

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 Blindswww.royalcrest.com.auwww.yesai.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

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

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 including:



Technical SEO
Schema validation, Core Web Vitals, crawlability



AI Testing
ChatGPT, Gemini, Perplexity query testing



UX Analysis
Baymard Institute benchmarks



Local SEO
GBP audit, citation analysis

AI Search Optimization

Generative Engine Optimization (GEO) 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
 - | → Add citations to authoritative sources

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 in Melbourne, I always recommend dual rollers with a sunscreen front layer. The 3% openness factor blocks 97% of UV while maintaining views." — Ram, Royal Crest Blinds Founder (15+ years experience)

Priority 2: Add Statistics & Data

Content with statistics shows 22% better AI visibility than content without.

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, r/interiordesign	VERY HIGH
Quora	Answer questions about blinds, shutters, window treatments	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 unique value proposition
Products	"Our Window Coverings Product Range"	✗ Generic	"Blinds, Shutters & Curtains Melbourne 200+ Options"
Contact	"Contact Us"	✗ Too short	"Contact Royal Crest Blinds Melbourne Free Quotes"
About	"Know More About Us"	✗ Not optimized	"About Royal Crest 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

10,920 pop

Brighton

24,000 pop

Richmond

28,000 pop

Hawthorn

23,000 pop

Geelong

270,000 pop



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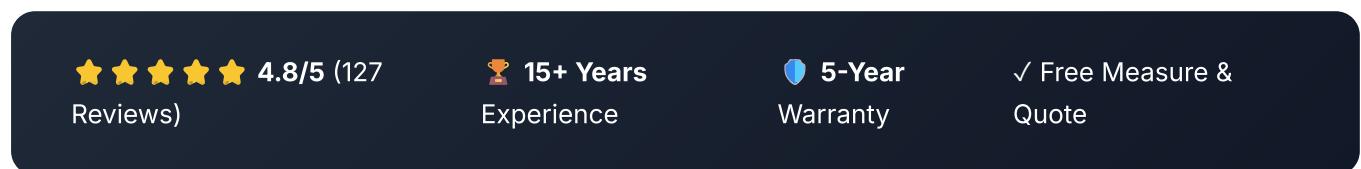
User Experience Audit

According to Forrester Research, a well-designed user interface can raise your website's conversion rate by up to **200%**, while 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 feel	Not authentic	Real installation photos

Recommended Trust Bar



Mobile UX Critical Issues

60% of Traffic is Mobile

Your mobile experience needs critical improvements including sticky CTA buttons, mobile-first forms, and faster load times.

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

Homepage Redesign Blueprint

HEADER: Logo | Nav | Phone (click-to-call) | [FREE QUOTE]

HERO: "Transform Your Melbourne Home"
Subhead: "Custom blinds, shutters & curtains from \$XX"
[GET FREE QUOTE] [CALL NOW: 03 5941 8070]
Trust bar: ★★★★★ 4.8 from 200+ reviews | 15+ years | Warranty

SOCIAL PROOF STRIP: As seen in / Featured by / Trusted by

PRODUCT CATEGORIES (4 visual cards with clear CTAs)
[Blinds] [Shutters] [Curtains] [Awnings]

WHY CHOOSE US: 4 benefit cards with icons
Free Measure | Custom Made | 5-Year Warranty | Local Team

GALLERY: Recent installations (filterable by product)

TESTIMONIALS: Carousel with photos, names, suburbs

HOW IT WORKS: 3-step process visualization
1. Free Quote → 2. Custom Made → 3. Expert Installation

SERVICE AREAS: Map + clickable suburb list

FAQ: Top 5 questions (expandable with schema)

FINAL CTA: "Ready to transform your space?"
[GET FREE QUOTE] [CALL 03 5941 8070]

FOOTER: Contact | Products | Locations | Social | Legal

How It Works Section

Free Quote

Book your free in-home measure and consultation

Custom Made

We manufacture your blinds to exact specifications

Expert Install

Professional installation with 5-year warranty

Multi-Step Quote Form

Replace the current single form with a progressive disclosure approach:

STEP 1: WHAT TYPE OF WINDOW TREATMENT?

 Blinds Shutters Curtains Awnings Not Sure

 "Best price and service!" - Sarah M., Brighton



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Content Strategy

Current Content Assessment

Page Type	Word Count	Quality Score	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	"The Complete Guide to Choosing Blinds in Melbourne"	blinds melbourne, choosing blinds	Very High
2	"Plantation Shutters vs Blinds: Melbourne Homeowner's Guide"	shutters vs blinds, plantation shutters	Very High
3	"Window Treatments for Australian Weather"	australian blinds, UV protection	High
4	"Complete Guide to Motorised Blinds & Smart Home"	motorised blinds, smart blinds	High
5	"Melbourne Apartment Blinds Guide"	apartment blinds, body corporate	Medium

Answer-First Writing Method

✗ CURRENT STYLE (PROBLEM)

✓ AI-OPTIMIZED STYLE

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

"Roller blinds in Melbourne typically cost \$150-\$400 per window" for standard sizes, with custom sizes and premium fabrics ranging from \$300-\$600. Factors affecting price include fabric type, window size, and motorization.

3-Month Content Calendar

Month 1: Foundation Content

WEEK	TITLE	TARGET 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 Guide"	blinds cost melbourne	2,000
3	"Roller Blinds vs Venetian Blinds: Which is Right?"	roller vs venetian blinds	1,800
4	"Child-Safe Blinds Melbourne: Options & Regulations"	child safe blinds melbourne	1,500

Month 2: Seasonal & Location Content

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

Month 3: Trust & Authority Content

WEEK	TITLE	TARGET KEYWORDS	WORDS
1	"How to Choose a Blinds Company in Melbourne"	blinds company melbourne	1,400

WEEK	TITLE	TARGET KEYWORDS	WORDS
2	"Our Top 10 Melbourne Installations of 2024" [Portfolio]	blinds installation melbourne	1,000
3	"Behind the Scenes: How We Custom-Make Your Blinds"	custom blinds melbourne	1,200
4	"Customer Success Story: [Suburb] Home Transformation"	testimonial/case study	1,000

✓ Expected Results

Based on industry benchmarks, 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 that hit Core Web Vitals benchmarks have reported up to a **24% boost in search rankings** and a **15% increase in sales**. Every additional second of load time can reduce conversions by up to 7%.

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

Current trust elements are present but not prominent enough:

- ✓ Phone number visible
- ✓ Address with map
- ! Review badges (make larger)
- ✗ Warranty badges
- ✗ Security badges
- ✗ Association memberships

Accessibility (WCAG 2.2)

Accessibility = SEO Boost

A recent SEMrush study found that accessible WCAG-compliant websites see a **23% organic traffic boost**. 73.4% of websites saw increased traffic after implementing accessibility solutions.

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 to pages

HIGH

Create location pages

HIGH

Implement FAQ sections

HIGH

Add statistics to content

MEDIUM

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

Phase 4: Authority Building

+30%

AI Visibility

Launch weekly blog content

HIGH

Reddit/forum participation

HIGH

Review generation campaign

HIGH

Local citation building

MEDIUM



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Schema Markup Templates

Structured data makes it easy for LLMs to both understand and cite your content. Schema-enhanced pages are 30% more likely to appear in rich results.

LocalBusiness + FAQPage Combined Schema

RECOMMENDED IMPLEMENTATION

JSON-LD

```
{  
  "@context": "https://schema.org",  
  "@type": "LocalBusiness",  
  "name": "Royal Crest Blinds",  
  "description": "Melbourne's trusted window treatment specialists...",  
  "telephone": "+61359418070",  
  "address": {  
    "@type": "PostalAddress",  
    "streetAddress": "4/9 Southeast Blvd",  
    "addressLocality": "Pakenham",  
    "addressRegion": "VIC",  
    "postalCode": "3810"  
  },  
  "aggregateRating": {  
    "@type": "AggregateRating",  
    "ratingValue": "4.8",  
    "reviewCount": "127"  
  },  
  "priceRange": "$$"  
}
```

FAQ Schema for Product Pages

FAQ SCHEMA TEMPLATE

JSON-LD

```
{  
  "@context": "https://schema.org",  
  "@type": "FAQPage",  
  "mainEntity": [  
    {  
      "@type": "Question",  
      "name": "How much do roller blinds cost in Melbourne?",  
      "acceptedAnswer": {  
        "@type": "Answer",  
        "text": "Roller blinds in Melbourne typically cost $150-$400  
per window for standard sizes. Custom sizes and premium
```

```
fabrics like blockout or sunscreen materials cost $300-$600."  
    }  
}  
]  
}
```

Implementation Tip

Add schema markup to all product pages with **at least 4 FAQ entries** per page. Focus on questions users actually ask: pricing, installation time, warranty, and safety features.

KPI Dashboard

Track these metrics monthly to measure the impact of optimization efforts.

Monthly Performance Targets

Metric	Current Baseline	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
Page Speed Score	Test	85+	90+

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"
"Child-safe blinds Melbourne"	"Best blinds for apartments Melbourne"

🎯 Success Criteria

The optimization program will be considered successful when Royal Crest Blinds appears in **at least 3 out of 6** AI search query responses within 6 months.

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