PROOF

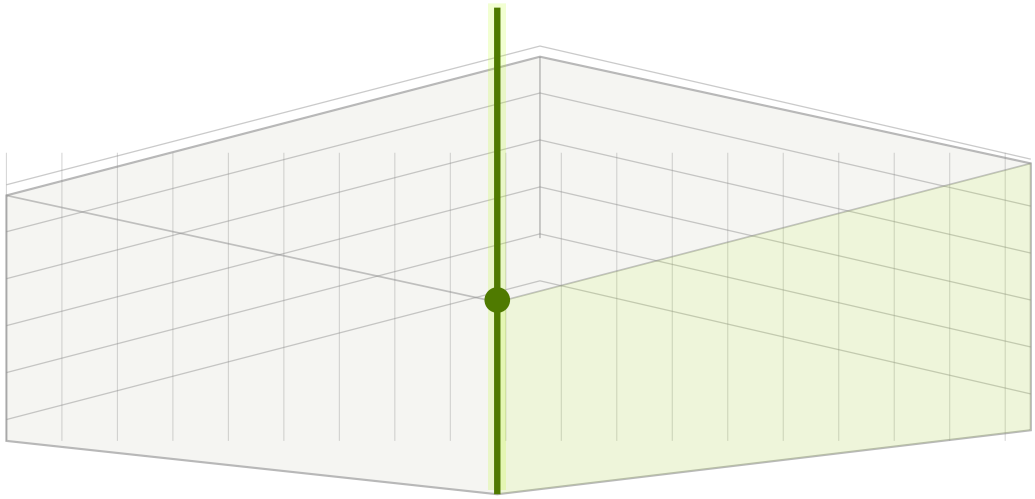
PX-1D623D905826

Demonstration · fictional business

X-RAY REPORT

maison-lemoine.example

SEO · GEO · AI VISIBILITY



PROOF SCORE

60/100

Indicative score

SEO		43
GEO		48
CONVERSION		62
LOCAL		28
TRUST		52
MOBILE		90

Summary

Scores are not Google rankings or a probability of AI citation. Unavailable data remains unmeasured.

SEO	43/100
GEO readiness	48/100
Conversion	62/100
Local visibility	28/100
Trust	52/100
Mobile	90/100
Performance	100/100
Technical	97/100

Priority

1. Structured data was not detected
Add accurate structured data consistent with the visible business information.

2. The phone number has no direct call link
Use a valid tel: link and test it on mobile without placing a call.

3. The business activity is not clearly stated
Describe the actual activity, services and relevant location explicitly.

4. No business address was detected
Publish the appropriate confirmed business address or service-area information.

5. The main offer is not immediately clear
Explain what you offer, for whom and what makes it useful.

SEO · 43/100

Engine observation retained in its original French

OK
Indexing directives

Aucune consigne de blocage détectée

Needs improvement
Page title

7 caractères : « Accueil »

Issue
Meta description

Absente

Issue
Main heading (H1)

Aucun H1

OK
Heading hierarchy

1 sous-titres H2

Issue
Homepage text volume

41 mots

Needs improvement
Canonical URL

Absente

Issue
XML sitemap

Introuvable

OK
robots.txt file

Présent

Issue
Image alternatives

5/5 images sans description

OK
Declared language

fr

Issue
Social sharing preview

Pas d'image de partage

OK
Unique page titles

3 pages vérifiées

Needs improvement
Internal links

3 liens internes sur l'accueil

GEO readiness · 48/100

Engine observation retained in its original French

OK
AI crawler access

Aucun robot IA bloqué

OK
Content readable without JavaScript

41 mots lisibles directement

OK
Identifiable business name

« Maisonlemoine »

Needs improvement
Clearly stated activity

Activité seulement déduite du corps du texte (Boulangerie / café)

Issue
Clearly stated location

Aucune ville / code postal détecté

Issue
Structured identity data

Aucune donnée structurée

Issue
Answers to customer questions

0 titres formulés en question

Issue
Content depth

101 mots sur 3 page(s) analysée(s)

Issue
Specific citable facts

Présents : téléphone

Not measured
Information consistency

Pas assez de sources internes à comparer

Needs improvement
Linked external profiles

1 lien(s) vers des profils, non déclarés comme tels

Needs improvement
llms.txt file

Absent (standard émergent, adoption par les moteurs non confirmée)

Not measured
Observed AI visibility

Test non disponible dans cette analyse.

Not measured
External mentions and links

Non mesuré : nécessite des sources tierces.

Conversion · 62/100

Engine observation retained in its original French

OK
Call to action

2 action(s) : Contact, Nous contacter

OK
Action visible on arrival

Dans l'en-tête / la première section

Issue
Clear value proposition

Pas de titre principal

OK
Direct contact path

Moyen de contact direct trouvé

Not measured
Online booking or ordering

Non pertinent pour l'activité déduite

OK
Short form

3 champs maximum

Needs improvement
Price information

Aucun prix visible

Issue
Social proof

Aucune preuve sociale

Local visibility · 28/100

Engine observation retained in its original French

OK
Visible phone number

0100000000

Issue
Tap-to-call number

Numéro non cliquable

Issue
Visible address

Aucune adresse détectée

Issue
Opening hours

Introuvables

Issue
LocalBusiness data

Absentes

Needs improvement
Map and directions

Aucune carte

Not measured
City in key page elements

Ville non détectée

Needs improvement
Visible customer reviews

Aucun avis visible

Not measured
Google Business Profile

Non vérifié : fiche Google non interrogée dans cette analyse.

Trust · 52/100

Engine observation retained in its original French

OK
HTTPS connection

Oui

Issue
Legal information

Introuvables

Issue
Privacy policy

Absente alors que le site collecte des données

Issue
Reviews and testimonials

Absents

Needs improvement
About and team page

Non trouvée

OK
Image presence

5 image(s) sur l'accueil

OK
Social profile links

1 lien(s)

Needs improvement
Website freshness signals

© 2019

OK
Contactable business identity

Oui

Mobile · 90/100

Engine observation retained in its original French

OK
Mobile viewport

Viewport mobile déclaré

OK
Zoom accessibility

Zoom possible

OK
Fixed desktop width

Aucune largeur fixe problématique détectée

Needs improvement
One-tap contact

Pas de lien d'appel

Not measured
Mobile lab test

Non mesuré dans cette analyse (nécessite un navigateur).

Performance · 100/100

Engine observation retained in its original French

OK
Server response time

18 ms (mesuré depuis le serveur PROOF)

OK
HTML size

1 Ko

Not measured
Compression

Aucune compression

OK
Render-blocking scripts

0 script(s) bloquant(s) dans l'en-tête

OK
External scripts

0 scripts externes

Not measured
Lazy-loaded images

Peu d'images

OK
Redirect chain

0 redirection(s)

Not measured
Core Web Vitals

Non mesurés dans cette analyse.

Technical · 97/100

Engine observation retained in its original French

OK
Homepage HTTP response

Code HTTP 200

Not measured
HTTP to HTTPS redirect

Non vérifiable

OK
Key page availability

2 page(s) clés vérifiées

OK
Mixed content

OK

OK
Declared encoding

OK

Needs improvement
Website icon

Absente

OK
Googlebot access

Autorisé

#1 · GEO readiness · geo-schema

Structured data was not detected

Priority: High · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Aucune donnée structurée schema.org (JSON-LD) détectée sur les pages analysées.

Recommended action

Add accurate structured data consistent with the visible business information.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#2 · Local visibility · local-tel-link

The phone number has no direct call link

Priority: High · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Le numéro apparaît dans le texte mais aucun lien « tel: » n'existe.

Recommended action

Use a valid tel: link and test it on mobile without placing a call.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#3 · GEO readiness · geo-entity-what

The business activity is not clearly stated

Priority: High · Confidence: Medium

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Ni le titre (« Accueil »), ni le titre principal (—), ni la description ne nomment clairement votre activité.

Recommended action

Describe the actual activity, services and relevant location explicitly.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#4 · Local visibility · local-address

No business address was detected

Priority: High · Confidence: Medium

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Aucune adresse postale détectée (texte ou données structurées).

Recommended action

Publish the appropriate confirmed business address or service-area information.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#5 · Conversion · conv-value-prop

The main offer is not immediately clear

Priority: High · Confidence: Medium

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> La page n'a pas de titre principal énonçant ce que vous proposez.

Recommended action

Explain what you offer, for whom and what makes it useful.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#6 · Conversion · conv-proof

No customer evidence was detected

Priority: High · Confidence: Medium

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Aucun avis, témoignage, note ou référence client détecté.

Recommended action

Display genuine authorised reviews or references; never fabricate testimonials.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#7 · SEO · seo-h1-missing

No main H1 heading was detected

Priority: High · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Aucun titre principal (H1) dans le code de la page d'accueil.

Recommended action

Add a clear main heading describing the offer and its relevant location.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#8 · GEO readiness · geo-answers

Few direct answers to customer questions were detected

Priority: Medium · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Aucune FAQ ni aucun titre formulé en question sur les pages analysées.

Recommended action

Answer real customer questions with useful, verified information.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#9 · SEO · seo-thin

Little readable content was collected

Priority: High · Confidence: High

Estimated effort: Medium

Observed evidence

Engine observation retained in its original French

41 mots de texte lisible sur la page d'accueil.

Recommended action

Add useful, verified information about services and customer questions.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#10 · Local visibility · local-hours

No opening hours were detected

Priority: High · Confidence: Medium

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Aucun horaire détecté sur les pages analysées.

Recommended action

Publish current, verified opening hours as readable text.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#11 · Trust · trust-legal

Business or legal information needs review

Priority: High · Confidence: Medium

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Aucun lien « Mentions légales » détecté sur les pages analysées.

Recommended action

Check the required business and privacy information with appropriate professional advice.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#12 · SEO · seo-title-weak

The page title needs review

Priority: Medium · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Titre actuel (7 caractères) : « Accueil ».

Recommended action

Write a concise, specific title matching the page content.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#13 · SEO · seo-metadesc-missing

The home page has no meta description

Priority: Medium · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Pas de balise meta description sur la page d'accueil.

Recommended action

Add a useful description of the page and a truthful reason to visit it.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#14 · GEO readiness · geo-facts

Few practical facts were detected

Priority: Medium · Confidence: Medium

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Seul élément factuel détecté : téléphone.

Recommended action

Publish confirmed practical information such as services, contact details and opening hours.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#15 · SEO · seo-sitemap

No sitemap was found in the tested locations

Priority: Low · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Aucun sitemap.xml trouvé (ni à l'adresse standard, ni déclaré dans robots.txt).

Recommended action

Create a valid sitemap listing the canonical pages intended for indexing.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#16 · SEO · seo-alt

Some images have no alternative text

Priority: Low · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> 5 images sur 5 n'ont pas de texte alternatif.

Recommended action

Describe meaningful images; use empty alternative text for purely decorative images.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#17 · SEO · seo-og

No sharing image was detected

Priority: Low · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Pas de balise og:image sur la page d'accueil.

Recommended action

Configure the Open Graph title and image, then test a shared link.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

#18 · Trust · trust-stale

Some visible information may be outdated

Priority: Low · Confidence: High

Estimated effort: Low

Observed evidence

Engine observation retained in its original French

> Le pied de page affiche « © 2019 ».

Recommended action

Verify and update dates, prices, opening hours and other changing information.

Checks and history

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

https://www.maison-lemoine.example/

AI observations

GEO readiness does not prove a citation. Dated observations cover only the recorded queries, models and contexts. API and consumer-app responses can differ.

ChatGPT · API OpenAI
Not measured

Google AI
Not measured

Gemini
Not measured

Perplexity · API Sonar
Not measured

Action plan

30 days

Structured data was not detected
Add accurate structured data consistent with the visible business information.

The phone number has no direct call link
Use a valid tel: link and test it on mobile without placing a call.

The business activity is not clearly stated
Describe the actual activity, services and relevant location explicitly.

No business address was detected
Publish the appropriate confirmed business address or service-area information.

The main offer is not immediately clear
Explain what you offer, for whom and what makes it useful.

No customer evidence was detected
Display genuine authorised reviews or references; never fabricate testimonials.

No main H1 heading was detected
Add a clear main heading describing the offer and its relevant location.

Few direct answers to customer questions were detected
Answer real customer questions with useful, verified information.

No opening hours were detected
Publish current, verified opening hours as readable text.

Business or legal information needs review
Check the required business and privacy information with appropriate professional advice.

The page title needs review
Write a concise, specific title matching the page content.

The home page has no meta description
Add a useful description of the page and a truthful reason to visit it.

Few practical facts were detected
Publish confirmed practical information such as services, contact details and opening hours.

No sitemap was found in the tested locations
Create a valid sitemap listing the canonical pages intended for indexing.

Some images have no alternative text
Describe meaningful images; use empty alternative text for purely decorative images.

No sharing image was detected
Configure the Open Graph title and image, then test a shared link.

Some visible information may be outdated
Verify and update dates, prices, opening hours and other changing information.

60 days

Little readable content was collected
Add useful, verified information about services and customer questions.

90 days

Revalidate the finding within the same scope, prepare an authorised correction, then run appropriate tests.

An absent finding alone does not prove a correction.

Pages in the analysed scope

https://www.maison-lemoine.example/
HTTP 200 · 41

https://www.maison-lemoine.example/contact
HTTP 200 · 25

https://www.maison-lemoine.example/nos-produits
HTTP 200 · 35

Engine observation retained in its original French

— Core Web Vitals et rendu mobile réel non mesurés dans cette analyse.

— Réponses de ChatGPT, Perplexity et Gemini : non interrogées. PROOF fournit les questions à leur poser, sans jamais simuler de réponse.

— Fiche Google Business Profile, avis Google et liens entrants : non interrogés.