

GEO Audit for www.puroclean.com

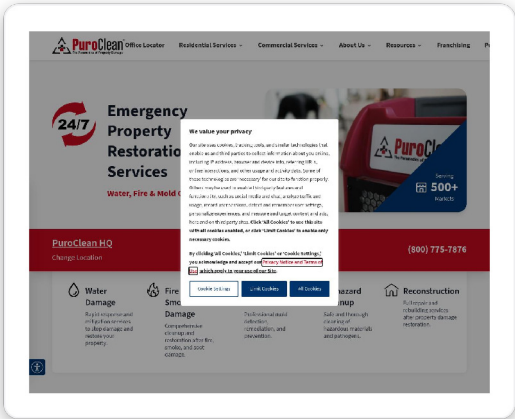
This report evaluates how well your website is positioned for Generative Engine Optimization (GEO) - how effectively AI Search Engines and Large Language Models (LLMs) can find, understand, trust and recommend your content. It reviews factors such as your identity and structured data, how readable your content is to AI crawlers, and how your brand appears when people ask AI assistants about your products or services. As AI-driven search grows rapidly as a source of traffic and referrals, strengthening your GEO helps ensure your business is surfaced and cited by these tools. You'll find recommendations for improvement throughout the report. Feel free to reach out if you'd like help improving your website's visibility in AI search!

Audit Results



Your GEO is good

Recommendations: 5



Accessibility



Content



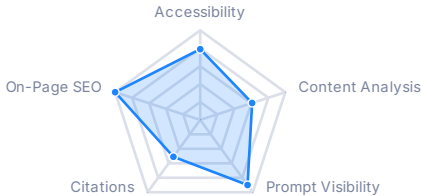
Prompt Visibility



Citations



On-Page SEO



Recommendations

Add FAQ / Q&A Content

Accessibility

Medium Priority

Earn Wikipedia Citations

Citations

Low Priority

Reduce Rendered Content

Accessibility

Low Priority

Add Freshness Signals

Accessibility

Low Priority

Implement a llms.txt File

Accessibility

Low Priority

LLM Accessibility



Your Generative Engine Optimization is good

Your page is mostly well positioned for Generative Engine Optimization (GEO). GEO is important to ensure LLMs and AI Search Engines can effectively crawl your content and understand the underlying entity structure. Consider additional enhancements to improve visibility in LLMs as this is becoming a rapidly growing traffic source.

Rendered Content (LLM Readability)



Your page has a high level of rendering (changes to the HTML).

Rendering Percentage: 25%

Dynamically rendering a lot of page content risks some important information being missed by LLMs that generally do not read this content.

Llms.txt



We have not detected or been able to retrieve a llms.txt file successfully.

Robots.txt



Your website appears to have a robots.txt file.

<http://www.puroclean.com/robots.txt>

AI Crawlers Blocked by Robots.txt



Your robots.txt allows the major AI crawlers to access your site.

No major AI crawlers are blocked in your robots.txt.

XML Sitemaps



Your website appears to have an XML Sitemap.

https://www.puroclean.com/sitemap_index.xml

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

LLM Content Analysis



Your GEO content could be better

Your page content has some structure that Generative Engines can work with, but there are clear gaps. Our AI analysis measures how clearly your entity, offering and supporting detail are expressed for LLMs to parse, attribute and cite. Improving clarity, structure and supporting evidence will make your content much easier for AI systems to understand and cite.

Identity Schema



Organization or Person Schema identified on the page.

Organization

Corporation

Entity Definition



Your page clearly defines the entity it represents.

The page clearly identifies PuroClean as a nationwide emergency property-restoration provider serving residential and commercial customers.

Contact Transparency



Your page provides business details and contact points, though these could be more complete.

The page provides a phone number, office locator, and local-office link, but lacks addresses or email.

Answer Alignment



Your page lacks question-and-answer style content such as an FAQ.

The page links to FAQs but provides no visible question-and-answer content or answered question headings.

Citation Readiness



Your page contains easily citable facts, quotes or statistics.

The page offers numerous self-contained claims, service descriptions, statistics, and a customer testimonial suitable for quotation.

Content Structure



Your page is well structured and easy for AI to parse.

The page uses clear headings, service cards, lists, statistics, case studies, and visually scannable content blocks.

Content Freshness



Your page shows only weak signals that its content is current.

The page includes longevity and scale signals, but no publication date, update date, or clearly current event information.

Authority & Trust Signals



Your page shows strong authority and trust signals.

The page presents 25 years of experience, 500-plus locations, training, insurance, ethics commitments, testimonials, and community initiatives.

AI Search Rankings

Traffic From Search

This shows the Estimated Traffic Volume your page receives in a month from Google Searches.



10.6K

Google Organic



0

Paid



237

AI Overviews

Top AI Overview Citations

This shows the top searches for which an AI Overview is displayed with a citation link to your site.

KEYWORD	LOCATION	POSITION	TOTAL SEARCHES	ESTIMATED TRAFFIC	
home damage restoration companies		3	480	47	
property damage restoration near me		2	170	28	
puro cleaning services		1	90	27	
puroclean property damage restoration		1	70	21	
mitigation company		10	1,600	18	
property damage restoration companies		4	260	17	
pure o clean		1	50	15	
puro clean shop		1	40	12	
purp clean		1	40	12	
puroclean emergency property restoration		1	30	9	

Prompt Visibility



Your AI prompt visibility is very good!

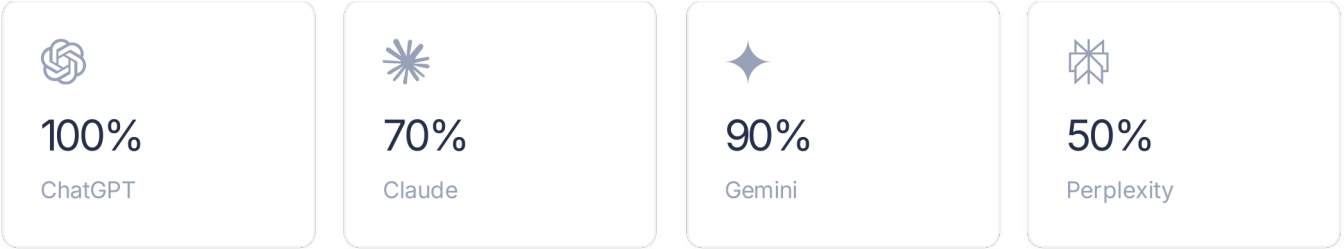
Congratulations, your business is consistently surfaced when people ask LLMs for recommendations in your space. Prompt visibility measures how often, and how prominently, LLMs cite your business when answering real discovery questions. Keep publishing authoritative, well-structured content so you stay front-of-mind as these tools grow as a discovery channel.

Platform Snapshot



Your business is cited strongly across the LLMs.

PuroClean Home Office mentioned in 31 / 40 AI responses (ChatGPT: 10 · Claude: 7 · Gemini: 9 · Perplexity: 5).



Competitor Visibility

✓

Your business is frequently cited when LLMs answer questions about your space.

COMPETITOR	CITATION RATE	
SERVPRO	88%	
Paul Davis Restoration	73%	
PuroClean Home Office You	73%	
BELFOR Property Restoration	55%	
ServiceMaster Restore	53%	
Rainbow International Restoration	45%	
1-800 WATER DAMAGE	28%	
AdvantaClean	23%	
Rainbow Restoration	23%	
Restoration 1	20%	
ATI Restoration	15%	
Rainbow International	13%	
First Onsite Property Restoration	10%	
Restore MS	10%	
Blackmon Mooring & BMS CAT	8%	

Competitor Average Position



When LLMs recommend options, your business tends to be one of the top choices they mention.

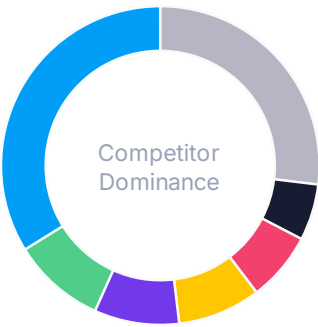
COMPETITOR	AVERAGE POSITION	
SERVPRO	1.1	
ServiceMaster Restore	3.1	
Restoration 1	3.1	
First Onsite	3.3	
Rainbow International Restoration	3.7	
Paul Davis Restoration	3.8	
BELFOR Property Restoration	3.9	
PuroClean Home Office You	4	
Rainbow Restoration	4.2	
Rainbow International	4.2	
Restore MS	5.3	
Polygon Group	5.3	
1-800 WATER DAMAGE	6	
Cotton Holdings	6	
AdvantaClean	6.3	

Competitor Dominance

i

Your share of AI visibility across the discovery prompts, relative to the competitors that appear alongside you.

SERVPRO	34%
ServiceMaster Restore	9%
PuroClean Home Office	9%
Paul Davis Restoration	8%
BELFOR Property Restoration	7%
Rainbow International Restoration	6%
Other	27%



Prompt by Prompt Ranking



Where your business ranks in each LLM's answer, prompt by prompt.

LLM responses can vary from one execution to the next, so these results should be treated as a directional indicator.

PROMPT	CHATGPT	CLAUDE	GEMINI	PERPLEXITY
Best emergency property restoration companies for water damage cleanup	#6 - SERVPRO - Paul Davis Restoration - ServiceMaster Restore - BELFOR Property Restoration - Rainbow Restoration - PuroClean Home Office 1-800 WATER DAMAGE - Dryfast - ATI Restoration - Blackmon Mooring & BMS CAT	#5 - ServPro - Restoration 1 - Rainbow International Restoration - Paul Davis Restoration - PuroClean Home Office - BELFOR Property Restoration - Stanley Steemer - AdvantaClean - Roto-Rooter	#4 - ServPro - Rainbow International Restoration - Paul Davis Restoration - PuroClean Home Office - Belfor Property Restoration	#3 - SERVPRO - ServiceMaster Restore - PuroClean Home Office - Rainbow Restoration 1-800-Water-Damage - First Onsite - Polygon Group - Restore MS
Which companies do you recommend for fire damage restoration after a house fire	#6 - SERVPRO - BELFOR Property Restoration - ServiceMaster Restore - Paul Davis Restoration - Rainbow International Restoration - PuroClean Home Office 24 Hour Flood Pros - AdvantaClean - Stanley Steemer - ATI Restoration	✗ - ServPro - Servicemaster Restore - Rainbow International Restoration - Belfor Property Restoration - Paul Davis Restoration 1-800-Water Damage - CRDN	#3 - ServiceMaster Restore - SERVPRO - PuroClean Home Office - Paul Davis Restoration - Rainbow International Restoration	✗ - BELFOR - First Onsite 1800WaterDamage - Restore MS - Polygon Group - Vascolor / Vascons - Restauración de Siniestros - Limpieza por Incendio
Top mold remediation services for a home with visible mold growth	#5 - Servpro - Rainbow International Restoration - ServiceMaster Restore - BELFOR Property Restoration - PuroClean Home Office	#3 - ServPro - Rainbow International Restoration - PuroClean Home Office - Mold Busters - AdvantaClean 1-800-WATER-DAMAGE - Mold Solutions Group	#3 - Servpro - Rainbow Restoration - PuroClean Home Office - Mold Busters - AdvantaClean	#4 - ServiceMaster Restore - ServPro - AdvantaClean - PuroClean Home Office - Paul Davis Restoration

	6. Paul Davis Restoration 7. 1-800 WATER DAMAGE 8. AdvantaClean	8. Aftermath		
Best 24/7 property restoration services for storm and flood damage	#5 1. SERVPRO 2. BELFOR Property Restoration 3. Paul Davis Restoration 4. Rainbow Restoration 5. PuroClean Home Office 6. DRYmedic 7. 1-800-WATER DAMAGE 8. The Cleanup Guys 9. Stanley Steemer Water Damage Restoration	#3 1. ServPro 2. Restoration 1 3. PuroClean Home Office 4. Rainbow International Restoration 5. Paul Davis Restoration 6. BELFOR Property Restoration 7. Servicemaster Restore 8. First Onsite Property Restoration 9. Interstate Restoration 10. Steamatic	#2 1. SERVPRO 2. PuroClean Home Office 3. Rainbow International Restoration 4. Paul Davis Restoration 5. Rytech	#4 1. 911 Restoration 2. First Onsite 3. 1-800 WATER DAMAGE 4. PuroClean Home Office 5. Palm Build 6. Restore MS
Recommend a company that handles both water damage repair and structural drying	#5 1. Servpro 2. BELFOR Property Restoration 3. Paul Davis Restoration 4. ServiceMaster Restore 5. PuroClean Home Office	#4 1. ServPro 2. Restoration 1 3. Rainbow International 4. PuroClean Home Office	#1 1. PuroClean Home Office	✗ 1. FirstOnSite Restoration 2. RMC 3. Restore MS 4. Polygon Group 5. Heinrich Schmid
What are the best disaster restoration companies for a business needing urgent cleanup	#4 1. Servpro 2. BELFOR Property Restoration 3. Paul Davis Restoration 4. PuroClean Home Office 5. Rainbow Restoration 6. ServiceMaster Restore 7. First Onsite Property Restoration 8. Blackmon Mooring & BMS CAT 9. OTTO 10. Jani-King	#4 1. ServPro 2. BELFOR Property Restoration 3. Cotton Holdings 4. PuroClean Home Office 5. Restoration 1 6. Paul Davis Restoration 7. First Onsite Property Restoration 8. Rainbow International Restoration 9. AAA Restoration / American Restoration Services	#5 1. SERVPRO 2. Paul Davis Restoration 3. Belfor Property Restoration 4. RestorationMaster 5. PuroClean Home Office	✗ 1. SERVPRO 2. BELFOR 3. Rainbow Restoration 4. ServiceMaster Restore 5. Paul Davis Restoration

Compare top property restoration companies for smoke damage and odor removal

#4

×

#4

#6

1. SERVPRO
2. BELFOR Property Restoration
3. Paul Davis Restoration
4. PuroClean Home Office
5. Rainbow Restoration
6. Rainbow International
7. Steamatic
8. Cotton Holdings

1. ServPro
2. Servicemaster Restore
3. Rainbow International Restoration
4. Paul Davis Restoration
5. BELFOR Property Restoration

1. SERVPRO
2. ServiceMaster Restore
3. Rainbow International Restoration
4. PuroClean Home Office
5. Paul Davis Restoration

1. SERVPRO
2. ServiceMaster Restore
3. BELFOR Property Restoration
4. ATI Restoration
5. Rainbow Restoration
6. PuroClean Home Office
7. COIT Cleaning & Restoration

Which restoration service is best for basement water damage and mold prevention

#3

×

#2

×

1. SERVPRO
2. Paul Davis Restoration
3. PuroClean Home Office
4. Rainbow International
5. BELFOR Property Restoration

1. ServPro
2. Restoration 1
3. Rainbow International
4. Paul Davis Restoration
5. AdvantaClean

1. SERVPRO
2. PuroClean Home Office
3. Belfor Property Restoration
4. Paul Davis Restoration
5. Rainbow International Restoration

1. ServiceMaster Restore
2. ServPro
3. 911 Restoration

Best companies for emergency cleanup after burst pipes and flooding

#6

#9

#3

×

1. SERVPRO
2. ServiceMaster Restore
3. Paul Davis Restoration
4. BELFOR Property Restoration
5. Rainbow International Restoration
6. PuroClean Home Office
7. 1-800-WATER DAMAGE
8. Dry Force
9. Roto-Rooter
10. ATI Restoration

1. ServPro
2. Restoration 1
3. Rainbow International Restoration
4. Paul Davis Restoration
5. Belfor Property Restoration
6. ServiceMaster Restore
7. AdvantaClean
8. 1-800-WATER-DAMAGE
9. Puroclean
10. Crawford & Company

1. SERVPRO
2. ServiceMaster Restore
3. PuroClean Home Office
4. Paul Davis Restoration
5. Rainbow International Restoration

1. Hidrotec
2. GGR Quality Construction
3. Grupo PCL
4. MULTIMAP
5. ClaroClean

Compare the top full-service restoration companies for residential and commercial property damage

#3

#5

×

#6

1. Servpro
2. BELFOR Property Restoration
3. PuroClean Home Office
4. Paul Davis Restoration
5. Rainbow International
6. Belfor USA / BELFOR

1. ServPro
2. Restoration 1
3. Paul Davis Restoration
4. Rainbow International Restoration
5. Puroclean
6. BELFOR Property Restoration
7. Cotton Holdings

1. SERVPRO
2. Rainbow International Restoration
3. Paul Davis Restoration
4. ServiceMaster Restore

1. SERVPRO
2. ServiceMaster Restore
3. Paul Davis Restoration
4. ATI Restoration
5. Rainbow Restoration
6. PuroClean Home Office
7. 1-800-Water Damage
8. Restoration 1

7. ServiceMaster Restore

8. ATI Restoration

9. First Onsite Property Restoration

10. Blackmon Mooring & BMS CAT
8. AdvantaClean
9. BELFOR Property Restoration

Important Citations



Your citations could be better

Your website has only limited presence on the high-authority sources AI Search Engines and LLMs cite most, such as Wikipedia, Reddit and YouTube. These citations help establish your business as a recognized entity and improve your chances of being surfaced in AI answers. Work to earn genuine, authoritative mentions across these platforms.

Wikipedia Citations



We could not find any Wikipedia pages linking to your website.



0

Linking Pages



0

Total Citations

Reddit Citations



Your website is referenced from Reddit. These discussions are among the most frequently cited sources by AI Search Engines.



Seeking complete house clean-out services : r/corvallis

Here's a somewhat better outfit: <https://www.puroclean.com/corvallis-or-puroclean-certified-restoration/> · Working_Pen2299. •. 1y ago.



What are these white spots on wood? Had home closed for ...

Comments Section. JopagocksNY. •. 6y ago. White mold. <https://www.puroclean.com/blog/what-is-white-mold-and-is-it-dangerous/> · gooberfaced. •.



r/Mold - Mold in Toilet

<https://www.puroclean.com/san-clemente-ca-puroclean-san-clemente/blog/how-did-mold-get-in-my-toilet-bowl-6-possible-explanations/> · ArmNice5830.



Hello again! Is this mold on my boat? What can I do?

Swab the decks me hearties! Or: <https://www.puroclean.com/blog/how-do-i-remove-mold-from-wood/>.



Mold inspection : r/nova

www.puroclean.com/springfield-vb-puroclean-springfield/ i did not have a problem, it was a small area that was just from being lazy and not ...

YouTube Citations



Your website is referenced from YouTube. These videos are among the most frequently cited sources by AI Search Engines.



PuroClean Restoration Services

... our Quick Tip Tuesday videos (coming at you twice per month) and more. ...more ...more. puroclean.com/prs-or. Subscribe. Home. Videos. Shorts. Playlists. Search ...



TALK OF THE TOWN | John Egan: Disaster Restoration ...

Disaster Restoration John Egan, Owner PuroClean 843-949-4988 <http://www.PuroClean.com/phh-sc> John.Egan@PuroClean.com Talk of the Town ...



PuroClean Los Angeles

... Biohazard, Fire and Smoke. ...more ...more. puroclean.com/los-angeles-ca-puroclean-victor-heightsand 6 more links. Subscribe. Home. Videos. Shorts. Search ...



PuroClean Restoration Specialists

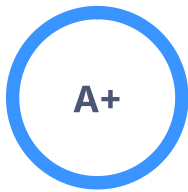
Connect with us at <https://www.puroclean.com/frisco-tx-puroclean> ... puroclean.com/frisco-tx-puroclean-restoration-specialistsand 6 more links.



PuroClean Restoration Specialists Scottsdale

... hoarding clean up and deodorization. ...more ...more. puroclean.com/scottsdale-az-puroclean-restoration-specialists. Subscribe. Home. Videos. Shorts. Playlists.

Website On-Page SEO Results



Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

Title Tag



You have a Title Tag of optimal length (between 50 and 60 characters).

Property Restoration Services | Water Damage, Fire, Mold

Length : 56

Meta Description Tag



Your page has a Meta Description of optimal length (between 120 and 160 characters).

PuroClean helps families and businesses overcome setbacks caused by water, fire, mold with emergency property restoration services. Find your local office here!

Length : 160

H1 Header Tag Usage



Your page has a H1 Tag.

Image Alt Attributes



You do not have any images missing Alt Attributes on your page.

Canonical Tag



Your page is using the Canonical Tag.

<https://www.puroclean.com/>

Search Engines Blocked by Robots.txt



Your page is crawlable by the major search engines.

No major search engines are blocked in your robots.txt.

Schema.org Structured Data



You are using JSON-LD Schema on your page.