



AR Solar

Content, On-Page, E-E-A-T, GEO and SXO Audit

Evidence-led specialist audit

AUDIT DATE	WEBSITE	SCOPE
2026-10-10	https://www.arsolar.lt/	All 363 sitemap entries inventoried; documented 156-URL representative content sample

PREPARED BY FIRST GLANCE SEO AUDIT



Current state and highest-value content priorities

Catalogue scale is not matched by consistent buyer-focused content and trust evidence.

All nine standard pages and 80 distributed product pages were rechecked, with representative taxonomy sampling.

The service page, empty filter archives, missing product descriptions and limited first-party proof are the main content constraints.

58 / 100

Content quality

Audit scores

Area	Score	Summary
Content quality	58 / 100	Uneven product and service depth
On-page intent	55 / 100	Metadata, headings and thin filters weaken targeting
E-E-A-T	57 / 100	Some certificates, limited experience and authorship evidence
GEO	61 / 100	Crawler access is open; citation assets are inconsistent
SXO	59 / 100	Buyer decision paths need stronger information

What is already working

- + All nine tested search and AI crawler user agents received identical 200 full HTML.
- + Numbered certificates and newer Deye product pages provide stronger examples.
- + The site covers a broad renewable-energy catalogue.

The findings to address first

Priorities combine search intent, commercial value and evidence quality.

P1	01. Rebuild the installation service page
FINDING	The page is about 223 words including chrome, has no H1 or meta description and is mainly a form.
EVIDENCE	Full check of all nine standard pages.
WHY IT MATTERS	It does not adequately support a buyer evaluating installation services.
RECOMMENDATION	Add scope, process, geography, eligibility, warranty, proof, supported FAQs and clear quote steps.
ACCEPTANCE CRITERIA	One H1, unique metadata, task-complete service content and a working mobile conversion path.

P1	02. Control empty and broken taxonomies
FINDING	Sampled module-power and frame-color archives are empty; sampled manufacturer archives include 404s.
EVIDENCE	12/12 module-power and 2/2 frame-color samples empty; 8/12 manufacturer attributes 404.
WHY IT MATTERS	Low-value indexable pages dilute commercial catalogue signals.
RECOMMENDATION	Index only populated useful archives and remove/noindex the rest.
ACCEPTANCE CRITERIA	Every indexable archive contains products, useful copy and internal links.

P1	03. Complete and verify product information
FINDING	47/80 sampled products lack descriptions; GB-L24 metadata contradicts body specifications.
EVIDENCE	Median sampled product depth 344 words; usable kWh and voltage conflict on GB-L24.
WHY IT MATTERS	Buyers and search systems receive incomplete or conflicting product information.
RECOMMENDATION	Use manufacturer sources to standardize specifications, compatibility, warranty, documentation and unique descriptions.
ACCEPTANCE CRITERIA	Priority products pass factual review and all page/feed/schema representations agree.

P3

04. Build first-party proof and expertise

FINDING	Installation cases, named expert review and sourced buyer resources are limited.
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EVIDENCE	E-E-A-T 57/100; Experience 8/20 and Authority 12/25.
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WHY IT MATTERS	The brand is harder to verify and cite for high-consideration purchases.
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RECOMMENDATION	Publish permissioned cases, named reviewers, certificates, sources and dated guides.
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ACCEPTANCE CRITERIA	New assets identify author/reviewer, date, source, evidence and limitations.
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Metadata and heading consistency

249/363 sitemap entries lack descriptions; five unique sitemap pages lack H1 and seven have multiple H1s. The homepage title and description are 118 and 200 characters.

- + Repair template logic before editorial rollout.
- + Prioritize homepage, service, categories, brands and commercially important products.

AI crawler access and llms.txt

Crawler access is open, but llms.txt includes filter internals and raw escaped HTML. Curate it to canonical high-value pages after catalogue cleanup.

- + No AI citation outcome is guaranteed.
- + Clear facts, sources, authors and specifications improve citation readiness for humans and machines.

Boundaries and limitations

- + No GSC, GA4, conversion, revenue or controlled rank data.
- + Content findings use a documented 156-URL sample, not every page body.
- + Backlink evidence was insufficient.

RECOMMENDED NEXT STEPS

Recommended next steps

- + Fix low-value indexation and core service/product content before publishing new generic articles.

Evidence sources

- + [specialists/content/content-onpage-eeat-geo-sxo-audit.md](#)
- + [specialists/content/evidence.json](#)