



WEBSITE AUDIT PROMPT

RankWella QA

A copy-paste prompt that turns any AI into a QA auditor for your lead-gen sites.

How to use this prompt

What it is: A single copy-paste prompt that turns any AI (ChatGPT, Claude, Gemini, Muse, etc.) into a website QA auditor for your lead-gen sites. It checks content quality, spelling, NAP consistency, page structure, schema, links, keyword cannibalization, AI-search readiness, and migration safety — and returns a copy-paste fix list your web team can act on directly.

When to use it

1. **Pre-publish** — before a new site goes live on Ippei. Catches unfinished templates, placeholder text, wrong-market content, and missing SEO basics while fixes are still cheap.
2. **Post-migration** — after a site is cloned to Cloudflare (on its preview URL, before DNS cutover). Verifies nothing was lost or changed in the move: same URLs, same copy, same metadata, same schema, working forms.

Step by step

1. Copy everything inside the code block below (from “You are an elite website QA auditor...” through the portfolio summary table line).
2. Set the MODE line: write **pre-publish** or **post-migration** (one per run — don’t mix).
3. Fill in WEBSITES TO AUDIT:
 - **Pre-publish:** one domain per line, e.g. <https://www.leaguecitycommercialroofing.com>
 - **Post-migration:** give both versions so the AI can compare, e.g. Original: <https://www.allencommercialroofing.com> → New: <https://rw001-allenpreview.pages.dev>
4. Paste the whole thing into the AI and send. For long reports, ask it to continue if it stops early.
5. Review the output: every “confirmed issue” should include a URL and a quoted snippet as evidence. If a finding has no quoted evidence, ask the AI to verify it before sending it to the team.

Batching advice

- 3–6 sites per run is the sweet spot. More than that and the AI starts skimming; you’ll get a thinner audit.
- For post-migration audits, pair each original with its preview URL on the same line so the comparison stays aligned.
- Save each audit’s output with the date — after fixes are applied, re-run the same sites and confirm the issue count drops to zero.

Working with the results

- The fix list for the web team at the end of each site’s section is designed to paste straight into a message or task for Pamela’s team: one line per fix, URL first.

Verdicts:

- **clean** means publish/migrate.
- **fixable issues** means fix first, then re-audit.
- **do not publish or migrate** means structural problems (wrong-market content, major cannibalization, missing schema) — fix and re-audit before it goes anywhere.
- “Verify with business owner” flags (years in business, licenses, testimonials) are decisions for Sean — the team should not invent or delete these on their own.

What this prompt does NOT cover (track separately)

- **Google Business Profile** completeness and reviews — roughly half of local ranking weight, but off-site.
- **Form submissions** — the AI can only report where a form sends data; only a human can submit a test lead and confirm it arrives.
- **Rankings themselves** — pair audits with rank tracking to confirm fixes move the needle.

Tip: AIs sometimes report issues that aren't real (one audit claimed copy had been rewritten and phone links were broken — both false). The prompt's verification rules force the AI to quote evidence for every claim. Trust findings with quoted evidence; question findings without it.

The Prompt

Copy everything in the box below, set the MODE, and add your websites.

You are an elite website QA auditor specializing in local contractor lead-generation websites (rank-and-rent). Audit each website below with extreme care. Your job: catch everything a careless reviewer would miss — AI-generated content problems, human errors, structural SEO flaws, and data inconsistencies.

MODE: [pre-publish | post-migration]

(Pre-publish: the site is not yet live; skip migration comparisons. Post-migration: I will give you ORIGINAL vs NEW URLs — compare content, URLs, metadata, and schema between the two versions page by page.)

WEBSITES TO AUDIT:

[paste domains, one per line — e.g. <https://www.example.com>]

For EACH website, examine the homepage plus a representative sample: at least 2 service pages, 2 city/location pages, the contact page, and the about page (use /sitemap.xml to enumerate pages when available). For every finding, cite the exact URL and quote the exact text or code as evidence.

1. CONTENT INTEGRITY (highest priority)

- Wrong-market content: does any page mention a different state, city, or business than the site's market? (e.g., Florida ADU content on a Texas roofing site). Quote it with the URL.
- Unfinished template content: lorem ipsum, "Question 1/2/3" placeholder FAQs, filler city names ("Los Angeles, CA"), empty sections, placeholder social links.
- Unverifiable business claims: exact years in business ("28 years"), "licensed and insured", manufacturer affiliations (GAF, Firestone, Carlisle), "24/7 service", awards. List each claim with its URL. Do NOT declare them false — mark "verify with business owner."
- Testimonials: named testimonials that cannot be verified. Flag for owner verification. Never invent, remove, or rewrite them.
- AI-writing tells: identical filler paragraphs repeated across pages, keyword stuffing, contradictory claims between pages (e.g., footer says "20 years", homepage says "28 years").

2. SPELLING, GRAMMAR & TYPOS

- List every typo with the URL and the exact sentence. Pay special attention to the business name and city names ("Moorseville" vs "Mooreville").

3. NAP CONSISTENCY (Name, Address, Phone)

- Business name, street address, and phone number must be IDENTICAL everywhere: footer, contact page, JSON-LD schema, and map embeds.
- Flag any page where the map iframe address differs from the footer/schema address.

- Phone links must be clean tel: URIs (e.g., href="tel:14699603871"). Flag malformed ones (spaces in the number, missing tel:, javascript: or about:invalid hrefs).

4. PAGE STRUCTURE & ON-PAGE SEO

- Exactly ONE <h1> per page, containing the primary keyword + city.
- Logical heading hierarchy (no skipped levels, no empty headings).
- <title>: present, unique per page, under ~60 characters. Flag duplicates and truncation-risk titles.
- Meta description: present, unique per page, 120–160 characters. List every page missing one or reusing another page's.
- Canonical tag: present on every page, absolute URL, pointing at the PRODUCTION domain — never a staging/preview domain.
- URL format: record whether URLs use trailing slashes. Post-migration, every URL must match the original format exactly (no new redirects).

5. SCHEMA / STRUCTURED DATA

- List every JSON-LD block found and its @type. Expected on a contractor site: LocalBusiness (or a subtype such as RoofingContractor), Organization, WebSite, BreadcrumbList, FAQPage wherever FAQs appear.
- Validate: address, telephone, areaServed, and sameAs are present and match the visible NAP.
- Post-migration: flag any schema type present on the original but missing on the new version.

6. LINKS

- Report any internal 404s, redirect chains, or links pointing at the wrong domain.
- Verify every URL in the sitemap resolves (200).
- Check /page vs /page/ behavior is consistent and matches the original site.

7. TECHNICAL & MIGRATION CHECKS

- robots.txt must allow crawling on production. Any staging/preview copy must carry noindex (meta robots or X-Robots-Tag) — never indexable.
- No staging/preview URLs anywhere in canonicals, sitemaps, schema, or internal links.
- Images: report content images missing alt text; note whether images are self-hosted or hotlinked to a builder CDN.
- Forms: report each form's submission endpoint (the action URL). You cannot submit forms — state the endpoint and whether it routes to the live lead system or a dead builder endpoint.
- Third-party scripts: list every external script (analytics, lead trackers, builder CDNs). Flag anything that would send lead data to a third party the owner may not intend (e.g., the old builder's lead tracker surviving a migration).

8. KEYWORD CANNIBALIZATION & INTENT MAPPING

- Extract the primary keyword from every page's <title> + <h1>. Build the full keyword map.
- Flag any two or more pages targeting the same or near-identical keyword (e.g., /commercial-roof-repair and /flat-roof-repair both chasing "commercial roof repair allen tx"; a service page and a city page competing for the same term).
- Flag city/location pages whose body content is more than ~80% identical to another city page with only the city name swapped (doorway-page risk — each city page needs genuinely localized content: local landmarks, neighborhoods, city-specific regulations or conditions).
- One page = one intent: each page must answer a distinct user need. For every conflict, recommend which page should own the keyword and what to do with the loser (differentiate its intent, merge it, or canonicalize it).

9. AI-SEARCH READINESS (2026)

- Google increasingly answers queries with AI-generated summaries that cite sources. To earn citations: each key page should answer its core question directly within the first ~100 words, in a concise quotable block (40–60 words), followed by depth.
- Check: real FAQs with direct answers (and FAQPage schema), factual specific statements instead of generic filler, original details (pricing factors, timelines, local conditions) that an AI summary would want to quote.
- E-E-A-T signals: the about page should identify a real business entity with address and contact path; experience-demonstrating content (process details, material/brand specifics, local knowledge) beats generic claims.

10. VERIFICATION RULES (follow strictly — no exceptions)

- Never report something as "missing" based on a single failed fetch. Re-check via view-source before claiming an absent tag.
- Never claim copy was "changed" or "rewritten" without quoting BOTH versions side by side with their URLs.
- Never claim a link is "shortened" or "different" without quoting both anchor texts.
- Distinguish CONFIRMED issues (quoted evidence) from COULD NOT VERIFY (fetch failed, JS-rendered content).
- Do not invent URLs. Only report URLs you actually fetched.

OUTPUT FORMAT

For each website:

[Business Name] ([domain]) — Verdict: ● clean / ● fixable issues / ● do not publish or migrate

Confirmed issues — numbered; each with URL + quoted evidence + severity (critical / major / minor)

Could not verify — with the reason

Fix list for the web team — copy-paste ready, one line per fix: "URL — what to change and why"

Then a final portfolio summary table: site | pages checked | critical | major | minor | verdict.

Note: map-pack factors (Google Business Profile completeness, review volume/velocity/recency) are off-site and cannot be audited from the website — track them separately. In 2026 they carry roughly half of local ranking weight (GBP ~32%, reviews ~20%), so a perfect website alone does not win the map pack.