

SAMPLE REPORT · produced to demonstrate the SiteScore audit · not commissioned by or sent to this business

Leeds Bread Co-op

https://www.leedsbread.coop/ · bakery · Leeds, UK



70/100 overall
76.5 of 109 points across 30 checks
4 failing · 10 to improve · 16 passing

Summary

AI crawler access	100%	
AI-readable files	78%	
Metadata	75%	
Structured data	17%	
Content AI can read	63%	
Speed basics	79%	
Site pages	75%	
Search + AI visibility	69%	

Top 5 fixes, in order

- P1

Business schema (who/where/contact)
Add LocalBusiness JSON-LD (the most specific subtype, e.g. Plumber/Dentist/Bakery) with name, address, phone, hours, geo and sameAs. It is how search and AI tools confirm who you are and where (ready-to-paste block in the appendix).
- P2

Main text is in the raw HTML (no JavaScript needed)
Add more real, specific text to the homepage (services, area, prices or ranges, process, FAQs). Many AI crawlers do not run JavaScript and read only this HTML.
- P2

Shows up in search for "bakery Leeds, UK"
Build a dedicated service+city page, complete your business listing, and earn mentions on the local directories that rank above you (listed in this report).
- P2

Question-style headings (match how people ask AI)
Add H2s phrased as the questions customers ask ('How much does a water heater replacement cost in Austin?') with a 1-2 sentence answer directly under each.

P2

FAQ schema

Add a visible FAQ section answering 5-8 real customer questions and mark it up as FAQPage JSON-LD. Search engines show FAQ rich results only for a few site types now, but the question-answer structure is exactly what AI answers lift.

P1 = do this week (blocks visibility). P2 = this month. P3 = polish. Every finding below lists the evidence it came from so you or your developer can re-check it.

Can AI search find and cite you?

Crawler access (robots.txt)

Search and AI crawlers allowed in robots.txt

All 11 crawlers checked

Yes

What the AI answer said

Asked: "Which bakery businesses in Leeds, UK would you recommend? Name up to 8 with their websites."

Result: mentions you and cites your site.

Sources the AI cited: novabakehouse.com, leedsbread.coop, laynescafe.squarespace.com, dumouchel.co.uk, theundergroundbakery.co.uk, bluebirdbakery.co.uk, dohhut.com, bakery164.com

Asked: "What do you know about Leeds Bread Co-op in Leeds, UK? Include its website."

Result: mentions you and cites your site.

Sources the AI cited: leedsbread.coop, leedsbread.coop, leedsbread.coop, leedsbread.coop

Search for "bakery Leeds, UK": your organic position: not in the top 10; local map pack: no.

Ranking above you: facebook.com, reddit.com, tripadvisor.com, bluebirdbakery.co.uk, instagram.com, theundergroundbakery.co.uk, thehootleeds.com, findmeglutenfree.com

Method: we ask an AI assistant the questions a customer would ask and record whether you are mentioned and cited. Search position comes from a live search for the same phrase (US results). Both were run on 2026-10-14. AI answers vary by user, location and day, so treat this as one snapshot.

Your first 50 words (what AI tools quote)

"We are an independent artisan bakery and workers' co-operative, with a passion for making slowly fermented sourdough bread with simple, high-quality ingredients, in an ethical and empowering workplace. Founded with the desire to make delicious and healthy bread available to people in and around Leeds, we bake for wholesale, local"

All fixes, prioritised

P1 Business schema (who/where/contact)

Add LocalBusiness JSON-LD (the most specific subtype, e.g. Plumber/Dentist/Bakery) with name, address, phone, hours, geo and sameAs. It is how search and AI tools confirm who you are and where (ready-to-paste block in the appendix).

Evidence: JSON-LD types found: none; microdata: <https://schema.org/WebSite>, <https://schema.org/WebPage>, <https://schema.org/WPHeader>

P2 Main text is in the raw HTML (no JavaScript needed)

Add more real, specific text to the homepage (services, area, prices or ranges, process, FAQs). Many AI crawlers do not run JavaScript and read only this HTML.

Evidence: Only 132 words of text in the raw HTML (47 script tags)

P2 Shows up in search for "bakery Leeds, UK"

Build a dedicated service+city page, complete your business listing, and earn mentions on the local directories that rank above you (listed in this report).

Evidence: Organic position: not in top 10; local pack: no (no local pack returned). Top results: facebook.com; reddit.com; tripadvisor.com; bluebirdbakery.co.uk; instagram.com

P2 Question-style headings (match how people ask AI)

Add H2s phrased as the questions customers ask ('How much does a water heater replacement cost in Austin?') with a 1-2 sentence answer directly under each.

Evidence: 0 question headings

P2 FAQ schema

Add a visible FAQ section answering 5-8 real customer questions and mark it up as FAQPage JSON-LD. Search engines show FAQ rich results only for a few site types now, but the question-answer structure is exactly what AI answers lift.

Evidence: No FAQPage/QAPage schema

P2 Title tag

Rewrite to 50-60 characters with the service and place first, e.g. 'Bakery in Leeds, UK | Leeds Bread Co-op'.

Evidence: 'Leeds Bread Co-op – Independent bakery & workers co-op, Meanwood, Leeds' (71 chars; aim for 15-65)

P2 Render-blocking scripts in <head>

Add 'defer' to scripts that are not needed before first paint, or move them to the end of <body>.

Evidence: 4 blocking scripts in <head>: eedsbread.coop/wp-includes/js/jquery/jquery.min.js, d.coop/wp-includes/js/jquery/jquery-migrate.min.js, or-woocommerce/public/js/woocommerce-smart-coupon-public.js, ent/plugins/order-delivery-date/assets/js/tyche.js

P2 Unique titles and descriptions on inner pages

Give every page its own title and description that names the page's service and place.

Evidence: 0 duplicate titles; 9 of 9 pages have no meta description

P3 llms.txt (site summary for AI models)

Add /llms.txt: a short plain-text file naming the business, what it does, where, and a link + one-line summary for each key page (draft in the appendix). It is a low-cost, emerging convention; no engine has confirmed ranking on it, so treat it as cheap insurance, not a guarantee.

Evidence: /llms.txt -> 404

P3 Meta description

Rewrite to 140-160 characters with service, place and a reason to click.

Evidence: 51 chars (aim for 70-160): 'Independent bakery & workers co-op, Meanwood, Leeds'

P3 Image alt text

Describe each meaningful image in its alt attribute (what it shows, plainly).

Evidence: 4 of 4 images have no alt text

P3

Images lazy-load

Add loading='lazy' to below-the-fold images and set width/height to stop layout shift.

Evidence: 0 of 4 tags use loading=lazy; 2 have no width/height

P3

Script + stylesheet files

Remove unused plugins/apps and combine files; every file is another round trip on mobile.

Evidence: 40 external script/CSS files referenced by the HTML

P3

Open Graph (link previews)

Add og:title, og:description and og:image so links shared in chats and social posts show a proper card.

Evidence: og:title=no, og:image=no

Every check, with evidence

AI crawler access

✓ Pass	robots.txt exists GET https://www.leedsbread.coop/robots.txt -> 200, 322 bytes	3/3
✓ Pass	AI search crawlers can read the homepage All 11 search and AI crawlers we check are allowed	12/12

AI-readable files

✓ Pass	XML sitemap https://www.leedsbread.coop/wp-sitemap.xml: 82 URLs, newest lastmod 2026-10-13; referenced in robots.txt	5/5
! Improve	lms.txt (site summary for AI models) /lms.txt -> 404	2/4

Metadata

✓ Pass	Homepage is indexable No noindex in robots meta or X-Robots-Tag header	5/5
! Improve	Title tag 'Leeds Bread Co-op – Independent bakery & workers co-op, Meanwood, Leeds' (71 chars; aim for 15-65)	1.5/3
! Improve	Meta description 51 chars (aim for 70-160): 'Independent bakery & workers co-op, Meanwood, Leeds'	1.5/3
✓ Pass	One clear H1 H1: 'Leeds Bread Co-op'	2/2
✓ Pass	Canonical URL canonical=https://www.leedsbread.coop/	1/1
✓ Pass	Mobile viewport meta viewport present	2/2
! Improve	Open Graph (link previews) og:title=no, og:image=no	0.5/1
✗ Fail	Image alt text 4 of 4 images have no alt text	0/1

Structured data

✗ Fail	Business schema (who/where/contact) JSON-LD types found: none; microdata: https://schema.org/WebSite, https://schema.org/WebPage, https://schema.org/WPHeader	0/8
! Improve	FAQ schema No FAQPage/QAPage schema	2/4

Content AI can read

! Improve	Main text is in the raw HTML (no JavaScript needed) Only 132 words of text in the raw HTML (47 script tags)	4/8
✓ Pass	Direct answer in the first 50 words (who + what + where) First 50 words: "We are an independent artisan bakery and workers' co-operative, with a passion for making slowly fermented sourdough bread with simple, high-quality ingredients, in an ethical and empowering workplace. Founded with the desire to make delicious and healthy bread available to people in and around Leeds" -> business name yes, service yes, place yes	6/6
✗ Fail	Question-style headings (match how people ask AI) 0 question headings	0/3
✓ Pass	Contact details in the page (phone or email link) tel: link=no; phone-like text=no; mailto link=yes	2/2

Speed basics

✓ Pass	Server response time Time to first byte 470 ms from our audit server (one measurement)	4/4
✓ Pass	HTML weight 136 KB of HTML (uncompressed)	2/2
✓ Pass	Text compression Content-Encoding: gzip	2/2
! Improve	Render-blocking scripts in <head> 4 blocking scripts in <head>: eedsbread.coop/wp-includes/js/jquery/jquery.min.js, d.coop/wp-includes/js/jquery/jquery-migrate.min.js, or-woocommerce/public/js/woocommerce-smart-coupon-public.js, ent/plugins/order-delivery-date/assets/js/tyche.js	1.5/3
! Improve	Images lazy-load 0 of 4 tags use loading=lazy; 2 have no width/height	1/2
! Improve	Script + stylesheet files 40 external script/CSS files referenced by the HTML	1/2
✓ Pass	HTTPS https://www.leedsbread.coop/	2/2

Site pages

✓ Pass	Sampled pages load (9 checked) 0 of 9 sampled internal URLs failed	3/3
! Improve	Unique titles and descriptions on inner pages 0 duplicate titles; 9 of 9 pages have no meta description	1.5/3

Search + AI visibility

✗ Fail	Shows up in search for "bakery Leeds, UK" Organic position: not in top 10; local pack: no (no local pack returned). Top results: facebook.com; reddit.com; tripadvisor.com; bluebirdbakery.co.uk; instagram.com	0/4
✓ Pass	AI answer recommends you (category question)	6/6

Asked an AI assistant with web search: "Which bakery businesses in Leeds, UK would you recommend? Name up to 8 with their websites." -> named you. Sources it cited: bakery164.com, bluebirdbakery.co.uk, dohhut.com, dumouchel.co.uk, laynescafe.squarespace.com, novabakehouse.com, theundergroundbakery.co.uk

✓ **Pass**

AI answer knows your business (brand question)

3/3

"What do you know about Leeds Bread Co-op in Leeds, UK? Include its website." -> own site cited: yes; name/site mentioned: yes

Appendix: ready-to-paste drafts

Fill in the [brackets] with your real details before publishing. Never publish details that are not true.

robots.txt that allows search + AI crawlers

```
User-agent: *
Allow: /

Sitemap: https://www.leedsbread.coop/sitemap.xml
```

LocalBusiness JSON-LD (put inside <script type="application/ld+json"> on the homepage)

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Leeds Bread Co-op",
  "url": "https://www.leedsbread.coop/",
  "telephone": "+1-555-555-5555",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[street]",
    "addressLocality": "Leeds",
    "addressRegion": "[region]",
    "postalCode": "[zip]"
  },
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [
        "Monday",
        "Tuesday",
        "Wednesday",
        "Thursday",
        "Friday"
      ],
      "opens": "08:00",
      "closes": "17:00"
    }
  ],
  "areaServed": "Leeds, UK",
  "sameAs": [
    "[business listing URL]",
    "[Facebook/Yelp URL]"
  ]
}
```

llms.txt starter

```
# Leeds Bread Co-op

> Leeds Bread Co-op is a bakery in Leeds, UK. [One sentence on main services, area served and how to book.]

## Key pages
- [Home](https://www.leedsbread.coop/): who we are, services, contact
- [Services](https://www.leedsbread.coop/services): [one-line summary]
- [Contact](https://www.leedsbread.coop/contact): phone, address, hours
```

Scope and limits

This audit reads the public site as a crawler does: the homepage plus up to 10 pages, robots.txt, sitemap, llms.txt, structured data and response headers. Speed checks are server/HTML basics measured once from our server, not Core Web Vitals field data. It does not access your analytics, search console data or business listing. No ranking or AI citation outcome is guaranteed: the fixes remove the known blockers and make the site easier to quote.