DIGITAL HEALTH SCORE

42 / 100

Grade F

Poor

DIGIVITALZ AUDIT

Digital Health Performance Overview

URL

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Audit ID 76cd68ce-aa30-426b-aea4-17949fd830c2

41	30	38	109
Passed	Failed	Warnings	Total checks

17	13	25	13
CRITICAL	HIGH	MEDIUM	LOW

Executive Summary

Issue breakdown: Critical: 0, High: 3, Medium: 11, Low: 7

Top recommendations:

• Include 'AITurf — AI' in the H1 heading

• Add clearly linked privacy, contact page(s) (footer or header) — these are baseline trust signals for both users and search engines evaluating E-E-A-T.

• Improve SSR or reduce heavy JS rendering

• Add FAQPage schema for rich results and answer engine visibility

• Add author information and link to an author bio page

Digital Health Overview

Several high-priority SEO issues detected that should be fixed to improve rankings and crawlability.

Website SEO Audit

Score: 42/100 · Grade: F

CATEGORY	SCORE	RATING
On-Page	69 / 100	Average
Technical	83 / 100	Good
Content &Amp; E-E-A-T	93 / 100	Excellent
Schema	93 / 100	Excellent
Mobile &Amp; Accessibility	75 / 100	Good

SEO Check Details — 47 checks · 14 issues shown

Keyword in H1

HIGH

Keyword

EVIDENCE

we build ai products we implement the best ones

RECOMMENDATION

Include 'AITurf — AI' in the H1 heading

Trust Signal Links

HIGH

On-Page

EVIDENCE

Missing: privacy, contact

RECOMMENDATION

Add clearly linked privacy, contact page(s) (footer or header) — these are baseline trust signals for both users and search engines evaluating E-E-A-T.

Low Content Visibility

HIGH

technical

EVIDENCE

Very little crawlable content detected

RECOMMENDATION

Improve SSR or reduce heavy JS rendering

FAQ Schema

MEDIUM

AEO

EVIDENCE

Missing

RECOMMENDATION

Add FAQPage schema for rich results and answer engine visibility

Author Presence

MEDIUM

AEO

EVIDENCE

No author detected

RECOMMENDATION

Add author information and link to an author bio page

llms.txt Present

MEDIUM

AEO

EVIDENCE

Missing

RECOMMENDATION

Add /llms.txt to guide AI crawler indexing

Keyword in Meta

MEDIUM

Keyword

EVIDENCE

aiturf builds ai products for smbs and law firms implements partner ai tools and consults on ai stra

RECOMMENDATION

Include 'AITurf — AI' in the meta description

Keyword Density

MEDIUM

Keyword

EVIDENCE

0.05% (1 exact matches in 2160 words)

RECOMMENDATION

Maintain keyword density between 0.5%–3%

Schema Types Coverage

MEDIUM

Schema

EVIDENCE

Found: (none)

RECOMMENDATION

Add structured data: Organization, FAQPage, Article, or BreadcrumbList

Organization Schema

MEDIUM

Schema

EVIDENCE

Missing

RECOMMENDATION

Add Organization or LocalBusiness schema for brand recognition

SearchAction Schema

MEDIUM

Schema

EVIDENCE

SearchAction not found in WebSite schema

RECOMMENDATION

Add SearchAction to your WebSite schema to enable on-site search in Google Search results. This improves user experience and helps Google understand your site's search capability. Example: {"@type": "WebSite", "potentialAction": {"@type": "SearchAction", "target": "https://yoursite.com/search?q={search_term_string}"}}

Internal Linking

MEDIUM

technical

EVIDENCE

1 internal links detected

RECOMMENDATION

Improve internal linking structure

Content Security Policy

MEDIUM

technical

EVIDENCE

Missing

RECOMMENDATION

Add the Content Security Policy security header

Privacy Policy

MEDIUM

technical

EVIDENCE

Missing

RECOMMENDATION

Add a privacy policy page

AI Visibility (AEO/GEO) Audit

Aiturf · Score: 49/100 · Grade: D

Data Sources: OpenAI: Unavailable · Gemini: Unavailable · Perplexity: Unavailable · SERP: Unavailable · Backlinks: Unavailable · Quora: Unavailable

Some checks relying on unavailable sources above were skipped and are not counted against the score.

AI Assessment: AI visibility analysis complete. Review the findings below.

Priority Action: Review findings and address critical/high-severity issues first.

AEO/GEO Check Details — 14 checks · 7 issues shown

Organization/LocalBusiness Schema

HIGH

aeo_technical

EVIDENCE

No Organization/LocalBusiness schema found.

RECOMMENDATION

Add Organization or LocalBusiness JSON-LD schema to your homepage.

Business Directory Citations

HIGH

geo_authority

EVIDENCE

Found on 0/7 checked directories (0%).

RECOMMENDATION

List your business on major directories (Google, Bing, Yelp, industry-specific sites).

Press / News Mentions

HIGH

geo_authority

EVIDENCE

Found 0 press/news mention(s).

RECOMMENDATION

Pursue press coverage or guest posts on industry news sites.

Industry-specific Directories

HIGH

geo_authority

EVIDENCE

Found on 0/7 industry directories (0%).

RECOMMENDATION

List your business on directories specific to your industry.

FAQ Schema Present

MEDIUM

aeo_technical

EVIDENCE

No FAQ schema found.

RECOMMENDATION

Add FAQPage schema to a page answering common customer questions.

Entity Clarity (NAP/About)

MEDIUM

aeo_technical

EVIDENCE

Some entity clarity signals missing — AI models may struggle to identify your business reliably.

RECOMMENDATION

Add a clear About page with business name, address, and phone number.

Wikipedia / Wikidata Presence

LOW

geo_authority

EVIDENCE

No matching Wikipedia article found — expected for most SMBs.

RECOMMENDATION

Consider building notability for a Wikipedia article (requires independent coverage).

Google Business Profile Audit

Score: 0/100 · Grade: F

AI Assessment: A Google Business Profile was found for searches related to , but its linked website could not be verified.

Maps Visibility Risk: HIGH

Priority Action: Link the correct website in the correct Google Business Profile.

GBP Check Details — 1 checks · 1 issues shown

Website Not Linked to Google Business Profile

HIGH

Profile Completeness

EVIDENCE

Submitted domain:

RECOMMENDATION

Add this website to the correct Google Business Profile, then run the audit again.

YouTube Channel Audit

· Score: 0/100 · Grade: F

■ **No YouTube channel found** for this business. YouTube has 500M+ users in India — competitors with channels are building trust with your potential customers right now.

Social Media Presence Audit

Score: 0/100 · Grade: F

■ **No social media profiles found** for this business. Social profiles are often the first place potential customers check before making a purchase decision.

Email Deliverability Audit

Score: 72/100 · Grade: C

AI Assessment: Email deliverability analysis complete. Review the findings below.

Priority Action: Review findings and address any critical or high-severity issues first.

CATEGORY	SCORE	RATING
Spf	50 / 100	Average
Dkim	100 / 100	Excellent

Dmarc	50 / 100	Average
Mx	100 / 100	Excellent
Blacklist	100 / 100	Excellent
Advanced	50 / 100	Average

Email Check Details — 7 checks

SPF (Sender Policy Framework)

MEDIUM

basic

EVIDENCE

SPF record found with ~all (softfail) qualifier. Record: v=spf1 include:_spf.google.com include:amazonses.com include:sendgrid.net ~all

RECOMMENDATION

Complete SPF setup: 1) Add 'include:' directives for your email providers, 2) Use ~all or -all as terminator, 3) Keep DNS lookups under 10, 4) Monitor RUA reports if available.

DMARC (Domain-based Message Authentication)

MEDIUM

basic

EVIDENCE

DMARC policy: p=quarantine. Enforcement: 100%. Alignment: ADKIM=r, ASPF=r

RECOMMENDATION

Start with p=none to monitor authentication failures, then upgrade to p=quarantine and p=reject as you gain confidence.

MTA-STS (SMTP Transport Security)

LOW

advanced

EVIDENCE

MTA-STS not configured. This advanced standard prevents SMTP downgrade attacks, but it's not widely required yet.

RECOMMENDATION

Consider implementing MTA-STS to prevent man-in-the-middle attacks on your inbound email.

BIMI (Brand Logo in Inbox)

LOW

advanced

EVIDENCE

BIMI not configured. BIMI displays your brand logo in Gmail/Apple Mail inboxes — a premium trust signal.

RECOMMENDATION

Implement BIMI after achieving DMARC p=reject. Requires an SVG Tiny PS logo.

DKIM (DomainKeys Identified Mail)

INFO

basic

EVIDENCE

Successfully probed 22 common DKIM selectors. Found valid DKIM records on: google. Probed selectors: google, selector1, selector2, default, mail...

RECOMMENDATION

Ensure DKIM is enabled in your email provider settings and that selectors match your configuration.

MX Records (Mail Exchange)

INFO

basic

EVIDENCE

MX records found and resolving: 5 alt2.aspmx.l.google.com, 10 alt3.aspmx.l.google.com, 5 alt1.aspmx.l.google.com, 10 alt4.aspmx.l.google.com, 1 aspmx.l.google.com. All hosts resolve to valid IPs (Google Workspace).

RECOMMENDATION

Ensure MX priorities are set correctly (lower priority = preferred). Monitor email delivery logs for any failures.

IP Reputation Check

INFO

basic

EVIDENCE

Checked IPs: 173.194.42.26, 216.150.16.193, 142.251.2.26, 172.253.145.26, 172.217.216.27, 172.253.135.26, 216.150.1.193. Verified against 8 major blacklists (Spamhaus, Barracuda, SpamCop, SORBS, PSBL, UCEProtect, Backscatterer). All clear.

RECOMMENDATION

Monitor your IP reputation regularly. Maintain good email hygiene by using SPF/DKIM/DMARC and respecting unsubscribe requests.

Top Priority Issues

Most impactful problems

- Content Check 1

- Content Check 2
- Content Check 3
- Content Check 4
- Content Check 5

Recommended Actions

Prioritised improvements

1. Create and begin posting on at least Instagram and Facebook immediately. Even 2 posts per week establishes presence.
2. Include 'AITurf — AI' in the H1 heading
3. Add clearly linked privacy, contact page(s) (footer or header) — these are baseline trust signals for both users and search engines evaluating E-E-A-T.
4. Improve SSR or reduce heavy JS rendering
5. Add this website to the correct Google Business Profile, then run the audit again.
6. Create a YouTube channel and link it from your website. Even 5 quality videos builds significant trust.
7. Create profiles and build a content calendar. Target 4+ posts/month on your primary platform to start.
8. Create an Instagram Business profile at instagram.com/accounts/emailsignup. Link it from your website footer.
9. Add Organization or LocalBusiness JSON-LD schema to your homepage.
10. List your business on major directories (Google, Bing, Yelp, industry-specific sites).

Final Verdict

DIGIVITALZ VERDICT

Significant issues are hurting performance.