

Oura Works â Sample Mini Audit

Anonymized â ouraworks.com/mini-audit/

Prepared: June 2026 â Delivery target: 48 working hours

Executive summary

Website: example-brand.co.id (B2B services â Jakarta)

Primary goal: organic leads + AI visibility for vendor shortlist queries

Overall readiness: Medium â technical foundation OK; AI citation gap high.

01 â SEO technical snapshot

- Indexability: 94% of priority URLs indexed; 3 orphan service pages blocked by noindex legacy.
- Sitemap: present; lastmod stale on 12 URLs (>180 days).
- Canonical: 2 duplicate parameter variants on /layanan/ cluster.
- Core Web Vitals (field): LCP 3.1s mobile (needs improvement); CLS 0.04 (good).
- Robots: AI crawlers allowed; llms.txt missing.

02 â AI visibility gap

- ChatGPT test (5 priority queries): brand mentioned 0/5; competitors cited with FAQ-style pages.
- Perplexity test: 1/5 partial mention without URL attribution.
- Gemini test: 0/5; entity confused with similarly named brand.
- Entity: Organization schema present; Service + FAQ schema missing on money pages.
- Content extractability: service pages average 420 words, no answer-first H2 blocks.

03 â Seven-day priorities

1. Rewrite /layanan/ flagship page: answer-first sections + FAQ schema + statistics with sources.
2. Fix canonical + noindex on 3 orphan URLs; refresh sitemap lastmod.
3. Publish llms.txt + GA4 AI-referral segment (chatgpt.com, perplexity.ai, [gemini](https://gemini.com), claude.ai).

Recommended Oura package

Oura Growth â technical remediation + OAVF content loop + Atlas monthly measurement.

Alternative: implement priorities 1â3 in-house, re-audit in 60 days.

Methodology note

This sample is anonymized. Real audits use GSC/GA4 when available, Atlas crawl, and manual citation checks across ChatGPT, Perplexity, Gemini, and Claude.

Request your free audit: ouraworks.com/mini-audit/

Oura Works â PT Oura Solusi Digital â hello@ouraworks.com