

Verdict[∞]

<https://www.verdict8.com/>

Full Report | 24 August 2026

Composite Score **7.2/10**

Prepared by Verdict[∞]

Sample Report — a real Verdict[∞] self-audit of verdict8.com, shown to demonstrate the Full Report tier's depth and format. Findings, scores, and competitor names below are genuine, not fabricated for demonstration. Some sections (full recommendation lists, full competitor positioning, the 12-week roadmap detail) are trimmed here — the report you receive is not.

Key Discovery

Verdict8's own site doesn't fully practice what it audits: zero social proof anywhere, no outbound citations, and a visible grammar slip in its own hero headline.

- Prospective clients evaluating a credibility-focused audit product will notice the absence of testimonials/case studies faster than most gaps this audit would flag on a typical client site.
- The LSO and LLM gaps found here mirror exactly the categories Verdict8 sells fixes for, making them the highest-leverage, lowest-effort improvements to make before the next inbound sales conversation.
- Fixing the 'No jury, Just the evidence.' headline is a five-minute, zero-cost fix that removes the single most visible piece of counter-evidence to the brand's 'no flattery, rigorous audit' positioning.

Scorecard at a Glance

Dimension	Score	Status	
SEO	7/10	GREEN	Solid technical foundation with strong schema and exceptionally fresh content, but a thin six-page site with no blog and no location pages limits long-term organic growth. — Fresh, schema-rich, but thin
AEO	9/10	GREEN	Genuinely best-practice AEO execution — one of the strongest FAQ and structured-answer implementations reviewed, with FAQPage schema and direct, self-contained answers throughout. — Best-in-class answer structure
GEO	8/10	GREEN	Strong passage-level retrievability and a genuinely original methodology (the live AI-engine check), let down only by the small overall page count limiting total topical surface area. — Retrievable, original, but narrow
LSO	4/10	RED	NAP is technically correct and schema-backed, but there is no location-specific content, no visible reviews, and no local directory presence — LSO is the weakest of the nine dimensions. — NAP present, everything else missing
LLM	7/10	GREEN	Credible founder attribution and a genuinely original methodology support citation potential, but the absence of external research citations and proprietary data caps the score. — Credible voice, thin evidence base
Brand	6.5/10	AMBER	A distinctive, consistent brand voice and a genuinely memorable founder story are undercut by a complete absence of social proof anywhere on the site. — Consistent voice, no proof
UX	7.5/10	GREEN	A clean, modern single-page structure with consistent, prominent CTAs, though the near-total absence of imagery and proof elements makes the experience feel thinner than the \$663 price point implies. — Clean but sparse

Dimension	Score	Status	
Grammar	8/10	GREEN	Copy is professional and consistently NZ/UK-spelled throughout, marred by one capitalisation error in the primary hero headline. — Clean, one visible slip
Links	8/10	GREEN	All sampled internal links resolve correctly and CTA language is consistent, though the complete absence of outbound citations is a missed authority-building opportunity. — Solid hygiene, no outbound trust links

Strengths

- ProfessionalService and FAQPage schema implemented correctly with valid JSON-LD across the homepage, About, and Methodology pages.
- Content freshness is excellent — sitemap lastmod, dateModified, and datePublished all align to 21 August 2026, just days before this audit.
- Clean heading hierarchy (H1 > H2 > H3) with descriptive section labels (#how-it-works, #dimensions, #report, #scoring, #faq).
- Unique meta descriptions present on every page checked (homepage, about, methodology, retest).
- robots.txt and sitemap.xml are both present, valid, and correctly cross-referenced.

Gaps

- No blog or ongoing content section exists anywhere on the site — the entire indexable site is six pages (home, about, methodology, retest, privacy, terms).
- Homepage meta description sits under the ideal 155-160 character range.
- No location-specific landing pages exist despite the business being NZ-focused and Auckland-based.
- No canonical tags were found on any page fetched, creating www/non-www ambiguity given OG image URLs reference the bare domain while schema resolves to www.
- og:title/og:description are generic and identical across all pages checked rather than page-specific.

Opportunities

- Launch a methodology/insights content hub covering AEO, GEO and LLM optimisation trends in the NZ market — the exact ground the site claims to own but currently isn't publishing to.
- Add explicit canonical tags site-wide to remove www/non-www ambiguity.
- Make og:title/og:description page-specific to match each page's unique meta description.

Top Recommendation

- **CRITICAL:** Add explicit <link rel="canonical"> tags pointing to the www version on every template. — LOW. Prevents duplicate-content dilution as the site scales and indexes more pages.

+ 3 more prioritised recommendations for this dimension in the full paid report.

Strengths

- Nine-question FAQ section marked up with valid FAQPage JSON-LD schema, directly answering pricing, methodology, and market-coverage questions.
- Dedicated glossary/explainer block ('AEO, GEO, and LLM — what is the difference?') defines each term in a single self-contained paragraph, ideal for answer-engine extraction.
- Structured, numbered 'How It Works' (5 steps) and a tiered pricing comparison table give AI parsers clean, list-based content to lift.
- Section anchors (#how-it-works, #dimensions, #report, #scoring, #faq) create clearly scoped, addressable content blocks.
- FAQ answers are concise and direct rather than buried in narrative prose.

Gaps

- Topical breadth is narrow — the FAQ covers Verdict8's own product exhaustively but there's no broader library of AEO/AI-search educational content to own more question space.
- No video/audio content or transcripts, formats answer engines increasingly favour alongside text.

Opportunities

- Extend the FAQPage schema pattern to new content (an AEO/GEO glossary hub) to multiply the number of answer-engine-eligible passages the domain owns.
- Add HowTo schema to the 5-step 'How It Works' section to complement the existing FAQPage markup.

Top Recommendation

- **MEDIUM:** Add HowTo schema markup to the 5-step 'How It Works' process section. — LOW. Additional answer-engine eligibility for process-related queries.

+ 1 more prioritised recommendation for this dimension in the full paid report.

Strengths

- The methodology page's 'Live AI Engine Check' — sending realistic buyer-intent prompts to Claude, ChatGPT and Perplexity to check citation — is genuinely original, non-rehashed methodology.
- Author attribution is explicit and consistent: Stephen Steddy is named with jobTitle and a linked bio on both the About page and the methodology TechArticle schema.
- dateModified/datePublished are present and current on the methodology TechArticle schema, a direct freshness signal generative retrieval systems weight.
- FAQ and explainer answers are short, self-contained paragraphs that don't require the rest of the page to make sense in isolation.

Gaps

- Total indexable content is only six pages — no supporting cluster of deep-dive content reinforces topical authority beyond the single methodology article.
- No outbound citations to third-party authoritative sources (e.g., Google's AI Overview documentation, published NZ market data) anywhere in the content reviewed.
- No visible original data or statistics that would give generative engines a unique, ownable fact to attribute to Verdict8.

Opportunities

- Publish a short 'State of AI Search in NZ' data piece using aggregate, anonymised findings from completed audits — an ownable, citable statistic set no competitor currently has.
- Add 2-3 outbound citations to primary sources within the methodology page to reinforce source-authority signals.

Top Recommendation

- **HIGH:** Publish an aggregate-data content piece drawing on audit findings across clients. — **MEDIUM.** Creates a genuinely original, citable statistic set that generative engines can attribute to Verdict8.

+ 1 more prioritised recommendation for this dimension in the full paid report.

Strengths

- Name, address, and phone are consistent and machine-readable via ProfessionalService schema (Wai O Taiki Bay, Auckland, NZ; +64 22 646 9581) and repeated identically in the footer.
- areaServed is explicitly declared in schema (NZ, AU, GB, US), giving a clear machine-readable statement of market coverage and expansion roadmap.

Gaps

- No location-specific landing pages exist (e.g., nothing targeting 'Auckland,' 'Wellington,' or 'Christchurch' website audit searches) despite being a physical Auckland business.
- No Google Business Profile signals are visible or linked from the site.
- Zero customer reviews or testimonials appear anywhere on the site.
- No mentions of local partnerships, NZ business associations, or directory listings anywhere in the crawled content.

Opportunities

- Add a lightweight 'Serving NZ businesses, based in Auckland' section with locally specific proof points once client testimonials exist.
- Claim and link a Google Business Profile, and embed a review widget once reviews accumulate.
- Pursue listings in NZ-specific directories (e.g., business.govt.nz supplier directories, local Chamber of Commerce) to build local citation consistency.

Top Recommendation

- **HIGH:** Claim/optimize a Google Business Profile and link it from the site footer. — LOW.
Establishes the primary local-search trust signal currently missing entirely.

+ 2 more prioritised recommendations for this dimension in the full paid report.

Strengths

- Founder credentials are specific and verifiable in tone — named, titled (Co-Founder, Sage8.AI), and linked consistently across About and Methodology schema.
- The 'zero hallucination by design' and 'verification over flattery' positioning is a distinctive, well-articulated trust claim.
- The methodology page functions as genuine original documentation of the company's own process, not a rehash of generic SEO-audit content found elsewhere.
- Comparison content (AEO vs GEO vs LLM definitions) is exactly the kind of clear, structured content that positions Verdict8 within its landscape for citation purposes.

Gaps

- No external research citations or references to independent, credible sources anywhere in the crawled content.
- No original data, proprietary statistics, or aggregate findings from actual audits are published.
- No case studies or before/after audit examples are shown — the most direct proof of expertise for this business model.

Opportunities

- Publish 1-2 anonymised case studies showing a real before/after Verdict8 audit outcome.
- Add citations to independent, authoritative sources within the methodology content.

Top Recommendation

- **HIGH:** Publish anonymised case-study content showing real audit score deltas. — MEDIUM.
Directly strengthens both LLM citation potential and sales credibility.

+ 1 more prioritised recommendation for this dimension in the full paid report.

Strengths

- The 'no flattery,' 'forensic,' 'know where you really stand' message is repeated consistently and coherently across every page and CTA.
- The founder narrative on the About page is specific and human — diesel engines, remote mining, and raising guide-dog puppies for Blind Low Vision New Zealand.
- CTA language ('Get Your Verdict[∞]') is used identically everywhere it appears: header, hero, pricing cards, and final CTA.
- The infinity-mark wordmark treatment is applied consistently across logo, buttons, and inline text references.

Gaps

- There are zero testimonials, client logos, case studies, or reviews anywhere on the site.
- No visible proof the product has been used by real NZ businesses (no client count, no example report, no named client).

Opportunities

- Add a small number of testimonials or a redacted sample report excerpt as soon as early clients are willing to be referenced.
- Publish anonymised/aggregate client outcome data as a stand-in for testimonials while the client base is still small.

Top Recommendation

- **HIGH:** Add testimonials or case-study proof points as soon as available. — **MEDIUM.** Directly addresses the single biggest credibility gap on the site.

+ 1 more prioritised recommendation for this dimension in the full paid report.

Strengths

- CTA buttons ('Get Your Verdict[∞]') repeated at every natural decision point (nav, hero, each pricing card, final CTA) with consistent styling and label.
- Anchor-based single-page navigation makes the page easy to scan and jump around.
- The illustrative sample scorecard in the hero gives visitors an immediate, concrete sense of the deliverable before they commit.
- Decorative elements use aria-hidden appropriately (e.g., the pulsing infinity glyph), a good baseline accessibility practice.
- Viewport meta tag and Next.js font-preloading are correctly configured, supporting mobile responsiveness and perceived load speed.

Gaps

- The site is essentially all typography and coloured chips/tables — no photography, screenshots of an actual report, or video walkthrough anywhere.
- With only one true content-heavy page, the experience can feel like a single long scroll rather than a considered information architecture for a \$663 purchase decision.

Opportunities

- Add a real (redacted) report screenshot or short video walkthrough of an actual PDF/.docx deliverable near the 'What the Report Includes' section.
- Break the homepage into dedicated pages (e.g., a full /pricing or /sample-report page) for visitors who want to go deeper before buying.

Top Recommendation

- **MEDIUM:** Embed a redacted sample report screenshot or short demo video. — MEDIUM. Materially increases buyer confidence pre-purchase.

+ 1 more prioritised recommendation for this dimension in the full paid report.

Strengths

- Consistent NZ/UK spelling conventions used throughout (e.g., 'Optimisation' spelled correctly and consistently across FAQ and dimension content).
- FAQ and methodology copy is professionally written, clear, and free of run-on sentences or typos across all pages reviewed.
- Tone is consistently professional and direct, matching the 'no flattery' brand positioning.

Gaps

- The primary hero headline reads 'No jury, Just the evidence.' — 'Just' is incorrectly capitalised mid-sentence after a comma, in the single most prominent piece of copy on the site.

Opportunities

- Correct the hero headline capitalisation as a same-day fix.
- Add the hero headline to any future copy-review checklist given its disproportionate visibility.

Top Recommendation

- **IMMEDIATE:** Fix 'No jury, Just the evidence.' to 'No jury, just the evidence.' in the hero headline. — **LOW.** Removes a visible, high-prominence grammar error on a site literally selling grammar audits.

Strengths

- All footer/nav links sampled (/about, /methodology, /retest) returned valid 200 responses with correctly matching content.
- robots.txt correctly disallows transactional routes (/checkout/, /report-sent) from indexing while allowing everything else, and correctly references the sitemap.
- CTA button label ('Get Your Verdict[∞]') is used identically across every instance sampled.
- Anchor text is descriptive where used (e.g., 'Read the full methodology →').

Gaps

- No outbound links to any third-party authoritative source appear anywhere in the crawled content.
- Primary CTAs are rendered as JavaScript-triggered <button> elements rather than crawlable <a href> links, so their exact destination/modal behaviour couldn't be verified by static fetch.

Opportunities

- Add 2-3 outbound links to credible external sources (e.g., Google Search Central) within the methodology content.
- Manually verify in-browser that the JS-triggered CTA buttons correctly open the intake form on every instance.

Top Recommendation

- **MEDIUM:** Add outbound citations to authoritative external sources within existing content. — LOW. Supports GEO and LLM scores simultaneously.

+ 1 more prioritised recommendation for this dimension in the full paid report.

Competitive Analysis (sample)

Competitor	SEO	AEO	GEO	LSO
Fabric Digital	7	6	5	6
Milky Web	6	5	5	8
SEOptimer	7	4	4	2
Spread The Word NZ	5	3	3	5
The SEO Guy (Ben Kemp) <i>(inaccessible — scores omitted)</i>	—	—	—	—

The full report includes each competitor's key differentiator and a specific weakness to exploit — omitted here.

Final Assessment

Verdict8's own site is a genuinely strong demonstration of AEO and GEO best practice — arguably the most sophisticated FAQPage/schema implementation reviewed in this category — but it undersells itself on the credibility fundamentals (social proof, local trust signals, external citations) that its own nine-dimension framework explicitly scores other businesses on. The composite of 7.2/10 reflects a technically excellent but evidence-light site: exceptional structure, thin proof.

Top Quick Wins

- Fix the 'No jury, Just the evidence.' capitalisation error in the hero headline.
- Add canonical tags site-wide.
- Claim a Google Business Profile and link it from the footer.
- Add at least one testimonial or a redacted sample report excerpt.
- Add 2-3 outbound citations to authoritative sources in the methodology page.

12-Week Implementation Roadmap (phases only)

Phase	Weeks
Phase 1: Foundation Fixes	Weeks 1-2
Phase 2: Proof & Credibility	Weeks 3-6
Phase 3: Content & Authority Expansion	Weeks 7-10
Phase 4: Local & Ongoing Optimisation	Weeks 11-12

Detailed weekly focus and priority per phase are in the full paid report.

Top Priorities (sample — top 3 of 10)

1. Add explicit canonical tags site-wide to resolve the www/bare-domain ambiguity visible in the OG image URLs versus the schema/browser-resolved domain.
2. Claim and optimise a Google Business Profile and link it from the site — currently zero local-search trust signal exists beyond schema NAP.
3. Add testimonials, case studies, or a redacted sample report — the site currently has zero social proof anywhere, a major gap for a credibility-focused product.

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