

STRATEGIC AUDIT REPORT

Comprehensive UX, SEO & AI Search Optimization Audit

A complete digital presence analysis with actionable recommendations for modern search visibility

PREPARED FOR

Nutrition Science Group

nutritionsciencegroup.com

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www.yesai.au

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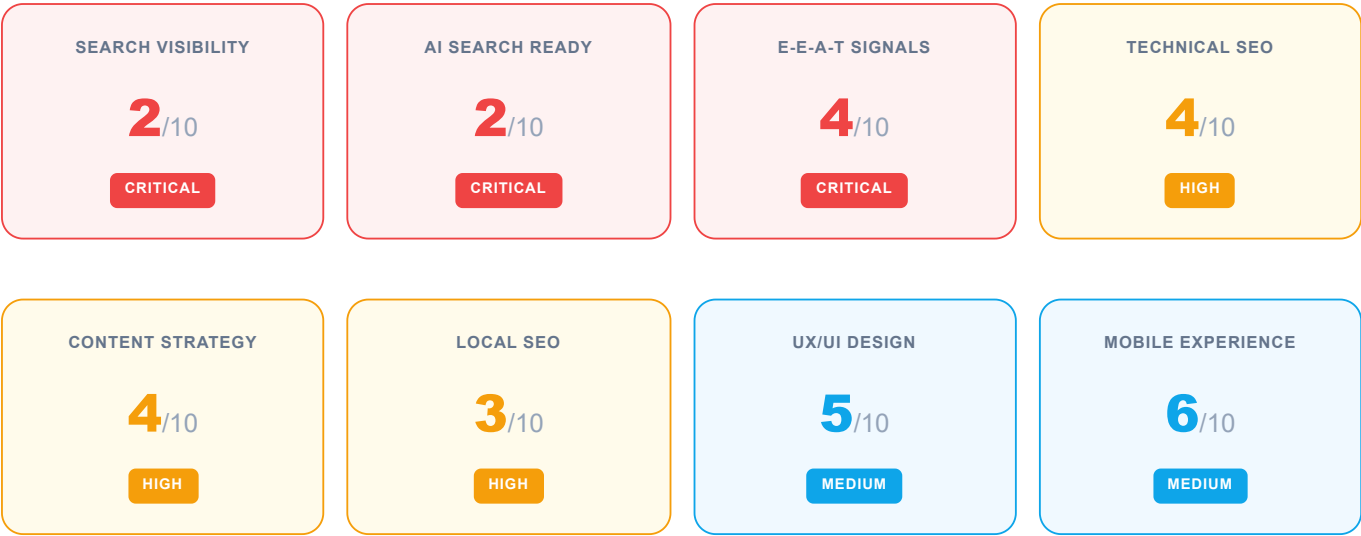
SECTION 01

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. This issue alone is costing you an estimated 95%+ of potential organic visibility.

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 & Priority Matrix

Priority 1: Critical Issues (Address Immediately)

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` returns only 2 results.

Root Causes: Potential robots.txt misconfiguration, possible noindex tags, thin content issues, lack of Google Search Console monitoring.

Required Actions

- 1 Set up Google Search Console**
Verify domain ownership and connect analytics
- 2 Submit XML Sitemap Manually**
Upload sitemap to GSC and request processing
- 3 Request Indexing for Key Pages**
Use URL Inspection tool for priority pages
- 4 Review Coverage Report**
Identify and fix all indexing errors

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 and will show up in your site navigation (in most themes). Most"

Impact: Poor click-through rates, unprofessional appearance in search results, signals neglected website to users.

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. Google's guidelines require YMYL (Your Money or Your Life) content to demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness.

Current Gaps:

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

Priority 2: High Priority Issues (Address Within 30 Days)

ISSUE 2.1: NO SCHEMA MARKUP FOR KEY CONTENT TYPES

Missing structured data prevents the site from appearing in rich search results and makes content invisible to AI systems.

SCHEMA TYPE	TARGET PAGES	CURRENT STATUS	PRIORITY
MedicalBusiness	Homepage	MISSING	CRITICAL
LocalBusiness	Contact / All Pages	MISSING	CRITICAL
FAQPage	FAQ Page	MISSING	HIGH
Article	Blog Posts	MISSING	HIGH
Person	Team Profiles	MISSING	HIGH
VideoObject	Videos Page	MISSING	MEDIUM

Priority 3: Medium Priority Issues (Address Within 60 Days)

ISSUE	PROBLEM	IMPACT	PRIORITY
Outdated Copyright	Shows 2022	Signals abandoned site	MEDIUM
Inconsistent Contact Info	Multiple phone formats	NAP consistency issues	MEDIUM
No Clear Service Pages	Mixed into homepage	Poor user journey	MEDIUM

ISSUE	PROBLEM	IMPACT	PRIORITY
Videos Not Transcribed	YouTube embeds only	SEO opportunity lost	LOW

SECTION 03

Technical SEO Audit

Crawlability & Indexation

Current Robots.txt Analysis

```
User-agent: *
Disallow: /now22/wp-admin/
Allow: /now22/wp-admin/admin-ajax.php
Sitemap: https://nutritionsciencegroup.com/wp-sitemap.xml
```

Assessment: Basic configuration is acceptable but does not explain indexation issues. Critical addition needed for AI search crawlers.

Recommended Robots.txt Configuration

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

# AI Search Crawlers - EXPLICITLY ALLOW
User-agent: GPTBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: OAI-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: Google-Extended
Allow: /

User-agent: Bingbot
Allow: /

Sitemap: https://nutritionsciencegroup.com/wp-sitemap.xml
```

XML Sitemap Analysis

SITEMAP FILE	CONTENT TYPE	ISSUES
wp-sitemap-posts-post-1.xml	Blog Posts	No lastmod dates
wp-sitemap-posts-page-1.xml	Static Pages	No priority values
wp-sitemap-posts-our_team-1.xml	Team Profiles	Good structure

SITEMAP FILE	CONTENT TYPE	ISSUES
wp-sitemap-taxonomies-category-1.xml	Categories	Review for thin content

Core Web Vitals Targets (2025)

<2.5s

LCP TARGET

<200ms

INP TARGET

<0.1

CLS TARGET

Optimization Recommendations

Image Optimization

- Convert all images to WebP format
- Implement lazy loading
- Add width/height attributes
- Compress to under 100KB

JavaScript/CSS

- Defer non-critical JavaScript
- Inline critical CSS
- Remove unused page builder CSS
- Minify all assets

Recommended WordPress Plugins

PLUGIN	PURPOSE	PRIORITY
Yoast SEO or Rank Math	SEO management, schema markup	CRITICAL
WP Rocket	Performance optimization	HIGH
ShortPixel	Image compression	HIGH
Schema Pro	Advanced structured data	MEDIUM

SECTION 04

UX/UI Analysis

Navigation & Information Architecture

Current Structure

Home

- Our Team
- Events
 - Low Carb Dinner
- Blog
- Videos
- FAQ
- Contact

CTA: Coaching Session

Recommended Structure

Home

- About Us
 - Our Story
 - Our Team
 - Our Approach
- Services
 - Free Consultation
 - Individual Coaching
 - Group Programs
- Conditions We Help
 - Type 2 Diabetes
 - Weight Loss
 - PCOS & Fertility
- Resources
 - Blog
 - Videos
 - FAQ
- Contact

Homepage Above-the-Fold Analysis

CURRENT STATE

H1: "Kick Sugar, Go KETO, Join the 'I Feel Amazing' Club"

Issues: No clear value proposition, no trust signals visible, no credentials shown, catchy but not SEO-optimized.

Recommended Above-the-Fold Design

H1: "Expert Low-Carb & Keto Coaching in Victoria, Australia"

Subheadline: "Our team of doctors, dietitians, and certified coaches have helped hundreds reverse type 2 diabetes and achieve lasting weight loss."

Trust Badges: [Featured on SBS] [Medical Team] [10+ Years Experience]

Primary CTA: "Book Your Free 15-Minute Consultation"

Social Proof: "Lost 30kg in 5 months" - Christine & Warwick, Melbourne

User Journey Optimization

STEP	CURRENT PROBLEM	USER IMPACT	SOLUTION
1. Arrival	No clear value proposition	Confusion, bounce	Clear headline + credentials
2. Understanding	Services scattered	Frustration	Dedicated services page
3. Trust-building	Credentials hidden	Skepticism	Prominent team display
4. Decision	Single CTA type	Limited options	Multiple entry points
5. Conversion	External booking	Friction	Embedded booking

Call-to-Action Optimization

LOCATION	CURRENT	RECOMMENDED
Header	"Coaching Session"	"Book Free Consultation"
Homepage Hero	Generic text link	Button: "Start Your Journey"
Blog Posts	None	"Questions? Book Free Chat"
Exit Intent	None	Popup: "Free Keto Guide"

Trust Signal Enhancement

1

Media Mentions

Display SBS Insight feature prominently with logo and link

2

Credentials Bar

Show "Medical Team Led" + "Est. 2018" above fold

3

Review Badges

Add "Medically Reviewed" badges on health content

4

Video Testimonials

Real patient success stories with permission

SECTION 05

Content Strategy Assessment

Current Blog Content Analysis

POST TITLE	SEO POTENTIAL	AI CITATION POTENTIAL	STATUS
Insulin Resistance: Hidden Cause	HIGH	HIGH	Needs optimization
Time Restricted Feeding	MEDIUM	HIGH	Needs structure
Menopause: Health Risks	HIGH	HIGH	Needs author byline
Olive Oil's Effects	MEDIUM	MEDIUM	Add statistics
Low Carb Yeast Bread	LOW	LOW	Recipe schema needed

Content Gaps Identified

HIGH-PRIORITY TOPICS NOT CURRENTLY COVERED

These represent significant keyword opportunities that competitors are ranking for:

Pillar Content Needed

- "What is a keto diet?" - Definitive guide
- "Low carb diet for beginners Australia"
- "How to reverse type 2 diabetes"
- "Keto diet meal plan Australia"

Question-Based Content

- How many carbs for ketosis?
- Is keto safe long-term?
- What foods on a low-carb diet?
- Can diabetics do keto?

YMYL Content Requirements

As a health website, all content must demonstrate E-E-A-T compliance. Every health-related article must include:

1 Author Attribution

Written by: [Name], [Credentials] | Reviewed by: Dr. [Name], [Specialty] | Last Updated: [Date]

2

Medical Disclaimer
"This information is for educational purposes only. Please consult your healthcare provider."

3

Source Citations
Link to peer-reviewed studies and reputable health organizations

4

Clear Structure
Table of contents, H2/H3 hierarchy, key takeaways, TL;DR summary

Recommended Publishing Calendar

WEEK	CONTENT TYPE	TOPIC FOCUS	WORD COUNT
Week 1	Pillar Article	Comprehensive guide	2,500+
Week 2	FAQ Expansion	5 new Q&As	1,000+
Week 3	Success Story	Patient case study	1,500+
Week 4	Quick Tips	Practical advice	800+

SECTION 06

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 Assessment

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
Update Frequency	4/10	Content appears dated

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 instead of glucose. This metabolic state called ketosis can help with weight loss...

AI-Optimized Format

```
## What is the Keto Diet?

The ketogenic diet is a high-fat, low-carb eating plan that puts your body into ketosis.

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

> "A well-formulated keto diet
> can reduce HbA1c by 1-2%"
> — Dr. John Stewart
```

2. Question-First Content Architecture

Create dedicated pages answering specific questions AI systems frequently receive:

QUESTION TO TARGET	SEARCH VOLUME	AI FREQUENCY	RECOMMENDED URL
What is the keto diet?	High	Very High	/faq/what-is-keto-diet/
Is keto safe for diabetics?	High	High	/faq/keto-diabetes-safety/
How to start low carb?	High	Very High	/faq/start-low-carb-diet/
How many carbs for ketosis?	Medium	High	/faq/carbs-for-ketosis/

3. Expert Authority Amplification

AI systems heavily weight content from recognized experts. Required elements:

Comprehensive Author Pages
Full credentials, publications, expertise areas, and authored content list

Person Schema Markup
alumniOf, hasCredential, knowsAbout, sameAs properties

Expert Quotes in Content
Attributable quotes from team members in articles

Cross-Platform Presence
LinkedIn, professional directories, media mentions

4. Citation-Worthy Content Elements

ELEMENT	WHY AI CITES IT	IMPLEMENTATION
Statistics	Provides evidence	Add data points with sources

ELEMENT	WHY AI CITES IT	IMPLEMENTATION
Expert Quotes	Adds authority	Include team member insights
Definitions	Answers directly	Write clear, citable definitions
Lists	Easy to extract	Use numbered/bulleted formats
Tables	Structured data	Compare options, show data
Original Research	Unique value	Survey patients, analyze outcomes

Example: Creating Citable Content

Before (Not Citable): "Our patients generally see good results with low-carb diets."

After (Highly Citable): "In a review of 150 Nutrition Science Group clients over 12 months, 73% achieved their target weight loss goals, with an average reduction of 12kg. Type 2 diabetic patients saw average HbA1c reductions of 1.4%."

5. Brand Mention Strategy

AI systems learn from brand mentions across the web. Actions to increase visibility:

- **Guest Posts** on health/nutrition websites
- **HARO/Qwoted Responses** - Answer journalist queries
- **Podcast Appearances** with transcripts
- **Professional Directories:** HealthEngine, Nutrition Australia, Low Carb Down Under
- **Local Citations:** Yelp, Yellow Pages, True Local

SECTION 07

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 Audit

SOURCE	NAME	ADDRESS	PHONE
Website Footer	Nutrition Science Group	309 Army Road, Pakenham VIC 3810	+61 425 310 625
Schema Markup	The Nutrition Science Group	309 Army Rd, VIC 3810	MISSING
Google Search	Nutrition Science Group	309 Army Rd Pakenham	+61 425310625

ISSUES FOUND

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

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

Profile Completeness Checklist

- ☐ Business Name - Verify
- ☐ Address - Verify accuracy
- ☐ Phone - Make primary
- ☐ Categories - Add all relevant
- ☐ Services - List with prices
- ☐ Photos - Add 20+ professional

- ☐ Hours - Verify current
- ☐ Website - Add UTM tracking
- ☐ Description - Write 750 chars
- ☐ Posts - Weekly schedule
- ☐ Q&A - Seed questions
- ☐ Reviews - Implement strategy

Recommended Categories

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

Review Generation Strategy

METHOD	TIMING	EXPECTED RESPONSE
Post-Session Email	24hrs after consultation	High
SMS Follow-up	1 week after milestone	Medium
In-Office QR Code	During visit	Medium
Email Signature Link	Ongoing	Low but consistent

Local Landing Pages Needed

Create suburb-specific pages to capture local search traffic:

- </locations/pakenham-nutritionist/>
- </locations/melbourne-keto-coach/>
- </locations/victoria-low-carb-doctor/>

SECTION 08

Competitive Analysis

Competitor Overview

COMPETITOR	STRENGTHS	WEAKNESSES	OPPORTUNITY
Melbourne Low Carb Clinic	Strong local SEO, Multiple locations, Medical doctor	Limited content marketing	Out-content them with resources
The Low Carb Clinic	Professional team page, Clear services, Media mentions	Generic content	Dominate specific keywords
Low Carb Keto Health	Detailed programs, Price transparency	Adelaide-focused	Own Victorian market
Keto Buddies	Strong community, Affordable	Less medical credibility	Emphasize medical team

Keywords Competitors Own (You Don't)

KEYWORD	TOP COMPETITOR	YOUR RANKING	ACTION
"low carb doctor melbourne"	Melbourne Low Carb Clinic	NOT RANKING	Create dedicated page
"keto dietitian victoria"	Multiple	NOT RANKING	Team credential pages
"reverse diabetes diet australia"	Various	NOT RANKING	Comprehensive guide
"metabolic health coaching"	Low Carb Keto Health	NOT RANKING	Service page optimization

Your Unique Advantages

1

Diverse Expertise Team
Doctors, dietitians, OT, PhD researcher - unique multi-disciplinary approach

2

SBS Media Feature
National credibility from mainstream media appearance

3

4

Published Authors

Dr. Popovic and Peter Symons bring book credibility

Research Connection

PhD candidate Steven Hamley adds academic authority

Recommended Differentiation Messaging

CURRENT (GENERIC)

"We help people with low-carb eating"

RECOMMENDED (DIFFERENTIATED)

"Victoria's only nutrition practice combining medical expertise, published researchers, and certified coaches—all practicing what we teach. Featured on SBS Insight."

SECTION 09

Implementation Roadmap

Phase 1: Foundation (Weeks 1-4)

- WEEK 1

Critical Technical Fixes

 - Set up Google Search Console
 - Submit sitemap, request indexing
 - Fix homepage meta description
 - Install Yoast SEO or Rank Math
 - Update robots.txt with AI crawlers
- WEEK 2

Schema Markup Implementation

 - Organization + MedicalBusiness on homepage
 - LocalBusiness across all pages
 - Person schema on team profiles
 - FAQPage on FAQ section
- WEEK 3

Google Business Profile

 - Claim/verify GBP listing
 - Complete all profile sections
 - Add 20+ professional photos
 - Write optimized description
- WEEK 4

Content Foundation

 - Create author bio templates
 - Add medical review badges
 - Update 3 highest-potential posts
 - Establish review workflow

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

WEEK	CONTENT PIECE	TARGET KEYWORD
5	Ultimate Keto Diet Guide	keto diet australia

WEEK	CONTENT PIECE	TARGET KEYWORD
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
11	Video Transcripts (5)	Various
12	Local Landing Pages (3)	Suburb + service keywords

Phase 3: Optimization & Scale (Weeks 13-24)

Core Web Vitals

Performance optimization for better rankings and UX

Internal Linking

Audit and improve crawlability

Backlink Analysis

Competitor research and link opportunities

Featured Snippets

Optimize for position zero results

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
Google Reviews	TBD	+10	+25

SECTION 10

Technical Appendices

A. Homepage Schema Markup (Ready to Implement)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Organization",
      "@id": "https://nutritionsciencegroup.com/#organization",
      "name": "Nutrition Science Group",
      "url": "https://nutritionsciencegroup.com",
      "logo": { "@type": "ImageObject", "url": "https://nutritionsciencegroup.com/logo.png" },
      "sameAs": [
        "https://www.facebook.com/nutritionsciencegroup",
        "https://www.linkedin.com/company/nutritionsciencegroup"
      ]
    },
    {
      "@type": "MedicalBusiness",
      "name": "Nutrition Science Group",
      "description": "Evidence-based low-carb and ketogenic nutrition coaching",
      "telephone": "+61425310625",
      "email": "hello@nutritionsciencegroup.com",
      "address": {
        "@type": "PostalAddress",
        "streetAddress": "309 Army Road",
        "addressLocality": "Pakenham",
        "addressRegion": "VIC",
        "postalCode": "3810",
        "addressCountry": "AU"
      },
      "openingHoursSpecification": [
        {
          "@type": "OpeningHoursSpecification",
          "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
          "opens": "09:00", "closes": "17:00"
        }
      ]
    }
  ]
}
```

B. FAQPage Schema Template

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is ketosis?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Ketosis is a metabolic state where your body burns fat for fuel instead of carbohydrates. Blood ketone levels of 1.0-3.0 mmol/L indicate nutritional ketosis."
      }
    }
  ]
}
```

C. Person Schema Template (Team Members)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Person",
```

```
"name": "Dr. John Stewart",
"jobTitle": "Wellness Coach",
"worksFor": { "@type": "MedicalBusiness", "name": "Nutrition Science Group" },
"hasCredential": [
  { "@type": "EducationalOccupationalCredential",
    "name": "Bachelor of Veterinary Science (BVSc)" },
  { "@type": "EducationalOccupationalCredential",
    "name": "Low Carb Nutrition Certification" }
],
"knowsAbout": ["Ketogenic Diet", "Metabolic Health", "Type 2 Diabetes"]
}
</script>
```

D. Meta Description Templates

Page	Recommended Meta Description
Homepage	"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."
Team	"Meet the Nutrition Science Group team: doctors, dietitians & certified coaches helping Victorians achieve metabolic health through evidence-based nutrition."
FAQ	"Get answers to common keto & low-carb diet questions from Nutrition Science Group's medical team. Expert advice on ketosis, diabetes, weight loss & more."

E. AI Crawler Robots.txt Configuration

```
# AI Search Crawlers - EXPLICITLY ALLOW
User-agent: GPTBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: OAI-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: ClaudeBot
Allow: /

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




INTELLIGENT DIGITAL GROWTH

Ready to Transform Your Digital Presence?

This audit provides the roadmap. We provide the expertise to make it happen. Let's discuss how we can help you dominate traditional search and emerge as a leader in the AI search era.

CONTACT US

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