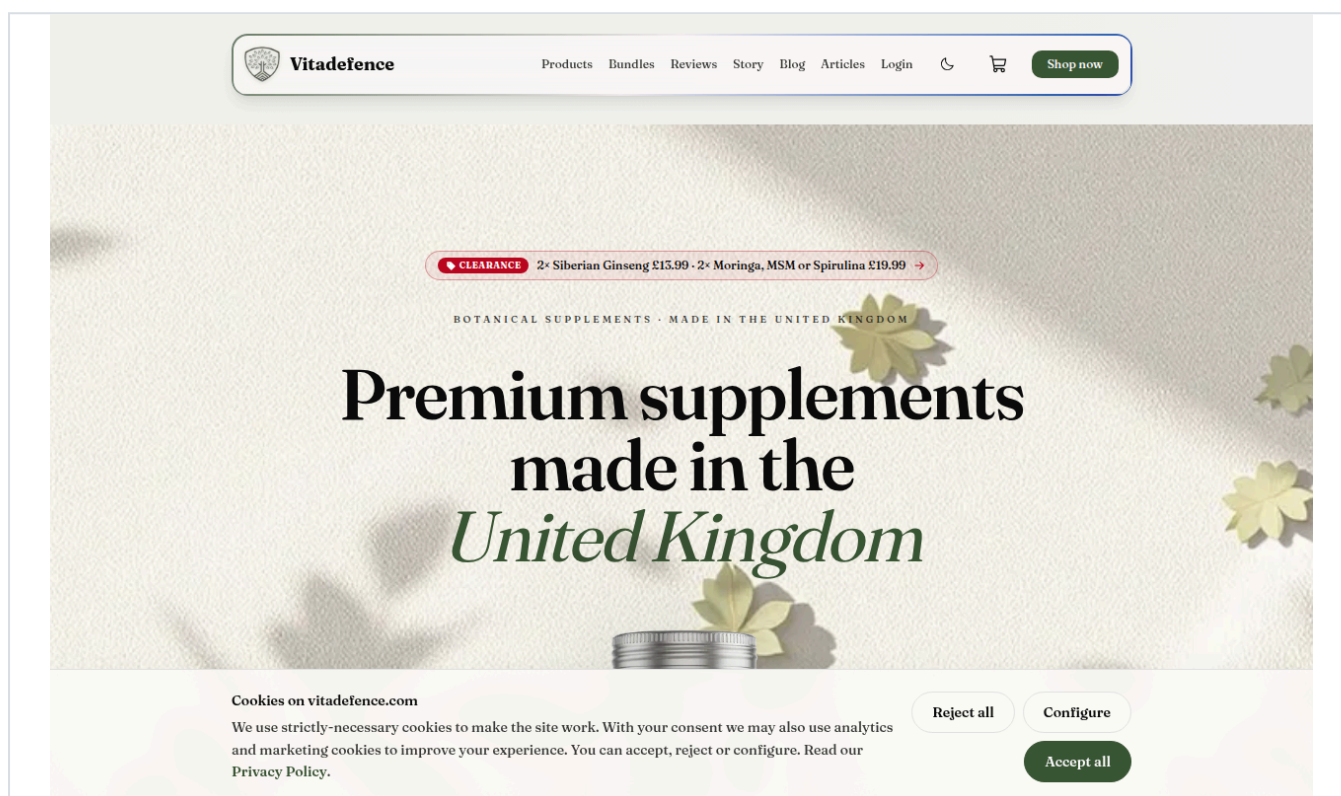




Search Visibility Audit vitadefence.com

Full-site crawl · ranking position · keyword opportunity · corrected page copy



AUDITLODGE · vitadefence.com

Prepared 31 August 2026 at 11:54

Vitadefence Ltd, UK company 15979768

Every figure in this document was measured on the live site and the live Google index on the date above. Nothing is estimated by hand.

1. The verdict

The site is not broken. It is invisible.

It holds no page-one positions, and 0 of its own links and pages are dead ends.

vitadefence.com ranks for 100 organic keywords. They sit between position 13 and position 106. Roughly 51 visits a month arrive from search. Meanwhile 31,200 monthly searches sit on phrases measured winnable for this site.

446

PAGES CRAWLED

9

ISSUES FOUND

4

WINNABLE KEYWORDS

31,200

MONTHLY SEARCHES
AVAILABLE

The speed dashboard



590ms

RESPONSE SPEED



8.6s

LARGEST CONTENTFUL PAINT

Your grade: D — 63.8 out of 100. Findability 39.6 · Condition 100.0. Findability asks whether anyone can find you; condition asks whether the site itself is in order. The fixes in this report are the route to moving both.

The crawl read 446 pages against the 410 addresses the sitemap listed when the crawl ran: 412 answered normally, 0 were missing, 32 redirect permanently and 2 redirect temporarily.

2. Where you rank today

These are the best positions the site currently holds. Position 13 means roughly page 2. In practice customers rarely look past page one.

Keyword	Your position	Monthly searches
msm vs collagen	13	50
I arginine maca	21	40
arginine maca	25	40
pea protein vs rice protein	28	90
rice protein vs pea protein	30	90
rice vs pea protein	30	90

The closest door to page one is “msm vs collagen” at position 13 with 50 monthly searches — 3 places from page one. Every position gained there is measured, not guessed — re-run this audit after the fixes and watch that number move.

Link authority. The link index records 36 backlinks from 33 referring domains for this site (the ones we could name one by one are in the links table). Links are how search engines decide who to trust; the counts here are measured, not estimated.

AI answers. On the 100 ranked searches measured, this site is not yet cited inside Google's AI Overviews.

The assistants themselves. In the assistants' own mention index, measured across ChatGPT and Google's AI (US-English answers), this site is mentioned 4 times — 3 in ChatGPT and 1 in Google's AI, with an AI search volume of 283 behind those mentions. The live questions below are a different measure: answers we asked for and read.

Who the AI assistants cite — top 10

The websites the assistants quote as sources in this space, with the mentions and AI search volume behind each one. This is what being the answer looks like.

Cited site	Mentions	AI search volume
www.myprotein.com	1	260
www.ebay.co.uk	1	260
www.bulk.com	1	260
www.amazon.co.uk	1	260
vitadefence.com	1	260
vilgain.com	1	260
vilgain.co.uk	1	260
peaksupps.co.uk	1	260
www.sciencedirect.com	1	15
anecdotal.health	1	15

What people ask AI — and what it answers today

These are 4 real questions people put to AI assistants in this market, taken from measured AI-search data — not invented. We asked the AI model each one, live, with web search on, and read the answer. Your site was named in 0 of these 4 live answers — the live measure, not the mention index. The full answers, word for word, are in the attached spreadsheet **ai-questions.csv**.

The question people ask	Asked/mo	You named?	Who the AI pointed to
protein powders with stevia	260	no	us.vilgain.com, ypc.co.uk, usafitness.es
what is better, msm or collagen?	15	no	whowhatwear.com, scienceinsights.org, science direct.com
what are the benefits of vitality capsules?	4	no	tower-health.co.uk, houseofskincare.co.uk, vg rowhealth.com
what is the best dupe for grand soir?	4	no	primor.eu, scentfile.com, opulent-perfumes.ae

Every answer above was generated at the time of this audit with live web access — it is what a customer asking the AI today actually hears. The sites in the last column are the ones the AI cited instead of, or alongside, you.

Who Google puts above you — 20 rivals, named

The sites Google actually ranks for the searches this site competes on, with the searches they share and the traffic those positions earn them. These are not necessarily rivals in business — forums, marketplaces and magazines appear here because they hold the page-one spots for the searches your customers type. Nobody here is talking about you; they are simply standing where you want to stand, and every position they hold is one a customer finds before yours.

Competitor	Avg. position	Shared searches	Est. monthly visits
boots.com	5.4	10	2,172
nih.gov	3.7	9	3,252
webmd.com	8.8	13	755
healthline.com	9.6	13	1,177
hollandandbarrett.com	11.3	11	794
amazon.co.uk	12.8	13	1,683
vilgain.co.uk	13.3	10	525
weightworld.uk	13.8	12	689
peaksupps.co.uk	8.7	7	359
naturya.com	6.2	6	489
everydayhealth.com	18.4	8	184
youtube.com	15.9	18	394
clevelandclinic.org	16.7	9	537
bulk.com	13.3	6	220
wikipedia.org	13.7	6	165
health.com	20.6	7	87
facebook.com	40.8	18	174
instagram.com	39.5	13	93
iherb.com	40.7	15	48
vitadefence.com	57.7	15	45

The links, named one by one

Three counts, three sources: the link index counts 36 backlinks from 33 referring domains for this site; 35 of those links came back with a source we could name (your backlinks file); the 31 strongest are below, ordered by the linking domain's authority. A high spam score is the poison; lost or broken ones leak trust.

From	Points at	Authority	Spam score	Notes
www.scamadviser.com	/?utm_medium=Scamadviser.com&utm_campaign=Scamadviser.com	80	25	nofollow
drjack.world	/	58	50	nofollow
bye.fyi	/	48	50	nofollow

quero.party	/	45	50	nofollow
urls-shortener.eu	/	45	50	nofollow
anchorurl.cloud	/	44	50	nofollow
buzzshrink.website	/	42	50	nofollow
shortenurls.eu	/	42	50	nofollow
screenshots.wiki	/	41	50	nofollow
sites.jake.eu	/	40	50	nofollow
sergechel.info	/	37	60	
theforbestimes.com	/	33	60	
ready.pro	/	32	50	nofollow
betulcrime.com	/	31	60	
globalecommerce.org	/	30	60	
www.way2check.cv	/	29	60	
www.alljobs.info	/	28	50	
australianwebdirector y.shop	/	24	70	
getwebsiteworth.com	/	22	50	
quotesblom.com	/	20	60	
www.betwinnermirror.co m	/	20	70	
theelevatedremedies.co m	/blog/adaptogen-history-lazarev-1947	20	0	nofollow
booksreadr.org	/	18	60	
www.musweb.org	/	17	60	
www.simplewebdirector y.com	/	13	60	
www.read.org.in	/	12	60	
australianwebdirector y.pro	/	12	70	
ggmap.us.com	/	8	60	
uncledspizza.com	/	3	60	
homesforsaleoldgreenwi chct.com	/	3	70	

The live results for the top searches

Read from the live results page for each search: whether Google shows an AI answer above everything, and who holds the first organic spot.

Search	AI answer shown	First organic result
what does ashwagandha do	yes	ods.od.nih.gov
multi collagen	yes	www.amazon.co.uk
multivitamins gummies	yes	www.myvitamins.com
antarctic krill oil	yes	www.amazon.co.uk
how to use psyllium husk	yes	www.hollandandbarrett.com

3. What the crawl found

Every one of the 446 crawled pages was checked. 9 individual faults were recorded, each with its fix in the appendix.

7 of the 9 faults are the same repeating pattern — Slow server response. That is not 7 separate problems; it is one habit in the template. Correct the pattern once and most of this table disappears in a single change.

Fault	Severity	Pages affected
Redirect chain redirect-chain	WARNING	1
Thin content thin-content	WARNING	1
Slow server response slow-response	INFO	7

4. Dead ends

No broken internal links and no dead URLs were found on the crawl.

5. Pages competing against each other

No two pages share a title on this crawl.

6. Why the pages do not rank

Your product pages are named after your internal product names. Customers do not search for those names, so the page and the search never meet. Each row below pairs one of your pages with a phrase people really type, matched on the words they share. It costs nothing but copy to fix.

Your page is called	Customers actually search	Monthly searches	Difficulty
Hemp Protein Powder — Plant Protein vs Whey Vitadefence /products/hemp-protein-multi	pea protein vs whey	6,600	7
/products/hemp-protein-multi-complete-plant-based-superfood-powder /products/hemp-protein-multi-complete-plant-based-superfood-powder	whey or pea protein	6,600	14
Pea Protein vs Whey — Pea Protein Multi UK Vitadefence /products/pea-protein-multi	whey vs pea protein	1,900	20
Rice Protein Powder — Plant vs Whey Protein Vitadefence /products/rice-protein-multi	difference between whey and pea protein	480	9
Whey Protein Multi — Whey or Pea Protein? Vitadefence /products/whey-protein-multi	is whey or pea protein better	480	7
Spirulina vs Chlorophyll — Spirulina Capsules UK /products/spirulina	spirulina vs chlorophyll	390	9
Cranberry vs D-Mannose — Cranberry Multi Vitadefence /products/cranberry-multi	cranberry vs d mannose	260	0
/products/cranberry-multi-d-mannose-zinc-90-vegan-capsules-vitadefence /products/cranberry-multi-d-mannose-zinc-90-vegan-capsules-vitadefence	cranberry vs d-mannose	260	0
/products/dandelion-multi-vitamin-b6-magnesium-supplement-90-capsules-vitadefence /products/dandelion-multi-vitamin-b6-magnesium-supplement-90-capsules-vitadefence	urologist recommended cranberry supplement	210	0
Whey Protein Multi Vanilla · Vitadefence UK /products/whey-protein-multi-2	difference between whey protein and pea protein	170	9
L-Glutamine Powder · Vitadefence UK /products/l-glutamine-powder	spirulina pill vs powder	140	10
MSM + Vitamin C Plant-Based Supplement · Vitadefence UK /products/msm-vitamin-c	glucosamine sulfate vs msm	140	40

Matched on the words the page address and the phrase have in common. Volume and difficulty are the figures returned for those phrases, not estimates.

7. The opportunity, measured

143 keywords were measured for this site. **4 pass the tests**: real search volume (at least 1,300 a month in this set) at a difficulty the site can reach (13 or under here). Together they represent **31,200 searches every month**. Each row names the page to make.

Keyword	Monthly searches	Difficulty	Ad cost per click	The page to make
pea protein powder	18,100	13	\$1.39	a buying guide for “pea protein powder”, linked from the matching product
whey protein costco	9,900	0	\$0.26	a buying guide for “whey protein costco”, linked from the matching product
whey protein walmart	1,900	0	\$0.11	a buying guide for “whey protein walmart”, linked from the matching product
whey protein gold standard	1,300	8	\$0.75	a buying guide for “whey protein gold standard”, linked from the matching product

4 of 4 shown, ordered by search volume. The full set is supplied as a spreadsheet. "Ad cost per click" is what an advertiser currently pays for one visit on that phrase.

8. What has already been rewritten for you

Nothing needed rewriting on this measurement. Every live, indexable page we read already carried a meta description that fits inside the 155-character snippet Google shows, so there was nothing to trim. That is a clean result rather than a missing one, and the section stays here so you can see it was checked.

9. What the AI assistants say about your market

Search is no longer only a list of ten blue links. People ask an assistant, and the assistant answers with a handful of businesses and a handful of sources. This section is that answer, measured — not guessed.

These numbers move. Unlike a page count, what an assistant names changes week to week as it re-reads the web. A different number next month is the measurement working, not the measurement being wrong. That is exactly why we take it again at your re-check.

The short answer

The assistants returned no combined total for this market yet.

Your own numbers

The assistants' own tally for this site came back empty on this run. The count in section 1 is a different measure - the assistants' own mention index - and the live answers there are the ones we asked for and read.

Who the assistants name

We asked, and in this market the assistants named nobody consistently enough to report. That is the honest answer, and it means the space is open.

Which sites they cite instead

No site was cited often enough to name. Nobody owns this answer yet.

Which pages the assistants quote

No page was quoted often enough to name. Nothing to copy yet — and nothing standing in your way either.

What kind of business they name

The assistants did not settle on a category for this market.

The mentions themselves

No individual mention came back for this market, so there is nothing to show you underneath the counts.

Before now

There is no history for this market before today, so this report is the baseline itself.

What has moved

This is the first time we have measured it, so there is nothing to compare against yet. Your re-check in thirty days is the comparison.

One honest limit: the assistants' mention counts are available for the United States and English only. Outside that, the figures above are the Google assistant's half of the picture.

Appendix A — method

Step	What was done
Crawl	Full site crawl on the audit engine's own crawler: 446 pages read, 410 listed in the sitemap.
Faults	9 rows, pulled per fault type so nothing was truncated.
Rankings	100 ranked keywords with live positions, measured, not estimated.
Keywords	143 keyword rows measured for this site; 4 pass the winnable tests.
Rewrites	0 descriptions regenerated from each page's own text, 0 over the 155-character limit after rewriting.
Coverage	The full audit: every measurement tool on our engine ran against this site. The only checks not included are the two that need the site owner's own Google Search Console sign-in, which no outside audit can reach.

Report generated 31 August 2026. Crawl reference 20260831-115419-15c4ba.

Appendix B — every fault, page by page

Each fault the whole-site crawl found, with the exact fix. The fault is shown in red, the fix in green — apply the green.

Redirect chain — 1 page

Page	The fault	The fix
/account	WARNING Redirect chain	Point the first URL (and any internal links) directly at the final destination so there is at most one redirect.

Slow server response — 7 pages

Page	The fault	The fix
/terms	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.
/products/acai-berry-multi	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.
/products/bilberry-multi	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.
/blog/best-moringa-powder-guide	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.
/blog/probiotics-explained-how-gut-bacteria-influence-your-entire-body	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.
/blog/why-choose-vitadefence-psyllium-husk-multi-with-high-fibre-botanicals	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.
/blog/why-choose-vitadefence-rhubarb-multi-with-burdock-and-clove	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.

Thin content — 1 page

Page	The fault	The fix
/daily	WARNING Thin content	Either expand the page with genuinely useful content, noindex it, or consolidate it into a stronger page. If the content exists but is rendered by JavaScript, ensure it is server-rendered or pre-rendered.

Appendix C — what this report drew on

Every figure in this report was bought fresh for this run on 31 August 2026. Nothing was reused from an earlier audit, nothing was estimated by hand, and where a measurement could not be taken the section that needed it says so in plain words.

Your action plan — step by step

Everything measured in this report comes down to the steps below. They are in priority order, and each one is already sized from your own data. Work through them from the top.

1. **Rename the product pages to what customers type.** Title, H1 and URL. Start with the phrases in section 6 - between them they cover 17,630 searches a month.
2. **Build for the 4 winnable phrases** — one page per phrase group, linked from the matching product.
3. **Earn links.** 33 referring domains is the ceiling on everything above.
4. **Measure monthly.** Re-crawl and re-check position on the 143 phrases so the work is proven, not assumed.

Who does this? Hand this page to your web developer or any SEO provider. Every step names the exact pages, phrases and fixes from this report, so there is no guesswork and nothing for them to research — they can action it straight away.

What the words in this report mean — in plain English

You do not need any of this vocabulary to follow the plan above. But if a word in this report made you frown, here is what it means, in plain English.

The word	What it actually means
Backlink	another website putting a link to yours on one of its pages. Search engines read each one as a small vote of confidence — links from real, respected sites help you; links from spammy sites can hurt you.
Meta description	the short sentence under your name in a search result. It does not change your position, but it is your shop window — a clear one gets more of the people who SEE you to actually CLICK you.
Title tag	the blue headline line of your search result, and the words on the browser tab. Search engines weigh it heavily when deciding what your page is about.
Keyword	any phrase people type — or say — when they search. “emergency plumber newark” is a keyword. This report measures the ones your site already appears for, and the ones within reach.
Search volume	how many times a month people search that exact phrase. High volume = a busy street; zero volume = a street nobody walks down.
Keyword difficulty	a 0–100 score of how hard it is to reach the first page for that phrase, based on who already holds it. Low numbers are winnable fights.
Ranking / position	where your page sits in the results list for a search. Position 1 is the top of page one; position 11 is usually page two, where very few people ever look.
AI mentions / citations	when an AI assistant (ChatGPT, or the AI answer box at the top of Google) names or quotes a website in its answer. More people ask AI instead of searching every month — being the site the AI cites is the new page one.
AI search volume	how many times a month people put a question to AI assistants rather than typing it into a search box — measured per question.
Broken internal link	a link on your own site that points to a page that no longer answers. Visitors hit a dead end; search engines waste their visit on it.
404	the error code a server sends when a page does not exist. A visitor sees a “page not found” screen — and usually leaves.
Redirect	an automatic forward from an old address to a new one. Sensible when a page moves; a problem when they chain or point at dead ends.
Sitemap	a file on your site that lists every page you want search engines to know about — the map you hand the crawler at the door.
Crawl / crawler	the automatic visit a search engine pays your site, following every link and reading every page. What it cannot reach, it cannot rank.
Indexable	whether a page is allowed into the search engine's library at all. A page blocked from the index can never appear in results, however good it is.
Canonical	a tag that tells search engines which address is the “real” copy of a page, so two versions of the same content do not compete with each other.
Alt text	the written description attached to an image. Screen readers speak it, and search engines read it — an image without it is invisible to both.

Page speed (LCP)

how long the main part of your page takes to appear. Google measures it as LCP — “largest contentful paint” — and slow pages lose both visitors and positions.
