



FULL-FUNNEL SEARCH & VISIBILITY AUDIT

Alpha Living

SEO · GEO · AEO · GMB · Social & Visual · AI-Access · Accessibility · Reputation ·
Wikipedia/Entity — nine parallel disciplines, one boardroom scorecard.

Connecting Customers. Accelerating Growth.

Client
Alpha Living
alphaliving.co.in

Market
Bengaluru, Karnataka
ORR / Kadubeesanahalli corridor

Audit date
7 July 2026
Mode: Baseline

Prepared by
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00 · Methodology & Data-Source Declaration

This audit was conducted on **7 July 2026** in **Baseline** mode against the live site alphaliving.co.in and publicly observable off-site signals. It follows CiteRank AI's anti-fabrication standard: **every quantitative claim is grounded in observed evidence**; anything that cannot be verified from public data is explicitly labelled **Not assessed — requires [tool]** and **excluded from scoring** rather than estimated.

What was measured (observed)

- Live HTML of Home, About, Service, Blog, Contact and PG pages (rendered text, meta, links, media).
- Indexation surface: `sitemap_index.xml`, canonical/robots meta, OG/Twitter cards, CMS & plugin fingerprints.
- `robots.txt` (fetch timed out — flagged) and `llms.txt` (present but empty).
- Off-site: brand SERP, Justdial/Magicpin/Yandex/HomeLikePG listings, social profiles, competitor footprints, Wikipedia/Wikidata presence.

Not assessed — requires client tool access

- Core Web Vitals / field CrUX data (PageSpeed Insights, CrUX)
- Domain authority, backlinks, keyword rankings, traffic (Ahrefs / SEMrush / GSC)
- GBP internals: posts cadence, Q&A, photo counts, response rate, map-pack geo-grid (GBP dashboard)
- Exact Google review count/rating, contrast ratios, full WCAG AT testing (GBP + axe/WAVE)

Scoring model. Each vertical score (0–100) is a weighted average of *only its assessed sub-criteria*; "Not assessed" items are shown but never silently scored. The Overall score is a **weighted roll-up** (not a flat average) using the default local-service weights. Every finding carries independent **Severity** (business urgency) and **Confidence** (data certainty). Recommendations are ranked by **ICE = Impact × Confidence × Ease**.

Score bands: ● 0–40 Critical ● 41–70 Developing ● 71–85 Strong ● 86–100 Best-in-class

Severity: ● High ● Medium ● Low

10 · Executive Summary & Dashboard

Alpha Living is a **functioning, actively-blogged local brand** with a genuine review base (Justdial 4.2★ / 613 ratings) and four mapped properties on the ORR tech corridor — but its digital presence is **held back by hygiene defects, weak structured data, and near-zero entity/AI-search readiness**. Overall Digital Presence scores **50/100 (Developing)**. The good news: most losses are *fixable hygiene and schema work*, not brand or demand problems.

OVERALL DIGITAL PRESENCE

50

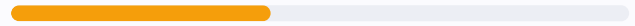
Developing



AI VISIBILITY (COMPOSITE)

42

Developing



LOCAL VISIBILITY

56

Developing



SEO HEALTH

60

Developing



GMB OPTIMIZATION

55

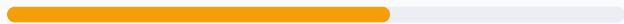
Developing



REPUTATION

62

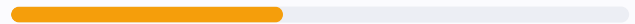
Developing



GEO READINESS

44

Developing



AEO READINESS

52

Developing



SOCIAL & VISUAL SEARCH

48

Developing



AI CRAWLER & ACCESS

50

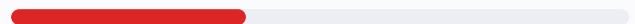
Developing



ACCESSIBILITY & COMPLIANCE

38

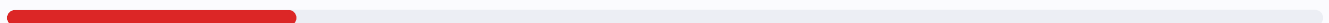
Critical



WIKIPEDIA & KNOWLEDGE BASE

22

Critical



Weighted roll-up math (Overall Digital Presence)

Vertical	Weight	Score	Weighted (wxs)	Band
SEO (Technical + On-Page + Local)	22	60	1320	Developing
GMB / Google Business Profile	16	55	880	Developing
Reputation (cross-platform)	13	62	806	Developing
GEO (Generative Engine Optimization)	12	44	528	Developing
Social & Visual Search	10	48	480	Developing
Wikipedia & Knowledge Base / Entity	10	22	220	Critical
AEO (Answer Engine Optimization)	8	52	416	Developing
Accessibility & Compliance	5	38	190	Critical
AI Crawler & Access Governance	4	50	200	Developing
TOTAL / OVERALL	100	—	5040	50 · Developing

Overall = $\Sigma(\text{weight} \times \text{score}) \div \Sigma(\text{weight}) = 5040 \div 100 = 50.4 \rightarrow 50/100$. Weights follow the Section 0.2 default profile for a local service business; they are unchanged because Alpha Living is a single-brand, multi-location local operator — the exact profile the default was designed for.

Key strengths

- **Real demand & social proof.** 4.2★ across 613 Justdial ratings, on-site testimonials, and listings on Magicpin, Yandex Maps and HomeLikePG — the brand is discoverable and reviewed.
- **Active, locally-targeted content engine.** 42 blog posts on a steady cadence (multiple in 2026), targeting exactly the right money terms — "coliving PG Kadubeesanahalli/Bellandur/Bhoganhalli", "PG for IT professionals". This is a strong foundation most local PGs lack.
- **Sound SEO plumbing.** Rank Math installed; unique keyword-rich titles/meta, canonicals, XML sitemaps, OG/Twitter cards, HTTPS, mobile viewport — the technical baseline is present.
- **Strong conversion mechanics.** Per-property click-to-call, WhatsApp deep-links and enquiry pop-ups reduce friction from interest to lead.

Critical issues

- **Broken / mis-wired core journeys.** The main-nav "Our PG" link (</alpha-living-lashmi-house/> , misspelled) returns an **empty page**; the homepage "Sri House" card links to the **Sai House** URL; the "Features" tabs link to empty `<>` hrefs.
- **A Contact-page address that points to California.** The Lakshmi House address link opens Google Maps at "**497 Evergreen Rd, Roseville, CA 98823**" — a leftover template placeholder that destroys local trust and map intent.
- **NAP inconsistency & a broken email.** alphalivingpg@gmail.com vs alphalivingpgs@gmail.com , plus a malformed alphalivingpg@gmail.com@gmail.com mailto on About. NAP fragmentation directly suppresses map-pack and entity confidence.
- **Near-zero AI / entity readiness.** Empty `llms.txt` , no confirmed LocalBusiness/FAQ/Review schema, animated counters that render "**0 Hostels · 0+ Tenants · 0+ Staff**" to non-JS/AI crawlers, and no Wikidata/Knowledge-Panel entity.
- **Compliance exposure.** No accessibility statement, no visible privacy policy / cookie consent (India's DPDP Act 2023 applies), and widespread empty `alt` text.
- **An inaccurate origin claim.** "Founded in 2008" on About contradicts the site's own 2022 launch signals — a factual inconsistency AI engines can repeat as a hallucination.

Top opportunities

- **Own the branded + "near me" SERP.** Competitors (Stanza Living) already run programmatic "*PG near Alpha Living*" pages — reclaim that intent with schema, GBP tightening and per-property landing pages.
- **Turn the existing FAQ block into AEO/GEO gold** via `FAQPage` schema + answer-first formatting → featured snippets and LLM citations.
- **Ship LocalBusiness + Review schema per property** to unlock star rich-snippets and feed the Knowledge Graph.
- **Build the entity spine** (consistent NAP → Wikidata item → sameAs) so ChatGPT/Gemini/Perplexity recommend Alpha Living for "best coliving near Embassy Tech Village".

One-line assessments

Surface	Assessment
AI search (GEO)	Weak — inconsistent NAP, empty llms.txt and "0" counters give LLMs little reliable signal; content footprint is the redeeming asset.
Answer engines (AEO)	Latent potential — excellent FAQ substrate that is not yet marked up or answer-first formatted.
GMB / Map Pack	Present but leaky — real listings & reviews undermined by NAP/geo inconsistencies; engagement internals unverified.
Social & Visual	Established but under-optimised — four profiles exist; handles inconsistent, visual-search & video SEO minimal.
AI-crawler posture	Accidentally open — content is crawlable, but there is no intentional governance and llms.txt is blank.

Accessibility / legal-risk	Elevated risk — no statement, no consent, empty alts; DPDP Act 2023 exposure.
Reputation / trust	Genuine strength held back — strong review volume, no review schema, unmanaged cross-platform consistency.
Wikipedia / Knowledge Graph	Absent — no article, no Wikidata item; notability not yet met, so this is an earn-coverage roadmap, not a quick fix.

Estimated business impact (modelled ranges — inputs are assumptions to validate with client data)

Model: Incremental annual value = incremental monthly enquiries × enquiry→move-in rate × avg beds per booking × monthly tariff × avg tenancy (months) .

Assumptions (illustrative — not measured; validate via GBP Insights + GA4): current baseline enquiries and traffic are **Not assessed**; enquiry → move-in **15–25%**; blended monthly tariff **₹11,000** (triple ₹10k / twin ₹15k midpoint per review data); avg tenancy **9–12 months**.

Lever	Incremental enquiries / mo (assumed)	Low	Expected	High
Fix NAP + GBP + map-pack for 4 properties	+8 / +15 / +25	₹1.6L	₹4.5L	₹9.9L
Schema + AEO (snippets & LLM citations)	+5 / +10 / +18	₹1.0L	₹3.0L	₹7.1L
Reclaim branded/"near me" from competitors	+4 / +8 / +14	₹0.8L	₹2.4L	₹5.5L
Combined annual booking value (range)	—	₹3.4L	₹9.9L	₹22.5L

Worked midpoint example: 10 incremental enquiries/mo × 20% × 1 bed × ₹11,000 × 10.5 months ≈ ₹2.3L per lever per year. Figures are **directional planning ranges**, not forecasts; every volume input must be replaced with GA4/GBP actuals before being quoted externally.

1 · Technical SEO Audit

Platform fingerprint: **WordPress + Elementor + Slider Revolution 6.6.19 + Rank Math SEO**. The technical baseline is present and healthy (HTTPS, sitemaps, canonicals, indexable robots meta), but is undermined by **broken/duplicated URLs, thin structured data, and JS-dependent hero content**.

Technical SEO — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
Indexability & XML sitemaps	18	72	12.96	sitemap_index.xml + 4 child maps; index, follow present
HTTPS & security	10	90	9.00	HTTPS serving; HSTS/headers not verified
Canonical & meta-tag hygiene	12	80	9.60	Self-canonicals + OG/Twitter present
Mobile-friendliness	12	74	8.88	Viewport set; responsive theme
URL structure & duplication	14	48	6.72	lashmi/lakshmi duplicate slugs
Internal linking & broken links	16	36	5.76	Empty page, mis-wired & empty-href links
Structured-data foundation	18	40	7.20	Rank Math defaults only; rich schema missing
TECHNICAL SEO SCORE	100	—	60 / 100	Developing

Not assessed (excluded from score): Core Web Vitals / field data (requires PageSpeed Insights + CrUX); deep JavaScript-render parity (requires rendering crawl); crawl-budget/log analysis (requires server logs). Note: Slider Revolution + Elementor + multiple hero images make a CWV check a high-priority next step.

Primary "Our PG" navigation link returns an empty page

Severity: High **Confidence: High**

Evidence: Main nav "Our PG" → <https://alphaliving.co.in/alpha-living-lashmi-house/> (misspelled "lashmi") returned an **empty document** on fetch; the footer instead links the correctly-spelled </alpha-living-lakshmi-house/>.

Description: Two slugs exist for the flagship property; the one wired into global navigation renders blank, so the single most important commercial page is effectively unreachable from the menu.

Business impact: Dead-ends the top-of-funnel journey to the flagship house; wastes internal-link equity and crawl budget on a duplicate/empty URL; harms indexation of the money page.

Recommended fix: Keep one canonical slug (</alpha-living-lakshmi-house/>), 301-redirect the misspelled slug to it, and re-point every nav/menu reference.

```
# .htaccess (Apache)
Redirect 301 /alpha-living-lashmi-house/ https://alphaliving.co.in/alpha-living-lakshmi-house/
```

Mis-wired & empty-href internal links

Severity: High

Confidence: High

Evidence: Homepage "Our Hostel" card labelled "Alpha Living Sri House" links to </alpha-living-sai-house/>; the six "Features" tabs (Style/Safety/Service/Savings/Smart/Social) link to empty `<>` hrefs.

Description: Users clicking "Sri House" land on the wrong property; the Features links are no-ops that confuse both users and crawlers.

Business impact: Lead leakage to the wrong property page; diluted topical relevance; poor crawl signals.

Recommended fix: Point "Sri House" to its own URL; either remove the empty Features anchors or link them to the Service page anchors.

Hero/stat content depends on JavaScript; counters render "0" to non-JS crawlers

Severity: Medium

Confidence: High

Evidence: Rendered non-JS HTML shows "0 Hostels · 0+ Happy Tenants · 0+ Staff"; hero slides use Slider Revolution `dummy.png` placeholders.

Description: Animated counters initialise at 0 and only populate via JS, so search/AI crawlers that don't execute scripts read zeroes — a weak, even misleading, trust signal.

Business impact: Undercuts credibility in snippets/LLM answers; hero imagery not reliably indexable.

Recommended fix: Render real numbers in server-side HTML (progressive enhancement) and animate from the real value; give slider images real `` with descriptive alt.

Structured-data foundation limited to plugin defaults

Severity: Medium

Confidence: Medium

Evidence: No `LodgingBusiness` / `LocalBusiness`, `FAQPage`, or `Review` schema observed in rendered output beyond Rank Math's default Organization/WebSite. (Confirm via View-Source + Rich Results Test.)

Description: The homepage carries 16 FAQs and four review testimonials that are not machine-readable, and no per-property `LocalBusiness` entity exists.

Business impact: Forfeits FAQ/star rich-snippets and starves the Knowledge Graph and LLMs of structured facts.

Recommended fix: Add per-property `LodgingBusiness` + site-wide `FAQPage` and `Review/AggregateRating` JSON-LD (templates in §5 GEO and §9 AEO).

robots.txt not verified; external demo-domain asset in footer

Severity: Low

Confidence: Medium

Evidence: `robots.txt` fetch timed out (re-check required); footer third logo loads from demo.ovatheme.com/hotelft/.../logo_footer.svg — a theme-demo domain.

Description: An unresolved robots.txt and a third-party demo asset are hygiene/reliability risks.

Business impact: Potential single point of failure/broken image; unprofessional footprint.

Recommended fix: Confirm robots.txt exposes the sitemap and blocks nothing critical; self-host the footer logo.

2 · Accessibility & Compliance (WCAG 2.2 AA / DPDP)

This is the lowest-scoring compliance surface and carries **legal as well as UX risk**. India's **Digital Personal Data Protection Act 2023** makes a privacy policy and lawful-consent basis mandatory for a site collecting enquiry data; none is visible.

Accessibility & Compliance — sub-criteria (POUR + Trust)

Criterion	Weight	Raw	Weighted	Note
Perceivable (contrast, alt text, media)	22	35	7.70	Widespread empty alt; contrast N/A
Operable (keyboard, focus, targets)	20	40	8.00	Broken links/no-op anchors; focus N/A
Understandable (labels, errors, lang)	20	45	9.00	lang=en-GB set; form labels N/A
Robust (semantic HTML, ARIA, valid)	18	45	8.10	Elementor markup; landmarks unverified
Compliance & trust (statement, consent, privacy)	20	25	5.00	No a11y statement / privacy / consent visible
ACCESSIBILITY & COMPLIANCE SCORE	100	—	38 / 100	Critical

Not assessed (excluded): exact contrast ratios, focus-order & keyboard-trap testing, screen-reader/AT compatibility, form error-identification (requires axe/WAVE + manual AT testing).

No privacy policy / cookie consent — DPDP Act 2023 exposure

Severity: High Confidence: Medium

Evidence: No Privacy, Terms or cookie-consent links in header/footer of Home, About or Contact; enquiry forms and WhatsApp capture personal data.

Description: Collecting name/phone via forms without a published privacy notice and consent mechanism is non-compliant under India's DPDP Act 2023 (and GDPR/CCPA for any overseas visitors).

Business impact: Regulatory/legal risk; erodes trust; some ad platforms require a privacy policy to run campaigns.

Recommended fix: Publish Privacy Policy, Terms, and a consent notice on the forms; add footer links. Link the policy from every lead form.

Widespread empty / missing alt text

Severity: High Confidence: High

Evidence: Slider `dummy.png` images and most gallery/"why choose us" images render with empty `alt=""`; logo alt is generic "alphaliving".

Description: Screen-reader users get no description; this is also a direct image-SEO/visual-search loss (WCAG 1.1.1).

Business impact: Accessibility non-conformance + forfeited Google Images / visual-search visibility.

Recommended fix: Add descriptive, keyword-aware alt to every meaningful image; mark decorative images `alt=""` intentionally.

```

```

No accessibility statement; broken links harm keyboard/AT users

Severity: Medium

Confidence: Medium

Evidence: No accessibility statement page; empty-href "Features" anchors and the empty PG page create focusable dead-ends.

Description: No-op links and blank targets confuse keyboard and screen-reader navigation and signal an unmaintained experience.

Business impact: Poorer usability for assistive-tech users; weak trust signal.

Recommended fix: Publish an accessibility statement; remove/repair no-op anchors; ensure visible focus states in the theme.

3 · On-Page SEO Audit

On-page is Alpha Living's **strongest technical area**. Titles and meta descriptions are unique, keyword-rich and locally intent-matched; the blog demonstrates real semantic coverage of the coliving category. The drag is **image optimisation, heading discipline and factual consistency**.

On-Page SEO — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
Title tags	14	85	11.90	Unique, keyword+geo rich
Meta descriptions	12	82	9.84	Compelling, benefit-led
Heading hierarchy (H1–H6)	12	60	7.20	Multiple H2s used as styling; H1 discipline loose
Keyword & semantic targeting	16	76	12.16	Strong local-intent coverage
Content quality & depth	16	62	9.92	Good breadth; grammar/typos, thin per-page
Image optimisation & alt	14	42	5.88	Empty alts, heavy hero images
Internal/external links & CTAs	16	70	11.20	Strong CTAs; some broken links
ON-PAGE SEO SCORE	100	—	68 / 100	Developing

Factual inconsistency: "Founded in 2008" vs 2022 launch signals

Severity: High Confidence: High

Evidence: About page states "Founded in 2008"; homepage `article:published_time` is 2022-01-19 and the brand's public footprint is 2022+.

Description: A contradictory origin fact weakens E-E-A-T and can be ingested by LLMs as a "true" but wrong claim.

Business impact: Trust erosion; hallucination seed for AI answers about the brand.

Recommended fix: Publish one accurate founding year everywhere (site, GBP, socials, future Wikidata) and align the brand dossier.

Grammar, typos and heading misuse reduce polish and clarity

Severity: Medium Confidence: High

Evidence: "Comming soon", "Contac us", "informations", "Covliving"; many section labels marked up as `<h2>` for styling rather than structure.

Description: Copy errors and non-semantic headings hurt both perceived quality and machine parsing of page structure.

Business impact: Lower conversion confidence; weaker snippet/heading extraction.

Recommended fix: Copy-edit all core pages; enforce one H1 per page and a logical H2/H3 outline.

Per-property pages are thin relative to blog depth

Severity: Medium

Confidence: Medium

Evidence: The flagship PG URL renders empty; other property references are card-level snippets, while the blog carries the substantive local content.

Description: Money pages (per-property) should be the deepest, most schema-rich, conversion-focused assets; here that depth lives in blog posts instead.

Business impact: Weaker ranking & conversion for the exact URLs that should capture "PG near [tech park]" intent.

Recommended fix: Build a full landing template per property (rooms, tariffs, amenities, map, reviews, FAQ, gallery, schema) and internally link blog → property.

4 · Local SEO Audit

The location fundamentals are real — four mapped properties on the ORR corridor with directory citations — but **NAP fragmentation and a California map link** are actively suppressing local trust. (Deep GBP analysis → §5; cross-platform reviews → §6.)

Local SEO — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
NAP consistency	22	45	9.90	Email variants + broken mailto + phone-per-house
Local citations / directories	18	64	11.52	Justdial, Magicpin, Yandex, HomeLikePG
Google Maps presence	16	60	9.60	4 place-IDs embedded
Local landing / service-area pages	18	50	9.00	Blog covers areas; property pages weak
Local keyword targeting	16	70	11.20	Strong Kadubeesanahalli/Bellandur coverage
Geo / category accuracy	10	42	4.20	Justdial tags "Bellandur" vs site "Kadubeesanahalli"
LOCAL SEO SCORE	100	—	55 / 100	Developing

Contact-page address links to a California location

Severity: High **Confidence: High**

Evidence: On [/contact/](#), the Lakshmi House address link opens Google Maps at "**497 Evergreen Rd, Roseville, CA 98823**" (template placeholder), even though the embedded map iframe below is correct.

Description: A US placeholder link on a Bengaluru PG's primary conversion page.

Business impact: Confuses users and directions intent; damages local trust and NAP integrity.

Recommended fix: Replace with the correct Google Maps place link for Lakshmi House (place-ID [0x3bae13ceaac415b7:0x6ac5f27448d5a499](#)).

NAP fragmentation: email variants, broken mailto, per-house numbers

Severity: High **Confidence: High**

Evidence: alphalivingpg@gmail.com (footer) vs alphalivingpgs@gmail.com (contact); malformed alphalivingpg@gmail.com@gmail.com (about); four house numbers (...788999 / ...966777 / ...866777 / ...766777).

Description: Inconsistent Name/Address/Phone across pages and directories is the single biggest local-trust suppressor.

Business impact: Weakens map-pack ranking and entity confidence for search & AI engines.

Recommended fix: Define one canonical NAP block (brand email + a primary line, with per-house numbers clearly scoped) and enforce it site-wide, on GBP, and across every citation.

Geo/category inconsistency across listings

Severity: Medium

Confidence: High

Evidence: Justdial lists Lakshmi House under **Bellandur**; the site anchors to **Kadubeesanahalli / Devarabisanahalli**.

Description: Mixed locality signals split relevance across neighbouring queries.

Business impact: Diluted ranking for the primary locality; missed "near me" precision.

Recommended fix: Standardise locality naming (lead with Kadubeesanahalli, reference Bellandur/ORR as nearby) across GBP and all citations.

5 · GMB / Google Business Profile Audit

Four properties resolve to real Google place-IDs and carry review volume — a strong base — but profile **completeness, engagement and performance internals cannot be verified without owner access**, and observable NAP/category signals are inconsistent. This score reflects only the assessable sub-criteria.

GMB — assessed sub-criteria (equal weight)

Criterion	Weight	Raw	Weighted	Note
Listing existence & verification	25	66	16.5	4 place-IDs found (Lakshmi/Sri/Ganesh/Sai)
NAP accuracy vs site/citations	25	46	11.5	Email/geo inconsistencies
Review base (volume & rating)	25	68	17.0	4.2★ / 613 (Justdial); Google count N/A
Category / locality consistency	25	40	10.0	Bellandur vs Kadubeesanahalli
GMB SCORE	100	—	55 / 100	Developing

Not assessed (requires GBP dashboard): primary/secondary categories, description, hours & special hours, attributes, booking link + UTM, photo/video counts & recency, Google Posts cadence, products/services, Q&A seeding & response rate, messaging response time, review response rate/time/quality, Map-Pack/Local-Finder rank & geo-grid, search-vs-maps discovery split, call/direction/website actions, duplicate/suspension status.

NAP + locality inconsistency across profile and citations

Severity: High Confidence: High

Evidence: Justdial locality "Bellandur"; site "Kadubeesanahalli/Devarabisanahalli"; email variants across pages.
Business impact: Suppresses Map-Pack confidence and blends four properties' signals.
Recommended fix: Reconcile each property's GBP name (no keyword-stuffing), address, locality and primary category; align to the canonical NAP.

GMB quick wins: (1) verify/claim all four profiles; (2) set primary category "Paying guest accommodation" + secondary "Hostel/Coliving"; (3) add booking/website link with UTM; (4) seed 8–10 owner Q&As; (5) upload 20+ geo-tagged photos per house; (6) start weekly Google Posts.

GMB roadmap

Phase	Focus	Actions
0–30 days	Foundation & hygiene	Claim/verify 4 profiles; fix NAP/category/locality; complete descriptions, hours, attributes; add UTM booking links; audit for duplicates/suspensions.
30–90 days	Engagement & content	Weekly Posts (offers/events/room availability); seed & answer Q&A; 20+ photos/house; launch review-generation SMS/WhatsApp flow; respond to 100% of reviews within 48h.
90–180 days	Performance & dominance	Geo-grid rank tracking for priority queries; iterate categories/photos on data; drive review velocity to defend the Map Pack vs Stanza/Zolo.

Posting cadence: 1–2 Google Posts/week/property. **Review-generation playbook:** automated WhatsApp ask at day 7 and day 30 of tenancy + QR codes at reception → target +10–15 Google reviews/property/quarter, all responded to within 48h.

6 · Reputation Management Audit (Cross-Platform)

Reputation is a **genuine, under-leveraged asset**. The review base is substantial (Justdial 4.2★ / 613) with corroborating listings, yet it is neither structured for rich snippets nor actively managed across platforms.

Reputation — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
Review volume & aggregate rating	25	74	18.5	4.2★ / 613 (Justdial)
Platform coverage / claim breadth	20	64	12.8	Justdial, Magicpin, Yandex, HomeLikePG, FB, IG
Cross-platform NAP/name consistency	15	48	7.2	Name/locality/email drift
On-site social proof	15	66	9.9	4 testimonials; no case studies/UGC system
Review schema / star-snippet eligibility	15	40	6.0	No Review/AggregateRating markup observed
Sentiment & theme signal	10	72	7.2	Positive skew; fixable ops themes
REPUTATION SCORE	100	—	62 / 100	Developing

Not assessed (requires platform access): per-platform response rate/tone/time, Trustpilot/BBB presence, exact Google/Facebook rating & volume, review velocity trend, dispute exposure.

Strong reviews not captured as structured data (no star snippets)

Severity: Medium Confidence: Medium

Evidence: On-site testimonials + strong off-site ratings, but no `Review / AggregateRating` JSON-LD observed.

Business impact: Forfeits star rich-snippets (higher SERP CTR) and review signals for AI answers.

Recommended fix: Add `AggregateRating` to each property's `LodgingBusiness` using verifiable, first-party review data only (never fabricated counts).

Recurring operational themes to pre-empt: limited food variety, slow maintenance

Severity: Medium Confidence: Medium

Evidence: Review snippets note "food options limited" and "maintenance a bit slow" alongside strong overall praise.

Business impact: These are the exact objections prospects and AI summaries surface; unaddressed, they cap conversion.

Recommended fix: Publish menu variety + maintenance-SLA content; reply to relevant reviews describing the fix; track theme frequency monthly.

Review-generation & response playbook: centralise on Google + Justdial; automate review asks (WhatsApp/SMS) at tenancy day 7 & 30; respond to 100% of reviews within 48h with a consistent, warm tone; escalate any 1–2★ within 24h with an offline resolution offer; add Trustpilot only if you can sustain the volume.

7 · GEO — Generative Engine Optimization

Readiness for ChatGPT · Google AI Overviews · Gemini · Claude · Perplexity · Copilot. The content footprint gives LLMs *something* to cite, but the **entity spine is weak**: inconsistent NAP, empty `llms.txt`, "0" counters, no structured facts and no Knowledge-Graph presence mean models have low-confidence, fragmentary signals about the brand.

GEO — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
Entity recognition & consistency	20	35	7.0	NAP drift; "0" counters; 2008/2022 conflict
Brand authority / Knowledge Graph	15	25	3.75	No Wikidata/KP entity
Structured-data signals	15	42	6.3	Defaults only; no LodgingBusiness
Citation potential (content + directories)	15	60	9.0	42 posts + directory listings
Conversational / semantic coverage	15	62	9.3	Good local-intent topic spread
Brand-mention consistency	10	40	4.0	Alpha Living / Lakshmi / handles vary
Trust / expert signals	10	48	4.8	Reviews yes; authorship/E-E-A-T thin
GEO SCORE	100	—	44 / 100	Developing

Not assessed (requires live LLM probing): actual AI-answer visibility / recommendation share across the 8 engines for priority prompts (e.g., "best coliving PG near Embassy Tech Village"). This is the natural next engagement — a prompt-graph replay to measure where Alpha Living is or isn't recommended.

No machine-readable entity: LLMs infer, they don't know

Severity: High

Confidence: Medium

Evidence: No `LodgingBusiness` / `sameAs` graph, no Wikidata item, "0" counters, conflicting founding year.

Business impact: AI engines can't reliably recommend or describe Alpha Living, ceding "best PG near [park]" answers to aggregators and competitors.

Recommended fix: Ship the entity spine — consistent NAP → per-property `LodgingBusiness` JSON-LD with `sameAs` to all profiles → Wikidata item (see §11).

```
<script type="application/ld+json">
{
  "@context":"https://schema.org",
  "@type":"LodgingBusiness",
  "@id":"https://alphaliving.co.in/#lakshmi",
  "name":"Alpha Living Lakshmi House",
  "description":"Premium coliving & PG for men, women and working professionals in Kadubeesanahalli, Bengaluru.",
  "url":"https://alphaliving.co.in/alpha-living-lakshmi-house/",
  "telephone":"+91-7996788999",
  "email":"hello@alphaliving.co.in",
  "priceRange":"₹₹",
  "address":{"@type":"PostalAddress","streetAddress":"Near Sri Sai Enclave Apartments, Sai Rd, Kosana Rd","addressLocality":"Kadubeesanahalli, Bengaluru","addressRegion":"Karnataka","postalCode":"560103","addressCountry":"IN"},
  "geo":{"@type":"GeoCoordinates","latitude":12.930318,"longitude":77.694505},
  "amenityFeature":[
    {"@type":"LocationFeatureSpecification","name":"High-speed Wi-Fi","value":true},
    {"@type":"LocationFeatureSpecification","name":"Meals included","value":true},
    {"@type":"LocationFeatureSpecification","name":"Gym","value":true},
    {"@type":"LocationFeatureSpecification","name":"CCTV & access control","value":true}
  ],
  "sameAs":[
    "https://www.instagram.com/alphalivinglakshmi/",
    "https://www.facebook.com/alphalivingpgs/",
    "https://www.linkedin.com/company/alphalivingpg",
    "https://youtube.com/@alphalivingpg"
  ]
}
</script>
```

GEO priority actions: (1) unify NAP + founding year across every surface (the "brand dossier"); (2) render real counter values server-side; (3) ship per-property `LodgingBusiness` + `FAQPage` schema; (4) publish and populate `llms.txt` (see §8); (5) create the Wikidata item to seed the Knowledge Graph. Together these move GEO from "inferred" to "known".

8 · AI Crawler & Access Governance

Alpha Living's posture is "accidentally open": server-rendered content is reachable by LLM crawlers (good for visibility), but there is **no intentional governance** and the `llms.txt` file exists yet is **completely empty** — a missed discoverability layer.

AI Crawler & Access — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
robots.txt AI-bot directives	22	45	9.9	Not verified (timed out); no explicit governance
llms.txt presence & quality	18	20	3.6	Present but empty
SSR / non-JS content visibility	20	72	14.4	Body content renders server-side
CDN/WAF unintended blocking	15	60	9.0	None observed; confirm at CDN
Passage-level extractability & freshness	15	58	8.7	FAQ/blog extractable; counters not
Content licensing / attribution posture	10	40	4.0	No stated posture
AI CRAWLER & ACCESS SCORE	100	—	50 / 100	Developing

Governance allow/block matrix (recommended — visibility-first)

Bot	Engine	Recommended	Rationale
GPTBot / OAI-SearchBot / ChatGPT-User	OpenAI / ChatGPT	Allow	Primary AI-answer surface for buyers
Google-Extended	Gemini / AI Overviews	Allow	Feeds AI Overviews recommendations
ClaudeBot / anthropic-ai / Claude-Web	Claude	Allow	Growing assistant usage
PerplexityBot	Perplexity	Allow	Citation-driven; high referral intent
Applebot-Extended	Apple / Siri	Allow	Local + voice discovery
CCBot (Common Crawl)	Training corpus	Allow*	Feeds many models; low direct cost
Bytespider	TikTok / ByteDance	Optional	Aggressive crawler; block if load is an issue
Amazonbot / Meta-ExternalAgent	Alexa / Meta AI	Allow	Broaden assistant coverage

*For a local lead-gen business, visibility > content protection — a broadly-open posture maximises AI recommendation reach. Revisit only if server load or licensing concerns arise.

Empty llms.txt — a free discoverability layer left blank

Severity: Medium

Confidence: High

Evidence: `/llms.txt` resolves but returns no content.

Business impact: Misses the chance to hand LLMs a clean, curated map of the brand's key pages and facts.

Recommended fix: Publish a structured `llms.txt` (and confirm `robots.txt` exposes the sitemap):

```
# llms.txt – https://alphaliving.co.in/llms.txt
# Alpha Living – Premium coliving & PG in Kadubeesanahalli, Bengaluru (est. 2022)

> Alpha Living operates managed coliving and PG accommodation for students and
> working professionals near the ORR tech corridor (Embassy Tech Village,
> Cessna Business Park, RMZ Ecoworld). Options: men's PG, women's PG, coliving;
> single/twin/triple sharing; meals, Wi-Fi, housekeeping, gym included.

## Properties
- [Lakshmi House – Kadubeesanahalli](https://alphaliving.co.in/alpha-living-lakshmi-house/)
- [Sri House – Kadubeesanahalli](https://alphaliving.co.in/alpha-living-sri-house/)
- [Ganesh House – Kadubeesanahalli](https://alphaliving.co.in/alpha-living-ganesh-house/)
- [Sai House – Devarabisanahalli](https://alphaliving.co.in/alpha-living-sai-house/)

## Key pages
- [Services & amenities](https://alphaliving.co.in/service/)
- [About](https://alphaliving.co.in/about-us/)
- [Contact & booking](https://alphaliving.co.in/contact/)
- [Blog – Bengaluru coliving guides](https://alphaliving.co.in/blog/)

## Contact
- Phone/WhatsApp: +91-7996788999
- Email: hello@alphaliving.co.in
```

9 · AEO — Answer Engine Optimization

The homepage already carries **16 well-written FAQs** and the blog is answer-oriented — an unusually good substrate. The gap is **packaging**: no `FAQPage` markup, inconsistent answer-first formatting, and no list/table structures for snippet capture.

AEO — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
Question-based content / FAQ substrate	20	70	14.0	16 homepage FAQs + Q-style blog
Answer-first formatting & readability	15	48	7.2	Answers often narrative, not lead-with-answer
FAQ / QA / HowTo schema	18	30	5.4	Not implemented
Featured-snippet structure (lists/tables)	15	45	6.75	Few lists/tables/comparisons
Voice / near-me / conversational	14	55	7.7	Local intent strong; no speakable
Answer quality / E-E-A-T / freshness	18	62	11.16	Fresh, accurate; authorship thin
AEO SCORE	100	—	52 / 100	Developing

Excellent FAQ content is invisible to answer engines (no `FAQPage` schema)

Severity: High

Confidence: High

Evidence: 16 homepage FAQs rendered as plain headings/paragraphs; no `FAQPage` JSON-LD.

Business impact: Forfeits FAQ rich-results, People-Also-Ask entry, and direct LLM answer citations for high-intent queries.

Recommended fix: Mark up the existing FAQs (verbatim) as `FAQPage`, and reformat answers to lead with a one-sentence direct answer.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "Where is Alpha Living PG located?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Alpha Living has four PG & coliving properties in Kadubeesanahalli and Devarabisanahalli, Bengaluru 560103, minutes from Embassy Tech Village and Cessna Business Park."
      }
    },
    {
      "@type": "Question",
      "name": "Is Alpha Living PG for men, women or both?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Both. Alpha Living offers separate men's and women's PG accommodation plus managed coliving spaces for working professionals."
      }
    },
    {
      "@type": "Question",
      "name": "What is included in the rent at Alpha Living?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Rent includes daily meals, high-speed Wi-Fi, housekeeping, laundry, power backup, gym access and CCTV/access-control security."
      }
    }
  ]
}
</script>
```

AEO quick wins: reformat each FAQ answer to lead with the answer in one sentence; add a "Room types & sharing" comparison **table** (single/twin/triple, inclusions) to capture table snippets; add a "PG vs flat-sharing" comparison to own that PAA cluster; target voice queries like "PG near Embassy Tech Village with food".

Four brand profiles exist — a real head-start — but handles are inconsistent, visual/image search is unoptimised, and there is no video-SEO or before/after content system, the exact assets that convert in the PG/coliving category.

Social & Visual — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
Platform presence / breadth	20	68	13.6	IG, FB, YouTube, LinkedIn live
Handle / brand consistency	12	45	5.4	@alphalivinglakshmi vs @alphalivingpg vs alphalivingpgs
Posting cadence	13	45	5.85	Not verified; appears sporadic
Video SEO (YouTube/Shorts/Reels)	15	38	5.7	Channel exists; SEO minimal
Visual / image search	15	42	6.3	Empty alts; no image sitemap/Pinterest
Social-to-site funnel & UTM	15	44	6.6	Links present; no UTM/link-in-bio system
UGC / hashtag / local discovery	10	50	5.0	Some UGC potential; unstructured
SOCIAL & VISUAL SCORE	100	—	48 / 100	Developing

Not assessed (requires platform analytics): follower counts, engagement rate, reach, video watch-time, actual posting frequency.

Profile inventory (observed)

Platform	Handle / URL	Status	Priority action
Instagram	@alphalivinglakshmi	Live	Reels of rooms/amenities/events; geo-tag; link-in-bio + UTM
Facebook	/alphalivingpgs	Live	Sync NAP; enable reviews; boost local posts
YouTube	@alphalivingpg	Live	Property tours + "living at Alpha Living"; keyword titles/chapters/transcripts
LinkedIn	/company/alphalivingpg	Live	Corporate-housing angle for HR/admin buyers
Pinterest	—	Absent	Create boards: room design, coliving life, Bengaluru areas (rich pins)

Inconsistent handles fragment the social entity

Severity: Medium Confidence: High

Evidence: Instagram [alphalivinglakshmi](#), YouTube [alphalivingpg](#), Facebook [alphalivingpgs](#), plus Twitter creator [@sandhya](#).

Business impact: Weakens brand recall, sameAs linkage and cross-platform discovery.

Recommended fix: Standardise to one handle where possible; declare all profiles via [sameAs](#) so engines resolve them to one entity.

Visual-search priority: the PG category is won on visuals — build a **before/after & room-tour content system** (Reels/Shorts + Google Images-optimised photos with descriptive filenames, alt and an image sitemap), and add [ImageObject](#) schema to gallery images.

11 · Wikipedia & Knowledge Base Presence (Entity Authority)

This is essentially **greenfield**. There is no Wikipedia article, no Wikidata item, and no Knowledge Panel. Critically, Alpha Living **does not yet meet Wikipedia notability (WP:NCORP)** — so the honest roadmap is **earn independent coverage first**, then Wikidata, then Wikipedia only if notability is met. Self-created promotional articles violate WP:COI and get removed.

Wikipedia & Knowledge Base — sub-criteria breakdown

Criterion	Weight	Raw	Weighted	Note
Wikipedia article existence & quality	25	8	2.0	None; notability not met
Notability vs WP:NCORP	20	24	4.8	No independent secondary coverage
Wikidata item & properties	20	12	2.4	No Q-ID
Google Knowledge Panel accuracy	15	22	3.3	No/weak panel (unverified)
Other knowledge bases (Crunchbase etc.)	10	42	4.2	Directory listings only
sameAs / schema linkage from site	10	48	4.8	Social links exist; not in schema graph
WIKIPEDIA & KNOWLEDGE BASE SCORE	100	—	22 / 100	Critical

No structured entity feeding the Knowledge Graph or AI answers

Severity: High Confidence: Medium

Evidence: No Wikidata Q-ID; no Organization `sameAs` graph on-site; no Crunchbase/industry-wiki record.

Business impact: Where the entity is invisible/inconsistent, AI engines recall aggregators and competitors instead of Alpha Living.

Recommended fix (staged): earn coverage → create Wikidata → build panel → attempt Wikipedia only if notable.

Entity-authority roadmap

Stage	Action	Notability lever
1 · Foundation (0–60d)	Ship Organization + <code>sameAs</code> schema; claim Crunchbase; consistent NAP + founding year everywhere.	Consolidates the entity's verifiable facts.
2 · Wikidata (30–90d)	Create a Wikidata item (official site, socials, location, industry, founder) — Wikidata has a lower bar than Wikipedia.	Seeds the Knowledge Graph & <code>sameAs</code> web.
3 · Earn coverage (60–180d)	Pursue independent press (startup/real-estate/local business media), founder interviews, data-led PR (e.g., Bengaluru coliving trends).	Builds the independent secondary sources WP:NCORP requires.
4 · Wikipedia (180d+)	Only once 2–3 substantial independent sources exist, pursue an article via a neutral editor with WP:COI disclosure.	Earned, defensible, durable.

Compliance note: never self-create a promotional Wikipedia article or pay for undisclosed editing — both breach WP:COI/paid-editing rules and risk deletion and reputational harm. Notability must be *earned* via independent sourcing.

12 · Content Audit & Idea Bank

Alpha Living runs a **real content engine** (42 posts, steady cadence, strong local-intent topics) — a rare asset for a PG operator. The weaknesses are **thin per-property money pages, no pillar/cluster structure, grammar polish, and zero schema packaging**. Below: a prioritised cluster plan and 100 ready-to-brief ideas.

Priority content clusters

Pillar	Cluster intent	Anchor asset
Coliving/PG near ORR tech parks	"PG near [Embassy Tech Village / Cessna / RMZ Ecoworld]"	Per-park landing pages + property links
Choosing a PG in Bengaluru	Evaluation / comparison intent	Guide + PG-vs-flat + checklist (exists — upgrade)
Women's safety & PG life	Trust / working-women intent	Safety pillar + testimonials + schema
Property landing pages	Transactional "book/enquire"	4 deep property pages w/ schema, tariffs, FAQ

100 content ideas (20 × SEO · GEO · AEO · GMB · Social)

20 SEO

1. PG near Embassy Tech Village — landing page
2. PG near Cessna Business Park
3. PG near RMZ Ecoworld / Ecospace
4. Coliving in Kadubeesanahalli (pillar)
5. Women's PG in Bellandur
6. Men's PG in Marathahalli
7. Fully furnished PG Bengaluru — guide
8. Triple vs twin vs single sharing — cost guide
9. PG with food near ORR
10. Monthly PG rent in Kadubeesanahalli 2026
11. Coliving vs PG vs flat-share (comparison)
12. Best areas to live for IT professionals (upgrade)
13. PG near New Horizon College
14. Short-term / flexible-stay PG Bengaluru
15. Corporate housing for HR/admin teams
16. PG amenities checklist (Bengaluru)
17. Moving to Bengaluru — relocation guide
18. Deposit & notice-period norms for PGs
19. Commute times from Kadubeesanahalli PGs
20. Per-property pages ×4 (deep, schema-rich)

20 GEO

1. Structured "About Alpha Living" fact page
2. Per-property LodgingBusiness schema ×4
3. Organization + sameAs entity page
4. Populate llms.txt (curated map)
5. Founding-story page (accurate year)
6. "Why choose Alpha Living" evidence page
7. Amenities data table (machine-readable)
8. Tariff table per room type
9. Neighbourhood entity page: Kadubeesanahalli
10. Neighbourhood entity page: Bellandur
11. Distances-to-tech-parks data block
12. Consistent NAP block component
13. Wikidata item + property mapping
14. Crunchbase profile
15. Review/AggregateRating schema
16. Founder bio + authorship (E-E-A-T)
17. Press/coverage page (as earned)
18. FAQ knowledge base (canonical answers)
19. Glossary: coliving/PG terms
20. "Alpha Living vs aggregators" clarity page

20 AEO

1. FAQPage schema on homepage FAQs
2. "Is Alpha Living for men and women?" answer
3. "What's included in PG rent?" answer
4. "PG near Embassy Tech Village with food?"
5. Room-type comparison table (snippet bait)
6. "How much is a PG in Kadubeesanahalli?"
7. "Best PG for working women near ORR?"
8. PG-vs-flat comparison (PAA)
9. "Do PGs allow couples/coliving?"
10. "What documents to book a PG?"
11. HowTo: book a PG at Alpha Living
12. "Notice period & deposit?" answer
13. Voice: "PG near me with meals"
14. "Is there parking at the PG?"
15. "24x7 power backup?" answer
16. Speakable schema on key answers
17. "Nearest PG to Cessna Business Park?"
18. "Weekly food menu?" answer + chart
19. Move-in checklist (list snippet)
20. "Short-term stay available?" answer

20 Social & Visual

1. Reel: 60-sec room tour (each type)
2. Reel: "a day at Alpha Living"
3. Before/after room makeover series
4. YouTube: full property walkthrough x4
5. Short: commute to Embassy Tech Village
6. Reel: food menu of the week
7. Reel: community event highlights
8. Resident story / testimonial video
9. Pinterest board: room design
10. Pinterest board: Bengaluru coliving life
11. IG carousel: amenities checklist
12. IG carousel: "moving to Bengaluru" tips
13. Short: women's safety features tour
14. LinkedIn: corporate-housing offer
15. UGC repost campaign + branded hashtag
16. Google Images-optimised photo set
17. Reel: gym / open-air theatre
18. Behind-the-scenes: meals prep
19. Poll/Q&A stories → FAQ mining
20. Link-in-bio hub + UTM tracking

20 GMB (posts/offers/Q&A/photos)

1. Weekly "rooms available" post x4 houses
2. Offer post: move-in this month
3. Event post: community night/trip
4. Amenity spotlight: gym / open-air theatre
5. Food-of-the-week photo post
6. Owner Q&A: sharing options & price
7. Owner Q&A: what's included
8. Owner Q&A: distance to tech parks
9. Owner Q&A: women's safety features
10. Photo set: rooms (single/twin/triple)
11. Photo set: common areas
12. Photo set: dining & menu
13. Geo-tagged exterior/entrance photos
14. Resident testimonial post
15. Review-request campaign (day 7/30)
16. Holiday/special-hours update
17. "New Sri Ram house" launch post
18. Booking-link post w/ UTM
19. Category/attribute optimisation
20. Respond to 100% reviews <48h

Sequencing: ship the 4 property pages + schema + FAQPage first (they unlock SEO, GEO, AEO and Reputation simultaneously), then the per-tech-park landing cluster to reclaim "near me" intent, then the video/visual system for social and image search. All 100 ideas map into the ICE backlog (\$17).

13 · Competitor Analysis

Alpha Living competes with **national coliving brands** (deep pockets, strong entity/SEO) and **aggregators** that intermediate demand. Per the anti-fabrication rule, authority/traffic metrics are **Not assessed** (require Ahrefs/SEMrush); ratings below are qualitative with stated confidence.

Sharpest competitive threat (observed, High confidence): Stanza Living runs programmatic pages titled "PG near Alpha Living" / "Coliving near Alpha Living" — actively harvesting Alpha Living's own branded + location intent. Reclaiming this requires tight branded SEO, GBP dominance and per-property schema.

Competitor comparison (qualitative — High/Med/Low; hard metrics Not assessed)

Competitor	SEO	GEO	AEO	GMB	Social	Reputation	Wiki/Entity	Local vis.
Stanza Living	High	High	Med	High	High	Med	Med	High
Zolo Stays	High	Med	Med	High	Med	Med	Med	High
Colive	High	Med	Med	Med	Med	Med	Low	Med
HelloWorld	Med	Med	Low	Med	Med	Med	Low	Med
Settl. / Your Space / Housr	Med	Med	Low	Med	Med	Med	Low	Med
Alpha Living	Med	Low	Med	Med	Low-Med	Med	Low	Med

All competitor cells: **Confidence Medium** (based on public footprint & category knowledge). Domain authority, backlinks, traffic and keyword rankings for all parties: **Not assessed — requires Ahrefs/SEMrush**.

Where Alpha Living can win (SWOT)

Strengths: genuine reviews, hyper-local content, four owned properties, warm/community brand, agile single operator.

Weaknesses: weak entity/schema, hygiene defects, thin money pages, small social output.

Opportunities: own branded + per-tech-park "near me"; AEO/FAQ snippets; review-rich GBP; local entity spine before nationals localise deeper.

Threats: nationals' budgets & entity strength; aggregators intermediating demand; competitor brand-jacking pages.

Quick-win gaps vs competitors

- Nationals rarely out-local a sharp, review-rich GBP + per-property schema — Alpha Living can beat them in the Map Pack.
- Most competitors under-invest in **FAQ/AEO markup** — the homepage FAQ asset is a fast snippet win.
- Hyper-specific "PG near [exact park]" pages out-rank generic aggregator pages on intent precision.
- Authentic room-tour/UGC video beats stock-heavy national creative on trust.

14 · Keyword & Prompt Research

Prioritised by intent and channel. **Search volumes and difficulty are Not assessed** (require a keyword tool); priority reflects buyer-intent value and observed fit with Alpha Living's locations. In the AI era the unit is the **prompt** as much as the keyword — the last column notes the buyer-intent prompt this term maps to.

Keyword / query	Intent	Funnel	Priority	Landing / channel	Maps to AI prompt
pg near embassy tech village	Transactional-local	Bottom	P1	Per-park landing	"best PG near Embassy Tech Village with food"
coliving pg kadubeesanahalli	Commercial-local	Mid	P1	Kadubeesanahalli pillar	"good coliving in Kadubeesanahalli"
women's pg bellandur	Transactional-local	Bottom	P1	Women's PG page	"safe women's PG near Bellandur"
men's pg marathahalli	Transactional-local	Bottom	P1	Men's PG page	"men's PG near Marathahalli offices"
pg near cessna business park	Transactional-local	Bottom	P1	Per-park landing	"PG walking distance to Cessna Business Park"
fully furnished pg bangalore	Commercial	Mid	P2	Guide + property	"fully furnished PG in Bengaluru with meals"
pg for working professionals ORR	Commercial-local	Mid	P1	Coliving pillar	"best PG for IT professionals on ORR"
triple sharing pg price kadubeesanahalli	Transactional	Bottom	P2	Tariff table/property	"how much is a triple-sharing PG in Kadubeesanahalli"
coliving vs flat sharing bangalore	Informational	Top	P2	Comparison post	"is coliving better than flat sharing"
best areas to stay for IT professionals bangalore	Informational	Top	P2	Blog (upgrade)	"where should IT professionals live in Bengaluru"
pg near rmz ecoworld / ecospace	Transactional-local	Bottom	P1	Per-park landing	"PG near RMZ Ecoworld"
short term pg bangalore	Transactional	Bottom	P3	Flexible-stay page	"short-term PG in Bengaluru"
corporate housing bangalore ORR	Commercial-B2B	Mid	P2	LinkedIn + B2B page	"corporate PG/housing for employees near ORR"
alpha living pg / alpha living lakshmi	Branded/navigational	Bottom	P1	Home + property + GBP	"is Alpha Living PG good / legit"
is alpha living pg good / reviews	Branded-reputation	Bottom	P1	Reviews + FAQ + schema	"Alpha Living PG reviews"
pg near me with food kadubeesanahalli	Voice/near-me	Bottom	P1	GBP + FAQ	"PG near me with meals"
pg near new horizon college	Transactional-local	Bottom	P2	Student page	"PG near New Horizon College"
student pg bangalore	Commercial	Mid	P2	Student pillar (exists)	"best student PG in Bengaluru"
gents pg with gym bhoganhalli	Transactional-local	Bottom	P3	Amenity+area page	"gents PG with gym in Bhoganhalli"
	Informational	Top	P3	FAQ/guide	

pg deposit and notice period
rules

"PG deposit and notice period
norms Bengaluru"

Recommended next step: a CiteRank prompt-graph replay across the 8 engines for the P1 prompts above, to measure Alpha Living's actual AI recommendation share vs Stanza/Zolo/Colive — turning this list from assumed to measured.

15 · Authority & Citation Analysis

Alpha Living has a **starter citation base** (Justdial, Magicpin, Yandex Maps, HomeLikePG) but **no press coverage, no industry-authority signals, and no Knowledge-Graph records**. Domain authority and backlink profile are

Not assessed — requires Ahrefs/SEMrush .

Observed citations / listings

- Justdial (4.2★ / 613) — claim & optimise
- Magicpin — verify NAP
- Yandex Maps — verify NAP
- HomeLikePG — category listing
- Social: IG, FB, YouTube, LinkedIn

Recommended citation & PR targets

- **Maps/local:** Google Business (×4), Apple Business Connect, Bing Places
- **Directories:** Sulekha, IndiaMART, AskLaila, NoBroker, NestAway-style aggregators
- **Industry/entity:** Crunchbase, Wikidata, LinkedIn company completeness
- **PR (for notability):** local business/startup media, real-estate/coliving trend features, founder interviews, data-led Bengaluru coliving PR

NAP-first rule: every new citation must use the **one canonical NAP** (name, address, locality, phone, brand email). Building citations on today's fragmented NAP would amplify the inconsistency — fix NAP (§4) *before* scaling citations.

16 · Action Plan (Phased)

A · Immediate (0–30 days) — hygiene & foundations

Action	Verticals	A11y/ Legal	Difficulty	Expected outcome	ICE
Fix CA map link, empty PG page, mis-wired & empty-href links	SEO, Local, A11y	✓	Low	Restores core journeys & crawl integrity	729
Unify NAP + fix broken email + one founding year	Local, GMB, GEO, Rep	—	Low	Local-trust & entity confidence lift	720
Publish Privacy/Terms + cookie consent	A11y/Compliance	✓	Low	Removes DPDP legal exposure	648
Render real counter values server-side	SEO, GEO	—	Low	Removes "0" trust signal to crawlers/LLMs	560
Add FAQPage schema to existing FAQs	AEO, GEO	—	Low	FAQ snippets + LLM citations	648
Publish populated llms.txt	AI-Access, GEO	—	Low	Clean LLM discoverability map	560

B · Short-term (30–90 days) — schema, GBP & content

Action	Verticals	Difficulty	Expected outcome	ICE
Build 4 deep property pages (rooms, tariffs, map, reviews, FAQ, gallery)	SEO, On-Page, AEO, Rep	Med	Ranking + conversion on money URLs	640
Ship LodgingBusiness + Review/AggregateRating schema ×4	GEO, SEO, Rep	Med	Star snippets + Knowledge-Graph feed	576
Claim/optimize all 4 GBP profiles + weekly Posts + review flow	GMB, Rep, Local	Med	Map-Pack lift + review velocity	630
Fix alt text sitewide + image sitemap	A11y, SEO, Visual	Med	Accessibility + image-search visibility	490
Per-tech-park landing cluster (Embassy/Cessna/RMZ)	SEO, AEO, Local	Med	Reclaim "near me" from competitors	560
Copy-edit core pages; enforce H1/H2 structure	On-Page, A11y	Low	Quality + parseability	432

C · Long-term (90–180 days) — entity, video & authority

Action	Verticals	Difficulty	Expected outcome	ICE
Create Wikidata item + Crunchbase; sameAs graph	Wiki/Entity, GEO	Med	Seeds Knowledge Graph & AI recall	392
Video/visual system: room tours, Reels, Pinterest	Social, Visual, AEO	Med	Trust + visual-search + social funnel	384
Earn independent press (notability)	Authority, Wiki/Entity	High	Sources for future Wikipedia + DA	288
Prompt-graph replay across 8 engines (measure AI SoV)	GEO, AEO	Med	Turns assumptions into measured baseline	420
CWV audit & performance tuning (Slider/Elementor)	Technical SEO	Med	Speed + ranking + UX	336

17 · Unified Prioritized Backlog — Master "Do This First"

Every recommendation, cross-vertical, ranked by **ICE = Impact × Confidence × Ease** (each 1–10). This is the authoritative execution order and supersedes the per-vertical lists. Note how the top of the list is dominated by **low-effort, high-certainty hygiene fixes** — the fastest path from 50 → 65+.

#	Recommendation	Owning vertical(s)	I	C	E	ICE	Effort
1	Fix CA map link, empty flagship PG page, mis-wired & empty-href links	SEO · Local · A11y	9	9	9	729	S
2	Unify NAP + fix broken email + single accurate founding year	Local · GMB · GEO · Rep	9	10	8	720	S
3	Add FAQPage schema to existing 16 FAQs	AEO · GEO	8	9	9	648	S
4	Publish Privacy/Terms + cookie consent (DPDP)	Accessibility/Compliance	8	9	9	648	S
5	Build 4 deep property landing pages	SEO · On-Page · AEO · Rep	10	8	8	640	M
6	Claim/optimize 4 GBP profiles + weekly Posts + review flow	GMB · Rep · Local	9	10	7	630	M
7	Ship LodgingBusiness + Review/AggregateRating schema ×4	GEO · SEO · Rep	9	8	8	576	M
8	Render real counter values server-side	SEO · GEO	8	10	7	560	S
9	Publish populated llms.txt	AI-Access · GEO	8	10	7	560	S
10	Per-tech-park landing cluster (Embassy/Cessna/RMZ)	SEO · AEO · Local	10	8	7	560	M
11	Fix alt text sitewide + image sitemap	A11y · SEO · Visual	7	10	7	490	M
12	Copy-edit core pages; enforce H1/H2 hierarchy	On-Page · A11y	6	9	8	432	S
13	Prompt-graph replay across 8 engines (measure AI SoV)	GEO · AEO	7	10	6	420	M
14	Create Wikidata item + Crunchbase; sameAs graph	Wiki/Entity · GEO	8	7	7	392	M
15	Video/visual system: room tours, Reels, Pinterest	Social · Visual · AEO	8	8	6	384	M
16	CWV audit & performance tuning (Slider/Elementor)	Technical SEO	8	7	6	336	M
17	Standardise social handles + declare via sameAs	Social · GEO	6	8	6	288	S
18	Earn independent press (build notability)	Authority · Wiki/Entity	8	6	6	288	L

Effort: S = small (<1 day) · M = medium (days–2 wks) · L = large (ongoing). Items 1–4 & 8–9, 12 are same-week wins that lift trust, compliance and AI-readiness at once.

18 · Final Scorecard

All discipline scores with band colour. The Overall is the weighted roll-up from §10 (50/100). Scores marked (indicative) rest partly on sub-criteria that could not be fully assessed without client tools.

Discipline	Score	Band	Visual
Technical SEO	60	Developing	
On-Page SEO	68	Developing	
Accessibility & Compliance	38	Critical	
Content	62	Developing	
Local SEO	55	Developing	
GMB / Google Business Profile (indicative)	55	Developing	
Reputation	62	Developing	
Social & Visual Search	48	Developing	
Wikipedia & Knowledge Base	22	Critical	
Authority & Citation (indicative)	45	Developing	
GEO (Generative Engine Optimization)	44	Developing	
AI Crawler & Access Governance	50	Developing	
AEO (Answer Engine Optimization)	52	Developing	
Voice Search (indicative)	50	Developing	
Featured Snippet readiness	48	Developing	
AI Visibility (composite)	42	Developing	
OVERALL DIGITAL PRESENCE	50	Developing	

Composite definitions: **AI Visibility** = mean(GEO 44, AEO 52, Wiki/Entity 22, AI-Crawler 50) = 42. **Voice/Featured Snippet** derive from AEO + Local substrate. **Overall** uses the nine weighted verticals only (§10), not a flat average of this table.

19 · Executive Management Summary (Boardroom)

Top SEO issues

1. Flagship PG page renders empty (nav link)
2. Duplicate slugs (lashmi/lakshmi)
3. Mis-wired "Sri → Sai" & empty-href links
4. Structured data limited to defaults
5. Thin per-property money pages
6. Empty alt text / heavy hero images
7. Counters render "0" to crawlers
8. Grammar/typos, non-semantic headings
9. robots.txt unverified
10. CWV not assessed (Slider/Elementor risk)

Top GEO issues

1. No machine-readable entity
2. No Wikidata/Knowledge-Graph presence
3. NAP + founding-year inconsistency
4. Empty llms.txt
5. "0" counters mislead LLMs
6. No LodgingBusiness/Review schema
7. Handle/brand-mention fragmentation
8. Thin E-E-A-T/authorship
9. AI answer-share unmeasured
10. Aggregators out-cited in answers

Top AEO issues

1. No FAQPage schema on 16 FAQs
2. Answers not answer-first
3. No comparison tables/lists
4. No HowTo/Speakable schema
5. PAA clusters unclaimed
6. Voice/near-me under-targeted
7. No canonical FAQ knowledge base
8. Tariffs not in extractable tables
9. Reviews not structured for answers
10. Freshness strong but unpackage

Top GMB issues

1. NAP/locality inconsistency (Bellandur vs Kadubeesanahalli)
2. Category accuracy unverified
3. Posts cadence unknown/likely low
4. Q&A not owner-seeded
5. Photo recency/volume unverified
6. Review response rate unverified
7. Booking link/UTM missing
8. Duplicate/suspension status unchecked
9. Map-Pack rank untracked
10. No review-generation system

Top Social & Visual issues

1. Inconsistent handles
2. No Pinterest / visual-search play
3. Minimal video SEO
4. No before/after content system
5. Empty image alt / no image sitemap
6. No UTM/link-in-bio funnel
7. Cadence sporadic/unverified
8. Little UGC structure
9. Profiles not in sameAs graph
10. Under-leveraged YouTube channel

Top Reputation issues

1. No review/AggregateRating schema
2. Cross-platform NAP/name drift
3. Response handling unverified
4. Themes (food variety, maintenance) unaddressed
5. No structured review-gen cadence
6. No Trustpilot/BBB presence
7. On-site proof limited to 4 quotes
8. No case studies/UGC proof
9. Review velocity untracked
10. Star snippets forfeited

Top 5 · AI Crawler & Access

1. Empty llms.txt
2. robots.txt unverified/no governance
3. Counters/JS widgets not extractable
4. No stated allow/block matrix
5. No licensing/attribution posture

Top 5 · Accessibility & Compliance

1. No privacy policy/consent (DPDP)
2. Widespread empty alt text
3. No accessibility statement
4. Broken/no-op focusable links
5. Contrast/AT testing not done

Top 5 · Wikipedia / Entity

1. No Wikidata item
2. No Wikipedia article (notability not met)
3. No Knowledge Panel
4. No Crunchbase/industry record
5. No sameAs entity graph on-site

Top 10 opportunities

1. Reclaim branded/"near me" from Stanza
2. FAQ → snippets & LLM citations
3. Star snippets via Review schema
4. Map-Pack dominance via GBP + reviews
5. Per-tech-park landing cluster
6. Entity spine → AI recommendations
7. Video/visual search leadership
8. Corporate-housing B2B channel
9. Convert 613-review trust into on-site proof
10. Measured AI SoV baseline (prompt-graph)

Revenue & lead-gen headline: the modelled combined uplift from hygiene + schema + GBP + reclaiming branded intent is **₹3.4L – ₹22.5L / year in incremental booking value** (expected ≈ ₹9.9L), on assumptions that must be validated with GA4/GBP actuals. The **competitive advantage** is Alpha Living's authenticity and hyper-local footprint — nationals rarely out-local a sharp, review-rich, schema-complete local operator.

20 · AI Search & Visibility Roadmap

Surface	Current status	Priority actions	Difficulty	Expected result
Google AI Overviews	Weak — no schema/entity	FAQPage + LodgingBusiness; answer-first content; per-park pages	Med	Inclusion in local AI answers
ChatGPT	Low recall	Allow GPTBot; llms.txt; entity spine; consistent facts	Med	Recommended for "PG near [park]"
Gemini	Low recall	Allow Google-Extended; strengthen GBP + KG	Med	Surface in Gemini local answers
Claude	Low recall	Allow ClaudeBot; clean extractable content	Low	Accurate brand descriptions
Perplexity	Some citation potential	Allow PerplexityBot; citable FAQ/blog passages	Low	Citations w/ referral clicks
Microsoft Copilot	Low recall	Bing Places; schema; consistent NAP	Med	Copilot/Bing local presence
Voice search	Latent (local intent)	Speakable schema; near-me FAQ; GBP hours/attributes	Med	"PG near me with food" answers
Featured snippets	Under-optimised	Lists/tables/comparisons; FAQ markup	Low	Snippet capture on P1 queries
GMB (Map Pack & Local Finder)	Present, leaky	Claim/optimize x4; posts; review velocity; geo-grid tracking	Med	Top-3 Map Pack for priority queries
Social & Visual (IG/TikTok/YT/Pinterest/Images)	Established, unoptimised	Handle consistency; Reels/room tours; image SEO; Pinterest	Med	Visual-search + social funnel growth
AI-crawler access	Accidentally open	Intentional allow matrix; populate llms.txt; confirm CDN	Low	Reliable, governed AI access
Wikipedia & Wikidata	Absent	Wikidata first; earn coverage; Wikipedia only if notable	High	Knowledge-Graph entity + durable authority

✓ · Self-Verification & Assurance

Per Section 0.5, this checklist was run before finalising the report.

Check	Result	Note
Scorecard scores match each section's computed score	PASS	Sub-criteria tables reproduce each headline vertical score
Overall equals the declared weighted roll-up	PASS	$\Sigma(w \times s) = 5040 \div 100 = 50$
No "Not assessed" item was silently scored	PASS	N/A items listed & excluded per vertical (CWV, DA, GBP internals, contrast, AI SoV)
Every finding has Severity + Confidence + Evidence	PASS	Global Finding Schema applied throughout
All Section 0 inputs resolved (no leftover placeholders)	PASS	Client/market/date correct on cover; audit_mode=Baseline
Business estimates shown as ranges with assumptions	PASS	Model + low/expected/high; inputs labelled illustrative
Anti-fabrication: every quantitative claim grounded or flagged	PASS	Justdial 4.2/613 observed; unverifiable metrics flagged



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Prepared by CiteRank AI for Alpha Living · 7 July 2026 · Baseline audit · Confidential. Scores and findings reflect publicly observable data on the audit date; metrics marked "Not assessed" require client tool access to finalise.