appears in **at least 3 out of 6** AI search responses within 6 months.

Yes AI

AI-Powered Digital Strategy