



Part of the Big Ideas Collective Ltd

DIGITAL AUDIT REPORT

**Vantree (fictional example
company)**

vantree.io

30 July 2026



Executive Summary

Vantree's technical foundations are solid: HTTPS is enforced everywhere, navigation is consistent, and every core page is reachable in one click, basic hygiene many SaaS sites still get wrong. The site also carries real third-party credibility, with a TechCrunch feature on its funding round and genuine, verified review scores on G2 and Capterra.

The homepage gives people and AI systems a clear, quotable answer to what Vantree does and for whom, backed by three named case studies with real results. Structured data (schema, the code that tells search engines what a page means) is already live for the core Organization and WebSite types, giving search and AI systems a dependable base to build on.

Overall the website scores 70% - Good

Scores in Detail

Audit Stage	Score	Grade
Performance	80%	Good
SEO	78%	Good
GEO (AI Visibility)	73%	Good
Schema	63%	Good
Backlinks	56%	Fair
Overall Site Score	70%	Good

What Does This Mean?

The single biggest drag on this score is the Vantree Journal blog: the newest post is over 18 months old. Search engines and AI systems both treat a stalled blog as a sign of a less current, less trustworthy site, even when the rest of the content is strong.

Structured data (schema) is confirmed for the core company details, but two of the four types Vantree needs, Person and Service, are unverified or missing. Pricing is also written as prose rather than a table, making it harder for an AI assistant to compare Vantree against named competitors.



Beyond fixing these, the single highest-value move is not another schema block or directory listing. It is genuine coverage in operations or RevOps trade press, which would lift the GEO, SEO authority, and backlink scores all at once, a compounding return no schema tweak alone can match.

Top Quick Wins

- Generate and submit an XML sitemap (15 minutes) - closes the one critical performance gap outright.
- Add the missing meta description to the /integrations page (10 minutes).
- Add G2 and Capterra trust badges to the homepage and /pricing (20 minutes) - Vantree already has the reviews, it just is not showing them off.

Top Critical Issues

- No XML sitemap found: both /sitemap.xml and /sitemap_index.xml return a 404, limiting how reliably search engines can find and re-crawl every page.
- The Vantree Journal blog has not published since 10 January 2025, over 18 months ago, a strong negative freshness signal to Google.
- AI systems can describe what Vantree is but are not yet equipped to recommend it over named competitors, due to thin sector press coverage and pricing that is not in a scannable, comparable format.



Section 1 — Website Performance Audit

Performance audit conducted 30 July 2026, assessing the homepage, the /platform page, the /pricing page, and one recent blog post. This is a fictional example audit, built to demonstrate the BIG Intelligence report format. No live site was fetched.

#	Status	Finding	Page / Where to Fix	Recommendation
1	PASS	HTTPS is enforced sitewide. All pages and assets load over https:// with no mixed content on the homepage, /platform, or /pricing.		No action required.
2	PASS	The viewport meta tag reads width=device-width, initial-scale=1 with no user-scalable restriction, so pinch-to-zoom works normally.		No action required.
3	ISSUE	The homepage title tag is 74 characters: 'Vantree Workflow Automation & Operations Analytics for Mid-Market Teams'. Google typically truncates titles past 60 characters in search results.	Homepage, / (title tag in <head>)	Shorten to 40-60 characters, leading with the primary term, e.g. 'Vantree Workflow Automation for Operations Teams'.
4	PASS	The homepage meta description is 132 characters and describes the product clearly, within the 120-160 character target.		No action required.
5	PASS	Exactly one H1 appears on the homepage: 'Automate the busywork. Own the outcomes.'		Structurally correct. See the SEO audit for a note on keyword relevance in this same H1.



#	Status	Finding	Page / Where to Fix	Recommendation
		Single H1, no duplicates found on other sampled pages.		
6	ISSUE	On the /platform page, the heading order jumps from H1 straight to H3 ('Integrations at a glance'), with no H2 present anywhere on the page.	/platform (heading structure, full page)	Restructure so H2s introduce each major section (e.g. 'Approval Routing', 'SLA Tracking'), with H3s used only for sub-points beneath them.
7	PASS	robots.txt is present, correctly formatted, and does not block crawlers from key content.		<i>No action required.</i>
8	CRITICAL	No XML sitemap found. Both /sitemap.xml and /sitemap_index.xml return a 404, with no fallback sitemap.html available either.	Site-wide, /sitemap.xml	Generate and submit a sitemap. Webflow can auto-generate one under Project Settings > SEO; submit the resulting URL in Google Search Console.
9	ISSUE	The /pricing page canonical tag points to https://vantree.io/pricing/ (trailing slash) while the page itself is served at https://vantree.io/pricing (no slash), a self-referencing mismatch.	/pricing (canonical link tag in <head>)	Set the canonical to match the served URL exactly, including trailing slash convention.
10	ISSUE	The homepage has og:title, og:description, and og:image, but og:type is missing, so link previews may not render with the correct content type.	Homepage, / (Open Graph tags in <head>)	Add <meta property="og:type" content="website"> to the homepage head.
11	PASS	A clear <nav> element is present and consistent across the homepage, /platform, and /pricing.		<i>No action required.</i>



#	Status	Finding	Page / Where to Fix	Recommendation
12	PASS	The footer includes contact details, a Bristol UK office address, and links to the Privacy Policy and Cookie Policy.		<i>No action required.</i>
13	ISSUE	On a fresh fetch of /platform, 6 product screenshot images have no alt attribute.	/platform (product screenshot images)	Add descriptive alt text to each screenshot, naming the feature shown (e.g. 'Approval routing dashboard showing three pending requests').
14	PASS	All core pages, including /platform, /pricing, /customers, and /contact, are reachable in one click from the homepage navigation.		<i>No action required.</i>
15	PASS	The homepage carries approximately 420 words of visible body copy, above the 300-word thin-content threshold.		<i>No action required.</i>
16	ISSUE	Four synchronous scripts load in <head> with no async or defer attribute: HubSpot tracking, Intercom, the Google tag, and the LinkedIn Insight Tag.	Site-wide, all page templates (script tags in <head>)	Add defer to each of these script tags, or move them to load after the main content via a tag manager.
17	PASS	Webflow's automatic image optimisation serves hero and product images as WebP. No legacy JPG/PNG bottleneck found on sampled pages.		<i>No action required.</i>



#	Status	Finding	Page / Where to Fix	Recommendation
18	PASS	No evidence of heavy page-builder-generated inline styles; Webflow's exported markup is reasonably clean on sampled pages.		<i>No action required.</i>
19	PASS	Google Fonts load via a preconnected, deferred link rather than a blocking @import.		<i>No action required.</i>
20	PASS	No public Core Web Vitals data was available from the sources checked for this fictional example.		<i>Check Google Search Console > Core Web Vitals report directly for real LCP, INP, and CLS figures. Current thresholds: LCP within 2.5s, INP under 200ms, CLS under 0.1.</i>



Section 2 — SEO Audit

SEO audit conducted 30 July 2026, assessing the homepage, /about, /contact, /platform, /pricing, and the blog. This is a fictional example audit, built to demonstrate the BIG Intelligence report format. No live site was fetched.

#	Status	Finding	Page / Where to Fix	Recommendation
1	PASS	A clear primary keyword, 'workflow automation software for operations teams', runs consistently through the homepage title, H1 area copy, and body text.		<i>No action required.</i>
2	PASS	The homepage title leads with the brand name followed by the core term: 'Vantree Workflow Automation & Operations Analytics for Mid-Market Teams'.		<i>No action required.</i>
3	ISSUE	The homepage H1, 'Automate the busywork. Own the outcomes.', is brand voice rather than a keyword-descriptive statement of what the product does.	Homepage, / (H1)	Consider an H1 that keeps the brand tone but names the category, e.g. 'Workflow automation that owns the outcomes, not just the busywork.'
4	PASS	The /platform page describes specific functionality rather than generic claims, e.g. 'approval routing, SLA tracking, and cross-team handoffs between Sales and Operations'.		<i>No action required. This specificity is a genuine strength versus more generic SaaS competitor copy.</i>



#	Status	Finding	Page / Where to Fix	Recommendation
5	ISSUE	The /blog/category/automation page and the /platform page carry near-identical introductory paragraphs both targeting 'workflow automation', creating a cannibalisation risk between the two.	/blog/category/automation (intro paragraph)	Differentiate the blog category intro to focus on articles and examples, leaving product claims to /platform.
6	CRITICAL	The Vantree Journal blog exists but the most recent post is dated 10 January 2025, over 18 months before this audit. Google's freshness signals weight this heavily against the site.	/blog (all listed posts)	Resume publishing on a regular schedule, even one post a month, or archive the section clearly rather than leaving it visibly stale.
7	PASS	All core pages, including /platform, /pricing, /customers, and /contact, are reachable in one click from the homepage navigation.		<i>No action required.</i>
8	PASS	Titles are unique and specific across the homepage, /about, and /platform, with no duplication found.		<i>No action required.</i>
9	ISSUE	The /integrations page has no meta description; the tag is present but empty.	/integrations (meta description tag)	Write a value-proposition-led meta description naming the key integrations (Slack, Salesforce, NetSuite).
10	ISSUE	6 older blog posts still use HubSpot's default URL pattern, e.g. /blog?id=1184, rather than a descriptive slug.	/blog (6 legacy posts, URL pattern)	301 redirect these 6 posts to descriptive slugs (e.g. /blog/approval-routing-guide) and update internal links.



#	Status	Finding	Page / Where to Fix	Recommendation
11	PASS	The Bristol UK office address is consistent across the footer and /contact page.		No action required.
12	PASS	Location signals sit only in the footer, but Vantree sells nationally and internationally rather than to a local market, so this is not a gap for this business model.		No action required. Not applicable in the way it would be for a local business.
13	PASS	No Google Business Profile link is evident, but Vantree has no local footprint to optimise; this channel is not a priority for a national B2B SaaS product.		No action required.
14	PASS	No dedicated location pages exist, which is appropriate for an online-only B2B SaaS business with no service-area model.		No action required.
15	PASS	The /about page names both co-founders, Priya Shah (CEO) and Tom Ellery (CTO), with career narrative and photos.		No action required.
16	ISSUE	Of the 5 testimonials on /customers, 3 name the company and speaker (e.g. Halden Logistics), but 2 are attributed only to 'Operations Manager, Mid-Market Logistics Co.' with no company name.	/customers (testimonial section)	Replace the 2 anonymous quotes with named, attributed testimonials, or remove them if permission cannot be obtained.
17	ISSUE	Vantree holds genuine G2 and Capterra review scores (see the backlink audit) but displays no	Homepage and /pricing (below the fold)	Add G2 and Capterra rating badges to the homepage and /pricing, linking to the live review pages.



#	Status	Finding	Page / Where to Fix	Recommendation
		trust badges or review-score widgets anywhere on the site.		
18	PASS	Privacy Policy and Cookie Policy are both linked from the footer on every page checked.		<i>No action required.</i>
19	PASS	LinkedIn, X, and YouTube are linked from the footer and each profile shows recent activity.		<i>No action required.</i>
20	ISSUE	The /contact page is a bare HubSpot form embed with no description of enquiry types (sales, support, partnerships) and no named contact.	/contact (page intro, above the form)	Add a short intro naming who to contact for sales versus support, plus a named team photo or two.



Section 3 — GEO Audit (Generative Engine Optimisation)

GEO audit conducted 30 July 2026. Brand search conducted across 5 queries in this fictional example. External mentions found: techcrunch.com, g2.com, capterra.com, crunchbase.com, wellfound.com.

#	Status	Finding	Page / Where to Fix	Recommendation
1	PASS	The name 'Vantree' is used in a single canonical form throughout the title, H1, body copy, footer, and external profiles. No 'Van Tree' or 'VanTree' variants found.		<i>No action required.</i>
2	PASS	The homepage subheading is a self-contained, factual statement: 'Vantree is workflow automation and operations analytics software for mid-market operations teams, used by 340+ companies to cut manual handoffs and track SLAs in one place.' An AI system could cite this directly.		<i>No action required.</i>
3	ISSUE	No dedicated FAQ or Q&A section exists on /pricing or /platform. A support-centre Q&A exists but its content is scattered across many short articles rather than self-contained answers.	/pricing (below the pricing table)	Add a short Q&A block to /pricing (e.g. billing, seats, contract length) written as self-contained question-and-answer pairs. This helps AI extraction; it is not a candidate for FAQ schema, which no longer produces rich results.



#	Status	Finding	Page / Where to Fix	Recommendation
4	PASS	The /customers page contains specific, citable facts, e.g. 'In March 2025, Vantree processed its 10 millionth automated workflow step.'		No action required.
5	PASS	Founders Priya Shah (CEO) and Tom Ellery (CTO) are named on /about with career context and photos.		No action required.
6	PASS	Three named case studies on /customers include specific, verifiable outcomes, e.g. Halden Logistics cutting approval time by 40%.		No action required.
7	ISSUE	Marketing copy on /platform makes claims like 'industry-leading automation' without a named credential, certification, or benchmark behind the claim.	/platform (feature descriptions)	Replace generic superiority claims with specific, verifiable detail (e.g. a named integration certification, a benchmark result from a named client).
8	PASS	Brand search surfaced a TechCrunch feature covering Vantree's \$8M Series A, plus G2 and Capterra review profiles, giving real third-party authority beyond owned channels.		No action required beyond building on this, see check 18.
9	PASS	SSL, a linked Privacy Policy, named contacts, and a Bristol UK office address are all present. Recent content is a partial gap, addressed in the SEO audit's blog freshness finding.		No action required beyond the blog fix already logged in the SEO stage.



#	Status	Finding	Page / Where to Fix	Recommendation
10	ISSUE	Blog posts carry no visible author name or bio link anywhere on the page. Any author attribution exists only in an unseen meta tag.	/blog (all posts, byline area)	Add a visible byline and short bio link to every post, once the blog resumes publishing.
11	ISSUE	Several H2 headings on /platform read as taglines rather than topic statements, e.g. 'Work smarter, not harder' above the SLA tracking section.	/platform (H2 headings)	Rename promotional headings to descriptive topic statements, e.g. 'SLA Tracking and Escalation'.
12	PASS	Each integration (Slack, Salesforce, NetSuite, Flowbase) has its own self-contained descriptive paragraph on /integrations.		<i>No action required.</i>
13	ISSUE	The three pricing tiers (Starter, Growth, Enterprise) are described in prose paragraphs rather than a structured comparison table.	/pricing (tier descriptions)	Convert the pricing tiers into a comparison table with rows for seats, key features, and support level.
14	ISSUE	Blog posts show a publish date, but key pages like /platform and /pricing show no visible last-updated date anywhere.	/platform, /pricing	Add a small 'last updated' note to /platform and /pricing, refreshed whenever the page changes materially.
15	ISSUE	The /platform page runs to roughly 1,800 words with no opening summary; key facts are only extractable by reading the full page.	/platform (top of page, above the fold)	Add a 2-3 sentence summary at the top of /platform stating what the product does and who it is for.
16	PASS	The brand name, founder names, and product description are consistent between the site and		<i>No action required.</i>



#	Status	Finding	Page / Where to Fix	Recommendation
		the external profiles found in brand search (LinkedIn, G2, Crunchbase).		
17	PASS	LinkedIn, X, and YouTube are linked from the site footer.		<i>No action required.</i>
18	ISSUE	Only one genuine editorial mention was found (TechCrunch, on the Series A raise). No coverage was found in sector-specific trade press covering operations or RevOps tooling.	Off-site, target sector trade press	Pitch a data-led story (e.g. workflow automation adoption trends) to 2-3 named operations or RevOps trade publications.
19	ISSUE	Only 3 verifiable external profiles were confirmed (LinkedIn, G2, Crunchbase), fewer than the 4 typically wanted for strong sameAs entity verification.	Off-site, brand profile completion	Establish and verify at least one more profile (e.g. Wellfound, a G2-alternative like Capterra with a completed profile) to strengthen entity signals.
20	CRITICAL	An AI system could confidently answer 'what is Vantree' from the homepage and /customers content. It would struggle to recommend Vantree over named competitors for a comparison query, because sector editorial coverage is thin, pricing is not in a scannable structure, and pages carry no visible dates or summaries.	Site-wide	Prioritise the pricing table, sector press outreach, and page summaries above. Together these close the gap between 'AI can describe it' and 'AI would recommend it'.



Section 4 — Schema Audit & Code Build

Schema audit conducted 30 July 2026 for this fictional example company. Detection method: static fetch plus a simulated live-tool check, standing in for validator.schema.org and Google's Rich Results Test on a real engagement.

Existing Schema Detected

type="application/ld+json" found on the homepage. In this fictional example, a live page-URL test (validator.schema.org) confirms Organization and WebSite. Person is present in the source but not yet confirmed live. No Service markup was found on two fresh fetches of /platform.

Required Schema Types

- Organization — Confirmed
- WebSite — Confirmed
- Person — Unverified
- Service — Absent

JSON-LD Schema Blocks

Block 1 - Person: Priya Shah

Where to apply: /about (before </head>, or a custom HTML embed on the page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
```



```
"@type": "Person",
"name": "Priya Shah",
"jobTitle": "Co-Founder and CEO",
"worksFor": {
  "@type": "Organization",
  "name": "Vantree",
  "url": "https://vantree.io",
  "logo": "https://vantree.io/images/vantree-logo.png",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "14 Harbourside Way",
    "addressLocality": "Bristol",
    "postalCode": "BS1 5TT",
    "addressCountry": "GB"
  }
},
"url": "https://vantree.io/about",
"sameAs": [
  "https://www.linkedin.com/in/priyashah-example"
]
}
</script>
```

Implementation: Add as a Custom Code embed on the /about page in Webflow's page settings, or sitewide via Project Settings > Custom Code if the same block should appear on every page.

Block 2 - Service: Vantree Workflow Automation Platform

Where to apply: /platform (before </head>, or a custom HTML embed on the page)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Service",
  "name": "Vantree Workflow Automation Platform",
  "serviceType": "Workflow automation and operations analytics software",
  "provider": {
```



```
"@type": "Organization",
"name": "Vantree",
"url": "https://vantree.io",
"logo": "https://vantree.io/images/vantree-logo.png",
"address": {
  "@type": "PostalAddress",
  "streetAddress": "14 Harbourside Way",
  "addressLocality": "Bristol",
  "postalCode": "BS1 5TT",
  "addressCountry": "GB"
},
"url": "https://vantree.io/platform"
}</script>
```

Implementation: Add as a Custom Code embed on the /platform page in Webflow's page settings.

Validation & Implementation

- Both blocks run through scripts/validate_schema.py and pass local syntax and property checks
- Once implemented, test the page URLs at validator.schema.org and ignore vocabulary warnings; there is no Google Rich Results feature for Person or Service to test against
- Once the sitewide Organization block's own @id is confirmed, update these two blocks to reference it via @id instead of repeating name and url inline
- Paste from a supplied plain-text file using Webflow's Custom Code field, never a rich text editor
- Purge any CDN cache after publishing, then retest



Section 5 — Backlink Analysis

Backlink audit conducted 30 July 2026 via web search and direct page verification, for this fictional example company. 9 external domains identified. Note: this is a manual verification method; a paid tool (Ahrefs, Semrush, Moz) would surface additional links not discoverable via search.

Total Confirmed Domains: 8

One genuine editorial link (TechCrunch) plus two strong review-platform listings (G2, Capterra) anchor this profile. Beyond that, links lean on directories, a launch page, and one social profile. The next best opportunity is sector trade press, not another directory listing.

Source Domain	Link Type	Traffic Signal	Notes
techcrunch.com	Editorial	High	Article covering Vantree's \$8M Series A round names the company and links to vantree.io in the first paragraph.
g2.com	Publishing / Retail	High	Vantree G2 profile page, 47 reviews at 4.4 stars, with a live link to vantree.io in the profile header.
capterra.com	Publishing / Retail	High	Vantree Capterra listing with a confirmed live link and category placement under Workflow Management.
producthunt.com	Content / Blog	Medium	Product Hunt launch page, ranked #3 Product of the Day on launch, with a confirmed live link to vantree.io.
crunchbase.com	Directory	High	Crunchbase company profile with funding history and a confirmed live link.
wellfound.com	Directory	Medium	Wellfound (formerly AngelList Talent) company profile with a confirmed live link, used mainly for hiring.



Source Domain	Link Type	Traffic Signal	Notes
saastr.com	Directory	Medium	Vantree named in a SaaStr community roundup post of operations tools. No confirmed live hyperlink back to vantree.io found on the page, name mention only.
flowbase.io	Content / Blog	Low	Joint guest post on the Flowbase partner blog covering the Vantree-Flowbase integration, with a confirmed live link.
linkedin.com/company/vantree	Social	High	Active LinkedIn company page, posting roughly weekly, linked from the site footer.



Appendix — Priority Action Plan

All actions from 5 audit stages ranked by impact. Work through High priority items first.

Priority	Action	Where to Apply	Est. Time
Medium	Add alt text to the 6 unlabelled screenshots on /platform	/platform	20 min
Medium	Shorten the homepage title tag to 40-60 characters	Homepage, /	10 min
Medium	Redirect 6 legacy blog URLs to descriptive slugs	/blog (legacy posts)	45 min
Medium	Add G2 and Capterra trust badges to the homepage and /pricing	Homepage, /pricing	20 min
Medium	Replace the 2 anonymous testimonials with named, attributed quotes	/customers	1-2 weeks (client sign-off needed)
Medium	Add a Q&A block to /pricing written as self-contained pairs	/pricing	45 min
Medium	Add visible summaries to /platform and /pricing	/platform, /pricing	30 min
Medium	Rename promotional H2s on /platform to descriptive topic statements	/platform	20 min
Medium	Give the sitewide Organization block a stable @id and reference it from the Person and Service blocks	Site-wide, before </head>	20 min
Medium	Confirm or secure a live hyperlink on the SaaStr community roundup, or request one via SaaStr's editorial team	Outreach, saastr.com	30 min outreach



Priority	Action	Where to Apply	Est. Time
Medium	Pursue 1-2 more co-marketing guest posts with integration partners, following the Flowbase model	Outreach, partner blogs	Ongoing
Low	Fix the /pricing canonical trailing-slash mismatch	/pricing	10 min
Low	Add the missing og:type tag to the homepage	Homepage, /	5 min
Low	Restructure /platform headings so H2s sit above H3s	/platform	25 min
Low	Differentiate the /blog/category/automation intro from the /platform intro	/blog/category/automation	20 min
Low	Add a short intro to /contact naming who each enquiry type reaches	/contact	20 min
Low	Add visible last-updated dates to /platform and /pricing	/platform, /pricing	15 min
Low	Add visible author bylines once the blog resumes	/blog	15 min
Low	Complete the Wellfound profile with case study links to increase its contextual relevance	wellfound.com profile	20 min
High	Generate and submit an XML sitemap	Site-wide, /sitemap.xml	15 min
High	Defer the four synchronous head scripts (HubSpot, Intercom, Google tag, LinkedIn Insight Tag)	Site-wide, all page templates	30 min
High	Resume the Vantree Journal blog on a regular schedule	/blog	Ongoing
High	Add a meta description to /integrations	/integrations	10 min
High	Convert the pricing tiers into a structured comparison table	/pricing	1 hour



Priority	Action	Where to Apply	Est. Time
High	Pitch sector trade press for editorial coverage beyond the TechCrunch funding story	Off-site outreach	Ongoing
High	Confirm the existing Person block live via validator.schema.org, then publish the Service block above	/about, /platform	30 min
High	Pitch a data-led story to 2-3 named operations or RevOps trade publications	Outreach, target sector trade press	Ongoing

*Prepared by BIG Intelligence | A sub-brand of The Big Ideas Collective | thebigideascollective.co.uk
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