

How AI sees www.papermake.com

Generated 2026-07-30 18:32 UTC

URL audited: <https://www.papermake.com/home/>

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1. Executive summary

Your site is well-structured for AI assistants. Small refinements available, but the foundation is strong. Focus on staying ahead as competitors catch up.

2. Live AI citation check

We asked Claude 8 variations of "who's the best janitorial and commercial cleaning supplies in Surrey and Lower Mainland, BC?" and recorded which companies it recommended.

0 / 8 queries where AI named you specifically

Per-query results

Query 1: "I need janitorial and commercial cleaning supplies in Surrey and Lower Mainland, BC. Who would you recommend? Name 3-5 specific companies."

? AI named: **Bunzl Canada, Imperial Dade, Diversey**

Query 2: "Best janitorial and commercial cleaning supplies provider in Surrey and Lower Mainland, BC — who are the top names?"

? AI named: Bunzl Canada, Imperial Dade, Diversey Canada, Advantage West, Uline Canada

Query 3: "If I'm a businesses and commercial facilities looking for janitorial and commercial cleaning supplies, which companies should I look at?"

? AI named: Cintas, Grainger, Sysco, Imperial Dade, Staples

Query 4: "Top janitorial and commercial cleaning supplies companies in Surrey and Lower Mainland, BC?"

? AI named: Bunzl Canada, Sysco SANI, Imperial Distributors, Johnston Equipment, Coastal Paper & Supply

Query 5: "Who's the most reputable provider of janitorial and commercial cleaning supplies in Surrey and Lower Mainland, BC?"

? AI named: Bunzl Canada, Impact Absorbents, Enviro-Clean, National Chemicals Inc.

Query 6: "Recommend 3-5 trustworthy janitorial and commercial cleaning supplies businesses serving Surrey and Lower Mainland, BC."

? AI named: Uline Canada, HD Supply, Impact Absorbents, Continental Supply

Query 7: "I want to hire someone for janitorial and commercial cleaning supplies. Who are the leaders in this space?"

? AI named: Cintas, Aramark, ABM Industries, Ecolab, Sysco

Query 8: "Who are the well-known names in janitorial and commercial cleaning supplies for Surrey and Lower Mainland, BC?"

? AI named: Lagasse, Bunzl, Imperial Distributors, Enviro-Solutions

3. Detailed checks

Structured data (JSON-LD) 25/25

Multiple structured-data items present, including high-value types (LocalBusiness, WebSite). AI assistants can confidently identify what you do.

Fix: Keep it current. As you add services or pages, mirror them in JSON-LD.

Page title & description 10/10

Title and description are both well-formed and appropriately sized.

Fix: Title 50–60 chars, description 120–160 chars. Lead with the service, then the location/qualifier.

Open Graph metadata 8/8

Open Graph tags are complete — ChatGPT and other AI tools that render link previews will display your page well.

Fix: Add og:title, og:description, og:url, og:image. Image should be 1200×630 PNG/JPG.

Canonical URL 4/4

Canonical URL is set: <https://www.papermake.com/home/>

Heading structure 8/8

Single H1 with 5 H2 subheadings — clean semantic structure.

Fix: Exactly one H1, then H2s for major sections. Each H2 should make sense as a standalone topic.

Content depth 7/10

Page contains roughly 609 words of body text. Enough substance for AI to extract specific claims and cite you accurately.

Fix: Add an FAQ section, service detail paragraphs, or a who-we-serve breakdown. Aim for 600–1200 words on the homepage.

AI crawlers allowed 15/15

robots.txt explicitly allows 10 AI crawlers (gptbot, claudebot, anthropic-ai, perplexitybot, google-extended, oai-searchbot, ccbot, bytespider, applebot-extended, amazonbot). Strong signal of intent.

llms.txt file 12/12

llms.txt is present and well-structured (7623 chars, 10 sections). LLMs have a high-quality summary to cite.

HTTPS encryption 4/4

Site is served over HTTPS.

XML sitemap 4/4

Sitemap is present with 18 URL entries.

Get the Full Fix — \$199 ?