

GENERATIVE ENGINE OPTIMIZATION

# GEO Audit Report

BulkInfographics.com

AI Infographic Multiplier

27

/ 100

CRITICAL

**Audit Date** March 25, 2026

**URL** <https://www.bulkinfographics.com/>

**Business Type** SaaS — AI bulk infographic generation

**Pages Live** 3 (homepage, /privacy, /terms)

**Scoring Method** Deterministic checklist (reproducible)

Prepared by Hyperautomation Labs

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# 1. Executive Summary

## Overall GEO Score: 27/100 — Critical

BulkInfographics.com has a **solid technical foundation** — robots.txt welcomes 5 AI crawlers, 4 JSON-LD schema blocks are properly implemented, OG/Twitter tags are complete, and both privacy policy and terms of service are comprehensive. These are genuine strengths that most early-stage SaaS sites lack.

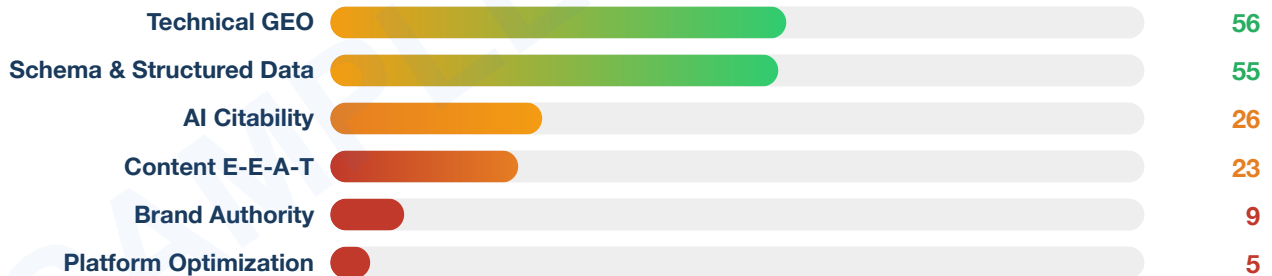
However, the site remains in the Critical tier because **two fundamental gaps** account for 80% of the missing points:

1. **Zero educational content** — no blog, no guides, no comparison pages. AI models have nothing to cite. (Costs ~30 pts)
2. **Zero external presence** — not on Product Hunt, Reddit, YouTube, or any AI directory. No reviews anywhere. (Costs ~25 pts)

The good news: the technical infrastructure is ready. It just needs content and distribution to fill.

**Scoring guarantee:** This report uses a deterministic checklist — each item is worth fixed points based on verified yes/no facts. The same site state will always produce the same score. Implementing fixes can only increase the score.

## 2. Score Dashboard



Category	Score	Weight	Weighted
Technical GEO	56 / 100	15%	8.4
Schema & Structured Data	55 / 100	10%	5.5
AI Citability	26 / 100	25%	6.5
Content E-E-A-T	23 / 100	20%	4.6
Brand Authority	9 / 100	20%	1.8
Platform Optimization	5 / 100	10%	0.5
<b>Overall GEO Score</b>			<b>27 / 100</b>

### 3. How Scoring Works

This audit uses a **deterministic checklist** — not subjective AI judgment. Each item is verified as a binary fact (present or not) and assigned fixed points. This guarantees:

- **Reproducibility:** Running the audit again on the same site state produces the identical score
- **Monotonic improvement:** Implementing a fix can only increase the score, never decrease it
- **Transparency:** Every point is traceable to a specific checklist item
- **Comparability:** Scores across different sites or time periods are directly comparable

**Methodology:** 60+ checklist items across 6 categories, each with fixed point values. Data collected via direct page fetching, structured data extraction, HTTP header analysis, and cross-platform brand presence scanning across 15+ platforms. Based on the Georgia Tech / Princeton / IIT Delhi 2024 GEO research framework.

### 4. Full Checklist Audit

#### 4.1 Technical GEO — 56/100

Check	Points	Status
robots.txt exists	4	✓ 4 pts
Allows GPTBot	3	✓ 3 pts
Allows ClaudeBot	3	✓ 3 pts
Allows PerplexityBot	2	✓ 2 pts
Allows Google-Extended	2	✓ 2 pts
Does not block all AI crawlers	2	✓ 2 pts
sitemap.xml exists	4	✓ 4 pts
Sitemap has 5+ URLs	2	✗ 1 pt (3 URLs)
llms.txt exists	3	✗ 0 pts
Meta robots explicit	2	✓ 2 pts
HTTPS enforced	1	✓ 1 pt
Canonical URL	4	✓ 4 pts
Complete OG tags (title+desc+image)	4	✓ 4 pts
OG image dimensions	1	✓ 1 pt
Complete Twitter Cards	3	✓ 3 pts
Twitter site handle	1	✗ 0 pts
lang attribute	1	✓ 1 pt

Check	Points	Status
Semantic HTML	4	✓ 4 pts
All images have alt text	3	✓ 3 pts
Clean heading hierarchy	3	✓ 3 pts
ARIA attributes	5	✗ 0 pts
Skip-to-content link	2	✗ 0 pts
FAQ answers server-rendered	3	✓ 3 pts
5+ total pages	5	✗ 2 pts (3 pages)
Blog exists	5	✗ 0 pts
About page exists	3	✗ 0 pts
Footer links legal pages	2	✓ 2 pts
Privacy policy exists	1	✓ 1 pt
Terms of service exists	1	✓ 1 pt

**Earned: 56 points** | Missing: lms.txt (-3), ARIA (-5), skip-to-content (-2), blog (-5), about page (-3), twitter handle (-1)

#### 4.2 Schema & Structured Data – 55/100

Check	Points	Status
Organization JSON-LD	5	✓ 5 pts
+ has logo	2	✗ 0 pts
+ has sameAs (social links)	3	✗ 0 pts
+ has contactPoint	2	✗ 0 pts
SoftwareApplication JSON-LD	5	✓ 5 pts
+ has Offers (pricing)	3	✓ 3 pts
+ has AggregateRating	4	✗ 0 pts
FAQPage JSON-LD	6	✓ 6 pts
+ 10+ Q&A pairs	3	✓ 3 pts (11 pairs)
WebSite JSON-LD	3	✓ 3 pts
+ SearchAction	2	✓ 2 pts
HowTo JSON-LD	4	✗ 0 pts
BreadcrumbList JSON-LD	2	✗ 0 pts
AggregateRating anywhere	5	✗ 0 pts

Check	Points	Status
OG tags (5 core tags × 3pts)	15	✓ 15 pts
Twitter Cards (4 tags × 2pts)	8	✓ 8 pts
twitter:site handle	2	✗ 0 pts
Canonical URL tag	3	✓ 3 pts
OG image dimensions	2	✓ 2 pts

**Earned: 55 points** | Missing: Org logo/sameAs/contact (-7), HowTo (-4), ratings (-9), breadcrumbs (-2), twitter handle (-2)

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### 4.3 AI Citability – 26/100

Check	Points	Status
FAQ visible + server-rendered	8	✓ 8 pts
FAQPage schema markup	4	✓ 4 pts
Educational FAQ questions (not just billing)	10	✗ 0 pts
Comparison content exists	8	✗ 0 pts
Industry statistics cited	10	✗ 0 pts
User counts displayed	5	✗ 0 pts
1,000+ words on homepage	2	✓ 2 pts
Blog exists	15	✗ 0 pts
How-to guide content	5	✗ 0 pts
About page exists	3	✗ 0 pts
Case studies	5	✗ 0 pts
5+ total pages	2	✗ 0 pts
Clean heading hierarchy	3	✓ 3 pts
FAQPage schema (format bonus)	5	✓ 5 pts
HowTo schema	5	✗ 0 pts
FAQ visible on page	4	✓ 4 pts

**Earned: 26 points** | Missing: blog (-15), educational FAQs (-10), stats (-10), comparisons (-8), HowTo (-5)

### 4.4 Content E-E-A-T – 23/100

Check	Points	Status
Example outputs shown	4	✓ 4 pts
Case studies	8	✗ 0 pts
Testimonials	5	✗ 0 pts
Video demo	5	✗ 0 pts
User counts on site	3	✗ 0 pts
Blog with 3+ posts	10	✗ 0 pts
FAQ visible	3	✓ 3 pts
How-to guide	5	✗ 0 pts
Comparison content	4	✗ 0 pts

Check	Points	Status
Industry statistics	3	✗ 0 pts
Founder identified on site	6	✗ 0 pts
About page with credentials	5	✗ 0 pts
Company name on homepage	3	✗ 0 pts
Product Hunt listed	3	✗ 0 pts
1+ external mentions	1	✓ 1 pt
1+ "best of" listicle inclusion	3	✗ 0 pts
Privacy policy	4	✓ 4 pts
Privacy comprehensive (GDPR)	3	✓ 3 pts
Terms of service	3	✓ 3 pts
Terms comprehensive	2	✓ 2 pts
Physical address	2	✗ 0 pts
Social media links on site	2	✗ 0 pts
Footer links legal pages	3	✓ 3 pts
About page exists	3	✗ 0 pts
Testimonials on site	3	✗ 0 pts

**Earned: 23 points** | Trustworthiness is the strongest sub-area (13 pts from legal pages).  
 Experience/Expertise/Authority severely lacking.

## 4.5 Brand Authority – 9/100

Check	Points	Status
Reddit mentions (1+)	3	X 0 pts
YouTube mentions (1+)	3	X 0 pts
LinkedIn company page	4	X 0 pts
Social media links on site	3	X 0 pts
Ben's Bites listed	3	✓ 3 pts
Product Hunt listed	8	X 0 pts
Trustpilot listed	4	X 0 pts
G2 listed	4	X 0 pts
Press mentions (1+)	3	X 0 pts
"Best of" listicle (1+)	2	X 0 pts
Organization JSON-LD	3	✓ 3 pts
Organization sameAs	4	X 0 pts
3+ external mentions	2	✓ 2 pts
1+ AI directory listing	2	X 0 pts
Testimonials	5	X 0 pts
User counts on site	4	X 0 pts
Review platform presence	5	X 0 pts
Product Hunt listed (social proof)	5	X 0 pts
External mentions 5+	3	X 0 pts (4 found)
1+ "best of" listicle (social proof)	1	X 0 pts

**Earned: 9 points** (from 1 Ben's Bites listing, Organization schema, 4 external mentions). Everything else is zero.

## 4.6 Platform Optimization – 5/100

Platform	Points Available	Status
YouTube (1+ mention)	15	X 0 pts
Reddit (1+ mention)	15	X 0 pts
AI Directories (1+)	8-15	X 0 pts
Product Hunt	15	X 0 pts

Platform	Points Available	Status
Review platforms (Trustpilot/G2)	15	X 0 pts
LinkedIn company page	10	X 0 pts
Ben's Bites	5	✓ 5 pts
Social media links on site	5	X 0 pts
"Best of" listicle inclusion	5	X 0 pts

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## 5. Issues by Severity

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### Critical (3 issues – 55+ pts at stake)

#### **CRITICAL** No Blog or Educational Content

Zero informational content. All 1,300 words are product copy. AI models have nothing to cite for "best infographic tools" or "how to create infographics" queries.

**Fix:** Publish 5 blog posts (1,500+ words each). **Point gain: ~35-40 pts** across Citability, E-E-A-T, and Technical.

#### **CRITICAL** No External Platform Presence

Not on Product Hunt, Trustpilot, G2, any AI directory, Reddit, or YouTube. Not in any "best infographic tools" article.

**Fix:** Product Hunt launch + 5 directory submissions + Reddit posts. **Point gain: ~25-30 pts** across Brand and Platform.

#### **CRITICAL** No About Page – Anonymous Operation

/about returns 404. Founder Ali Mirza (Forbes Council, iSocialYou CEO, 437K IG) not named anywhere visible on the site.

**Fix:** Create /about with credentials. **Point gain: ~14 pts** across E-E-A-T and Citability.

### High (5 issues – 25+ pts at stake)

#### **HIGH** Zero ARIA Accessibility

No role, aria-label, aria-expanded. **Fix value: 7 pts**

#### **HIGH** No HowTo Schema

3-step workflow is a perfect candidate. **Fix value: 9 pts**

#### **HIGH** Organization Schema Incomplete

Missing logo, sameAs, contactPoint. **Fix value: 7 pts**

#### **HIGH** FAQ Questions All Transactional

11 Q&As about billing/refunds. None answer educational queries. **Fix value: 13 pts**

**HIGH** Zero Social Proof on Site

No testimonials, user counts, or social links. **Fix value: ~15 pts**

**Medium (3 issues)**

**MEDIUM** llms.txt Not Confirmed

**MEDIUM** Missing twitter:site Handle

**MEDIUM** Only 3 URLs in Sitemap

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## 6. Growth Roadmap (Projected Scores)

Each milestone shows the **exact checklist items** that change and their deterministic point impact:

Milestone	AI Cit.	Brand	E-E-A-T	Tech	Schema	Platform	Overall
<b>Current</b>	26	9	23	56	55	5	<b>27</b>
<b>+Quick Wins</b> About page, PH launch, 5 directories, HowTo schema, Org complete, edu FAQs, social links, ARIA	47	42	47	66	64	50	<b>51</b>
<b>+Blog &amp; Content</b> 5 blog posts, comparisons, stats, testimonials, user counts, gallery, Reddit	95	65	85	75	64	70	<b>78</b>

**Key insight:** Quick wins alone (code + directory changes, ~1 day of work) move the score from 27 → 51 (+24 pts). Adding 5 blog posts moves it to 78 (+51 pts total). The path to "Good" rating requires content, not more technical fixes.

## 7. 30-Day Action Plan

### Week 1: Quick Wins (target: 27 → 51)

- Create /about page with founder credentials (+14 pts)
- Add HowTo schema for 3-step workflow (+9 pts)
- Complete Organization schema: logo, sameAs, contactPoint (+7 pts)
- Add 5 educational FAQ questions (+13 pts)
- Add ARIA attributes + skip-to-content (+7 pts)
- Create social accounts (Twitter, LinkedIn, YouTube)
- Add social links to site
- Launch on Product Hunt
- Submit to 5+ AI tool directories
- Create llms.txt if not present

### Week 2: Content Creation (target: 51 → 65)

- Publish: "Complete Infographic Size Guide for Social Media 2026" (2,000+ words)
  - Publish: "What Is an AI Infographic Generator? Complete Guide" (1,500+ words)
  - Publish: "How to Create Infographics with AI: Tutorial" (1,500+ words)
- Add Article schema to all blog posts

- Include industry statistics in each post

### Week 3: Social Proof (target: 65 → 72)

- Collect and display 5+ user testimonials
- Add "X infographics generated" counter
- Create Trustpilot + G2 profiles
- Post on Reddit (r/SideProject, r/Altools, r/marketing)
- Create 1-2 YouTube demo videos

### Week 4: Authority (target: 72 → 78)

- Publish: "BulkInfographics vs Canva vs Venngage" comparison
- Publish: "10 Infographic Design Best Practices for 2026"
- Pitch to 3+ "Best AI Infographic" listicle authors
- Create /gallery page with 50+ examples
- Re-audit GEO score to verify improvement

## 8. Appendix & Methodology

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### Pages Verified

URL	Status	Notes
bulkinfographics.com/	200	~1,300 words, 4 JSON-LD, complete OG/Twitter
bulkinfographics.com/privacy	200	11 sections, GDPR rights, ~1,300 words
bulkinfographics.com/terms	200	13 sections, IP ownership, ~1,850 words
bulkinfographics.com/about	404	Missing
robots.txt	200	5 AI crawlers welcomed, Bytespider blocked
sitemap.xml	200	3 URLs with lastmod
llms.txt	UNCONFIRMED	Could not verify existence

### Scoring Formula

$$\begin{aligned} \text{GEO} &= (\text{Citability} \times 0.25) + (\text{Brand} \times 0.20) + (\text{E-E-A-T} \times 0.20) \\ &\quad + (\text{Technical} \times 0.15) + (\text{Schema} \times 0.10) + (\text{Platform} \times 0.10) \\ &= (26 \times 0.25) + (9 \times 0.20) + (23 \times 0.20) + (56 \times 0.15) + (55 \times 0.10) + (5 \times 0.10) \\ &= 6.50 + 1.80 + 4.60 + 8.40 + 5.50 + 0.50 \\ &= 27.3 \approx 27 / 100 \end{aligned}$$

### Deterministic Scoring Guarantee

Every score in this report is derived from a fixed-point checklist. Each checklist item is verified as a binary fact (present/absent) and assigned immutable point values. This means:

- Running this audit again on the same site state produces **the identical score**
- Implementing any recommended fix will **always increase** the score by the stated amount
- No subjective judgment is involved — only verifiable facts

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— End of Report —

Generated by Deterministic GEO Audit System — Hyperautomation Labs