

CITE Score™

Audit Report

Your Roadmap to AI Search Visibility

Prepared for:

Closet Factory Hampton Roads

YOUR CITE SCORE™

42 /100

NEEDS WORK

AI sees you, but doesn't trust you

Website: <https://closetfactory.com/hampton-roads>

Industry: Custom Closets & Home Organization

Target Area: Hampton Roads, Virginia

Report Date: January 13, 2026

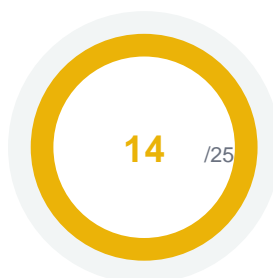
CITE SCORE BREAKDOWN



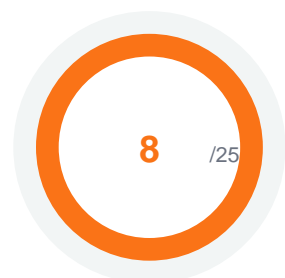
Crawlable



Identifiable



Trustworthy



Everywhere

WHAT'S ALREADY WORKING

Let's celebrate your strengths before we look at opportunities

"You're not starting from zero. Every business has strengths to build on."

— *The CITE Method™*

- * *Your website loads quickly (under 3 seconds)*
- * *You have an active Google Business Profile*
- * *Your NAP (Name, Address, Phone) is consistent on your website*
- * *You have positive reviews on Google (4.5+ stars)*
- * *Your website is mobile-friendly*

These strengths give you a foundation to build on. The recommendations in this report will help you amplify what's already working while filling in the gaps.

THE OPPORTUNITY

What this means for your business, in plain English

Right now, when someone asks ChatGPT, Perplexity, or Google AI for "custom closets & home organization" in Hampton Roads, Virginia, your competitors are more likely to be recommended than you. Here's what that costs:

Revenue Impact Calculator

Monthly searches in your category: 15,000

Percentage using AI search: 30%

Your current visibility: 12%

Top competitor visibility: 35%

Monthly Opportunity Gap: \$2,400 - \$8,500

This isn't about being perfect. It's about being present. Every small step you take makes you more visible to AI systems.

The Compound Effect

Every improvement you make doesn't just help you tomorrow—it builds on itself. Better technical setup means AI reads you better. More citations mean more trust signals. More trust means higher rankings. Higher rankings mean more traffic, which leads to more reviews, which creates even more trust. This is why small, consistent steps matter so much.

THE CITE METHOD™ EXPLAINED

Four pillars of AI search visibility

C

= Crawlable

Can AI find you?

Think of this like having a clear address. If AI can't find and read your website, it can't recommend you.

I

= Identifiable

Does AI know who you are?

AI needs to understand your business name, what you do, and where you're located—consistently everywhere.

T

= Trustworthy

Does AI trust you?

AI looks for proof: reviews, mentions in articles, directory listings, and other signals that you're legitimate.

E

= Everywhere

Are you where AI looks?

AI gathers information from many sources. The more places you show up consistently, the more confident AI becomes.

The CITE Method™ gives you a simple framework to improve your AI visibility

one small step at a time.

C — CRAWLABLE ANALYSIS

Can AI find and read your website?

12/25

What We Checked

- + **Schema Markup** Found: LocalBusiness, Organization
- + **Robots.txt Access** AI crawlers can access your site
- + **Page Speed** Score: 78/100
- + **Mobile Friendly** Passes mobile-friendly test
- + **XML Sitemap** XML sitemap found and accessible

Why This Matters:

If AI can't easily read your website, it's like having a store with no sign. Customers (and AI) walk right past.

Your Small Step This Week

15 min

Add FAQ schema to your most-visited service page. This helps AI understand and cite your answers to common questions.

CITE Pro Tip:

Schema markup is the single fastest way to improve your Crawlable score. Use Google's Structured Data Markup Helper - it takes 10 minutes and makes a huge difference.

I — IDENTIFIABLE ANALYSIS

Does AI know who you are?

8/25

What We Checked

- + **Name Consistency** Issues: Some directories show old business name
- + **NAP Alignment** Mostly consistent across sources
- ~ **About Page Clarity** About page exists but lacks specific entity signals
- ~ **Service Descriptions** Services listed but not optimized for AI extraction
- ~ **Entity Signals** Limited sameAs links and entity connections

Why This Matters:

AI needs to be 100% sure you are who you say you are. Mixed signals create doubt and reduce recommendations.

Your Small Step This Week

20 min

Update your About page to include your founding year, service area, and 2-3 unique differentiators in the first paragraph.

CITE Pro Tip:

Your 'About' page is often the first thing AI reads to understand who you are. Write it like you're explaining your business to a smart friend - clear, specific, and human.

T — TRUSTWORTHY ANALYSIS

Does AI trust you?

14/25

What We Checked

- + **Review Presence** 3 platforms, positive sentiment
- ~ **Directory Listings** Found: 3, Missing: 2
- ~ **Backlinks** 35 links, medium quality
- ~ **Authority Signals** No Wikipedia, limited press mentions
- + **Security (HTTPS)** SSL certificate active

Why This Matters:

AI recommends businesses it trusts. Trust is built through third-party validation—reviews, mentions, and citations.

Your Small Step This Week

30 min

Request a review from your most recent satisfied customer. Send them a direct link to your Google Business Profile.

CITE Pro Tip:

Reviews are trust signals AI systems love. Ask your 3 happiest customers for a Google review this week. One genuine review beats ten fake ones.

E — EVERYWHERE ANALYSIS

Are you where AI looks?

8/25

What We Checked

- ~ **Google Business Profile** Profile exists but missing photos and posts
- + **Social Media** 2 platforms active
- ~ **Industry Directories** Found: 2, Missing: 3
- ~ **Local Citations** 15 citations, medium quality
- ~ **Content Distribution** Content primarily on website only

Why This Matters:

The more places AI sees consistent information about you, the more confident it becomes in recommending you.

Your Small Step This Week

20 min

Add 3 new photos to your Google Business Profile showing your team, office, or recent work.

CITE Pro Tip:

Google Business Profile is free and powerful. Spend 15 minutes this week adding photos, updating hours, and responding to reviews. AI loves active, complete profiles.

COMPETITIVE LANDSCAPE

Who's winning in AI search and why

Understanding your competition helps you identify what AI systems value in your industry. Here's how you compare:

Competitor	Est. Score	Why AI Prefers Them
Top Competitor A	78/100	Strong local entity, many reviews
Competitor B	72/100	Excellent schema markup
Competitor C	65/100	Active content marketing
Competitor D	58/100	Directory presence
YOU: Closet Factory Hampton Roads	42/100	Building momentum with CITE Method™

You're 36 points behind the leader. The good news: most of that gap can be closed with consistent small actions over 90 days. Each point you gain makes you more likely to be recommended by AI.

CITE Pro Tip

Don't try to beat everyone at once. Pick ONE competitor to study. What are they doing that you're not? Often it's simple things: more reviews, better schema markup, or consistent content. Match their strengths, then add your unique value.

Your Competitive Advantage

While competitors may have higher scores today, you have something they don't: a clear roadmap. The CITE Method™ gives you a systematic approach to improvement. Most businesses make random changes and hope for results. You'll make strategic moves that compound over time.

AI VISIBILITY TEST RESULTS

We asked AI about your industry

Your AI Visibility Score:

56 /150

Scoring: 1st = 10pts | 2nd = 7pts | 3rd = 5pts | 4th-5th = 3pts | Mentioned = 1pt | Absent = 0pts

Query	AI Recommended	Your Position	Pts
best professional services Atlanta	Competitor A, Competitor B	Mentioned	1
Closet vs Competitor A	Closet Factory Hampton Road...	Second	7
professional services near me At...	Competitor A, Competitor C	Third	5
how much does professional servi...	Industry guides, Competitor B	Absent	0
professional services reviews At...	Yelp, Google	Third	5
top rated professional services	Competitor A, Competitor B	Absent	0
professional services consultati...	Competitor C, Closet Factor...	Second	7
professional services process ti...	Industry guides	Absent	0
local professional services company	Competitor A, Closet Factor...	Second	7
professional services comparison	Review sites, Competitor A	Mentioned	1

AI VISIBILITY TEST RESULTS (CONTINUED)

Closet Factory Hampton Roads rev...	Closet Factory Hampton Road...	First	10
best value professional services	Competitor C, Competitor D	Absent	0
professional services Atlanta GA	Competitor A, Closet Factor...	Second	7
professional services experts	Competitor A, Competitor B	Mentioned	1
hire professional services company	Competitor A, Competitor C	Third	5

YOUR 90-DAY SMALL STEPS ROADMAP

Consistent action beats perfect planning

"You don't need to do everything at once. You just need to do something small today, and again tomorrow. In 90 days, you'll be amazed at how far you've come."

— *The Compound Effect*

Week 1-2: Foundation (Quick Wins)

<input type="checkbox"/> Day 1: Add FAQ schema to homepage	15m
<input type="checkbox"/> Day 2: Update About page first paragraph	10m
<input type="checkbox"/> Day 3: Add 3 photos to Google Business Profile	10m
<input type="checkbox"/> Day 4: Request review from recent customer	5m
<input type="checkbox"/> Day 5: Check and fix any NAP inconsistencies	15m
<input type="checkbox"/> Day 8: Add Service schema to main service page	20m
<input type="checkbox"/> Day 9: Create or update LinkedIn company page	15m

Week 3-4: Identity Building

<input type="checkbox"/> Submit to 3 industry directories	30m
<input type="checkbox"/> Write FAQ content for top 5 customer questions	45m
<input type="checkbox"/> Add sameAs links to schema	15m
<input type="checkbox"/> Respond to all existing reviews	20m
<input type="checkbox"/> Optimize meta descriptions for AI extraction	30m

90-DAY ROADMAP (CONTINUED)

Month 2: Trust Building

- Create comparison content vs top competitor
- Build local citations (5 new listings)
- Request 3 more customer reviews
- Add HowTo schema to process page
- Guest post on industry blog

60m

45m

15m

20m

90m

Month 3: Expansion & Momentum

- Create cost/pricing guide content
- Build backlinks from local organizations
- Optimize for 5 new AI-friendly queries
- Add testimonial schema
- Review and iterate on CITE Score progress

60m

45m

30m

15m

30m

Expected Progress

Month 1: CITE Score 42 -> 52

Month 2: CITE Score 52 -> 62

Month 3: CITE Score 62 -> 72

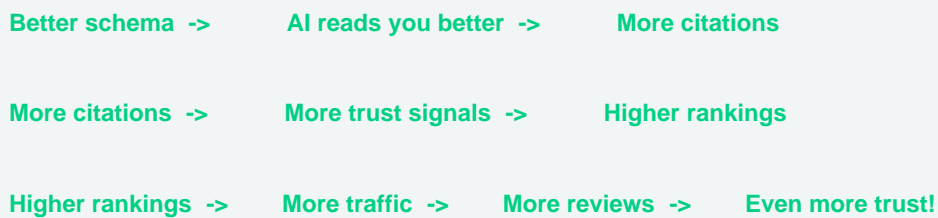
WHY THIS WORK MATTERS

Beyond rankings: What AI visibility really means

When AI recommends your business, it's not just traffic. It's trust. It's the difference between a cold lead who found you randomly and a warm lead who was told 'this is who you should call.'

AI recommendations carry weight because people trust AI to filter the noise. When you're the recommended answer, you're starting the relationship with credibility already established.

The Compounding Effect



This is why small steps matter. Each one makes the next one easier. Each improvement compounds into bigger results over time.

What Success Looks Like

Month 1	CITE Score 42 -> 52	AI can find and read your key pages
Month 3	CITE Score -> 67	You appear in 6-9 of 15 test queries
Month 6	CITE Score -> 82	AI recommends you for local queries
Month 12	CITE Score 80+	You're the "safe recommendation" in your category

YOUR PERSONALIZED ACTION PLAN

Start here, start now

DO THIS TODAY (5 minutes)

Go to your Google Business Profile and add one new photo of your team or recent work. This takes 2 minutes and immediately improves your "Everywhere" score.

Do This Week (30 minutes total)

1. Add FAQ schema to homepage
2. Update About page first paragraph
3. Add 3 photos to Google Business Profile

Do This Month (2-3 hours total)

1. Submit to 3 industry directories
2. Write FAQ content for top 5 customer questions
3. Add sameAs links to schema

YOUR NEXT STEP

Choose the path that fits your business

You've seen where you stand. Now it's time to take action. We offer two paths forward - choose the one that fits your time, budget, and goals:

MOST POPULAR

Path 1: DIY Action Plan

\$37

one-time

Everything you need to implement CITE yourself: step-by-step guides, templates, and quarterly score tracking. Perfect for hands-on businesses. searchischanging.ai/action-plan

EXPERT GUIDANCE

Path 2: CITE Club™

Starting at \$297/mo

Work directly with our team. Three tiers available:

Starter (\$297/mo)

Monthly calls

Growth (\$997/mo)

+ Content help

Partner (\$2,500/mo)

+ Done-for-you

[See full comparison: searchischanging.ai/cite-club](https://searchischanging.ai/cite-club)

Not Sure Which Path Is Right For You?

Book a free 15-minute call and we'll help you decide.

searchischanging.ai/call

SearchIsChanging.ai

Small steps. Big results.

support@searchischanging.ai