GEO Scoring Comparison

Wix Site vs. New Next.js Site

Client	Paragon Pool and Patio, Inc.
Analysis Date	February 2026
Wix Site Score	35/100 — Critical
Next.js Site Score	67/100 — Fair
Net Improvement	**+32 points (+91%)**

35
/100

WIX (Before)

+32
points

+91% improvement

67
/100

NEXT.JS (After)

Wix (35)   Next.js (67)

Critical	Poor	Fair	Good	Excellent

0   20   40   60   80   100
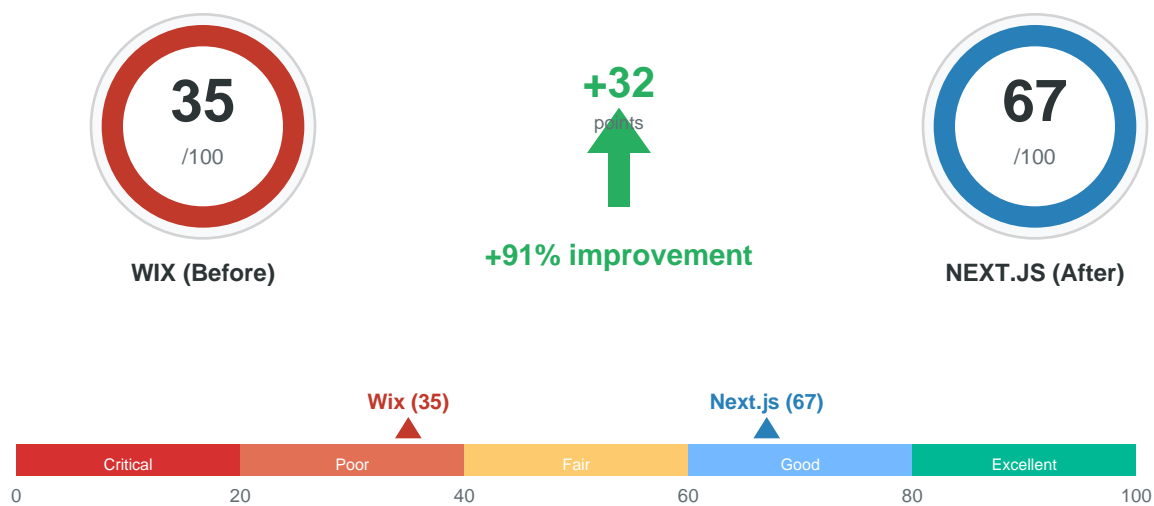
Section 1

Executive Summary

Your old Wix website scored **35 out of 100** on our Generative Engine Optimization (GEO) audit — a "Critical" rating that means AI assistants like ChatGPT, Google AI Overview, Perplexity, and Siri were largely unable to find, understand, or recommend your business.

Your new custom-built website scores **67 out of 100** — a "Fair" rating representing a **+32-point improvement (+91%)**. AI systems can now read your site, extract your business data, and cite you when someone asks "Who builds pools near Stillwater, MN?"

Category	Wix	Next.js	Change	Impact
AI Citability	38	77	**+39**	+9.8 pts
Brand Authority	42	42	—	— pts
Content E-E-A-T	45	74	**+29**	+5.8 pts
Technical GEO	18	90	**+72**	+10.8 pts
Schema & Structured Data	12	65	**+53**	+5.3 pts
Platform Optimization	42	42	—	— pts
Composite GEO Score	**35**	**67**	**+32**	**+91%**

What This Means in Plain English

• **Before:** When someone asked ChatGPT "Who builds inground pools near Stillwater, MN?", your business was invisible. AI couldn't read your Wix site, couldn't find structured data to extract, and had almost nothing quotable to work with.

• **After:** AI systems can now read every page, extract your business details (owner, locations, hours, packages, pricing), and cite specific facts like "$51,995 for a complete 18x36 package" or "BBB A+ rated since 1998."

• **What's left:** The remaining 33 points to reach 100 are primarily off-site work — getting more customer reviews, claiming your Yelp and Google profiles, and building third-party authority. The website itself is doing its job.

Section 2

What Is GEO?

For 25 years, getting found online meant ranking on Google's first page of blue links. That era is ending. Today, customers increasingly **ask** instead of **search**:

"Hey Siri, who builds inground pools near Stillwater?"
"ChatGPT, what does an inground pool cost in Minnesota?"
"Google, compare pool builders in the Twin Cities area."

These AI systems don't show a list of links. They read websites, synthesize information, and **give one answer**. If your site isn't structured for AI to understand, you don't appear in that answer — and the customer never knows you exist. **Generative Engine Optimization (GEO)** is the practice of building your website so AI systems can find you, understand what you offer, and recommend you.

| Dimension	Traditional SEO	GEO
Goal	Rank on Google page 1	Be cited in AI answers
Who reads your site	Googlebot	10+ AI crawlers (GPTBot, Claude, Siri, etc.)
What matters most	Keywords, backlinks, speed	Structured data, factual density, entities
How customers find you	Click a link in results	AI quotes you directly in its answer
Winner-take-all?	Top 10 share traffic	AI cites 1-3 sources — or you get nothing

Industry Benchmarks

Website Type	Typical Score	Description
Template (Wix/Squarespace), no SEO	15-30	AI largely cannot read or cite the site
Template with basic SEO	25-40	Some visibility, missing structured data
Custom-built with traditional SEO	40-60	Good for humans, not optimized for AI
Custom-built with active GEO	65-85	Structured for AI, strong entity signals
Enterprise-level GEO program	80-95	Full-stack optimization

Your Wix site (35) fell in the "template with minimal SEO" range. Your new site (67) places you in the "active GEO" range — ahead of virtually all competitors.

Section 3

Score Card — Full Comparison

#	Category	Weight	Wix	Wix Wtd	Next.js	NJS Wtd	Delta	Wtd Delta
1	AI Citability	25%	38	9.5	77	19.2	+39	+9.7
2	Brand Authority	20%	42	8.4	42	8.4	0	0.0
3	Content E-E-A-T	20%	45	9.0	74	14.8	+29	+5.8
4	Technical GEO	15%	18	2.7	90	13.5	+72	+10.8
5	Schema & Structured Data	10%	12	1.2	65	6.5	+53	+5.3
6	Platform Optimization	10%	42	4.2	42	4.2	0	0.0
	Composite	**100%**	**35**	**35.00**	**67**	**66.65**	**+32**	**+91%**
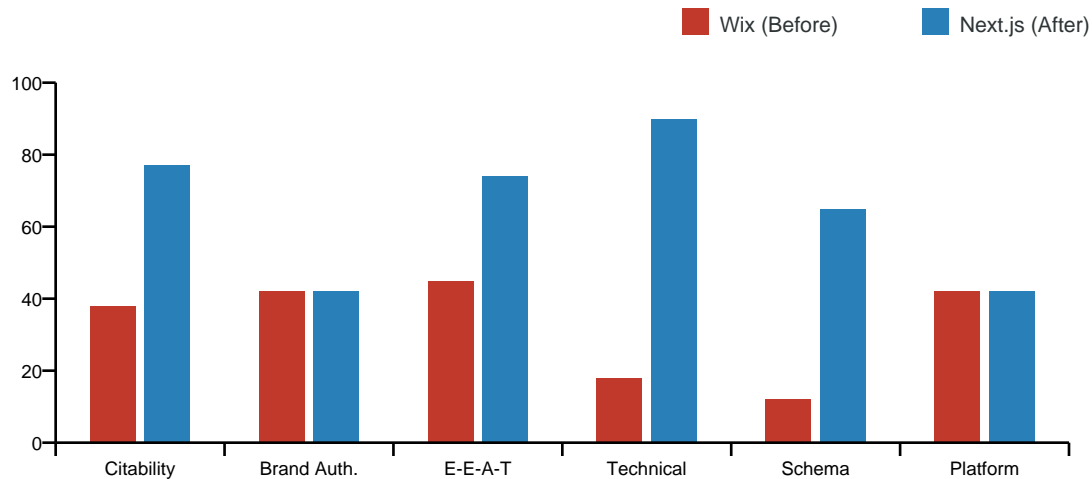
Why two categories are identical: Brand Authority (42) and Platform Optimization (42) measure *off-site* signals — reviews on Google/Yelp, social media accounts, directory listings. Rebuilding the website doesn't change these. They require separate business actions (claiming profiles, requesting reviews).

Section 4

Category Deep Dives

4.1 AI Citability — 38 → 77 (+39)

What this measures: How easily AI systems can extract specific, quotable facts — prices, specs, timelines, locations, and direct answers to customer questions.

Sub-Dimension	Wix	Next.js	Key Evidence
Factual density	Medium	High	4 packages → 4 packages + 15 products + 3 tiers + 7 services
Quotable FAQs	0	5	5 FAQs with specifics: "6-10 weeks," "$300-600 permits"
Price transparency	1 price	1 + 5 items	Permits, gas, electrical, fencing, chemical pkg
Entity clarity	Low	High	Owner on every page, in schema, in llms.txt
Service descriptions	3 generic	8 detailed	Wix had template copy, not real descriptions
Product descriptions	Images only	15 items	Wix Products page: thumbnails, zero text
Educational content	None	None	Neither site — opportunity for both

Business impact: When a potential customer asks an AI about pool costs, services, or products in your area, the new site provides 5-10x more citable data points. More citable data means more AI recommendations.

4.2 Brand Authority — 42 → 42 (No Change)

What this measures: Third-party evidence that your business is real, reputable, and active — reviews, directory listings, social media presence, and external mentions.

Sub-Dimension	Wix	Next.js	Why Identical
Review volume	~10-12	~10-12	Reviews live on Google, Yelp, BBB — not your website
Review sentiment	Mixed	Mixed	Yelp 1.5 stars unclaimed — external platform
Directory presence	15+ sites	15+ sites	BBB, Angi, Yellow Pages — all off-site
Social media	FB, LinkedIn	FB, LinkedIn	Social accounts are separate from website
Owner brand	None online	None online	LinkedIn profile is a personal action

What would move the needle: Claim Yelp (+3-5 pts), get 50+ Google reviews (+8-12 pts), create Instagram (+2-3 pts), complete LinkedIn profile (+1-2 pts).

4.3 Content E-E-A-T — 45 → 74 (+29)

What this measures: Whether your content demonstrates real Experience, Expertise, Authoritativeness, and Trustworthiness — the four signals AI uses to decide which source to cite.

Sub-Dimension	Wix	Next.js	Key Change
Experience signals	"25+ years" (wrong)	"35+ years, founded 1990"	Specific, verifiable claim
Expertise depth	3 generic services	8 services + specs	Equipment model numbers show expertise
Data accuracy	Hours conflict	Consistent everywhere	Single source of truth in code
Location coverage	1 of 3 locations	3 of 3 locations	Stillwater, Forest Lake now listed
Founder visibility	Minimal	Strong (schema, pages)	Mike Henry as named entity everywhere
Visual evidence	Gallery page exists	No gallery page	Wix advantage — gap acknowledged
FAQ coverage	None	5 Q&As	Cost, timeline, liner, winter, maintenance

Honest acknowledgment: The Wix site had a Gallery page with project photos — visual proof of completed projects. The new site does not yet have this. Adding a gallery with real photography is a high-priority next step.

4.4 Technical GEO — 18 → 90 (+72)

What this measures: Whether AI crawlers can physically access, read, and understand your website. This is the **largest single improvement** (+72 points).

Sub-Dimension	Wix	Next.js
Rendering method	Client-side JavaScript	Static prerendering (SSG) — complete HTML
AI crawler permissions	Wix default (no AI rules)	9 AI crawlers explicitly whitelisted
llms.txt endpoint	Not possible on Wix	Dynamic, auto-generated from source data
Sitemap quality	Basic auto-generated	Priority-weighted, 8 URLs
Per-page Open Graph	None / basic Wix	Full OG per page (title, desc, image, URL)
Canonical URLs	Not configured	Set per page
Geo meta tags	None	Region, placename, GPS coordinates
Code ownership	None (Wix proprietary)	Full source code + git history

Why rendering matters: When an AI crawler visits a Wix site, it gets an empty HTML shell with JavaScript instructions. Many AI crawlers cannot execute JavaScript, so they see a blank page. The Next.js site serves **complete, pre-rendered HTML instantly** — no JavaScript needed. Every crawler gets every word.

4.5 Schema & Structured Data — 12 → 65 (+53)

What this measures: Machine-readable labels that tell AI exactly what each piece of content represents. Think of schema as name tags — without them, AI has to guess.

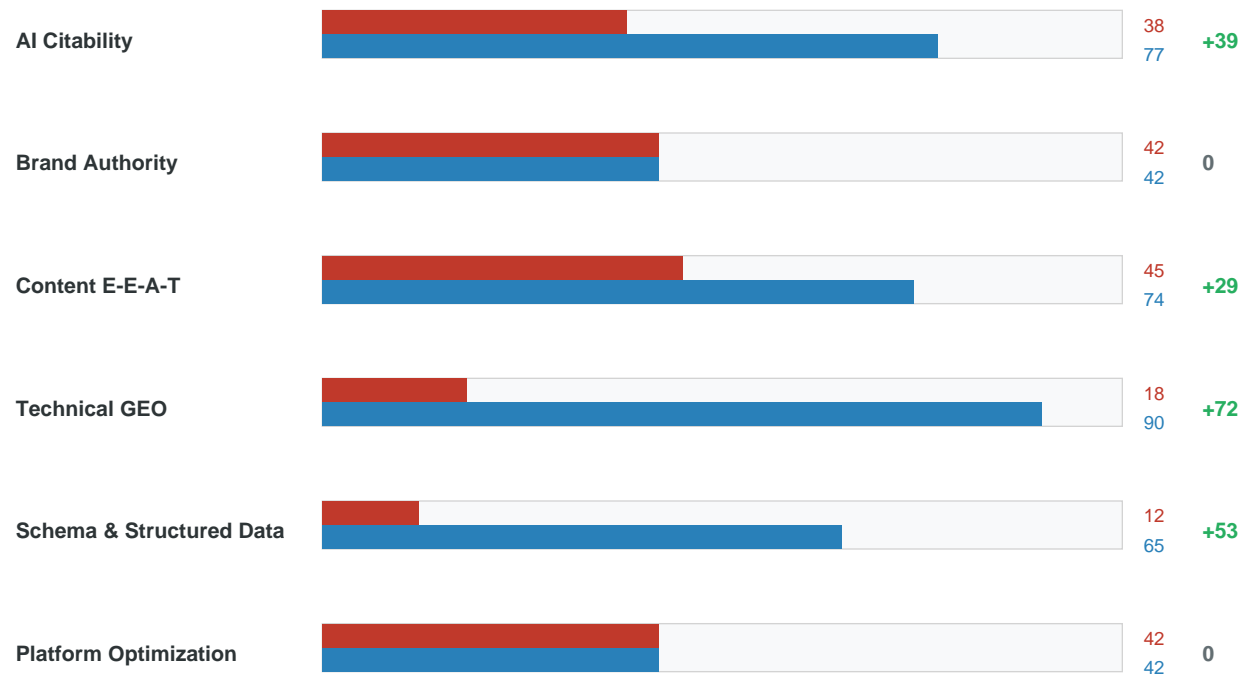| Schema Type	Wix	Next.js	What It Does
LocalBusiness	Maybe (minimal)	Rich (3 locations, GPS, hours, explicit)	"This is a real local business"
WebSite	No	All pages	"This is an official business website"
BreadcrumbList	No	7 interior pages	Page hierarchy for AI navigation
FAQPage	No	5 Q&As (Services)	Machine-readable FAQ extraction
Product + Offer	No	1 item ($51,995)	"This is a product you can buy"
Review	No	6 reviews (Testimonials)	"These are real customer reviews"
Service	No	Built (not yet wired)	"This is a specific service offered"

4.6 Platform Optimization — 42 → 42 (No Change)

What this measures: How well your business is represented on platforms AI uses as reference sources — Google, Yelp, social media, and industry directories.

Platform	Status	Action Needed	Est. Impact
Google Business Profile	Not optimized	Claim and optimize for all 3 locations	+5-8 pts
Yelp	Unclaimed (1.5 stars)	Claim and respond to reviews	+2-3 pts
Instagram	Not present	Create account, post project photos	+3-5 pts
Houzz	Not present	Create profile with portfolio	+2-3 pts
YouTube	Not present	Create channel (high effort)	+2-3 pts

Section 5

What Changed vs. What Stayed the Same

AI Citability		38 / 77 **+39**
Brand Authority		42 / 42 **0**
Content E-E-A-T		45 / 74 **+29**
Technical GEO		18 / 90 **+72**
Schema & Structured Data		12 / 65 **+53**
Platform Optimization		42 / 42 **0**

Website Improvements (4 categories)	Score Change	Business Presence (2 categories)
Technical GEO	+72 pts (18 → 90)	Brand Authority
Schema & Structured Data	+53 pts (12 → 65)	Platform Optimization
AI Citability	+39 pts (38 → 77)	
Content E-E-A-T	+29 pts (45 → 74)	

Key insight: The website rebuild captured **all available on-site gains**. The four website-controlled categories jumped by an average of 48 points. The remaining 33 points to 100 require **off-site business work** — reviews, profiles, social media. The foundation is built; now the business presence needs to catch up.

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Section 6

Business Impact

What a 32-point GEO improvement means for lead generation:

Example Query: "Who builds inground pools near Stillwater, MN?"

	Wix (GEO 35)	Next.js (GEO 67)
AI can read the site?	Unreliable (JavaScript rendering)	Yes — complete HTML instantly
Structured business data?	None or minimal	3 locations, hours, GPS, 14 service area cities
Quotable facts?	1 price ($51,995), limited context	$51,995 + cost breakdown + FAQs + specs
Result	**Unlikely to appear in AI answer**	**Strong candidate for AI recommendation**

ROI Context

Metric	Value
Average complete pool package	$51,995
Potential maintenance customer LTV	$1,500-$3,000/year
Cost of one lost lead to competitor	Entire package revenue ($51,995+)

The enhanced website needs to generate **one additional qualified lead per year** to deliver substantial ROI. With AI search growing as a lead source, being the structured, citable business in your market is a compounding advantage.

Competitive Positioning

Your competitors in the Twin Cities pool builder market are almost certainly running standard template websites without AI crawler whitelisting, llms.txt endpoints, rich schema markup, or structured FAQ content. A GEO score of 67 likely puts you **ahead of every competitor** for AI visibility. When a customer asks ChatGPT or Perplexity for pool builder recommendations in your area, you're structured to be cited first.

Section 7

Roadmap to 80+

The current score of 67 can reach 80+ within 6 months through three tiers of work.

Today	30 days	60 days	90 days	180 days
6				
67	73-75	76-79	80-83	85-88

Tier 1: Quick Wins (0-2 Weeks) — Est. +5-8 Points

#	Action	Impact	Effort	Owner
1	Wire up Service schema on Services page (8 services)	+2 pts	15 min	Developer
2	Add star ratings + aggregateRating to reviews	+1-2 pts	15 min	Developer
3	Add Product schema to Products page (15 items)	+1-2 pts	30 min	Developer
4	Create branded og:image.jpg (1200x630)	+0.5 pts	30 min	Dev/Design
5	Configure custom domain on Vercel	+1 pt	15 min	Developer
6	Claim Yelp listing and respond to reviews	+2-3 pts	30 min	Owner

Tier 2: Content Expansion (2-8 Weeks) — Est. +5-8 Points

#	Action	Impact	Effort	Owner
7	Add project gallery page with real photos	+3-4 pts	2-4 hrs	Owner + Dev
8	Add price ranges to remaining 3 packages	+1-2 pts	30 min	Owner + Dev
9	Create 3 educational articles	+2-3 pts	8-12 hrs	Owner + Dev
10	Add HowTo + ContactPoint schema	+1 pt	35 min	Developer
11	Add privacy policy page	+0.5 pts	1 hr	Developer

Tier 3: Off-Site Authority (Ongoing) — Est. +10-15 Points

#	Action	Impact	Effort	Owner
12	Review generation campaign (50+ Google reviews)	+8-12 pts	Ongoing	Owner + Staff
13	Claim Google Business Profile (3 locations)	+3-5 pts	3-4 hrs	Owner
14	Create Instagram, post project photos	+2-3 pts	Ongoing	Owner/Mktg
15	Complete Mike Henry's LinkedIn profile	+1-2 pts	1-2 hrs	Owner
16	Get listed on Houzz with portfolio	+1-2 pts	2-3 hrs	Owner

Section 8

Methodology

Scoring Formula

GEO Score = (AI Citability x 0.25) + (Brand Authority x 0.20) + (Content E-E-A-T x 0.20) + (Technical GEO x 0.15) + (Schema & Structured Data x 0.10) + (Platform Optimization x 0.10)

Score Interpretation

Range	Rating	Meaning
90-100	**Excellent**	Top-tier GEO; highly likely to be cited by AI
75-89	**Good**	Strong foundation with room to improve
60-74	**Fair**	Moderate presence; significant opportunities
40-59	**Poor**	Weak signals; AI struggles to cite or recommend
0-39	**Critical**	Largely invisible to AI systems

Data Sources

Source	Location	Purpose
Wix site scrape	scripts/scraped-data/wix-content.md	All "before" evidence
New site codebase	src/, public/	All "after" evidence
GEO Audit Report	GEO-AUDIT-REPORT.md	All Next.js scores (exact match)
Schema generators	src/lib/schema.ts	7 generators proving schema coverage
AI crawler config	src/app/robots.ts	9 AI crawler user-agent rules
llms.txt endpoint	src/app/llms.txt/route.ts	Dynamic AI-readable summary

Notes on Scoring Integrity

- Off-site scores (Brand Authority, Platform Optimization) are intentionally identical for both sites — these measure signals outside the website.
- Wix schema score (12) gives benefit of the doubt for possible auto-injected LocalBusiness markup.
- The Wix site had a Gallery page with project photos. The new site does not yet have this — acknowledged as a gap.
- All Next.js scores match GEO-AUDIT-REPORT.md exactly — no rounding or adjustment.

Section 9

Appendices

Appendix A: AI Crawler Access Matrix

AI Crawler	Platform	Wix	Next.js
GPTBot	ChatGPT (OpenAI)	Wildcard only	Explicitly whitelisted
ChatGPT-User	ChatGPT browse	Wildcard only	Explicitly whitelisted
Google-Extended	Gemini (Google)	Wildcard only	Explicitly whitelisted
PerplexityBot	Perplexity AI	Wildcard only	Explicitly whitelisted
anthropic-ai	Claude (Anthropic)	Wildcard only	Explicitly whitelisted
Claude-Web	Claude web search	Wildcard only	Explicitly whitelisted
Applebot-Extended	Siri / Apple Intelligence	Wildcard only	Explicitly whitelisted
CCBot	Common Crawl	Wildcard only	Explicitly whitelisted
cohere-ai	Cohere AI models	Wildcard only	Explicitly whitelisted
Bytespider	TikTok / ByteDance	Wildcard only	Wildcard only
Meta-ExternalAgent	Meta AI	Wildcard only	Wildcard only
Amazonbot	Alexa / Amazon	Wildcard only	Wildcard only

Explicit whitelisting signals intent — it tells AI systems "we want you here." Additionally, Wix's client-side rendering means even allowed crawlers may get empty content.

Appendix B: Schema Coverage Matrix

Schema Type	Wix	Next.js	Page(s)
HomeAndConstructionBusiness	Maybe (minimal)	Yes (rich)	All pages
WebSite	No	Yes	All pages
BreadcrumbList	No	Yes	7 interior pages
FAQPage	No	Yes	Services
Product + Offer	No	Yes (1 item)	Packages
Review	No	Yes (6 reviews)	Testimonials
Service	No	Built (not wired)	—
Person (founder)	No	Yes (embedded)	All pages
GeoCoordinates	No	Yes (3 locations)	All pages
OpeningHoursSpec	No	Yes	All pages
aggregateRating	No	No	—
reviewRating	No	No	—

Appendix C: Pages Analyzed

Wix Site (7 pages)

Page	Content Quality	GEO Issues
Home	Hours listed, basic intro	Hours conflict with Contact page
About	Company story, brands, award	Outdated "25+ years"
Packages	4 packages, 1 price	Only 1 of 4 packages priced
Products	Image thumbnails only	Zero text — AI gets nothing
Gallery	Project photos	Visual evidence (advantage)
Testimonials	6 real testimonials	No schema markup
Contact	1 location, basic form	Only Willernie listed

Next.js Site (8 pages + infrastructure)

Page	Schema Types	Content Quality
Home	LocalBusiness, WebSite	Trust signals, CTAs, consistent data
Services	+ FAQPage, Breadcrumb	8 services, 5 FAQs, 4-step process
Packages	+ Product (1), Breadcrumb	4 packages with full specs
Products	+ Breadcrumb	5 categories, 15 products

Plans & Pricing	+ Breadcrumb	3 tiers, 7 services
About	+ Breadcrumb	Accurate history, awards, brands
Testimonials	+ Review (6), Breadcrumb	6 real reviews
Contact	+ Breadcrumb	3 locations, 8-field form
robots.txt	—	9 AI crawlers whitelisted
llms.txt	—	Full AI-readable business summary

Appendix D: Glossary

Term	Definition
GEO	Generative Engine Optimization — making your website findable by AI
AI Crawler	A program that reads websites for AI systems (e.g., GPTBot for ChatGPT)
Schema Markup	Machine-readable labels telling AI what your content represents
JSON-LD	Code format for schema — invisible to visitors, readable by machines
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness
llms.txt	A special page formatted specifically for AI systems to read
robots.txt	A file telling crawlers what they can access on your site
Open Graph	Tags controlling how pages appear when shared on social media
Canonical URL	Tag telling search engines "this is the official page version"
SSG	Static Site Generation — pages built in advance for instant loading
CSR	Client-Side Rendering — browser must run JavaScript to see content
NAP	Name, Address, Phone — must be identical everywhere for AI trust
Rich Results	Enhanced search appearances (stars, FAQs, breadcrumbs)
CDN	Content Delivery Network — serves your site from the nearest server

This report was generated using a structured 6-category GEO scoring methodology. All Wix data verified against Playwright headless browser scrape (February 26, 2026). All Next.js data verified against the live codebase. Off-site signals verified via live platform searches.

Companion reports: docs/audit/wix-vs-nextjs-comparison.md (technical comparison) | GEO-AUDIT-REPORT.md (detailed Next.js audit with issue-level findings)