nocodelabs.io

SAMPLE REPORT · DIGITAL PRESENCE AUDIT

NoCode Labs

Digital presence and automation for US local service businesses

People who already know your name can find you. Everyone else can't, yet. This shows why, and the order to fix it.

Business
Serving every US state
nocodelabs.io

Prepared by NoCodeLabs
October 2026
Our own audit of our own business. Public data only

Report length depends on the business: more sites, profiles and locations mean more findings. This sample is one website and one business.

GUIDE

How to read this

- **Every finding comes with its fix:** who does it, roughly how long it takes, and whether it needs a login. The fix list in section 5 is the work plan.
- **Severity:** Critical (costing you now or about to), High, Medium, Low. Strengths are marked too.
- **Ambition rung:** the lowest rung on the ladder in section 6 that the fix serves. Rungs 1 and 2 are the quick wins.
- **Sources:** every finding names where the evidence came from and when. Public data only: Google, AI answer engines, DNS records and your public pages.
- **This is a sample report.** We ran our own audit on our own business, nocodelabs.io, on Oct 28 and 29 2026, and published what it found. A few time-sensitive account and security items are left out of the public copy.
- **Redacted:** black bars cover the specifics: numbers, names, places, links, quotes, and the detailed steps of each fix. Our tools and method are left out.

SECTION 1

1. Executive diagnosis

What works: the site itself is fast, secure and readable by search engines and AI tools, and AI engines describe the business correctly when asked about it by name.

What doesn't: outside of its own name, buyers can't find it yet. It doesn't rank for the searches buyers type, AI engines don't recommend it when asked who to hire, and there is little outside proof (reviews, listings, links) that it can be trusted.

And the internet holds conflicting facts: the location, the name and the description differ between the site, the Google profile and the social profiles. Fix the facts first; every later gain depends on them.

[redacted]
SITES LINKING IN
[redacted]

[redacted]
SERVICE SEARCHES RANKED
[redacted]

[redacted]
AI ANSWERS RECOMMENDING YOU
[redacted]

[redacted]
AI ANSWERS THAT KNOW YOU BY NAME
[redacted]

[redacted]
PAGES SAYING '[redacted]'
[redacted]

[redacted]
MOBILE SPEED SCORE
[redacted]

The three moves that matter most

1. **Fix the facts** (E1, E2, E3, E4, E5). One name, one service area and one description everywhere.
2. **Get proof other people wrote** (R1, L1, B1). Reviews, named case studies, listings and earned links.
3. **Earn a place in the category** (K1, S1, A1, C1). Pages in buyers' words and copy that leads with owner control.

SECTION 2

2. How the internet sees you

When sources disagree, search engines and AI hedge. Here is the picture today, and the one to publish.

TODAY

NoCode Labs
national, remote, every state

Website	Google profile	LinkedIn	Google search
[redacted]	[redacted]	[redacted]	[redacted]

RECOMMENDED

NoCode Labs
one name · every US state · one description

Website	Google profile and LinkedIn	Directories
[redacted]	[redacted]	[redacted]

SECTION 3

3. Findings, layer by layer

LAYER 01

Layer 1. Identity: who the internet thinks you are

Your name, where you are and what you do, as Google, LinkedIn and AI engines hold it. Everything else builds on this.

E1 · High · Layer 1. Identity: who the internet thinks you are

E1. Your site tells Google and AI engines you are in [redacted]

EVIDENCE

- [redacted] of [redacted] crawled pages [redacted]
- The Insights article '[redacted]' ends [redacted]
- The contact page says '[redacted]', [redacted]
- Asked to describe NoCode Labs, [redacted]
- Your X profile gives your [redacted]
- You serve every state. A [redacted]

FIX

Remove [redacted] and [redacted] from the Organization structured data on [redacted]

SOURCES AI answer engines, Oct 2026 · Public profiles, Oct 2026 · Site crawl, Oct 2026 · Site page, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	S (hours)	first 30 days	no logins needed	1 (Found by name, described right)

E2 High Layer 1. Identity: who the internet thinks you are

E2. Two names, and Google finds the wrong companies for one of them

EVIDENCE

- The site and logo say [redacted]
- Searching Google nationally for '[redacted]', [redacted]
- Gemini answered '[redacted]' by splitting [redacted]
- Your Google profile can't be [redacted]

FIX

Pick one public name, '[redacted]', and use it everywhere a [redacted]

SOURCES AI answer engines, Oct 2026 · Google profile, Oct 2026 · Google search results, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (accounts)	S (hours)	first 30 days	needs your account login	1 (Found by name, described right)

E3 High Layer 1. Identity: who the internet thinks you are

E3. LinkedIn still tells the old no-code story and links a misspelled domain

EVIDENCE

- Claude's answers quote your LinkedIn [redacted]
- In all three of Claude's [redacted]
- Your site links to [redacted]

FIX

Log in to the LinkedIn page and confirm what it [redacted]

SOURCES AI answer engines, Oct 2026 · Site crawl, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (accounts)	S (hours)	first 30 days	needs your account login	1 (Found by name, described right)

E4 High Layer 1. Identity: who the internet thinks you are

E4. The Google profile link on every page opens Google's home page

EVIDENCE

- Your structured data lists [redacted]
- Together with E2, this is [redacted]

FIX

In the Google profile, use Share to copy the profile's [redacted]

SOURCES Google profile, Oct 2026 · Public profiles, Oct 2026 · Site page, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	S (hours)	first 30 days	no logins needed	1 (Found by name, described right)

E5 High Layer 1. Identity: who the internet thinks you are

E5. Your name is also a generic phrase and other companies' names

EVIDENCE

- Google reads '[redacted]' as the [redacted]
- Real namesakes rank on your [redacted]
- Google's AI Overview for '[redacted]' [redacted]
- The words '[redacted]' also pull [redacted]

FIX

You can't own the words '[redacted]'; own the forms only [redacted]

SOURCES AI answer engines, Oct 2026 · Google profile, Oct 2026 · Google search results, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You	S (hours)	days 31 to 60	no logins needed	1 (Found by name, described right)

LAYER 02

Layer 2. Google Business Profile

The profile Google shows when someone looks you up, and the home for your reviews.

L1 Medium Layer 2. Google Business Profile

L1. The Google profile is empty, and that's where reviews live

EVIDENCE

- The profile shows '[redacted]', category [redacted]
- It has no hours, no [redacted]
- For a national business the [redacted]

FIX

Match the name to E2. Add a description in buyer [redacted]

SOURCES Google profile, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (accounts)	S (hours)	first 30 days	needs your account login	2 (Trusted on the first check)

LAYER 03

Layer 3. Search visibility

Where you rank on the searches a buyer types before they know your name.

S1 High Layer 3. Search visibility

S1. You don't rank for anything a buyer searches before they know your name

EVIDENCE

- Not in Google's top [redacted]
- Google shows an AI Overview [redacted]
- The pages that win these [redacted]
- [redacted] ranks [redacted] for '[redacted]' [redacted]

FIX

Build one deep page for '[redacted]' and one for '[redacted]' [redacted]

SOURCES Google search results, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	L (1 to 2 weeks)	days 61 to 90	no logins needed	4 (Top 10 nationally for core services)

K1 Medium Layer 3. Search visibility

K1. Your product's name is a search almost nobody types

EVIDENCE

- US monthly searches: '[redacted]' [redacted]
- The demand sits in the [redacted]
- Keep '[redacted]' as the product [redacted]

FIX

Title and headline the audit page for '[redacted]' with '[redacted]' [redacted]

SOURCES Search volume data, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	S (hours)	days 31 to 60	no logins needed	4 (Top 10 nationally for core services)

LAYER 04

Layer 4. AI answer engines

What ChatGPT, Perplexity, Gemini and Claude say when a business owner asks them who to hire.

A1 | High | Layer 4. AI answer engines

A1. No AI engine recommends you when an owner asks who to hire

EVIDENCE

- Across [redacted] answers ([redacted] buyer [redacted]
- Named instead, by number of [redacted]
- Asked about NoCode Labs by [redacted]

FIX

AI engines recommend companies that other sites already list and [redacted]

SOURCES AI answer engines, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	M (1 to 3 days)	days 61 to 90	no logins needed	3 (Recommended in AI answers)

LAYER 05

Layer 5. Proof other people wrote

Reviews, listings and mentions on sites you don't control. This is what makes a stranger trust you.

R1 | High | Layer 5. Proof other people wrote

R1. There is no outside proof that you exist

EVIDENCE

- A Google search for '[redacted]' [redacted]
- Your Google profile has no [redacted]
- Perplexity answered '[redacted]' with: a [redacted]
- Your [redacted] profile exists but [redacted]
- AI engines answering category questions [redacted]

FIX

Ask every past and current client for a Google review [redacted]

SOURCES AI answer engines, Oct 2026 · Google profile, Oct 2026 · Google search results, Oct 2026 · Public profiles, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You	M (1 to 3 days)	days 31 to 60	no logins needed	2 (Trusted on the first check)

LAYER 06

Layer 6. Website content

Whether the pages say the right thing, in the words buyers use.

C1 Medium Layer 6. Website content

C1. Key pages lead with '[redacted]', and AI engines repeat it back

EVIDENCE

- The [redacted] page opens with [redacted]
- Perplexity described the service as [redacted]
- The Facebook intro reads '[redacted]' [redacted]
- Owners of HVAC, dental or [redacted]

FIX

Lead with what the owner controls: human-monitored automation where the [redacted]

SOURCES AI answer engines, Oct 2026 · Public profiles, Oct 2026 · Site crawl, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	S (hours)	first 30 days	no logins needed	2 (Trusted on the first check)

C2 Medium Layer 6. Website content

C2. City landing pages for a business with no local offices

EVIDENCE

- [redacted] pages target single cities [redacted]
- You serve every state remotely [redacted]

FIX

Fold them into one national page per service, plus the [redacted]

SOURCES Google search results, Oct 2026 · Site crawl, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	S (hours)	days 31 to 60	no logins needed	4 (Top 10 nationally for core services)

C3 Low Layer 6. Website content

C3. Four tool pages are too thin to rank

EVIDENCE

- Under [redacted] words of text: [redacted]

FIX

Add a short explainer, an example result and a FAQ [redacted]

SOURCES Site crawl, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	S (hours)	days 31 to 60	no logins needed	3 (Recommended in AI answers)

LAYER 07

Layer 7. Website technical

How the site reads to search engines and AI crawlers.

T1 Low Layer 7. Website technical

T1. Long titles get cut off in Google, and one demo phone number reads as yours

EVIDENCE

- [redacted] of [redacted] pages have [redacted]
- Two pages share the title [redacted]
- The [redacted] page shows a [redacted]

FIX

Shorten titles to the search term plus the brand. Give [redacted]

SOURCES Site crawl, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	S (hours)	days 31 to 60	no logins needed	1 (Found by name, described right)

ST2 Strength Layer 7. Website technical

ST2. The site is fast, clean and open to AI crawlers

EVIDENCE

- [redacted]: [redacted] on mobile and [redacted]
- Every crawled page has one [redacted]
- [redacted] lets the ChatGPT, Claude, [redacted]

KEEP

Keep it. This is the foundation the rest of the [redacted]

SOURCES Public DNS records, Oct 2026 · Site crawl, Oct 2026 · Speed test, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (site)	S (hours)	days 61 to 90	no logins needed	1 (Found by name, described right)

LAYER 08

Layer 8. Domain, email and security

The domain, the email setup and what anyone can see from outside.

ST1 Strength Layer 8. Domain, email and security

ST1. Email is set up properly

EVIDENCE

- [redacted] covers Google and [redacted], [redacted]

KEEP

Keep it. Move [redacted] to [redacted] once the reports show [redacted]

SOURCES Public DNS records, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (accounts)	S (hours)	days 61 to 90	needs your account login	1 (Found by name, described right)

LAYER 09

Layer 9. Backlinks

Who links to you. Links from relevant sites are how Google and AI engines decide you are worth showing.

B1 | High | Layer 9. Backlinks

B1. [redacted] sites link to you, and almost none of them count

EVIDENCE

- [redacted] counts [redacted] sites linking [redacted]
- Examples: casino, betting and poker [redacted]
- For comparison: [redacted] has links [redacted]

FIX

Backlink plan, [redacted] to [redacted] earned links a month: ([redacted]) [redacted]

SOURCES Link data, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You	L (1 to 2 weeks)	days 61 to 90	no logins needed	3 (Recommended in AI answers)

LAYER 10

Layer 10. Social profiles

The profiles your site points to. A buyer who checks one judges you by it.

S01 | Medium | Layer 10. Social profiles

S01. Your site points to [redacted] profiles, and most are empty

EVIDENCE

- TikTok has no videos. YouTube [redacted]
- X has [redacted] followers, last [redacted]
- The names differ too: '[redacted]' [redacted]

FIX

Keep in [redacted] only the profiles you will post to [redacted]

SOURCES Public profiles, Oct 2026

OWNER	EFFORT	WINDOW	ACCESS	AMBITION RUNG
You (accounts)	S (hours)	days 31 to 60	needs your account login	2 (Trusted on the first check)

SECTION 4

4. Competitor snapshot

Four competitors buyers are sent to for this work, on the same scorecard and the same day.

	You	Competitor A	Competitor B	Competitor C	Competitor D
Domain authority rank	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Sites linking in	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Top 20 for national service searches	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Named in AI answers to buyer questions	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]

The gap is links and outside mentions, not the website. Your site scores as well as theirs on speed and technical health; theirs are cited by thousands of other sites.

SECTION 5

5. The fix list

ID	Fix	Owner	Effort	Window
E1	Your site tells Google and AI engines you are in [redacted]	You (site)	S (hours)	first 30 days
E2	Two names, and Google finds the wrong companies for one of them	You (accounts)	S (hours)	first 30 days
E3	LinkedIn still tells the old no-code story and links a misspelled domain	You (accounts)	S (hours)	first 30 days
E4	The Google profile link on every page opens Google's home page	You (site)	S (hours)	first 30 days
C1	Key pages lead with '[redacted]', and AI engines repeat it back	You (site)	S (hours)	first 30 days
L1	The Google profile is empty, and that's where reviews live	You (accounts)	S (hours)	first 30 days
E5	Your name is also a generic phrase and other companies' names	You	S (hours)	days 31 to 60
R1	There is no outside proof that you exist	You	M (1 to 3 days)	days 31 to 60
C2	City landing pages for a business with no local offices	You (site)	S (hours)	days 31 to 60
K1	Your product's name is a search almost nobody types	You (site)	S (hours)	days 31 to 60
S01	Your site points to [redacted] profiles, and most are empty	You (accounts)	S (hours)	days 31 to 60
C3	Four tool pages are too thin to rank	You (site)	S (hours)	days 31 to 60
T1	Long titles get cut off in Google, and one demo phone number reads as yours	You (site)	S (hours)	days 31 to 60
A1	No AI engine recommends you when an owner asks who to hire	You (site)	M (1 to 3 days)	days 61 to 90
B1	[redacted] sites link to you, and almost none of them count	You	L (1 to 2 weeks)	days 61 to 90
S1	You don't rank for anything a buyer searches before they know your name	You (site)	L (1 to 2 weeks)	days 61 to 90

SECTION 6

6. The ambition ladder

1. **Found by name, described right.** Fixes: E1, E2, E3, T1, E4, E5.
2. **Trusted on the first check.** Fixes: L1, R1, C1, SO1.
3. **Recommended in AI answers.** Fixes: A1, C3, B1.
4. **Top 10 nationally for core services.** Fixes: S1, C2, K1.

What a client's report includes

Nothing is barred in a client's report. It includes:

- The evidence behind every finding: the numbers, the pages, the searches and the quotes.
- The full fix for each finding, step by step, written so you or your team can do it.
- Your competitors by name, with their numbers next to yours.
- The searches buyers use for your services, with how often they're searched.
- Your backlink profile and a plan for earning better links.
- What AI engines say about you when buyers ask them who to hire.

Get your Digital Presence Audit. $500, one time. `nocodelabs.io/audit`

APPENDIX

Appendix: sources and method

Public data only, gathered Oct 28 and 29 2026: a crawl of the site, Google search results, AI answer engines, public profiles, public DNS records, and link and search volume data. The specific tools, searches, prompts and scoring rules are our method and are left out of this sample.

- AI answers are a point in time. The same question can get a different answer tomorrow, so we report counts across engines and questions, not single replies.