

Example Juice Co

28 OCTOBER 2026 • EXAMPLE.COM

WHERE THINGS ARE

Phase 1 of 5 is done

Check and first fixes, finished 28 Oct. Phase 2 starts once you've been through the questions and the new wording below.

PHASE 1

Check and first fixes

PHASE 2

New wording live, and a tidy-up

PHASE 3

Design fixes with your developer

PHASE 4

Beyond your site, and tracking sales

PHASE 5

Check again and compare

What we've done

PAGES AND LINKS

Forwarded dead addresses to the right live page**16**

forwards added or fixed

Visitors land on the page they were after, and Google passes the old address's standing on to the live one.

WHAT SHOWS IN GOOGLE **READY FOR YOUR OK****New Google titles and descriptions written for 109 pages**

Your title and description are what people read in Google before they decide to click.

What we need from you

What happens next

Phase 2: New wording live, and a tidy-up

After your approval

- Old addresses forwarded once you've answered our questions
- The wording you've approved, live
- Old, duplicate and campaign pages tidied
- Wording Google shows brought inside your rules
- Image labels written and heavy images shrunk

Your site at a glance

Level 3 of 5 today, aiming for 4

1 good

1 being fixed

15 planned

Your site is at level 3 of 5 today: Google and AI tools can reach it and the core product details are there, but there are errors and gaps. Level 4 is the AI-ready benchmark. We re-score at phase 5, once the bigger fixes are live, so the level doesn't move with each small fix.

What we've done

Everything we've changed so far that helps you show up in Google, Google Shopping and AI search, and why each one matters. Every change is recorded and can be reversed.

Pages and links

28 Oct

Forwarded dead addresses to the right live page

16

forwards added or fixed

Old and misspelt addresses now forward to the live page: old blog addresses, the reviews page and two products. One older forward that led nowhere now points at the right product.

Why it matters: Visitors land on the page they were after, and Google passes the old address's standing on to the live one.

What shows in Google

28 Oct

New Google titles and descriptions written for 109 pages

READY FOR YOUR OK

Each one is written for what shoppers search for. They go live once you've had a look.

Why it matters: Your title and description are what people read in Google before they decide to click.

The check

20 Oct

Checked 203 of your pages the way Google and AI tools read them

Every page read as raw code, alongside a year of your Search Console data and Google's own check on each page.

Why it matters: It tells us what is holding the site back and in what order to fix it. The 17-point scoreboard tracks each fix.

Questions for you

This is a sample: the rows are made up to show how it works. On your own page, for each page we write what we'll do and why, and you tick OK or choose Change and tell us what you'd like instead. Anything you leave alone, we go ahead with.

1 Products you no longer sell

These products are switched off in your store, but Google still lists some of them, and anyone who arrives lands on an error page. We'll forward each to the closest page that's still selling.

OK to forward each one as shown?

#	Page	What we'll do	Your call
1.1	/products/apple-pear-juice-6-pack Apple & Pear, 6 x 750mL (switched to draft in October)	Forward it to /collections/blended-juices Your Blended juices. If it's coming back, choose Change and we'll leave it alone.	
1.2	/products/summer-gift-box Summer Gift Box (sold out and switched off)	Forward it to /collections/gift-packs Your Gift Packs collection, the closest page that's still selling.	

2 Old pages that have gone

These pages have been taken down, but Google still shows some of them and people still click through, so they land on an error page. A forward sends them, and Google, to a page that's still there. We've picked the closest live page for each.

OK to forward each one as shown?

#	Page	What we'll do	Your call
2.1	/blogs/news/our-new-labels An old news post that's been taken down	Forward it to /blogs/news Your news page, so visitors land on your latest posts.	
2.2	/pages/reviews-1 An old copy of your reviews page	Forward it to /pages/reviews The reviews page that's live today.	
2.3	/pages/competition-terms Terms for an old competition	Forward it to /collections/all Your Shop All page, so visitors land somewhere they can buy.	

3 Pages that copy another page

Your store has grown several collections that show the same products as another one. When Google sees two pages the same, it splits its attention between them and may show the weaker one. For each copy below we'll take it off your online store (it stays in your admin, so nothing is lost) and forward its address to the page that stays. Where two pages show the same thing, we keep the one Google sends more people to (clicks in the last 90 days, then the last year), and the one in your menu if it's a tie.

OK to tidy each one as shown?

#	Page	What we'll do	Your call
3.1	/collections/750ml-range 750mL Range: the same products as 750mL Bottles; both are in your menu	Forward it to /collections/750ml-bottles 750mL Bottles brings in more from Google, so it stays and the menu link moves to it.	
3.2	/collections/all-juice-1 A copy of All Juice made by an app	Forward it to /collections/all-juice The original, which is the one in your menu.	

4 Behind-the-scenes pages to hide from Google

Some pages exist only to make your site work: they feed the bundle builders, the homepage carousels or an ad. Shoppers never browse them, but Google can still find them and show them instead of your real pages. Hiding a page from Google leaves it working exactly as it does now.

OK to hide each one as shown?

#	Page	What we'll do	Your call
4.1	/collections/featured Featured: a menu heading whose own page shows no products today	Hide it from Google, and point the menu link at Shop All Shoppers who click it land on an empty page.	
4.2	/collections/homepage-carousel Feeds the carousel on your homepage	Hide it from Google It keeps working on the homepage; Google stops showing it in place of your real collections.	
4.3	/pages/ad-landing-page An ad landing page with no search traffic of its own	Hide it from Google Your ads still reach it.	

5 One thing only you know

These depend on your plans, so we've written what we'd do and what would change our mind.

OK as shown, or tell us what's changed?

#	Page	What we'll do	Your call
5.1	/collections/christmas-packs Christmas Packs: last year's gift packs, no special price on them right now	Keep it for this Christmas, with a fresh title and description No Christmas special this year? Choose Change and we'll forward it to Gift Packs.	

Site health check: 17 points

We check your site on 17 points, the way Google and AI search tools read it. This is where each one stands; it changes as the fixes go live. What we found is from 20 Oct 2026.

The biggest things still to fix

- 147 of your 175 main pages are in Google.
- 32 dead addresses still show in Google.
- 23 phrases Google shows use wording your brand kit rules out.

Your site's level



Your site is at level 3 of 5 today: Google and AI tools can reach it and the core product details are there, but there are errors and gaps. Level 4 is the AI-ready benchmark. We re-score at phase 5, once the bigger fixes are live, so the level doesn't move with each small fix.

Point by point

Can Google and AI tools find you?

Google and AI tools can reach your site crawler access, sitemap **Planned**
Google and every AI tool we checked can reach your site. 7 pages in the list you give Google shouldn't be there, such as copies of other pages, test pages and ad and campaign pages. Phase 2

Your pages are in Google indexing **Planned**
147 of your 175 main pages are in Google; the detail lists each of the rest with Google's reason. 28 more pages are sent elsewhere by a script in your theme, so Google treats them as a redirect rather than a page of their own. 6 pages answer normally but show an error or nothing of their own. Phase 4

Your markets markets, hreflang **Planned**
38 products sold only in your overseas markets are invisible to Google: Google is served your home market. Phase 4

A brand note for AI assistants llms.txt **Planned**
The short file AI shopping assistants read about your brand carries the platform's generic text, not a description of you. Phase 4

Is the site in good working order?

Links that go nowhere broken links, redirects

Being fixed

1 address your site links to leads to a dead page. 32 dead addresses still show in Google. 10 of them brought visitors in the last 90 days. 3 old addresses forward to a dead page.

Phase 2

Done so far: Forwarded dead addresses to the right live page.

Every page shows its own content duplicate and stray pages

Planned

7 pages show another page's content instead of their own. 7 ad and campaign pages are live with no search traffic of their own. 1 page looks like a copy of another page, with no visitors and no menu links. 8 pairs of pages are copies of each other.

Phases 2 and 3

Page headings and descriptions H1s, meta descriptions

Planned

88 pages have no main heading. 58 pages show two main headings, which can leave Google unsure which one is the page's. 2 pages reuse the homepage's Google description. 95 pages have no description at all. 31 pages show a main heading that belongs to another page or section.

Phases 2 and 3

Pages that load smoothly Core Web Vitals

Good

Pages load smoothly for real visitors: nothing is in Google's poor band.

Now: Nothing to do.

Image labels and weight alt text, image weight

Planned

36 product and article images have no useful label for search engines and screen readers. 9 more image tags have no label at all. 23 images are over a megabyte, which slows the pages they sit on.

Phase 2

Does Google understand what you sell?

What people see for you in Google titles and meta descriptions

Planned

11 pages show in Google but win fewer clicks than your other pages at the same position.

Phase 2

Product details Google reads, like reviews structured data, GTINs

Planned

13 product pages, including your best seller, carry their barcode in a format that breaks their product details. Google reads past it; stricter readers may not. 27 articles carry their article details in a format that doesn't parse. 48 pages carry no breadcrumb details, which tell Google where they sit in the site. Most of your 32 product pages leave a rating, shipping details and returns details out of their product details, which Google's free product listings read.

Phase 3

Your Google Shopping listings Shopping feed

Planned

Most of your listings are live on Google Shopping. 13 are turned down for a reason other than stock, such as a product-policy flag.

Phase 4

Wording Google shows claims compliance

Planned

On 7 pages, 23 phrases Google shows use wording your brand kit rules out.

Phase 2

Do your pages and other sites vouch for you?

Links between your own pages internal linking
68 pages have no link from anywhere on your site.

Planned
Phase 1

Your brand known to AI tools Wikidata entity
Your brand has no entry in Wikidata, the public database many AI tools draw on. 6 of the profile links in your site's company details are empty.

Planned
Phase 4

Other sites linking to you backlinks
The sites linking to you haven't been reviewed one by one yet.

Planned
Phase 4

Can we see what search brings in?

Seeing which sales come from search analytics attribution
86 of the 242 visits from AI assistants land outside your analytics' AI channel, so they count as other traffic.

Planned
Phase 4

The numbers behind it, update by update

Measure	Baseline, 20 Oct	Goal
Phase 1 fixes		
Links on your site that go nowhere	1	None
Old addresses forwarding to a dead page	3	None
Dead addresses Google still shows	32	None
Old addresses forwarding to another website	0	None
Later phases		
Pages showing another page's content	7	None
Pages reusing the homepage's Google description	2	None
Pages with no main heading	88	None
Pages with two main headings (a risk, not a fault)	58	No target: reported
Product and article images with no useful label	36	None
Product pages whose barcode Google can read	6 of 19	Every product that has a barcode

Measure	Baseline, 20 Oct	Goal
Page jumping while loading (Google: 0.1 or under is good, over 0.25 is poor)	0.01	In the good band
Pages no other page links to	68	Only hidden pages
Articles that link to a product	27 of 27	All
Main pages in Google	147 of 175	Every page that should be

The plan

5 phases, with a stop after each one where we need you (the blue diamonds).

1

Check and first fixes

DONE

From 20 Oct

- The 17-point check of your website
- Dead links fixed and dead forwards repointed
- New Google wording written for your approval
- Old, duplicate and campaign pages listed for your call
- Articles and useful pages linked properly

Review point: your approval

NOW

End of phase 1

- Your OK on the new Google wording
- Your call on the old, duplicate and campaign pages
- Your answers to our questions

2

New wording live, and a tidy-up

NEXT

After your approval

- Old addresses forwarded once you've answered our questions
- The wording you've approved, live
- Old, duplicate and campaign pages tidied
- Wording Google shows brought inside your rules
- Image labels written and heavy images shrunk

Review point: information and access

COMING UP

As we go

- Anything we still need from you

3

Design fixes with your developer

COMING UP

After phase 2

- Page headings fixed in the templates
- Product details fixed so Google can read them, complete
- Every page shows its own content again

4

Beyond your site, and tracking sales

COMING UP

Alongside phases 2 and 3

- Checked again after the page fixes
- Your brand's Wikidata entry
- A review of the sites linking to you
- Your Google Shopping listings checked, and the store-side fixes made
- A quote for showing each market's products to Google
- Sales tracking checked
- A proper brand note for AI assistants

5

Check again and compare

COMING UP

After phases 3 and 4

- The same 17-point check, compared with this one, aiming for level 4

How we checked

Where the data on this page came from.

- 203 pages read as their raw HTML on 20 October 2026, the way AI crawlers read them, plus Google's own check on each.
- Your Google Search Console data from 17 October 2025 to 17 October 2026 (clicks, searches and rankings, all countries).
- Page speed from Google's real-visitor data (mobile).
- Your store's products, pages and settings read through our app.
- The level uses Team Empathy's AI search maturity model (technical pillar), where level 4 is the AI-ready benchmark.

Team Empathy

AI search and SEO for ecommerce brands

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