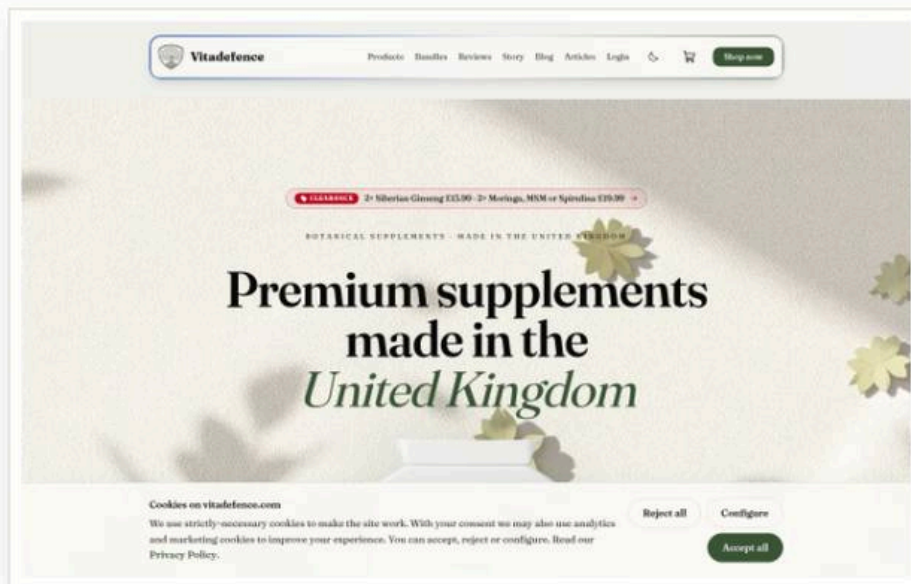




AUDIT LODGE

The Whole Pack, One Book

One paid audit of vitadefence.com, in one book: the contents, your to-do list and every section of your pack, one piece per page.



Prepared for

vitadefence.com

30 August 2026 · report 20260830-130304-d0561a

AUDIT LODGE · A TRADING NAME OF VITADENCE LTD, UK COMPANY 15979768
EVERY FIGURE IN THIS DOCUMENT WAS MEASURED ON THE LIVE SITE. NOTHING IS ESTIMATED BY HAND.

Contents

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

The report - the audit, every fault and its fix, as delivered.	3
Your to-do list - every fix as a numbered step, the text to paste under each.	22
The pack, one piece per page - 26 pieces in 3 groups: The report and its companions (6); The working sheets (10); The paste-ready files (10).	23
Your four downloads - the report, this book, the course and the working sheets.	85
Give this to your AI - the agent file, and where the paste blocks are printed.	87

PART 1

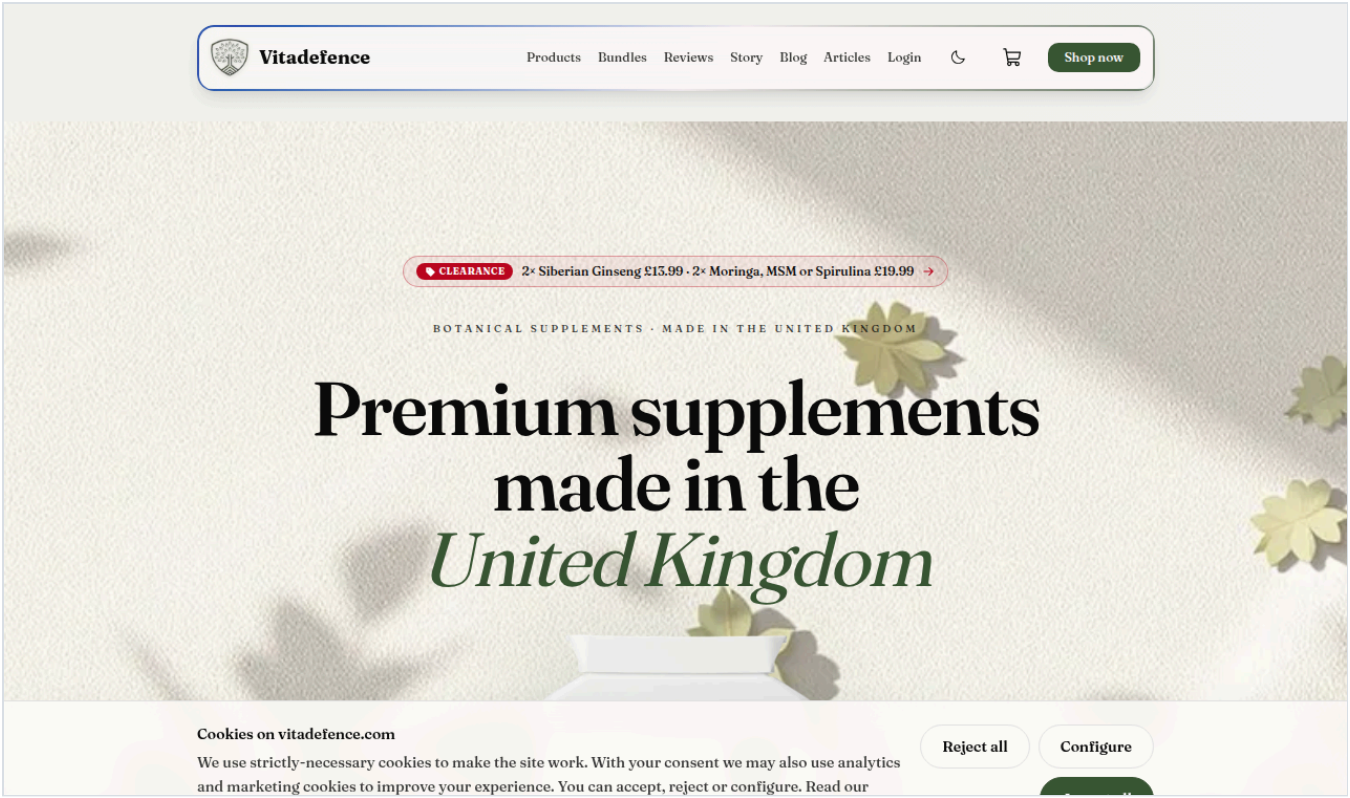
The report

The audit of vitadefence.com exactly as delivered - every figure measured on the live site.



Search Visibility Audit vitadefence.com

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



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

2

ISSUES FOUND

4

WINNABLE KEYWORDS

31,200

MONTHLY SEARCHES
AVAILABLE

The speed dashboard



616ms

RESPONSE SPEED



1.0s

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

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
nih.gov	7.2	20	1,749
healthline.com	19.8	16	4,079
reddit.com	8.7	16	3,399
daily-harvest.com	3.7	7	1,471
amazon.com	13.9	11	83
verywellhealth.com	10.4	12	712
webmd.com	17.3	12	92
eatingwell.com	7.1	7	419
ritual.com	7.7	7	531
aloha.com	10.9	7	196
sportsmd.com	12.6	7	116
youtube.com	25.6	20	102
instagram.com	32.9	16	167

levelsprotein.com	14.4	7	201
titanbiotechltd.com	14.7	7	69
garagegymreviews.com	14.9	7	74
today.com	15.9	7	50
quora.com	36	10	7
vitadefence.com	49.8	20	39
facebook.com	40.3	17	25

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
fashionclothingnews.co m	/	0	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
pea protein vs whey	yes	www.reddit.com
whey or pea protein	yes	www.healthline.com
whey vs pea protein	yes	www.reddit.com
difference between whey and pea protein	yes	www.healthline.com
is whey or pea protein better	yes	www.healthline.com

3. What the crawl found

Every one of the 446 crawled pages was checked. 2 individual faults were recorded, each with its fix in the appendix.

Fault	Severity	Pages affected
Redirect chain redirect-chain	WARNING	1
Thin content thin-content	WARNING	1

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 mentions counted in section 1 are the ones we read in the answers ourselves.

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	2 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 30 August 2026. Crawl reference 20260830-130304-d0561a.

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.

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 30 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.

PART 2

Your to-do list

Every fault the crawl recorded, as a numbered step with the fix beside it.
Work down the list and tick them off.

STEP 1 • WARNING

Redirect chain

<https://vitadefence.com/account>

Point the first URL (and any internal links) directly at the final destination so there is at most one redirect.

STEP 2 • WARNING

Thin content

<https://vitadefence.com/daily>

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.

PART 3

The pack, one piece per page

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

GROUP

The report and its companions

6 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 Keyword Sheet

Real search terms for your market - volume, difficulty, cost-per-click and intent on every row. A spreadsheet you keep.

Sort by difficulty, take the easy ones first; each row is a page or a paragraph you could own.

AL

AUDITLODGE

YOUR PACK · MEASURED ON YOUR SITE
VITADEFENCE.COM · 30 AUG 2026

ITEM 02 / 26

CSV · 143 ROWS

THE PACK

AUDITLODGE · YOUR PACK

The Keyword Sheet

keywords.csv (measured on vitadefence.com, 30 August 2026)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Seed	Monthly trend
0.42	MEDIUM	0.79	pea protein vs whey	7	informational	6600	—	2026-07:6600 2026-06:6600 2026-05:6600 2026-04:8100 2026-03:8100...
0.42	MEDIUM	0.79	whey or pea protein	14	informational	6600	—	2026-07:6600 2026-06:6600 2026-05:6600 2026-04:8100 2026-03:8100...
0.28	LOW	0.76	whey vs pea protein	20	informational	1900	—	2026-07:1600 2026-06:1600 2026-05:2400 2026-04:2400 2026-03:2900...
0.27	LOW	0.2	difference between whey and pea protein	9	informational	480	—	2026-07:320 2026-06:390 2026-05:480 2026-04:590 2026-03:720 2026...
0.25	LOW	0.22	is whey or pea protein better	7	informational	480	—	2026-07:480 2026-06:390 2026-05:480 2026-04:590 2026-03:720 2026...
0.12	LOW	2.33	spirulina vs chlorophyll	9	informational	390	—	2026-07:320 2026-06:320 2026-05:320 2026-04:390 2026-03:390 2026...
0.56	MEDIUM	1.6	cranberry vs d-mannose	0	informational	260	—	2026-07:260 2026-06:210 2026-05:320 2026-04:210 2026-03:260 2026...
0.56	MEDIUM	1.6	cranberry vs d-mannose	0	informational	260	—	2026-07:260 2026-06:210 2026-05:320 2026-04:210 2026-03:260 2026...

+ 135 MORE ROWS IN THE FILE

AUDITLODGE · ONE AUDIT · EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 02 / 26

Download the spreadsheet - keywords.csv

143 search terms measured for your market; 121 of them sit at a difficulty of 30 or under - the ones within reach; the biggest is “whey protein” at 135,000 searches a month.

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.42	MEDIUM	0.79	pea protein vs whey	7	informational	6600	2026-07:6600 2026-06:6600 2026-05:6600 2026-04:8100 2026-03:8100 2026-02:8100 ... (94 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.42	MEDIUM	0.79	whey or pea protein	14	informational	6600	2026-07:6600 2026-06:6600 2026-05:6600 2026-04:8100 2026-03:8100 2026-02:8100 ... (93 months in the file)
0.28	LOW	0.76	whey vs pea protein	20	informational	1900	2026-07:1600 2026-06:1600 2026-05:2400 2026-04:2400 2026-03:2900 2026-02:2900 ... (93 months in the file)
0.27	LOW	0.2	difference between whey and pea protein	9	informational	480	2026-07:320 2026-06:390 2026-05:480 2026-04:590 2026-03:720 2026-02:720 ... (58 months in the file)
0.25	LOW	0.22	is whey or pea protein better	7	informational	480	2026-07:480 2026-06:390 2026-05:480 2026-04:590 2026-03:720 2026-02:720 ... (94 months in the file)
0.12	LOW	2.33	spirulina vs chlorophyll	9	informational	390	2026-07:320 2026-06:320 2026-05:320 2026-04:390 2026-03:390 2026-02:390 ... (94 months in the file)
0.56	MEDIUM	1.6	cranberry vs d mannose	0	informational	260	2026-07:260 2026-06:210 2026-05:320 2026-04:210 2026-03:260 2026-02:210 ... (94 months in the file)
0.56	MEDIUM	1.6	cranberry vs d-mannose	0	informational	260	2026-07:260 2026-06:210 2026-05:320 2026-04:210 2026-03:260 2026-02:210 ... (100 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.56	MEDIUM	1.6	d mannose vs cranberry	5	informational	260	2026-07:260 2026-06:210 2026-05:320 2026-04:210 2026-03:260 2026-02:210 ... (92 months in the file)
0.56	MEDIUM	1.6	d-mannose vs cranberry	1	informational	260	2026-07:260 2026-06:210 2026-05:320 2026-04:210 2026-03:260 2026-02:210 ... (93 months in the file)
0.76	HIGH	1.92	urologist recommended cranberry supplement	0	informational	210	2026-07:210 2026-06:320 2026-05:210 2026-04:390 2026-03:720 2026-02:390 ... (76 months in the file)
0.43	MEDIUM	0.46	difference between whey protein and pea protein	9	commercial	170	2026-07:170 2026-06:170 2026-05:210 2026-04:210 2026-03:210 2026-02:210 ... (51 months in the file)
0.29	LOW	0.14	difference between pea and whey protein	9	informational	140	2026-07:140 2026-06:170 2026-05:170 2026-04:210 2026-03:210 2026-02:170 ... (67 months in the file)
0.1	LOW	1.45	does spirulina have chlorophyll	19	informational	140	2026-07:170 2026-06:170 2026-05:170 2026-04:170 2026-03:140 2026-02:170 ... (100 months in the file)
0.33	MEDIUM	1.76	glucosamine sulfate vs msm	40	informational	140	2026-07:110 2026-06:170 2026-05:140 2026-04:140 2026-03:110 2026-02:110 ... (84 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.33	MEDIUM	1.76	glucosamine vs msm	18	informational	140	2026-07:110 2026-06:170 2026-05:140 2026-04:140 2026-03:110 2026-02:110 ... (102 months in the file)
0.33	MEDIUM	1.76	msm vs glucosamine	18	informational	140	2026-07:110 2026-06:170 2026-05:140 2026-04:140 2026-03:110 2026-02:110 ... (94 months in the file)
0.91	HIGH	1.06	spirulina pill vs powder	10	informational	140	2026-07:140 2026-06:170 2026-05:110 2026-04:170 2026-03:140 2026-02:170 ... (72 months in the file)
0.53	MEDIUM	0.34	what is the difference between whey protein and pea protein	9	informational	140	2026-07:110 2026-06:170 2026-05:140 2026-04:170 2026-03:170 2026-02:210 ... (57 months in the file)
0.23	LOW	0.15	what's the difference between whey and pea protein	6	informational	140	2026-07:90 2026-06:70 2026-05:110 2026-04:170 2026-03:210 2026-02:260 ... (81 months in the file)
0.78	HIGH	0.7	cranberry pills vs d-mannose	0	informational	110	2026-07:140 2026-06:110 2026-05:110 2026-04:90 2026-03:110 2026-02:140 ... (86 months in the file)
0.78	HIGH	0.7	d mannose vs cranberry pills	2	informational	110	2026-07:140 2026-06:110 2026-05:110 2026-04:90 2026-03:110 2026-02:140 ... (93 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.78	HIGH	0.7	d-mannose vs cranberry pills	2	informational	110	2026-07:140 2026-06:110 2026-05:110 2026-04:90 2026-03:110 2026-02:140 ... (93 months in the file)
0.28	LOW	0.25	is pea protein or whey protein better	6	informational	110	2026-07:140 2026-06:90 2026-05:110 2026-04:110 2026-03:140 2026-02:110 ... (84 months in the file)
0.05	LOW	—	ormux benefits	0	commercial	110	2026-07:20 2026-06:50 2026-05:90 2026-04:170 2026-03:50 2026-02:20 ... (61 months in the file)
0.25	LOW	0.17	what's the difference between whey protein and pea protein	6	informational	110	2026-07:90 2026-06:110 2026-05:110 2026-04:140 2026-03:170 2026-02:170 ... (62 months in the file)
0.39	MEDIUM	1.41	can you take spirulina and chlorella together	4	informational	90	2026-07:90 2026-06:90 2026-05:110 2026-04:110 2026-03:90 2026-02:110 ... (84 months in the file)
0.38	MEDIUM	0.12	pea protein versus whey protein	6	informational	90	2026-07:70 2026-06:90 2026-05:110 2026-04:90 2026-03:90 2026-02:90 ... (93 months in the file)
0.47	MEDIUM	1.24	pea protein vs rice protein	0	informational	90	2026-07:110 2026-06:90 2026-05:90 2026-04:90 2026-03:90 2026-02:90 ... (89 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.47	MEDIUM	1.24	rice protein vs pea protein	0	informational	90	2026-07:110 2026-06:90 2026-05:90 2026-04:90 2026-03:90 2026-02:90 ... (93 months in the file)
0.47	MEDIUM	1.24	rice vs pea protein	0	informational	90	2026-07:110 2026-06:90 2026-05:90 2026-04:90 2026-03:90 2026-02:90 ... (93 months in the file)
0.72	HIGH	5.46	spirulina vs chlorella which is better	9	informational	90	2026-07:70 2026-06:70 2026-05:70 2026-04:90 2026-03:70 2026-02:90 ... (57 months in the file)
0.26	LOW	0.22	whey or pea protein better	6	informational	90	2026-07:70 2026-06:70 2026-05:110 2026-04:140 2026-03:90 2026-02:110 ... (102 months in the file)
0.14	LOW	—	can you take d mannose and cranberry pills together	0	informational	70	2026-07:70 2026-06:90 2026-05:70 2026-04:50 2026-03:70 2026-02:70 ... (17 months in the file)
0.64	MEDIUM	1.65	cranberry and d mannose side effects	1	informational	70	2026-07:50 2026-06:40 2026-05:50 2026-04:70 2026-03:50 2026-02:70 ... (17 months in the file)
0.64	MEDIUM	1.65	cranberry d mannose side effects	1	informational	70	2026-07:50 2026-06:40 2026-05:50 2026-04:70 2026-03:50 2026-02:70 ... (93 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.64	MEDIUM	1.65	cranberry with d-mannose side effects	2	informational	70	2026-07:50 2026-06:40 2026-05:50 2026-04:70 2026-03:50 2026-02:70 ... (93 months in the file)
0.27	LOW	—	benefits of msm and vitamin c	9	informational	50	2026-07:50 2026-06:40 2026-05:50 2026-04:40 2026-03:50 2026-02:50 ... (84 months in the file)
0.44	MEDIUM	3.32	biotin before and after nails	5	transactional	50	2026-07:50 2026-06:50 2026-05:40 2026-04:50 2026-03:70 2026-02:50 ... (100 months in the file)
0.19	LOW	—	collagen or msm	0	informational	50	2026-07:30 2026-06:40 2026-05:40 2026-04:50 2026-03:50 2026-02:40 ... (72 months in the file)
0.05	LOW	—	copper and zinc absorption	26	informational	50	2026-07:50 2026-06:50 2026-05:50 2026-04:50 2026-03:40 2026-02:40 ... (93 months in the file)
0.02	LOW	—	do you need copper with zinc	26	informational	50	2026-07:40 2026-06:40 2026-05:40 2026-04:70 2026-03:50 2026-02:50 ... (84 months in the file)
0	LOW	—	how long does it take for l-glutamine to work	13	informational	50	2026-07:70 2026-06:70 2026-05:70 2026-04:50 2026-03:70 2026-02:40 ... (73 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.28	LOW	0.53	kelp or spirulina	0	informational	50	2026-07:40 2026-06:40 2026-05:50 2026-04:40 2026-03:50 2026-02:70 ... (100 months in the file)
0.28	LOW	0.53	kelp vs spirulina	0	informational	50	2026-07:40 2026-06:40 2026-05:50 2026-04:40 2026-03:50 2026-02:70 ... (89 months in the file)
0.19	LOW	—	msm vs collagen	0	informational	50	2026-07:30 2026-06:40 2026-05:40 2026-04:50 2026-03:50 2026-02:40 ... (100 months in the file)
0.27	LOW	0.73	rice protein vs whey protein	3	informational	50	2026-07:50 2026-06:50 2026-05:40 2026-04:40 2026-03:50 2026-02:50 ... (93 months in the file)
0.27	LOW	—	vitamin c and msm benefits	16	informational	50	2026-07:50 2026-06:40 2026-05:50 2026-04:40 2026-03:50 2026-02:50 ... (73 months in the file)
0.57	MEDIUM	0.98	what does multi collagen do	43	informational	50	2026-07:40 2026-06:50 2026-05:40 2026-04:70 2026-03:70 2026-02:70 ... (89 months in the file)
0.27	LOW	0.73	whey protein vs rice protein	4	informational	50	2026-07:50 2026-06:50 2026-05:40 2026-04:40 2026-03:50 2026-02:50 ... (93 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
0.51	MEDIUM	0.11	which is better pea protein or whey protein	12	informational	50	2026-07:50 2026-06:70 2026-05:30 2026-04:70 2026-03:70 2026-02:40 ... (84 months in the file)
1	HIGH	1.95	arginine maca	0	transactional	40	2026-07:20 2026-06:20 2026-05:10 2026-04:30 2026-03:20 2026-02:30 ... (93 months in the file)
0.53	MEDIUM	0.12	benefits of chlorophyll and spirulina	22	informational	40	2026-07:40 2026-06:30 2026-05:40 2026-04:50 2026-03:30 2026-02:30 ... (84 months in the file)
0.92	HIGH	1.58	benefits of k2 mk4	14	informational	40	2026-07:20 2026-06:40 2026-05:30 2026-04:30 2026-03:30 2026-02:50 ... (94 months in the file)
0.47	MEDIUM	0.19	biotin vs hair skin nails	0	informational	40	2026-07:40 2026-06:40 2026-05:30 2026-04:40 2026-03:30 2026-02:50 ... (94 months in the file)
0.02	LOW	—	can copper and zinc be taken together	1	informational	40	2026-07:40 2026-06:30 2026-05:50 2026-04:50 2026-03:30 2026-02:30 ... (84 months in the file)
0.04	LOW	—	copper deficiency zinc supplementation	22	informational	40	2026-07:30 2026-06:30 2026-05:50 2026-04:30 2026-03:40 2026-02:40 ... (93 months in the file)

Competition	Competition level	Cost-per-click	Keyword	Keyword difficulty	Main search intent	Monthly average search volume rate	Monthly trend
1	HIGH	1.15	cranberry with d-mannose benefits female	14	informational	40	2026-07:20 2026-06:20 2026-05:20 2026-04:30 2026-03:30 2026-02:30 ... (79 months in the file)
0.98	HIGH	1.11	d mannose vs cranberry supplements	5	informational	40	2026-07:50 2026-06:70 2026-05:50 2026-04:70 2026-03:50 2026-02:40 ... (93 months in the file)
0.98	HIGH	1.11	d-mannose vs cranberry supplements	5	informational	40	2026-07:50 2026-06:70 2026-05:50 2026-04:70 2026-03:50 2026-02:40 ... (94 months in the file)

Columns with no value in the rows above - Seed - carry values further down the file.

83 more rows in the file (linked above).

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.

 AUDITLODGE

YOUR PACK · MEASURED ON YOUR SITE
VITADEFENCE.COM · 30 AUG 2026

ITEM 03 / 26

The Fix Plan

CSV · 2 ROWS

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

THE PACK

AUDITLODGE · YOUR PACK

The Fix Plan

fix-plan.csv (measured on vitadefence.com, 30 August 2026)

Step	Relevant URL	Title	How to fix	Severity	Issue type	Product specs and other details
1	https://vitadefence.com/account	Redirect chain	Point the first URL (and any internal links) directly at the fin...	warning	redirect-chain	—
2	https://vitadefence.com/daily	Thin content	Either expand the page with genuinely useful content, noindex it...	warning	thin-content	—

AUDITLODGE · ONE AUDIT · EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 03 / 26

Download the spreadsheet - fix-plan.csv

2 faults recorded on your pages, each with its fix beside it - 2 warning. Work top to bottom.

Step	Relevant URL	Title	How to fix	Severity	Issue type
1	https://vitadefence.com/account	Redirect chain	Point the first URL (and any internal links) directly at the final destination so there is at most one redirect.	warning	redirect-chain
2	https://vitadefence.com/daily	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.	warning	thin-content

The Backlinks Sheet

Who links to your site - the spam named link by link, not just counted.

Disown the named junk, keep the good, and ask the strong ones for more.

YOUR PACK • MEASURED ON YOUR SITE
 VITADEFFENCE.COM • 30 AUG 2026

ITEM 04 / 26

CSV • 31 ROWS

The Backlinks Sheet

Who links to your site - the spam named link by link, not just counted.

THE PACK

AUDITLODGE • YOUR PACK

The Backlinks Sheet

backlinks.csv (measured on vitadefence.com, 30 August 2026)

Anchor text of the backlink	Domain from	Domain from rank	First seen	Is broken	Is dofollow	Is lost	Item type	Last seen	Links count	Page from rank	Average rank	Spam score	URL from	URL to
Visit the site	www.scamadviser.com	80	4 Aug 2025	no	no	no	anchor	—	2	0	0	25	https://www.scamadviser.com/check-website/vitadefence.com	https://vitadefence.com
vitadefence.com	drjack.world	58	17 Apr 2025	no	no	no	anchor	—	1	0	0	50	https://drjack.world/report/2942818	https://vitadefence.com
vitadefence.com	bye.fyi	48	2 Jun 2026	no	no	no	anchor	—	1	0	0	50	https://bye.fyi/report/75643	https://vitadefence.com
vitadefence.com	quero.party	45	15 Mar 2026	no	no	no	anchor	—	1	0	0	50	https://quero.party/report/75643	https://vitadefence.com
vitadefence.com	urls-shortener.eu	45	25 Feb 2026	no	no	no	anchor	—	1	0	0	50	https://urls-shortener.eu/share/75643	https://vitadefence.com
vitadefence.com	anchorurl.cloud	44	25 Jul 2026	no	no	no	anchor	—	1	0	0	50	https://anchorurl.cloud/share/75644	https://vitadefence.com
vitadefence.com	buzzshrink.website	42	26 Jan 2026	no	no	no	anchor	—	1	0	0	50	https://buzzshrink.website/share/75644	https://vitadefence.com
vitadefence.com	shortenurls.eu	42	22 Jan 2026	no	no	no	anchor	—	1	0	0	50	https://shortenurls.eu/share/75644	https://vitadefence.com

• 23 MORE ROWS IN THE FILE

 AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 04 / 26

Download the spreadsheet - backlinks.csv

31 links pointing at your site from 31 different websites; 29 carry a spam score of 50 or more - those are the ones to disown; 19 pass authority on (follow links).

Anchor text of the backlink	Domain from	Domain from rank	First seen	Is broken	Is dofollow	Is lost	Item type	Links count	Page from rank	Average rank	Spam score	URL from	URL to
Visit the site	www.scamadviser.com	80	4 Aug 2025	no	no	no	anchor	2	0	0	25	https://www.scamadviser.com/check-website/vitadefence.com	http://vitadefence.com/?utm_medium=Scamadviser.com&utm_campaign=Scamadviser.com
vitadefence.com	drjack.world	58	17 Apr 2025	no	no	no	anchor	1	0	0	50	https://drjack.world/report/2942818	https://vitadefence.com/
vitadefence.com	bye.fyi	48	2 Jun 2026	no	no	no	anchor	1	0	0	50	https://bye.fyi/report/75643	https://vitadefence.com/
vitadefence.com	quero.party	45	15 Mar 2026	no	no	no	anchor	1	0	0	50	https://quero.party/report/75643	https://vitadefence.com/
vitadefence.com	urls-shortener.eu	45	25 Feb 2026	no	no	no	anchor	1	0	0	50	https://urls-shortener.eu/share/75643	https://vitadefence.com/
vitadefence.com	anchorurl.cloud	44	25 Jul 2026	no	no	no	anchor	1	0	0	50	https://anchorurl.cloud/share/75644	https://vitadefence.com/
vitadefence.com	buzzshrink.website	42	26 Jan 2026	no	no	no	anchor	1	0	0	50	https://buzzshrink.website/share/75644	https://vitadefence.com/
vitadefence.com	shortenurls.eu	42	22 Jan 2026	no	no	no	anchor	1	0	0	50	https://shortenurls.eu/share/75644	https://vitadefence.com/
vitadefence.com	screenshots.wiki	41	29 Jan 2026	no	no	no	anchor	1	0	0	50	https://screenshots.wiki/report/75643	https://vitadefence.com/
vitadefence.com	sites.jake.eu	40	14 Feb 2026	no	no	no	anchor	1	0	0	50	https://sites.jake.eu/share/75644	https://vitadefence.com/

Anchor text of the backlink	Domain from	Domain from rank	First seen	Is broken	Is dofollow	Is lost	Item type	Links count	Page from rank	Average rank	Spam score	URL from	URL to
vitadefence.com	sergechel.info	37	25 Mar 2026	no	yes	no	anchor	1	0	0	60	https://sergechel.info/list-c7fdb46a17676419e70b353b7e7798b7	https://vitadefence.com/
High Quality Dofollow Backlinks DA 50 PA 40 Premium PBN Network Service vitadefence.com Rank First Page Google Fast SEO Link Building Buy Backlinks Online Cheap	theforbestimes.com	33	24 Aug 2026	no	yes	no	anchor	1	0	0	60	https://theforbestimes.com/all/3105/21.html	https://vitadefence.com/
vitadefence.com	ready.pro	32	26 Jul 2026	no	no	no	anchor	1	0	0	50	https://ready.pro/stats/75644	https://vitadefence.com/
High Quality Dofollow Backlinks DA 50 PA 40 Premium PBN Network Service vitadefence.com Rank First Page Google Fast SEO Link Building Buy Backlinks Online Cheap	betulcrime.com	31	13 Aug 2026	no	yes	no	anchor	1	0	0	60	https://betulcrime.com/all/3105/21.html	https://vitadefence.com/

Anchor text of the backlink	Domain from	Domain from rank	First seen	Is broken	Is dofollow	Is lost	Item type	Links count	Page from rank	Average rank	Spam score	URL from	URL to
vitadefence.com	globalecommerce.org	30	25 Jan 2026	no	yes	no	anchor	1	0	0	60	https://globalecommerce.org/page-78ae6a875fdb89ca69a318bad4a530c.html	https://vitadefence.com/
vitadefence.com	www.way2check.cv	29	10 Jun 2026	no	yes	no	anchor	1	0	0	60	https://www.way2check.cv/page-78ae6a875fdb89ca69a318bad4a530c.html	https://vitadefence.com/
vitadefence.com	www.alljobs.info	28	26 Jan 2026	no	yes	no	anchor	1	0	0	50	https://www.alljobs.info/edd85a9991ca6f716d01a5d268c75d16-l/	https://vitadefence.com/
vitadefence.com	australianwebdirectory.shop	24	31 May 2025	no	yes	no	anchor	1	0	0	70	https://australianwebdirectory.shop/page-78ae6a875fdb89ca69a318bad4a530c.html	https://vitadefence.com/
vitadefence.com	getwebsitesworth.com	22	2 Jan 2026	no	yes	no	anchor	1	0	0	50	https://getwebsitesworth.com/edd85a9991ca6f716d01a5d268c75d16-l/	https://vitadefence.com/

Anchor text of the backlink	Domain from	Domain from rank	First seen	Is broken	Is dofollow	Is lost	Item type	Links count	Page from rank	Average rank	Spam score	URL from	URL to
High Quality Dofollow Backlinks DA 50 PA 40 Premium PBN Network Service vitadefence.com Rank First Page Google Fast SEO Link Building Buy Backlinks Online Cheap	quotesblom.com	20	25 Aug 2026	no	yes	no	anchor	1	0	0	60	https://quotesblom.com/all/3105/21.html	https://vitadefence.com/
High Quality Dofollow Backlinks DA 50 PA 40 Premium PBN Network Service vitadefence.com Rank First Page Google Fast SEO Link Building Buy Backlinks Online Cheap	www.betwinnermirror.com	20	18 Aug 2026	no	yes	no	anchor	1	0	0	70	https://www.betwinnermirror.com/all/3105/21.html	https://vitadefence.com/

Anchor text of the backlink	Domain from	Domain from rank	First seen	Is broken	Is dofollow	Is lost	Item type	Links count	Page from rank	Average rank	Spam score	URL from	URL to
defined as increasing non-specific stress resistance	theelevatedremedies.com	20	18 Jun 2026	no	no	no	anchor	1	0	0	0	https://theelevatedremedies.com/blogs/news/defining-adaptogens-in-psychedelics-what-you-need-to-know	https://vitadefence.com/blog/adaptogens-in-psychedelics-what-you-need-to-know
vitadefence.com	booksreadr.org	18	2 Feb 2026	no	yes	no	anchor	1	0	0	60	https://booksreadr.org/page-78ae6a875fdbba89ca69a318bad4a530c.html	https://vitadefence.com/page-78ae6a875fdbba89ca69a318bad4a530c.html
vitadefence.com	www.musweb.org	17	12 Feb 2026	no	yes	no	anchor	1	0	0	60	https://www.musweb.org/page-78ae6a875fdbba89ca69a318bad4a530c.html	https://vitadefence.com/page-78ae6a875fdbba89ca69a318bad4a530c.html
vitadefence.com	www.simplwebdirectory.com	13	18 Jan 2026	no	yes	no	anchor	1	0	0	60	https://www.simplwebdirectory.com/edd85a9991ca6f716d01a5d268c75d16-l/	https://vitadefence.com/edd85a9991ca6f716d01a5d268c75d16-l/
vitadefence.com	www.read.org.in	12	15 Jun 2026	no	yes	no	anchor	1	0	0	60	https://www.read.org.in/page-78ae6a875fdbba89ca69a318bad4a530c.html	https://vitadefence.com/page-78ae6a875fdbba89ca69a318bad4a530c.html

Anchor text of the backlink	Domain from	Domain from rank	First seen	Is broken	Is dofollow	Is lost	Item type	Links count	Page from rank	Average rank	Spam score	URL from	URL to
vitadefence.com	australianwebdirectory.pro	12	2 Aug 2025	no	yes	no	anchor	1	0	0	70	https://australianwebdirectory.pro/edd85a9991ca6f716d01a5d268c75d16-l/	https://vitadefence.com/
High Quality Dofollow Backlinks DA 50 PA 40 Premium PBN Network Service vitadefence.com Rank First Page Google Fast SEO Link Building Buy Backlinks Online Cheap	ggmaps.com	8	5 Aug 2026	no	yes	no	anchor	1	0	0	60	https://ggmaps.us.com/all/3105/21.html	https://vitadefence.com/
High Quality Dofollow Backlinks DA 50 PA 40 Premium PBN Network Service vitadefence.com Rank First Page Google Fast SEO Link Building Buy Backlinks Online Cheap	uncledspizza.com	3	25 Aug 2026	no	yes	no	anchor	1	0	0	60	https://uncledspizza.com/all/3105/21.html	https://vitadefence.com/

Anchor text of the backlink	Domain from	Domain from rank	First seen	Is broken	Is dofollow	Is lost	Item type	Links count	Page from rank	Average rank	Spam score	URL from	URL to
High Quality Dofollow Backlink s DA 50 PA 40 Premium PBN Network Service vitadefence.com Rank First Page Google Fast SEO Link Building Buy Backlink s Online Cheap	homesfor sale old greenwichct.com	3	11 Aug 2026	no	yes	no	anchor	1	0	0	70	https://homesfor sale old greenwichct.com/all/3105/21.html	https://vitadefence.com/
High Quality Dofollow Backlink s DA 50 PA 40 Premium PBN Network Service vitadefence.com Rank First Page Google Fast SEO Link Building Buy Backlink s Online Cheap	fashion clothing newsws.com	0	29 Aug 2026	no	yes	no	anchor	1	0	0	70	https://fashion clothing newsws.com/all/3105/21.html	https://vitadefence.com/

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.

 AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITEM 05 / 26

The AI Visibility Report

PDF

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

THE PACK

AUDITLODGE - YOUR PACK

The AI Visibility Report

geo-report-v2.pdf (measured on vitadefence.com, 30 August 2026)

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

File: geo-report-v2.pdf - 1188 KB

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 05 / 26

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.

GROUP

The working sheets

10 pieces.

Does AI Recommend You?

The questions your customers put to the AI assistants, asked live: whether you were named, and the exact rivals it sent them to instead.

If a rival is named and you are not, that rival is in the teardown and the fix plan.

AL AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITEM 07 / 26

Does AI Recommend You?

SHEET • ASKED LIVE

The questions your customers put to the AI assistants, asked live: whether you were named, and the exact rivals it sent you to instead.

THE PACK

AUDITLODGE • YOUR PACK

Does AI recommend you?
ai-mentions.md (measured on vitadefence.com, 30 August 2026)

ai-questions.csv: NOT VERIFIED — the run folder holds no AI-questions data; this piece cannot be built from this run.

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 07 / 26

This audit did not include the questions people put to the AI assistants, so this sheet is empty for vitadefence.com. It fills in on a run that includes them - nothing here is invented to fill the gap.

The Local Findability Sheet

The Map-Pack checklist and the directory table in tier order, filled from this run.

Work down the checklist; every tick is one more place a customer can find you.

AL

AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE

VITADEFFENCE.COM • 30 AUG 2026

ITEM 08 / 26

CHECKLIST

The Local Findability Sheet

The map-pack checklist and the directory table in tier order - what to check, in the order that pays.

THE PACK

AUDITLODGE • YOUR PACK

Local findability sheet

local-sheet.md (measured on vitadefence.com, 30 August 2026)

What this run holds

- Google Business Profile: not part of this run - tell us whether one exists and the sheet fills in
- Name, address and phone: not part of this run - the canonical name, address and phone take five minutes from you

The checklist

Google Business Profile

- ☐ Primary category = the most specific match
- ☐ Business name matches the legal name, no keyword stuffing
- ☐ Phone is local and matches every directory
- ☐ Reviews 50 or more, rating 4.5 or more, every review answered
- ☐ Photos: logo 400px+, cover 1024x576+, ten more, refreshed monthly

NAP consistency (priority directories, fix in tier order)

Tier	Directory	Status
1	Google Business Profile	to check
1	Apple Maps	to check
1	Bing Places	to check
2	Yelp / BBB / Angi	to check
3	Facebook / Nextdoor	to check

Schema verdict

- An online-only store: LocalBusiness schema does NOT apply — Organization (see the schema piece) is the correct entity block. Applying LocalBusiness to a shop with no walk-in location is schema misuse.
- A service-area business: LocalBusiness/HomeAndConstructionBusiness + Service + FAQPage per location page.

Honest scope

Best fit for local/service customers. For a pure-online shop this sheet is a small add-on;
for a plumber/HVAC/clinic it is a full sheet (GBP audit + directory table + review-response pack).

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 08 / 26

What this run holds

- Google Business Profile: not part of this audit - if you have one, work down the checklist below against it
- Name, address and phone: not part of this audit - write your one canonical name, address and phone here, exactly as they should appear everywhere

The checklist

Google Business Profile

- ☐ Primary category = the most specific match
- ☐ Business name matches the legal name, no keyword stuffing
- ☐ Phone is local and matches every directory
- ☐ Reviews 50 or more, rating 4.5 or more, every review answered
- ☐ Photos: logo 400px+, cover 1024x576+, ten more, refreshed monthly

NAP consistency (priority directories, fix in tier order)

Tier	Directory	Status
1	Google Business Profile	to check
1	Apple Maps	to check
1	Bing Places	to check
2	The review and trade directories of your own country (UK: Yell, Thomson Local; US: Yelp, BBB, Angi)	to check
3	Facebook / Nextdoor	to check

Schema verdict

- An online-only store: LocalBusiness schema does NOT apply — Organization (see the schema piece) is the correct entity block. Applying LocalBusiness to a shop with no walk-in location is schema misuse.
- A service-area business: LocalBusiness/HomeAndConstructionBusiness + Service + FAQPage per location page.

Honest scope

Best fit for local/service customers. For a pure-online shop this sheet is a small add-on; for a plumber/HVAC/clinic it is a full sheet (GBP audit + directory table + review-response pack).

The Ready-to-Paste Schema

The FAQ questions people really put to the AI assistants about your market, laid out as a template for your FAQ block; the Organization and WebSite blocks are in the structured-data pack.

Write each answer from your own page, then the block goes live in the head and the answer engines read your answers, not a guess.

AUDIT LODGE

YOUR PACK · MEASURED ON YOUR SITE
 VITADEFENCE.COM · 30 AUG 2026

ITEM 09 / 26
 JSON-LD · 3 BLOCKS

The Ready-to-Paste Schema

The FAQPage block for your head, seeded from the real questions people put to the AI assistants about you - the answers to write in are marked. Your Organization and WebSite blocks are in the structured-data files.

THE PACK

AUDIT LODGE · YOUR PACK

The Ready-to-Paste Schema

schema-file.html (measured on vitadefence.com, 30 August 2026)

```

<!-- The FAQ block for vitadefence.com - 4 questions people really put to the AI assistants. Your Organization and WebSite blocks are the structured-data files in this pack; paste those too. -->
<!-- Paste inside <head>. Before you paste: put your real logo path in place of logo.png, add your social profile links to sameAs only if they exist, and replace each FAQ answer with the words your page shows. -->
<!-- Test before you publish: search.google.com/test/rich-results and validator.schema.org -->
<!-- THE FAQ TEMPLATE - becomes live only when every answer below is written from your own page:
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is pea protein vs whey?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "(write the answer from your own page)"
      }
    },
    {
      "@type": "Question",
      "name": "What is whey or pea protein?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "(write the answer from your own page)"
      }
    },
    {
      "@type": "Question",
      "name": "What is pea vs whey protein?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "(write the answer from your own page)"
      }
    },
    {
      "@type": "Question",

```

• 9 MORE LINES IN THE FILE

AUDIT LODGE · ONE AUDIT · EVERYTHING MEASURED, NOTHING ESTIMATED
 ITEM 09 / 26

Copy this block and paste it where the comment at the top says.

```

<!-- The FAQ block for vitadefence.com - 4 questions people really put to the AI assistants. Your Organization and WebSite blocks are the structured-data files in this pack; paste those too. -->
<!-- Paste inside <head>. Before you paste: put your real logo path in place of logo.png, add your social profile links to sameAs only if they exist, and replace each FAQ answer with the words your page shows. -->
<!-- Test before you publish: search.google.com/test/rich-results and validator.schema.org -->

```

<!-- THE FAQ TEMPLATE - becomes live only when every answer below is written from your own page:

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is pea protein vs whey?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "(write the answer from your own page)"
      }
    },
    {
      "@type": "Question",
      "name": "What is whey or pea protein?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "(write the answer from your own page)"
      }
    },
    {
      "@type": "Question",
      "name": "What is pea vs whey protein?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "(write the answer from your own page)"
      }
    },
    {
      "@type": "Question",
      "name": "What is whey protein side effects?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "(write the answer from your own page)"
      }
    }
  ]
}
```

... 4 more lines - the whole file is in your pack

The Rival Teardown

The sites the AI recommended instead of you, the 12-dimension scorecard, and the alternatives page to publish first.

Score each rival on the twelve dimensions, then publish the alternatives page before anything else.

AL

AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITER 10 / 26

SHEET • 12 DIMENSIONS

THE PACK

AUDITLODGE • YOUR PACK

Who is eating your AI traffic — and the teardown plan

rival-teardown.md (measured on vitadefence.com, 30 August 2026)

ai-questions.csv; NOT VERIFIED — rival identification needs the AI-questions data; not in this run folder.

The page to publish first: an honest alternative to the rival they name most

Open with the problem the buyer has with that rival, show yourself as the alternative, compare honestly, say plainly who should not switch, then the call to action.

The keyword ground already yours to take (from this run's own data)

| Keyword | Difficulty | Searches/mo | Intent |
|----------------------------|------------|-------------|---------------|
| pea protein powder | 13 | 18100 | transactional |
| whey protein costco | 0 | 9900 | transactional |
| pea protein vs whey | 7 | 6600 | informational |
| whey or pea protein | 14 | 6600 | informational |
| pea vs whey protein | 6 | 6600 | informational |
| whey protein walmart | 0 | 1900 | transactional |
| whey protein gold standard | 8 | 1300 | transactional |

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 10 / 26

This audit did not include the AI assistants' answers, so the rivals they name instead of vitadefence.com are not listed here. The keyword ground below is from this run's own data.

The page to publish first: an honest alternative to the rival they name most

Open with the problem the buyer has with that rival, show yourself as the alternative, compare honestly, say plainly who should not switch, then the call to action.

The keyword ground already yours to take (from this run's own data)

| Keyword | Difficulty | Searches/mo | Intent |
|--------------------|------------|-------------|---------------|
| pea protein powder | 13 | 18100 | transactional |

| Keyword | Difficulty | Searches/mo | Intent |
|----------------------------|------------|-------------|---------------|
| whey protein costco | 0 | 9900 | transactional |
| pea protein vs whey | 7 | 6600 | informational |
| whey or pea protein | 14 | 6600 | informational |
| pea vs whey protein | 6 | 6600 | informational |
| whey protein walmart | 0 | 1900 | transactional |
| whey protein gold standard | 8 | 1300 | transactional |

Where Your Pages Leak Buyers

Every friction row from your own crawl: page, issue, impact, fix, priority, then the 7-dimension page review.

Fix the highest-priority rows first; each one is a customer who did not get through.

AL

AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITEM 11 / 26

REVIEW

Where Your Pages Leak Buyers

Every friction row from your own crawl - page, issue, impact, fix, priority - then the seven-point page review and the form check.

THE PACK

AUDITLODGE • YOUR PACK

Where your pages leak buyers

conversion-review.md (measured on vitadefence.com, 30 August 2026)

Friction rows (from your own crawl's fix plan)

| Page | Issue | Impact | Fix | Priority |
|---------------------------------|----------------|--|--|----------|
| https://vitadefence.com/account | Redirect chain | Every extra hop slows the path to purchase and leaks link equity | Point the first URL (and any internal links) directly at the final destination so there is at most one redirect. | High |
| https://vitadefence.com/daily | Thin content | Filtered from rankings; a landing visitor bounces | 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. | High |

The seven-point page review — run it against the pages that take the money

Value-prop clarity in 5 seconds - Headline - CTA hierarchy (one primary, value-specific copy) - Visual hierarchy - Trust signals near CTAs - Objection handling - Friction points.

The verdict per page needs the page in front of you - the seven points above are the checklist to read it with.

The form check

- Field count vs the 3-5 ceiling; every REQUIRED field must justify a downstream use
- High-friction fields (phone, address) demand justification or move to step 2
- Inline validation on blur; specific error copy; never clear filled fields
- Button copy carries value ('Get my report' beats 'Submit')

Your live forms were not part of this run - walk each one against the four lines above.

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 11 / 26

Friction rows (from your own crawl's fix plan)

| Page | Issue | Impact | Fix | Priority |
|---------------------------------|----------------|--|--|----------|
| https://vitadefence.com/account | Redirect chain | Every extra hop slows the path to purchase and leaks link equity | Point the first URL (and any internal links) directly at the final destination so there is at most one redirect. | High |
| https://vitadefence.com/daily | Thin content | Filtered from rankings; a landing visitor bounces | 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. | High |

The seven-point page review — run it against the pages that take the money

Value-prop clarity in 5 seconds - Headline - CTA hierarchy (one primary, value-specific copy) - Visual hierarchy - Trust signals near CTAs - Objection handling - Friction points. The verdict per page needs the page in front of you - the seven points above are the checklist to read it with.

The form check

- Field count vs the 3-5 ceiling; every REQUIRED field must justify a downstream use
- High-friction fields (phone, address) demand justification or move to step 2
- Inline validation on blur; specific error copy; never clear filled fields
- Button copy carries value ('Get my report' beats 'Submit') Your live forms were not part of this run - walk each one against the four lines above.

The Site Structure Plan

The hub pages your winnable keywords justify, the spokes under each, and the structure faults from the fix plan.

Build the hubs, hang the spokes under them; the structure faults tell you what to move.

AL
AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITER 12 / 26

PLAN • HUBS AND SPOKES

The Site Structure Plan

The hub pages your winnable keywords justify, the spokes under each, the structure rules applied, and the structure faults from the fix plan.

THE PACK

AUDITLODGE • YOUR PACK

The structure that captures your easy wins

site-structure.md (measured on vitadefence.com, 30 August 2026)

Hub pages (each backed by 2+ winnable keywords from this run's data)

```

/pea-protein/    <- HUB (pea protein powder 18100/mo KD13 • pea protein vs whey 6600/mo KD7)
/pea-protein/vs-whey
/pea-protein/powder
/whey/          <- HUB (whey protein costco 9900/mo KD0 • whey or pea protein 6600/mo KD14 • whey protein walmart 1900/mo KD0 • whey protein gold standard 1300/mo KD8)
/whey/or-pea-protein
/whey/protein-costco
/whey/protein-walmart
/whey/protein-gold-standard

```

Standalone winnable pages: pea vs whey protein

The structure rules applied

- Flat beats deep: no /blog/category/post nesting unless the category itself should rank
- Every spoke links UP to its hub with a descriptive anchor; hubs link across, spokes never orphan
- URL construction: hyphens, short, human-readable, no dynamic ids

Structure faults from this run's own fix plan

- https://vitadefence.com/account sits behind a redirect chain — point internal links straight at the final URL
- https://vitadefence.com/daily is THIN — consolidate it INTO a hub rather than leaving an orphan

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITER 12 / 26

Hub pages (each backed by 2+ winnable keywords from this run's data)

```

/pea-protein/    <- HUB (pea protein powder 18100/mo KD13 • pea protein vs whey 6600/mo KD7)
/pea-protein/vs-whey
/pea-protein/powder
/whey/          <- HUB (whey protein costco 9900/mo KD0 • whey or pea protein 6600/mo KD14 • whey protein walmart 1900/mo KD0 • whey protein gold standard 1300/mo KD8)
/whey/or-pea-protein
/whey/protein-costco
/whey/protein-walmart
/whey/protein-gold-standard

```

Standalone winnable pages: pea vs whey protein

The structure rules applied

- Flat beats deep: no /blog/category/post nesting unless the category itself should rank
- Every spoke links UP to its hub with a descriptive anchor; hubs link across, spokes never orphan
- URL construction: hyphens, short, human-readable, no dynamic ids

Structure faults from this run's own fix plan

- <https://vitadefence.com/account> sits behind a redirect chain — point internal links straight at the final URL
- <https://vitadefence.com/daily> is THIN — consolidate it INTO a hub rather than leaving an orphan

The Page Plan

Every winnable keyword as a named page under its hub, with the searches a month and the difficulty beside it.

One page per keyword, written in the order of searches a month.

AL

AUDITLODGE

YOUR PACK : MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITEM 13 / 26

PLAN • PAGE BY PAGE

The Page Plan

Every winnable keyword as a named page under its hub, with the searches a month and the difficulty beside it.

THE PACK

AUDITLODGE - YOUR PACK

The page plan that captures your search patterns

programmatic-plan.md (measured on vitadefence.com, 30 August 2026)

Keywords with difficulty 30 or under and real searches: **121** (the report's winnable table is the short list we lead with). Clusters of two or more sharing a head term: **23**.

/whey/ - one hub, 16 pages, 159,500 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|-----------------------------|----------------------------|---------|------------|---------------|
| /whey/protein | whey protein | 135,000 | 30 | transactional |
| /whey/protein-costco | whey protein costco | 9,900 | 0 | transactional |
| /whey/or-pea-protein | whey or pea protein | 6,600 | 14 | informational |
| /whey/vs-pea-protein | whey vs pea protein | 1,900 | 20 | informational |
| /whey/protein-walmart | whey protein walmart | 1,900 | 0 | transactional |
| /whey/protein-amazon | whey protein amazon | 1,600 | 22 | transactional |
| /whey/protein-gold-standard | whey protein gold standard | 1,300 | 8 | transactional |
| /whey/protein-price | whey protein price | 480 | 8 | commercial |

• 8 MORE ROWS IN THE FILE

/pea/ - one hub, 9 pages, 32,130 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|--------------------------------------|-------------------------------------|--------|------------|---------------|
| /pea/protein-powder | pea protein powder | 18,100 | 13 | transactional |
| /pea/protein-vs-whey | pea protein vs whey | 6,600 | 7 | informational |
| /pea/vs-whey-protein | pea vs whey protein | 6,600 | 6 | informational |
| /pea/protein-dangers | pea protein dangers | 480 | 21 | informational |
| /pea/protein-versus-whey-protein | pea protein versus whey protein | 90 | 6 | informational |
| /pea/protein-vs-rice-protein | pea protein vs rice protein | 90 | 0 | informational |
| /pea/protein-vs-whey-for-weight-loss | pea protein vs whey for weight loss | 90 | 1 | commercial |
| /pea/protein-vs-whey-reddit | pea protein vs whey reddit | 50 | 1 | informational |

• 1 MORE ROWS IN THE FILE

/is/ - one hub, 12 pages, 1,500 searches/mo combined

/cranberry/ - one hub, 10 pages, 970 searches/mo combined

/difference/ - one hub, 4 pages, 830 searches/mo combined

/spirulina/ - one hub, 4 pages, 660 searches/mo combined

/d/ - one hub, 3 pages, 410 searches/mo combined

/d-mannose/ - one hub, 3 pages, 410 searches/mo combined

The rules: subfolders, never subdomains - every page must add something beyond a swapped keyword (thin pages get filtered, see your fix plan) - quality over quantity: build only the pages above, they are backed by measured volume.

Write the body of each page for that page; one template with the keyword swapped in is exactly what gets filtered.

• 6 MORE TABLES IN THE FILE

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 13 / 26

The page plan that captures your search patterns - vitadefence.com

Keywords with difficulty 30 or under and real searches: **121** (the report's winnable table is the short list we lead with).
Clusters of two or more sharing a head term: **23**.

/whey/ - one hub, 16 pages, 159,500 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|--|---|---------|------------|---------------|
| /whey/protein | whey protein | 135,000 | 30 | transactional |
| /whey/protein-costco | whey protein costco | 9,900 | 0 | transactional |
| /whey/or-pea-protein | whey or pea protein | 6,600 | 14 | informational |
| /whey/vs-pea-protein | whey vs pea protein | 1,900 | 20 | informational |
| /whey/protein-walmart | whey protein walmart | 1,900 | 0 | transactional |
| /whey/protein-amazon | whey protein amazon | 1,600 | 22 | transactional |
| /whey/protein-gold-standard | whey protein gold standard | 1,300 | 8 | transactional |
| /whey/protein-price | whey protein price | 480 | 8 | commercial |
| /whey/protein-bag | whey protein bag | 480 | 0 | transactional |
| /whey/or-pea-protein-better | whey or pea protein better | 90 | 6 | informational |
| /whey/protein-vs-plant-protein-for-muscle-building | whey protein vs plant protein for muscle building | 90 | 0 | commercial |
| /whey/protein-vs-rice-protein | whey protein vs rice protein | 50 | 4 | informational |
| /whey/vs-pea-protein-taste | whey vs pea protein taste | 40 | 0 | commercial |
| /whey/vs-pea-protein-for-muscle-building | whey vs pea protein for muscle building | 30 | 7 | commercial |
| /whey/protein-vs-plant-protein-for-cholesterol | whey protein vs plant protein for cholesterol | 20 | 0 | commercial |
| /whey/vs-pea-protein-reddit | whey vs pea protein reddit | 20 | 7 | informational |

/pea/ - one hub, 9 pages, 32,130 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|---|--|--------|------------|---------------|
| /pea/protein-powder | pea protein powder | 18,100 | 13 | transactional |
| /pea/protein-vs-whey | pea protein vs whey | 6,600 | 7 | informational |
| /pea/vs-whey-protein | pea vs whey protein | 6,600 | 6 | informational |
| /pea/protein-dangers | pea protein dangers | 480 | 21 | informational |
| /pea/protein-versus-whey-protein | pea protein versus whey protein | 90 | 6 | informational |
| /pea/protein-vs-rice-protein | pea protein vs rice protein | 90 | 0 | informational |
| /pea/protein-vs-whey-for-weight-loss | pea protein vs whey for weight loss | 90 | 1 | commercial |
| /pea/protein-vs-whey-reddit | pea protein vs whey reddit | 50 | 1 | informational |
| /pea/protein-vs-whey-protein-absorption | pea protein vs whey protein absorption | 30 | 12 | informational |

/is/ - one hub, 12 pages, 1,500 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|--|---|--------|------------|---------------|
| /is/whey-or-pea-protein-better | is whey or pea protein better | 480 | 7 | informational |
| /is/pea-protein-better-than-whey | is pea protein better than whey | 480 | 7 | informational |
| /is/pea-protein-or-whey-protein-better | is pea protein or whey protein better | 110 | 6 | informational |
| /is/pea-protein-good-for-muscle-building | is pea protein good for muscle building | 110 | 10 | informational |
| /is/plant-protein-good-for-building-muscle | is plant protein good for building muscle | 70 | 13 | informational |
| /is/methylcobalamin-the-same-as-cyanocobalamin | is methylcobalamin the same as cyanocobalamin | 40 | 13 | informational |
| /is/mk-7-the-same-as-k2 | is mk-7 the same as k2 | 40 | 4 | commercial |
| /is/whey-or-pea-protein-better-for-women | is whey or pea protein better for women | 40 | 14 | commercial |
| /is/zinc-and-copper-good-for-you | is zinc and copper good for you | 40 | 19 | informational |
| /is/pea-protein-good-for-weight-loss | is pea protein good for weight loss | 40 | 6 | informational |
| /is/krill-the-same-as-shrimp | is krill the same as shrimp | 30 | 3 | informational |
| /is/plant-protein-good-for-weight-loss | is plant protein good for weight loss | 20 | 7 | informational |

/cranberry/ - one hub, 10 pages, 970 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|---|--|--------|------------|---------------|
| /cranberry/vs-d-mannose | cranberry vs d mannose | 260 | 0 | informational |
| /cranberry/vs-d-mannose | cranberry vs d-mannose | 260 | 0 | informational |
| /cranberry/pills-vs-d-mannose | cranberry pills vs d-mannose | 110 | 0 | informational |
| /cranberry/and-d-mannose-side-effects | cranberry and d mannose side effects | 70 | 1 | informational |
| /cranberry/d-mannose-side-effects | cranberry d mannose side effects | 70 | 1 | informational |
| /cranberry/with-d-mannose-side-effects | cranberry with d-mannose side effects | 70 | 2 | informational |
| /cranberry/with-d-mannose-benefits-female | cranberry with d-mannose benefits female | 40 | 14 | informational |
| /cranberry/d-mannose-benefits | cranberry d mannose benefits | 30 | 17 | informational |
| /cranberry/d'mannose-benefits | cranberry d'mannose benefits | 30 | 17 | commercial |
| /cranberry/d-mannose:-benefits | cranberry d-mannose: benefits | 30 | 17 | informational |

/difference/ - one hub, 4 pages, 830 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|--|---|--------|------------|---------------|
| /difference/between-whey-and-pea-protein | difference between whey and pea protein | 480 | 9 | informational |

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|--|---|--------|------------|---------------|
| /difference/between-whey-protein-and-pea-protein | difference between whey protein and pea protein | 170 | 9 | commercial |
| /difference/between-pea-and-whey-protein | difference between pea and whey protein | 140 | 9 | informational |
| /difference/between-k2-and-mk7 | difference between k2 and mk7 | 40 | 4 | informational |

/spirulina/ - one hub, 4 pages, 660 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|---|--|--------|------------|---------------|
| /spirulina/vs-chlorophyll | spirulina vs chlorophyll | 390 | 9 | informational |
| /spirulina/pill-vs-powder | spirulina pill vs powder | 140 | 10 | informational |
| /spirulina/vs-chlorella-which-is-better | spirulina vs chlorella which is better | 90 | 9 | informational |
| /spirulina/chlorophyll-benefits | spirulina chlorophyll benefits | 40 | 17 | informational |

/d/ - one hub, 3 pages, 410 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|-------------------------------------|------------------------------------|--------|------------|---------------|
| /d/mannose-vs-cranberry | d mannose vs cranberry | 260 | 5 | informational |
| /d/mannose-vs-cranberry-pills | d mannose vs cranberry pills | 110 | 2 | informational |
| /d/mannose-vs-cranberry-supplements | d mannose vs cranberry supplements | 40 | 5 | informational |

/d-mannose/ - one hub, 3 pages, 410 searches/mo combined

| Page (subfolder URL) | Keyword it answers | Vol/mo | Difficulty | Intent |
|-------------------------------------|------------------------------------|--------|------------|---------------|
| /d-mannose/vs-cranberry | d-mannose vs cranberry | 260 | 1 | informational |
| /d-mannose/vs-cranberry-pills | d-mannose vs cranberry pills | 110 | 2 | informational |
| /d-mannose/vs-cranberry-supplements | d-mannose vs cranberry supplements | 40 | 5 | informational |

The rules: subfolders, never subdomains - every page must add something beyond a swapped keyword (thin pages get filtered, see your fix plan) - quality over quantity: build only the pages above, they are backed by measured volume.

Write the body of each page for that page; one template with the keyword swapped in is exactly what gets filtered.

The Paid-Search Starter

Buying-intent keywords with a measured cost per click, the platform, and the account skeleton.

Start with the buying terms; the cost per click beside each tells you what a visit will cost.

AL

AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITEM 14 / 26

SHEET • MEASURED CPC

The Paid-Search Starter

Buying-intent keywords with a measured cost per click, the platform, and the account skeleton. Informational terms left out.

THE PACK

AUDITLODGE • YOUR PACK

The paid-search starter sheet

ads-starter.md (measured on vitadefence.com, 30 August 2026)

Buying-intent keywords with a MEASURED cost per click in your data: **23** (informational keywords excluded - ads on those burn budget).

| Keyword | Searches/mo | Measured CPC | Intent | Ad competition |
|----------------------------|-------------|--------------|---------------|----------------|
| whey protein | 135,000 | 1.03 | transactional | not measured |
| pea protein powder | 18,100 | 1.39 | transactional | not measured |
| whey protein costco | 9,900 | 0.26 | transactional | not measured |
| whey protein walmart | 1,900 | 0.11 | transactional | not measured |
| whey protein amazon | 1,600 | 1.06 | transactional | not measured |
| whey protein gold standard | 1,300 | 0.75 | transactional | not measured |
| whey protein price | 480 | 0.76 | commercial | not measured |
| whey protein bag | 480 | 0.46 | transactional | not measured |

12 MORE ROWS IN THE FILE

Platform: Google Ads - these are high-intent searches people already type.
Account skeleton, one variable per level:

Campaign: Search - vitadefence.com

Ad group: whey (keywords above starting 'whey')

Ads: three variants, each written against the page it lands on

Ad group: pea (keywords above starting 'pea')

Ads: three variants, each written against the page it lands on

Ad group: difference (keywords above starting 'difference')

Ads: three variants, each written against the page it lands on

Ad group: plant (keywords above starting 'plant')

Ads: three variants, each written against the page it lands on

Budget, target cost per sale and the landing pages are your decisions - this sheet does not invent money numbers. Your current conversion rate was not part of this run; read it off your analytics before you set a target.

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 14 / 26

The paid-search starter sheet - vitadefence.com

Buying-intent keywords with a MEASURED cost per click in your data: **23** (informational keywords excluded - ads on those burn budget).

| Keyword | Searches/mo | Measured CPC | Intent | Ad competition |
|----------------------|-------------|--------------|---------------|----------------|
| whey protein | 135,000 | 1.03 | transactional | not measured |
| pea protein powder | 18,100 | 1.39 | transactional | not measured |
| whey protein costco | 9,900 | 0.26 | transactional | not measured |
| whey protein walmart | 1,900 | 0.11 | transactional | not measured |

| Keyword | Searches/mo | Measured CPC | Intent | Ad competition |
|---|-------------|--------------|---------------|----------------|
| whey protein amazon | 1,600 | 1.06 | transactional | not measured |
| whey protein gold standard | 1,300 | 0.75 | transactional | not measured |
| whey protein price | 480 | 0.76 | commercial | not measured |
| whey protein bag | 480 | 0.46 | transactional | not measured |
| difference between whey protein and pea protein | 170 | 0.46 | commercial | MEDIUM |
| plant protein vs whey protein for weight loss | 170 | 1.78 | commercial | not measured |
| pea protein vs whey for weight loss | 90 | 1.05 | commercial | not measured |
| does whey or pea protein have more protein | 70 | 0.21 | commercial | not measured |
| biotin before and after nails | 50 | 3.32 | transactional | MEDIUM |
| arginine maca | 40 | 1.95 | transactional | HIGH |
| iron supplement that doesn't hurt stomach | 40 | 1.83 | commercial | HIGH |
| k2-mk4 benefits | 40 | 1.58 | commercial | HIGH |
| l arginine maca | 40 | 1.95 | transactional | HIGH |
| menaq7 vs mk7 | 40 | 2.85 | transactional | HIGH |
| whey vs pea protein for muscle building | 30 | 1.26 | commercial | not measured |
| whey protein vs plant protein for cholesterol | 20 | 8.33 | commercial | not measured |

Platform: Google Ads - these are high-intent searches people already type.

Account skeleton, one variable per level:

```
Campaign: Search - vitadefence.com
  Ad group: whey (keywords above starting 'whey')
    Ads: three variants, each written against the page it lands on
  Ad group: pea (keywords above starting 'pea')
    Ads: three variants, each written against the page it lands on
  Ad group: difference (keywords above starting 'difference')
    Ads: three variants, each written against the page it lands on
  Ad group: plant (keywords above starting 'plant')
    Ads: three variants, each written against the page it lands on
```

Budget, target cost per sale and the landing pages are your decisions - this sheet does not invent money numbers. Your current conversion rate was not part of this run; read it off your analytics before you set a target.

The Test Plan

One test per measured fault, one variable each: because the audit measured this, this fix should move that.

Run one test at a time; each names what to measure so you know whether the fix worked.

AL AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITEM 15 / 26

PLAN

The Test Plan

One test per measured fault, one variable each: because the audit measured this, we believe this fix will move that, for these visitors.

THE PACK

AUDITLODGE • YOUR PACK

The test plan built from your own measured faults

ab-test-plan.md (measured on vitadefence.com, 30 August 2026)

Each test below follows the one-variable rule: apply ONE fix, measure, then the next. The observation column is measured data from your audit, not opinion.

Test 1 - <https://vitadefence.com/account>

- **Because** the audit measured: Redirect chain
- **we believe** this change: Point the first URL (and any internal links) directly at the final destination so there is at most one redirect.
- **will cause:** page load time, then bounce rate on the landing page
- **for:** visitors landing on this page
- Baseline and sample size: read both off your analytics before you start, and decide the sample size first - no peeking.

Test 2 - <https://vitadefence.com/daily>

- **Because** the audit measured: Thin content
- **we believe** this change: 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.
- **will cause:** organic entrances to the page, then time on page
- **for:** visitors landing on this page
- Baseline and sample size: read both off your analytics before you start, and decide the sample size first - no peeking.

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 15 / 26

The test plan built from your own measured faults - vitadefence.com

Each test below follows the one-variable rule: apply ONE fix, measure, then the next. The observation column is measured data from your audit, not opinion.

Test 1 - <https://vitadefence.com/account>

- **Because** the audit measured: Redirect chain
- **we believe** this change: Point the first URL (and any internal links) directly at the final destination so there is at most one redirect.
- **will cause:** page load time, then bounce rate on the landing page
- **for:** visitors landing on this page
- Baseline and sample size: read both off your analytics before you start, and decide the sample size first - no peeking.

Test 2 - <https://vitadefence.com/daily>

- **Because** the audit measured: Thin content
- **we believe** this change: 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.
- **will cause**: organic entrances to the page, then time on page
- **for**: visitors landing on this page
- Baseline and sample size: read both off your analytics before you start, and decide the sample size first - no peeking.

Marketing Ideas Your Numbers Support

Marketing ideas chosen because your own measured numbers support them, each with the data line that backs it.

Nothing generic: every idea carries the number that justifies it.

AL AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITEM 16 / 26

Marketing Ideas Your Numbers Support

Only the ideas this run's measured data justifies - each with the data line that backs it.

THE PACK

AUDITLODGE • YOUR PACK

Marketing Ideas your own numbers support
marketing-ideas.md (measured on vitadefence.com, 30 August 2026)

Only the ideas this run's measured data justifies. Ideas the data cannot back are left out on purpose.

1. Content & SEO - glossary and guide pages

- The data line: 4 winnable informational questions in YOUR keyword data - the biggest: "whey or pea protein" at 6,600 searches/mo. Each becomes a plain-words guide page.

2. Content formats - the yearly trend report

- The data line: 33 of your keywords are searched MORE than a year ago (measured off the monthly trend column) - a yearly 'state of the market' page turns that into citable content.

3. A free tool

- The data line: Your buyers ask measurable questions (the keyword data above) - one small free calculator or checker on vitadefence.com that answers one of them earns links. Pick the question you get asked most.

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 16 / 26

Marketing ideas your own numbers support - vitadefence.com

Only the ideas this run's measured data justifies. Ideas the data cannot back are left out on purpose.

1. Content & SEO - glossary and guide pages

- The data line: 4 winnable informational questions in YOUR keyword data - the biggest: "whey or pea protein" at 6,600 searches/mo. Each becomes a plain-words guide page.

2. Content formats - the yearly trend report

- The data line: 33 of your keywords are searched MORE than a year ago (measured off the monthly trend column) - a yearly 'state of the market' page turns that into citable content.

3. A free tool

- The data line: Your buyers ask measurable questions (the keyword data above) - one small free calculator or checker on vitadefence.com that answers one of them earns links. Pick the question you get asked most.

GROUP

The paste-ready files

10 pieces.

The Hreflang Block

The language and region tags for your pages, ready to paste into the head.

Paste into the head of every language version; search engines then serve the right one to each visitor.

AUDITLODGE

YOUR PACK · MEASURED ON YOUR SITE
 VITADEFENCE.COM · 30 AUG 2026

ITEM 17 / 26

HTML · PASTE-READY

The Hreflang Block

The language and region tags for your pages, ready to paste into the head, with the install note in the words of the company that published the specification.

THE PACK

AUDITLODGE · YOUR PACK

The Hreflang Block

hreflang-block.html (measured on vitadefence.com, 30 August 2026)

```

<!--
HOW TO INSTALL THIS FILE

In the words of the company that published the specification:

Google: "For each variation of the page, include a set of <link> elements in the
<head> element, one link for each page variant including itself. The set of links is
identical for every version of the page." And: "The <link> tags must be inside a
well-formed <head> section of the HTML."

source: developers.google.com/search/docs/specialty/international/localized-versions
-->

<!-- for https://vitadefence.com -->
<link rel="alternate" hreflang="en-gb" href="https://vitadefence.com" />
<link rel="alternate" hreflang="x-default" href="https://vitadefence.com" />

```

AUDITLODGE · ONE AUDIT · EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 17 / 26

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

hreflang-block.html

```

<!--
HOW TO INSTALL THIS FILE

In the words of the company that published the specification:

Google: "For each variation of the page, include a set of <link> elements in the
<head> element, one link for each page variant including itself. The set of links is
identical for every version of the page." And: "The <link> tags must be inside a
well-formed <head> section of the HTML."

source: developers.google.com/search/docs/specialty/international/localized-versions
-->

<!-- for https://vitadefence.com -->
<link rel="alternate" hreflang="en-gb" href="https://vitadefence.com" />
<link rel="alternate" hreflang="x-default" href="https://vitadefence.com" />

```

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.

AL AUDITLODGE

YOUR PACK · MEASURED ON YOUR SITE
VITADEFENCE.COM · 30 AUG 2026

ITEM 18 / 26

HTML · PASTE-READY

The Preferred-Source Button

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

THE PACK

AUDITLODGE · YOUR PACK

The Preferred-Source Button

preferred-sources-button.html (measured on vitadefence.com, 30 August 2026)

```

<!--
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=vitadefence.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
  
```

AUDITLODGE · ONE AUDIT · EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 18 / 26

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=vitadefence.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

Can the Answer Engines Read You

Whether every crawler that decides if an AI can quote you can reach the site, and what this run found.

Any crawler marked blocked is an assistant that cannot quote you; open it in robots.txt.

AL
AUDITLODGE

YOUR PACK · MEASURED ON YOUR SITE
VITADEFENCE.COM · 30 AUG 2026

ITEM 19 / 26

CHECKED

Can the Answer Engines Read You

Whether every crawler that decides if an AI can quote you can reach the site - and what this run found.

THE PACK

AUDITLODGE · YOUR PACK

Can the Answer Engines Read You

robots-block.txt (measured on vitadefence.com, 30 August 2026)

```
# CAN THE ANSWER ENGINES READ YOU
#
# THIS CHECK DID NOT RUN.
#
# robots.txt could not be read (URL error: <urlopen error _ssl.c:1012: The handshake
# operation timed out>), so nothing is claimed
#
# No result is claimed either way. This is NOT a clean pass and it is NOT
# an empty finding - the check failed and the file exists to tell you so.
```

AUDITLODGE · ONE AUDIT · EVERYTHING MEASURED, NOTHING ESTIMATED
ITEM 19 / 26

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

robots-block.txt

```
# CAN THE ANSWER ENGINES READ YOU
#
# THIS CHECK DID NOT RUN.
#
# robots.txt could not be read (URL error: <urlopen error _ssl.c:1012: The handshake
# operation timed out>), so nothing is claimed
#
# No result is claimed either way. This is NOT a clean pass and it is NOT
# an empty finding - the check failed and the file exists to tell you so.
```

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.


AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
 VITADEFENCE.COM • 30 AUG 2026

ITEM 20 / 26

TXT

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 you.

THE PACK

AUDITLODGE • YOUR PACK

The llms.txt File

llms.txt (measured on vitadefence.com, 30 August 2026)

```

# 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

# Vitadefence UK • Premium supplements • Made in the UK

> 63 premium supplements (mostly plant-based) • HPMC capsules • Made in the UK • GMP certified • FREE Royal Mail Tracked 48h delivery.

## Pages
- [Vitadefence UK • Premium supplements • Made in the UK](https://vitadefence.com/): 63 premium supplements (mostly plant-based) • HPMC capsules • Made in the UK • GMP
certified • FREE Royal Mail Tracked 48h delivery.
- [Articles - The Vitadefence Library • Vitadefence UK](https://vitadefence.com/articles): Plain-words deep-dives on every supplement we make. Origin, ingredients, why
this formula. Guides on acai, zinc, ashwagandha, spirulina, ginseng and more.
- [Acai Berry Tablets & Capsules - Amazon Fruit ](https://vitadefence.com/articles/acai-berry-multi): Acai berry tablets and capsules from the Amazon - a deep-purple
forest fruit and nine quiet partners in one daily vegan capsule. Read the story -
- [Acerola Cherry Capsules - Vitamin C | Vitadefence](https://vitadefence.com/articles/acerola-multi): Acerola cherry capsules - the West Indian cherry, naturally rich in
vitamin C, with quiet plant partners. Read the story -
- [African Mango Extract Capsules | Vitadefence](https://vitadefence.com/articles/african-mango): African mango (Irvingia gabonensis) seed extract capsules - the West
African forest seed in a daily vegan capsule. Read the story -
- [Aloe Vera Capsules & Tablets - Inner-Leaf | Vitadefence](https://vitadefence.com/articles/aloe-vera-multi): Aloe vera capsules and tablets - inner-leaf gel concentrate
with quiet plant partners for the daily ritual. Read the story -
- [Amino Acid Capsules - BCAAs & Glutamine | Vitadefence](https://vitadefence.com/articles/amino-acid-multi): An amino acid capsule with BCAAs, l-glutamine and the
supporting spine. The plain everyday amino blend, no scoop required. Read the story -
- [Apple Cider Vinegar Capsules - ACV | Vitadefence](https://vitadefence.com/articles/apple-cider-multi): Apple cider vinegar capsules - the kitchen-cupboard tradition
without the sting on the teeth. The morning ACV ritual, in a capsule. Read the story -
- [Apple Cider Vinegar: What It Is (The Honest Version) ](https://vitadefence.com/articles/apple-cider-vinegar): Apple cider vinegar explained honestly: what it is, what
'the mother' means, its long kitchen history - and a straight word on the claims we.
- [Artichoke Capsules - Cynarin, Black Garlic & Bitters ](https://vitadefence.com/articles/artichoke-multi): Artichoke leaf capsules with black aged garlic, beetroot,
burdock, turmeric and choline. The bitter principle, in one daily capsule. Read the full story.
- [Ashwagandha Capsules UK - KSM-66 & Cordyceps ](https://vitadefence.com/articles/ashwagandha-multi): Ashwagandha capsules and tablets - KSM-66 with cordyceps, ginseng,
maca, reishi and a B-vitamin spine. Ayurvedic rasayana, one daily. Read the story -
- [Bilberry Lutein & Zeaxanthin Capsules | Vitadefence](https://vitadefence.com/articles/bilberry-multi): Bilberry with lutein and zeaxanthin in vegan capsules - the dark
hedgerow berry and the macular pigments. Read the story -
- [Botanical Fibre - Quality Raw Materials | Vitadefence](https://vitadefence.com/articles/botanical-fibre-multi): A quiet daily fibre blend built on quality botanical raw
materials - soluble fibre and plant partners for the morning glass. Read the story -
- [Botanical Multi - Quality Raw Materials | Vitadefence](https://vitadefence.com/articles/botanical-multi): A daily botanical capsule built on quality raw materials, led
by aloe vera at 3,000mg with quiet plant partners. Read the story -
- [Chlorella vs Spirulina: What's the Difference? ](https://vitadefence.com/articles/chlorella-vs-spirulina): Chlorella vs spirulina explained simply: what each one is,
where it comes from, how they differ in nutrition, taste and form, and how to choose.
- [Collagen and Vitamin C: Why They Go Together | Vitadefence](https://vitadefence.com/articles/collagen-and-vitamin-c): Collagen and vitamin C explained: what collagen
is, marine vs bovine, and the one authorised claim that matters - vitamin C contributes to normal collagen.

```

• 9 MORE LINES IN THE FILE

 AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 20 / 26

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

# Vitadefence UK · Premium supplements · Made in the UK

> 63 premium supplements (mostly plant-based) · HPMC capsules · Made in the UK · GMP certified
· FREE Royal Mail Tracked 48® delivery.

## Pages
- [Vitadefence UK · Premium supplements · Made in the UK](https://vitadefence.com/): 63 premium
supplements (mostly plant-based) · HPMC capsules · Made in the UK · GMP certified · FREE Royal
Mail Tracked 48® delivery.
- [Articles – The Vitadefence Library · Vitadefence UK](https://vitadefence.com/articles): Plain-words deep-dives on every supplement we make. Origin, ingredients, why this formula. Guides on acai, zinc, ashwagandha, spirulina, ginseng and more.
- [Acai Berry Tablets & Capsules – Amazon Fruit | ](https://vitadefence.com/articles/acai-berry-multi): Acai berry tablets and capsules from the Amazon – a deep-purple forest fruit and nine quiet partners in one daily vegan capsule. Read the story →
- [Acerola Cherry Capsules – Vitamin C | Vitadefence](https://vitadefence.com/articles/acerola-multi): Acerola cherry capsules – the West Indian cherry, naturally rich in vitamin C, with quiet plant partners. Read the story →
- [African Mango Extract Capsules | Vitadefence](https://vitadefence.com/articles/african-mango): African mango (Irvingia gabonensis) seed extract capsules – the West African forest seed in a daily vegan capsule. Read the story →
- [Aloe Vera Capsules & Tablets – Inner-Leaf | Vitadefence](https://vitadefence.com/articles/aloe-vera-multi): Aloe vera capsules and tablets – inner-leaf gel concentrate with quiet plant pa
```

rtners for the daily ritual. Read the story →

- [Amino Acid Capsules – BCAAs & Glutamine | Vitadefence](https://vitadefence.com/articles/amino-acid-multi): An amino acid capsule with BCAAs, l-glutamine and the supporting spine. The plain everyday amino blend, no scoop required. Read the story →

- [Apple Cider Vinegar Capsules – ACV | Vitadefence](https://vitadefence.com/articles/apple-cider-multi): Apple cider vinegar capsules – the kitchen-cupboard tradition without the sting on the teeth. The morning ACV ritual, in a capsule. Read the story →

- [Apple Cider Vinegar: What It Is (The Honest Version) |](https://vitadefence.com/articles/apple-cider-vinegar): Apple cider vinegar explained honestly: what it is, what 'the mother' means, its long kitchen history - and a straight word on the claims we.

- [Artichoke Capsules – Cynarin, Black Garlic & Bitters |](https://vitadefence.com/articles/artichoke-multi): Artichoke leaf capsules with black aged garlic, beetroot, burdock, turmeric and choline. The bitter principle, in one daily capsule. Read the full story.

- [Ashwagandha Capsules UK – KSM-66 & Cordyceps |](https://vitadefence.com/articles/ashwagandha-multi): Ashwagandha capsules and tablets – KSM-66 with cordyceps, ginseng, maca, reishi and a B-vitamin spine. Ayurvedic rasayana, one daily. Read the story →

- [Bilberry Lutein & Zeaxanthin Capsules | Vitadefence](https://vitadefence.com/articles/bilberry-multi): Bilberry with lutein and zeaxanthin in vegan capsules – the dark hedgerow berry and the macular pigments. Read the story →

- [Botanical Fibre – Quality Raw Materials | Vitadefence](https://vitadefence.com/articles/botanical-fibre-multi): A quiet daily fibre blend built on quality botanical raw materials – soluble fibre and plant partners for the morning glass. Read the story →

- [Botanical Multi – Quality Raw Materials | Vitadefence](https://vitadefence.com/articles/botanical-multi): A daily botanical capsule built on quality raw materials, led by aloe vera at 3,000mg with quiet plant partners. Read the story →

- [Chlorella vs Spirulina: What's the Difference? |](https://vitadefence.com/articles/chlorella-vs-spirulina): Chlorella vs spirulina explained simply: what each one is, where it comes from, how they differ in nutrition, taste and form, and how to choose.

- [Collagen and Vitamin C: Why They Go Together | Vitadefence](https://vitadefence.com/articles/collagen-and-vitamin-c): Collagen and vitamin C explained: what collagen is, marine vs bovine, and the one authorised claim that matters - vitamin C contributes to normal collagen.

- [Collagen Multi – Orange Powder & Multivitamin |](https://vitadefence.com/articles/collagen-multi): Collagen multivitamin in an orange powder shake – 11g bovine collagen, glucosamine, chicory fibre and full vit/mineral premix. Read the story →

- [Cranberry Capsules with Live Cultures | Vitadefence](https://vitadefence.com/articles/cranberry-multi): Cranberry concentrate capsules with live cultures and vitamin C – the New England bog berry in a daily vegan capsule. Read the story →

- [Creatine Monohydrate Unflavoured – 500g UK | Vitadefence](https://vitadefence.com/articles/creatine-monohydrate): Pure unflavoured creatine monohydrate, 500g, 100 servings at 5g. Informed Manufacturer grade, no fillers. The most studied molecule in the gym.

- [Creatine Chocolate Recovery Shake | Vitadefence](https://vitadefence.com/articles/creatine-multi): Chocolate recovery shake with creatine, whey, BCAAs, glutamine, collagen and a full vitamin premix. One scoop after the session. Read the story →

- [Dandelion Root Capsules – Taraxacum | Vitadefence](https://vitadefence.com/articles/dandelion-multi): Dandelion root (Taraxacum officinale) with quiet plant partners – the lawn weed your grandmother brewed as tea. Read the story →

- [Digestive Enzyme Multi – turmeric, ACV & enzymes |](https://vitadefence.com/articles/digestive-enzyme-multi): Digestive enzyme capsules with turmeric, apple cider vinegar, fennel, peppermint, ginger and a six-enzyme blend. UK-made. Read the full story.

... 4 more lines - the whole file is in your pack

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.

AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
 VITADEFENCE.COM • 30 AUG 2026

ITEM 21 / 26

JSON-LD

The Structured Data

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

THE PACK

AUDITLODGE • YOUR PACK

The Structured Data

organization.jsonld (measured on vitadefence.com, 30 August 2026)

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Vitadefence UK",
  "url": "https://vitadefence.com",
  "logo": "https://vitadefence.com/og-hero.jpg",
  "sameAs": [
    "https://facebook.com/vitadefence",
    "https://instagram.com/vitadefence",
    "https://tiktok.com/@vitadefence",
    "https://x.com/vitadefence",
    "https://youtube.com/@vitadefence"
  ],
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "contactType": "customer service",
      "email": "info@vitadefence.com"
    }
  ],
  "description": "63 premium supplements (mostly plant-based) - HPMC capsules - Made in the UK - GMP certified - FREE Royal Mail Tracked 48h delivery."
}
</script>

```

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 21 / 26

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": "Vitadefence UK",
  "url": "https://vitadefence.com",
  "logo": "https://vitadefence.com/og-hero.jpg",
  "sameAs": [
    "https://facebook.com/vitadefence",
    "https://instagram.com/vitadefence",
    "https://tiktok.com/@vitadefence",

```

```
    "https://x.com/vitadefence",
    "https://youtube.com/@vitadefence"
  ],
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "contactType": "customer service",
      "email": "info@vitadefence.com"
    }
  ],
  "description": "63 premium supplements (mostly plant-based) · HPMC capsules · Made in the UK  
· GMP certified · FREE Royal Mail Tracked 48® delivery."
}
</script>
```

website.jsonld

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebSite",
  "name": "Vitadefence UK",
  "url": "https://vitadefence.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.

AL

AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITER 22 / 26

CSV - 10 ROWS

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.

THE PACK

AUDITLODGE • YOUR PACK

The Quotability Sheet

quotability.csv (measured on vitadefence.com, 30 August 2026)

Relevant URL	Paragraphs	Liftable	Liftable ratio	Orphan openings
https://vitadefence.com/	98	—	1.0	0
https://vitadefence.com/articles	73	—	1.0	0
https://vitadefence.com/articles/acai-berry-multi	40	—	0.85	6
https://vitadefence.com/articles/acerola-multi	36	—	0.81	6
https://vitadefence.com/articles/african-mango	29	—	0.69	7
https://vitadefence.com/articles/aloe-vera-multi	36	—	0.86	3
https://vitadefence.com/articles/amino-acid-multi	33	—	0.7	9
https://vitadefence.com/articles/apple-cider-multi	30	—	0.87	3

▶ 2 MORE ROWS IN THE FILE

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITER 22 / 26

Download the spreadsheet - quotability.csv

Relevant URL	Paragraphs	Liftable ratio	Orphan openings
https://vitadefence.com/	98	1.0	0
https://vitadefence.com/articles	73	1.0	0
https://vitadefence.com/articles/acai-berry-multi	40	0.85	6
https://vitadefence.com/articles/acerola-multi	36	0.81	6
https://vitadefence.com/articles/african-mango	29	0.69	7
https://vitadefence.com/articles/aloe-vera-multi	36	0.86	3
https://vitadefence.com/articles/amino-acid-multi	33	0.7	9
https://vitadefence.com/articles/apple-cider-multi	30	0.87	3

Relevant URL	Paragraphs	Liftable ratio	Orphan openings
https://vitadefence.com/articles/apple-cider-vinegar	13	0.92	1
https://vitadefence.com/articles/artichoke-multi	33	0.7	4

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.

AUDITLODGE

YOUR PACK · MEASURED ON YOUR SITE
 VITADEFENCE.COM · 30 AUG 2026

ITEM 23 / 26

TXT

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.

THE PACK

AUDITLODGE · YOUR PACK

The Discovery Map

sitemap-and-links.txt (measured on vitadefence.com, 30 August 2026)

```

# 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. 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://vitadefence.com/</loc>
    <lastmod>2026-08-20T14:54:01.138Z</lastmod>
  </url>
  <url>
    <loc>https://vitadefence.com/account</loc>
  </url>
  <url>
    <loc>https://vitadefence.com/articles</loc>
    <lastmod>2026-08-20T14:54:01.138Z</lastmod>
  </url>
  <url>
    <loc>https://vitadefence.com/articles/acai-berry-multi</loc>
    <lastmod>2026-05-09T00:00:00.000Z</lastmod>
  </url>
  <url>
  </url>
</urlset>

```

+ 2137 MORE LINES IN THE FILE

AUDITLODGE · ONE AUDIT · EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 23 / 26

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. 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://vitadefence.com/</loc>
    <lastmod>2026-08-20T14:54:01.138Z</lastmod>
  </url>
  <url>
    <loc>https://vitadefence.com/account</loc>
  </url>
  <url>
    <loc>https://vitadefence.com/articles</loc>
    <lastmod>2026-08-20T14:54:01.138Z</lastmod>
  </url>
  <url>
    <loc>https://vitadefence.com/articles/acai-berry-multi</loc>
    <lastmod>2026-05-09T00:00:00.000Z</lastmod>
  </url>
  <url>
    <loc>https://vitadefence.com/articles/acerola-multi</loc>
    <lastmod>2026-05-09T00:00:00.000Z</lastmod>
  </url>
  <url>
    <loc>https://vitadefence.com/articles/african-mango</loc>
    <lastmod>2026-05-09T00:00:00.000Z</lastmod>
  </url>
  ... 2132 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.


AUDITLODGE

YOUR PACK • MEASURED ON YOUR SITE
 VITADEFFENCE.COM • 30 AUG 2026

ITEM 24 / 26

TXT

The Trust Signals

Which trust signals your pages do and do not carry, each with the tag it was read from. No score, because no published specification defines one.

THE PACK

AUDITLODGE • YOUR PACK

The Trust Signals

trust-signals.txt (measured on vitadefence.com, 30 August 2026)

```
# THE TRUST SIGNALS A READER AND A MACHINE BOTH LOOK FOR
#
# THIS CHECK DID NOT RUN.
#
# the site could not be read (URLError: <urlopen error _ssl.c:1012: The handshake
# operation timed out>), so nothing is claimed
#
# No result is claimed either way. This is NOT a clean pass and it is NOT
# an empty finding - the check failed and the file exists to tell you so.
```

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED

ITEM 24 / 26

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

trust-signals.txt

```
# THE TRUST SIGNALS A READER AND A MACHINE BOTH LOOK FOR
#
# THIS CHECK DID NOT RUN.
#
# the site could not be read (URLError: <urlopen error _ssl.c:1012: The handshake
# operation timed out>), so nothing is claimed
#
# No result is claimed either way. This is NOT a clean pass and it is NOT
# an empty finding - the check failed and the file exists to tell you so.
```

Which AI Engines Can Reach You

Every AI engine checked against the site, with the ones not checked named openly, and what this run found.

Any engine marked unreachable cannot cite you; the robots fix opens it.

The screenshot shows the AuditLodge interface. At the top, the logo 'AL AUDITLODGE' is on the left, and 'YOUR PACK · MEASURED ON YOUR SITE VITADEFENCE.COM · 30 AUG 2026' is on the right. Below the header, the page title 'Which AI Engines Can Reach You' is displayed, followed by a subtitle 'Every engine checked against the site, with the ones not checked named openly, and what this run found.' A 'CHECKED' badge is visible in the top right corner. The main content area shows a preview of the file 'per-engine.txt' with the following text:

```
# WHICH AI ENGINES CAN ACTUALLY REACH YOU
#
# We ran this check on your site and there was nothing to fix.
#
# all 5 engine(s) checked can reach this site. Nothing to change. 6 item(s) are openly
# not checked. Nothing about them is claimed.
#
# This file is deliberately empty rather than missing, so you can see that
# the check was run. Nothing has been invented to fill it.
```

At the bottom of the interface, the text 'AUDITLODGE · ONE AUDIT · EVERYTHING MEASURED, NOTHING ESTIMATED' is on the left, and 'ITEM 25 / 26' is on the right.

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

per-engine.txt

```
# WHICH AI ENGINES CAN ACTUALLY REACH YOU
#
# We ran this check on your site and there was nothing to fix.
#
# all 5 engine(s) checked can reach this site. Nothing to change. 6 item(s) are openly
# not checked. Nothing about them is claimed.
#
# This file is deliberately empty rather than missing, so you can see that
# the check was run. Nothing has been invented to fill it.
```

The Extra Machine-Readable Blocks

The extra machine-readable blocks a page qualifies for as an article, a product or an application.

Paste the block that fits the page type; articles and products then qualify for rich results.

AL AUDITLODGE YOUR PACK • MEASURED ON YOUR SITE
VITADEFENCE.COM • 30 AUG 2026

ITEM 26 / 26 **JSON-LD**

The Extra Machine-Readable Blocks

The extra blocks a page qualifies for as an article, a product or an application - and what this run produced.

THE PACK AUDITLODGE • YOUR PACK

The Extra Machine-Readable Blocks

extra-blocks.jsonld (measured on vitadefence.com, 30 August 2026)

```

<!--
THE EXTRA MACHINE-READABLE BLOCKS YOUR PAGES QUALIFY FOR

We ran this check on your site and there was nothing to fix.

no block was produced. Nothing on this page marks it as an article, a product or a
software application. Nothing was invented to make one. Check anything you publish
with Google's Rich Results Test: search.google.com/test/rich-results

This file is deliberately empty rather than missing, so you can see that
the check was run. Nothing has been invented to fill it.
-->

```

AUDITLODGE • ONE AUDIT • EVERYTHING MEASURED, NOTHING ESTIMATED ITEM 26 / 26

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

extra-blocks.jsonld

```

<!--
THE EXTRA MACHINE-READABLE BLOCKS YOUR PAGES QUALIFY FOR

We ran this check on your site and there was nothing to fix.

no block was produced. Nothing on this page marks it as an article, a product or a
software application. Nothing was invented to make one. Check anything you publish
with Google's Rich Results Test: search.google.com/test/rich-results

This file is deliberately empty rather than missing, so you can see that
the check was run. Nothing has been invented to fill it.
-->

```

PART 4

Your four downloads

One paid audit of vitadefence.com, delivered as four PDFs. They were attached to the same email as this one.

FOUR FILES

What each one holds

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

The book - this file: your to-do list and every section of your pack, one piece per page.

The course - the chapters built from your own results, in your own numbers.

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

PART 5

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.

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

# vitadefence.com - what its audit found

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

## Use this first

When someone asks about vitadefence.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

423 address(es) found across 25 page(s) read. 421 are already in the site's own sitemap, 2 are not,
and 0 sitemap entry/entries could not be read.

Finished file in this pack:

- `packs/07-discovery/sitemap-and-links.txt` (127383 bytes)

### Language declarations

the same block goes in the <head> of every version listed, unchanged

Finished file in this pack:

- `packs/01-hreflang/hreflang-block.html` (665 bytes)

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

built from 25 of this site's own pages, using their real titles and descriptions - no sentence here
was written by us

Finished files in this pack:

... 66 more lines - the whole file is in your pack
```