GENERATIVE ENGINE OPTIMIZATION AUDIT

Harbor & Sage Coffee Roasters

harborandsagecoffee.example.com

57
/100
FAIR

AUDIT DATE	BUSINESS TYPE	LOCATIONS	PLATFORM
November 8, 2026	Specialty Coffee Roaster & Café	Portland, OR (2 locations)	WordPress 6.7

GEO Audit Report: Harbor & Sage Coffee Roasters

Domain: harborandsagecoffee.example.com **Audit Date:** November 8, 2026 **Business Type:** Local Business — Specialty Coffee Roaster & Café **Locations:** Portland, OR (2 locations) **CMS:** WordPress 6.7 **Pages Analyzed:** 24

> **SAMPLE REPORT** — This is a demonstration audit prepared for a fictional business using illustrative data. It shows the structure, depth, and deliverables of a full GEO + SEO audit engagement.

Overall GEO Score: 57/100 — Fair

Executive Summary

Harbor & Sage has a healthy traditional web presence — solid domain history, real reviews, and genuinely strong content about coffee sourcing — but it is **nearly invisible to AI search**. ChatGPT, Perplexity, and Google AI Overviews currently cannot cite the site: AI crawlers are blocked at robots.txt, the menu and location pages render as empty shells to non-JavaScript crawlers, and there is no structured data anywhere on the site.

The good news: most of the gap is mechanical, not reputational. The brand already has the raw authority signals (4.7★ across 600+ reviews, press mentions in two regional outlets, an active Instagram following). Fixing crawler access, adding schema, and reformatting key pages into citable, answer-first passages would move the most important needles within 30 days.

Projected score after 90-day roadmap: 82/100 (Good).

Score Breakdown

CATEGORY	SCORE	WEIGHT	WEIGHTED SCORE
AI Citability	54/100	25%	13.5
Brand Authority	62/100	20%	12.4
Content E-E-A-T	66/100	20%	13.2
Technical GEO	48/100	15%	7.2
Schema & Structured Data	35/100	10%	3.5
Platform Optimization	70/100	10%	7.0
Overall GEO Score			**57/100**

Critical Issues (Fix Immediately)

Critical: robots.txt blocks every major AI crawler

The current robots.txt contains a blanket `User-agent: * / Disallow: /wp-admin/` block **plus** an explicit deny list that includes `GPTBot`, `ClaudeBot`, `PerplexityBot`, and `Google-Extended` — likely added by a security plugin's "block bad bots" preset in 2024.

- **Impact:** The site cannot appear in ChatGPT search results, Perplexity answers, or Claude citations at all. Google AI Overviews participation is degraded via the `Google-Extended` block.
- **Pages affected:** Entire site (24/24 pages).
- **Fix:** Replace the deny list with explicit `Allow` rules for AI crawlers (provided in the Generated Schema & Config appendix). Verify with a live fetch as each bot's user-agent within 48 hours of deploying.

Critical: Menu and location pages are invisible without JavaScript

The `/menu`, `/locations/alberta`, and `/locations/division` pages load their content through a third-party menu widget (client-side React). With JavaScript disabled — which is how most AI crawlers see the page — the rendered HTML contains only a header, a spinner div, and a footer.

- **Impact:** The three highest-intent pages on the site (what do you serve, where are you, when are you open) contribute **zero** extractable content to AI systems.
- **Fix:** Enable the widget's server-side rendering option, or mirror hours/address/top menu items as static HTML above the widget. This single fix also unblocks the LocalBusiness schema below.

Critical: No structured data anywhere on the site

Zero JSON-LD, zero microdata. No `LocalBusiness`, no `Menu`, no `Article` on blog posts, no `FAQPage`.

- **Impact:** AI engines must infer the business's identity, hours, and locations from prose. Entity resolution against the Google knowledge graph is weak — Perplexity currently conflates Harbor & Sage with a similarly named Seattle café.
- **Fix:** Deploy the ready-to-paste JSON-LD blocks in the **Generated Schema** section of this report. Priority order: LocalBusiness (both locations) → Organization with `sameAs` → Article → FAQPage.

High Priority Issues

High: No llms.txt file

The emerging `llms.txt` standard gives AI systems a curated map of the site. None is present. A generated draft is included in the appendix — publishing it is a 10-minute deploy.

High: Zero answer-formatted content — nothing for an AI to quote

Across 24 pages, no passage directly answers a question in a self-contained way. Key facts (roast schedule, sourcing model, dog policy, wifi, wholesale minimums) are buried mid-paragraph in narrative copy. AI engines cite passages, not pages; today there is nothing quotable.

- **Fix:** Reformat the top 6 pages answer-first (examples with rewrites in the AI Citability deep dive) and add an FAQ section to each location page.

High: Second location's Google Business Profile is unclaimed

The Division St. location's GBP is unclaimed and shows outdated hours (closes 4pm; actual close is 6pm). Google AI Overviews and Gemini pull hours directly from GBP.

- **Impact:** AI assistants are actively giving customers **wrong closing times**.
- **Fix:** Claim the profile, correct hours, add photos, and link it to the location page.

High: Generic page titles across 9 pages

Nine pages share near-identical titles (`Harbor & Sage Coffee — Portland's Cozy Coffee Shop`). Titles are a primary retrieval signal for both classic SEO and AI search grounding.

- **Fix:** Unique, entity-rich titles per page (e.g. `Single-Origin Ethiopian Roasts — Harbor & Sage Coffee Roasters, Portland`).

Medium Priority Issues

Medium: Blog posts have no author attribution

12 blog posts are bylined “admin”. E-E-A-T signals require a named human: head roaster Dana’s Q Grader certification is a genuine expertise signal going unused.

Medium: Content freshness — last blog post is 14 months old

The most recent post is from September 2025. Stale sites decay in AI retrieval. A monthly cadence (even short posts) restores freshness signals.

Medium: 68% of images missing alt text

41 of 60 images have empty alt attributes, including every menu photo. This suppresses both accessibility and multimodal AI understanding of the site.

Medium: Inconsistent NAP across directories

Three different phone number formats and two address spellings (“SE Division St” vs “Southeast Division Street”) across Yelp, TripAdvisor, and the site footer weaken entity confidence.

Low Priority Issues

Low: Sitemap missing lastmod values

`sitemap.xml` exists but has no `<lastmod>` dates, so crawlers can’t prioritize fresh content.

Low: Social profiles not machine-linked

Instagram and Facebook are linked in the footer as icons but not declared in schema via `sameAs`, missing an easy entity-consolidation win.

Low: Mobile LCP at 3.8s

Largest Contentful Paint on the homepage (hero image, unoptimized 2.4 MB PNG) is above the 2.5s threshold. Convert to WebP with explicit dimensions.

Category Deep Dives

AI Citability (54/100)

AI engines quote self-contained, factual passages. The site's warm narrative voice is a brand asset but currently hides every fact an AI would want to cite.

Example — current copy (menu page intro):

> "From the first pour to the last sip, we've always believed coffee is about community. Stop by and see what Dana's been roasting this week!"

Rewrite (answer-first, voice intact):

> "Harbor & Sage roasts single-origin coffee in-house every Tuesday and Friday at our Alberta St. location in Portland. The menu features 6 rotating single-origins, espresso drinks, and a seasonal pour-over flight ($12). Beans are available in-store and ship nationwide. — and yes, Dana still picks every lot herself."

Scoring detail: 2 of 24 pages contain at least one citable passage. Quotable-fact density: 0.4 facts/page (benchmark for category leaders: 4–6). Definition-style openers: 0. Statistics with sources: 0.

Brand Authority (62/100)

PLATFORM	PRESENCE	SIGNAL STRENGTH
Google Business Profile	Alberta claimed · Division **unclaimed**	Medium
Yelp	412 reviews, 4.5★	Strong
Reddit (r/Portland, r/espresso)	9 organic mentions, all positive	Medium
Instagram	11.2k followers, active	Strong
Press	Portland Monthly (2024), Willamette Week (2023)	Medium
Wikipedia / Wikidata	No entity	Missing
YouTube	**No channel**	**Missing**

Review sentiment is excellent and organic Reddit word-of-mouth is exactly the signal Perplexity and ChatGPT weight heavily. The gap is consolidation: no Wikidata entity, no schema `sameAs` graph, and the unclaimed GBP fragment the brand identity across platforms.

Content E-E-A-T (66/100)

- **Experience:** Strong — sourcing trip write-ups from Huila, Colombia are first-person and photo-documented. Best content on the site.
- **Expertise:** Underused — Dana's Q Grader license and 2023 US Roasting Championship finals appearance appear nowhere on the site.
- **Authoritativeness:** Moderate — two press mentions not linked or marked up.
- **Trustworthiness:** Weak spots — no author bylines, no dates on several posts, contact page has a form but no address block.

Technical GEO (48/100)

- AI crawler access: **Blocked** (robots.txt) — the dominant issue.
- Rendering: 3 key pages client-side only; remaining 21 are server-rendered WordPress (good).
- llms.txt: absent. Sitemap: present, no lastmod. HTTPS: valid. Canonicals: correct.
- Core Web Vitals: LCP 3.8s (mobile) / CLS 0.02 / INP 140ms — only LCP fails.

Schema & Structured Data (35/100)

Nothing present. Score above zero only because the WordPress theme emits valid OpenGraph tags, which provide minimal machine-readable identity. Full JSON-LD package generated in the appendix.

Platform Optimization (70/100)

Strongest category. Instagram and Yelp are genuinely well-run. Highest-leverage additions: claim the second GBP (critical for Gemini/AI Overviews), seed an FAQ page targeting the exact questions asked in r/Portland coffee threads, and create a Wikidata entity.

Quick Wins (Implement This Week)

1. **Unblock AI crawlers in robots.txt** — 15 minutes; removes the single biggest barrier. Expected impact: site becomes eligible for AI citations at all.
2. **Claim the Division St. Google Business Profile and fix hours** — stops AI assistants giving customers wrong closing times today.
3. **Paste the LocalBusiness JSON-LD** (appendix) into both location pages — establishes entity identity for all AI engines.
4. **Publish llms.txt** (draft provided) — 10 minutes.
5. **Rewrite the menu page intro answer-first** (rewrite provided above) — creates the site's first citable passage on its highest-traffic page.

90-Day Roadmap

Month 1: Unblock & Establish (Weeks 1–4)

- [ ] Deploy corrected robots.txt and verify AI crawler access
- [ ] Publish llms.txt
- [ ] Deploy LocalBusiness, Organization + sameAs, and Menu schema
- [ ] Claim Division St. GBP; normalize NAP across Yelp, TripAdvisor, site footer
- [ ] Enable SSR on menu/location widget or add static HTML fallback

Month 2: Content & Citability (Weeks 5–8)

- [ ] Rewrite top 6 pages answer-first; add FAQ sections to both location pages with FAQPage schema
- [ ] Add author bios with credentials (Dana: Q Grader, 2023 USRC finalist) + Article schema on all posts
- [ ] Unique titles and meta descriptions across all 24 pages
- [ ] Alt text on all 60 images; convert hero to WebP (LCP fix)

Month 3: Authority & Measurement (Weeks 9–12)

- [ ] Resume monthly blog cadence — first post: “How we source: Huila, Colombia” (repurpose existing trip content, answer-first format)
- [ ] Create Wikidata entity; link press mentions
- [ ] Outreach: one guest feature on a Portland food blog or podcast
- [ ] Baseline AI visibility check: query ChatGPT, Perplexity, Gemini for 10 target prompts (“best coffee roaster Portland”, “coffee shops Alberta Arts District”) and log citations

Component Score Summary

COMPONENT	CURRENT	90-DAY TARGET
AI Citability	54/100	78/100
Brand Authority	62/100	75/100
Content E-E-A-T	66/100	82/100
Technical GEO	48/100	90/100
Schema & Structured Data	35/100	88/100
Platform Optimization	70/100	80/100
Overall GEO Score	57/100	82/100

Generated Schema & Config (Ready to Deploy)

LocalBusiness — Alberta St. location

```
{
  "@context": "https://schema.org",
  "@type": "CafeOrCoffeeShop",
  "name": "Harbor & Sage Coffee Roasters — Alberta",
  "image": "https://harborandsagecoffee.example.com/img/alberta-storefront.webp",
  "url": "https://harborandsagecoffee.example.com/locations/alberta",
  "telephone": "+1-503-555-0147",
  "priceRange": "$$",
  "servesCuisine": "Coffee",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "2841 NE Alberta St",
    "addressLocality": "Portland",
    "addressRegion": "OR",
    "postalCode": "97211",
    "addressCountry": "US"
  },
  "geo": { "@type": "GeoCoordinates", "latitude": 45.5589, "longitude": -122.6366 },
  "openingHoursSpecification": [
    { "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Monday","Tuesday","Wednesday","Thursday","Friday"],
      "opens": "06:30", "closes": "18:00" },
    { "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Saturday","Sunday"],
      "opens": "07:00", "closes": "17:00" }
  ],
  "sameAs": [
    "https://www.instagram.com/harborandsage.example",
    "https://www.yelp.com/biz/harbor-and-sage-example",
    "https://www.facebook.com/harborandsage.example"
  ],
  "parentOrganization": {
    "@type": "Organization",
    "name": "Harbor & Sage Coffee Roasters"
  }
}
```

robots.txt — corrected AI crawler rules

```
# AI search & assistant crawlers — explicitly allowed
User-agent: GPTBot
Allow: /

User-agent: OAI-SearchBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Google-Extended
Allow: /

User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://harborandsagecoffee.example.com/sitemap.xml
```

llms.txt — generated draft

```
# Harbor & Sage Coffee Roasters

> Specialty coffee roaster and café with two Portland, OR locations
> (Alberta Arts District and SE Division). In-house roasting every
> Tuesday and Friday; beans ship nationwide.

## Locations & Hours
- [Alberta St. café](https://harborandsagecoffee.example.com/locations/alberta): hours, address, par
- [Division St. café](https://harborandsagecoffee.example.com/locations/division): hours, address

## Menu & Beans
- [Current menu](https://harborandsagecoffee.example.com/menu): drinks, pastries, seasonal flight
- [Buy beans online](https://harborandsagecoffee.example.com/shop): single-origins, subscriptions

## About
- [Our sourcing](https://harborandsagecoffee.example.com/sourcing): direct-trade relationships, Huila
- [Wholesale](https://harborandsagecoffee.example.com/wholesale): minimums, pricing, contact
```

Appendix: Pages Analyzed

URL	TITLE	GEO ISSUES
/	Harbor & Sage Coffee — Portland's Cozy Coffee Shop	6
/menu	Harbor & Sage Coffee — Portland's Cozy Coffee Shop	8
/locations/alberta	Our Alberta Location	7
/locations/division	Our Division Location	8
/shop	Shop Beans	4
/sourcing	Where Our Coffee Comes From	2
/wholesale	Wholesale	5
/about	Our Story	3
/blog (+12 posts)	various	3–5 each
/contact	Contact Us	4
/gift-cards	Gift Cards	3
/events	**Events**	**4**

Fetch failures: 0 · Crawl respected robots.txt · 24 unique canonical URLs analyzed

Sample report — all business details, metrics, and findings are illustrative. Prepared to demonstrate the GEO + SEO audit deliverable.