

RITAM LABS × RITAMLABS

Your AI & SEO Readiness Report

A comprehensive analysis of your website's search engine health, AI visibility, local presence, and growth potential, with prioritized recommendations to improve your rankings.

● AUDITED <https://ritamlabs.com>

56.2

/100

Getting There

AI-Search Readiness Tier

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How to read this report

This report evaluates your website across five weighted dimensions that determine how visible you are to both traditional search engines and AI-powered answer engines like ChatGPT, Claude, and Perplexity. Each dimension includes specific issues found, actionable recommendations, and affected pages. Scores are color-coded: **green (70+)** means strong, **amber (45–69)** means needs attention, and **red (below 45)** means critical gaps exist. The 90-Day Action Plan at the end prioritizes fixes by impact and effort.

Executive Summary

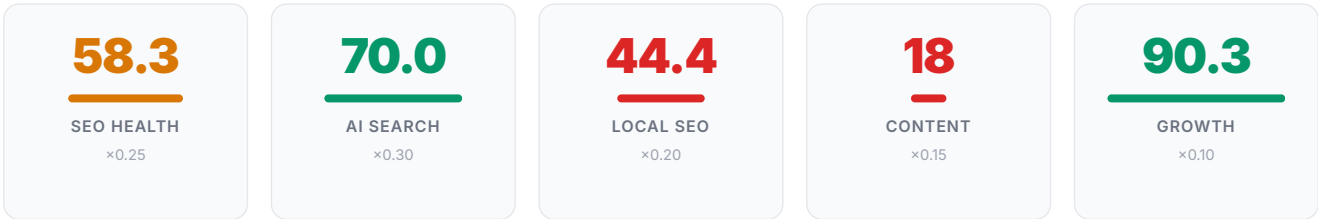


Getting There

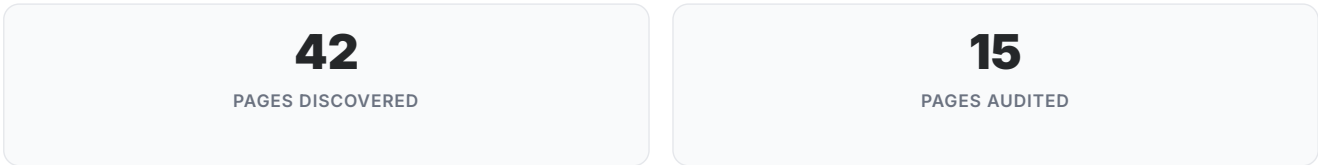
You're making progress, but key gaps remain. Addressing them will unlock significant visibility gains.

Your site has real strengths to build on, but several important gaps are holding back your visibility, especially in AI search engines. The good news: most fixes are straightforward, and addressing the top 3 issues below will have an outsized impact. We're here to help you prioritize.

Dimension Scores



Crawl Summary



SEO Health 58.3/100

Dimension Weight: 25% of Overall Score

TECHNICAL SEO

Issues Found (4)

- Found 1 pages with missing/poorly sized titles, and/or duplicate titles across the site.

[FIX](#)

↳ Ensure every page has a unique title tag between 10 and 65 characters.

Affects: <https://ritamlabs.com/audit>

- Found 1 pages with missing or poorly sized meta descriptions.

[FIX](#)

↳ Write unique meta descriptions between 50 and 160 characters for each page.

Affects: <https://ritamlabs.com/audit>

- Found 4 pages without exactly one H1 tag.

[FIX](#)

↳ Use exactly one descriptive H1 tag on every page to signal the primary topic.

Affects: <https://ritamlabs.com>, <https://ritamlabs.com/contact>, <https://ritamlabs.com/case-studies> +1 more

- Multiple pages appear to target the exact same intent or title.

[FIX](#)

↳ Consolidate duplicate pages or rewrite them to target distinct topics.

AI Search Readiness 70.0/100

Dimension Weight: 30% · Highest priority for AI citation visibility

AEO / GEO

AI CITATION SIMULATION RESULT

Ritam Labs is a self-described beta-stage product with no visible customer testimonials, case studies, third-party reviews, or named team/founder credentials to establish authoritativeness or trustworthiness. The content is primarily marketing copy with unverified claims and benchmark statistics attributed to vague internal sources, which is insufficient E-E-A-T for confident citation as a top B2B SaaS result.

Issues Found (3)

- **No LocalBusiness Schema found.**

FIX

↳ Add precise LocalBusiness JSON-LD schema (preferably on the homepage and contact page) so AI engines can reliably extract your entity details.

- **The business entity is ambiguous. Core signals (Title + Schema) on the homepage are weak.**

FIX

↳ Explicitly state WHAT you do and WHERE you operate in the first 100 words of the homepage, backed by Schema.

Affects: <https://ritamlabs.com>

- **No Speakable Schema found.**

FIX

↳ Add Speakable markup to identify sections of content best suited for text-to-speech audio playback by voice assistants.

Local SEO 44.4/100

Dimension Weight: 20% of Overall Score

LOCAL BUSINESS

Issues Found (5)

- Found 12 pages lacking clear contact information (Phone/Email).

[FIX](#)

↳ Put your Name, Address, and Phone Number (NAP) in the global footer of every single page.

Affects: <https://ritamlabs.com>, <https://ritamlabs.com/pricing>, <https://ritamlabs.com/products> +9 more

- No embedded Google Map found.

[FIX](#)

↳ Embed a Google Map pointing to your verified Google Business Profile on your Contact and Location pages.

- No explicit link to driving directions found.

[FIX](#)

↳ Add a text link or button to 'Get Directions' that opens Google Maps navigation to your address.

- Service area is not clearly defined in structured data.

[FIX](#)

↳ Utilize the `areaServed` property in your LocalBusiness Schema to explicitly define your territory.

- No `geo` (latitude/longitude) coordinates found in LocalBusiness schema.

[FIX](#)

↳ Provide exact `latitude` and `longitude` coordinates in your JSON-LD to anchor your business locally.

Content Intelligence 18/100

Dimension Weight: 15% · LLM-powered content quality analysis

AI-POWERED

Content Gaps Identified (3)

1 Implementation Hub: setup, integrations, and CMS-specific guides

B2B SaaS buyers and AI search users expect to know exactly how to deploy the product. The site mentions generated fixes, llms.txt, schema, robots.txt, and one-click apply on the roadmap, but it lacks a dedicated implementation section showing supported CMSs, API/webhook options, setup steps, permissions, and troubleshooting. Competitors typically add integration docs and getting-started pages to reduce friction and answer buyer questions before a demo.

2 Use-case and industry landing pages for specific business types

The site is broad and position-focused, but it does not have dedicated pages for key segments like SaaS, agencies, local businesses, ecommerce, and enterprise teams. Competitors usually create segment-specific pages that explain unique pain points, relevant audit dimensions, example outputs, and outcomes. These pages are critical for matching high-intent searches and AI answers that are often framed by industry or use case.

3 Trust and proof content: case studies, benchmarks, and methodology FAQ

The product makes strong claims about AI citation recovery and audit accuracy, but there is no robust proof layer beyond a few screenshots and a methodology link. Buyers and AI engines usually expect case studies, before/after examples, sample reports, benchmark data, and FAQs covering how the scores are calculated, data sources, crawler limitations, update frequency, and false-positive handling. This is essential for credibility in a new category.

Growth Opportunity 90.3/100

Dimension Weight: 10% · Revenue & traffic potential modelling

GROWTH

TRAFFIC POTENTIAL

High

Based on keyword opportunity analysis, competitive landscape, and current content depth across your site.

90-Day Priority Action Plan

TIMEFRAME	ACTION	IMPACT	EFFORT
MONTH 1	Create dedicated landing pages for each competitor comparison (vs Semrush, vs Otterly, vs BrightLocal, vs SnowSEO) with SEO-optimized content targeting high-intent keywords. Currently these pages exist but lack detailed comparison content that could capture search traffic.	HIGH	LOW
MONTH 1	Develop a comprehensive blog content strategy targeting 'AI search readiness', 'AI citation score', and 'generative AI SEO' keywords. Current blog exists but lacks substantial content assets. This addresses the core pain point and builds organic authority.	HIGH	LOW
MONTH 1-2	Create case studies and success stories showcasing before/after AI Citation Score improvements for real customers. Include specific metrics (e.g., 'improved from 42/100 to 78/100'). This builds social proof and addresses skepticism about AI search optimization claims.	HIGH	MEDIUM
MONTH 2	Implement exit-intent popups and retargeting campaigns specifically for the free audit users who don't convert to paid plans. Segment messaging by company size (agencies vs in-house marketers) to improve conversion rates from the high-volume free trial funnel.	HIGH	LOW
MONTH 2-3	Build an 'AI Search Readiness' resource hub with downloadable guides, checklists, and templates (llms.txt templates, schema markup examples, audit preparation guides). Gate premium content behind email signup to build the newsletter list mentioned in footer.	MEDIUM	MEDIUM



Ritam Labs

Getting There · Score: 56.2/100

Let's Make You AI-Ready Together

Your website scored **56.2/100**. Businesses that act now will own the top spots in ChatGPT, Claude & Perplexity answers before competitors even know the game has changed.

Get in Touch



Schedule a Call



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Powered by AI. Guided by Humans.