

A FIXED-PRICE ENGAGEMENT

The Search Audit

How your business appears in search, and in the AI systems that now answer before anyone clicks. Audited, repaired, and verified in Google's and Bing's own tooling. One price, in writing, before work begins.

AUD 5,500, all in.

The answer arrives before the click.

Google now answers a growing share of questions on the results page itself. ChatGPT and Copilot answer without showing a results page at all. These systems read the same web your customers used to browse, and they cite only what they can read.

In May 2026, Google put its position in writing. AI search runs on the ordinary index and the ordinary ranking systems, and a page must qualify for an ordinary search snippet before an AI answer can cite it. Google also named the tactics that do nothing on its platform: lms.txt files, content chopped up for machines, copy rewritten for AI, manufactured mentions.

AEO and GEO, the acronyms currently being sold, add nothing to that list. What earns a citation is a site that can be crawled, an owner who can be identified, and claims that check out.

The common failures are unglamorous. Redirect chains that leak authority. A sitemap listing pages that no longer exist. Markup that never states what the business sells or what it costs. Private pages open to crawlers, public pages accidentally sealed. These faults are invisible in the browser and decisive in the index.

THE ENGAGEMENT

A complete audit of every public page, the repairs implemented in your site's code, and the actions outside the code documented step by step. Evidence that it worked comes thirty days on, measured in Google's and Bing's own tooling. Fixed scope and a fixed price, in writing before work begins, with a record of the findings, the changes and anything declined.

Basis: Google Search Central guidance on AI features in Search, 15 May 2026. Non-Google assistants, including ChatGPT and Copilot, retrieve principally via Bing, which this engagement covers as standard.

What the audit covers.

WHAT WE EXAMINE	IN PLAIN TERMS
Crawl and indexation	Can Google and Bing find every page that matters, and none of the pages that should stay private.
Structure and content	Does the site answer the questions customers actually ask, in a form worth quoting.
Identity markup	Can a machine state who you are, what you sell and what it costs, without guessing.
Speed and stability	Does the site load fast enough, on a phone, to be taken seriously.
Authority and evidence	Is there anything beyond your own claims: named people, sources, mentions that check out.
Measurement	Will you be able to see, in Google's and Bing's own consoles, what changed and what it did.

WHAT YOU RECEIVE

- A scored register of every finding. Priorities come from a scoring instrument, gap times weight times confidence divided by effort, with the arithmetic shown. It survives a hostile reading.
- The repairs, implemented: metadata, sitemaps, robots rules, redirects, identity markup, internal structure.
- Every action outside the code, done with you or documented exactly: domain records, Search Console, Bing Webmaster Tools.
- Validation evidence before anything ships, and a thirty-day verification in Google's and Bing's own tooling.
- A one-page account of what was declined, and why. Knowing what not to buy is part of the product.

HOW IT RUNS

FIRST 48 HOURS	Blocking faults: anything preventing crawling, indexing or purchase.
FIRST TWO WEEKS	The repairs, tested and shipped.
DAY THIRTY	Verification against the consoles. A written close-out.

One worked example, published.

We publish one specimen so the work can be judged before it is bought. The site below is a small course business we operate: stopfeedingthesystem.com. Small on purpose. Every finding is real, and the same register you would receive.

AREA	NOW	AFTER	THE GAP, IN ONE LINE
Crawl and indexation	7	10	Robots and sitemap unverified; private routes not yet sealed from crawlers.
Identity markup	2	8	No machine-readable statement of the organisation, the author or the product and its price.
Titles and descriptions	7	9	The homepage title carries the brand name and nothing else. Nobody searches a name they have not heard.
Site structure	5	9	Six public pages. The ideas that would earn citations have no pages of their own.
Content depth	6	9	The material exists and is good. It is folded inside one long page where nothing can be cited.
Authority and evidence	5	8	A named author with a real basis, no author page on the domain, few external mentions.
Answer readiness	7	9	Definitions and plain answers present; nothing separately quotable at its own address.
Measurement	2	9	No Search Console, no Bing. The site avoids trackers by design; privacy-safe measurement exists.
Safety features	10	10	Quick exit, discreet billing, crisis routing. Preserved as a condition of the work.

Scores describe implementation quality, observed and projected. They do not promise rankings, traffic or citations, and we will not pretend otherwise in writing or in person.

The queue, in order.

#	REPAIR	WHY IT SITS HERE
1	Robots file, sitemap, canonical host, private routes sealed	Nothing else counts until crawlers read the site correctly, and read only the public part.
2	Google Search Console and Bing Webmaster verified, sitemap submitted	Turns the lights on. Every later step is verified here.
3	Titles and descriptions corrected, page by page	Half a day of work with a direct effect on what searchers see and click.
4	Identity markup: organisation, author, product, price	The largest gap on the register and a contained fix. Machines stop guessing.
5	Author and method page	Search systems now weigh who is speaking and on what basis. Currently unanswered on the domain.
6	Five short pages, one core idea each, properly linked	The ideas become citable at their own addresses. The site becomes a small library instead of a brochure.
7	Country sections on the resources page	Five countries currently share one page. Relevance improves when each stands alone.
8	A readable excerpt page for the free sample	Makes the sample discoverable without touching a privacy feature that protects its readers.
9	Speed work, only if field data demands it	We measure before we quote. We do not sell repairs to problems we have not observed.

Items one to six carry roughly eighty percent of the available benefit. That line is drawn on the register itself, so you can stop there and still have bought the substance.

WHAT WE DECLINED TO DO

An llms.txt file sold as a Google fix: Google says it is not one. A hundred thin articles: Google's scaled-content policy treats them as spam risk, and readers treat them worse. Renaming a privacy-protecting download for keywords: the feature exists to protect people, and it stays.

One number, before work begins.

THE SEARCH AUDIT

AUD 5,500, all in.

Sites up to roughly one hundred public pages. Audit, repairs, external actions, validation, and the thirty-day verification. Larger sites and domain moves are quoted after a look, in writing, before anything starts. No GST is added.

THE RETAINER QUESTION

The industry convention is the monthly retainer. The invoice recurs whether or not the work does. Typical Australian ranges run from about 1,500 to 3,000 dollars a month for a small business, and the monthly report is often the main deliverable.

A retainer is justified when a site changes monthly: new pages, new products, frequent releases, an actively contested category. When it does not, we recommend a quarterly review, AUD 650, and nothing else. We will tell you which one you are, in writing, at the close-out.

WHAT WE DO NOT SELL

Purchased links. Mass-produced articles. Keyword-stuffed location pages. Markup for things that are not on the page. Reports as a substitute for work.

Basis: Google Search Central, May 2026, on AI features and on scaled content; Australian market ranges as published by bring.au, 2026. Verification is reported from Google Search Console and Bing Webmaster Tools directly.

Lumen & Lever

AI advisory and engineering for boards and owners. The Search Audit is delivered under the same standard as our board work: fixed scope, written findings, and an instrument that survives a hostile reading.

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