

BAY WEB CO

https://baywebco.nz
Generated 12 October 2026

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AI VISIBILITY THIS MONTH

AI engines that recognise you right now: Perplexity, ChatGPT, Claude, Gemini. Bay Web Co is a web-design, hosting, and SEO business based in Mount Maunganui, serving Tauranga and the Bay of Plenty. When we asked AI for the best web design and seo in Tauranga, you were not named. It named Cranfield Design, SEO specialist, Motion SEO NZ, The Good Oil, Enquire Marketing.

WHERE YOUR SITE STANDS

- Your logo is on your page

Looking sharp.

2/2
- Your story is told

AI can quote it word for word.

3/3
- Photos show your work

Your work speaks for itself.

2/2
- Opening hours listed

"Are they open now?" answered.

3/3
- Phone number listed

Customers can ring you.

3/3
- Website connected

Your listing and website back each other up.

2/2
- Google Business Profile is live

Found you on Google. This is the profile that decides your place in the Maps results.

8/8
- You have Google reviews coming in

6 reviews so far. Reviews are the strongest thing you can change about your Maps position, and steady beats a burst.

2/5
- Your star rating is holding up

5.0 stars. Above 4.0 is the line where people stop hesitating, and you are over it.

3/3
- Your Google hours are filled in

Google knows when you are open, so "open now" searches can include you.

3/3
- Your Google profile links to your site

The link is set and it matches the site we have on record.

2/2

● You are on Apple Maps	0/2
Apple Maps is what Siri and every iPhone use, and it does not copy Google. Claiming Apple Business Connect is free and takes about fifteen minutes.	
● You are on Bing Places	1/1
Bing Places is claimed. ChatGPT search leans on Bing.	
● You have a LinkedIn company page	1/1
Your company page is linked. Of everywhere a machine looks, this is the one Perplexity quotes most.	
● AI crawlers are allowed in	5/5
Your robots.txt lets the AI crawlers through. They can read you and quote you.	
● Search engines are allowed in	2/2
Google and AI can read your site.	
● AI can read your business details	4/4
Every page we read carries proper business schema (LocalBusiness). AI reads you natively.	
● Your NZBN is on your website	0/1
Your NZ Business Number is not on your website. It is the one number that ties your site to a real registered New Zealand entity, and putting it in your footer costs nothing. Overseas review sites and AI answers have no other way to tell you apart from a look-alike trading under a similar name.	
● Your phone number matches everywhere	3/3
The number on your site matches the one on your listing. Machines cross-check this, and yours agrees.	
● Your town is named on your homepage	2/2
"Tauranga" is in your homepage title or headline. That is how a machine knows where you work.	
● Your internal links all work	2/2
Every one of the 20 pages we followed from your site loaded fine.	
● Your services have their own pages	2/2
14 service pages found. Each one is another question you can be the answer to.	
● Reviews are on your own site	2/3
You have a reviews or testimonials section, but no review markup in code. If your reviews are inside a picture, Google and AI cannot read a word of them: put them on the page as text, then add Review markup so an AI can quote them.	
● Every page has a proper title	1/1
Every page introduces itself properly.	
● You have a contact page	2/2
Found your contact page. That is where every AI answer about you should end up.	
● You answer common questions	1/1
Your FAQ is marked up in code. This is the single easiest thing for an AI to lift a direct answer from.	
● Your site shows signs of life	2/2
Something on your site changed this month. A site that moves gets read more often.	
● AI agents get a map of your site	1/1
Your llms.txt is live. Google's own audit tool looks for this exact file.	

● Every page has a description	1/1
Every page has its shop-window blurb.	
● Photos are described for AI	1/1
10 of 142 images have no description (alt text). AI is blind to them.	
● Images are optimised (WebP + sized)	1/3
96 of 142 images are heavy (96 still in old jpg/png format) or missing set dimensions. They slow the page and shift the layout.	
● Site loads fast on a phone	8/8
Google's mobile test scores your homepage 88 out of 100, main content showing in 3.3s. Fast.	
● Readable by assistive tools	4/4
Google's accessibility audit scores your homepage 98 out of 100. Labels, contrast and structure are in order, and the same structure is what a machine reads.	
● Works on phones	1/1
Phone-friendly.	
● Site loads securely (the padlock)	1/1
Secure and reachable.	
● Each page has one clear address	1/1
Every page tells Google its one true web address. No duplicate-content confusion.	
● One clear headline per page	1/1
Every page says what it is about.	
● Looks good when shared	1/1
Links to your site unfurl with a proper preview.	
● Your site links to your listing	0/1
Paste your List-It badge on your site so AI can confirm your website and your verified listing are the same business.	

YOUR FIX LIST, IN PRIORITY ORDER

- **You have Google reviews coming in** **YOU CAN DO THIS**
6 reviews so far. Reviews are the strongest thing you can change about your Maps position, and steady beats a burst.
- **You are on Apple Maps** **YOU CAN DO THIS**
Apple Maps is what Siri and every iPhone use, and it does not copy Google. Claiming Apple Business Connect is free and takes about fifteen minutes.
- **Images are optimised (WebP + sized)** **WEB PERSON**
96 of 142 images are heavy (96 still in old jpg/png format) or missing set dimensions. They slow the page and shift the layout.
- **Your NZBN is on your website** **WEB PERSON**
Your NZ Business Number is not on your website. It is the one number that ties your site to a real registered New Zealand entity, and putting it in your footer costs nothing. Overseas review sites and AI answers have no other way to tell you apart from a look-alike trading under a similar name.
- **Your site links to your listing** **WEB PERSON**
Paste your List-It badge on your site so AI can confirm your website and your verified listing are the same business.

- **Reviews are on your own site** WEB PERSON

You have a reviews or testimonials section, but no review markup in code. If your reviews are inside a picture, Google and AI cannot read a word of them: put them on the page as text, then add Review markup so an AI can quote them.

- **Photos are described for AI** WEB PERSON

10 of 142 images have no description (alt text). AI is blind to them.

Hand this to your web designer or SEO person, or reply to your report email and List-It can do it for you.

META AI READINESS · WHATSAPP · INSTAGRAM · MESSENGER

100 / 100 · Ready

Meta AI answers inside WhatsApp, Instagram and Messenger. It can't be queried from outside, so this is your readiness from what we can measure, plus a 2-minute test you run yourself.

- A website Meta AI can read
- Structured data AI can parse
- Open Graph / social cards on your pages
- A verified, consistent List-It listing

Instagram search: "best web seo marketing in Tauranga"

WhatsApp ' Meta AI: "What's the best web seo marketing in Tauranga?"