

AUDITED DOMAIN

example-homeservices.com

Membership-based home-services brand operating across several major U.S. metros, with a multi-region expansion underway. 1,000+ members; venture-backed; multi-location service business. **Illustrative sample — the audited domain and identifying details have been anonymized; figures are representative of a real ADAM CITE audit.**

A brand that **fixed last quarter's biggest gaps** — and now faces a category whose AI answer layer is consolidating around competitors it cannot out-integrate, only out-position.

COMPOSITE SCORE

74_{/100}

■ HIGH READINESS BAND

On-Domain Citation Readiness **74**
Off-Domain Citation Footprint **61**
Change vs AC-2026-SAMPLE-PRIOR: **+3**

CONTENTS

- 01 Executive Summary
- 02 Score Decomposition
- 03 Citation Baseline by Engine
- 04 Detailed Findings (7 active + 2 resolved)
- 05 Exhibit C: Competitor Citation Scan — Summary
- 06 Exhibit D — Off-Domain Citation Footprint
- 07 The Pattern
- 08 Recommended Roadmap — 30 / 60 / 90
- 09 Methodology & Limitations

The brand fixed the right things. Then it grew faster than its own facts.

Example Home Services re-scores **74 of 100** on on-domain citation readiness, a 3-point gain over the May 8 baseline (71) that holds the domain in the High band. The improvement landed exactly where the prior report pointed: dollar pricing is now published on-site (annual tiers of \$2,000 / \$3,500 / \$4,750 on both /pricing and /faqs), and the unverifiable "only handyman subscription service" claim has been removed from the commercial pages. Those two changes retired the two lowest-scoring components of the May run.

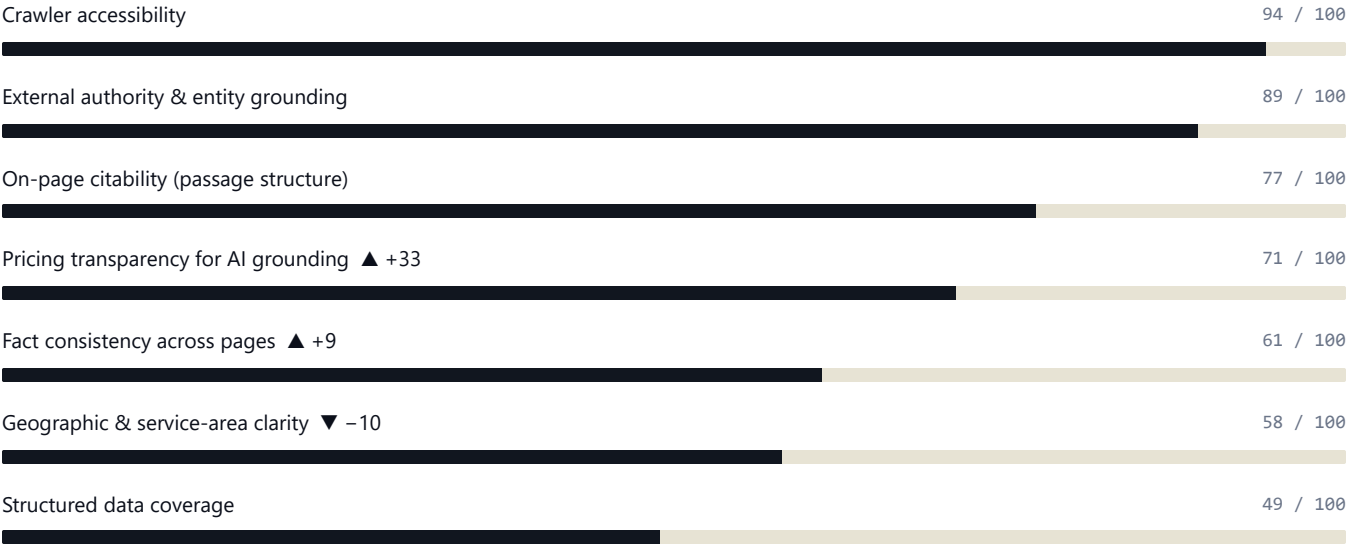
The offsetting development is geographic. The FAQ now lists five metros (three core metros plus two expansion metros); the /pricing page still lists only the three core metros; and the press/venture record still describes only the three original core metros. The single most common buyer question — "is Example Home Services available in my city?" — now has three different crawlable answers. For a brand actively entering two new metros, that is a live conversion leak.

The strategic environment also shifted. Since the last audit, a national services marketplace embedded itself inside both ChatGPT and Claude, and a second national marketplace launched an app inside ChatGPT. For unbranded category queries, those platforms now intercept demand inside the assistant. Example Home Services cannot out-integrate them — but it can win the citations they structurally cannot earn: the dedicated, consistent, relationship-based positioning a rotating marketplace cannot claim.

This Full Audit carries everything in the self-serve Detailed Summary plus two analyst-led exhibits: a summary of the **Competitor Citation Scan** (Exhibit C — the full scan is available as the \$149 Competitor Citation Scan add-on) and the **Off-Domain Citation Footprint** (Exhibit D, scored 61/100). It identifies **seven active findings** (zero Critical, two High, five Medium), notes **two findings from May now resolved or partially resolved**, and lays out a sequenced 30/60/90 remediation roadmap.

What the 74 is made of.

Built from the same seven weighted components as the May baseline for direct comparability. Pricing transparency and fact consistency rose; geographic clarity slipped as expansion outran the page copy.



CITE pillar mapping: Crawler accessibility → Crawlability; External authority + on-page citability → Trust + Identity; Geographic/fact/pricing consistency + structured data → Extractability. The composite is a directional readiness signal calibrated against audited domains in similar verticals — not a guarantee of citation rate.

Where the brand stands with each AI assistant.

ENGINE	STATUS	SIGNAL
Google Search	■Strong	Own pages dominate branded SERPs across all service-area queries.
Bing Search	■Strong	Indexed and surfacing. Powers ChatGPT search and Perplexity discovery.
Google AI Overviews / Gemini	■Likely Allowed	No Google-Extended block detected in available signals.
ChatGPT (training + search)	■Likely Allowed	No GPTBot block detected. Category competitors hold native ChatGPT integrations — see Exhibit C.
Claude (Anthropic)	■Likely Allowed	No ClaudeBot block detected. A category competitor is embedded inside Claude directly.
Apple Intelligence	■Likely Allowed	No Applebot-Extended block detected.
Meta AI	■Likely Allowed	No meta-externalagent block detected.
Perplexity	■Allowed	Site accessible. Real-time citation surface available.
Common Crawl (CCBot)	■Likely Allowed	No CCBot block detected.

Permissions inferred from publicly visible crawler-handling signals. Direct robots.txt verification was not feasible this run (the fetch returned only the Sitemap directive). Conversion of "Likely Allowed" to "Verified Cited at X%" is deferred to the managed engagement stage (Remediation Sprint / Digital Growth).

Seven active. Two high, five medium, zero critical — plus two May findings now resolved.

0 Critical	2 High	5 Medium	9 Passed	2 Resolved
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Legend: Critical / High / Medium count the seven active findings by severity. Passed = audit rubric checks that surfaced no finding this run. Resolved = findings from the May audit now closed or partially closed (detailed below). The same taxonomy is used in the Detailed Summary Report.

F-01

HIGH

Service area is announced three different ways across live pages

~1.5 HR EFFORT · ADAM CITE

EVIDENCE

FAQ: "available across five metros across three regions (three core metros plus two active expansion metros)."
Pricing page: the three core metros only.
Press/venture record: "the three original core metros."
Source: example-homeservices.com/faqs, /pricing, press page – rendered Jun 2026.

WHY IT MATTERS

Worsened from May's F-07 (Medium → High). The newest footprint lives only on the FAQ; the buyer-facing pricing page and the high-authority press corpus both lag. Asked "is the brand available in a new expansion metro," a model has one yes, two silences, and a press record that predates the launch — so it hedges or says no, costing conversions in exactly the metros the brand is paying to enter.

RECOMMENDED ACTION

One canonical, timestamped service-area list in the CMS, rendered identically on home/FAQ/pricing; mirror into LocalBusiness areaServed; issue a short launch note so the external record catches up.

F-02

HIGH

Three different Google review counts still appear on the homepage

~30 MIN EFFORT · ADAM CITE

EVIDENCE

Single homepage scroll: "4.9 stars / 507 reviews", "4.9 / 417", "4.9 / 187".
Source: example-homeservices.com homepage, rendered Jun 2026.

WHY IT MATTERS

Carried from May's F-01 (top count rose 467→507; spread unfixed). Assistants ground on the first count in the DOM, so they quote different numbers for the same brand the same day; fact-checking AI shopping agents read the spread as a credibility signal. The 4.9 rating is genuinely strong — the count is the only liability.

RECOMMENDED ACTION

Single CMS field drives all three blocks; add JSON-LD AggregateRating; quarterly refresh.

F-03

MEDIUM

City service-area pages still carry the retired "only" claim and city-swap boilerplate

~4-6 HR EFFORT · REMEDIATION SPRINT

EVIDENCE

/service-areas/core-city still: "Example Home Services is the only handyman subscription service in a core-metro city." + "In a core-metro city, handyman hourly rates typically range from \$50 to \$100 per hour."
Commercial pages dropped "only"; city pages did not. References generic TaskRabbit/Craigslist/a second national marketplace boilerplate.
Source: rendered Jun 2026.

WHY IT MATTERS

May's F-02 and F-06 only partially resolved — the fix shipped on commercial pages, not the city pages, so the contradicting claim is still live and crawlable. Visible subscription competitors (national membership incumbents and legacy brands) contradict "only"; a competitor's AI-generated "alternatives" copy will surface them alongside the contradiction.

RECOMMENDED ACTION

Propagate the commercial-page differentiator to all city pages from one CMS source; add 150–300 words of genuine city-specific content per page to retire the boilerplate.

F-04

MEDIUM

No verifiable LocalBusiness / Service / FAQPage structured data

~6-10 HR EFFORT · REMEDIATION SPRINT

EVIDENCE

OpenGraph present (Webflow). No high-leverage Schema.org types surface across home, /pricing, /faqs, sampled city pages. Missing: LocalBusiness/HomeAndConstructionBusiness (multi-location), Service (priceRange + areaServed), FAQPage, AggregateRating on Organization.
Source: rendered-DOM + cached-snippet inspection, Jun 2026.

WHY IT MATTERS

From May's F-03, downgraded High → Medium because now-published pricing + consolidated FAQ make the work easier and lower-risk: the canonical facts exist on-page, just not machine-readable. Schema is the deterministic anchor that resolves F-01, F-02, and F-03 at the engine level in one pass.

RECOMMENDED ACTION

Layered JSON-LD — Organization (sameAs to socials + founders), LocalBusiness per city (NAP/hours/areaServed/priceRange), FAQPage on /faqs, Service on /pricing + /services. Validate via Rich Results Test.

F-05

MEDIUM

Published pricing is not yet wired into structured data

~1 HR EFFORT · ADAM CITE

EVIDENCE

/pricing + /faqs publish: Starter 10 visits/yr \$2,000; Busy Home 20/yr \$3,500; Plus 30/yr \$4,750 (premium-metro tier). Prose only; no Service/Offer priceRange schema detected. A 2023 Yelp "\$200/month" Q&A still circulates against the current on-site figures.
Source: rendered Jun 2026.

WHY IT MATTERS

The good-news finding: May's F-04 (pricing absent; AI forced to a 2.5-year-old Yelp comment) is largely resolved. Residual risk — without a structured anchor, engines may still weight the older third-party figures that sat unanswered for years.

RECOMMENDED ACTION

Add Service/Offer schema with the three tiers + priceRange; add one explicit "billed annually" framing sentence so engines stop reconstructing a monthly figure from old forum math.

F-06

MEDIUM

No llms.txt file at the domain root

~45 MIN EFFORT · ADAM CITE

WHY IT MATTERS

Unchanged from May's F-05. llms.txt tells AI assistants which pages matter most for grounding; adoption is still early in mid-2026, so it remains a cheap edge. With pricing now on-site, the file has stronger canonical pages to point at.

RECOMMENDED ACTION

Publish llms.txt at root pointing to /pricing, /services, /faqs, /handyman, active service-area pages; keep under ~30 entries; refresh quarterly as areas expand.

F-07

MEDIUM

Category answer surface is consolidating around competitors with native AI integrations

STRATEGIC · DIGITAL GROWTH

EVIDENCE

A national services marketplace embedded inside ChatGPT and Claude; a second national marketplace launched a native ChatGPT app. Example Home Services holds no engine-level integration; citation path is organic crawl + content only.

Source: public reporting on marketplace/OpenAI and marketplace/Anthropic, a second national marketplace/OpenAI, 2025-2026.

WHY IT MATTERS

New this quarter and the reason the editorial fixes are now urgent. On the highest-upside unbranded queries, these integrations intercept demand inside the assistant before an organic Example Home Services citation is considered. The brand cannot match an integration head-to-head, but it can win the citations marketplaces cannot earn — see Exhibit C.

RECOMMENDED ACTION

Lean into the defensible differentiator (one consistent handyman, membership relationship, W-2 employees if verifiable); make it maximally citable via schema (F-04) and consistent facts (F-01, F-02).

Resolved since AC-2026-SAMPLE-PRIOR

R-01

RESOLVED

On-site pricing now published (was May F-04, Medium)

/pricing and /faqs now publish three annual plan tiers with dollar figures. The brand controls its own pricing narrative on-site. Residual schema work tracked as F-05.

R-02

PARTIAL

"Only handyman subscription" claim removed from commercial pages (was May F-02, High)

The unverifiable "only" framing has been dropped from the homepage and commercial pages. It persists on the city service-area pages — tracked forward as F-03 until fully propagated.

Who is positioned to own the category answer.

This exhibit is a summary; the full scan is available as the \$149 Competitor Citation Scan add-on (Report ID AC-2026-SAMPLE-CCS). Summary citation-posture ranking for unbranded home-services queries:

RANK	COMPETITOR	POSTURE	WHY
1	marketplace-a.example	■Dominant	Embedded natively inside ChatGPT and Claude.
2	marketplace-b.example	■Dominant	Native ChatGPT app.
3	incumbent-membership.example	■Strong	National membership incumbent; open pricing; deep entity record.
4	legacy-national.example	■Moderate	Legacy brand-authority halo; aging footprint.
5	adjacent-membership.example	■Moderate	Adjacent home-management membership; blurs the category.
—	example-homeservices.com	Niche / branded-only	Strong build + identity; trails on off-domain trust + extractable facts.

The decisive gap is structural, not editorial: two competitors are *inside* the assistants. The defensible counter-position is the one-consistent-handyman relationship a rotating marketplace cannot claim. Full per-competitor findings and the top-3 displacement actions are in the full Competitor Citation Scan (\$149 add-on).

AI engines cite what is corroborated across independent sources.

Your domain is one source. This exhibit audits the others — the third-party platforms, communities, publications, and databases where Example Home Services is independently mentioned and confirmed. Scored across four weighted tiers (T1 30% · T2 30% · T3 20% · T4 20%).

TIER 1 • STRUCTURED OFF-DOMAIN CITATIONS (WEIGHT 30%)		5 / 8 • PARTIAL
National / regional press, last 24mo (national tech and business press and regional outlets)		PRESENT — strong
Institutional venture record (multiple institutional venture investors; standard venture databases)		PRESENT
BBB / Chamber / accreditation listing		PARTIAL — verify
Wikipedia / Wikidata entity page		ABSENT
Google Knowledge Panel (active)		NOT CONFIRMED
State licensing / regulatory body listing		N/A for category

TIER 2 • UNSTRUCTURED COMMUNITY CITATIONS (WEIGHT 30%)		4 / 6 • PARTIAL
Review platform presence (Google 4.9★, Yelp, regional review and community platforms)		PRESENT — strong
Forum / Q&A discussion (Yelp Q&A, parent networks)		PRESENT — but stale pricing (see F-05)
Reddit mentions (brand named unprompted)		SPARSE
YouTube / podcast transcripts mentioning the brand		LIMITED

TIER 3 • PLATFORM PRESENCE & ENTITY CORROBORATION (WEIGHT 20%)		PARTIAL
LinkedIn Company Page		PRESENT
Google Business Profile (category / description / NAP)	VERIFY — multi-location NAP consistency at risk per F-01	
NAP consistency across Tier 3 platforms	DISCREPANCY RISK — service-area drift propagates off-domain	

TIER 4 • EARNED MEDIA & SYNDICATED CONTENT (WEIGHT 20%)		4 / 6 • PARTIAL
Press releases (national newswire — Series A)		PRESENT
Syndicated pickup (funding coverage across outlets)		PRESENT
Founder expert quotes / guest articles in trade publications		LIMITED
Recent earned media on the the expansion metros expansion		ABSENT — record lags the launch

OFF-DOMAIN FOOTPRINT SCORE		61 / 100 • PARTIAL
Interpretation (60–79): Partial footprint. The brand's citation rate is constrained less by missing presence than by two gaps — (1) no structured entity grounding (Wikidata / Knowledge Panel) to anchor the brand for engines, and (2) an earned-media and platform record that has not caught up to the current footprint, leaving stale pricing and an outdated service area as the most authoritative third-party signals. Off-domain remediation is high-leverage but secondary to closing the on-domain consistency gaps first.		

- 1. Establish structured entity grounding.** Pursue a Wikidata entity and a verified Google Knowledge Panel so engines have a canonical anchor for the brand (Tier 1, Trust).
- 2. Refresh the earned-media record to match the footprint.** A short press/blog note on the the two new expansion metros launches resolves the press-record lag that currently makes engines under-state the service area (Tier 4, Trust — pairs with F-01).
- 3. Reconcile NAP and category across platforms.** Confirm Google Business Profile, LinkedIn, and directory listings carry one consistent service-area list and the skilled-handyman category, not errand/butler services (Tier 3, prevents the an adjacent home-management membership conflation in Exhibit C / CC-05).

The brand listened. Now it has to keep up with itself.

The encouraging signal: May's two highest-leverage recommendations actually shipped. Pricing went on-site, and the unverifiable "only" claim came off the commercial pages. That is a brand that treats citation readiness as actionable — and it is why the composite moved up.

The cautionary signal: the fixes shipped on some pages and not others, and growth (two expansion metros) outran the copy. The brand's canonical facts are now *more* fragmented across surfaces than a quarter ago, even as the worst individual gaps closed. This is a normal, very fixable phase for a scaling service brand. The answer is a single CMS source of truth per fact — service area, review count, price, positioning — rendered consistently everywhere, plus the structured data to make those facts machine-readable.

Reconciling the service area (F-01), review counts (F-02), and lagging city pages (F-03), then shipping baseline schema (F-04, F-05), would plausibly move the on-domain composite from 74 into the mid-80s within a single quarterly cycle. The harder strategic work — staying citable in a category whose answer layer is consolidating around integrated competitors (F-07, Exhibit C) — and building structured off-domain grounding (Exhibit D) are best scoped through a managed engagement — Remediation Sprint (\$499/mo) or Digital Growth (\$999/mo).

Sequenced 30 / 60 / 90 plan.

Sequencing prioritizes highest score-impact, lowest-dependency findings first. Each window fits inside a single sprint cycle.

WINDOW 1 — 30 DAYS Reconcile and ship ~10-14 HOURS WORK F-01 · ADAM CITE Single canonical, timestamped service-area list rendered identically on home / FAQ / pricing. F-02 · ADAM CITE Consolidate the three homepage review counts to one CMS-driven value + AggregateRating. F-05 · ADAM CITE Add Service/Offer priceRange schema to the now-published pricing tiers. F-06 · ADAM CITE Publish llms.txt at the domain root pointing to canonical commercial pages.	WINDOW 2 — 60 DAYS Structure and signal ~10-14 HOURS WORK F-04 · REMEDIATION SPRINT Implement Organization / LocalBusiness / Service / FAQPage JSON-LD, validated via Rich Results Test. F-03 · REMEDIATION SPRINT Propagate the commercial-page differentiator to all city pages; retire the "only" claim everywhere. Exhibit D · DIGITAL GROWTH Establish Wikidata entity + verified Knowledge Panel; refresh earned media to match the footprint. Re-audit · ADAM CITE Re-run to confirm lift and catch drift introduced during remediation.	WINDOW 3 — 90 DAYS Deepen and verify ~16-24 HOURS WORK F-03 · REMEDIATION SPRINT Add 150-300 words of genuine local content per city page (team intros, local project examples). F-07 · DIGITAL GROWTH Build the schema-anchored "same dedicated handyman" positioning to win the queries marketplaces cannot. Probe · DIGITAL GROWTH Live LLM citation probes across ChatGPT, Claude, Gemini, Perplexity; convert "Likely Allowed" to verified rates. Monitor · ADAM CITE Quarterly re-audit cadence to detect drift before it accumulates.
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How this report was generated, and what it does not tell you.

What was measured. ADAM CITE rendered the homepage and a sampled set of service-area, pricing, FAQs, handyman, and reviews pages, then parsed the rendered content for visible copy, meta tags, structured data, and external authority signals. The brand was assessed against the four CITE pillars (Crawlability, Identity, Trust, Extractability) and scored on a fixed seven-component rubric, rolled into a composite using documented component weights. Exhibit C (Competitor Citation Scan summary; the full scan is delivered as the separate \$149 add-on) and Exhibit D (Off-Domain Footprint) are analyst-led research exhibits per the ADAM CITE manual-delivery model.

What was not measured in this run. Direct robots.txt verification was not feasible from the audit environment (the fetch returned only the Sitemap directive); permissions findings reflect the absence of restrictive directives in available signals rather than positive confirmation. Live LLM citation probes against the four major engine APIs were not executed in this pass; conversion of "Likely Allowed" engine statuses and competitor "citation posture" to verified per-engine citation rates is available in a managed engagement (Remediation Sprint / Digital Growth). Competitor pillar profiles in Exhibit C are directional posture assessments from publicly observable signals, not measured citation percentages.

What the score is, and is not. The 74/100 on-domain composite and 61/100 off-domain footprint are directional readiness signals calibrated against a benchmark population of audited domains in similar verticals. They are not guarantees of citation rate and do not predict revenue. AI engine answers shift week to week as models update, ranking signals change, and competitor content (and integrations) move. Treat the scores as a snapshot for prioritizing remediation.

Verification trail. Every finding is traceable to a specific page or external signal. Evidence quotes are reproduced verbatim from rendered content observed during the audit window (Jun 9, 2026). This is a re-audit; deltas are measured against AC-2026-SAMPLE-PRIOR (May 8, 2026). Sources include: the audited domain (home, /pricing, /faqs, sampled service-area pages), and national and regional press and standard venture databases, plus public reporting on the marketplace/OpenAI and marketplace/Anthropic AI-engine integrations.

About this report. ADAM CITE is the citation-readiness audit for AI Engine Optimization. The Full Audit Report includes a summary of the Competitor Citation Scan (Exhibit C — the full scan is available as the \$149 Competitor Citation Scan add-on) and the Off-Domain Citation Footprint (Exhibit D). **Next steps:** Remediation Sprint (\$499/mo) and Digital Growth (\$999/mo) managed engagements add live LLM probing, hallucination detection, and human-led remediation across the high-effort findings above.

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