

VISIBILITY AUDIT

Northstar Heating

A practical diagnosis of how your website helps customers find, trust and choose your business.

PREPARED FOR

Northstar Heating

AUDIT DATE

July 13, 2026

EXECUTIVE RESULT

Workable visibility foundations with clear priorities to improve.

6 audit modules contain observable evidence. The plan below ranks 5 validated priorities using impact, urgency, fixability and confidence, while keeping unavailable external data explicit.



Scope of this report: Website conversion, Search foundation, Local and entity visibility, Reviews and trust, Competitor comparison, Contact readiness, AI search readiness. Unavailable areas are shown as not assessed, never as zero.

Get found, trusted and chosen.

THE COMMERCIAL PICTURE

Workable visibility foundations with clear priorities to improve.

6 audit modules contain observable evidence. The plan below ranks 5 validated priorities using impact, urgency, fixability and confidence, while keeping unavailable external data explicit.

WHAT IS WORKING

- Visible website evidence names the submitted business identity clearly.
- Collected website evidence shows a visible action and a direct contact path.
- Internal service links and visible service copy support the submitted primary service.
- Collected public content states the submitted business identity clearly.
- The observed public enquiry form contains four or fewer fields.

WHAT MAY HOLD ENQUIRIES BACK

- Contact friction or missing expectations can cause an interested visitor to hesitate before making an enquiry.
- An incomplete search foundation can make the public website harder for search systems and prospective customers to interpret.
- Ambiguous public information can make the business harder for answer systems to understand and cite reliably.

RESULT BAND

Workable

Quality score 66.917/100. This measures observed public visibility factors, not traffic, rankings or revenue.

EVIDENCE CONFIDENCE

93%

Weighted coverage 82%. Unknown checks are excluded from quality scoring.

WEBSITE CONVERSION
99% confidence

77.5/100

The deterministic website review confirmed 5 strong factors and 3 improvement areas, with unavailable checks kept explicit.

Offer and audience clarity	PASS
Primary action clarity	PASS
Trust near decisions	PARTIAL
Mobile usability	PASS

Coverage 100%

0 unknown

SEARCH FOUNDATION
99% confidence

62.5/100

The deterministic search foundation review confirmed 4 strong factors and 4 evidence-backed improvement areas; unavailable checks remain explicit.

Titles descriptions	PARTIAL
Heading structure	PASS
Dedicated service coverage	PASS
Geographic market relevance	FAIL

Coverage 100%

0 unknown

LOCAL AND ENTITY VISIBILITY
83% confidence

68.182/100

The deterministic local entity visibility review confirmed 1 strong factor and 2 evidence-backed improvement areas; unavailable checks remain explicit.

Clear business identity	PASS
Geographic service area clarity	PARTIAL
Observable public business profile	NOT ASSESSED
Website location service support	PARTIAL

Coverage 55%

3 unknown

REVIEWS AND TRUST
85% confidence

54.167/100

The deterministic reviews trust review confirmed 1 strong factor and 3 evidence-backed improvement areas; unavailable checks remain explicit.

Observable public review strength	NOT ASSESSED
Review recency response signals	NOT ASSESSED
Testimonials case studies project proof	PARTIAL
Credentials legitimacy	PARTIAL

Coverage 60%

2 unknown

COMPETITOR COMPARISON
0% coverage

Not assessed

The deterministic competitor comparison review confirmed 0 strong factors and 0 evidence-backed improvement areas; unavailable checks remain explicit.

Comparative message clarity	NOT ASSESSED
Comparative visible trust	NOT ASSESSED
Comparative offer differentiation	NOT ASSESSED
Comparative conversion path	NOT ASSESSED

Coverage 0%

6 unknown

CONTACT READINESS
94% confidence

76.471/100

The deterministic contact readiness review confirmed 4 strong factors and 2 evidence-backed improvement areas; unavailable checks remain explicit.

Contact path clarity	PASS
Observable form friction	PASS
Mobile contact experience	PASS
Response expectation setting	FAIL

Coverage 85%

1 unknown

AI SEARCH READINESS
99% confidence

57.5/100

The deterministic ai search readiness review confirmed 3 strong factors and 4 evidence-backed improvement areas; unavailable checks remain explicit.

Machine readable business identity	PASS
Explicit service definitions	PARTIAL
Explicit geography availability	FAIL
Trustworthy supporting proof	PASS

Coverage 100%

0 unknown

ORDER OF ACTION

Fix the clearest decision gaps first.

The sequence below follows observed commercial impact, urgency, fixability and evidence confidence. It is a practical order of work, not a guarantee of results.

01

HIGH Improve privacy consent clarity

Update the cited enquiry path so Northstar Heating presents clearer privacy consent clarity before a customer submits or calls.

02

HIGH Improve response expectation setting

Update the cited enquiry path so Northstar Heating presents clearer response expectation setting before a customer submits or calls.

03

HIGH Improve geographic market relevance

Improve geographic market relevance in the cited public pages for Residential HVAC repair in North Dallas, Texas.

04

HIGH Improve useful content depth

Improve useful content depth in the cited public pages for Residential HVAC repair in North Dallas, Texas.

05

HIGH Improve direct buyer question answers

Rewrite the cited public content so direct buyer question answers is explicit, factual and easy to cite for Residential HVAC repair.

FIRST 7 DAYS

Start priority 01

NEXT 30 DAYS

Complete the top three

BY 90 DAYS

Review all ranked fixes

PRIORITY 01

HIGH

Improve privacy consent clarity

WHAT WE OBSERVED

The observed public form has no visible privacy or consent language in the collected copy.

WHY IT MATTERS

Contact friction or missing expectations can cause an interested visitor to hesitate before making an enquiry.

RECOMMENDED ACTION

Update the cited enquiry path so Northstar Heating presents clearer privacy consent clarity before a customer submits or calls.

IMPACT

5/5

URGENCY

3/3

FIXABILITY

3/3

EVIDENCE CONFIDENCE

94%

EVIDENCE REFERENCES

E1 Contact form summary - northstar.test/contact

E2 Page link summary - northstar.test/about

PRIORITY 02

HIGH

Improve response expectation setting

WHAT WE OBSERVED

Visible website copy sets limited or no response and next-step expectations.

WHY IT MATTERS

Contact friction or missing expectations can cause an interested visitor to hesitate before making an enquiry.

RECOMMENDED ACTION

Update the cited enquiry path so Northstar Heating presents clearer response expectation setting before a customer submits or calls.

IMPACT

5/5

URGENCY

3/3

FIXABILITY

3/3

EVIDENCE CONFIDENCE

94%

EVIDENCE REFERENCES

E1 Page link summary - northstar.test/about

E2 Page link summary - northstar.test/contact

E3 Page link summary - northstar.test

E4 Page link summary - northstar.test/reviews

E5 Page link summary - northstar.test/services

E6 Visible page copy - northstar.test/about

E7 Visible page copy - northstar.test/contact

E8 Visible page copy - northstar.test

E9 Visible page copy - northstar.test/reviews

E10 Visible page copy - northstar.test/services

PRIORITY 03

HIGH

Improve geographic market relevance

WHAT WE OBSERVED

Visible website copy does not clearly include the submitted market or availability language.

WHY IT MATTERS

An incomplete search foundation can make the public website harder for search systems and prospective customers to interpret.

RECOMMENDED ACTION

Improve geographic market relevance in the cited public pages for Residential HVAC repair in North Dallas, Texas.

IMPACT

4/5

URGENCY

3/3

FIXABILITY

3/3

EVIDENCE CONFIDENCE

94%

EVIDENCE REFERENCES

E1 Visible page copy - northstar.test/about

E2 Visible page copy - northstar.test/contact

E3 Visible page copy - northstar.test

E4 Visible page copy - northstar.test/reviews

E5 Visible page copy - northstar.test/services

PRIORITY 04

HIGH

Improve useful content depth

WHAT WE OBSERVED

Collected page text provides limited public content depth or page coverage.

WHY IT MATTERS

An incomplete search foundation can make the public website harder for search systems and prospective customers to interpret.

RECOMMENDED ACTION

Improve useful content depth in the cited public pages for Residential HVAC repair in North Dallas, Texas.

IMPACT

4/5

URGENCY

3/3

FIXABILITY

3/3

EVIDENCE CONFIDENCE

94%

EVIDENCE REFERENCES

E1 Visible page copy - northstar.test/about

E2 Visible page copy - northstar.test/contact

E3 Visible page copy - northstar.test

E4 Visible page copy - northstar.test/reviews

E5 Visible page copy - northstar.test/services

PRIORITY 05

HIGH

Improve direct buyer question answers

WHAT WE OBSERVED

Visible copy evidence directly addresses few or no buyer questions.

WHY IT MATTERS

Ambiguous public information can make the business harder for answer systems to understand and cite reliably.

RECOMMENDED ACTION

Rewrite the cited public content so direct buyer question answers is explicit, factual and easy to cite for Residential HVAC repair.

IMPACT

4/5

URGENCY

3/3

FIXABILITY

3/3

EVIDENCE CONFIDENCE

94%

EVIDENCE REFERENCES

E1 page title - northstar.test

E2 page title - northstar.test/about

E3 page title - northstar.test/contact

E4 page title - northstar.test/reviews

E5 page title - northstar.test/services

E6 primary heading - northstar.test

E7 primary heading - northstar.test/about

E8 primary heading - northstar.test/contact

E9 primary heading - northstar.test/reviews

E10 primary heading - northstar.test/services

E11 Visible page copy - northstar.test/about

E12 Visible page copy - northstar.test/contact

E13 Visible page copy - northstar.test

E14 Visible page copy - northstar.test/reviews

E15 Visible page copy - northstar.test/services

HOW TO READ THIS AUDIT

Evidence first. Unknown stays unknown.

SeenScope reviewed bounded public website and approved comparator evidence, locked observable factor states with deterministic rules, verified factual findings against cited evidence and calculated quality separately from confidence. Unknown checks were excluded rather than scored as failures.

LIMITATIONS

- The performance factor uses a controlled static render, not field data, Core Web Vitals or a ranking claim.
- A missing or inaccessible public profile is recorded as unknown, not as confirmed absence.
- Dynamic review counts, recency and response behavior require an authorized reliable source; unavailable values remain unknown.
- 15 additional scope notes remain in the frozen report payload.

NOT ASSESSED

- All contracted modules were assessed.

CITED EVIDENCE

- E1** Contact form summary - northstar.test/contact
<https://northstar.test/contact>
- E2** Page link summary - northstar.test/about
<https://northstar.test/about>
- E3** Page link summary - northstar.test/contact
<https://northstar.test/contact>
- E4** Page link summary - northstar.test
<https://northstar.test/>

17 additional cited sources remain in the frozen payload.

SCORING

complete-audit-score@1.0.0

TEMPLATE

report@2.0.0

BRAND

01b