

PUBLIC DATED SAMPLE

Arizona Pest Control

Sanitized saved assessment / 11 October 2026. Format example only; no customer endorsement or measured business outcome.

Tucson, Arizona (public business location)

<https://www.azpest.com/>

YOUR VISIBILITY SCORE

77.2

/ 100

Rubric 3.0.0



Concept illustration. This scene does not depict the assessed business or its location.

17

recorded checks

12

checks passed

5

need attention

Your result. Your next steps.

Findability is a lowest-scoring pillar at 50.0/100. Use the recorded findings to decide what to review first.

01 Make the business identity explicit

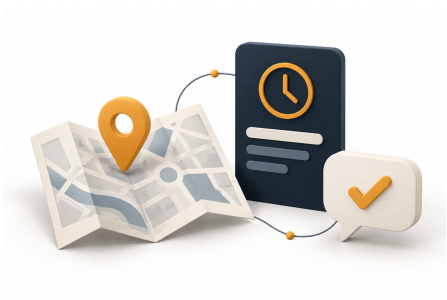
Add the appropriate LocalBusiness subtype with the real name, address, phone, website and verified opening hours. Match the visible website and Google listing.

[See action 01 >](#)

01 / SCORE BREAKDOWN

Where the score comes from

The result combines weighted pillar scores.



Concept illustration

Reputation

30% weight

90.5 / 100

Google rating and review volume, adjusted by the rubric. Raw rating and review count are not retained in this report.

Findability

25% weight

50.0 / 100

Business identity, phone consistency, city naming and service-area signals.

Content

20% weight

100.0 / 100

Homepage internal link count, recent year text, title, description and headings.

Trust

10% weight

100.0 / 100

Visible licensing, insurance, guarantee and social-profile signals.

AI visibility

15% weight

50.0 / 100

Technical readiness for machine reading: crawler policy, identity and readable business information.

77.15

0

77.2

Weighted pillars

Points deducted

Recorded result

Full credit in a pillar reflects this rubric; it does not guarantee business performance. Missing values are shown as not recorded. The stored final score is preserved.

02 / ACTION PLAN

4 practical next steps

5 checks needing attention become 4 work items. Related business-identity checks are grouped together.

Suggested order is editorial, based on observed gaps. It does not predict ranking or revenue gains. Confirm business details before publishing changes.

01 Make the business identity explicit

Recorded wording Has generic Organization schema but no LocalBusiness markup, so the markup states that this is a company without stating the city it serves or when it is open. Add LocalBusiness markup.

Recorded wording No LocalBusiness schema on the page, so the markup states neither the business type nor the place it serves. Add it.

Do Add the appropriate LocalBusiness subtype with the real name, address, phone, website and verified opening hours. Match the visible website and Google listing.

Confirm Validate the JSON-LD and compare its fields with the visible page and listing.

Evidence ledger >

02 Clarify the places served

Recorded wording No service-area or locations pages found among this site's internal links. A page for each town or suburb served puts those place names on the site in a form search engines and AI assistants can read.

Do Review the actual service footprint. Link to useful existing location pages or create accurate pages for places the business serves.

Confirm Check the homepage links and the useful local details on each linked page. A homepage scan cannot establish whether unlinked pages exist.

Evidence ledger >

03 State the opening hours visibly

Recorded wording Hours aren't stated in readable text. Put the opening hours in the page text.

Do Publish current hours in readable text. Confirm them with the owner before using the same hours in structured data.

Confirm Check the rendered page on mobile and compare the hours with the listing.

Evidence ledger >

04 Answer common customer questions

Recorded wording No FAQ content. Add an FAQ section that answers the questions customers ask.

Interpretation Not detected on the homepage; existing answers may be elsewhere.

Do Review existing service and FAQ pages. Add owner-approved answers only where information is missing.

Confirm Check visible answers and the homepage path to them before changing content.

Evidence ledger >

03 / EVIDENCE LEDGER

Every recorded check

17 results / 12 passed / 5 need attention / 0 unrecorded verdicts

WEBSITE / AI READINESS CHECK	RESULT / ACTION
LocalBusiness structured data	Attention / 01
Phone matches the Google listing	Passed
City named in the page title	Passed
Service-area or locations pages	Attention / 02
Homepage link count (recorded: More than a brochure site)	Passed
Recent year text (recorded: Site looks maintained)	Passed
Page title present and sized correctly	Passed
Meta description present	Passed
Exactly one H1 heading	Passed
Licensing, insurance or guarantee stated	Passed
Linked social profiles	Passed
AI crawlers and opt-out tokens allowed in robots.txt	Passed
Machine-readable business identity	Attention / 01
Services and service area stated in plain text	Passed
Opening hours in page text	Attention / 03
FAQ / question-shaped content	Attention / 04
Own summary of the business	Passed

Click an attention result to jump to its action.

What the assessment covers

One operating Google listing matched to the website hostname; the listed homepage and robots policies were assessed. A failed detection is what this scan observed. Manual review may find content the scanner did not recognize.

AI visibility measures technical readiness for machine reading. Actual AI citations, search rankings, traffic, competitor position and revenue were not measured. Individual table-stakes verdicts were not retained.

Assessed website >

Listing source: Google Maps. No new scan. Illustrations are conceptual, not scan evidence.

Main Street Scoreboard / Daniel Burns / Tucson, Arizona / team@mainstreetscoreboard.com

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Recorded timestamp: 2026-10-11T22:17:36.854777+00:00