

## AI VISIBILITY SNAPSHOT · REDACTED SAMPLE

# AVOS Audit Report - Sample

Client name and store URL redacted. This is a shortened sample of the 2-week fixed-scope AVOS Audit deliverable. Real reports are 40-60 pages with per-page recommendations, technical appendix, and priority roadmap.

Prepared for: **[REDACTED - Premium DTC brand, EU market]**  
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Engagement: **AVOS Audit · 2 weeks fixed scope**

## 01 - Executive summary

The brand ranks in Google's top-3 for four out of eight priority category queries but appears in ChatGPT answers for only one. Perplexity cites the brand's blog, never its product pages. Structured data is present but incomplete: Product schema is missing `brand.name`, `aggregateRating`, and `review` on 74% of PDPs. The knowledge-graph entity for the brand is unlinked from parent-company records, splitting mention share.

Estimated recoverable share-of-voice on the AI surface at 90 days: +18 to +34 percentage points. Fixes are structural (schema, entity linking, citation-friendly rewrites) - not campaign-driven.

## 02 - Scorecard - 5 dimensions

**Answer engine visibility** **42 / 100**

Cited in 1 of 8 priority queries across ChatGPT + Perplexity

**Agent commerce readiness** **58 / 100**

Product feed valid; agent-checkout signals absent

**Structured data quality** **61 / 100**

Product schema incomplete; Organization schema valid

**Entity graph coverage** **37 / 100**

Brand entity unlinked from parent-company knowledge-graph node

**Content citability** **54 / 100**

Blog cited; PDPs and category pages not cited

## 03 - Top-priority findings (redacted)

- Missing brand entity in Google Knowledge Graph - no /kg/m/ID assigned. Fix: sameAs cluster across Wikidata, Crunchbase, LinkedIn.
- Product schema missing brand + review + aggregateRating on 74% of PDPs. Fix: JSON-LD injection at theme-layer, not app-layer.
- Blog cited by Perplexity but not ChatGPT. Root cause: canonical mismatch on 40% of articles. Fix: rewrite <link rel="canonical">.
- PDPs return citation-hostile HTML - content locked behind Alpine.js hydration. Fix: SSR PDP body.
- Category pages missing FAQPage schema for 12 of 14 top categories. Fix: template-level FAQ block.

## 04 · Roadmap (redacted)

Sample of the 6-week implementation roadmap. Actual deliverable includes effort, dependency, and owner columns per row.

### **Week 1**    **Schema baseline**

Product + Organization + Breadcrumb schema across storefront.

### **Week 2**    **Entity linking**

Wikidata + Crunchbase + LinkedIn sameAs cluster.

### **Week 3**    **PDP SSR**

Move PDP body out of hydration; keep progressive enhancement.

### **Week 4**    **FAQ + review surfacing**

Template-level FAQPage + Review schema.

### **Week 5**    **Blog canonicals**

Fix 40% mismatch; re-submit via IndexNow + Bing Webmaster.

### **Week 6**    **Monitor + iterate**

Weekly ChatGPT + Perplexity + Google AIO share-of-voice tracking.

## 05 · What's redacted from this sample

- Client name, store URL, all screenshots.
- Competitor benchmark table (12 competitors x 5 dimensions).
- Technical appendix (JSON-LD snippets, schema diff, entity graph map).
- Effort + dependency columns on the roadmap.
- SKU-level product schema gap report.

Agencies: this is what your white-labeled deliverable looks like under your brand. LUMA-E ships the audit, you keep the client relationship. See [luma-e.com/partners](https://luma-e.com/partners) for the engagement model.