AEO audit `https://lakeviewroofs.com/`

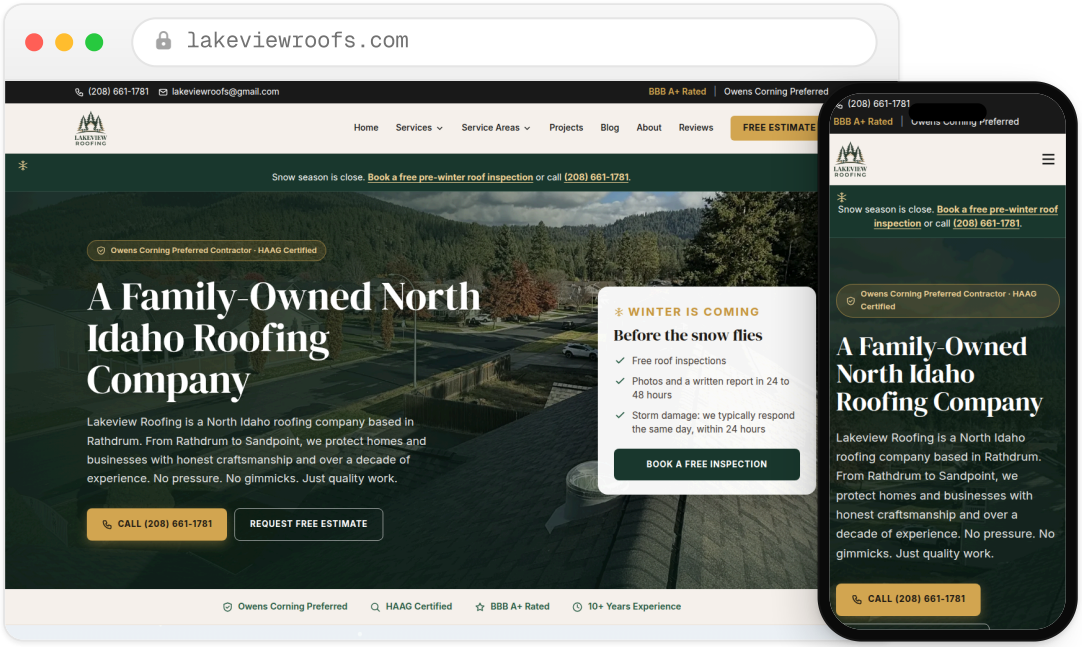
Run on 11/12/2026, 10:23:34 PM

97
/ 100

A **https://lakeviewroofs.com/**

fetched directly · HTTP 200 · 37.0 KB · 7.6s

Detected as: Local business (medium confidence)



Fetchability & Crawler Access

Can an LLM crawler actually reach this URL? Cloudflare/WAF blocks, missing AI bot allowlists in robots.txt, and JS-only SPAs all fail here.

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Reachable without bot blocking

18/18 pts

Site responds 2xx/3xx with no bot challenge (HTTP 200). LLM crawlers can reach it.

Served over HTTPS

4/4 pts

URL uses HTTPS

Reasonable page size (under ~2.5 MB)

3/3 pts

37.0 KB downloaded

robots.txt allows AI search crawlers

10/10 pts

All critical AI search bots (ChatGPT-User, OAI-SearchBot, Perplexity, Claude-User, Google-Extended) are allowed.

Content rendered server-side (visible without JS)

8/8 pts

Body contains 1199 words of server-rendered text (Readability extracted 5483 chars).

Core SEO

Title, description, canonical, OpenGraph, sitemap — the foundation that every search/answer engine still expects.

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- **Title tag (25–65 characters)** — 4/4 pts
  Title is 58 characters: "Lakeview Roofing | North Idaho Roofing Company in Rathdrum"
- **Meta description (80–175 characters)** — 4/4 pts
  141 chars: "Family-owned North Idaho roofing company in Rathdrum, serving Coeur d'Alene, Post Falls, and Hayden...."
- **Canonical URL declared** — 3/3 pts
  Canonical: https://lakeviewroofs.com/
- **OpenGraph tags (title, description, image)** — 3/3 pts
  3/3 OpenGraph tags present
- **Twitter Card tag** — 2/2 pts
  twitter:card = summary_large_image
- **<html lang> attribute** — 1/1 pts
  lang="en"
- **XML sitemap exists (and referenced in robots.txt)** — 4/4 pts
  Found sitemap at https://lakeviewroofs.com/sitemap-index.xml (sitemap index) with 89 URLs (referenced in robots.txt)

Semantic HTML

Headings, landmarks, alt text — structure that lets AI parse your page meaningfully.

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- **Exactly one <h1>** — 3/3 pts
  Found 1 <h1> element
- **Heading hierarchy (no skipped levels)** — 3/3 pts
  37 headings in valid order
- **Semantic HTML landmarks** — 4/4 pts
  Landmarks present: header, nav, main, section, footer
- **Image alt text coverage** — 3/3 pts
  19/19 images have an alt attribute (100%)

Answer Engine Signals

llms.txt, JSON-LD structured data, author authority, freshness, Readability extraction — the signals AI search weighs heavily.

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✓	**/llms.txt manifest at site root** /llms.txt valid: H1 "Lakeview Roofing & Restoration", 9 sections, 83 links	5/5 pts
✓	**/llms-full.txt (bonus full-content dump)** /llms-full.txt present (2578 bytes)	1/1 pts
✓	**JSON-LD structured data** Found 4 JSON-LD block(s); types: RoofingContractor, Organization, WebSite, FAQPage	6/6 pts
⚠	**Author / Organization authority signals** Organization sameAs links present but no named author	2/3 pts
✓	**Content freshness (dateModified within 12 months)** dateModified 2026-05-13 (184 days ago)	2/2 pts
✓	**Content depth (sitemap URL count, blog, recency)** 89 URLs in sitemap — substantial content. blog detected in sitemap URLs.	4/4 pts
✓	**Mozilla Readability extraction** Readability extracted 5483 chars — long-form readable content	5/5 pts
✓	**Contact info (phone, address, hours, service area)** Found: phone (+12086611781); address (schema: Rathdrum, Rathdrum, ID); hours (schema); service area (Rathdrum, Coeur d'Alene).	5/5 pts

Content Quality

Front-loaded answers, question-shaped headings, statistics, citations — what Princeton's GEO paper found actually moves the needle.

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✓	**Front-loaded direct answer in opening paragraph** Opening paragraph is 36 words — direct, well-sized	2/2 pts
✓	**Question-shaped headings (pattern-match user queries)** 6 question-shaped heading(s): e.g. "Is Your Roof Ready for Snow?"	1/1 pts
⚠	**Concrete statistics / units in body** Found 3 stat-shaped phrases: e.g. "48 hours", "3 days", "100 miles"	1/2 pts
✗	**Quotations or blockquotes** No <blockquote> or <q> citations	0/1 pts