SAMPLE REPORT: FICTIONAL BUSINESS, EXAMPLE DATA

KETTLE HOLLOW GUIDE SERVICE: WEBSITE REVIEW AND AI ACCURACY REPORT

SAMPLE: FULL WEBSITE & AI REPORT. Fix steps are hidden in this public sample. **SAMPLE REPORT. Prepared for the owner of Kettle Hollow Guide Service (kettlehollowguides.example, Example Lake, MN), a fictional business.** · Prepared by **IceSignal**, Iron River, Michigan · *All names, numbers and findings in this sample are illustrative example data.*

ONE-PAGE SUMMARY

- **Who this is:** Kettle Hollow Guide Service is a two-guide walleye and panfish service on **Example Lake, MN**. It runs open-water trips May to October and guided ice trips December to March, with two heated sleeper houses for rent.
- **The good news:** AI answers name Kettle Hollow for "Example Lake ice fishing guide" and quote your phone number correctly. Customers who find you leave strong reviews (example: **4.8 stars from 63 reviews**).
- **The problems:** (1) **AI quotes old prices.** It says a half-day trip is "$275," a 2019 rate from a directory listing; your site says $350. (2) **AI thinks you stop guiding in February,** because of an old Facebook post. (3) **Competitors win the "best guide" questions,** because they publish trip details, FAQs and reviews on their own sites.
- **The site itself:** It looks good on desktop, but the mobile homepage takes **9.4 s** to show its main content (the goal is under 2.5 s). There is **no booking button on mobile**, Google and AI tools have to guess what the business is and may miss pages, and **6 of 14 pages** don't tell Google what they're about.
- **The fix:** 🔒 Fix steps included in your report.
- **First results:** On-site fixes can be done in days. Search engines usually re-read updated pages within a few weeks. AI answers change more slowly, typically one to three months. *(This is a typical range, not a guarantee.)*

1. WHAT I MEASURED (EXAMPLE DATA)

Scope: I crawled all **14 pages** of kettlehollowguides.example, ran Lighthouse (mobile and desktop) and checked every link.

Area	What I found
Platform	Website builder (template site). Booking through a third-party calendar widget.
HTTPS	Valid. http:// and www both redirect correctly.
Mobile	Responsive layout, but the **"Book a Trip" button is hidden on phones** (it sits in a desktop-only header).
Speed, mobile (Lighthouse)	**Performance 38/100.** Main content takes **9.4 s** to appear (the goal is under 2.5 s), and the page stays unresponsive for a while. The large homepage video is the main cause.
Speed, desktop	Performance 81. Main content appears in 2.2 s.
Titles	Homepage: **"Home"**. Trips page: "Page 2." Neither mentions Example Lake, walleye or ice fishing.
Page summaries in Google	**6 of 14** pages don't tell Google what they're about, including Rates, Ice Fishing and FAQ.
Headings	**3 pages have no clear main heading** (Rates, Sleeper Houses, Gallery). The homepage gives mixed signals about its main topic.

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Area	What I found
Business details for AI	**Missing.** Google and AI tools are guessing the business type, location, hours, prices and FAQs from other sites.
Images	**41 of 88** images (47%) come with no description, so Google, AI and blind visitors can't tell what they show. Most are catch photos.
Search & AI access	AI tools are allowed in, but **the site gives them no list of its pages**, so some can be missed.
Summary for AI tools	None. AI assistants get no plain summary of the business.
Broken links	**3**: an old "2022 Rates" PDF, a dead bait-shop link and a Gallery page that no longer exists.
Contact details	Phone in the footer. **No street address or service area**, and the email is a personal Gmail address.
Reviews	Reviews live only on Google. **None are shown on the site.**
CTAs	Desktop: "Book a Trip." Mobile: none visible above the fold.

Competitor snapshot (fictional example competitors):

	Kettle Hollow	Competitor A	Competitor B	Competitor C
Focus	Walleye/panfish, ice + open water	Walleye, open water only	Ice fishing resort	Multi-lake guide group
Trip prices on site	Yes ($350 half day)	Yes	Yes	"Call for rates"
Business details spelled out for AI	None	Yes, plus FAQs	Yes	None
Reviews shown on site	No	Yes (stars)	Yes	No
FAQ page	Empty	Yes (12 questions)	Yes	No
Mobile booking button	**No**	Yes	Yes	Yes

Takeaway: Competitor A wins most "best guide" AI answers with a smaller service. The difference is a clear FAQ, visible reviews and business details AI can read, all things you can add in a few weeks.

SAMPLE DATA EXAMPLE

2. AI SCAN: WHAT ANSWER ENGINES LIKELY SAY (EXAMPLE QUESTIONS)

Method: I asked 10 typical customer questions in AI answer tools and logged who was named, which sources were cited and whether the facts were right.

Customer question	Who dominates the sources	Kettle Hollow accuracy
Example Lake ice fishing guide	Your homepage, Google profile, a directory	**Correct:** named first, phone right.
Best walleye guide Example Lake	Competitor A site, a regional fishing forum	**Not named.** Competitor A gets the recommendation.
Kettle Hollow Guide Service prices	Old directory listing (2019)	**Wrong:** "$275 half day." Your site says $350.
Does Kettle Hollow guide in March?	2023 Facebook post	**Wrong:** "season ends in February." You guide through March.
Sleeper house rental Example Lake	Competitor B, a vacation-rental site	**Not named,** even though you rent two sleeper houses.
Ice fishing guide for kids/ families	Competitor A FAQ	**Not named.** You have no page about family trips.
What's included in a guided ice trip?	Competitor B, a general blog	**Partly wrong:** says "bring your own shelter." You provide heated shelters.
Kettle Hollow reviews	Google profile	**Correct:** 4.8 stars, with positive themes.
Kettle Hollow location / where to meet	Directory listing	**Wrong:** lists the old meeting point at the north landing.
Example Lake fishing report	Forum threads, Competitor A blog	**Not named.** No recent reports on your site.

Concrete inaccuracies:

1. **Old price ($275).** It comes from a 2019 directory listing that was never updated.
2. **Season end (February).** It comes from a 2023 Facebook post ("last trips of the season!").
3. **"Bring your own shelter."** It comes from a generic blog, because your site never says shelters are included.
4. **Old meeting point.** The directory still lists the north landing.

What's right: your name, phone, review rating and the fact that you guide ice trips on Example Lake.

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3. RECOMMENDATIONS

🔒 **Fix steps included in your report.** Quick wins, a phased plan and an AI-accuracy plan, written step by step for your business, are hidden in this public sample.

4. QUESTIONS FOR THE OWNER (⚠)

1. What are this season's exact trip prices and what's included?
2. What are your season dates for ice and open water?
3. Where do clients meet now, and is the north landing retired?
4. Are the sleeper houses available for rent without a guided trip?
5. Which business email address should the site and listings use?

SAMPLE REPORT: fictional business, example data. Prepared by IceSignal · Iron River, MI · 906-999-0265 · info@icesignal.net · icesignal.net

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