WEBSITE READINESS

The local business website in the AI era

A public-web evidence study of business-linked pages in Welland, Ontario.

CENTRAL FINDING

36%

27 of 74 retained pages contained at least one of our selected business or organization JSON-LD types.

This is a measurable content-format observation, not a measure of AI visibility or proof that structured data improves citations.

100
website hosts selected

85
HTML pages retrieved

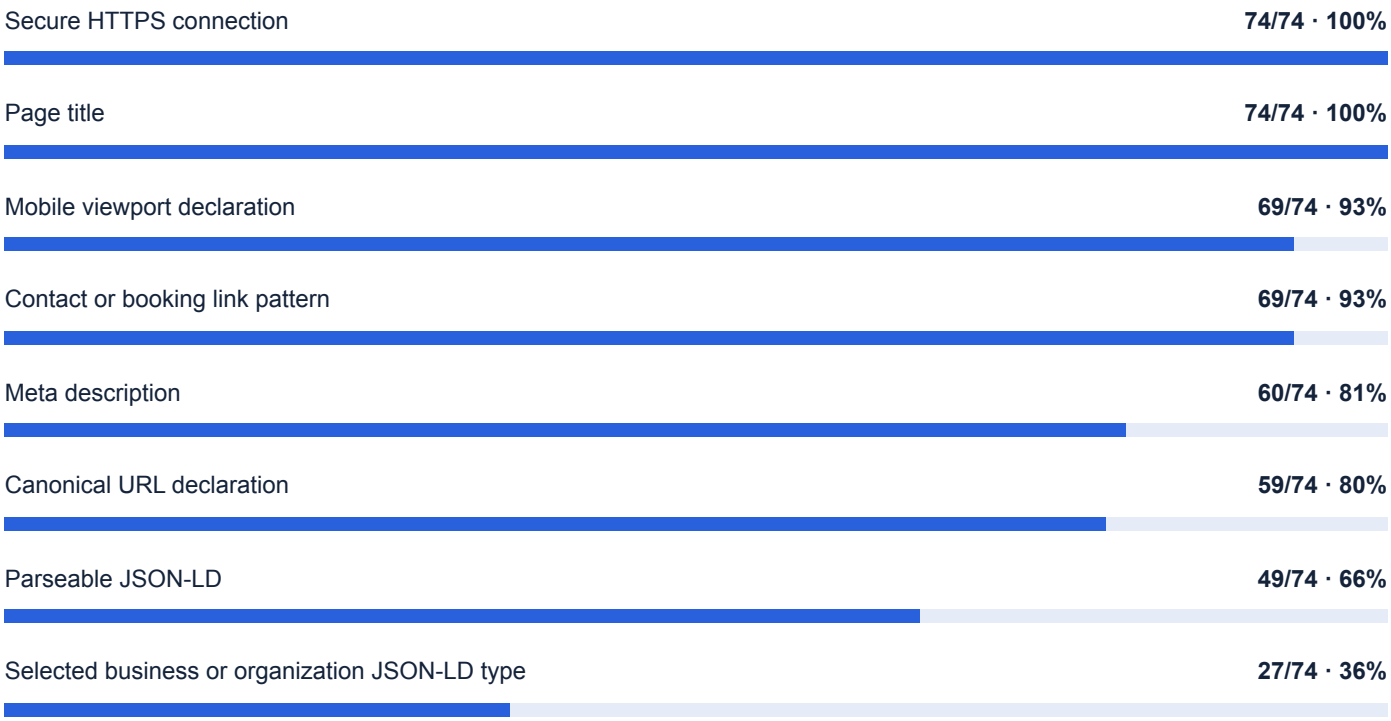
74
retained after QA

Fieldwork: November 27, 2026 · Read the online report

FINDINGS

The foundation is there.

Presence checks on 74 retained website pages, not a performance or ranking score.



47 of 63 known sitemap observations

A sitemap directive appeared in 47 starting-origin robots.txt files. Eleven retained records had unknown sitemap status. One retained page declared noindex, which may be intentional.

Presence of a contact link, mobile viewport or canonical does not establish functionality, usability or indexing.

SECTOR OBSERVATIONS

Where to look first

Equal initial sector quotas of 20; retained counts vary after exclusions.

SECTOR	RETAINED	ENTITY TYPE PRESENT
Restaurants and food services	13	6/13 (46%)
Retail	15	6/15 (40%)
Health and social services	17	5/17 (29%)
Personal and household services	14	4/14 (29%)
Construction	15	6/15 (40%)

These small sector samples are descriptive, not industry rankings or estimates of population prevalence.

Three practical priorities

01 · Clarify the business

Keep identity, services, geography and contact information accurate and consistent. Add appropriate structured data where it reflects real page content.

02 · Make customer actions useful

Verify mobile experience, contact and booking paths, accessibility and service information with real users. A link in HTML is not a successful enquiry.

03 · Improve systematically

Check crawl and index reports, repair broken legacy URLs, and measure outcomes before deciding whether to improve or rebuild.

Explore DMXReady Website Manager — a separate commercial resource.

METHOD & LIMITATIONS

How we measured

Source and sample

City of Welland public business directory, ArcGIS OpenData Business Layers, layer 0. Fieldwork November 27, 2026. Five sectors; 20 distinct normalized initial website hosts each; random seed 20261127. Records without eligible website addresses and known social-platform URLs were outside the frame.

Collection and quality review

Certificate-validated HTTP GET, identified research user agent, robots checks and an initial HTML limit of 2 MB. No scripts executed, forms submitted or paid AI tools invoked. All 85 initially retrieved pages were re-fetched at their final URLs and reviewed for apparent identity, redirects, directories and usable static content.

Robots retrieval unavailable / restricted	11
HTTP 403 / 404 on target page	4
Unrelated redirects, directory, uncertain identity	4
Fewer than 15 words of extracted static text	7
Retained distinct final hosts	**74**

Interpretation

Rounded, unweighted percentages. The unit is a directory-linked page, not a verified independent small business; national brands and institutions may occur. Source records can be outdated. QA exclusions were added after collection; initial selected entity types: 31/85, versus 27/74 after QA. Re-fetch showed no disagreements in JSON-LD or contact-link presence.

Selected entity types include Organization, LocalBusiness and specified business-specific types. This is not exhaustive schema validation. Other formats, JavaScript-rendered data, accuracy, accessibility, speed, functioning conversions, individual AI crawler eligibility and actual citations were not measured. Robots and sitemap checks relate to starting origins. No causal, national or industry-wide claims are supported.

Source & reproducibility

City of Welland public dataset. Frozen source frame, sampling script, raw observations, review records and exclusion decisions retained by DMXReady. Published figures are anonymized aggregates.