

RosoAI

AUDIT · SEO/GEO STRATEGIC NOTE

A solid foundation. A sale to clarify.

Your goal: sell your SEO/GEO agents kit. The site already has a consistent public foundation. The observable priority is to make the promise, purchase conditions and evidence easier to understand, then measure sales.

PREPARED FOR

RosoAI

SITE ANALYZED

rosoai.fr

DATE

September 17, 2026

BY

RosoAI · Codex

Public read-only audit · France / French · Method V3.1.0.

Cutoff: September 17, 2026 at 10:06:34 UTC (12:06:34, Paris).

Direct observations and disclosed hypotheses. Sales, actual indexing and AI citations not measured.

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PART 01 · IN 30 SECONDS

The verdict, straight to the point

The site can be crawled within the tested scope. But the kit's opening message promises a top position that neither the product nor this audit can guarantee. Your best next step is to sell a concrete outcome: an audit, its evidence and an action plan.

What is going well

The sitemap's 28 pages respond. Report examples exist.

What is average

Usage conditions are explained further down, in the FAQ.

What is blocking progress

The promise of a top position can make the purchase harder to evaluate.

Where to start

Clarify the top of the page and establish baseline sales data.

This week's priorities: clarify the offer, establish measurement, diagnose mobile loading. The commercial effect remains a hypothesis to test.

PART 02 · THE KEY FINDING

What already holds up

To preserve

- ✓ 28 accessible sitemap pages, distinct titles, descriptions and main headings present.
- ✓ Consistent canonical URLs: each page points to its own reference URL.
- ✓ 15 articles and two example reports already linked from the site.
- ✓ Rendered product data with a €89 price, consistent with the visible price.

To make clearer

- ✗ The product title's promise contradicts the limitations explained in the articles.
- ✗ Required tools and their possible costs appear after the first purchase buttons.
- ✗ The environments guide could better show a first audit and lead directly to the kit.

Sources: crawl of the [sitemap](#)'s 28 URLs, [kit page](#) and browser rendering, [V3 article](#); 17/09/2026. Example PDFs were not inspected.

An accessible page can still receive few visits: without search and purchase data, no commercial performance is inferred.

PART 03 · YOUR SCORES

Your scores, with their limits

F · Foundations

Public foundation checked

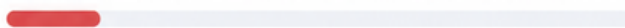


94.3/100

Coverage 100% of included checks · confidence 99.6%

E · Execution

Preparation of the proposed plan



15/100

Coverage 100% of the five actions · confidence 77% · nothing executed, assigned or dated

M · Measurement

Quality of this audit's evidence



99.7/100

Coverage 90% · confidence 89.3% · 18 expected public checks out of 18 documented

V · AI visibility: not measured, no response panel run.

O · Opportunity: not quantified, insufficient demand and commercial value data. See blind spots, part 05.

Method note on coverage. These indices are independent. F and M concern the included public checks, not 100% of the site, indexing or sales. E describes this plan that has yet to start, not your company's maturity. No overall score.

PART 04 · ISSUES TO FIX

Clarify the choice before purchase

Three content corrections can be prepared without changing page URLs. Their impact on purchases must then be measured.

1. Promise the deliverable the buyer will receive

The product title says “Become number 1 on Google and AI”. Yet your articles explain that neither rankings nor citations are guaranteed. The kit produces a diagnosis and a plan: that is concrete value to show.

The evidence. The title appears in the HTML and the browser. The ChatGPT and V3 articles explain the limitations. [Kit page](#) · [ChatGPT article](#), consulted on 17/09.

What you fix. Replace the top-position promise and align the Urssaf example page.

2. Put usage conditions near the price

The requirements exist. But visitors discover Claude Code or Codex, the required computer and possible costs by opening the FAQ, after the first purchase choice. The report example is also offered further down.

The evidence. On the [kit page](#), the €89 price and purchase button are visible in the first mobile screen observed; usage details are in the expanded FAQ. HTML and browser cross-checked on 17/09.

What you fix. Add a short requirements sentence below the price and bring the links to existing reports closer.

3. Show a first audit through to its result

The environments guide explains compatibility. In its collected main content, it does not yet show a first audit with annotated output. Its path to the kits is indirect.

The evidence. The [existing guide](#) contains a link to the kits section, but no direct link to the [kit page](#) in its main content. The [V3 article](#) already explains the architecture. HTML from 17/09.

What you fix. Enrich these pages with a real demonstration and a direct link to the product.

A commercial hypothesis, explicit

These changes should make the purchase easier to understand. No user abandonment, conversion rate or revenue gain was observed in this assignment.

PART 04 · CONTINUED

Two checks before acting

4. Revisit the customer evidence in its active version

The MiElectrico text block changed during the audit: present at 09:55 UTC, it disappears in the 09:57 replay and the browser reload around 10:02. The results screenshot at the top of the page remains visible.

The evidence. Two HTTP captures and a reload of the [product page](#) agree on this change on 17/09. The cause is unknown. Figures from the old version are not presented as validated results.

What you fix. Check the active version. For any retained evidence, specify the source, dates, scope, changes made and limitations; obtain the customer's agreement before republication.

5. Identify the cause of mobile loading

Real visitor data shows 2.6 s to display the largest visible element, called LCP. The “good” threshold is 2.5 s. This result concerns the whole [rosoai.fr](#) origin on mobile, not just the kit page.

The evidence. [PageSpeed Insights](#), 17/09: LCP 2.6 s, first server response (TTFB) 1.9 s, visual stability (CLS) 0 ; interaction delay (INP) unavailable. Rolling 28-day window, 75th percentile. [Official thresholds](#).

What you fix. Run a diagnosis specific to the kit page before choosing a fix. The lab test failed; no technical cause of the delay has been identified.

The five actions ranked by priority

Priority	Action	Intended effect
P1	Clarify the promise and purchase	Understand what is being bought
P1	Establish baseline data	Connect decisions and sales
P1	Diagnose kit loading	Choose a justified fix
P2	Document the active evidence	Make the case understandable
P2	Show a first audit	Reduce implicit steps

Proposed priorities, not a measure of gains. Measurement is a scoping action; its absence here describes the assignment's access, not a lack of tracking on your site.

PART 05 · BLIND SPOTS

What I could not verify

The initial checks below are quick to launch. Full measurements then take the time required. "Not measured" never means "bad".

Item	Why not verified	First check
Google indexing and queries	No export from Search Console, Google's owner-access tracking tool.	Open the property, inspect the kit page and export its performance.
Sales and conversion	No access to visits, payments or refunds; existing tracking not audited.	Match a common period of kit visits and confirmed purchases.
AI assistant answers	No independent panel run. Web search results are no substitute.	Freeze questions and context, then repeat the tests described in the plan.
Google generative search	Property eligibility and report not inspected.	Check inclusion and the Generative AI report in Search Console.
Kit page performance	Field data available only at origin level; INP missing, rate-limited API (429), lab interface failed.	Rerun PageSpeed on the kit; distinguish URL and origin measurements.
Customer evidence and example PDFs	No source exports or agreement to republish; the two linked example PDFs were not read.	Open the active version and request the sources of the retained screenshot.
Demand and competition	Three public alternatives consulted, mainly in English; no volume or product testing.	Compare topics with GSC queries and buyer questions.
Accessibility and other resources	One-off homepage/kit rendering, mobile at 390 × 844; no exhaustive check of images, external links and usage.	Test the purchase journey with a keyboard and on relevant devices.

No universal absence is inferred

You may already have sales, AI citations or reliable tracking. This public audit does not observe them. No numerical estimate of traffic, visibility or revenue is published.

Current Google method, revisited on 17/09: [generative search guide](#) and [Generative AI report](#). Their availability on the RosoAI property remains to be checked.

PART 06 · MAIN PRIORITIES

Three priorities to sell the kit

1 Make the purchase decision simple

Why. The title goes beyond what the kit can ensure.

In practice. Bring the promise, deliverables, requirements and example together.

Target outcome at 90 days. An understood offer, tested with readers.

2 Show how the kit works

Why. First use could be shown more clearly.

In practice. Contextualize the evidence and enrich the guide.

Target outcome at 90 days. A reproducible and nuanced demonstration.

3 Measure before multiplying changes

Why. Purchases and AI visibility are not measured here.

In practice. Establish measurement and diagnose mobile performance.

Target outcome at 90 days. Decisions based on comparable data.

Content to enrich	Question to resolve	Priority
Kit page + Urssaf example	What am I buying and which tools do I need?	P1
Active customer evidence	What exactly does this result show?	P2
Environments guide + V3 article	What does my first audit look like?	P2

PART 07 · WHERE TO START

This week, then verify

No.	This week: launch the five actions	Indicative effort	Intended impact
1	Clarify the promise and purchase	0.5 day	High
2	Establish baseline data	1.5 days	High
3	Diagnose the kit's LCP	1 day	Medium
4	Document the active evidence	1 day	Medium
5	Show the first audit	1 day	Medium

At 30 days: compare the path to purchase and recheck performance, depending on available volume. **At 90 days:** repeat measurements and keep useful changes. Effort and timeframes are proposed; no owner or date is committed.

The final word

Clarify the offer, show the kit and measure. Track confirmed purchases, matched with visits and refunds.

PART 08 · THE GLOSSARY

Technical terms, in plain English

The terms used in this audit, without making them say more than they measure.

SEO

Work to make pages accessible, understandable and useful in search engines.

GEO / AI visibility

Observing and improving the presence of a brand or its pages in AI-generated answers. A citation cannot be guaranteed.

Sitemap

File listing pages proposed to search engines. It does not prove their presence in results.

HTTP 200 / 429

200 means a response was successfully received. Here, 429 indicates a quota limit of the measurement tool.

HTML and browser rendering

HTML is the document sent by the site. Rendering is what the browser builds and displays from it.

Canonical URL

URL that a page indicates as its reference version. Google may choose another version.

Indexing

Presence of a page in the search engine's database. An accessible page is not necessarily indexed.

GSC / Search Console

Google tool available to the site owner to check indexing, queries and performance, among other things.

Structured data

Machine-readable information describing, for example, the product and its price.

Conversion

Desired action. Here, the confirmed purchase of the kit, to distinguish from a click on the purchase button.

LCP

Time needed to display the page's largest visible element. The "good" threshold is 2.5 seconds.

TTFB

Delay before the first response bytes. On its own, it does not identify the cause of slow loading.

CLS and INP

CLS measures unexpected shifts on screen. INP measures response delay after an interaction. A missing value is not zero.

Field / lab

Field data reflects real visits; the lab is a test under controlled conditions. Their results are not interchangeable.

Origin / 75th percentile

Here, the origin groups pages on <https://rosoai.fr>. At the 75th percentile, three quarters of observations are below the stated value.

Coverage / confidence

Coverage indicates the share of the planned scope that is documented. Confidence expresses the robustness of evidence according to the kit's method.

AI panel

Set of test questions and contexts defined in advance, to repeat when comparing answers.

FAQ

Frequently asked questions and their answers. They can help buyers without guaranteeing a search engine result.

The 90-day objectives are expected work outcomes: clarified offer, demonstration and measurement. They are not promises of rankings or revenue.

APPENDIX · SOURCES AND METHOD

Where these conclusions come from

Common cutoff: 17/09/2026, 10:06:34 UTC. France, French, public data. Exploration of the sitemap's 28 URLs; one-off rendering of the homepage and kit, including a mobile check at 390 × 844. 59 pieces of evidence, 13 facts, 8 findings, 5 proposed actions.

Browser observations were recorded at 10:04 UTC; underlying captures predate the cutoff. HTTP, HTML, browser and third-party tool methods are distinguished. Initial resolution failures were successfully retried; they are not site outages.

Register identifier	Source and observation	UTC date / method / status
ev_review_inventory ev_review_metadata	Sitemap and 28-page inventory : access, titles, descriptions, main headings and reference URLs.	17/09 · 09:55 captures 10:04–10:05 review HTTP + HTML · observed
ev_review_browser_product ev_review_mobile ev_review_schema	Kit page : title, €89 price, FAQ, first purchase area, product data and mobile rendering.	17/09 · 10:04 recording Browser · observed
ev_rosoai_replay_2 ev_review_case_recheck	MiElectrico change : initial block removed; screenshot retained.	17/09 · 09:57 HTTP Around 10:02 browser Observed
ev_review_crux ev_review_lighthouse_missing	Mobile PageSpeed : origin field data available; lab failed.	17/09 · 09:55 report Third-party tool · observed / lab not measured
ev_review_demand ev_review_private_gap	AI Project Audit Kit · seo-geo-skill · ClaudeKit SEOKit . Alternatives consulted, not tested; private data unavailable.	17/09 · 09:53–09:58 Web review · observed / private measurements absent
ev_review_rules	Google AI guide · Generative AI report . Rules revisited after the kit's July snapshot.	17/09 · 09:54 Official documentation Observed

Other direct sources for the findings: [ChatGPT article](#), [V3 article](#), [environments guide](#), [Urssaf example](#); HTML from 17/09 at 09:55 UTC. Collection references suffixed page_0011, page_0019, page_0010, page_0005 in the full register.

Kit integrity. Version 3.1.0: valid ZIP CRC and 111 SHA-256 files matching the embedded manifest, checked without installing or modifying the kit. This conformity does not prove independent provenance.

Index formulas. F subtracts confidence-weighted severity penalties across the checked categories. E combines progress, assignment, dates and testable criteria. M combines proven coverage, confidence, freshness and repetition of AI tests when they exist. Weights are renormalized according to available data. The five dimensions are never averaged.

Interpretation. Requirements and the promise are observed; their commercial effect is hypothetical. Customer evidence needs context, without demonstrated causality. No visibility or demand value was estimated.

Performance reference: [web.dev](#) · [Core Web Vitals](#). The full register, raw sources and canonical score are retained in the audit folder. This appendix gives the entries directly useful for reading.