SEO AND AIEO | SAMPLE REPORT

The Unknown Gallery

Artlogic provides the platform. We provide SEO and AIEO expertise.

A well-presented website can still be difficult to discover. Its artists may be poorly described in search, its expertise hard for AI systems to interpret, and its most useful content disconnected from collector enquiries. Those are the issues this audit is designed to uncover.

A fictitious gallery. A realistic audit scenario.
The Unknown Gallery, its artists, works, page addresses and findings are invented. The report draws on practical gallery website experience to demonstrate the depth and usefulness of an audit. No live tests, client results or lost sales are claimed.

The work beyond the website build

Artlogic supplies a gallery website and SEO controls. Its published guidance says SEO work and consultancy are not included in its website project. [1] Gallery Growth supplies an independent diagnosis and can carry out the agreed optimisation work and ongoing review separately.

Discipline	The business purpose
SEO Search engine optimisation	Help relevant collectors discover your artists, artworks and exhibitions through search.
AIEO AI engine optimisation	Make your expertise easier for AI answer services to understand and reference, through clear content, sound evidence and consistent facts.

What follows

Pages 2-8 contain the assessment and detailed findings. Page 9 gives the implementation register; page 10 sets out measurement and maintenance. Page 11 explains key terms and the evidence a commissioned audit would provide.

£350 for the written audit. Delivered within 48 hours of receiving the agreed brief and payment, with the deadline confirmed before starting. Implementation and continuing support are scoped and priced separately.

EXECUTIVE SUMMARY | SCORED ASSESSMENT

The programme is stronger than its visibility.

The Unknown Gallery has credible artists, an active programme and a polished website. The scorecard deliberately records strengths as well as weaknesses: the visual presentation and basic contact route are working, while SEO, AIEO and measurement need focused attention.

Audit area	Score	Executive judgement
Visual presentation	**8**	Elegant, coherent and appropriate for the programme.
Offer and contact clarity	**7**	Contact details are visible and the main enquiry route works.
Technical SEO	**4**	Canonical signals and sitemap treatment need correction.
Indexation control	**3**	Priority pages and exclusions have not been reconciled.
Page-level metadata	**5**	Core pages are present, but titles and descriptions are generic.
Schema and AIEO	**3**	Structured facts and original evidence are incomplete.
Content authority	**6**	Credible material exists, but expertise is under-explained.
Collector journey	**5**	Useful content does not consistently lead to work or enquiries.
Mobile experience	**6**	The site is usable, but image delivery needs measurement.
Governance	**4**	No consistent owner, evidence record or review rhythm.

Scoring key: 1-3 red - material weakness | 4-6 amber - improvement required | 7-10 green - performing satisfactorily

Executive recommendation

Retain the Artlogic platform and preserve what is working. Correct the red technical and AIEO findings first; then strengthen the amber content, mobile and collector-journey areas. Further promotion should follow a reliable search and enquiry baseline.

Audit basis and interpretation

This fictional scorecard assumes **31 sampled records**: 12 artworks, six artist pages, four events, four articles, two guides and three core pages, plus alternate artwork URLs. The examples use fictional artist Mara Vale and artwork Tidal Memory. In a commissioned audit, each score would be supported by URLs, screenshots, source checks or authorised account evidence.

Scores are reasoned professional judgements, not measured revenue loss or a universal benchmark. They summarise the detailed findings on pages 3-8; the implementation register is on page 9.

02 | DETAILED FINDINGS: TECHNICAL SEO

UG-01 | Conflicting canonical URLs

Priority: High. Owner: SEO lead. Dependency: access to the relevant Artlogic SEO records. A canonical URL is the preferred address for a page that has duplicate or closely similar versions.

Evidence in the fictional sample

The work Tidal Memory is reachable through the artwork catalogue, the artist's works listing and a category listing. Their canonical settings disagree. The strongest title and description have been entered on the artist-route record, while the preferred catalogue record retains generic text.

Illustrative route	Scenario problem	Recommended treatment
/artworks/tidal-memory/	Preferred artwork page has generic metadata.	Use as the main work page; optimise this record and use a self-referencing canonical.
/artists/mara-vale/works/tidal-memory/	Equivalent work page points to itself.	Point its canonical to the main work page; preserve useful browsing navigation.
/artworks/categories/painting/tidal-memory/	Equivalent work page points to a different version.	Align with the same main work page; avoid separately optimising duplicate content.

Why this merits attention

The site sends inconsistent signals about the page it wants search engines to select. It also makes reporting and maintenance harder: staff can improve one record while the page a collector encounters remains unchanged. Duplicate URLs are not automatically a penalty; the issue is conflicting signals and misplaced work.

Remediation and verification

Map equivalent pages to one preferred URL. Align **rel="canonical"**, internal links and XML sitemap entries. Confirm the destination returns **HTTP 200**, is indexable and contains the intended artwork information. Use a **301 redirect** only when an old address is genuinely being retired; do not redirect useful navigation indiscriminately.

Inspect the published HTML and use Search Console's URL Inspection to compare the declared and Google-selected canonical after recrawling. Google may choose a different canonical, so record and investigate disagreement rather than treating the setting as a command. [2]

Completion evidence: a URL mapping register, before/after source checks and dated Search Console observations. Retain both implementation status and Google's observed response.

03 | DETAILED FINDINGS: SEARCH APPEARANCE

Can Google use the intended pages?

UG-02 | HIGH

Indexation has not been reconciled

Illustrative evidence. The fictional sitemap contains an old event address that redirects, while a current guide retains a noindex instruction from its draft stage. No URL-level review has separated intentional exclusions from genuine omissions.

Assessment. Indexation means inclusion in a search engine's index. A submitted sitemap is not proof of inclusion. The guide's noindex instruction directly conflicts with the intention to attract readers through search.

Required work. Create an indexability register for priority URLs. Check HTTP status, robots.txt crawl access, meta robots and X-Robots-Tag instructions, canonical targets and sitemap inclusion. Remove accidental noindex only from pages intended for public search; preserve deliberate exclusions.

Acceptance check. The current guide is crawlable and indexable; sitemap entries lead directly to preferred pages. Record Search Console's reason for each exclusion and request recrawling where appropriate. Search inclusion remains a separate observation.

UG-03 | HIGH

Metadata does not express the offer

Illustrative evidence. The artist page is titled "Artists | The Unknown Gallery"; the work page is "Artwork". Both use the same general gallery description. The visible heading gives the artist's name but little contextual explanation.

Assessment. Metadata is page information used by browsers and search systems. Generic titles fail to distinguish an artist, work or exhibition and make the relevance of a result harder to judge.

Required work. Map each primary page to its purpose and likely search intent. Suggested artist title: "Mara Vale | Abstract Paintings | The Unknown Gallery". Use a specific H1 heading and a truthful meta description explaining the work and next step. Apply changes to the canonical record, not a duplicate.

Acceptance check. Check the rendered title, H1, description and canonical together. Compare search appearance and click-through rate over time, allowing for position and query changes. Google can rewrite titles and snippets; a meta description is not a direct ranking factor.

04 | DETAILED FINDINGS: MACHINE-READABLE FACTS

UG-04 | Schema and entities

Priority: High. Owner: SEO/technical lead. Dependency: confirm the template's supported schema controls. Schema is a shared vocabulary for **structured data**: labelled facts that help systems interpret a page.

Illustrative evidence: the gallery's JSON-LD names the organisation but uses inconsistent identifiers. Artist relationships are unclear and an old event retains the wrong venue. The team has no register connecting the structured facts to the visible page and its source.

Entity / schema type	Facts and relationships to define
Gallery / Organization or appropriate ArtGallery type	Stable @id, name, website and verified public contact details. Use only accurate public information.
Artist / Person	Name, stable identity and verified external profiles. Connect the artist to relevant authored or created work.
Artwork / VisualArtwork	Title, creator, medium and dimensions matching the work page. Do not imply that this type guarantees a Google rich result.
Editorial / Article	Headline, author, publication date, genuine modification date and publisher.
Event / Event	Exact dates, event status, venue and a relevant event URL. Keep past and upcoming events distinct.

Implementation specification

Inspect existing markup before adding anything. Use stable **@id** identifiers to connect entities in a coherent **JSON-LD graph** (a set of linked factual records). Reconcile conflicting names, dates and URLs. The technical vocabulary does not replace complete, readable page content.

Confirm what this Artlogic setup permits. If the implementation is limited to a global head field, maintain appropriate sitewide facts there; do not insert unrelated page-specific events or artworks on every page. Use supported template controls or agree a scoped solution with the supplier. Record any limitation explicitly.

Acceptance criteria

Validate syntax and vocabulary with a schema validator, and test Google-supported features with its Rich Results Test where applicable. Compare each factual field with the visible page. A valid test confirms markup quality, not rankings, AI recommendations or eligibility for every rich-result format. [3]

Director's implication: the gallery's identity and expertise become more consistent and easier to interpret. The benefit is clearer evidence, not a hidden code shortcut to being recommended.

05 | DETAILED FINDINGS: EXPERTISE AND RELEVANCE

Make expertise accessible and connected.

UG-05 | HIGH

Artist content offers too little original evidence

Illustrative evidence. Mara Vale's page repeats a short biography available elsewhere. It says the practice is "sustainable" without explaining materials or process. A collector guide has no named author, supporting sources or clear revision history.

Assessment. A collector has little basis for assessing the claim. Search and AI answer services also have less distinctive information to interpret or reference. Adding schema alone would leave this content gap unresolved.

Required work. Develop original practice notes, material descriptions and work-specific context with the artist. Name knowledgeable authors and cite relevant primary sources. Explain broad claims precisely; retain approval records. Answer real collector questions in useful prose, with clear headings and direct answers.

Acceptance check. Each material claim has an identified source or is revised. Priority pages add original information and clear authorship. For AIEO, record exact AI mentions and linked citations as observations, not as proof of increased traffic or sales. Google's AI search builds on core SEO practices. [4]

UG-06 | HIGH

Internal links leave valuable pages isolated

Illustrative evidence. The "Living with Abstract Art" guide mentions Mara Vale but provides no link to the artist or available work. Press coverage is listed without onward links. Artist navigation leads to Works, while editorial links point to an unused overview page.

Assessment. Internal linking connects pages for visitors and crawlers. Weak links create dead ends and make the gallery's expertise harder to connect with the programme and inventory. A useful guide can attract interest without helping it progress.

Required work. Agree the artist Works page as the main destination in this scenario. Link guides, press and events to relevant canonical artist and artwork pages, and link back where useful. Use descriptive anchor text, such as "Mara Vale's available paintings", rather than repeated "click here".

Acceptance check. A reader can follow a relevant route from guide to artist, artwork and enquiry. Run a link check and inspect the journey manually. Record any orphan pages (pages without useful internal links) and decide whether to link, improve or retire them.

06 | DETAILED FINDINGS: USABILITY AND ACCESSIBILITY

Preserve the artwork. Remove the friction.

UG-07 | MEDIUM

Image descriptions are inconsistent

Illustrative evidence. Several scenario artwork images have blank alt attributes or the same generic “painting” description. Filenames give little context, and image dimensions are missing from some page output.

Assessment. Alt text provides a text alternative for meaningful images, especially for screen-reader users. It also supplies context to search systems. Repeating promotional keywords would not describe the artwork or solve the accessibility problem.

Required work. Maintain an image register linked to the artwork record. Example alt text: “Mara Vale, Tidal Memory: blue and grey abstract painting with layered curved forms.” Check it against the image. Keep decorative images appropriately empty, avoid duplicated captions and preserve colour and detail when exporting files.

Acceptance check. Review a representative set of artist, artwork and editorial images on the published site. Confirm useful text alternatives and stable image sizing. Use the formats supported by the gallery’s actual Artlogic setup; do not assume that WebP is available.

UG-08 | HIGH

Mobile performance needs a measured diagnosis

Illustrative evidence. The fictional homepage sends oversized artwork images to a narrow mobile screen; content shifts as images arrive and an enquiry control is slow to respond during loading. No field-performance baseline is available for this specimen.

Assessment. These are plausible obstacles to viewing and contact. **Core Web Vitals** examine loading (LCP), responsiveness (INP) and visual stability (CLS). A design can look excellent after loading while the arrival experience remains frustrating.

Required work. Measure representative pages, identify the largest loading element and inspect responsive image delivery. Resize and compress within supported formats, reserve image space and defer nonessential media. Investigate third-party scripts before removing them; preserve essential contact and inventory functions.

Acceptance check. Repeat comparable mobile tests and inspect the actual enquiry journey. Review field data when available. Google’s “good” thresholds are LCP ≤2.5s, INP ≤200ms and CLS ≤0.1 at the 75th percentile. Lab tests are diagnostic, not proof of a field-data pass. [5]

07 | DETAILED FINDINGS: COMMERCIAL CONTINUITY

Keep the route to contact dependable.

UG-09 | HIGH

Enquiries lose the artwork context

Illustrative evidence. The fictional work page links to a general contact page. The message does not identify the artwork, and a visitor must retype its title. Analytics counts the click as a lead even when no email arrives.

Assessment. The visitor faces unnecessary effort and staff may need a clarification exchange. The director’s reporting overstates contact by treating an intention to enquire as an actual enquiry.

Required work. Provide a clear work-specific enquiry route through supported controls. Carry the artwork title and reference into the message where possible. Test delivery and reply handling. Define separate events for enquiry clicks, received enquiries, viewing requests and subsequent outcomes.

Acceptance check. Send an authorised labelled test, confirm the destination and retained artwork context, and remove the test from business reporting. Reconcile genuine enquiries with the inbox or CRM. Keep private message content out of analytics.

UG-10 | HIGH

Old information persists across related pages

Illustrative evidence. The event page has been updated, but an article still carries a postponement notice. The contact page implies daily showroom access although viewings now require an appointment. One sold work still appears available in an editorial feature.

Assessment. A collector can receive conflicting information depending on the entry page. This creates avoidable hesitation and work for staff. Search snippets and structured data may also repeat outdated facts if the underlying records are not reconciled.

Required work. Create a single approved record for each event’s date, time, status and venue. Check connected articles, cards, contact information and Event schema. Reconcile artwork availability with inventory. Preserve useful archives with clear past-event or sold status rather than deleting them automatically.

Acceptance check. Spot-check the linked public pages against the approved record and verify all enquiry routes. Assign an owner and review trigger for every event, artwork-status change and venue change. Add before/after evidence to the action register.

08 | RECOMMENDED 90-DAY SEQUENCE

From finding to verified action.

Illustrative schedule after the audit. Implementation is outside the £350 fee; agree access, effort and cost before commissioning.

When / action	Owner and dependency	Completion evidence
Days 1-14 **UG-01: Canonicals**	SEO lead; access to artwork SEO records.	Preferred-URL map; aligned page signals; published source checks.
Days 1-14 **UG-02: Indexation**	SEO lead; Search Console and sitemap access.	Reason for each priority exclusion; accidental blocks corrected.
Days 1-14 **UG-10: Current facts**	Gallery manager; approved event, venue and inventory details.	Connected pages agree with the approved facts.
Days 15-30 **UG-03: Metadata**	SEO/content lead; UG-01 settled first.	Titles, H1s and descriptions verified on canonical pages.
Days 15-30 **UG-07/08: Images and mobile**	Website lead; originals, supported formats and baseline tests.	Image register, comparable tests and a usable contact journey.
Days 15-30 **UG-09: Enquiries**	Gallery manager and website lead; agreed inbox/CRM process.	Labelled delivery test; genuine-enquiry definitions applied.
Days 31-60 **UG-05: Original content**	Director/content lead; artist information and permissions.	Approved original explanations, authorship and sources.
Days 31-60 **UG-04: Schema**	Technical lead; factual content and supported controls confirmed.	Entity register, valid markup and visible-content match.
Days 31-60 **UG-06: Internal links**	Content/SEO lead; canonical destinations agreed.	Relevant guide-to-work routes; broken/orphan links resolved.
Days 61-90 **Review all actions**	Director; comparable data and action evidence.	Written decision on next priorities; continuing review owner.

How completion is controlled

Record the finding ID, URLs, owner, dependency and evidence. Track **Open → In progress → Ready to check → Verified**, with blocked work separate. Verify the public page after saving a CMS change.

Keep the correction date separate from the observed outcome: search engines may respond later.

09 | BASELINE, REPORTING AND MAINTENANCE

Prove the work. Then assess the effect.

Before changes, save the relevant search reports, representative page evidence and existing enquiry definitions. This specimen has no actual traffic or sales baseline. A commissioned report should identify missing data explicitly, rather than turning an absence of evidence into a zero.

Measure	Interpretation and review method
Indexation and canonicals	Track priority URLs, exclusion reasons and Google-selected canonical. Review unresolved discrepancies after recrawling.
Search impressions, clicks and CTR	Compare consistent date ranges, separating branded searches from artist/topic searches where practical. CTR = clicks divided by impressions; query mix and position affect it.
AI mentions and citations	Record service, date, exact prompt, response and cited URL. Repeat a defined prompt set; results vary. Mentions without links, linked citations and referral visits are different observations.
Enquiries and viewings	Count genuine incoming requests; exclude spam, duplicates and tests. Record relevance and source when known, then follow outcomes through the sales cycle.
Mobile experience	Use comparable page/device tests for diagnosis and field Core Web Vitals when available. Record missing field data without claiming a pass.
Maintenance	Track verified actions, overdue tasks and new issues. Review current content and check that fixes have not been overwritten.

A proportionate operating rhythm

At publication: confirm the canonical destination, title/H1, image description, internal links, enquiry route and factual accuracy. For events, also verify date, time, venue and status in both content and schema.

Monthly: review Search Console, priority pages, enquiry quality and the action register. Investigate material changes before recommending more work. Make backups and retain a dated change record before substantial edits, in line with the gallery’s agreed backup policy.

Quarterly: reassess priorities, sitewide facts and the content programme. Compare the cost and effort of work with the evidence available. Allow for exhibitions, seasonality and sales lead times; a change in results does not on its own establish causation.

Governance means assigning ownership and keeping reliable records so improvements survive staff changes and routine publishing. The director should receive a short decision summary with links to the supporting evidence.

10 | REFERENCE AND HANDOVER

Terms and supporting evidence

Term	Meaning in this report
Canonical URL	The preferred address for duplicate or closely similar content. It signals a preference; Google still makes its own selection.
Indexation / noindex	Indexation is inclusion in a search engine’s index. A noindex instruction asks it to exclude the page.
Schema / structured data	A shared vocabulary and labelled facts describing entities such as galleries, people, artworks and events.
JSON-LD / @id	A common format for structured data; @id provides a stable identifier that connects related factual records.
Entity	A distinct person, organisation, work or event whose identity and relationships can be described consistently.
Metadata / H1	Metadata supplies page information such as the title and description. H1 is the main visible page heading.
301 / HTTP 200	A 301 permanently redirects an old address. HTTP 200 means the requested page was successfully returned.
Core Web Vitals	Measures of loading, responsiveness and layout stability: LCP, INP and CLS.
AIEO	AI engine optimisation: improving how clearly answer services can understand and reference your expertise; not a guarantee of recommendation.

What the commissioned audit hands over

A director’s summary, URL-level findings and an action register with priorities, owners, dependencies and checks. Supporting evidence may include screenshots, HTML/metadata extracts, canonical maps, structured-data validation and authorised search reports, according to the agreed scope and access.

Gallery Growth can carry out the resulting SEO/AIEO implementation and continuing review under a separate agreement. Contact hello@gallerygrowth.co.uk. The £350 audit diagnoses and specifies the work; it does not include implementation.

Technical references | Official guidance checked 6 September 2026. These support the methods, not the fictional findings.

[1] Artlogic: How do I use my SEO tools?

[2] Google Search Central: canonical URLs and duplicate content.

[3] Google Search Central: how structured data works.

[4] Google Search Central: AI features and your website.

[5] Google Search Central: Core Web Vitals.