

Eden Orchards

Update 1 · Assessment complete

20 OCTOBER 2026 · EDENORCHARDS.CO.NZ

Update 1: assessment complete

We've run a 17-point technical assessment of your website, checking it the way Google and AI search tools see it. Below is what we found and what's next.

1 What we did in phase 1

Nothing applied yet: the first fixes follow your go-ahead.

2 Your 17-point assessment at a glance

✓ 1 healthy ○ 16 scheduled

○ Google and AI tools
can reach your site

Scheduled · Phase 2

○ Your pages are in
Google

Scheduled · Phase 4

○ Your markets

Scheduled · Phase 4

○ A brand note for AI
assistants

Scheduled · Phase 4

○ Links that go nowhere

Scheduled · Phases 1
and 2

○ Every page shows its
own content

Scheduled · Phases 2
and 3

○ Page headings and
descriptions

Scheduled · Phases 2
and 3

✓ Pages that load
smoothly

Healthy

○ Image labels and weight

Scheduled · Phase 2

○ What people see for
you in Google

Scheduled · Phase 2

○ Product details Google
reads, like reviews

Scheduled · Phase 3

○ Your Google Shopping
listings

Scheduled · Phase 4

○ Wording Google shows

Scheduled · Phase 2

○ Links between your
own pages

Scheduled · Phase 2

○ Your brand known to AI
tools

Scheduled · Phase 4

○ Other sites linking to
you

Scheduled · Phase 4

○ Seeing which sales
come from search

Scheduled · Phase 4

3 The main issues we found

147 of your 175 main pages are in Google. In the plan for phase 4, alongside phases 2 and 3.

32 dead addresses still show in Google. In the plan for phase 1 (the links and forwards we can fix now) and phase 2 (the old addresses that wait on your answers).

23 phrases Google shows use wording your brand kit rules out. In the plan for phase 2.

4 Progress through the plan

Assess and first fixes

Wording live and tidy-up

Design fixes with Bryan

Off-site and measurement

Re-measure and gate

0 of 5 phases complete. The goal is level 4 of 5, the AI-ready benchmark.

5 What's next, and what we need from you

1

Assess and first fixes **NOW** From 20 Oct

- The 17-point check of your website
- Dead links fixed and dead forwards repointed

Review point: your approval **COMING UP** End of phase 1

- Your answers to our questions

2

Wording live and tidy-up **NEXT** After your approval

- Old addresses forwarded once you've answered our questions
- New Google wording, approved by you, then live
- Old, duplicate and campaign pages tidied
- Articles and useful pages linked properly
- Wording Google shows brought inside your rules
- Image labels written and heavy images shrunk

Review point: information and access **COMING UP** As we go

- Anything we still need from you

3

Design fixes with Bryan **COMING UP** After phase 2

- Page headings fixed in the templates
- Product details fixed so Google can read them, complete
- Every page shows its own content again

4

Off-site and measurement **COMING UP** Alongside phases 2 and 3

- Checked again after the page fixes
- Your brand's Wikidata entry
- A review of the sites linking to you
- Your Google Shopping listings checked, and the store-side fixes made
- A quote for showing each market's products to Google
- Sales tracking checked
- A proper brand note for AI assistants

5

Re-measure and gate **COMING UP** After phases 3 and 4

- The same 17-point check, compared with this one, aiming for level 4

17-point assessment: the detail

A closer look at each point: what we found on 20 Oct 2026 and what has changed since. Updated with each update.

A Your site's level today



Your site is at level 3 of 5 today: Google and AI tools can reach it and the core product details are there, but there are errors and gaps. Level 4 is the AI-ready benchmark. We re-score at phase 5, once the bigger fixes are live, so the level doesn't move with each small fix.

B Each point: what we found and what has changed

Point	What we found (20 Oct 2026)	Where it is now	Status
Can Google and AI tools find you?			
Google and AI tools can reach your site (crawler access, sitemap)	Google and every AI tool we checked can reach your site. 7 pages in the list you give Google shouldn't be there, such as copies of other pages, test pages and ad and campaign pages.	In the plan for phase 2.	Scheduled Phase 2
Your pages are in Google (indexing)	147 of your 175 main pages are in Google; the detail lists each of the rest with Google's reason. 28 more pages are sent elsewhere by a script in your theme, so Google treats them as a redirect rather than a page of their own. 6 pages answer normally but show an error or nothing of their own.	In the plan for phase 4, alongside phases 2 and 3.	Scheduled Phase 4
Your markets (markets, hreflang)	38 products sold only in Australia or Singapore are invisible to Google: Google is served the New Zealand market.	In the plan for phase 4, alongside phases 2 and 3.	Scheduled Phase 4
A brand note for AI assistants (llms.txt)	The short file AI shopping assistants read about your brand carries the platform's generic text, not a description of you.	In the plan for phase 4, alongside phases 2 and 3.	Scheduled Phase 4

Point	What we found (20 Oct 2026)	Where it is now	Status
Is the site in good working order?			
Links that go nowhere (broken links, redirects)	1 address your site links to leads to a dead page. 32 dead addresses still show in Google. 10 of them brought visitors in the last 90 days. 3 old addresses forward to a dead page.	In the plan for phase 1 (the links and forwards we can fix now) and phase 2 (the old addresses that wait on your answers).	 Scheduled Phases 1 and 2
Every page shows its own content (duplicate and stray pages)	7 pages show another page's content instead of their own. 7 ad and campaign pages are live with no search traffic of their own. 1 page looks like a copy of another page, with no visitors and no menu links. 8 pairs of pages are copies of each other.	In the plan for phase 2 (the old and campaign pages) and phase 3 (the pages showing another page's content, with the design and theme fixes).	 Scheduled Phases 2 and 3
Page headings and descriptions (H1s, meta descriptions)	88 pages have no main heading. 58 pages show two main headings, which can leave Google unsure which one is the page's. 2 pages reuse the homepage's Google description. 95 pages have no description at all. 31 pages show a main heading that belongs to another page or section.	In the plan for phase 2 (the missing descriptions, with the new Google wording) and phase 3 (the headings, with the design and theme fixes).	 Scheduled Phases 2 and 3
Pages that load smoothly (Core Web Vitals)	Pages load smoothly for real visitors: nothing is in Google's poor band.	Nothing to do.	 Healthy
Image labels and weight (alt text, image weight)	36 product and article images have no useful label for search engines and screen readers. 9 more image tags have no label at all. 23 images are over a megabyte, which slows the pages they sit on.	In the plan for phase 2.	 Scheduled Phase 2
Does Google understand what you sell?			
What people see for you in Google (titles and meta descriptions)	11 pages show in Google but win fewer clicks than your other pages at the same position.	In the plan for phase 2.	 Scheduled Phase 2

Point	What we found (20 Oct 2026)	Where it is now	Status
Product details Google reads, like reviews (structured data, GTINs)	13 product pages, including your best seller, carry their barcode in a format that breaks their product details. Google reads past it; stricter readers may not. 27 articles carry their article details in a format that doesn't parse. 48 pages carry no breadcrumb details, which tell Google where they sit in the site. Most of your 32 product pages leave a rating, shipping details and returns details out of their product details, which Google's free product listings read.	In the plan for phase 3, with the design and theme fixes.	 Scheduled Phase 3
Your Google Shopping listings (Merchant Center feed)	96 of 109 listings for New Zealand and 94 of 101 listings for Australia are live on Google Shopping. 13 listings are turned down for a reason other than stock, such as "Twin Pack - Mix and Match 2 Cherry" (Google's health-products policy).	In the plan for phase 4, alongside phases 2 and 3.	 Scheduled Phase 4
Wording Google shows (claims compliance)	On 7 pages, 23 phrases Google shows use wording your brand kit rules out.	In the plan for phase 2.	 Scheduled Phase 2
Do your pages and other sites vouch for you?			
Links between your own pages (internal linking)	68 pages have no link from anywhere on your site.	In the plan for phase 2.	 Scheduled Phase 2
Your brand known to AI tools (Wikidata entity)	Your brand has no entry in Wikidata, the public database many AI tools draw on. 6 of the profile links in your site's company details are empty.	In the plan for phase 4, alongside phases 2 and 3.	 Scheduled Phase 4
Other sites linking to you (backlinks)	The sites linking to you haven't been reviewed one by one yet.	In the plan for phase 4, alongside phases 2 and 3.	 Scheduled Phase 4
Can we see what search brings in?			

Point	What we found (20 Oct 2026)	Where it is now	Status
Seeing which sales come from search (analytics attribution)	86 of the 242 visits from AI assistants land outside your analytics' AI channel, so they count as other traffic.	In the plan for phase 4, alongside phases 2 and 3.	 Scheduled Phase 4

C The numbers, update by update

Measure	Baseline, 20 Oct	Goal
Phase 1 fixes		
Links on your site that go nowhere	1	None
Old addresses forwarding to a dead page	3	None
Dead addresses Google still shows	32	None
Old addresses forwarding to another website	0	None
Later phases		
Pages showing another page's content	7	None
Pages reusing the homepage's Google description	2	None
Pages with no main heading	88	None
Pages with two main headings (a risk, not a fault)	58	No target: reported
Product and article images with no useful label	36	None
Product pages whose barcode Google can read	6 of 19	Every product that has a barcode
Page jumping while loading (Google: 0.1 or under is good, over 0.25 is poor)	0.01	In the good band
Pages no other page links to	68	Only hidden pages
Articles that link to a product	27 of 27	All
Main pages in Google	147 of 175	Every page that should be

Every change we make is recorded first and can be reversed.

How we checked

Where the data in these updates came from.

- 203 pages read as their raw HTML on 20 October 2026, the way AI crawlers read them, plus Google's own check on each.
- Your Google Search Console data from 17 October 2025 to 17 October 2026 (clicks, searches and rankings, all countries).
- Page speed from Google's real-visitor data (mobile).
- Your store's products, pages and settings read through our app; nothing changed.
- The level uses Team Empathy's AI search maturity model (technical pillar), where level 4 is the AI-ready benchmark.

Team Empathy

AI search and SEO for ecommerce brands

Prepared by Alex Stuart, Team Empathy • 20 October 2026