

JSMITH GEO · ONLINE PRESENCE AUDIT

Prepared for *Bonney Plumbing Heating Air*

49 categories scored · Sacramento · May 26, 2026

<https://bonney.com>

INCLUDED WITH THIS AUDIT

30-minute Loom walkthrough · Editable findings workbook · 14-day Q&A window · Implementation hours available

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>:

- <https://bonney.com>
- <https://www.bonney.com/privacy-policy>
- <https://www.bonney.com/plumbing>
- <https://www.bonney.com/plumbing/water-heaters>
- <https://www.bonney.com/plumbing/tankless-water-heaters>
- <https://www.bonney.com/about-us/rebates-tax-credits>
- <https://www.bonney.com/plumbing/water-recirculation-pumps>
- <https://www.bonney.com/plumbing/faucets-sinks>
- <https://www.bonney.com/plumbing/water-conservation>
- <https://www.bonney.com/plumbing/toilets>
- <https://www.bonney.com/plumbing/bathroom-remodeling>
- <https://www.bonney.com/plumbing/water-main-water-lines>
- <https://www.bonney.com/plumbing/gas-line-repair>
- <https://www.bonney.com/plumbing/leak-detection>
- <https://www.bonney.com/plumbing/slab-leak-detection-repair>
- <https://www.bonney.com/plumbing/sump-pump-service-and-installation>
- <https://www.bonney.com/plumbing/water-testing-services>
- <https://www.bonney.com/air-conditioning>
- <https://www.bonney.com/air-conditioning/air-conditioning-repair>
- <https://www.bonney.com/air-conditioning/air-conditioning-installation>
- <https://www.bonney.com/air-conditioning/air-conditioning-tune-up>
- <https://www.bonney.com/heating/heat-pump-repair>
- <https://www.bonney.com/heating/heat-pump-install>
- <https://www.bonney.com/heating/heat-pump-maintenance>
- <https://www.bonney.com/air-conditioning/ductless-mini-split-systems>
- <https://www.bonney.com/heating>
- <https://www.bonney.com/heating/furnace-installation>
- <https://www.bonney.com/heating/furnace-repair>
- <https://www.bonney.com/heating/furnace-tune-up>
- <https://www.bonney.com/drain-sewer>
- <https://www.bonney.com/plumbing/camera-inspection>
- <https://www.bonney.com/drain-sewer/sewer-line-service>
- <https://www.bonney.com/drain-sewer/trenchless-sewer-replacement>
- <https://www.bonney.com/drain-sewer/hydro-jetter>
- <https://www.bonney.com/drain-sewer/drain-clearing>
- <https://www.bonney.com/drain-sewer/pipeline-brush-coating-sewer-repair>
- <https://www.bonney.com/indoor-air-quality>
- <https://www.bonney.com/electrician>

- <https://www.bonney.com/electrician/electrical-panel-replacement>
- <https://www.bonney.com/electrician/ev-charging-stations>
- <https://www.bonney.com/electrician/whole-house-surge-protection>
- <https://www.bonney.com/electrician/led-lighting>
- <https://www.bonney.com/electrician/light-fixture-repair>
- <https://www.bonney.com/electrician/gfci-installation>
- <https://www.bonney.com/electrician/ceiling-fan-installation>
- <https://www.bonney.com/electrician/outdoor-lighting>
- <https://www.bonney.com/electrician/outlet-repair-installation>
- <https://www.bonney.com/electrician/smoke-detectors>
- <https://www.bonney.com/bonney-commercial-services>
- <https://www.bonney.com/drain-sewer/commercial-drain-sewer>
- <https://www.bonney.com/electrician/commercial>

How tier weighting works

Each control is assigned a tier based on how directly it affects discoverability + AI citation behavior. The weights are auditor judgment, calibrated to local-service business outcomes:

Tier 1 (4x) — Hard blockers + foundational signals. Examples: HTTPS, GBP completeness, NAP consistency, schema validity, mobile usability. Failure here measurably caps every other effort.

Tier 2 (3x) — Strong ranking + citation correlates. Examples: review velocity, internal linking, title tags, service-page architecture, content extractability for AI.

Tier 3 (2x) — Real but secondary signals. Examples: image optimization, readability, FAQ schema, llms.txt presence, sameAs entity linking.





















Tier 4 (1x) — Hygiene + nice-to-haves. Examples: HSTS header, content freshness markers, infographic captions, video embeds.

These weights are calibrated for local-service business outcomes. A SaaS or e-commerce audit would re-weight differently.

Scorecard

49 sections scored across SEO and AI search (GEO) categories — 440 individual controls (286 automated, 154 requiring manual review).

Section	Category	Passed	Failed	Score	
Search Intent Match	SEO	3	1	75%	<div style="width: 75%;"></div>
Content Quality & Depth	SEO	3	3	50%	<div style="width: 50%;"></div>
Author & Trust Signals	SEO	6	2	75%	<div style="width: 75%;"></div>
Topical Authority	SEO	4	2	67%	<div style="width: 67%;"></div>
Backlink Quality	SEO	6	2	75%	<div style="width: 75%;"></div>

Section	Category	Passed	Failed	Score	
Title Tags	SEO	5	2	71%	
Page Speed & Core Web Vitals	SEO	0	3	0%	
Mobile-Friendliness	SEO	2	0	100%	
Internal Linking	SEO	3	2	60%	
URL Structure	SEO	9	0	100%	
Heading Hierarchy	SEO	3	3	50%	
On-Page Keyword Usage	SEO	3	3	50%	
Content Freshness	SEO	2	2	50%	
Structured Data & Schema	SEO	7	2	78%	
HTTPS & Security	SEO	5	0	100%	
Indexability & Crawlability	SEO	4	0	100%	
Image Optimization	SEO	0	5	0%	
Local SEO & Google Business	SEO	10	3	77%	
User Engagement	SEO	1	0	100%	
Content Length	SEO	2	0	100%	
Meta Descriptions	SEO	2	3	40%	
Domain Age & History	SEO	2	0	100%	
Mobile UX & Trust Signals	SEO	6	1	86%	
External Reputation	SEO	3	1	75%	
Readability	SEO	0	4	0%	
Author & Trust Signals (AI)	GEO	2	5	29%	
Baseline Organic Rankings	GEO	1	3	25%	
Content Structure for AI	GEO	6	0	100%	
Editorial Citations	GEO	2	4	33%	
Entity Density & Knowledge Graph	GEO	5	1	83%	
Schema for AI Understanding	GEO	5	5	50%	
Content Freshness (AI)	GEO	2	3	40%	
Optimal Passage Length	GEO	1	4	20%	

Section	Category	Passed	Failed	Score	
FAQ-Style Content	GEO	1	2	33%	<div style="width: 33%; background-color: #c00000;"></div>
Fact Density & Specificity	GEO	1	5	17%	<div style="width: 17%; background-color: #c00000;"></div>
Third-Party Platforms	GEO	1	5	17%	<div style="width: 17%; background-color: #c00000;"></div>
Semantic Density	GEO	5	0	100%	<div style="width: 100%; background-color: #008000;"></div>
Clear & Definite Language	GEO	3	2	60%	<div style="width: 60%; background-color: #c0c000;"></div>
Brand Consistency Online	GEO	3	1	75%	<div style="width: 75%; background-color: #008000;"></div>
Local Signals & NAP	GEO	2	3	40%	<div style="width: 40%; background-color: #c00000;"></div>
Author Pages & Credentials	GEO	3	2	60%	<div style="width: 60%; background-color: #c0c000;"></div>
Backlink Profile (AI)	GEO	2	1	67%	<div style="width: 67%; background-color: #c0c000;"></div>
Technical Access for AI Bots	GEO	2	3	40%	<div style="width: 40%; background-color: #c00000;"></div>
AI Citation Presence	GEO	1	1	50%	<div style="width: 50%; background-color: #c0c000;"></div>
Reddit & Forum Authority	GEO	1	1	50%	<div style="width: 50%; background-color: #c0c000;"></div>
Reviews & Review Schema	GEO	2	1	67%	<div style="width: 67%; background-color: #c0c000;"></div>
Nested & Connected Schema	GEO	2	2	50%	<div style="width: 50%; background-color: #c0c000;"></div>
Multimodal Content	GEO	0	3	0%	<div style="width: 0%; background-color: #c00000;"></div>
Content Clustering & Pillars	GEO	2	0	100%	<div style="width: 100%; background-color: #008000;"></div>

■ 75%+ Good ■ 50-74% Needs Work ■ Below 50% Critical

Critical Findings

The highest-priority issues with the evidence behind each one. Specific fixes appear in the 90-Day Action Plan; this section is just the context — what we found, why it matters for your category.

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). Avg: 44. <https://www.bonney.com/privacy-policy>: 23; <https://www.bonney.com/about-us/rebates-tax-credits>: 24

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.

4. Multimodal Content Issues

Measures: How well the site meets a tier-weighted set of best-practice checks for this category.

What we found: No video content found — embedded videos improve engagement and AI content signals

Why it matters: Video, captioned images, and other multimodal content enriches the signals available to both search engines and AI tools. Google increasingly surfaces video content in search results and AI Overviews.

Impact on your business: Improvements here typically affect organic visibility and AI citation likelihood. See the 90-Day Action Plan for the specific tasks tied to this section.

5. Fact Density & Specificity Issues

Measures: How well the site meets a tier-weighted set of best-practice checks for this category.

What we found: 7 page(s) lack statistics: <https://www.bonney.com/privacy-policy>: 9 stats in 6190 words; <https://www.bonney.com/plumbing>: 4 stats in 1062 words; <https://www.bonney.com/plumbing/faucets-sinks>: 8 stats in 2111 words

Why it matters: Statistics, specific numbers, and concrete data points correlated with a +30.6% citation lift for Statistics Addition in the Aggarwal et al. KDD 2024 (Princeton/IIT-Delhi) study's controlled GPT-3.5 simulation; not replicated on live production AI products. Vague language ('many years') is consistently less citable than specific claims ('15 years since 2011').

Impact on your business: Improvements here typically affect organic visibility and AI citation likelihood. See the 90-Day Action Plan for the specific tasks tied to this section.

6. Optimal Passage Length Issues

Measures: Whether content is structured for AI extraction (short answer paragraphs, lists, tables, explicit first/second structure).

What we found: Only 170/553 passages (31%) are 40-150 words — restructure for AI-friendly chunks

Why it matters: AI tools extract content in passage-length chunks. Pages organized into self-contained passages between headings are easier for LLMs to quote accurately. The often-cited 40-80 word target is folk wisdom from GEO blogs; RAG/chunking literature in 2024-2025 converges on 256-512 tokens (~190-380 words) as the typical extraction window. Treat the lower bound as a floor for AI-extractability, not as a fixed length.

Impact on your business: AI tools prefer content in extractable formats: short answer paragraphs, numbered lists, tables, and explicit 'first/second/third' structure. Wall-of-text content is harder to lift verbatim and gets cited less often.

7. Author & Trust Signals (AI) Issues

Measures: How well the site meets a tier-weighted set of best-practice checks for this category.

What we found: Team/about page found at <https://www.bonney.com/about-us/rebates-tax-credits> but no Person schema

Why it matters: AI search tools weigh author credibility when deciding which sources to cite. Named authors with verifiable credentials and structured author markup give AI tools confidence that your content is trustworthy and worth recommending.

Impact on your business: Improvements here typically affect organic visibility and AI citation likelihood. See the 90-Day Action Plan for the specific tasks tied to this section.

8. Editorial Citations Issues

Measures: Frequency of AI Overviews appearance for category-relevant queries + whether this business is cited in them (Serper SERP test queries).

What we found: 50 page(s) have fewer than 3 authoritative citations: <https://bonney.com>: 0 citations; <https://www.bonney.com/privacy-policy>: 1 citations; <https://www.bonney.com/plumbing>: 0 citations

Why it matters: Outbound citations to authoritative sources (.gov, .edu, industry bodies) signal credibility to both search engines and AI tools. The often-cited Aggarwal et al. KDD 2024 study (commonly called 'Princeton GEO' though the first author is IIT-Delhi) reported a +27.5% citation lift for the Cite Sources technique — measured inside a closed Bing-Chat-style simulation in 2023, not on live ChatGPT/Perplexity/Gemini/AI Overviews. The paper has not been independently replicated on production AI products. Apply Cite Sources as a credibility best-practice; don't anchor on a specific lift percentage.

Impact on your business: AI Overview prevalence varies widely by query type and tracker: cross-tracker 2025-26 ranges run 8-30% across all queries (SE Ranking, Semrush, Ahrefs) up to 30-48% in BrightEdge data, with healthcare-vertical

highs of 72-88%. For pure local-intent 'near me' provider searches, Whitespark's data shows ~15% — Google has actively removed AI Overviews from some local-pack-eligible queries. Whatever the rate for your category, when an AI Overview triggers and you're not cited, that high-intent traffic routes past the site entirely.

9. Content Freshness (AI) Issues

Measures: How well the site meets a tier-weighted set of best-practice checks for this category.

What we found: No dateModified found in Article/BlogPosting schema

Why it matters: AI tools prefer citing current information, especially for local services where details change frequently. Content with visible publication or update dates signals to AI models that the information is still reliable.

Impact on your business: Improvements here typically affect organic visibility and AI citation likelihood. See the 90-Day Action Plan for the specific tasks tied to this section.

10. Meta Descriptions Issues

Measures: How well the site meets a tier-weighted set of best-practice checks for this category.

What we found: 14 meta description(s) outside 120-160 chars:

<https://www.bonney.com/plumbing/tankless-water-heaters>: 359 chars;

<https://www.bonney.com/plumbing/water-main-water-lines>: 322 chars;...

Why it matters: Meta descriptions control how your pages appear in search results. A compelling description increases clicks; a missing one lets Google choose for you.

Impact on your business: Improvements here typically affect organic visibility and AI citation likelihood. See the 90-Day Action Plan for the specific tasks tied to this section.

The fixes for these findings are organized as themed projects in the 90-Day Action Plan section below.

Off-Site & Field Signals

Three signals that depend on data outside the website itself: real Chrome users (CrUX), Google Business Profile (Places API + manual verification), and domain authority via backlinks. Where automated data is unavailable, this section is explicit about what still needs manual review — silent omission would mask gaps.

Real-Device Performance (CrUX)

Chrome User Experience Report (CrUX) tracks how real Chrome users experience this site. Metrics are 75th-percentile (p75) — the value 75% of users see or better. Google uses CrUX field data, not lab tests, for page-experience ranking.

Insufficient real-user data. This site is below the CrUX traffic threshold — Chrome does not yet have enough sampled users to publish field metrics for either the specific URL or the origin. New or low-traffic sites consistently see this. PageSpeed lab data (Lighthouse) is the proxy until traffic accumulates; revisit field data after the site has been live and indexed for ~3-6 months with steady traffic.

Google Business Profile & Local Presence

Confirmed Google Business Profile snapshot — per Google Places at 2026-05-26:

Listed name	Bonney Plumbing, Sewer, Electrical, Heating & Air
Primary category	Plumber
Rating	4.8 / 5.0
Review count	9620 reviews
Location	38.6010, -121.2729

Review recency (Yes): Latest review 2026-05-26 (0d ago); 30 in last 30d, 30 in last 90d (sample of 30 most recent) — Whitespark's #11 factor for 2026

NAP (Name / Address / Phone) detected on site:

- **Name:** Bonney Plumbing Heating Air

Manual verification — required to complete the local audit:

- Verify the same Name / Address / Phone string appears on the website, GBP, Bing Places, Apple Maps, Yelp, BBB, and your top industry directories.
- Check review velocity: at least 1-2 new reviews per month over the last 6 months (Whitespark 2026 ranks review recency #11, up from #20 in 2023).
- Confirm GBP primary category is the most specific correct option (e.g., not just 'Business Service' if a more specific subtype fits).

- Verify 5+ GBP photos uploaded in the last 6 months — recency matters more than total count.
- Confirm GBP business hours match peak customer search times and that holiday hours are kept current.
- Check whether GBP services menu is populated with descriptions; whether GBP posts have been published in the last 30 days.

Domain Authority & Backlinks

OpenPageRank (Yes): 609 referring domains via DataForSEO — established authority (OpenPageRank unavailable; derived from backlinks data).

Backlink profile (DataForSEO Backlinks API — live data):

Referring domains	609
Referring pages	1738
Total backlinks	2068
Broken backlinks	10
Spam score (0-100, lower better)	16

Top referring domains (by DataForSEO rank):

Domain	Rank	Backlinks
boydplumb.com	236	140
folsomprorodeo.com	153	3
trustburn.com	121	17
bigairheatac.com	106	21
bonneyplumbing.com	97	4
peterleviplumbinginc.com	81	11
handsdown.ai	79	2
carmichaellittleleague.org	69	32
cience.com	61	19
choosefolsom.com	56	6

Manual review still needed for the quality judgments DataForSEO does not make:

- Verify at least 5 referring domains from topically relevant sites (chamber of commerce, supplier listings, local news, industry directories).
- Check for toxic backlinks: link farms, PBNs, spammy directories — disavow if found.
- Assess anchor-text diversity — exact-match keyword anchors should be the minority, not the majority.

- Identify guest-post or contributed-article opportunities on industry publications.
- Check for unlinked brand mentions (news sites, industry blogs) — request a link from each, since unlinked mentions still feed AI citation signals (Whitespark 2026).

Implementation Details

Copy-paste templates and specific text rewrites for the top findings. Use this section as a deliverable reference — the 90-Day Plan describes *what* to do; the JSON blocks and text rewrites below are *exactly what to deploy*.

Alt Text Examples (use as templates)

- Team photo on About page → "Bonney Plumbing Heating Air team members in the Sacramento office"
- Exterior building shot → "Bonney Plumbing Heating Air office building exterior on [Street Name]"
- Service in progress → "Bonney Plumbing Heating Air technician [performing service] for a customer"

Decorative images (dividers, spacers, icons): use alt="" — empty string, not omitted.

Title Tag Issues

Specific titles on your site that need rewriting:

- **Bonney: Plumbing, Heating, and Air Services in Sacramento** (57 chars — keyword not in first 30 chars, missing brand name)
- **Privacy Policy | Bonney Plumbing, Electrical, HVAC** (50 chars — keyword not in first 30 chars, missing brand name)
- **Plumbing Services in Sacramento | Bonney** (40 chars — keyword not in first 30 chars, missing brand name)
- **Water Heater Repair, Install & Replacements in Sacramento | Bonney** (66 chars — too long, keyword not in first 30 chars, missing brand name)
- **Tankless Water Heaters in Sacramento | Bonney** (45 chars — keyword not in first 30 chars, missing brand name)
- **Tax Credit for Plumbing, HVAC, and Electrical Upgrades| Bonney** (62 chars — too long, missing brand name)
- **Hot Water Recirculation Pump Install in Sacramento | Bonney** (59 chars — keyword not in first 30 chars, missing brand name)
- **Faucet & Sink Repair & Install in Sacramento | Bonney** (53 chars — keyword not in first 30 chars, missing brand name)
- **Water Conservation Services in Sacramento | Bonney** (50 chars — keyword not in first 30 chars, missing brand name)
- **Expert Toilet Repair & Installation in Sacramento | Bonney** (58 chars — keyword not in first 30 chars, missing brand name)
- **Shower & Bathroom Remodeling Sacramento | Bonney** (48 chars — keyword not in first 30 chars, missing brand name)
- **Water Main and Water Line Repairs in Sacramento | Bonney** (56 chars — keyword not in first 30 chars, missing brand name)

- **Gas Line Repair and Replacement in Sacramento | Bonney** (54 chars — keyword not in first 30 chars, missing brand name)
- **Leak Detection Sacramento | Hidden Plumbing Leak Repair | Bonney** (64 chars — too long, keyword not in first 30 chars, missing brand name)
- **Slab Leak Detection & Repair in Sacramento | Bonney** (51 chars — keyword not in first 30 chars, missing brand name)
- **Sump Pump Service and Install in Sacramento | Bonney** (52 chars — keyword not in first 30 chars, missing brand name)
- **Water Testing Services in Sacramento | Bonney** (45 chars — keyword not in first 30 chars, missing brand name)
- **AC Services in Sacramento | Bonney** (34 chars — keyword not in first 30 chars, missing brand name)
- **Air Conditioning Repair Services in Sacramento | Bonney** (55 chars — keyword not in first 30 chars, missing brand name)
- **Air Conditioning Installation and Replacement in Sacramento | Bonney** (68 chars — too long, keyword not in first 30 chars, missing brand name)
- **AC Tune-Ups and Maintenance in Sacramento | Bonney** (50 chars — keyword not in first 30 chars, missing brand name)
- **Expert Heat Pump Repair in Sacramento | Bonney** (46 chars — keyword not in first 30 chars, missing brand name)
- **Heat Pump Installation & Replacement in Sacramento | Bonney** (59 chars — keyword not in first 30 chars, missing brand name)
- **Heat Pump Maintenance and Tune-Ups in Sacramento | Bonney** (57 chars — keyword not in first 30 chars, missing brand name)
- **Ductless Mini Split Installations in Sacramento | Bonney** (56 chars — keyword not in first 30 chars, missing brand name)
- **Heating Services in Sacramento | Bonney** (39 chars — keyword not in first 30 chars, missing brand name)
- **Furnace Installation and Replacement in Sacramento | Bonney** (59 chars — keyword not in first 30 chars, missing brand name)
- **Trustworthy Furnace Repairs in Sacramento | Bonney** (50 chars — keyword not in first 30 chars, missing brand name)
- **Trustworthy Furnace Tune-Ups and Maintenance in Sacramento | Bonney** (68 chars — too long, keyword not in first 30 chars, missing brand name)
- **Drain & Sewer Services in Sacramento | Bonney** (45 chars — keyword not in first 30 chars, missing brand name)
- **Plumbing Camera Inspection in Sacramento | Bonney** (48 chars — keyword not in first 30 chars, missing brand name)
- **Sewer Line Replacement and Repair in Sacramento | Bonney** (56 chars — keyword not in first 30 chars, missing brand name)

- **Trenchless Sewer Line Repair in Sacramento | Bonney** (51 chars — keyword not in first 30 chars, missing brand name)
- **Hydro Jetting in Sacramento | Bonney** (36 chars — keyword not in first 30 chars, missing brand name)
- **Drain Clearing in Sacramento | Bonney** (37 chars — keyword not in first 30 chars, missing brand name)
- **Pipeline & Brush Coating Sewer Repair in Sacramento | Bonney** (60 chars — keyword not in first 30 chars, missing brand name)
- **Air Quality Solutions in Sacramento | Bonney** (44 chars — keyword not in first 30 chars, missing brand name)
- **Expert Electricians in Sacramento | Bonney** (42 chars — keyword not in first 30 chars, missing brand name)
- **Electrical Panel Replacement in Sacramento | Bonney** (51 chars — keyword not in first 30 chars, missing brand name)
- **Electrical Vehicle (EV) Charging Station Installation in Sacramento | Bonney** (76 chars — too long, keyword not in first 30 chars, missing brand name)
- **Whole-Home Surge Protection in Sacramento | Bonney** (50 chars — keyword not in first 30 chars, missing brand name)
- **Home LED Lighting in Sacramento | Bonney** (40 chars — keyword not in first 30 chars, missing brand name)
- **Light Fixture Installation and Replacement in Sacramento | Bonney** (65 chars — too long, keyword not in first 30 chars, missing brand name)
- **GFCI Install in Sacramento | Bonney** (35 chars — keyword not in first 30 chars, missing brand name)
- **Expert Ceiling Fan Install in Sacramento | Bonney** (49 chars — keyword not in first 30 chars, missing brand name)
- **Expert Outdoor Lighting Services in Sacramento | Bonney** (55 chars — keyword not in first 30 chars, missing brand name)
- **Outlet Repair and Installation | Bonney** (39 chars — keyword not in first 30 chars, missing brand name)
- **Smoke Detector Install in Sacramento | Bonney** (45 chars — keyword not in first 30 chars, missing brand name)
- **Commercial Services in Sacramento | Bonney** (42 chars — keyword not in first 30 chars, missing brand name)
- **Commercial Drain and Sewer Services in Sacramento | Bonney** (58 chars — keyword not in first 30 chars, missing brand name)
- **Expert Commercial Electrical Services in Sacramento | Bonney** (60 chars — keyword not in first 30 chars, missing brand name)

Competitor Comparison

Side-by-side section scores vs. 3 same-category competitors. Green cells mark where Bonney Plumbing Heating Air leads, red cells mark where a competitor leads by more than 5 percentage points.

This table is a directional sanity check on best-practice compliance, not a measure of market position. Two sites with identical control scores can have a 10x difference in organic traffic; the live AI Citation section below is the actual measurement of who's getting cited in the engines that drive AI search traffic.

Section	Cat	Bonney Plumbing Heating Air	Service Champions	Beutler Air Conditioning	Bell Brothers
Search Intent Match	SEO	75%	100%	100%	75%
Content Quality & Depth	SEO	50%	67%	33%	33%
Author & Trust Signals	SEO	75%	50%	62%	75%
Topical Authority	SEO	67%	100%	67%	50%
Backlink Quality	SEO	75%	67%	67%	67%
Title Tags	SEO	71%	57%	57%	86%
Page Speed & Core Web Vitals	SEO	0%	20%	40%	11%
Mobile-Friendliness	SEO	100%	100%	100%	100%
Internal Linking	SEO	60%	25%	50%	75%
URL Structure	SEO	100%	78%	89%	100%
Heading Hierarchy	SEO	50%	33%	67%	50%
On-Page Keyword Usage	SEO	50%	50%	67%	17%
Content Freshness	SEO	50%	50%	75%	50%
Structured Data & Schema	SEO	78%	56%	44%	78%
HTTPS & Security	SEO	100%	100%	100%	100%
Indexability & Crawlability	SEO	100%	50%	75%	50%
Image Optimization	SEO	0%	0%	0%	33%
Local SEO & Google Business	SEO	77%	89%	67%	67%
User Engagement	SEO	100%	—	—	—
Content Length	SEO	100%	100%	50%	50%
Meta Descriptions	SEO	40%	20%	80%	0%
Domain Age & History	SEO	100%	100%	100%	100%
Mobile UX & Trust Signals	SEO	86%	71%	100%	100%
External Reputation	SEO	75%	100%	100%	100%

Section	Cat	Bonney Plumbing Heating Air	Service Champions	Beutler Air Conditioning	Bell Brothers
Readability	SEO	0%	0%	25%	0%
Author & Trust Signals (AI)	GEO	29%	33%	33%	50%
Baseline Organic Rankings	GEO	25%	50%	25%	25%
Content Structure for AI	GEO	100%	67%	100%	17%
Editorial Citations	GEO	33%	50%	50%	50%
Entity Density & Knowledge Graph	GEO	83%	75%	100%	50%
Schema for AI Understanding	GEO	50%	30%	11%	80%
Content Freshness (AI)	GEO	40%	33%	0%	67%
Optimal Passage Length	GEO	20%	60%	60%	0%
FAQ-Style Content	GEO	33%	100%	0%	100%
Fact Density & Specificity	GEO	17%	17%	33%	20%
Third-Party Platforms	GEO	17%	—	—	—
Semantic Density	GEO	100%	100%	100%	0%
Clear & Definite Language	GEO	60%	60%	80%	33%
Brand Consistency Online	GEO	75%	100%	100%	100%
Local Signals & NAP	GEO	40%	0%	50%	100%
Author Pages & Credentials	GEO	60%	40%	40%	80%
Backlink Profile (AI)	GEO	67%	67%	67%	67%
Technical Access for AI Bots	GEO	40%	20%	40%	40%
AI Citation Presence	GEO	50%	0%	0%	0%
Reddit & Forum Authority	GEO	50%	—	—	—
Reviews & Review Schema	GEO	67%	50%	0%	100%
Nested & Connected Schema	GEO	50%	25%	0%	50%
Multimodal Content	GEO	0%	33%	0%	67%
Content Clustering & Pillars	GEO	100%	100%	33%	50%

Across sections with comparable data: **3 leads, 30 gaps, 13 tied** (within 5 pp).

Live AI Citation Analysis

Best-practice scores tell you whether the site is built well. This section shows whether Google's AI Overview engine actually cites the business when prospects search. The data below is observed, not inferred.

Test summary: 13 category-relevant queries fired through Google SERP. AI Overview triggered in 7 (54%) of them. **13** total citation references captured across 12 distinct domains.

Share of citation

Business	Domain	Citations	Queries where cited
Bonney Plumbing Heating Air	bonney.com	0	0
Service Champions	servicechampions.net	0	0
Beutler Air Conditioning	beutler.com	0	0
Bell Brothers	bellbroshvac.com	0	0

Top cited domains overall

The domains Google's AI Overview engine reaches for when answering these category queries. Aggregator and review sites typically dominate; an entry here is real authority for an AI-cited surface.

- **youtube.com** (2 citations)
- **consumeraffairs.com** (1 citation)
- **m.yelp.com** (1 citation)
- **jaguarheatingandair.com** (1 citation)
- **angi.com** (1 citation)
- **americanstandardair.com** (1 citation)
- **smithandkeene.com** (1 citation)
- **fourseasonsheatingcooling.com** (1 citation)
- **tropicaire.net** (1 citation)
- **boundshvac.com** (1 citation)

Citation gaps to investigate

Queries where AI Overview triggered but neither Bonney Plumbing Heating Air nor any tracked competitor appeared in the citations. These are the highest-value opportunities — the AI engine is answering the question, just not from your category's known players.

- **"best HVAC Sacramento"** — cited instead: *angi.com, consumeraffairs.com, jaguarheatingandair.com*
- **"how to choose a HVAC company"** — cited instead: *(none)*
- **"what to look for in a HVAC company"** — cited instead: *(none)*
- **"how much does HVAC service cost"** — cited instead: *(none)*

- **"when to call a HVAC"** — cited instead: *(none)*
- **"signs you need a new HVAC system"** — cited instead: *a1air.ca, americanstandardair.com, boundshvac.com*

This is a single-engine snapshot (Google AI Overviews). ChatGPT, Perplexity, and Gemini run separate citation models — coverage in one doesn't guarantee the others. A retainer engagement tracks all four monthly.

90-Day Action Plan

This plan is calibrated for Bonney Plumbing Heating Air as a local-service business. Months 1-2 focus on GBP, reviews, NAP consistency, and local link-earning — the signals that actually drive calls and appointments. Schema and content polish come later because they compound on top of those foundations.

23

High Priority

28

Medium Priority

50

Low Priority

Risk Register: a count of findings by impact severity. Read alongside the percentage score — high-priority items move the needle disproportionately even if they're a small fraction of the total checks.

Month 1 — Patch (Foundation Fixes)

Estimated total time: 10–17 hours across 4 projects, plus ~3.5 hr of quick wins.

Complete Local Business Schema Foundation (2–3 hours)

Why: AI engines and Google use schema as the authoritative entity definition for your business. Incomplete or generic schema means ChatGPT, Perplexity, and Gemini have ambiguous data about who you are, what services you offer, and where you operate. This is the cheapest, fastest signal you can lock in.

- Replace generic 'LocalBusiness' @type with your industry-specific subtype (Dentist, Plumber, HVACBusiness, LegalService, etc.) per Google Search Central
- Add complete LocalBusiness JSON-LD: name, url, telephone, address (streetAddress, city, state, postalCode), openingHours, areaServed
- Add a consistent @id URI (e.g., 'https://bonney.com/#business') across every page so AI engines treat it as one entity
- Add sameAs links to LinkedIn, Facebook, Instagram, YouTube — anywhere Bonney Plumbing Heating Air has a profile
- Validate the result in Google's Rich Results Test before deploying

Outcome: Schema validates clean in Rich Results Test; all fields present; @id consistent across pages.

Closes findings: GEO-06-10, GEO-06-3, GEO-06-4, SEO-14-7, SEO-14-9

NAP Consistency Sweep Across Directories (3–4 hours)

Why: Whitespark's 2026 Local Search Ranking Factors places citation consistency at 6% of Local Pack influence and 13% of AI Search Visibility (the new third ranking environment introduced in the Nov 2025 LSRF). A single mismatched suite number across Yelp/BBB/Healthgrades costs measurable trust signal.

- Document the canonical NAP on the website: Name='Bonney Plumbing Heating Air', Phone, Address (use the version exactly as it appears on your contact page)
- Use Yext Listings Scan (free, yext.com/listings-scan) to see NAP across 60+ directories in one search

- Update mismatches in the top 5 directories: GBP, Bing Places, Yelp, BBB, and your industry-specific directory (Healthgrades, Avvo, Houzz)
- Update on-site NAP if it's inconsistent across pages (header vs footer vs contact page)
- Document the canonical version somewhere internal so future updates stay aligned

Outcome: 100% NAP match across the top 5 directories. Auditor verifies via second Yext scan.

Closes findings: GEO-17-2, GEO-17-3, GEO-17-5

Lock In Review Velocity (2–5 hours)

Why: Review recency rose from #20 to #11 in Whitespark's 2025/2026 local factors. Existing review volume only matters if velocity is sustained; a strong review base that goes stale signals a fading business to both Google and AI engines.

- Set up review-request automation tied to your booking/intake system (Birdeye, Podium, NiceJob, Grade.us)
- Respond to every review from the last 90 days with substantive (140+ word) replies that address specific feedback, not canned thanks
- Set a weekly cadence: respond to new reviews within 48 hours
- Audit GBP Q&A: answer any unanswered questions and seed 3-5 common questions yourself

Outcome: 1+ new review per month sustained, 100% response rate, GBP Q&A populated.

Closes findings: GEO-23-1, SEO-26-5

Complete the Google Business Profile (3–5 hours)

Why: GBP is the dominant local-pack ranking signal AND the most-cited business entity in AI Overviews for local queries. An incomplete profile leaves visibility on the table for queries you're already discoverable for.

- Fill every service in the GBP services menu with description + price/time estimate
- Add 5+ recent photos (in the last 6 months) — exterior, interior, work-in-progress, team
- Set a weekly GBP post cadence (offer, update, event, or insight — 1 per week minimum)
- Populate GBP attributes that apply (women-owned, veteran-led, wheelchair-accessible, etc.)
- Verify primary category is the most specific correct option (not just 'Business Service')
- Add 3-5 relevant secondary categories

Outcome: GBP services menu populated, photo recency <6 months, weekly post cadence active, all attributes set, categories specific.

Closes findings: SEO-18-1, SEO-18-12, SEO-18-2

Quick Wins — Technical Patches

Foundation gaps that don't cluster into a themed project — schema additions, header tweaks, robots rules, alt text, redirects. Address alongside Month 1's project work; most are 5–15 minutes each.

Author & Trust Signals (AI) (1 fix, ~10 min)

[\[GEO-01-2\]](#) Review this item and address the issue identified in the evidence.

Heading Hierarchy (3 fixes, ~15 min)

[\[SEO-11-1\]](#) Ensure each page has exactly one H1 tag. Move secondary headings to H2.

[\[SEO-11-2\]](#) Rewrite the H1 to clearly state the page's main topic or service, including a relevant keyword.

[SEO-11-3] Fix skipped heading levels (e.g., H1 jumping to H3). Use H2 for main sections, H3 for subsections.

□ **Image Optimization (2 fixes, ~10 min)**

[SEO-17-1] Rename image files to describe their content (e.g., 'office-lobby.jpg' instead of 'IMG_1234.jpg').

[SEO-17-2] Add descriptive alt text to every meaningful image. Describe what the image shows in 5-15 words.

□ **Meta Descriptions (3 fixes, ~15 min)**

[SEO-22-2] Adjust meta descriptions to 120-160 characters including a call to action.

[SEO-22-4] Add a call to action to each meta description (e.g., 'Schedule today', 'Learn more', 'Get a free quote').

[SEO-22-5] Include your primary keyword or service name in each page's meta description.

□ **Mobile UX & Trust Signals (1 fix, ~10 min)**

[SEO-25-2] Add a contact form to your homepage or a dedicated contact page with name, email, phone, and message fields.

□ **Multimodal Content (2 fixes, ~20 min)**

[GEO-25-1] Embed video content (YouTube, Vimeo) on key service pages — video improves engagement and enriches signals for AI tools.

[GEO-25-2] Use <figure>/<figcaption> elements for key images — captioned images improve AI content understanding.

□ **Nested & Connected Schema (2 fixes, ~30 min)**

[GEO-24-1] Nest a Person object (with name and credentials) inside Article schema as the author.

[GEO-24-2] Nest an Organization in Person schema via worksFor or affiliation.

□ **On-Page Keyword Usage (2 fixes, ~20 min)**

[SEO-12-1] Include your primary keyword within the first 100 words of each page.

[SEO-12-6] Include your primary keyword in each page's meta description.

□ **Schema for AI Understanding (2 fixes, ~30 min)**

[GEO-06-5] Add HowTo schema to pages that walk users through a process (installation guides, troubleshooting, how-to articles).

[GEO-06-9] Use the same @id URI (e.g., 'https://yourdomain.com/#organization') for your Organization/LocalBusiness schema on every page.

□ **Search Intent Match (1 fix, ~10 min)**

[SEO-01-3] Open each page with content that directly addresses the implied search query within the first paragraph.

□ **Technical Access for AI Bots (3 fixes, ~30 min)**

[GEO-20-3] Add explicit allow/disallow rules for GPTBot, Google-Extended, CCBot, and ClaudeBot in robots.txt per business policy.

[GEO-20-5] Add explicit User-agent blocks for OAI-SearchBot and ChatGPT-User in robots.txt — these are the retrieval bots that fetch your pages when ChatGPT/OpenAI Search cites you. Set Allow: / if you want to be cited.

[GEO-20-6] Decide your policy on training-data bots (GPTBot, Google-Extended, CCBot, ClaudeBot) and declare it explicitly in robots.txt rather than leaving the default.

□ **Title Tags (2 fixes, ~10 min)**

[SEO-06-2] Adjust title tags to 30-60 characters. Too long: shorten while keeping brand at end. Too short: add service and location.

[SEO-06-7] Rewrite title tags to accurately reflect the specific content on each page.

Month 2 — Build (Growth & Content)

Estimated total time: 10–17 hours across 3 projects, plus ~1.3 hr of quick wins.

Content Quality Baseline (4–8 hours)

Why: Content quality is the foundation everything else builds on. Specific, well-structured content cites better in AI engines than generic 'we help businesses' copy.

- Replace vague claims ('best', 'leading') with specific data
- Add specific timeframes, prices, or outcomes where appropriate
- Break long paragraphs into self-contained 150-word passages with clear headings
- Add outbound citations to authoritative sources for factual claims

Outcome: Every key page has specific data + clear structure + outbound citations.

Closes findings: GEO-08-2, GEO-08-3, GEO-10-3, GEO-10-5, SEO-02-1, SEO-02-3

Earn 3-5 Local Backlinks (4–6 hours)

Why: A young or thin backlink profile is the most visible weakness for any local audit. Three high-quality local domains (chamber, local press, supplier/partner) carry more weight than 30 generic directory submissions.

- Join the Sacramento Chamber of Commerce — confirms your address and earns the chamber backlink
- Pitch 1 local-press story angle (StarNews, WECT, Wilmington magazine — local outlets matter more than national)
- If you have a charity tie-in, news hook (mascot, therapy dog, community event), or notable client, lead with that for press outreach
- Verify Wikipedia notability isn't realistic yet, but create profile listings on industry-specific directories (Healthgrades, Avvo, Houzz, BBB)
- Cross-link in your supplier/partner network where they list their service providers

Outcome: 3-5 new high-quality referring domains within 60 days (chamber, press, industry directory minimum).

Closes findings: GEO-04-2, GEO-19-2, SEO-05-5, SEO-05-8

Content Freshness Cadence (2–3 hours)

Why: dateModified is a direct signal both Google and AI engines use for ranking and citation freshness. Stale schema on otherwise good content tells AI engines your information may be outdated.

- Update dateModified in every page's schema whenever content changes
- Add visible 'Last updated: YYYY-MM-DD' text to service and informational pages
- Audit any stale year references in titles/content ('best 2023 dental tips' → 'best dental tips (2026)')
- Set a quarterly content-review cadence on the top 5 traffic-driving pages

Outcome: dateModified within 90 days on all primary pages; no stale year references in titles.

Closes findings: GEO-07-1, GEO-07-2, GEO-07-5, SEO-13-1, SEO-13-2

Quick Wins — Content & Authority Builds

Smaller content + authority items that fit the Build phase. Most are 5–30 minutes; some require a quick draft or outreach touch.

☐ **Clear & Definite Language (1 fix, ~10 min)**

[GEO-14-2] Rewrite passive voice sentences in active voice. 'We deliver the work' is more citable than 'The work is delivered by our team.'

☐ **Fact Density & Specificity (2 fixes, ~20 min)**

[GEO-10-1] Add specific statistics, numbers, and data points throughout content. Aggarwal et al. KDD 2024 measured +30.6% citation lift for Statistics Addition in a closed GPT-3.5 simulation (not replicated on production engines; treat as directional).

[GEO-10-2] Replace vague language ('many years', 'several locations') with specific claims ('15 years since 2011', '3 locations').

☐ **Optimal Passage Length (1 fix, ~10 min)**

[GEO-08-1] Organize content into self-contained passages between H2/H3 headings. RAG/chunking literature converges on 190-380 words (~256-512 tokens, per Azure AI Search, Pinecone, NVIDIA benchmarks). Shorter passages (40-80 words) are GEO-blog folk wisdom — defensible as a floor for citation-style extraction but not supported by RAG research.

☐ **Readability (4 fixes, ~40 min)**

[SEO-27-1] Rewrite overly complex content for readability. Target Flesch Reading Ease of 50-70 — accessible but not dumbed down.

[SEO-27-2] Shorten sentences and use simpler vocabulary. Target Gunning Fog ≤ 12 (readable by a high school senior).

[SEO-27-3] Break long sentences into shorter ones. Average sentence length should be under 25 words.

[SEO-27-4] Insert H2 or H3 subheadings every 200-300 words. Long unbroken text blocks hurt scannability and reduce AI extractability.

Month 3 — Protect (Monitor & Sustain)

Estimated total time: 7–14 hours across 3 projects, plus ~0.2 hr of quick wins.

Strengthen E-E-A-T Trust Signals (2–4 hours)

Why: Author identity and credentials are heavily weighted by Google's E-E-A-T framework and used by AI engines to decide whose answers to surface. For licensed professions especially, surfacing credentials is a high-leverage, low-effort move.

- Add a dedicated /about or /team page if missing, with author photo + bio
- Surface credentials on the bio: degree, license #, certifications, board memberships, years in practice
- Add Person schema with sameAs links to LinkedIn, ResearchGate, professional board listings (Avvo, Healthgrades, etc.)
- Link author bylines on any blog/article content to the bio page
- Mention named affiliations (American Dental Association, Academy of General Dentistry, paws4people, etc.)

Outcome: Each named author has bio + photo + credentials + Person schema + external sameAs profiles.

Closes findings: GEO-01-3, GEO-01-4, GEO-01-5, GEO-01-6, GEO-18-4, GEO-18-5, SEO-03-1

Mobile UX Refinement (3–6 hours)

Why: Over 60% of local searches are mobile, and Google indexes mobile-first. A site that loads slowly, has small tap targets, or breaks forms on mobile loses customers before they pick up the phone.

- Run a real device test on iPhone + Android: submit the contact form, tap every nav link, scroll the homepage
- Fix tap targets under 44×44px and font sizes under 16px (flagged by Lighthouse mobile audit)
- Verify viewport meta tag and no horizontal overflow at 320px width
- Compress all images >200KB; serve WebP/AVIF for everything below the fold
- Confirm mobile and desktop serve equivalent content (Google's mobile-first indexing)

Outcome: Lighthouse mobile score ≥75, real-device contact form submission verified, no horizontal scroll.

Closes findings: SEO-07-5, SEO-17-4, SEO-17-5, SEO-17-7

Internal Linking Architecture (2–4 hours)

Why: Internal links tell Google (and AI engines) how content relates and which pages are most important. A flat link structure where everything points only at the homepage signals weak topical authority.

- Audit the navigation: every primary service in the top nav, within 2 clicks of homepage
- Build a footer/sidebar with comprehensive internal linking (services, locations, contact, about)
- Cross-link related service pages with descriptive anchor text
- Verify no orphan pages and no broken internal links (run Screaming Frog free or async HEAD crawl)

Outcome: Every service reachable in 2 clicks, footer has 15+ organized internal links, zero orphans, zero broken internals.

Closes findings: SEO-09-1, SEO-09-2

Quick Wins — Monitoring & Sustain

Monitoring and sustain tasks — tracking AI citation, brand mentions, and entity health over time. Set once, revisit monthly.

AI Citation Presence (1 fix, ~10 min)

[\[GEO-21-2\]](#) AI Overview prevalence varies widely by query type — Whitespark's 540-query case study averaged 68% (mixed local + informational + hybrid intent), but pure local-intent 'near me' queries see closer to ~15%. Monitor whether your business appears for target keywords.

Next Steps

30-minute Loom walkthrough is included with this audit. I'll record a walkthrough of the highest-priority findings tied to your business and answer any questions you have in writing afterward (14-day window).

If you'd like help implementing the 90-day plan rather than handing it to your team or web developer, I offer two follow-on options:

- **Implementation hours** — \$150/hr in 5- or 10-hour blocks. I work directly in your CMS, GBP, and schema. Most local-service sites take 8–15 hours to close the Month 1–2 work.
- **Ongoing retainer** — monthly engagement covering link-earning, content production, GBP management, AI citation tracking, and quarterly re-audit. Starts at \$1,200/month.

To schedule the walkthrough or discuss next steps: reply to the email that delivered this audit, or reach me directly at jacob@jsmithGEO.com.