

# How AI sees [www.papermake.com](https://www.papermake.com)

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

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## 1. Executive summary

Multiple critical signals are absent. Right now, when prospects ask AI about your category, you're unlikely to be named. The good news: most of these fixes are mechanical and can be done in days, not months.

## 2. Live AI citation check

We asked Claude 8 variations of "who's the best janitorial supplies and commercial cleaning products 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 supplies and commercial cleaning products in Surrey and Lower Mainland, BC. Who would you recommend? Name 3-5 specific companies."

**? AI named: Enviro-Clean Services, JP Supplies, Triple S Supply**

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

**? AI named: Impact Absorbents, Bunzl Canada, HD Supply Canada, Tri-Starr Cleaning Supplies, Coastline Products**

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

**? AI named: Grainger, Cintas, Ecolab, Sysco, US Foods**

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

**? AI named: Bunzl Canada, Imperial Dade, Staples Canada, Uline Canada, Corporate Express Canada**

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

**? AI named: Bunzl Canada, Imperial Distributors, Enviro-Safe Products, Triple S**

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

**? AI named: Bunzl Canada, Diversey Canada, National Chemicals Inc., Advantage Services, Hoskin Scientific**

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

**? AI named: Cintas, Grainger, Sysco, US Foods, Staples**

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

**? AI named: Imperial Distributors, Bunzl Canada, Swish Maintenance, HD Supply Canada, Lagassé**

### 3. Detailed checks

## Structured data (JSON-LD) 14/25

Some structured data is present (Organization) but the coverage is thin. Most AI-visible competitors run 3+ schema types.

**Fix:** Add the schema types you are missing. Highest priority for service businesses: Service, FAQPage, BreadcrumbList. For local: LocalBusiness with address, telephone, openingHours.

## Page title & description 4/10

Issues: Title is 92 characters — aim for 50–60. Meta description is 225 characters — aim for 120–160.

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

## Open Graph metadata 0/8

Missing: og:title, og:description, og:url, og:image

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

## Canonical URL 0/4

No canonical URL set. AI scrapers may index duplicate URLs separately and split the authority.

**Fix:** Add `<link rel="canonical" href="https://yoursite.com/">` in the page head.

## Heading structure 0/8

No H1 found. No H2 subheadings.

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

## Content depth 0/10

Page contains roughly 44 words of body text. Thin content reduces AI confidence — LLMs prefer to cite sources with substantive answers, not landing-page slogans.

**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 8/15

robots.txt does not explicitly block AI crawlers, but also does not explicitly welcome them. Implicit access works, but explicit allow rules signal authority.

**Fix:** Add explicit User-agent: GPTBot / ClaudeBot / PerplexityBot / Google-Extended sections with Allow: / rules.

### llms.txt file 0/12

No /llms.txt file found. This is the emerging standard for telling LLMs what your business does, who you serve, and how you want to be cited.

**Fix:** Create an /llms.txt file at the root. Include: business name, services, pricing, key facts, and a "Preferred Citation" section.

### HTTPS encryption 4/4

Site is served over HTTPS.

### XML sitemap 1/4

No sitemap.xml found at the root.

**Fix:** Generate a sitemap.xml listing your top pages. Submit it in Google Search Console + Bing Webmaster Tools.

**Get the Full Fix — \$199 ?**

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