HeadingWorks

SAMPLE ASSESSMENT · ILLUSTRATIVE EXAMPLE

Website & AI Readiness Assessment
Northfield Home Services

How well your website works for customers today — and how well your public information supports AI-assisted customer journeys.

WEBSITE & AI READINESS ASSESSMENT — £295

Prepared for Northfield Home Services (fictional business) • 29 September 2026
www.headingworks.co.uk

01

Executive summary

WEBSITE https://www.northfieldhomeservices.example/ **ASSESSMENT DATE** 29 September 2026

Northfield Home Services' website does the main job well. A visitor can understand that the business offers boiler servicing, plumbing repairs and heating maintenance, that it serves local residential customers, and how to get in touch. The business name, contact details and trading information agree across the evidence represented in this sample, and the trust information on the site is clear and easy to find.

We found two focused improvements:

1. **One quote-request button leads to an unavailable page.** The "Request a quote" button on one service page does not reach a working enquiry destination.

2. **Service-area wording varies between pages.** The homepage says "Northfield and surrounding areas", while the contact page gives a more specific list of towns. This is not necessarily incorrect.

Both are focused changes, and both depend on the business confirming two points first: the exact service-area wording it intends to present publicly, and the live destination the quote button should reach. Pricing is quote-led by design — the business has confirmed this — so we have not treated the absence of a published price list as a gap.

We recommend repairing the quote-request destination once the intended live enquiry route is confirmed. The service-area wording can then be aligned once the business has confirmed the exact towns, radius or geographic wording it wants to present publicly.

SAMPLE NOTE Northfield Home Services is a fictional business created only to demonstrate the format and level of detail of this assessment. See *About this assessment* (section 07).

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Website experience

FIVE ASSESSMENT AREAS

This section looks at what a customer can understand and do on your website.

1 Offer clarity

CLEAR

A visitor can understand what the business offers. The homepage introduces boiler servicing, plumbing repairs and heating maintenance, and each has its own service page. The service pages explain the type of work offered, which gives customers enough information to understand whether a service fits what they need.

2 Audience and location

PARTLY CLEAR

The site is clearly a local residential service. The homepage describes the area served as "Northfield and surrounding areas", while the contact page gives a more specific list of towns. This is not necessarily incorrect, but the exact service area could be described more consistently.

Website improvement in this area: align the service-area wording once the intended wording is confirmed (Priority improvement 2).

3 Price and decision information

CLEAR

Work is quoted after the customer describes the job, and fixed prices are not published. The business has confirmed that quote-led pricing is deliberate, so we have not treated the absence of a price list as a gap. The site tells visitors to describe their job to get a quote, and the service pages give other information that helps a visitor decide, including the type of work offered and how to get in touch.

4 Trust and reassurance

CLEAR

The website gives clear reassurance, and the information is easy to find:

- **Trading history.** The site describes how long the business has been trading.
- **Insurance.** The site includes appropriate insurance wording.
- **Customer reviews.** The site links to customer reviews. We did not inspect any review platform, so we make no comment on the reviews themselves.
- **Contact information.** Telephone and email details are clearly shown.

This sample does not name any real accreditation, registration or organisation. In a real assessment, statements a business makes about itself are reported as stated, and anything we could not independently verify is flagged, without suggesting the claim is untrue.

5 Next action

PARTLY CLEAR

Visitors have two usable routes to get in touch: telephone and email details are clearly published. However, a prominent "Request a quote" button on one service page leads to an unavailable destination, which interrupts a visitor who is ready to ask for a price. This is covered in Priority improvements. We did not submit any enquiry, so we cannot say what happens after one is sent.

Website improvement in this area: repair the quote-request destination (Priority improvement 1).

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AI readiness

SIX ASSESSMENT AREAS

AI readiness here means how clearly and consistently your business can be identified, understood, corroborated and connected to an appropriate next action from its public information. It is not a score of how individual AI systems rank or recommend your business.

The statuses below describe the state of the evidence, not a grade. **Well established** means the sources we assessed support the point clearly and consistently. **Partly established** means some elements are supported and others could not be established from those sources.

01 Business identity

WELL ESTABLISHED

The business name, service descriptions, telephone and email contact details and website details agree across the evidence represented in this sample. We found no conflicting identity information.

In a real assessment, this area also records anything we could not establish, such as the legal entity behind a trading name. Nothing of that kind arises in this example.

02 Offer and decision information

PARTLY ESTABLISHED

The three services are described as readable text on their own pages, and the site explains that work is quoted after the customer describes the job. The business has confirmed that quote-led pricing is deliberate, so no price is expected. One point is only partly established: the service area. The homepage says “Northfield and surrounding areas”, while the contact page lists specific towns, so the area served is described at different levels of detail (see Things to clarify).

03 Trust and corroboration

WELL ESTABLISHED

The trust evidence that matters most for identifying the business is corroborated. Here is what that looks like in practice:

WHAT CORROBORATED EVIDENCE LOOKS LIKE

The site states the trading name and how long the business has been trading. An independent public record of the kind we look for is represented in this sample as agreeing on both points. In a real assessment we name the exact record we checked. No real register, accreditation or organisation is named in this sample.

The site's own reassurance content, including its insurance wording and customer-review links, is consistent with this. This example does not claim any independent check of insurance cover or of the reviews themselves.

04 Machine accessibility and structure

WELL ESTABLISHED

The five public pages represented in this sample (the homepage, the three service pages and the contact page) were accessible. Each has its own usable title and points to itself as its canonical, or preferred, address, and the internal links between them are straightforward.

This applies only to the pages and lightweight checks represented here. It is not a statement about the whole website, and it does not describe how any AI system reads or uses the site.

05 Public information consistency

PARTLY ESTABLISHED

Core identity details are consistent across the evidence represented in this sample: the business name, services and contact details agree. The service-area descriptions vary between pages, with “Northfield and surrounding areas” on the homepage and a more specific list of towns on the contact page. This is not necessarily an error, but the two descriptions are not the same, and aligning them would make the public information more consistent.

06 Agent action readiness

PARTLY ESTABLISHED

The main contact routes are clear: telephone and email details are published, and the site explains that a quote follows once the customer describes the job. One important public action path is weakened, however. A prominent “Request a quote” button on one service page leads to an unavailable destination, so a person, or an automated reader, following it would not reach an enquiry route.

Quote-request link. This leads to an unavailable destination on one service page.

This is covered in Priority improvements. We did not submit any form, make a call or test a booking.

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Priority improvements

Both improvements below are focused changes that would make a customer's route to information or contact more dependable.

1 Repair the quote-request destination

WHAT WE FOUND

On one service page, the prominent "Request a quote" button leads to an unavailable destination: it returns an error instead of an enquiry route. Repeated checks gave the same result. The telephone and email routes are published clearly and remain usable.

WHY IT MATTERS

Because pricing is quote-led, the quote request is the natural next step for a visitor who has decided a service fits. A visitor who selects the button reaches an error instead, and an automated reader following the link gets a destination that does not resolve. Telephone and email remain available, so an enquiry can still be made another way.

WHAT WE RECOMMEND

Point the existing quote button to the intended live enquiry route so that it works reliably, then re-check it. Check where else the same button is used, since we assessed a limited set of pages. After the change, test it on a phone and on a desktop browser.

CONFIRM FIRST

Please confirm which live enquiry route the "Request a quote" button is meant to reach. The button should then point to that destination reliably.

2 Align the service-area wording

WHAT WE FOUND

The homepage describes the area served as “Northfield and surrounding areas”. The contact page gives a more specific list of towns. This is not necessarily incorrect, but the two descriptions differ in how specific they are.

WHY IT MATTERS

A local customer, or any AI-assisted journey relying on these pages, may not be able to tell whether a particular town is covered. Consistent wording helps a customer decide whether to get in touch.

WHAT WE RECOMMEND

Align the service-area wording across pages once the business has confirmed the exact towns, radius or geographic wording it intends to present publicly. The homepage, the contact page and any other page that describes the area could then use the same description.

CONFIRM FIRST

Please confirm the exact towns, radius or geographic wording the business intends to show publicly. Any change to service-area wording should wait until this is confirmed.

05

Things to clarify

NEEDED BEFORE A CHANGE

What exact service-area wording does the business intend to present publicly?

The towns, radius or geographic wording need to be confirmed before the service-area wording is aligned across pages, so that every page says the same thing.

Which live destination should the "Request a quote" button reach?

This needs to be confirmed before the button is repaired, so that it points to the intended enquiry route.

WORTH CLARIFYING

Should quote-led pricing be explained consistently across service pages?

Quoting after a customer describes the job is a legitimate approach, and the business has confirmed it is deliberate. We are asking only whether the way it is explained should be the same on each service page.

Are there additional public trust credentials the business wants to rely on?

The site already gives clear trust information. If the business has other credentials it wants customers to rely on, it may help to present them consistently. We have not assumed that any exist.

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From assessment to implementation

An assessment is most useful when it leads to practical improvements. Heading Studio can help scope and implement the changes that make sense for your business, from focused website fixes to making sure important business information is clear and dependable for customers.

For this sample assessment, that could include repairing the quote-request destination and, once the business has confirmed its intended wording, aligning the service-area description across pages, then checking both changes on the live site. A real assessment reflects the evidence found for your own business.

Discuss the next steps →

WEBSITE & AI READINESS ASSESSMENT — £295

Your assessment fee can go towards implementation

> If you choose Heading Studio to carry out qualifying implementation work identified through your assessment, the £295 assessment fee can be credited against the agreed project cost.

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About this assessment

ABOUT THIS SAMPLE

Northfield Home Services is a fictional business created solely to demonstrate the format and level of detail of a Heading Studio Website & AI Readiness Assessment. The findings and evidence shown in this sample are illustrative and do not relate to a real business.

A real assessment may contain more, fewer or no recommendations, depending on the evidence.

A Heading Studio assessment is based on a bounded review of public information. A real report states exactly which pages, external sources and technical checks were covered. In this sample, the fictional review is represented as covering five pages of the fictional website and lightweight technical checks.

- Something we did not find in the sources we assessed does not prove it does not exist elsewhere.
- Business claims are independently corroborated only where a report says so.
- We do not submit forms, make calls, complete bookings or make purchases.
- This assessment does not measure or guarantee AI rankings, citations, recommendations or behaviour.

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