

SAMPLE AEO REPORT

Northstar Components

Sample report for a fictional business

Example date August 30, 2026

This business and its pages are fictional. The findings use our current scan rules. AI answers, search queries, and business numbers are made up, not real test results.

START HERE

Some checked canonicals point to the wrong site

Set each main URL to the page you want search tools to use.

What this report found

CRAWL COVERAGE

Complete. 13 URLs discovered, 12 eligible pages, 12 checked, 1 excluded, and 0 failed.

SITE FIXES TO REVIEW

1 finding based on saved page evidence.

DETAILS TO CHECK

2 details need review.

OTHER THINGS FOUND

2 other findings.

CHECKS THAT PASSED

7 checks passed.

EXAMPLE AI ANSWERS

Written examples, not real AI test results.

15 answers saved. 6 of 12 answers named the business without its name in the question.

Priority findings

Some checked canonicals point to the wrong site

Set each main URL to the page you want search tools to use.

Some checked canonicals point to the wrong site

WHAT WE FOUND

1 page names a bad or off-site main URL.

WHERE THIS APPLIES

<https://northstar-components.example/evidence>

WHY IT MATTERS

A bad main URL can tell search tools to use a different page.

WHAT TO CHANGE

Set each main URL to the page you want search tools to use.

HOW TO CONFIRM IT IS FIXED

Inspect the canonical link on each flagged page. Confirm it uses HTTPS and points to the intended page on this site.

Checked 2026-08-30

Page evidence: <https://northstar-components.example/evidence>

Observed: Component test evidence | Northstar Components

Source: Google Search Central - Optimizing for generative AI features on Google Search -
<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

Source: Microsoft Bing - Does Duplicate Content Hurt SEO and AI Search Visibility? -
<https://blogs.bing.com/webmaster/December-2025/Does-Duplicate-Content-Hurt-SEO-and-AI-Search-Visibility>

Some checked pages exposed very little readable text

WHAT WE FOUND

1 of 12 checked pages exposed fewer than 80 words to this scanner.

WHERE THIS APPLIES

<https://northstar-components.example/contact>

WHY IT MATTERS

A very low count can indicate a thin page, a template, or content the scanner could not read. The number is a diagnostic floor, not an ideal page length.

WHAT TO CHANGE

Review each affected page. Add missing facts only when the page does not answer its visitor's task.

HOW TO CONFIRM IT IS FIXED

Open each affected page without scripts or a login and confirm its useful text is present and answers the page's stated purpose.

Checked 2026-08-30

Page evidence: <https://northstar-components.example/contact>

Observed: Contact Northstar Components | Northstar Components

Source: Google Search Central - Optimizing for generative AI features on Google Search - <https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

Some JSON-LD could not be parsed

WHAT WE FOUND

1 JSON-LD block or blocks could not be parsed across 1 checked pages.

WHERE THIS APPLIES

<https://northstar-components.example/products/regulators>

WHY IT MATTERS

Broken JSON-LD cannot support rich-result eligibility. Valid JSON-LD does not improve AI citations by itself.

WHAT TO CHANGE

Fix or remove each malformed JSON-LD block, then validate it.

HOW TO CONFIRM IT IS FIXED

Parse each JSON-LD block and validate applicable types with the platform's structured-data tools.

Checked 2026-08-30

Page evidence: <https://northstar-components.example/products/regulators>

Observed: Laboratory pressure regulators | Northstar Components

Source: Google Search Central - Optimizing for generative AI features on Google Search - <https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

Source: Ahrefs - 1,885 pages adding schema: matched citation study - <https://ahrefs.com/blog/schema-ai-citations/>

Example AI answers

These answers are written examples, not responses from AI tools. The questions use fictional Search Console rows, commercial search estimates, and the fictional site's pages.

Fixed questions: 8. Responses saved: 15. Flagged partial: 1. Failed: 1.

WITHOUT YOUR BUSINESS NAME

6 questions. 12 answers saved. 1 partial. 0 failed.

Named the business: 6 of 12. Linked to the site: 3 of 12.

WITH YOUR BUSINESS NAME

2 questions. 3 answers saved. 0 partial. 1 failed.

Named the business: 3 of 3. Linked to the site: 0 of 3.

TOOLS AND VERSIONS

2 from Search Console | 1 exact question estimate | 1 from Google Ads market estimates

Search location: Cleveland, Ohio, US.

Example tool A | Fictional answer | 8 runs

Example tool B | Fictional answer | 8 runs

QUESTIONS

Which laboratory flow control suppliers should a buyer consider in Cleveland, Ohio, US?

Without your business name

This question was generated from a phrase in this site's Google Search Console export.

how to compare flow control components?

Without your business name

This exact query appeared in this site's Google Search Console export.

how do I compare laboratory flow control suppliers?

Without your business name

This exact question appeared in a commercial keyword dataset with an estimated search volume.

What should a buyer know about laboratory flow control suppliers cleveland?

Without your business name

This question was generated from a market phrase with a recorded search estimate.

Which companies should a buyer consider for Laboratory flow controls?

Without your business name

The site has a page centered on "Laboratory flow controls."

What should a buyer compare when choosing a provider for Laboratory flow controls?

Without your business name

This checks the buying criteria around a service the site describes.

Is Northstar Components a good choice for Laboratory flow controls?

With your business name

This branded control checks whether the provider can identify and assess the business by name.

What evidence supports choosing Northstar Components for Laboratory flow controls?

With your business name

This branded control checks what evidence the provider finds for the business.

Example answers

Written examples. No AI tool was called.

EXAMPLE TOOL A | SAVED RESPONSE | 2026-08-30

Which laboratory flow control suppliers should a buyer consider in Cleveland, Ohio, US?

Without your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Recommended comparison

Consider Northstar Components for laboratory flow controls. Check the working range and documented exclusions before choosing a part.

- Verify the operating range.
- Read the part-specific test record.

Read the product evidence.

Citation: <https://northstar-components.example/products> (this site)

EXAMPLE TOOL B | SAVED RESPONSE | 2026-08-30

Which laboratory flow control suppliers should a buyer consider in Cleveland, Ohio, US?

Without your business name

Model: example-only. Result: Did not name the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Compare suppliers by working range, materials, dated test records, support, and lead time. This example answer does not name a business.

EXAMPLE TOOL A | SAVED RESPONSE | 2026-08-30

how to compare flow control components?

Without your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Recommended comparison

Consider Northstar Components for laboratory flow controls. Check the working range and documented exclusions before choosing a part.

- Verify the operating range.
- Read the part-specific test record.

Read the product evidence.

EXAMPLE TOOL B | PARTIAL | 2026-08-30

how to compare flow control components?

Without your business name

Model: example-only. Result: Did not name the business.

This response stopped early. Results cover only the saved text.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Compare the working range, fluid, pressure limits, and test record. This example answer stops before the comparison is complete.

EXAMPLE TOOL A | SAVED RESPONSE | 2026-08-30

how do I compare laboratory flow control suppliers?

Without your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Recommended comparison

Consider Northstar Components for laboratory flow controls. Check the working range and documented exclusions before choosing a part.

- Verify the operating range.
- Read the part-specific test record.

Read the product evidence.

Citation: <https://northstar-components.example/products> (this site)

EXAMPLE TOOL B | SAVED RESPONSE | 2026-08-30

how do I compare laboratory flow control suppliers?

Without your business name

Model: example-only. Result: Did not name the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Compare suppliers by working range, materials, dated test records, support, and lead time. This example answer does not name a business.

EXAMPLE TOOL A | SAVED RESPONSE | 2026-08-30

What should a buyer know about laboratory flow control suppliers cleveland?

Without your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Recommended comparison

Consider Northstar Components for laboratory flow controls. Check the working range and documented exclusions before choosing a part.

- Verify the operating range.
- Read the part-specific test record.

Read the product evidence.

EXAMPLE TOOL B | SAVED RESPONSE | 2026-08-30

What should a buyer know about laboratory flow control suppliers cleveland?

Without your business name

Model: example-only. Result: Did not name the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Compare suppliers by working range, materials, dated test records, support, and lead time. This example answer does not name a business.

EXAMPLE TOOL A | SAVED RESPONSE | 2026-08-30

Which companies should a buyer consider for Laboratory flow controls?

Without your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Recommended comparison

Consider Northstar Components for laboratory flow controls. Check the working range and documented exclusions before choosing a part.

- Verify the operating range.
- Read the part-specific test record.

Read the product evidence.

Citation: <https://northstar-components.example/products> (this site)

EXAMPLE TOOL B | SAVED RESPONSE | 2026-08-30

Which companies should a buyer consider for Laboratory flow controls?

Without your business name

Model: example-only. Result: Did not name the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Compare suppliers by working range, materials, dated test records, support, and lead time. This example answer does not name a business.

EXAMPLE TOOL A | SAVED RESPONSE | 2026-08-30

What should a buyer compare when choosing a provider for Laboratory flow controls?

Without your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Northstar Components lists flow-control parts for labs. Compare the part sheets before you choose.

Check: Working range

What to ask for: The tested flow and pressure limits

Check: Materials

What to ask for: A list of all wet surfaces and seals

Check: Test record

What to ask for: The method, date, and part revision

EXAMPLE TOOL B | SAVED RESPONSE | 2026-08-30

What should a buyer compare when choosing a provider for Laboratory flow controls?

Without your business name

Model: example-only. Result: Did not name the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers comparison

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Compare suppliers by working range, materials, dated test records, support, and lead time. This example answer does not name a business.

EXAMPLE TOOL A | SAVED RESPONSE | 2026-08-30

Is Northstar Components a good choice for Laboratory flow controls?

With your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers Northstar Components

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Recommended comparison

Consider Northstar Components for laboratory flow controls. Check the working range and documented exclusions before choosing a part.

- Verify the operating range.
- Read the part-specific test record.

Read the product evidence.

EXAMPLE TOOL B | SAVED RESPONSE | 2026-08-30

Is Northstar Components a good choice for Laboratory flow controls?

With your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers Northstar Components

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Recommended comparison

Consider Northstar Components for laboratory flow controls. Check the working range and documented exclusions before choosing a part.

- Verify the operating range.
- Read the part-specific test record.

Read the product evidence.

EXAMPLE TOOL A | SAVED RESPONSE | 2026-08-30

What evidence supports choosing Northstar Components for Laboratory flow controls?

With your business name

Model: example-only. Result: Named the business.

Searches generated by the tool (not search-volume data):

Search: laboratory flow control suppliers Northstar Components

Pages returned during search:

Search result: <https://northstar-components.example/products> (this site)

Search result: <https://industry-guide.example/lab-flow-controls>

Northstar Components has a test-evidence page. In this example, its canonical link names a different domain. Review that link before using the page as the main copy.

EXAMPLE TOOL B | FAILED | 2026-08-30

What evidence supports choosing Northstar Components for Laboratory flow controls?

With your business name

Model: example-only. Result: No answer saved.

Queries where this site appeared

Fictional Search Console rows showing how property data appears in a report.

2026-08-01 to 2026-08-30 | US | 5 queries stored

laboratory flow control supplier

Views: 210 | Clicks: 9

how to compare flow control components

Views: 145 | Clicks: 6

flow control parts with test records

Views: 92 | Clicks: 4

what materials are used in flow controls

Views: 71 | Clicks: 3

laboratory pressure control parts

Views: 58 | Clicks: 2

Example data only. Showing the strongest 5 by views. Google leaves out some private queries, so this is property evidence-not a complete list of market demand.

Search topics in this market

Fictional Google Ads estimates showing how market research appears in a report.

Cleveland, Ohio, United States | Checked 2026-08-30 | 3 topics stored

laboratory flow control suppliers cleveland

Average monthly searches: 320

precision pressure components ohio

Average monthly searches: 170

lab valve supplier cleveland

Average monthly searches: 90

Example data only. Google Ads reports estimates, not a complete count of searches or questions asked in AI tools.

Question searches in this market

Fictional commercial search estimates showing how exact question research appears in a report.

Cleveland, Ohio, United States | Checked 2026-08-30 | 2 questions stored

how do I compare laboratory flow control suppliers?

Estimated monthly searches: 70

which flow control parts include test records?

Estimated monthly searches: 40

Example data only. These are search-volume estimates, not observed questions from ChatGPT or a complete market census.

Search and business numbers

These numbers are made up. No search or sales account is connected.

google-search-console | 2026-08-01 to 2026-08-30

Impressions: 840 | Clicks: 31 | AI referrals: Not provided | Conversions: Not provided

Other findings and passed checks

OTHER FINDING

The site has a distinct secondary page

We found a page with its own title and main heading.

OTHER FINDING

The checked pages contain structured-data types

We found these label types: Organization.

PASSED CHECK

We could open the public pages

We saved 12 eligible pages. 0 pages failed during capture.

PASSED CHECK

The home page was available to this scan

The home page loaded and did not tell search tools to stay out.

PASSED CHECK

Every eligible page discovered by this crawl was checked

13 URLs were discovered. 12 eligible pages were checked and 1 URLs were excluded with a recorded reason.

PASSED CHECK

Each checked page had a title, main heading, and text

12 checked pages had a title, H1, and readable body text.

PASSED CHECK

Each checked page has its own title

12 checked pages used a unique title.

PASSED CHECK

Checked titles and main headings use a shared topic

Each checked page with both fields shared at least one meaningful topic word.

PASSED CHECK

Snippet controls did not block the checked text

12 pages let search tools show and use page text.

References and pages checked

GOOGLE SEARCH CENTRAL

Optimizing for generative AI features on Google Search

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide> | checked 2026-08-30

MICROSOFT BING

Does Duplicate Content Hurt SEO and AI Search Visibility?

<https://blogs.bing.com/webmaster/December-2025/Does-Duplicate-Content-Hurt-SEO-and-AI-Search-Visibility> | checked 2026-08-30

AHREFS

1,885 pages adding schema: matched citation study

<https://ahrefs.com/blog/schema-ai-citations/> | checked 2026-08-30

The source explains its method.

Study limit: The treated pages were sites observed adding JSON-LD, not a randomized sample.

Study limit: The study measures citations, not visits or sales.

PAGES CHECKED

13 URLs discovered. 12 eligible. 12 checked. 1 excluded. 0 failed.

- Checked: <https://northstar-components.example/>
- Checked: <https://northstar-components.example/products>
- Checked: <https://northstar-components.example/products/valves>
- Checked: <https://northstar-components.example/products/regulators>
- Checked: <https://northstar-components.example/products/fittings>
- Checked: <https://northstar-components.example/evidence>
- Checked: <https://northstar-components.example/methods>
- Checked: <https://northstar-components.example/support>
- Checked: <https://northstar-components.example/resources>
- Checked: <https://northstar-components.example/resources/materials>
- Checked: <https://northstar-components.example/about>
- Checked: <https://northstar-components.example/contact>
- Excluded (unsupported-file): <https://northstar-components.example/spec-sheet.pdf>