



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.au

(03) 9999 7398 | hello@yesai.au

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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