

JSMITH GEO · FREE AUDIT PREVIEW

Prepared for *Bonney Plumbing Heating Air*

49 categories scored · Sacramento · May 26, 2026

<https://bonney.com>

FREE PREVIEW

This is a focused look at where the site stands. The full audit (\$1,000, or \$600 during the founder program) adds the complete scorecard, copy-paste implementations, a side-by-side competitor comparison, and a 90-day Patch / Build / Protect plan.

Executive Summary

66

SEO Score

48

AI Search (GEO) Score

Scores reflect compliance with best practices across the audit's checks — not a measure of current rankings, traffic, or lead volume. Two sites with identical scores can perform very differently in market.

Overall Grade: **D**

Headline takeaway. The single biggest lever in this audit is **Page Speed & Core Web Vitals** (currently 0%). Page-load speed is a Google ranking factor and a direct conversion lever. Closing this gap is the fastest path to measurable lift in calls, appointments, and 'near me' visibility for Bonney Plumbing Heating Air.

Reading this audit: The site has a good foundation but is leaving visibility on the table. When potential customers search for these services — via Google or through AI assistants — competitors with better-optimized sites are showing up instead. The 90-Day Plan addresses the highest-leverage gaps. Scoring is tier-weighted: Tier 1 sections count 4×, Tier 2 = 3×, Tier 3 = 2×, Tier 4 = 1×. N/A and manual-review items are excluded from the denominator.

Top Strengths

- **URL Structure** — 100% (9/9 checks passed)
- **HTTPS & Security** — 100% (5/5 checks passed)
- **Indexability & Crawlability** — 100% (4/4 checks passed)

Critical Issues

- **Page Speed & Core Web Vitals** (0%): Site uses SVG/base64 placeholder images; no WebP/AVIF or srcset/picture tags detected on the homepage.
- **Image Optimization** (0%): 5/138 image(s) have non-descriptive names: tr, 0, iStock-1436015524.webp and 2 more
- **Readability** (0%): Readability issues on 2 page(s). Avg: 44. <https://www.bonney.com/privacy-policy>: 23;...

Audit Coverage

This audit analyzed **51** pages from <https://bonney.com> across the homepage, service pages, and core navigation.

Three Things to Address First

The three highest-priority gaps from the audit. Each one is observable, has a measurable business impact, and the specific implementation path is in the full audit.

1. Page Speed & Core Web Vitals Issues

Measures: Image format adoption (WebP/AVIF), file size, CDN usage, and PageSpeed lab data.

What we found: Site uses SVG/base64 placeholder images; no WebP/AVIF or srcset/picture tags detected on the homepage.

Why it matters: Slow pages rank lower in Google, create poor user experiences, and may be deprioritized by AI tools that favor fast-loading sources.

Impact on your business: Page-load speed is a Google ranking factor and a direct conversion lever. Real-user studies (Google/SOASTA 2017, still cited 2024) found bounce rates jump 32% when page load goes from 1s to 3s, and 90% at 5s. Slow sites lose customers before they see the content.

2. Image Optimization Issues

Measures: Image alt text coverage, file naming, and compression — accessibility + search visibility.

What we found: 5/138 image(s) have non-descriptive names: tr, 0, iStock-1436015524.webp and 2 more

Why it matters: Search engines and AI tools can't understand images without alt text. Unoptimized images also slow page load and hurt Core Web Vitals scores.

Impact on your business: Image alt text and file optimization are both an accessibility/legal item (ADA Title III) and a search lever — image search drives 22% of all U.S. search traffic per Jumpshot 2018, and AI tools rely on alt text to describe what they're citing.

3. Readability Issues

Measures: Flesch Reading Ease, Gunning Fog index, sentence length, and subheading density on key pages.

What we found: Readability issues on 2 page(s)

Why it matters: Content that is too complex or too simple loses readers. Readability scores predict whether your target audience can comfortably engage with your content. AI tools also favor clearly written content when selecting sources to cite.

Impact on your business: Content readability scores predict whether users finish reading. Industry standard for service-area businesses is Flesch Reading Ease 50-70 (8th-9th grade level). Above that, prospects bounce; AI tools also prefer clear, scannable content.

This preview shows the three highest-priority gaps. The full audit covers all 50 sections, with the specific implementation tasks for each finding organized into a 90-day Patch / Build / Protect plan.

AI Search Visibility

The piece traditional SEO audits miss. Modern customers ask ChatGPT, Perplexity, and Google's AI Overviews — and those tools cite specific businesses. Here's where Bonney Plumbing Heating Air stands.

AI Overview frequency. No AI Overview triggered for any of 5 test queries — track over time, AI Overview coverage varies by query intent

Community surface coverage. No subreddit threads found for "Bonney Plumbing Heating Air"

External brand mentions. Brand mentioned on 5 distinct external domains

What the full audit adds here: the exact list of queries tested, which competing businesses got cited in each one, and the specific content + schema gaps that explain why Bonney Plumbing Heating Air wasn't picked.

What the Full Audit Adds

- **Full 50-section scorecard** — Every section scored individually with Yes/No/N/A counts — not just the top 3 shown here.
- **Side-by-side competitor comparison** — Score-by-score table against 2-3 of your direct competitors, with leader/laggard color coding.
- **Off-site & field signals** — Backlinks profile (referring domains, spam, top anchors), real-user Core Web Vitals from CrUX, GBP completeness.
- **Copy-paste implementations** — Schema JSON-LD blocks, alt text examples, robots.txt rules — ready to deploy.
- **90-day Patch / Build / Protect plan** — Themed projects with hours estimates, why each matters, and which findings it closes.
- **30-minute Loom walkthrough** — I record a walkthrough of every finding for your business. 14-day Q&A window after.

Want to see what the full deliverable looks like? A complete sample audit is available — reply and I'll send the 23-page PDF.

Three ways to engage

1. **Reply to this email** with questions about any of the findings above. No commitment — I'll answer whatever I can in writing.
2. **Book the full audit (\$1,000 — or \$600 through the founder program for early customers).** Includes everything above plus the 30-min walkthrough. Typical turnaround: 5 business days.
3. **Request the sample full audit** to see what the full deliverable contains before deciding.

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