

AgentReady Business Review

Oak & Vale Heating

oakandvaleheating.example



A practical review of how clear, consistent, trustworthy and easy to understand the business is online.

Review date 29 September 2026
Case reference SAMPLE-OVH-0926
Status Sample / Fictional

01 / YOUR RESULT

Your result at a glance



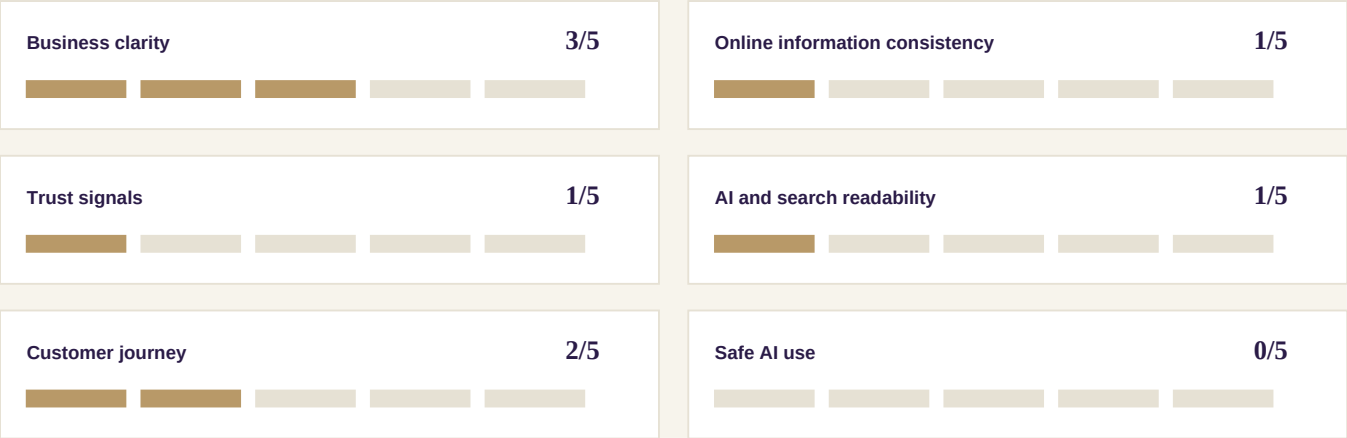
RESULT SUMMARY

The website makes it possible to understand the basic heating offer, but too many important details are inconsistent or missing. The strongest immediate improvements are simple: make contact details and service areas match, show who operates the business, explain what happens after an enquiry and give the main services enough useful detail. The site does not need replacing; it needs clearer information and stronger proof.

WHAT THIS MEANS

This is a fixable position. The business already has a recognisable offer and contact route. The biggest gains come from consistent public details, clearer trust proof and a much more helpful explanation of what customers should expect.

SIX-AREA SCORECARD



02 / PRIORITIES

Five things to address first

Ordered by practical impact. Start at the top.

01

Make contact details and service area consistent

HIGH

LOW

ISSUE Customers currently see different phone numbers and different service areas depending on the page.

WHAT TO DO Use one business phone number and one clear service-area statement everywhere.

02

Show who operates the business and prove key credentials

HIGH

LOW-MEDIUM

ISSUE The site does not clearly identify the responsible operator or make professional credentials easy to verify.

WHAT TO DO Add the legal or trading identity, a named responsible person and verifiable registration or accreditation details.

03

Explain what happens when someone asks for a quote

HIGH

LOW

ISSUE Customers can contact the business, but they are not told response times, call-out expectations or what happens next.

WHAT TO DO Add a simple quote-process section covering reply time, information needed and any call-out or emergency terms.

04

Turn thin service pages into useful, readable pages

MEDIUM

MEDIUM

ISSUE Several service pages are too brief to answer common customer questions or clearly explain the offer.

WHAT TO DO Give each core service a proper page with scope, common questions, location, proof and a next step.

05

Put simple rules around AI use

MEDIUM

LOW

ISSUE No evidence shows what AI tools may be used, what data is off limits or who checks important output.

WHAT TO DO Adopt a one-page AI rule covering approved tools, data boundaries, human review and fact checking.

03 / ACTION PLAN

Your 30-day improvement plan

A suggested sequence, not a guarantee or deadline. Adapt the pace to suit the business.

Days 1–7**FIX THE PUBLIC BASICS**

- Choose the correct business phone number.
- Write one service-area sentence.
- Update the website, footer and key profiles.

Days 8–14**BUILD TRUST**

- Publish genuine trading or legal identity.
- Add a named responsible person.
- Add verifiable qualification or accreditation links where applicable.

Days 15–21**IMPROVE THE CUSTOMER JOURNEY**

- Add a quote-response promise.
- Explain call-out and emergency arrangements.
- Improve the three main service pages.

Days 22–30**CHECK THE TECHNICAL BASICS**

- Ask a developer to check index and crawler settings.
- Add and validate business structured data.
- Adopt the one-page AI rule and complete a mobile check.

04 / REVIEW

Business clarity and online consistency

Each check shows what was found and the practical improvement where one is needed.

Business clarity

3 / 5

The name, heating offer and intended customer are clear. Coverage and decision-critical details need work.

Business identity

+ IN PLACE

The site makes the Oak & Vale Heating name and heating focus clear.

Core offer

+ IN PLACE

Boiler servicing, repairs and general heating work are described.

Intended customer

+ IN PLACE

The wording is clearly aimed at homeowners and landlords.

Location and coverage

- NOT CONFIRMED

The homepage says Nottingham and Derby, while the Contact page says Mansfield and Nottingham.

WHAT TO CHANGE Choose one accurate service-area statement and use it everywhere.

Decision-critical information

! NEEDS ATTENTION

Call-out fees, emergency availability, response times and quote expectations are not clearly explained.

WHAT TO CHANGE Explain the practical details customers need before making contact.

Online information consistency

1 / 5

The business name is consistent, but phone, coverage, availability and offer descriptions are not.

Name and identity consistency

+ IN PLACE

The Oak & Vale Heating name is used consistently on the reviewed pages.

Location and service-area consistency

! NEEDS ATTENTION

Different pages describe different service areas. A customer cannot easily tell whether their postcode is covered.

WHAT TO CHANGE Standardise coverage wording across the site and controlled profiles.

Contact consistency

! NEEDS ATTENTION

The homepage and Contact page show different phone numbers.

WHAT TO CHANGE Choose one public number and correct every controlled source.

Availability consistency

- NOT CONFIRMED

No single statement explains normal working hours, emergency cover or when enquiries are answered.

WHAT TO CHANGE Publish one clear availability statement.

Offer and category consistency

- NOT CONFIRMED

The site mixes boiler repair, plumbing and heating wording without clearly separating what is and is not offered.

WHAT TO CHANGE Define the core services and their boundaries consistently.

05 / REVIEW

Trust signals

Each check shows what was found and the practical improvement where one is needed.

Trust signals

1 / 5

Basic customer information exists, but ownership, accountability and verifiable proof are unclear.

Who operates the business

- NOT CONFIRMED

The public brand is clear, but the legal or trading operator is not clearly stated.

WHAT TO CHANGE Add the genuine legal or trading identity.

Named human responsibility

! NEEDS ATTENTION

No named owner, engineer or person responsible for the website information is shown.

WHAT TO CHANGE Name the responsible person and explain their role.

Independent proof

- NOT CONFIRMED

No clearly attributable review profile, trade membership or accreditation link is visible from the site.

WHAT TO CHANGE Link only to genuine, independently checkable proof.

Claims can be checked

- NOT CONFIRMED

The site says engineers are qualified, but registration or accreditation numbers are not shown beside the claim.

WHAT TO CHANGE Place verifiable details and official-checker links beside relevant claims.

Customer transparency

+ IN PLACE

A basic privacy notice and quote form are present.

AI and search readability

Each check shows what was found and the practical improvement where one is needed.

AI and search readability		1 / 5
The site structure is reachable, but important copy and technical settings were not sufficiently evidenced.		
Crawl and index settings The site is publicly reachable, but robots.txt, page indexing and canonical settings were not evidenced. WHAT TO CHANGE Ask a developer to check these settings deliberately.		- NOT CONFIRMED
Crawable site structure Main pages are linked from the navigation and can be reached without a login.		+ IN PLACE
Readable page content Several important service details are very short or presented mainly in graphic blocks rather than helpful page copy. WHAT TO CHANGE Turn each core service into useful, readable page content.		! NEEDS ATTENTION
Structured organisation information Current Organization or LocalBusiness structured data could not be confirmed. WHAT TO CHANGE Add and validate appropriate structured business data.		- NOT CONFIRMED
AI-search crawler access The evidence does not show whether relevant AI-search crawlers are deliberately allowed or blocked. WHAT TO CHANGE Review crawler choices and document the intended setting.		- NOT CONFIRMED

Customer journey and Safe AI use

Each check shows what was found and the practical improvement where one is needed.

Customer journey

2 / 5

Customers can request a quote, but key questions and what happens next are not explained.

Clear next step

+ IN PLACE

The homepage provides a visible Get a quote action.

Questions answered before contact

! NEEDS ATTENTION

Pricing, emergency cover, service area and expected timing are not answered clearly before enquiry.

WHAT TO CHANGE Answer the most important practical questions before the form.

Contact route works

+ IN PLACE

A public email, phone number and enquiry form are available.

Mobile journey

- NOT CONFIRMED

A complete independent mobile usability check was not available for this sample review.

WHAT TO CHANGE Complete the mobile journey on common screen sizes.

What happens next

- NOT CONFIRMED

The site does not say when a customer should expect a reply or what information will be needed for a quote.

WHAT TO CHANGE Add a realistic response target and quote-process explanation.

Safe AI use

0 / 5

No written AI ownership, data boundary, checking process or approved-tool controls were evidenced.

AI use is known and owned

- NOT CONFIRMED

No documented statement explains whether AI is used or who is responsible for it.

WHAT TO CHANGE Record approved uses and a responsible owner.

Data-handling boundary

- NOT CONFIRMED

No written rule was supplied saying what personal or confidential information must not be entered into AI tools.

WHAT TO CHANGE Write a clear prohibited-data rule.

Human review

- NOT CONFIRMED

No process was evidenced requiring a person to review important AI-assisted output.

WHAT TO CHANGE Require human review before important output is used.

Fact checking

- NOT CONFIRMED

No defined process was supplied for checking dates, prices, qualifications or other factual AI output.

WHAT TO CHANGE Check important facts against original sources.

Controlled use

- NOT CONFIRMED

No approved-tool list, business account ownership or escalation route was evidenced.

WHAT TO CHANGE List approved tools, account owners and an escalation route.

08 / IMPLEMENTATION

Priority 1: Make contact details and service area consistent

HIGH

LOW

WHAT WE FOUND

The homepage shows 01623 555 018 and says the business serves Nottingham and Derby. The Contact page shows 01623 555 019 and says Mansfield and Nottingham.

WHY IT MATTERS

A customer should not have to work out which number is correct or whether their area is covered. Inconsistent public details also make it harder for third-party directories and search systems to match the business confidently.

HOW TO DO IT

- Choose one public phone number and use it everywhere.
- Write one service-area sentence based on the areas really covered.
- Update the homepage, Contact page, footer and social or directory profiles.
- Search the business name online and correct old public details where controlled.
- Recheck the changes on mobile.

WHAT GOOD COULD LOOK LIKE

"Oak & Vale Heating serves Mansfield, Nottingham and surrounding NG postcodes. Call 01623 555 018 or request a quote online."

DONE WHEN

- The same phone number appears on every public page.
- The same service-area wording appears on the website and key profiles.
- A customer can quickly tell whether their location is covered.

EVIDENCE USED

Homepage and Contact page sample snapshots.

09 / IMPLEMENTATION

Priority 2: Show who operates the business and prove key credentials

HIGH

LOW-MEDIUM

WHAT WE FOUND

The About page describes a local team but does not name the owner or accountable operator. Qualification claims are not accompanied by an easy-to-check registration or accreditation reference.

WHY IT MATTERS

Heating and boiler work involves safety, cost and access to customers' homes. Clear accountability and verifiable credentials help people understand who they are dealing with before making contact.

HOW TO DO IT

- Add the genuine legal or trading name to the footer and About page.
- Add a short owner, founder or responsible-person profile.
- If Gas Safe registered, show the correct details and official-checker link.
- Link to genuine review or trade profiles where they exist.
- Add a last-reviewed date to time-sensitive claims or guidance.

WHAT GOOD COULD LOOK LIKE

"Oak & Vale Heating is operated by [legal/trading name]. Day-to-day work is overseen by [name], [role]. Gas work is carried out only by appropriately registered engineers. Registration details: [number/link]."

DONE WHEN

- A named person or organisation is visibly responsible.
- Key qualification claims are independently checkable.
- The footer and About page contain correct trading or legal details.

EVIDENCE USED

About page sample snapshot and public trust review.

10 / IMPLEMENTATION

Priority 3: Explain what happens when someone asks for a quote

HIGH

LOW

WHAT WE FOUND

The Contact page has a form, phone and email, but no clear response-time promise, no explanation of information needed and no statement about call-out or emergency arrangements.

WHY IT MATTERS

Uncertainty creates extra questions for the customer and the business. A short what-happens-next section can reduce back-and-forth and make first contact feel more organised.

HOW TO DO IT

- Add a What happens next section under the quote form.
- State the normal reply target.
- Ask for postcode, issue, urgency, photos or error code where useful.
- State emergency or same-day availability accurately.
- Explain when any call-out fee is confirmed.

WHAT GOOD COULD LOOK LIKE

"We normally reply within one working day. Please include your postcode, a short description of the issue and any error code shown. If a call-out fee applies, we will confirm it before booking."

DONE WHEN

- The Contact page states a realistic reply target.
- The customer knows what information to send.
- Call-out and emergency expectations are clear before booking.

EVIDENCE USED

Contact page sample snapshot.

11 / IMPLEMENTATION

Priority 4: Turn thin service pages into useful, readable pages

MEDIUM

MEDIUM

WHAT WE FOUND

Core services are named, but several pages contain only a short paragraph and contact button. Common questions, service boundaries, locations and proof are not brought together on the page.

WHY IT MATTERS

A useful service page should help a customer decide whether the service is relevant before making contact. Clear page copy is also easier for search systems and AI tools to interpret than vague or image-only content.

HOW TO DO IT

- Create one strong page per core service, such as boiler repair, servicing and heating work.
- Explain what is and is not included.
- Add common questions and answers.
- Show the area covered and the next step.
- Add genuine proof and ask a developer to validate structured data and index settings.

WHAT GOOD COULD LOOK LIKE

"A boiler-repair page answers what problems you fix, where you work, emergency availability, what the customer should prepare, what happens after enquiry and how credentials can be checked."

DONE WHEN

- Each core service has a useful standalone page.
- Important information is normal readable text.
- Every page has a clear next step and consistent contact details.

EVIDENCE USED

Homepage and services review, plus technical handoff checks.

12 / IMPLEMENTATION

Priority 5: Put simple rules around AI use

MEDIUM

LOW

WHAT WE FOUND

No evidence was supplied showing whether AI is used, which tools are approved, what data boundaries apply or who checks important output.

WHY IT MATTERS

A small business does not need a complicated AI policy. It needs a simple boundary so customer information is handled sensibly and important facts are checked by a person.

HOW TO DO IT

- List any AI tools used for business work.
- Name the responsible person.
- Do not enter customer, employee, payment, password, health or other sensitive information into unapproved tools.
- Require human review of customer-facing AI-assisted content.
- Check important facts against an original source.

WHAT GOOD COULD LOOK LIKE

"Only approved AI tools may be used for business work. Do not enter personal, confidential or sensitive information into an unapproved tool. Important output must be checked by a person before it is used."

DONE WHEN

- Approved tools and an owner are recorded.
- Data boundaries are written down.
- Important output is reviewed and fact checked.

EVIDENCE USED

Customer-provided sample intake; no written AI rules supplied.

13 / TOOLKIT

Ready-to-use wording

Examples to adapt so they remain accurate for the real business.

SERVICE-AREA STATEMENT

"Oak & Vale Heating serves Mansfield, Nottingham and surrounding NG postcodes. Please send your postcode when requesting a quote so we can confirm coverage."

OPERATOR STATEMENT

"Oak & Vale Heating is the trading name of [legal name]. Business correspondence: [address or appropriate contact details]."

NAMED RESPONSIBLE PERSON

"Day-to-day work and website information are overseen by [name], [role]."

QUOTE-RESPONSE WORDING

"We normally reply within one working day. Please include your postcode, a short description of the issue and any error code shown. If a call-out fee applies, we will confirm it before booking."

SHORT AI RULE

"Only approved AI tools may be used for business work. Do not enter personal, confidential or sensitive information into an unapproved tool. Important output must be checked by a person before it is used."

14 / TECHNICAL HANDOFF

Plain-English developer handoff

Copy this list to the person who maintains the website.

01 robots.txt

Check the file that tells automated crawlers which parts of the site they may access. Make sure the choice is deliberate.

02 Noindex and meta robots

Check that important public pages are not accidentally marked so search engines should ignore them.

03 Canonical tags

Check each important page identifies its preferred web address, avoiding confusion between duplicate versions.

04 XML sitemap

Check the site has a current list of important public pages and that broken or private pages are excluded.

05 Business structured data

Add or validate Organization or LocalBusiness data that matches the visible name, contact details and service area.

06 AI-search crawler rules

Review whether relevant AI-search crawlers are intentionally allowed or blocked, and record the decision.

15 / COMPLETION

Completion checklist

Keep evidence of each completed change: a screenshot, live link, dated note or developer confirmation.

☐	One phone number everywhere	HIGH
☐	Service area standardised	HIGH
☐	Operator and responsible person published	HIGH
☐	Credentials easy to verify	HIGH
☐	Quote process explained	HIGH
☐	Core service pages improved	MEDIUM
☐	Technical checks completed	MEDIUM
☐	Simple AI rule adopted	MEDIUM

16 / SAFE AI

Safe AI starter guide

A simple starting point for sensible, controlled use.

SUITABLE USES

- Drafting first versions of routine text.
- Summarising non-confidential notes.
- Generating question lists or alternative headings.

DO NOT PUT INTO UNAPPROVED TOOLS

- Customer or employee personal information.
- Payment, password, health or confidential business information.
- Anything the business is not authorised to share.

ALWAYS CHECK

- Use approved business accounts.
- Have a person review customer-facing output.
- Check dates, prices, qualifications and claims against an original source.
- Report accidental disclosure or questionable output promptly.

COPY-PASTE STARTER RULE

Only approved AI tools may be used for business work. Do not enter personal, confidential or sensitive information into an unapproved tool. Important output must be checked by a person before it is used.

17 / EVIDENCE

Evidence reviewed

These are fictional illustrations created only to demonstrate how a customer report records its sources.

Fictional homepage snapshot

29 September 2026

oakandvaleheating.example - illustrative homepage

SUPPORTED

Business identity, core offer, intended customer, service-area wording and quote action.

Fictional Contact page snapshot

29 September 2026

oakandvaleheating.example/contact - illustrative page

SUPPORTED

Phone-number inconsistency, coverage wording, contact routes and missing quote expectations.

Fictional About page snapshot

29 September 2026

oakandvaleheating.example/about - illustrative page

SUPPORTED

Operator, named accountability and credential-verification findings.

Fictional evidence notice: the website, phone numbers, page snapshots and findings in this sample are illustrative. They do not describe a real business.

Sources and review limits

SOURCES REVIEWED

Fictional homepage snapshot	oakandvaleheating.example - illustrative homepage · checked 29 September 2026
Fictional Contact page snapshot	oakandvaleheating.example/contact - illustrative page · checked 29 September 2026
Fictional About page snapshot	oakandvaleheating.example/about - illustrative page · checked 29 September 2026
Fictional customer intake	Sample answers created for demonstration · checked 29 September 2026

ABOUT THIS SAMPLE

Oak & Vale Heating is fictional. Its website, phone numbers, screenshots and findings were created solely to illustrate the depth and structure of an AgentReady Business Review. No statement in this report should be read as a claim about a real heating business.

Real reports use the customer intake, the live public website and relevant public sources available at the time of review. "Not confirmed" means there was not enough evidence; it does not automatically mean something is broken.

INDEPENDENT COMMERCIAL REVIEW

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PUBLIC SAMPLE / FICTIONAL BUSINESS