websiteglue

How to use WebsiteGlue and read your results

Run a scan, read the tiers and the five scores, find your biggest AI fixes, and track your site month by month.

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Two tools, one scan engine

WebsiteGlue looks at one local market at a time. You give it a city or ZIP and an industry. It finds the businesses Google shows for that search, then audits each one's Google Business Profile and website the same way.

Competitor scan

Scores every business Google shows for your service in your city, side by side. Add your website to see it graded next to them. Use it to learn who you compete with and where each one is weak.

AI ranking check

Gives your own site an AI ready score out of 100 and ranks you against the same competitors. Your website is required. Use it to see how likely AI search is to name you, and which fixes add the most points.

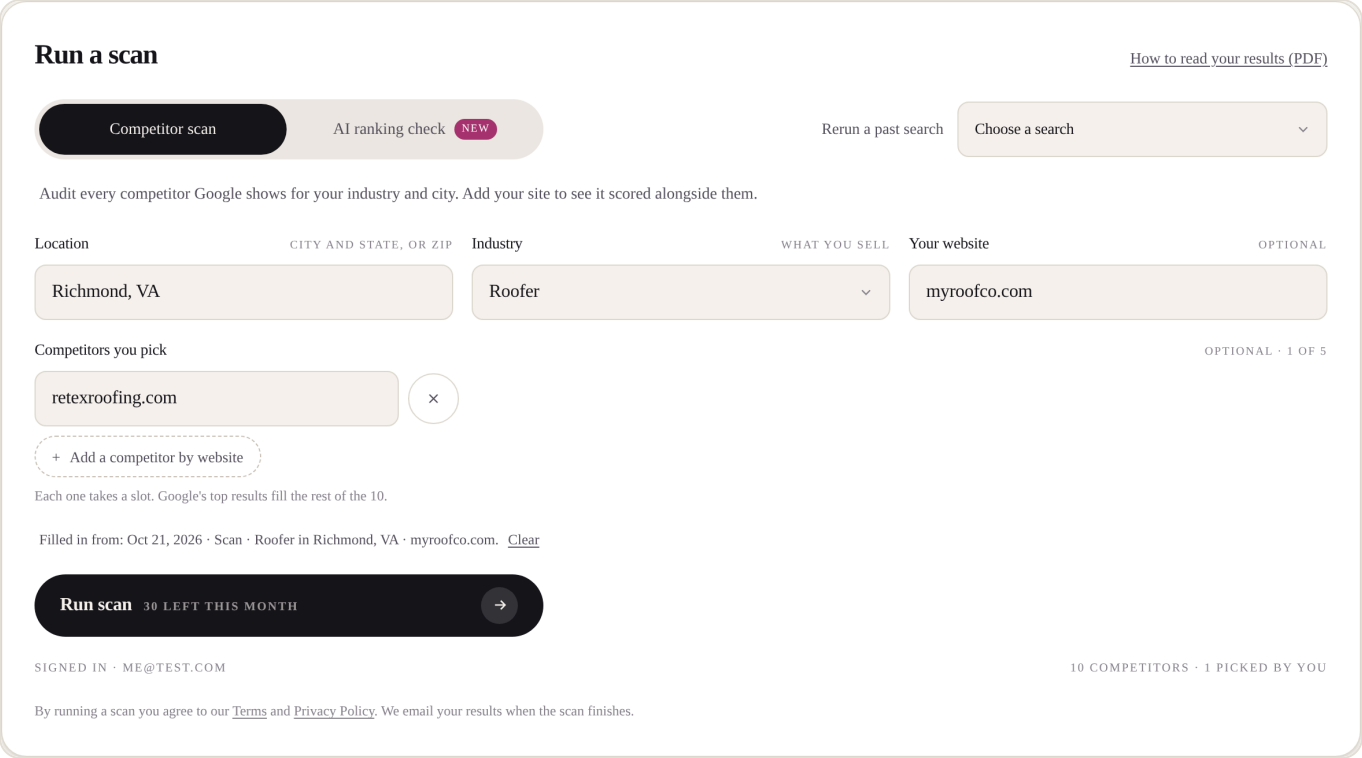
What a scan checks

More than 50 checks per site, including: Google rating, review count, newest review date, hours and owner photos; sitemap freshness and copyright year; title tags, headings and service keywords; schema markup; question headings and FAQs; AI crawler access in robots.txt; mobile layout.

Good to know. Scores read the HTML each site serves. Sites built entirely in JavaScript get a limited audit, and the report flags them. A scan of ten businesses takes about three minutes. You can close the page while it runs.

02 · RUN A SCAN

Run a scan



The scan tool at the top of your dashboard, filled in from a past search.

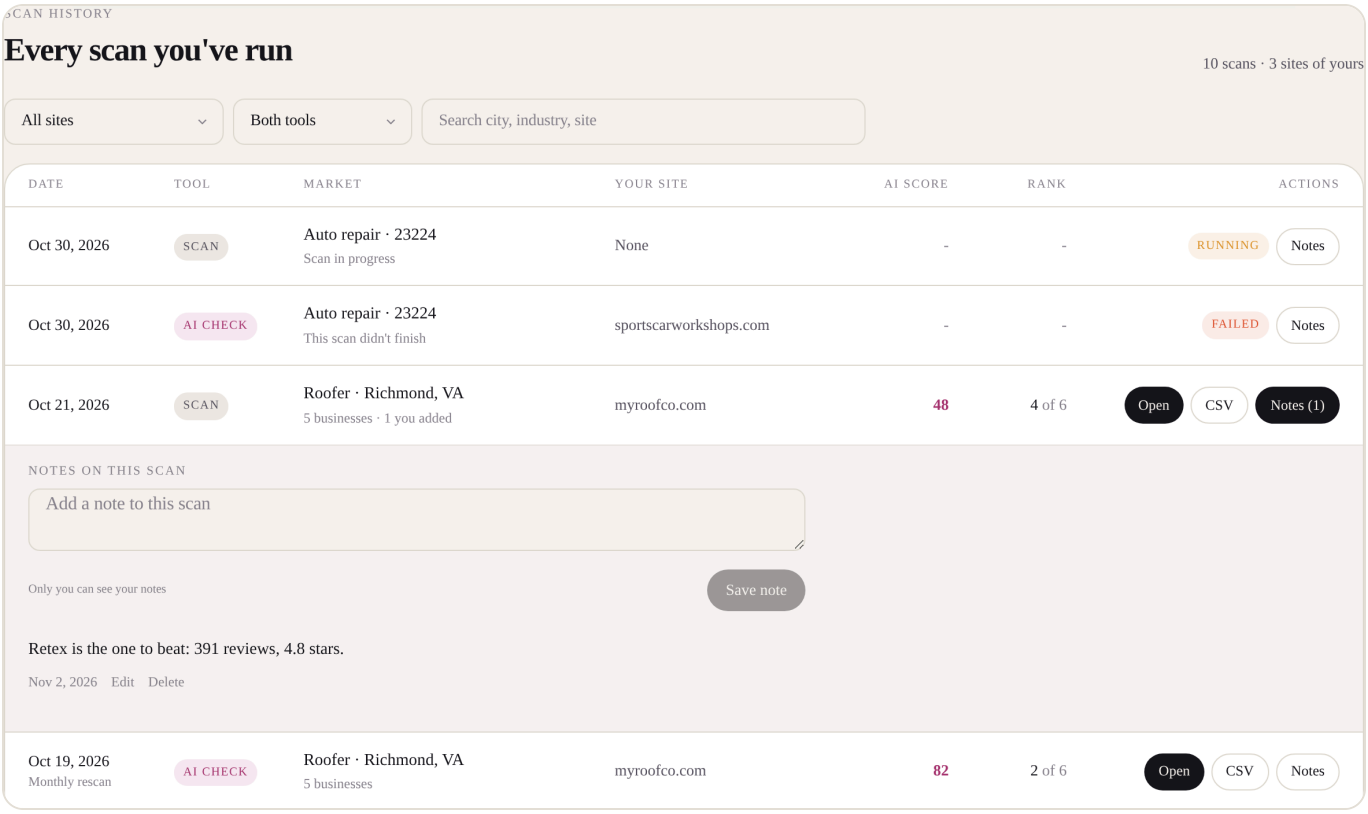
1. **Pick the tool.** Competitor scan or AI ranking check.
2. **Location.** City and state, like Richmond, VA, or a 5-digit ZIP.
3. **Industry.** What you sell. This sets the keywords each site is checked against.
4. **Your website.** Optional for a competitor scan, required for the AI check.
5. **Competitors you pick** (AI Insights and Pro). Add a competitor by its website. Each one takes one of the 10 slots, and Google's top results fill the rest. Picked businesses get the same audit and a "You added" tag.
6. **Run it.** The button shows how many scans you have left this month.

Rerun a past search. The menu at the top right fills in the tool, location, industry, your site and any competitors you added. Change what you like, then run it. A rerun uses one of your monthly scans.

03 · YOUR DASHBOARD

Every scan you've run, in one list

When you're signed in, websiteglue.com opens your dashboard at account.websiteglue.com. The top strip shows your plan, scans used this month and the date they reset.



Scan history. Filter by site or tool, or search by city, industry or site. One row is open to show its notes.

- **AI score and Rank** show your own site's AI ready score in that scan and where it placed among the businesses scored.
- **Open** goes to the full results. **CSV** downloads that scan (Pro). **Notes** opens notes for that scan.
- **Running** means the scan is still going; click it to watch. **Failed** means it didn't finish and didn't produce results.
- **Monthly rescan** marks scans your plan ran on its own.

04 · READ THE RESULTS

Start with the tiers

Every business gets a tier from its five scores. The tier tells you what to do with it.

TIER ↓	BUSINESS	GOOGLE PROFILE	AI READY	STALENESS	SEO EFFORT	MOBILE	REVIEWS	
YOUR SITE	YOUR SITE myroofco.com	49	48	14	61	92	-	Why
STRONG RIVAL	Retex Roofing YOU ADDED retexroofing.com	100	100	0	86	100	4.8 (391) newest 1 weeks ago	Why
WINS ON REVIEWS	Slope Pro Roofing slopeproroofing.com	96	66	22	44	90	4.8 (156) newest 4 weeks ago	Why
WINS ON REVIEWS	Davidson Roofing davidsonroofingcompany.com	91	68	58	34	70	4.8 (176) newest 1 weeks ago	Why
EASY TO OUTRANK	Old Town Roofers oldtownroofers.net	24	29	100	6	30	4.1 (12) newest 14 months ago	Why
LIMITED AUDIT	Hammersmith RVA hammersmithrva.com	65	43	-	-	80	4.8 (73) newest 3 months ago	Why

The results table. Click any row, or "Why", to see the reasons behind each score.

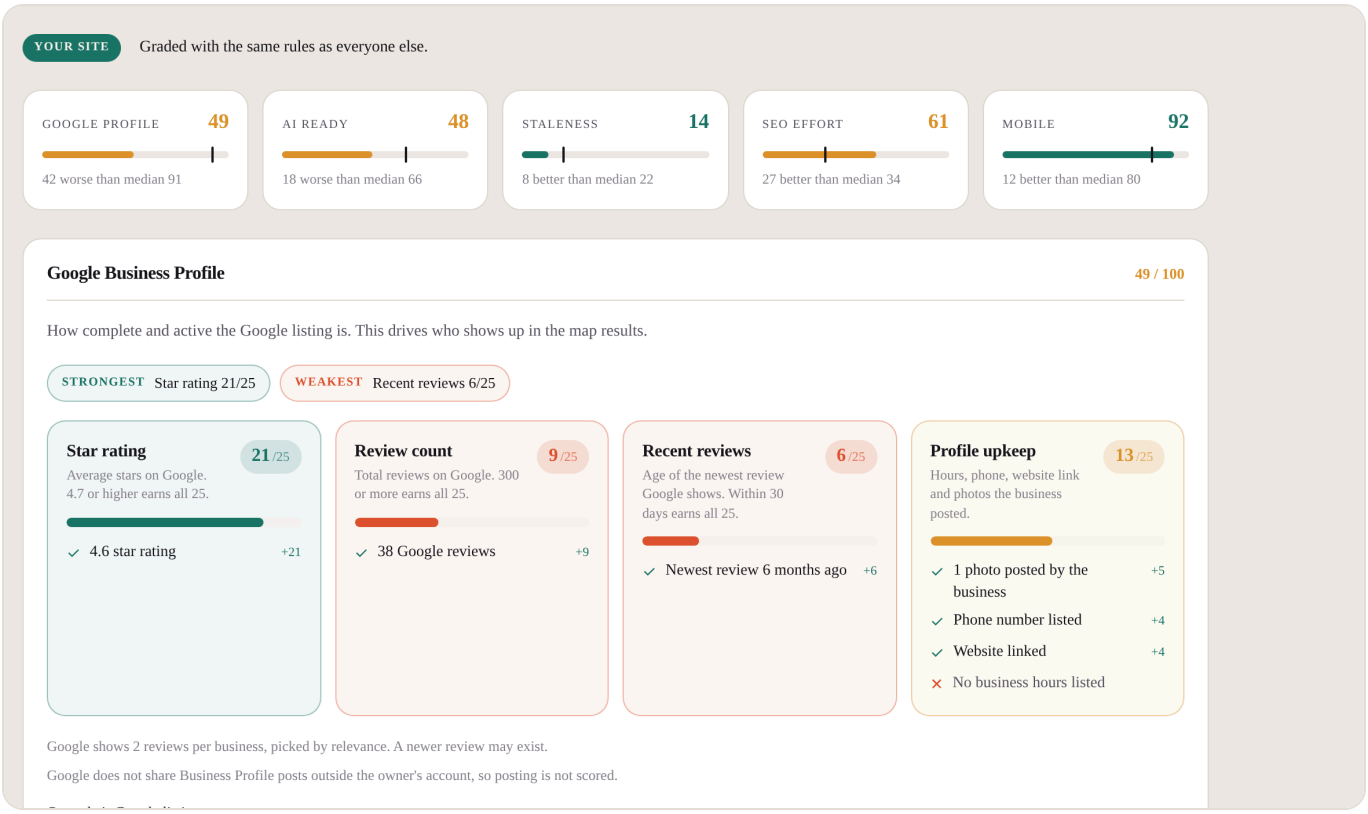
TIER	WHAT IT MEANS
STRONG RIVAL	Strong on nearly every score: a fresh site, real SEO work, a good phone layout and a top Google profile. Study what they do well.
WINS ON REVIEWS	Top Google profile on a website that lags: dated, light on SEO or hard to use on a phone. Reviews carry them.
MID PACK	Solid, without standing out. Close enough that small fixes decide who ranks above whom.
EASY TO OUTRANK	Clear gaps you can beat: a stale site, weak SEO, a poor phone layout or a weak Google profile. You can pass them.
LIMITED AUDIT	The site blocked our scanner or loads with JavaScript only. Scores withheld.
YOUR SITE	Graded with the same rules as everyone else.

Selling web or SEO work? Switch the report to lead view. The same businesses sort into Prime lead, Hidden gem, Maybe and Well kept, with the weakest sites first.

Five scores, every reason written out

Each score runs from 0 to 100. For four of them, higher is better. For staleness, lower is better.

SCORE	WHAT IT MEASURES
Google profile	Rating, review volume, how recent the newest review is, hours, and photos the business posts itself.
AI ready	How ready the site is to be named by ChatGPT, Gemini and AI Overviews: answers, schema, crawler access.
Staleness	How long since anyone touched the site. Old copyright years, quiet blogs, outdated code. Lower is better.
SEO effort	Whether pages target the searches that matter: service keywords, headings, local terms.
Mobile	Viewport tags, responsive layout, and the old markup that breaks on phones.



An open row. Each score shows how it compares with the market median, its strongest and weakest part, and every point earned or missed.

The AI ready score and your fixes

The AI ready score estimates how likely AI search is to name a business for a local question. It has five parts:

PART	POINTS	WHAT EARNS THEM
Local presence	40	Your Google profile score, counted at 40%.
Answers questions	25	Headings written as customer questions, an FAQ section, and FAQ schema.
Facts AI can check	15	Business schema, your phone and street address on the site, and a site phone that matches Google.
Readable by AI	10	robots.txt that lets AI search crawlers in, and page text served in the HTML.
Clear and current	10	Your service or city in the title or main heading, 400+ words on the homepage, and signs of upkeep.

Fixes ranked by points (AI Insights and Pro)

Your AI report lists the changes that would add the most points first, with the gain next to each one. Start at the top of the list.

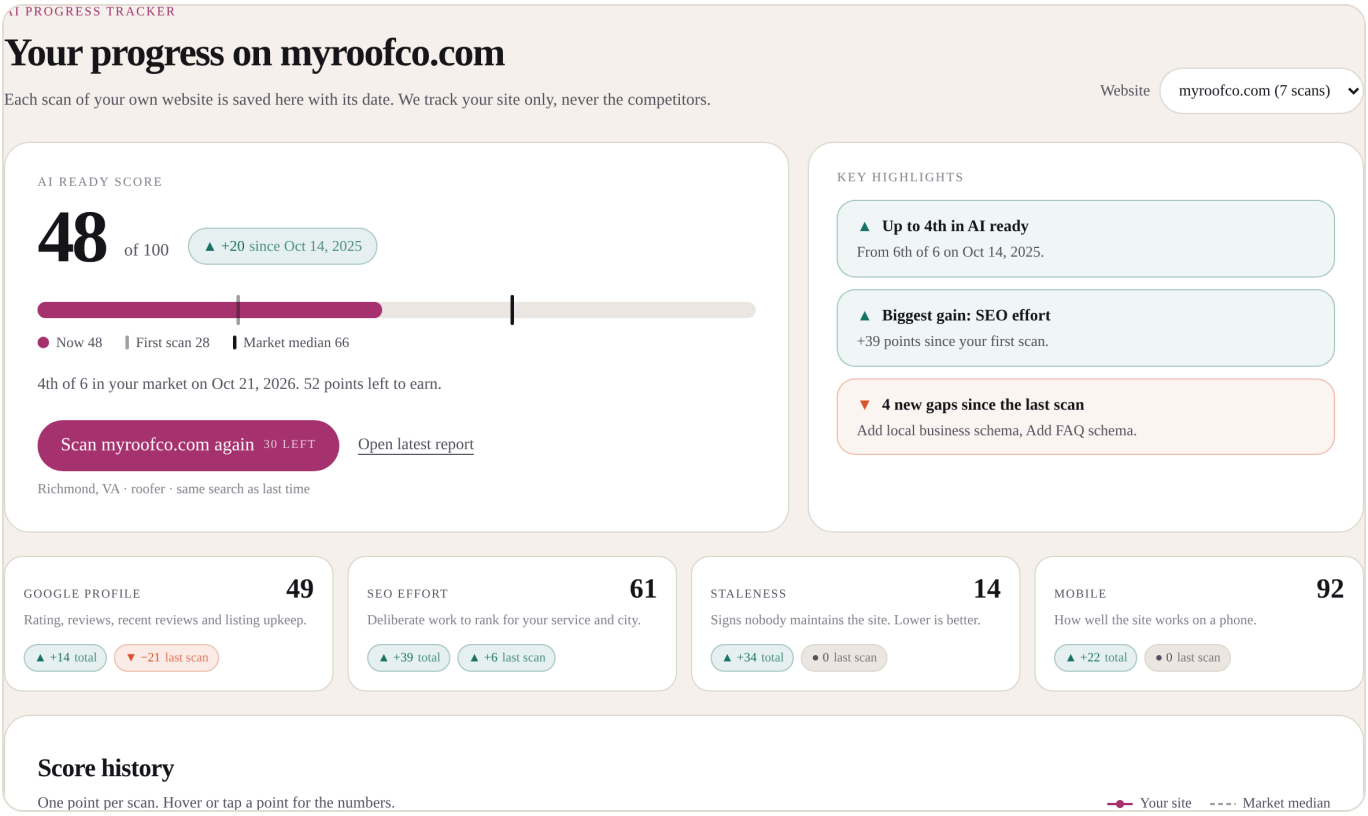
The live AI check (AI Insights and Pro)

Each paid scan asks Perplexity a local question for your industry and city, such as who the best roofers in Richmond, VA are. The report shows whether it named you and who it named instead. That is one question to one engine at the time of the scan. AI answers change from day to day.

Read the score as a direction. It measures what AI tools have to work with on your profile and site. It can't promise an AI tool will name you.

07 · TRACK YOUR PROGRESS

Track your site month by month

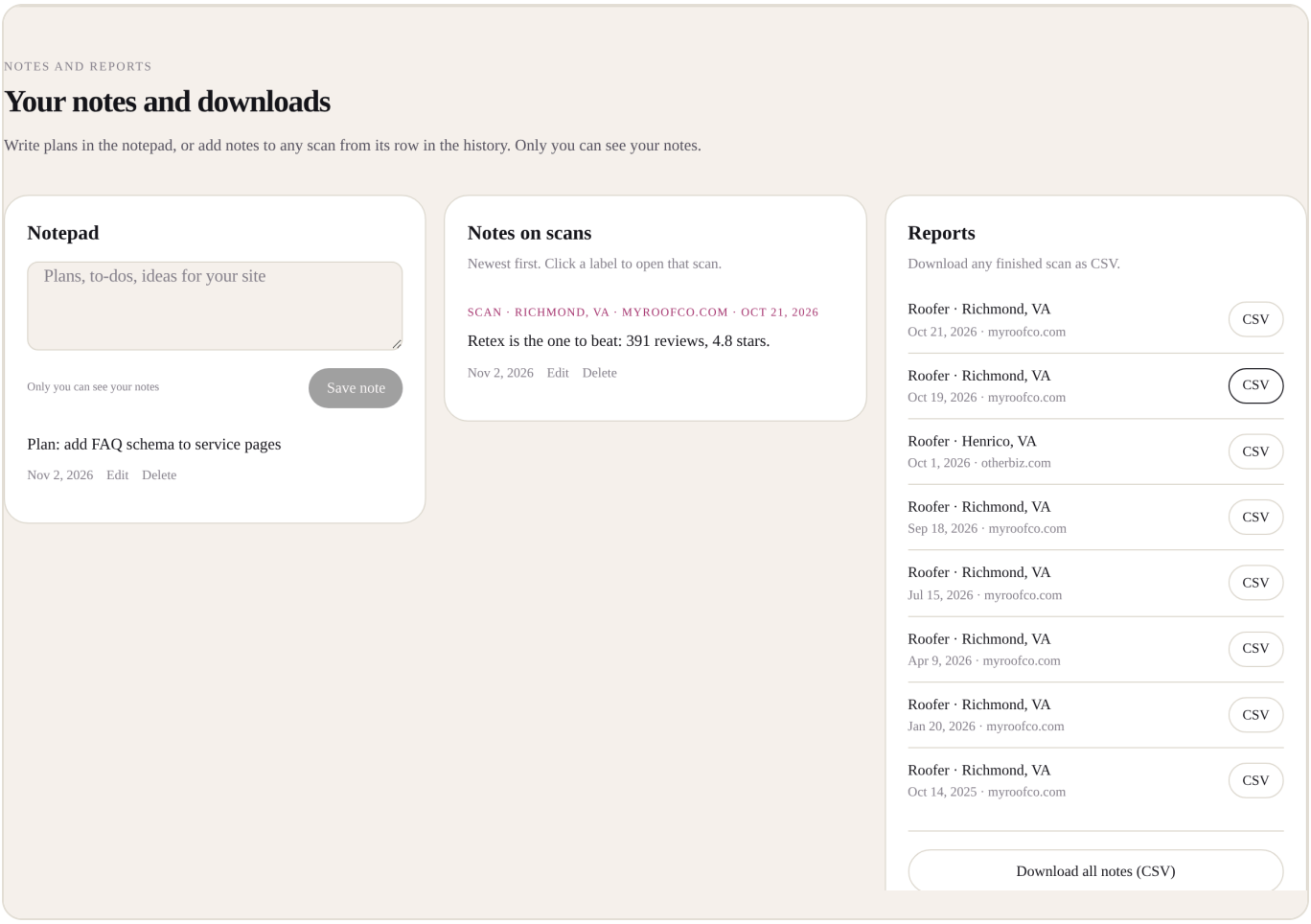


The progress tracker for one site: your AI ready score, what changed since your first scan, and the history chart against the market median.

- Your first scan of a site is its starting point. The second scan of the same site starts the charts.
- Pick the site from the **Website** menu at the top right to see its history.
- **Scan again** reruns the latest search for that site.
- Turn on the **monthly rescan** at the bottom of the tracker. It doesn't use your monthly scans.

Progress charts come with AI Insights and Pro. Free accounts see their sites and scan counts, with the charts locked.

Notes and reports



Notepad, notes on scans, and the reports box.

- **Notepad.** Plans, to-dos and ideas that aren't tied to a scan.
- **Notes on scans.** Add one from the Notes button on any history row, or from the bottom of that scan's results page. Click a note's label to open its scan.
- **Reports.** On Pro, download any finished scan as CSV. On any plan, download all your notes as one CSV.

Notes are private. Only you can see them. People you share a results link with never see your notes.

CSV columns, explained

The CSV from the dashboard and the Export CSV button on the results page have the same columns.

COLUMN	WHAT IT HOLDS
Tier	The business's tier in this scan.
Name, URL, Address, Phone	From the Google listing and the website.
Rating, Reviews	Google star rating and review count.
Staleness (lower is better)	0 to 100. Signs nobody maintains the site.
SEO effort	0 to 100. Deliberate work to rank for this service and city.
Google profile	0 to 100. The Google Business Profile score.
AI search readiness (estimate)	0 to 100. The AI ready score.
Mobile	0 to 100. How well the site works on a phone.
Newest Google review	Date of the newest review Google returned.
Photos by business	Photos the business posted itself, among those Google returned.
Hours on Google	Yes when the listing shows opening hours.
Why (neglect)	The reasons behind the staleness score, with points.
Why (SEO)	The reasons behind the SEO effort score, with points.
Named by AI	Paid scans: Named, Cited (its site was one of the answer's sources, without a name mention) or No, from the live Perplexity check.
Added by you	Yes when you picked this competitor.

Plans and limits

PLAN	WHAT YOU GET
Free	1 scan per email. All five scores for every business, your AI ready score and its part scores. Scan history, notes and this guide on your dashboard.
AI Insights	5 scans a month. The full AI report, the live Perplexity check, fixes ranked by points, up to 3 competitors you pick, progress charts and a monthly rescan.
Pro	30 scans a month. Everything in AI Insights, up to 5 competitors you pick, CSV downloads, and shared reports that open in full for your clients.

Monthly scans reset when your plan renews. The reset date sits under the scan counter at the top of your dashboard. Prices are on websiteglue.com/pricing.

Questions

The Guide and FAQ section at the bottom of your dashboard answers the common ones: which tool to run, how picked competitors work, when charts start, and who can see your notes.