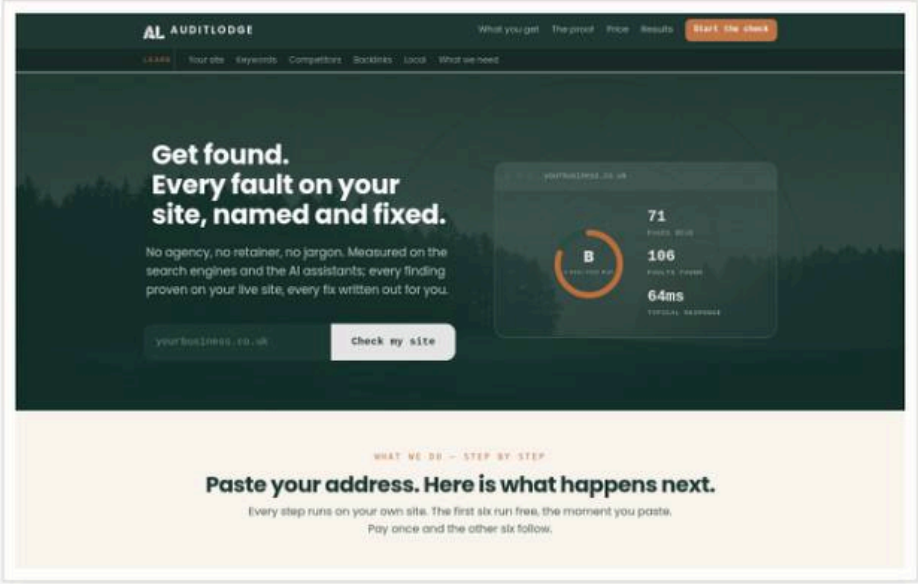
AUDITLODGE

The Whole Pack, One Book

One paid audit of auditlodge.com, in one book: the contents, every piece of your pack that carries a finding one per page, your downloads, the file you hand to an AI, and the run's raw answers.



Prepared for

auditlodge.com

7 November 2026 · report 20261107-100848-984da9

AUDITLODGE.COM · THE WHOLE PACK, ONE BOOK

Contents

Everything from one paid audit of auditlodge.com, in the order the homepage shows it. The number beside each part is its page in this book.

The pack, the pieces that carry a finding - 11 pieces in 2 groups: The report and its companions (5); The paste-ready files (6). 4

Your downloads - every document this audit produced, and what each one holds. 32

Give this to your AI - the agent file, whole. 34

The run's raw answers - every other answer bought for you, named as a file list. 38

BEFORE YOU START

Where the audit and the to-do list are

The audit of auditlodge.com is its own document, in the same email and on your link for 7 days. Your to-do list - every fault as a step with the text to paste - is your fixes page, also on your link for 7 days. This book is everything else from the run, in one place.

PART 1

The pack, the pieces that carry a finding

11 pieces, each with its picture, what it is, and what it tells you - then the piece itself.

GROUP

The report and its companions

5 pieces.

The Report

The full report in the house skeleton, opened with your own homepage photograph. Every figure measured on the live site.

Read the verdict first, then the one thing to do; every later part of this book hangs off it.

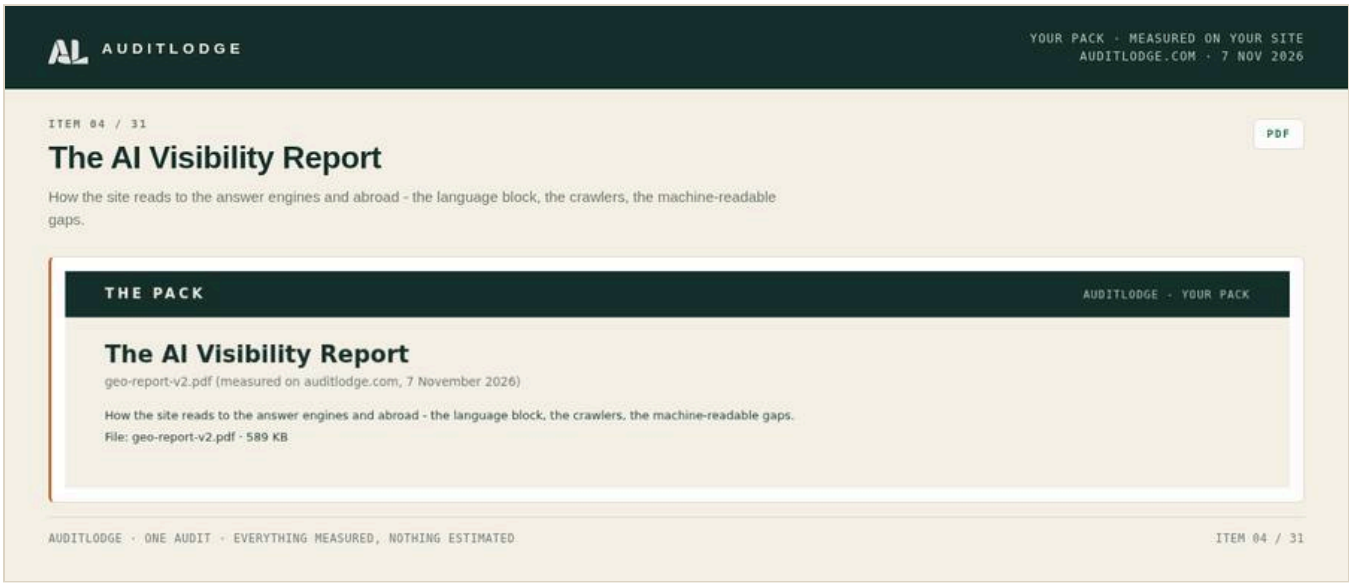


Open the PDF - report-v2.pdf

The AI Visibility Report

How the site reads to the answer engines and abroad - the language block, the crawlers, the machine-readable gaps.

The second report: the fixes here make you quotable, not just findable.



Open the PDF - geo-report-v2.pdf

The Course

A course built from your own audit - your homepage on the cover, your numbers in every chapter.

Ten short chapters on how the answer engines and search engines read your site: your own numbers, the exact steps, how to check them, and the hard words explained in plain English.



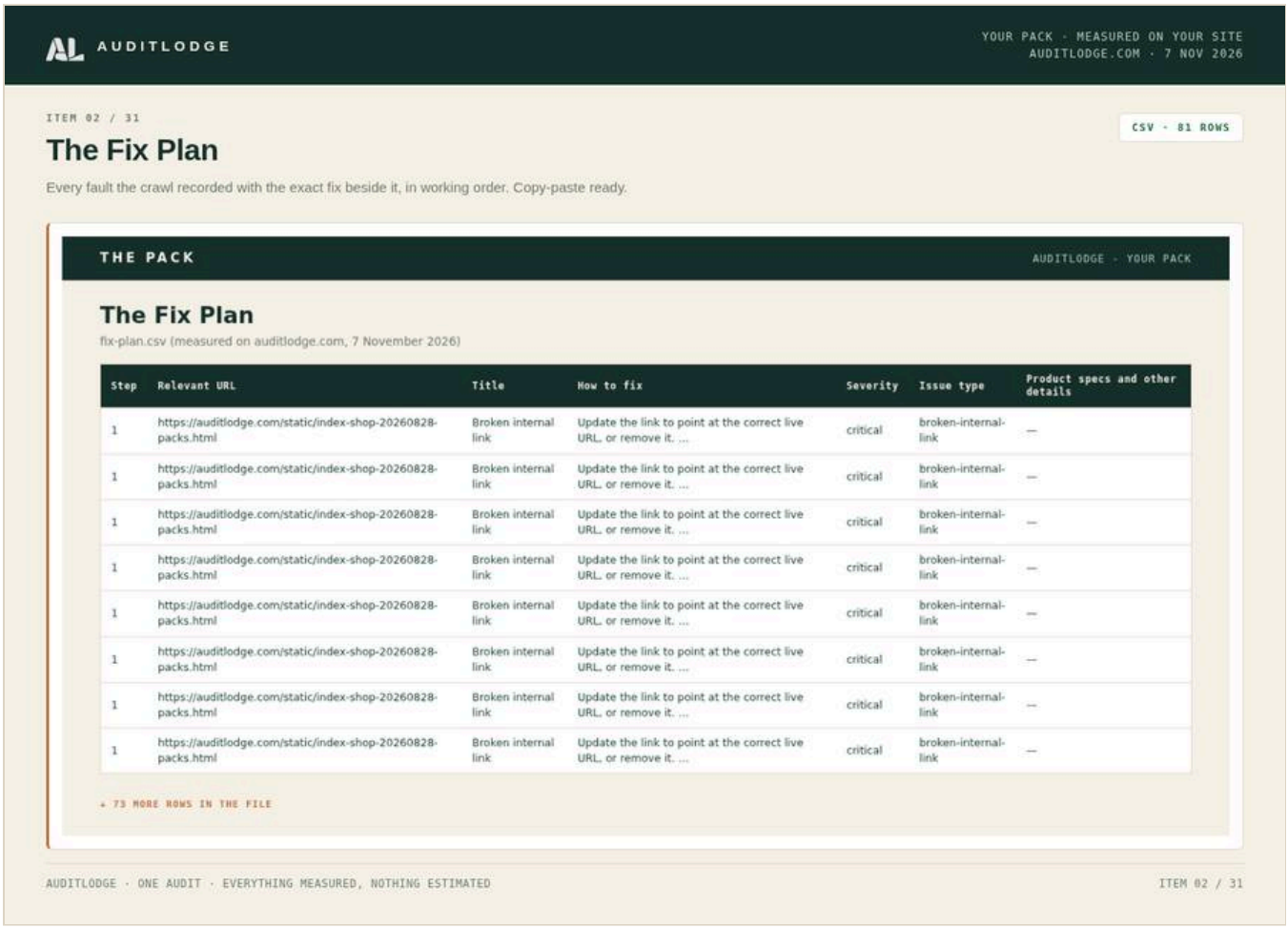
Open the course

The course is its own book, ten chapters, built from this run.

The Fix Plan

Every fault the crawl recorded with the exact fix beside it, in working order.
Copy-paste ready.

This is the to-do list of Part 2; work down it and tick the rows off.



Download the spreadsheet - fix-plan.csv

81 faults recorded on your pages, each with its fix beside it - 38 critical, 32 warning, 11 info. Work top to bottom.

Step	Relevant URL	Title	How to fix	Severity	Issue type
1	https://auditlodge.com/static/index-shop-20260828-packs.html	Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.	critical	broken-internal-link
1	https://auditlodge.com/static/index-shop-20260828-packs.html	Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.	critical	broken-internal-link

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1	https://auditlodge.com/results	Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.	critical	broken-internal-link
1	https://auditlodge.com/static/the-pack.html	Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.	critical	broken-internal-link
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2	https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/report/	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
2	https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/geo-report-v2.pdf	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
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2	https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/book/course/	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
2	https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/book/	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
2	https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-sheets.pdf	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
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2	https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/downloads/	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
2	https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/fixes	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
2	https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/pack/	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page

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2	https://auditlodge.com/r/EoC1Tb1Sjk9bIMgsO8hRWoFJ	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
2	https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/report/	Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.	warning	broken-page
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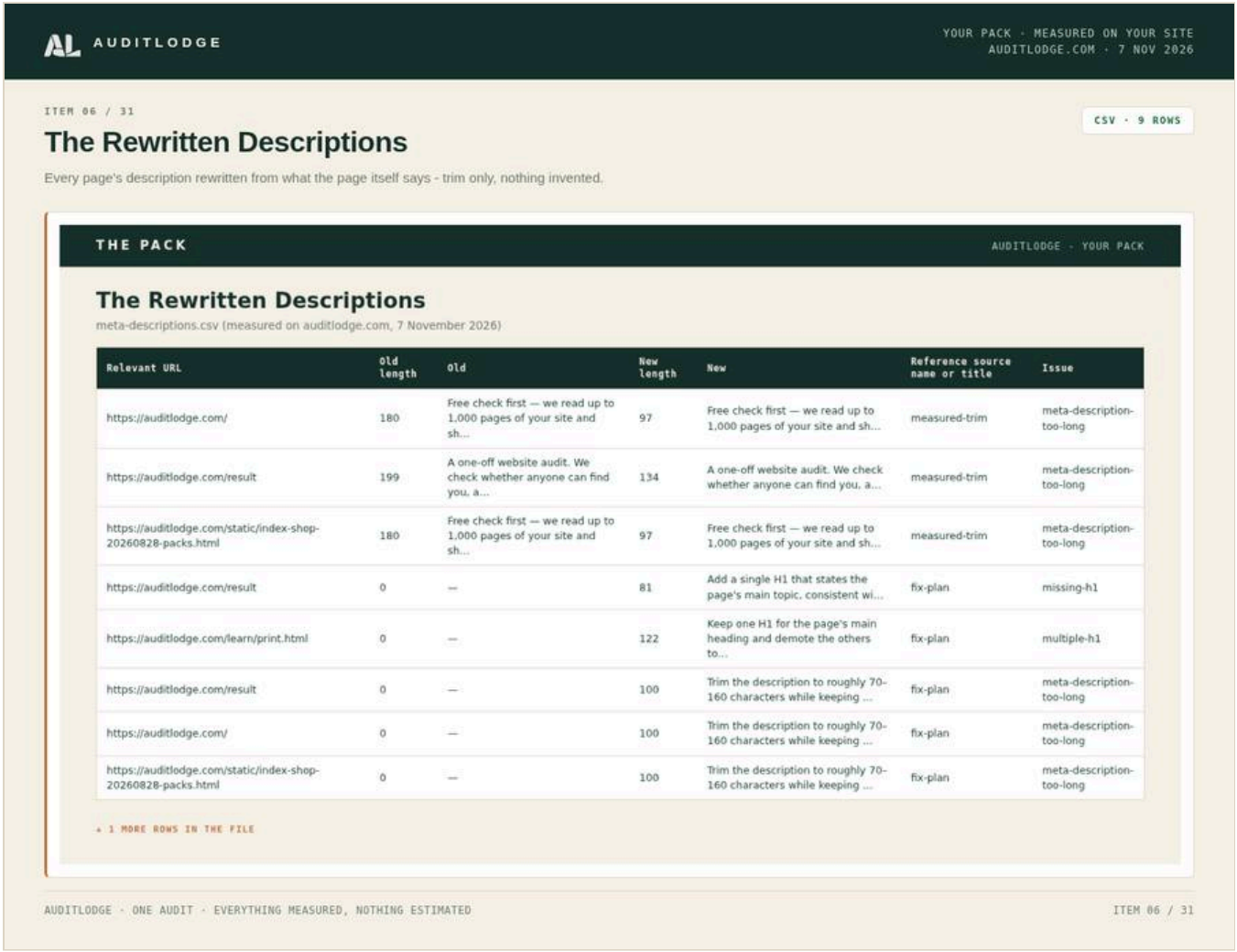
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21 more rows in the file (linked above).

The Rewritten Descriptions

This piece: the answer for your site, exactly as measured.

Every column as returned by the measurement, nothing added.



Download the spreadsheet - meta-descriptions.csv

Relevant URL	Old length	Old	New length	New	Reference source name or title	Issue
https://auditlodge.com/	180	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. The full audit is from £9.99, paid once — the price follows the size of your site.	97	Free check first — we read up to 1,000 pages of your site and show what stops people finding you.	measured-trim	meta-description-too-long

Relevant URL	Old length	Old	New length	New	Reference source name or title	Issue
https://auditlodge.com/result	199	A one-off website audit. We check whether anyone can find you, and we re-check every finding against your live site before we send it. From £9.99, paid once — the price follows the size of your site.	134	A one-off website audit. We check whether anyone can find you, and we re-check every finding against your live site before we send it.	measured-trim	meta-description-too-long
https://auditlodge.com/static/index-shop-20260828-packs.html	180	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. The full audit is from £9.99, paid once — the price follows the size of your site.	97	Free check first — we read up to 1,000 pages of your site and show what stops people finding you.	measured-trim	meta-description-too-long
https://auditlodge.com/result	0	—	81	Add a single H1 that states the page's main topic, consistent with the title tag.	fix-plan	missing-h1
https://auditlodge.com/learn/print.html	0	—	122	Keep one H1 for the page's main heading and demote the others to H2/H3 (or unstyled elements for non-headings like logos).	fix-plan	multiple-h1
https://auditlodge.com/result	0	—	100	Trim the description to roughly 70–160 characters while keeping the core message and call to action.	fix-plan	meta-description-too-long
https://auditlodge.com/	0	—	100	Trim the description to roughly 70–160 characters while keeping the core message and call to action.	fix-plan	meta-description-too-long
https://auditlodge.com/static/index-shop-20260828-packs.html	0	—	100	Trim the description to roughly 70–160 characters while keeping the core message and call to action.	fix-plan	meta-description-too-long
https://auditlodge.com/learn/how-search-reads-your-site.html	0	—	103	Expand the description to roughly 70–160 characters that summarize the page and give a reason to click.	fix-plan	meta-description-too-short

GROUP

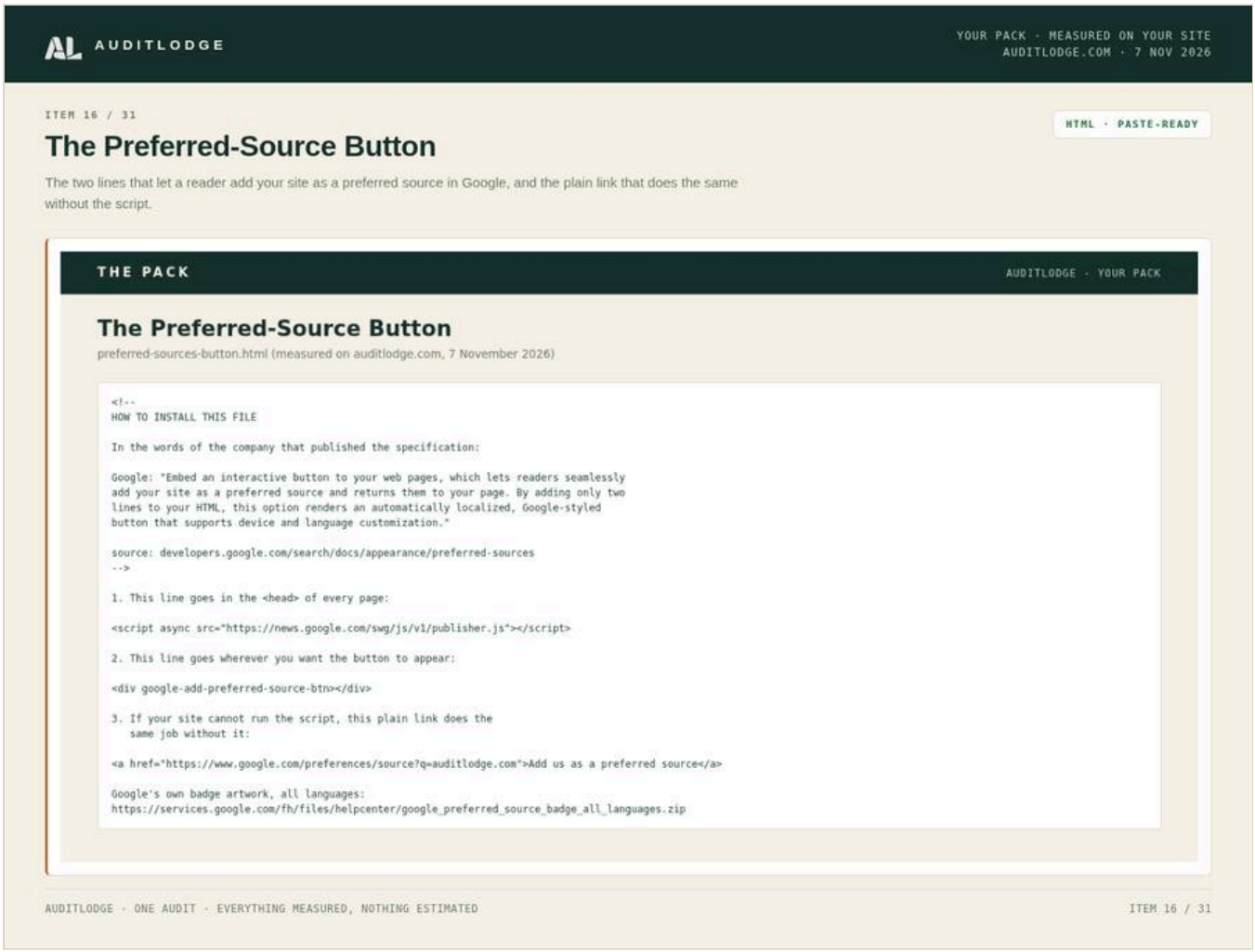
The paste-ready files

6 pieces.

The Preferred-Source Button

The two lines that let a reader add your site as a preferred source in Google, and the plain link without the script.

Add the two lines; readers can then make you a preferred source with one click.



Copy each block and paste it where the comment at the top of the block says. 1 file in this pack.

preferred-sources-button.html

```
<!--
HOW TO INSTALL THIS FILE

In the words of the company that published the specification:

Google: "Embed an interactive button to your web pages, which lets readers seamlessly
add your site as a preferred source and returns them to your page. By adding only two
lines to your HTML, this option renders an automatically localized, Google-styled
button that supports device and language customization."

source: developers.google.com/search/docs/appearance/preferred-sources
-->
```

```
1. This line goes in the <head> of every page:

<script async src="https://news.google.com/swg/js/v1/publisher.js"></script>

2. This line goes wherever you want the button to appear:

<div google-add-preferred-source-btn></div>

3. If your site cannot run the script, this plain link does the
   same job without it:

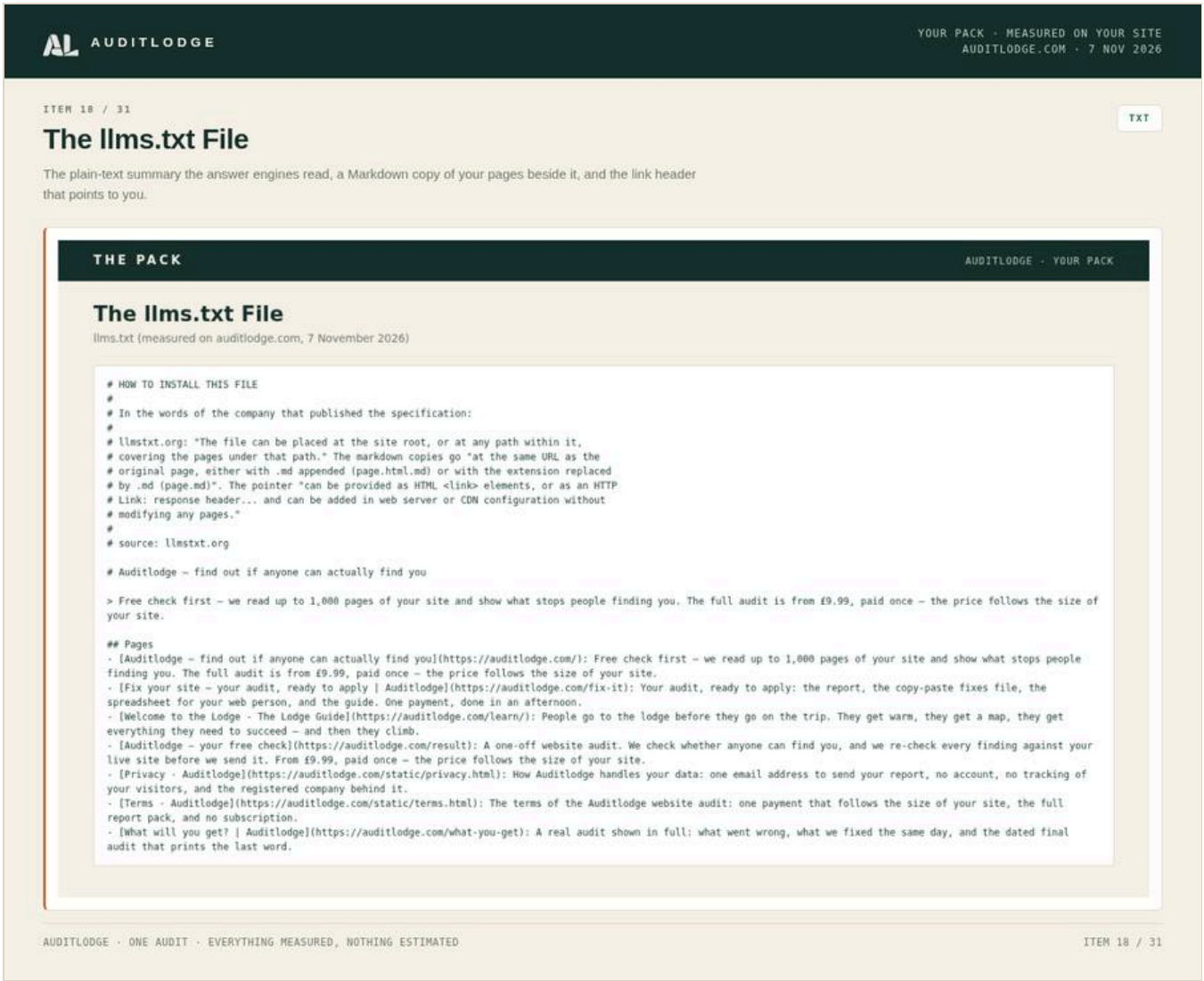
<a href="https://www.google.com/preferences/source?q=auditlodge.com">Add us as a preferred
source</a>

Google's own badge artwork, all languages:
https://services.google.com/fh/files/helpcenter/google_preferred_source_badge_all_languages.zip
```

The llms.txt File

The plain-text summary the answer engines read, a Markdown copy of your pages beside it, and the link header that points to them.

Save it at the root; the answer engines then get a clean summary of your site to read.



Copy each block and paste it where the comment at the top of the block says. 2 files in this pack.

link-header.txt

```
TWO WAYS TO POINT AT THE FILES ABOVE - use either, not both.

1. As HTML, in the <head> of the page:

<link rel="describedby" href="https://auditlodge.com/llms.txt">
<link rel="alternate" type="text/markdown" href="https://auditlodge.com/index.html.md">

2. As an HTTP response header. llmstxt.org: the header form "also works
```

```
   for non-HTML resources, such as the markdown files themselves, and can
   be added in web server or CDN configuration without modifying any pages":

Link: <https://auditlodge.com/index.html.md>; rel="alternate"; type="text/markdown",
<https://auditlodge.com/llms.txt>; rel="describedby"
```

llms.txt

```
# HOW TO INSTALL THIS FILE
#
# In the words of the company that published the specification:
#
# llmstxt.org: "The file can be placed at the site root, or at any path within it,
# covering the pages under that path." The markdown copies go "at the same URL as the
# original page, either with .md appended (page.html.md) or with the extension replaced
# by .md (page.md)". The pointer "can be provided as HTML <link> elements, or as an HTTP
# Link: response header... and can be added in web server or CDN configuration without
# modifying any pages."
#
# source: llmstxt.org

# Auditlodge — find out if anyone can actually find you

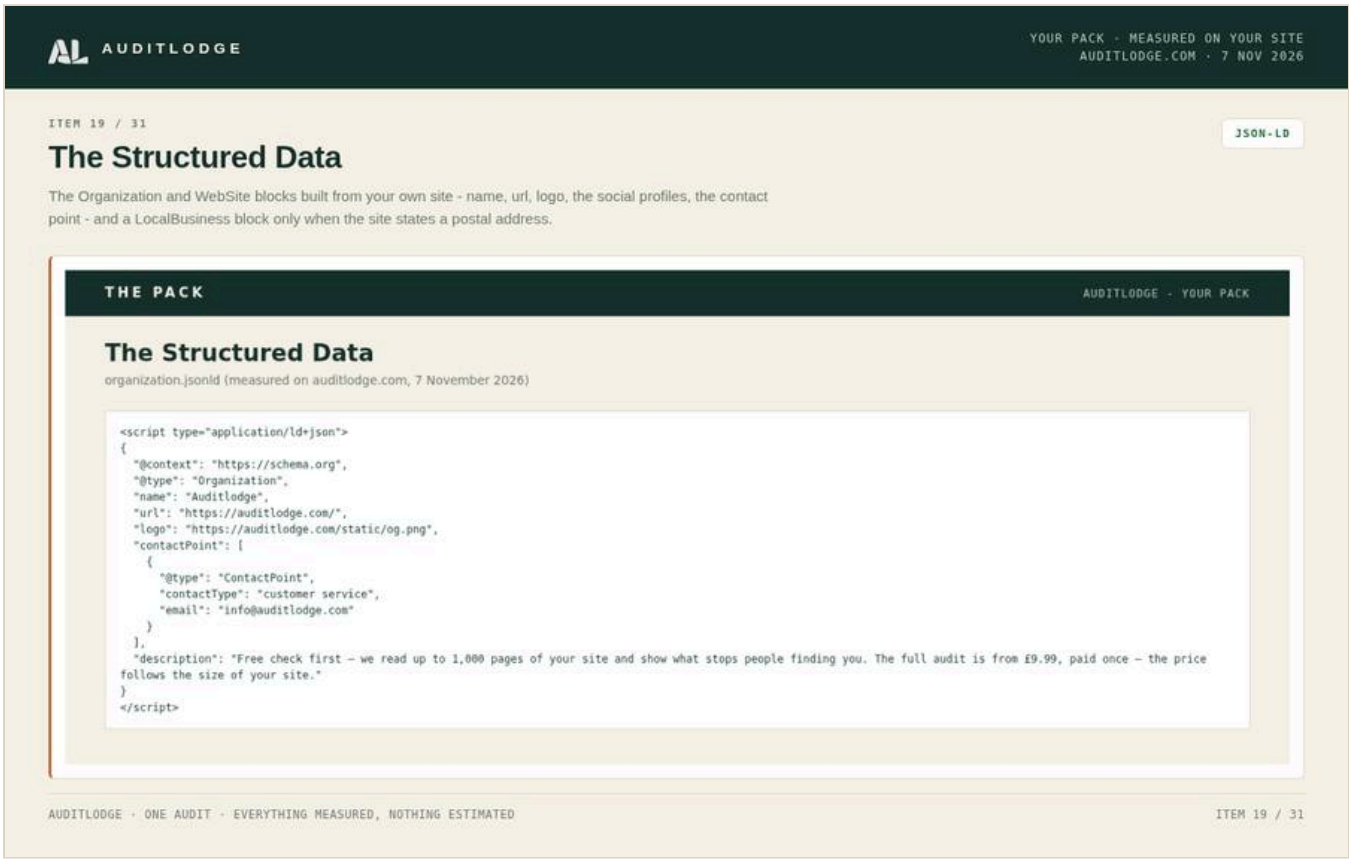
> Free check first — we read up to 1,000 pages of your site and show what stops people finding
you. The full audit is from £9.99, paid once — the price follows the size of your site.

## Pages
- [Auditlodge — find out if anyone can actually find you](https://auditlodge.com/): Free check
first — we read up to 1,000 pages of your site and show what stops people finding you. The full
audit is from £9.99, paid once — the price follows the size of your site.
- [Fix your site — your audit, ready to apply | Auditlodge](https://auditlodge.com/fix-it):
Your audit, ready to apply: the report, the copy-paste fixes file, the spreadsheet for your web
person, and the guide. One payment, done in an afternoon.
- [Welcome to the Lodge - The Lodge Guide](https://auditlodge.com/learn/): People go to the
lodge before they go on the trip. They get warm, they get a map, they get everything they need
to succeed — and then they climb.
- [Auditlodge — your free check](https://auditlodge.com/result): A one-off website audit. We
check whether anyone can find you, and we re-check every finding against your live site before
we send it. From £9.99, paid once — the price follows the size of your site.
- [Privacy · Auditlodge](https://auditlodge.com/static/privacy.html): How Auditlodge handles
your data: one email address to send your report, no account, no tracking of your visitors, and
the registered company behind it.
- [Terms · Auditlodge](https://auditlodge.com/static/terms.html): The terms of the Auditlodge
website audit: one payment that follows the size of your site, the full report pack, and no
subscription.
- [What will you get? | Auditlodge](https://auditlodge.com/what-you-get): A real audit shown in
full: what went wrong, what we fixed the same day, and the dated final audit that prints the
last word.
```

The Structured Data

The Organization and WebSite blocks built from your own site: name, url, logo, profiles, contact point; a LocalBusiness block only when your site states a postal address.

Paste the blocks into the head; machines then know your name, logo, contact and profiles.



Copy each block and paste it where the comment at the top of the block says. 2 files in this pack.

organization.jsonld

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Auditlodge",
  "url": "https://auditlodge.com/",
  "logo": "https://auditlodge.com/static/og.png",
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "contactType": "customer service",
      "email": "info@auditlodge.com"
    }
  ],
```

```
  "description": "Free check first — we read up to 1,000 pages of your site and show what stops people finding you. The full audit is from £9.99, paid once — the price follows the size of your site."
}
</script>
```

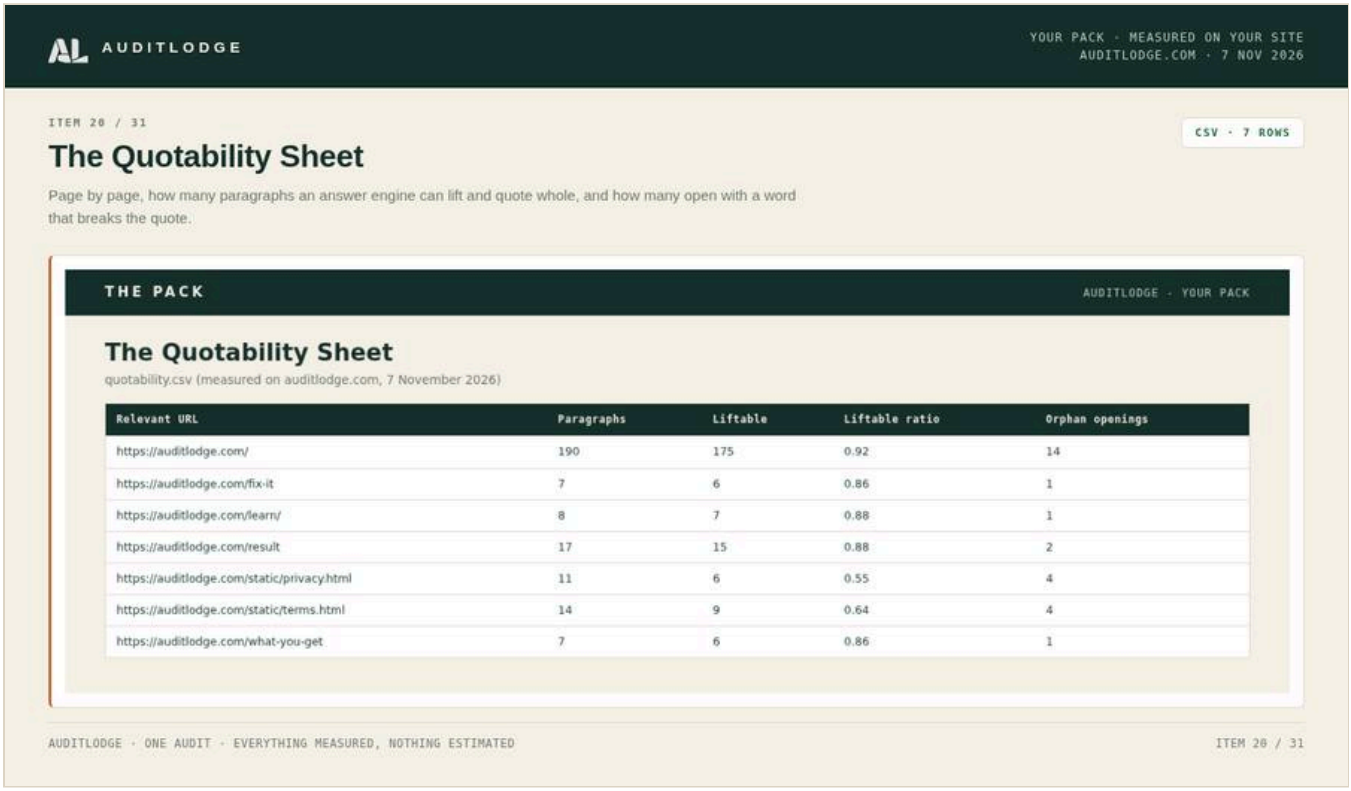
website.jsonld

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebSite",
  "name": "Auditlodge",
  "url": "https://auditlodge.com/"
}
</script>
```

The Quotability Sheet

Page by page, how many paragraphs an answer engine can lift and quote whole, and how many open with a word that breaks the quote.

Rewrite the openings that break a quote; more paragraphs an engine can lift whole.



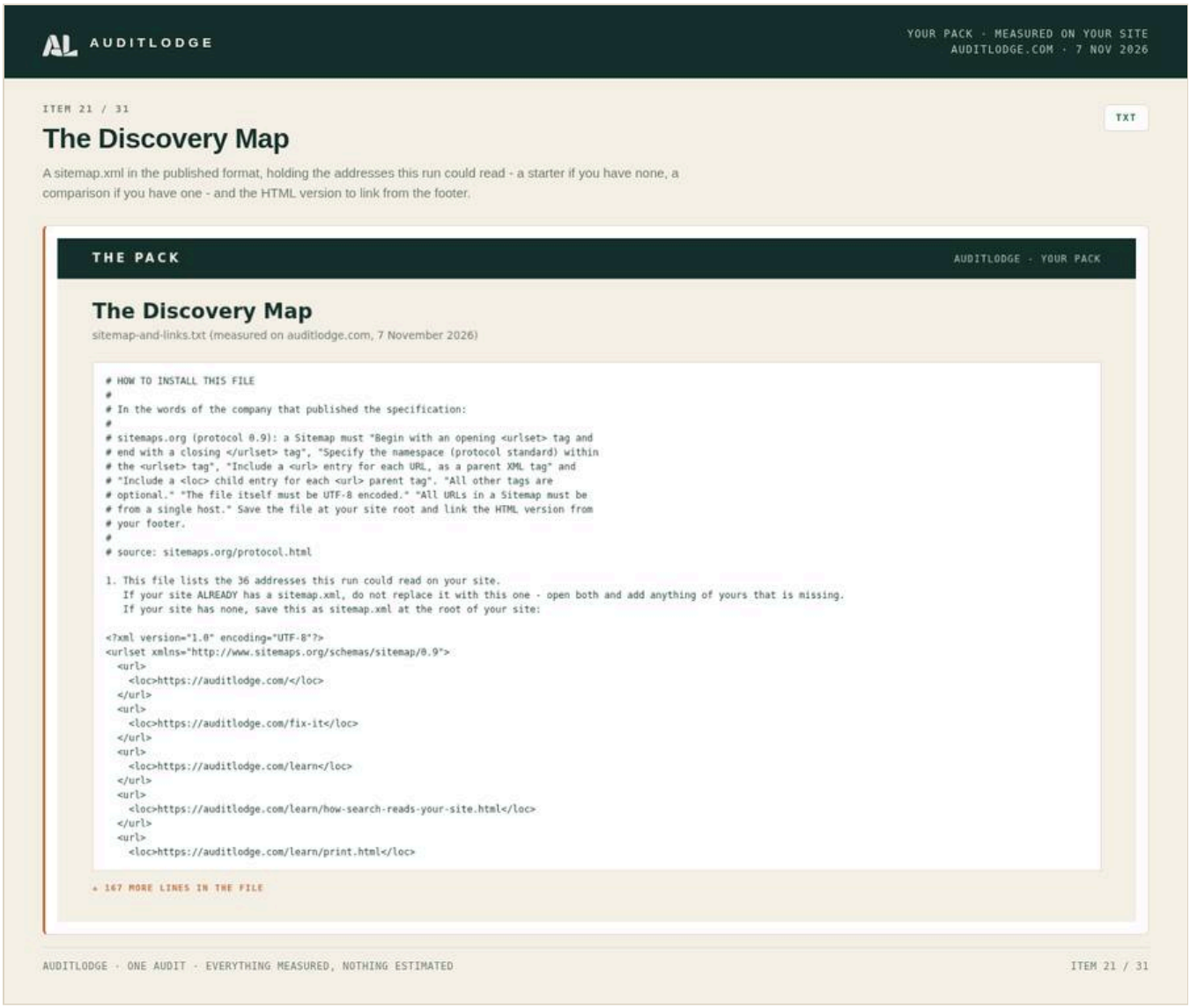
Download the spreadsheet - quotability.csv

Relevant URL	Paragraphs	Liftable	Liftable ratio	Orphan openings
https://auditlodge.com/	190	175	0.92	14
https://auditlodge.com/fix-it	7	6	0.86	1
https://auditlodge.com/learn/	8	7	0.88	1
https://auditlodge.com/result	17	15	0.88	2
https://auditlodge.com/static/privacy.html	11	6	0.55	4
https://auditlodge.com/static/terms.html	14	9	0.64	4
https://auditlodge.com/what-you-get	7	6	0.86	1

The Discovery Map

The sitemap.xml to save at the root, every URL the crawl found, and the HTML version to link from the footer.

Save the sitemap at the root and link the HTML version from the footer.



Copy each block and paste it where the comment at the top of the block says. 1 file in this pack.

sitemap-and-links.txt

```
# HOW TO INSTALL THIS FILE
#
# In the words of the company that published the specification:
#
# sitemaps.org (protocol 0.9): a Sitemap must "Begin with an opening <urlset> tag and
# end with a closing </urlset> tag", "Specify the namespace (protocol standard) within
# the <urlset> tag", "Include a <url> entry for each URL, as a parent XML tag" and
# "Include a <loc> child entry for each <url> parent tag". "All other tags are
```

```
# optional." "The file itself must be UTF-8 encoded." "All URLs in a Sitemap must be
# from a single host." Save the file at your site root and link the HTML version from
# your footer.
#
# source: sitemaps.org/protocol.html

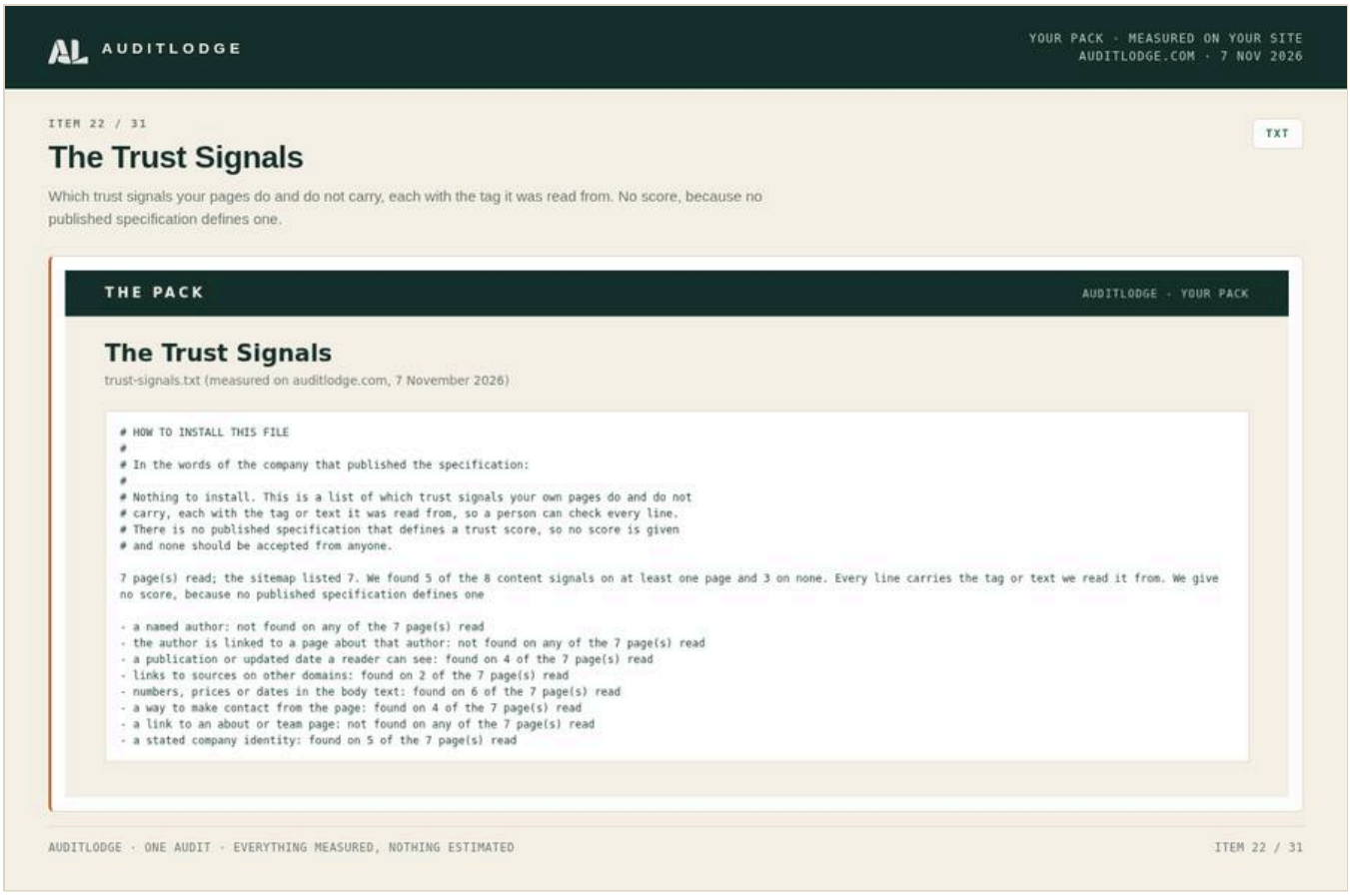
1. This file lists the 36 addresses this run could read on your site.
   If your site ALREADY has a sitemap.xml, do not replace it with this one - open both and add
anything of yours that is missing.
   If your site has none, save this as sitemap.xml at the root of your site:

<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://auditlodge.com/</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/fix-it</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/learn</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/learn/how-search-reads-your-site.html</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/learn/print.html</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/privacy</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/r/EoC1Tb1Sjk9bIMgsO8hRWoFJ</loc>
… 162 more lines - the whole file is in your pack
```

The Trust Signals

Which trust signals your pages do and do not carry, each with the tag it was read from.

Add the signals your pages lack; each row names the tag to add.



Copy each block and paste it where the comment at the top of the block says. 1 file in this pack.

trust-signals.txt

```
# HOW TO INSTALL THIS FILE
#
# In the words of the company that published the specification:
#
# Nothing to install. This is a list of which trust signals your own pages do and do not
# carry, each with the tag or text it was read from, so a person can check every line.
# There is no published specification that defines a trust score, so no score is given
# and none should be accepted from anyone.

7 page(s) read; the sitemap listed 7. We found 5 of the 8 content signals on at least one page and 3 on none. Every line carries the tag or text we read it from. We give no score, because no published specification defines one

- a named author: not found on any of the 7 page(s) read
- the author is linked to a page about that author: not found on any of the 7 page(s) read
```

```
- a publication or updated date a reader can see: found on 4 of the 7 page(s) read
- links to sources on other domains: found on 2 of the 7 page(s) read
- numbers, prices or dates in the body text: found on 6 of the 7 page(s) read
- a way to make contact from the page: found on 4 of the 7 page(s) read
- a link to an about or team page: not found on any of the 7 page(s) read
- a stated company identity: found on 5 of the 7 page(s) read
```

PART 2

Your downloads

One paid audit of auditlodge.com, delivered as 3 PDFs. They came with your report email and are on your link for 7 days.

THE DOCUMENTS

What each one holds

The report - the audit itself: every fault found on auditlodge.com, and the fix for it.

The working sheets - your keyword sheet, your fix plan, your backlinks sheet and the file you hand to an AI.

The AI and international visibility report - how AI crawlers and other countries read your site, and the files that fix it.

PART 3

Give this to your AI

The agent file that tells an AI what was measured and which file in your pack holds each fix. Every paste block is already printed in parts 2 and 3 of this book, so none of it is repeated here.

THE AGENT FILE · SKILL.md

```
---
name: auditlodge-com-site
description: >-
  Everything measured on auditlodge.com in its own audit, and the finished files that came
  with it. Use this whenever a question is about auditlodge.com - what is wrong with it, what
  has already been written for it, and the order to apply the fixes.
---

# auditlodge.com - what its audit found

This file was written from the audit of **auditlodge.com** itself. Every line below is what was
measured on that site, not general advice.

## Use this first

When someone asks about auditlodge.com, read this file before answering. It says which checks ran,
what each one found, and which file in this pack already contains the fix. If a check is listed under
**not completed**, say so - do not fill the gap with a guess.

## What was found, and the file that fixes it

### How the site is discovered

47 address(es) found across 25 page(s) read. 7 are already in the site's own sitemap, 29 are not, and
we could not read 0 sitemap entry/entries.

Finished file in this pack:

- `packs/07-discovery/sitemap-and-links.txt` (9515 bytes)

### Trust signals

7 page(s) read; the sitemap listed 7. We found 5 of the 8 content signals on at least one page and 3
on none. Every line carries the tag or text we read it from. We give no score, because no published
specification defines one

Finished file in this pack:

- `packs/08-trust-signals/trust-signals.txt` (1217 bytes)

### The llms.txt file and the markdown twins

built from 7 of this site's own pages, using their real titles and descriptions - we wrote no
sentence of it

Finished files in this pack:

- `packs/04-llms-txt/link-header.txt` (617 bytes)
- `packs/04-llms-txt/llms.txt` (2472 bytes)
- `packs/04-llms-txt/markdown/INDEX.md` (809 bytes)
- `packs/04-llms-txt/markdown/auditlodge-com-fix-it-md.md` (20126 bytes)
- `packs/04-llms-txt/markdown/auditlodge-com-index-html-md.md` (20368 bytes)
- `packs/04-llms-txt/markdown/auditlodge-com-learn-index-html-md.md` (1877 bytes)
- `packs/04-llms-txt/markdown/auditlodge-com-result-md.md` (3311 bytes)
- `packs/04-llms-txt/markdown/auditlodge-com-static-privacy-html-md.md` (5682 bytes)
- `packs/04-llms-txt/markdown/auditlodge-com-static-terms-html-md.md` (3416 bytes)
```

- `packs/04-llms-txt/markdown/auditlodge-com-what-you-get-md.md` (1967 bytes)

The preferred-sources button

paste the script line in <head> and the div where the button should appear; it renders in the reader's own language automatically. Checked 1 page(s): https://auditlodge.com/

Finished file in this pack:

- `packs/02-preferred-sources/preferred-sources-button.html` (1043 bytes)

Structured data

built from 7 fact(s) this site states about itself. We invented nothing; anything Google's example wants that the site never says sits under 'missing' for you to fill in. Validate with their Rich Results Test before shipping: search.google.com/test/rich-results

Finished files in this pack:

- `packs/05-structured-data/organization.jsonld` (574 bytes)
- `packs/05-structured-data/website.jsonld` (167 bytes)

Checked, and no file was needed

These ran cleanly and produced nothing to paste in - either there was nothing to change, or the check reports rather than generates. Their own words:

- **Which answer engines are allowed in** - every crawler that decides whether an AI can quote you can already reach this site. Nothing to fix here.
- **Language declarations** - one language version found and no others declared - these tags are for sites that exist in more than one language, so there is nothing to do here
- **Engine by engine** - all 5 engine(s) checked can reach this site. Nothing to change. 6 item(s) not checked, and we say so. We claim nothing about them.
- **How quotable the writing is** - 224 of 254 paragraphs across 7 page(s) can be quoted whole as they stand. Your sitemap listed 7 address(es) when this check read it; we read 7.
- **The extra schema blocks** - we produced no block. Nothing on this page marks it as an article, a product or a software application. We invented nothing to make one. Check anything you publish with Google's Rich Results Test: search.google.com/test/rich-results

Not completed on this run

Every check completed.

The order to apply them

The folders are numbered in the order they should be applied - the earlier ones make the later ones work.

1. `packs/01-hreflang`
2. `packs/02-preferred-sources`
3. `packs/03-ai-crawlers`
4. `packs/04-llms-txt`
5. `packs/04-llms-txt/markdown`
6. `packs/05-structured-data`
7. `packs/06-quotability`
8. `packs/07-discovery`
9. `packs/08-trust-signals`
10. `packs/09-per-engine`
11. `packs/10-extra-blocks`

```
---

*5 of 10 checks produced a file. 5 had nothing to change. 0 did not complete.*
```

PART 4

The run's raw answers

Everything else this audit bought for you, exactly as it came back. These are files, not reading: they are in your pack on your link for 7 days, and they are named here so you know what you have.

20 FILES

What else is in your pack

- The Backlinks Sheet
- Does AI Recommend You?
- The Ready-to-Paste Schema
- The Rival Teardown
- The Site Structure Plan
- The Page Plan
- The Paid-Search Starter
- The Test Plan
- Marketing Ideas Your Numbers Support
- The Hreflang Block
- Can the Answer Engines Read You
- Which AI Engines Can Reach You
- The Extra Machine-Readable Blocks
- AI keyword data · keywords search volume
- AI scraper
- Interest in your terms over time
- One page measured live
- Google results · every result on the page
- Google results · the organic results only
- Google results · the results