SEO ANALYSIS AND AI VISIBILITY

SEO and AI Visibility Report

for Helferlain (sample report) · helferlain.app

91	85	3	0
Overall score of 100	Pages read	Actions in the plan	high or critical

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Sample Agency (example)

Prepared by Sample Agency (example)

As of 30 October 2026

96
weakest area: On-page

85
pages read

AT A GLANCE

91 of 100 points and no high-severity finding: the work is fine-tuning, starting with on-page.

This sample report shows what HELFERLAIN SEO makes of a real analysis: the website helferlain.app, scanned on 30 October 2026. The agency named as sender and the offer are made up.

91	0	2	1
Overall score of 100 77 of 85 pages without an error	high or critical	Medium	Low

What already works

- AI visibility: 100 of 100 points
- Trust: 100 of 100 points
- Local SEO: 100 of 100 points
- Images and accessibility: 100 of 100 points
- Structured data: 100 of 100 points

Where it falls short

- Page titles longer than 65 characters (title tag)
- Pages with very little text (under 200 words)
- Short description longer than 160 characters (meta description)

OUR RECOMMENDATION

Tackle these 3 actions first:

1. **Page titles longer than 65 characters (title tag).** Give each page its own title that describes the content and puts the main term (such as service and location) first. As a rule of thumb, up to about 60 characters.
2. **Pages with very little text (under 200 words).** Expand the page: the answer first, then details, figures and examples. Alternatively, merge it with a related page.
3. **Short description longer than 160 characters (meta description).** Write a separate short description for each page that states the benefit and the next step, about 140 to 160 characters long.



Stock photo: Artem Podrez

CHAPTER 01

01 State of the website

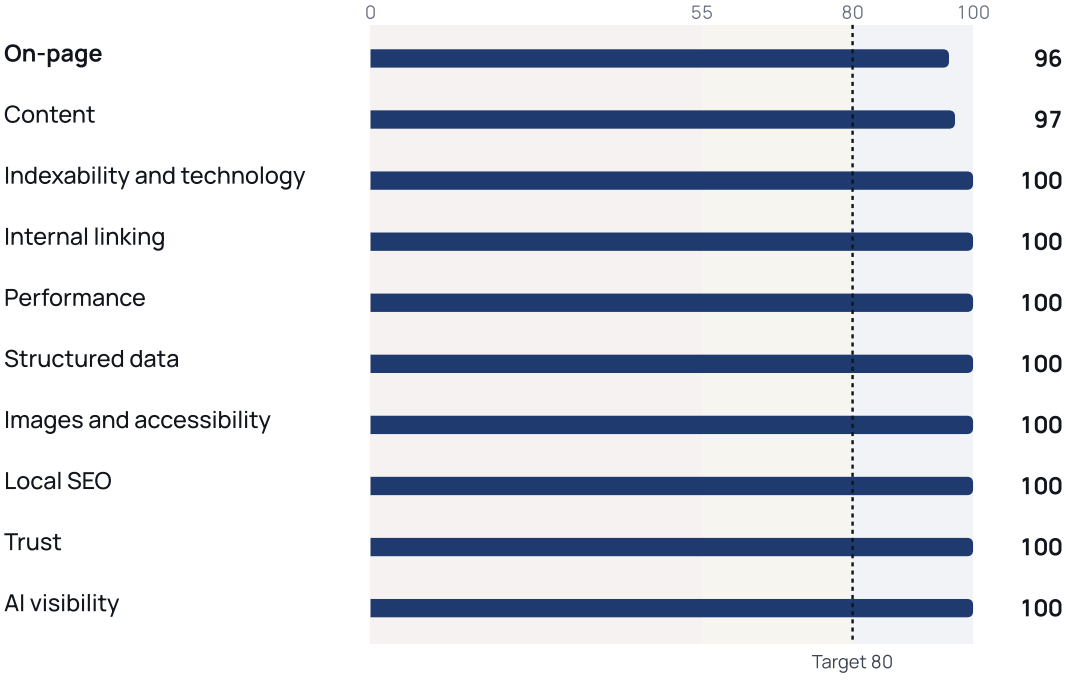
96
weakest area: On-page

10/10
areas at 95 or more

On-page is the weakest area at 96 points; 10 of 10 areas score 95 or more.

EXHIBIT 1

Score per area, weakest first



Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026. Each area starts at 100 and loses points per finding, weighted by severity and share of affected pages.

01

85
pages read

18
pages under 200 words

85 pages read in 3 sections, all reachable.

EXHIBIT 2

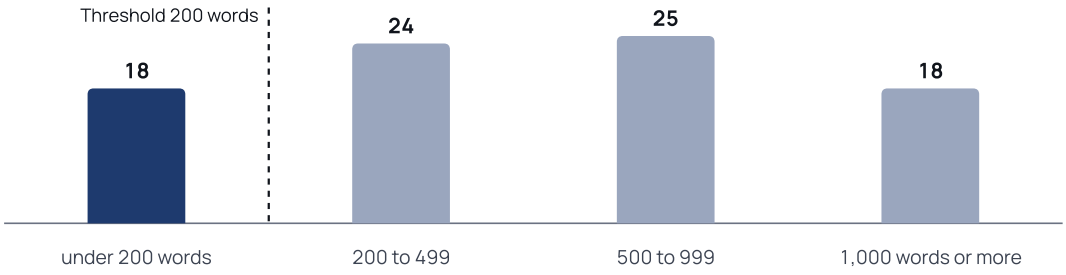
Every page read as one square, grouped by site section, colour by amount of text



Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026.

EXHIBIT 3

Pages by amount of text



Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026.

01

47 of 50 checks passed; every dot stands for one check.

47/50
passed

4
pages deeper than two clicks

EXHIBIT 4

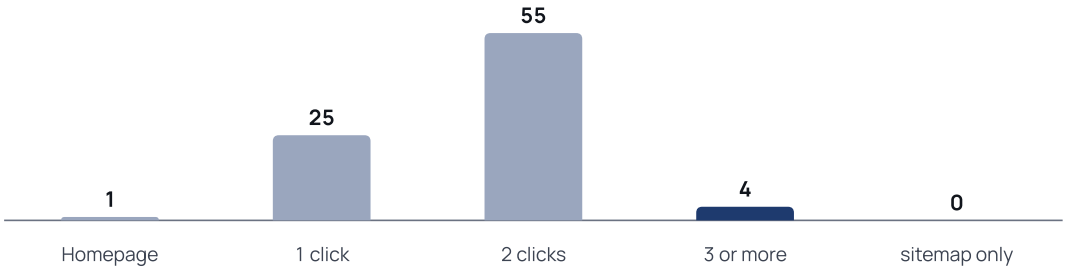
Check protocol per area



Source: 54 checks of the HelferlainSEO catalogue, as of 30 October 2026.

EXHIBIT 5

Pages by click depth from the homepage



Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026.

EXHIBIT 6

Pages read by server response



Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026.



Stock photo: Mikhail Nilov

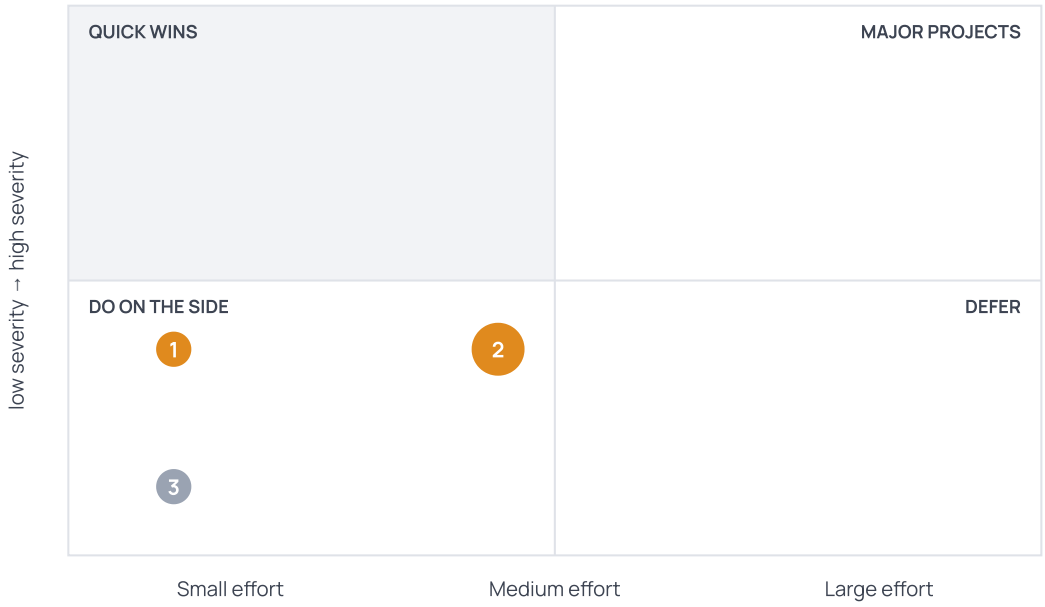
CHAPTER 02

02 Actions and roadmap

The actions placed by severity and effort.

EXHIBIT 7

Actions by severity and effort, circle size by number of locations



1 Page titles longer than 65 characters (title tag)

2 Pages with very little text (under 200 words)

3 Short description longer than 160 characters (meta description)

Placement from severity and effort of the findings in this report, not a measurement.

02

3 actions, sorted by severity and effort.

Sorted by severity; equal severity sorted by smallest effort.

EXHIBIT 8

Action plan

NO.	SEVERITY	ACTION	LOCATIONS	EFFORT
1	MEDIUM	**Page titles longer than 65 characters (title tag)** On-page · Give each page its own title that describes the content and puts the main term (such as service and location) first. As a rule of thumb, up to about 60 characters.	1	small
2	MEDIUM	**Pages with very little text (under 200 words)** Content · Expand the page: the answer first, then details, figures and examples. Alternatively, merge it with a related page.	7	medium
3	LOW	**Short description longer than 160 characters (meta description)** On-page · Write a separate short description for each page that states the benefit and the next step, about 140 to 160 characters long.	1	small

Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026.

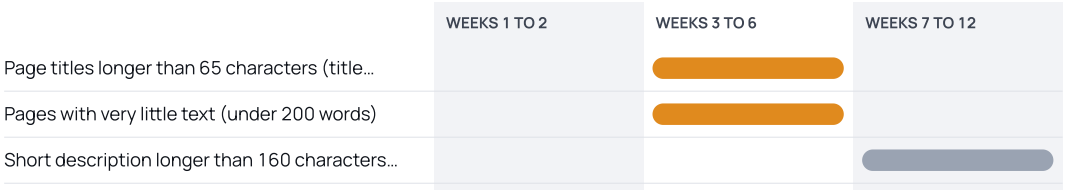
02

In three steps: 0 now, 2 within the next 30 days, 1 after that.

Derived from severity and effort of the actions in this report.

EXHIBIT 9

Proposed roadmap in weeks



Placement from severity and effort of the findings in this report, not a measurement.

0
Now
Weeks 1 to 2

2
Within the next 30 days
Weeks 3 to 6 · Effort: 1 small, 1 medium

1
After that
Weeks 7 to 12 · Effort: 1 small

03 The 3 key findings with cause, locations and fix.

MEDIUM ON-PAGE

Page titles longer than 65 characters (title tag)

WHY IT MATTERS

The page title is shown as the headline in search results and influences whether people click. Google sets no fixed length limit but cuts long titles short.

WHAT TO DO

Give each page its own title that describes the content and puts the main term (such as service and location) first. As a rule of thumb, up to about 60 characters.

1
Locations, 1% of the pages read

LOCATIONS

`/en/services/seo-audit`
66 characters: SEO audit with a report in your brand: HELFERLAIN SEO · Helferlain

https://developers.google.com/search/docs/appearance/title-link

MEDIUM CONTENT

Pages with very little text (under 200 words)

WHY IT MATTERS

Very short pages rarely answer prospects' questions fully. Search engines and AI services find little on them to show or quote.

WHAT TO DO

Expand the page: the answer first, then details, figures and examples. Alternatively, merge it with a related page.

7
Locations, 8% of the pages read

LOCATIONS

`/de/website-check`
114 words

`/en/website-check`
124 words

`/de/ratgeber/thema/audit-und-streuverlust`
164 words

`/de/ratgeber/thema/tracking-und-daten`
185 words

and 3 more

LOW ON-PAGE

Short description longer than 160 characters (meta description)

WHY IT MATTERS

The short description does not affect ranking, but it often appears as the text below the title in search results. A good text can persuade more people to click.

WHAT TO DO

Write a separate short description for each page that states the benefit and the next step, about 140 to 160 characters long.

1

Locations, 1% of the pages read

LOCATIONS

`/de/ki-integration`
168 characters

https://developers.google.com/search/docs/appearance/snippet



Stock photo: Miguel Á. Padriñán

CHAPTER 04

04 AI visibility

7/7
allowed

All 7 AI search crawlers checked may and can read the website.

EXHIBIT 10

Access per AI crawler: robots.txt and real request

CRAWLER	VENDOR	PURPOSE	ROBOTS.TXT	REAL REQUEST
`OAI-SearchBot`	OpenAI	Search	● allowed	● HTTP 200
`ChatGPT-User`	OpenAI	User fetch	● allowed	● HTTP 200
`GPTBot`	OpenAI	Training	● allowed	● HTTP 200
`Claude-SearchBot`	Anthropic	Search	● allowed	● HTTP 200
`Claude-User`	Anthropic	User fetch	● allowed	● HTTP 200
`ClaudeBot`	Anthropic	Training	● allowed	● HTTP 200
`PerplexityBot`	Perplexity	Search	● allowed	● HTTP 200
`Perplexity-User`	Perplexity	User fetch	● allowed	● HTTP 200
`bingbot`	Microsoft (Bing, Copilot)	Search	● allowed	● HTTP 200
`Google-Extended`	Google	Training	● allowed	no own crawler
`Applebot-Extended`	Apple	Training	● allowed	no own crawler
`CCBot`	Common Crawl	Training	● allowed	● HTTP 200
`meta-externalagent`	Meta	Training	● allowed	● HTTP 200

Source: robots.txt and a real request per crawler, as of 30 October 2026.

What really drives AI visibility

01

Mentions on other websites (trade media, directories, review portals) carry most citations in AI answers. The own website alone is not enough.

02

Search crawlers such as OAI-SearchBot, Claude-SearchBot and PerplexityBot must reach the website. Blocked search crawlers are a hard exclusion.

03

llms.txt has no proven effect on rankings or AI citations. It is cheap and a clean fact sheet, nothing more.

04

Structured data helps with Google search features and brand disambiguation, not measurably with AI citations.

EXHIBIT 11

Words on the homepage without and with JavaScript

Homepage: 1,046 words in HTML, 1,189 after rendering.

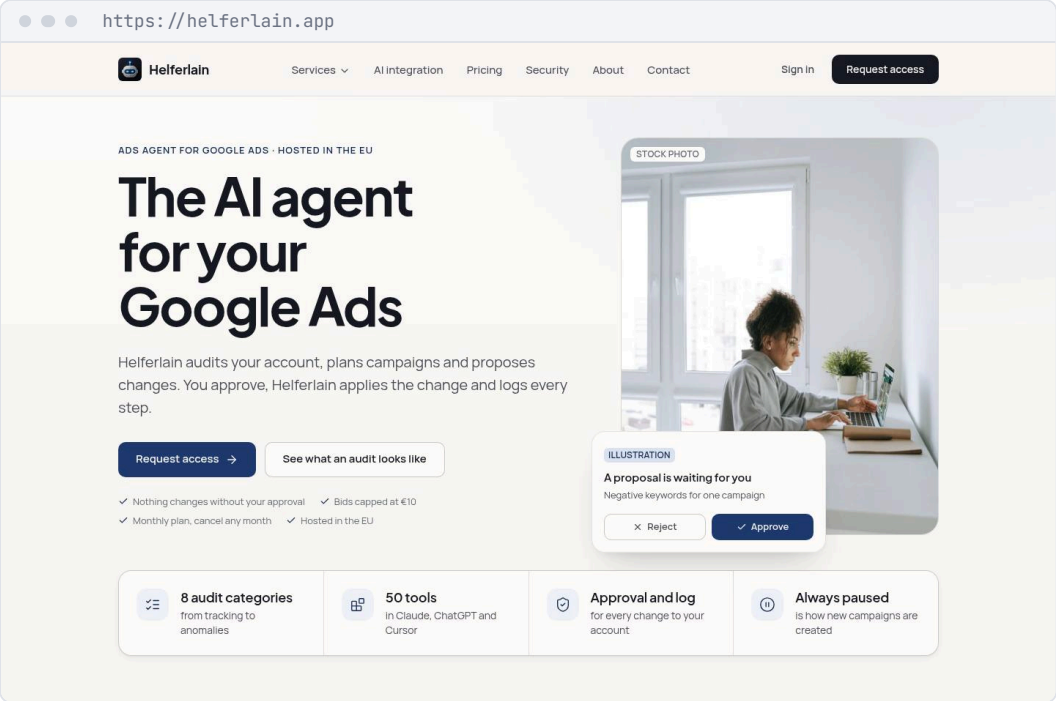


Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026.

05 What the website tells about the company and its technology.

EXHIBIT 12

Homepage at the time of the check



Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026.

EXHIBIT 13

Technical profile

System	Next.js
Server	cloudflare
CDN	Cloudflare
HTTPS	yes
HSTS	yes

EXHIBIT 14

Colours and fonts of the website

#1e3a6e #b8c7e0 #5a77ae #2a4a85

#162c55 #ff5a1f

Fonts: Plus Jakarta Sans, Inter, JetBrains Mono

Company details found

Every detail with its location. Diverging spellings are listed in the action plan.

EXHIBIT 15

Company details found, with location

Name	Kompetenz Int. Consulting GmbH	/de
Address	Fliederstr. 8, 90530 Wendelstein, DE	/de
Phone	+49 9129 294 57 75	/de
Email	info@kompetenzgroup.de	/de
VAT ID	DE199077562	/de
Register	HRB 18104	/de/ueber-uns

Source: own check with HelferlainSEO, 85 pages read, as of 30 October 2026.

OUR OFFER

How we put the actions into practice for you

The packages build on the findings of this report. We are happy to agree scope and price in a conversation.

PACKAGE	SCOPE	PRICE
Technical package	Clean up redirects, preferred URLs and language versions; then scan again.	EUR 890 one-off
Content and AI visibility	Expand topic pages, rework link texts and descriptions, set robots.txt rules for AI crawlers.	EUR 1,450 one-off
Monthly support	Monthly analysis with before and after comparison and a short review call.	EUR 290 per month

Sample prices, plus VAT.

Offer valid until 31 December 2026.

NEXT STEPS

What to do now

The roadmap in three steps. We are happy to support the implementation.

We are happy to walk you through the actions in a short call. This report is a sample: sender and offer are made up, the analysis of helferlain.app is real.

0

NOW

Nothing open.

2

WITHIN THE NEXT 30 DAYS

Page titles longer than 65 characters (title tag)

Pages with very little text (under 200 words)

1

AFTER THAT

Short description longer than 160 characters (meta description)

YOUR CONTACT

Sample Agency (example)

Jane Doe
contact@sample-agency.example
https://sample-agency.example

METHOD AND SOURCES

How this analysis was made and what it does not cover.

Target	https://helferlain.app
Time of check	2026-10-30 08:54 to 08:56 UTC
Pages read	85 of 86 known (limit 200)
Excluded by robots.txt	0
Unreachable	0
Opened in a browser	3 pages
Checks run	50, skipped 4

Not part of this analysis

Answer comes at the top of the page	content review, not part of this analysis
Broken links to other websites	not part of this analysis
Loading and responsiveness metrics (Core Web Vitals)	load times were not measured in this analysis
Address not stored as machine-readable business data (LocalBusiness markup)	address already marked up or only in the legal notice

Scoring

Overall score: share of pages read without an error (critical, high or medium finding on the page), minus 20, 10 or 4 points per error that concerns the whole site; at most 49 with a critical finding. Low findings and notes do not lower the overall score. Areas: start at 100, deduction per finding (critical 35, high 15, medium 7, low 3), weighted by the share of affected pages.

In this analysis: 77 of 85 pages without an error give 91 points: 91 of 100. 1 low finding or note does not lower the overall score.

The crawler HelferlainSEO reads public pages only, follows robots.txt, waits at least one second between requests and changes nothing on the website.

The check of imprint and privacy pages is an inventory, not legal advice.

Analysis and check catalogue: Helferlain SEO

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