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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**

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Confidential • Prepared exclusively for Royal Crest Blinds

AI-Powered Digital Strategy

# 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

**68** → **92**

AI SEARCH (GEO)

**45** → **88**

USER EXPERIENCE

**62** → **90**

CONTENT QUALITY

**55** → **85**

TECHNICAL

**72** → **95**

LOCAL SEO

**70** → **95**

CONVERSION

**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%**

ChatGPT's market share of AI search

**2027**

When AI traffic overtakes Google

**450%**

Reddit citation surge in AI overviews

## 💡 Key Insight

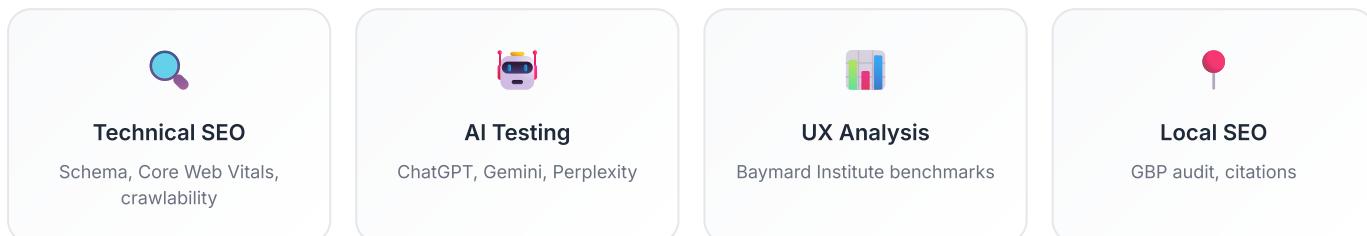
LLMs only cite **2-7 domains on average per response**, far fewer than Google's 10 blue links. This means competition for AI visibility is intense, but the reward for optimization is significant.

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## Report Methodology

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



## 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:

|                                      |                               |                               |                               |                               |
|--------------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <b>South Melbourne</b><br>10,920 pop | <b>Brighton</b><br>24,000 pop | <b>Richmond</b><br>28,000 pop | <b>Hawthorn</b><br>23,000 pop | <b>Geelong</b><br>270,000 pop |
|--------------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|

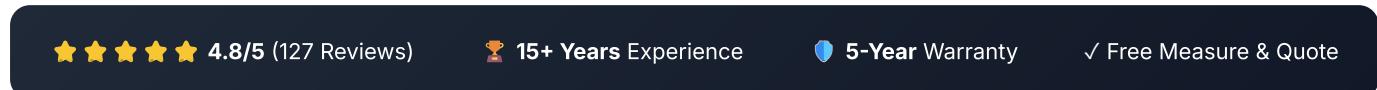
# User Experience Audit

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



## How It Works Section



## 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"                     |

# 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      | <span style="color: orange;">⚠ Partial</span>     | Add descriptive alt to all images      |
| Color contrast      | <span style="color: orange;">⚠ Test needed</span> | Verify 4.5:1 ratio minimum             |
| Keyboard navigation | <span style="color: orange;">⚠ Test needed</span> | Ensure all elements accessible         |
| Skip links          | <span style="color: red;">✗ Missing</span>        | Add "Skip to content" link             |
| Form labels         | <span style="color: orange;">⚠ Partial</span>     | Add to interactive elements<br>Page 12 |

# 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.



AI-Powered Digital Strategy

READY TO GET STARTED?

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