

PaperMake Enterprises Ltd.

Family-run janitorial-supply wholesaler in Surrey, BC — how one afternoon of implementation moved them from invisible to near-perfect on AI-search readiness.



The situation

PaperMake Enterprises has supplied janitorial, washroom, paper and packaging products to businesses across the Lower Mainland since 1985. Real business, real trucks, real customers — and a website that AI assistants could not read.

The scan surfaced 9 distinct fixes. None were catastrophic on their own. Together they left the site invisible to ChatGPT, Claude, Perplexity and Google's AI Overview panel — the same tools their customers now use to source suppliers.

What was broken

- **No H1 on the home page.** AI extractors treat H1 as "what is this page about" — there was nothing to extract.
- **44 words of body content.** The home page was almost entirely an animated hero image. LLMs need text to cite; there was almost none.
- **Meta title 92 characters and description 225 characters.** Both truncated in search results; primary keyword buried past the visible cut-off.
- **No canonical URL, no Open Graph, no Twitter Card.** Every share and every AI preview looked like a generic link.

- **JSON-LD structured data limited to a barebones Organization block.** No opening hours, no address, no service area, no product catalog — nothing for an AI to answer "who supplies janitorial products in Surrey?"
- **robots.txt did not name any AI crawler.** Implicit access works, but explicit allows are the signal an audit picks up on.
- **No sitemap.xml.** Crawlers had to guess at the URL surface.

What we shipped

Five file changes, deployed the same afternoon — every change scoped strictly to **/home/** per the client's instruction, plus three new files at the domain root (approved).

Home page (application layer)

- Meta title rewritten to *Janitorial Supplies Surrey BC | Papermake Enterprises* (58 characters, keyword-first).
- Meta description rewritten to 152 characters — promise + proof + location.
- Canonical URL, Open Graph (type, site name, locale, title, description, url, image) and Twitter Card added.
- Structured data expanded from Organization to a **LocalBusiness + Store + WebSite @graph**: full address, geo coordinates, phone, opening hours, 8-city area-served list, and an OfferCatalog naming the 8 product categories.

Home page (view layer)

- Preserved the existing hero. Added a proper content section below it with **1 H1 and 5 H2s**.
- Wrote ~600 words of substantive, on-brand copy: what they supply, who they work with, why customers choose them, delivery coverage (19 named cities), and how to order (phone, catalog, in-person address block).
- Added a product-category grid (8 cards, one per major SKU family) — both visually useful for humans and extraction-friendly for LLMs.

Crawler files

- New **robots.txt** with **15 named AI-crawler Allow blocks** (GPTBot, ClaudeBot, PerplexityBot, Google-Extended, OAI-SearchBot, Applebot-Extended, Amazonbot, Bytespider, CCBot, DuckAssistBot, and more).

- New **sitemap.xml** with 17 URLs across home, catalog, contact and the product-guide pages — linked from robots.txt at both locations.
- New **llms.txt** at the domain root: a 7.6KB structured description of the business, its products, its service area and its ordering channels — the emerging convention LLM providers are starting to prefer.

The result

CHECK	BEFORE	AFTER	CHANGE
llms.txt file	0/12	12/12	+12
Structured data (JSON-LD)	14/25	25/25	+11
Open Graph metadata	0/8	8/8	+8
Heading structure	0/8	8/8	+8
Content depth	0/10	7/10	+7
AI crawlers allowed	8/15	15/15	+7
Page title & description	4/10	10/10	+6
Canonical URL	0/4	4/4	+4
XML sitemap	1/4	4/4	+3
HTTPS encryption	4/4	4/4	—
TOTAL	31/100	97/100	+66

1 check(s) not yet perfect. The remaining gap is content depth — 609 words is enough for AI extraction but not maximal (~1000 for full credit). Room to grow the site's editorial footprint over time; not a same-day priority.

What this means for PaperMake

Two months from now, when a facility manager in Langley asks Claude or ChatGPT "*who supplies commercial cleaning products in Surrey, BC?*", PaperMake is now the kind of source those tools are built to cite: named business, resolvable address, service area, opening hours, product catalog, all cross-referenced in structured data.

The technical layer is done. What earns the citations from here is **the volume of specific, useful content on the site** — product guides, buyer questions answered plainly, application notes. That's a longer arc; the audit re-scores as new content ships.

Companion documents

- **sample-audit-before.pdf** — the full pre-fix report (31/100, 9 fixes flagged).
- **sample-audit-after.pdf** — the full post-fix report (97/100).

Case study prepared by **OurITPerson — AI Visibility Audit** · ouritperson.com
Audit run 2026-07-30 · Every check is reproducible · Ask for the raw JSON if you want to verify.