AI CHECK REPORT

Hollin & Pike

What AI assistants, Google and a first-time visitor see when they look at hollinandpike.example, and what to fix first.

THIS IS A SAMPLE

Hollin & Pike is not a real business. Every name, page, address, quote and figure in this report is invented to show the format of the report you receive. None of it is a client result or a prediction of results.

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Prepared for
Hollin & Pike (fictional)
hollinandpike.example

Checked
3 to 4 November 2026
United Kingdom

Prepared by
Kwessa
Every finding checked by a person

01 · THE SHORT ANSWER

A good shop that's hard for machines to trust

Customers who land on Hollin & Pike find well-photographed products and clear prices. AI assistants and Google have a harder time: the site doesn't say who runs it or where, two pages disagree on delivery, and one assistant confuses the shop with a joinery firm of a similar name. Most of the fixes are small and can be done in a few weeks.

TRUST
Needs work
No company name or address on the site. Delivery terms differ between two pages.

AI ASSISTANTS
Mixed
Found when asked by name, rarely when asked for a product. One quotes old returns terms; one mixes up the business.

GOOGLE SEARCH
Mixed
Found for its own name. Rarely shows for "linen napkins" style searches, where two competitors appear.

SPEED ON PHONES
Needs work
Product pages take about 5 seconds to show the main photo on a mid-range phone.

SECURITY BASICS
Mostly fine
Secure connection works. The email domain has no DMARC policy, so it's easy to fake.

LEGAL POINTS TO CONFIRM
3 to check
Company details, the cancellation period and how cookies are asked for.

The five fixes that matter most

1. Add the company name, registered address and company number to the footer and the contact page. FIX THIS WEEK
2. Make delivery terms the same everywhere: the delivery page says free over £50, the basket says free over £60. FIX THIS WEEK
3. Update the returns page and the product data so assistants stop quoting the old 14-day terms. FIX THIS WEEK
4. Make the business name unmistakable in the site's code and Google Business Profile, to end the mix-up with Hollin Pike Joinery. FIX THIS MONTH
5. Resize product photos for phones. Most are over 1 MB and slow the product pages down. FIX THIS MONTH

02 · WHAT WE CHECKED

How we looked, and what already works

We looked at hollinandpike.example the way a first-time customer, a search engine and an AI assistant would, between 3 and 4 November 2026. We didn't log in to anything, and we didn't try to break in.

AREA	WHAT WE DID
AI assistants	Asked ChatGPT, Google Gemini and Google's AI Mode five questions customers ask, each three times, from the UK. 15 answers per assistant, 45 in all.
First-time visitor	Read the home page, three product pages, the delivery, returns, about and contact pages on a phone and a laptop.
Facts machines read	Checked page titles, descriptions and the structured data (business details and product data in the site's code).
Google search	Searched for the shop's name and eight product searches, and checked which pages Google has found.
Speed	Ran Google's own speed test (PageSpeed Insights, mobile) on four pages, three times each.
Security basics	Checked the secure connection, security settings any browser can see, and the email domain's protection against spoofing.

AI answers change from one run to the next. This report is a snapshot of what we saw on those two days, not a score.

What Hollin & Pike already does well

- Product photos are clear and consistent, and every product shows its price including VAT.
- Product pages say what each item is made of and how to wash it, which assistants often quote.
- Reviews on product pages are recent, with 210 in the last year, and the shop replies to the bad ones.
- The site works well on a phone: menus, basket and checkout are easy to use.
- Google has found all 64 product pages, and the sitemap is up to date.

03 · TRUST

How the site comes across to someone new

A first-time visitor, and an assistant asked "is Hollin & Pike legit?", both look for the same things: who runs the shop, where it is, and whether the terms are clear and consistent.

No company name or address anywhere on the site

FIX THIS WEEK

Found	The footer shows only an email address. The about page tells the founders' story but doesn't name the company, give an address or a company number.
Why it matters	UK rules expect a business website to show this, and assistants answering "is this shop real?" look for it. Without it, one assistant said it "couldn't confirm who operates the site".
Fix	Add the registered company name, address and number to the footer and the contact page. Add the same details to the Organization data in the site's code.

Two different delivery thresholds

FIX THIS WEEK

Found	The delivery page says delivery is free on orders over £50. The basket says free over £60.
Why it matters	Customers notice, and it reads as careless. Assistants pick one at random, so some answers are wrong.
Fix	Decide on one figure, change the other page, and check the product data says the same.

Returns page still mentions 14 days in one place

FIX THIS WEEK

Found	The returns page heading says 30 days. A paragraph lower down, written in 2024, still says 14 days.
Why it matters	Two assistants quoted the 14-day figure (see section 04). Customers who read it may not buy.
Fix	Remove the old paragraph so the page says 30 days throughout.

No phone number and no response time

WORTH DOING

Found	The contact page has a form and an email address, with no phone number and no idea how soon someone will reply.
Why it matters	People buying a gift for a date want to know they can reach someone.
Fix	Say how soon you reply (for example, within one working day). Add a phone number if you can answer it.

04 · WHAT AI ASSISTANTS SAY

Found by name, rarely for products, and sometimes wrong

We asked each question three times. "Named" means the shop appeared in at least two of the three answers.

> GOOGLE GEMINI, ASKED "WHAT IS HOLLIN & PIKE'S RETURNS POLICY?", 3 NOV 2026
>
> "Hollin & Pike accepts returns within 14 days of delivery, as long as items are unused and in their original packaging."
>
> The shop changed to 30 days last year. The 14 days comes from the old paragraph on the returns page.

QUESTION	CHATGPT	GEMINI	GOOGLE AI MODE
Where can I buy linen napkins online in the UK?	Not named	Not named	Named
Good independent homeware shops for a wedding gift?	Named	Not named	Not named
Is Hollin & Pike legit?	Named	Wrong business	Named
What is Hollin & Pike's returns policy?	Named	Named	Named
Does Hollin & Pike deliver for free?	Named	Named	Named

Wrong business: Gemini described Hollin Pike Joinery, a furniture maker in another county (also fictional), in two of three answers.

Who the assistants suggest instead

- **Calder Brook Home** (fictional) came up in 14 of the 18 answers to the two product questions. Its site names the company, shows an address and has product data on every page.
- **Pellow Goods** (fictional) came up in 8. It's often mentioned on gift guides, which assistants quote.

What this means

When people ask about the shop by name, the assistants find it but repeat whatever the site says, including the old returns terms. When people ask for a product, the shop is rarely named, mostly because other sites mention it less. The fixes on page 2 deal with the first problem. The second takes longer and is covered in the plan.

05 · GOOGLE SEARCH

Easy to find by name, hard to find by product

Google has found the shop's pages. It shows them for the shop's own name, and rarely for what the shop sells.

SEARCH	WHERE HOLLIN & PIKE APPEARED	WHO APPEARED ABOVE
hollin and pike	1st	No one
hollin pike	2nd	Hollin Pike Joinery (fictional)
linen napkins uk	Not on the first page	Marketplaces and two larger shops
stoneware serving bowl	Not on the first page	Calder Brook Home and marketplaces
handmade table runner	8th	Marketplaces and Pellow Goods

Collection pages have no text

FIX THIS MONTH

Found	The collection pages (such as Table linen) show products only, with no words explaining what's in the range.
Why it matters	Google and assistants have little to go on when deciding if the page answers a search like "linen napkins".
Fix	Add two or three short paragraphs to each of the six main collections: what's in it, what it's made of, who it suits.

Product data is missing the brand and stock

FIX THIS MONTH

Found	The product data in the site's code gives name and price but not the brand or whether the item is in stock.
Why it matters	Google uses this for product results, and assistants use it to answer "is it in stock?".
Fix	Add brand and availability to the product template. On most shop platforms this is a setting or a small theme change.

06 · SPEED ON PHONES

Product pages are slow to show their main photo

Google's own test, on a simulated mid-range phone, three runs per page. The figure that matters most is how long the main image takes to appear (Google's target is 2.5 seconds or less).

PAGE	MAIN IMAGE APPEARS	PAGE MOVES WHILE LOADING	PAGE WEIGHT
Home	3.9 s	0.02 (fine)	3.1 MB
Collection: Table linen	4.2 s	0.04 (fine)	3.6 MB
Product: Linen napkins, set of 4	5.1 s	0.18 (too much)	4.4 MB
Product: Stoneware serving bowl	4.8 s	0.15 (too much)	4.0 MB

Lab figures from the middle of three runs. Real visitors' phones will vary.

Product photos are much bigger than a phone needs

FIX THIS MONTH

Found	Most product photos are 2,400 pixels wide and over 1 MB. A phone screen shows them at about 400 pixels.
Why it matters	Phones download the full photo before showing it, which is most of the 5 seconds.
Fix	Turn on the platform's image resizing or upload photos at 1,600 pixels wide. Expect product pages to come down to around 3 seconds.

The reviews box pushes the page down as it loads

WORTH DOING

Found	The reviews widget loads after the page and pushes the description down by about 300 pixels.
Why it matters	People tap the wrong thing, and Google counts the movement against the page.
Fix	Reserve space for the reviews box, or load it lower down the page.

07 · SECURITY BASICS

The connection is fine; the email domain is easy to fake

These are only the things any visitor's browser can see, plus the email settings anyone can look up. We didn't try to break in, and this isn't a security audit.

CHECK	WHAT WE FOUND	STATUS
Secure connection (https)	Works on every page, certificate valid until February 2027.	WORKING
Plain http sends people to https	Yes, on both the www and the plain address.	WORKING
Browser security settings	Two of the five common settings are missing (HSTS and a content security policy).	WORTH DOING
Email: SPF	Present, lists the shop platform and the newsletter service.	WORKING
Email: DKIM	Present for the newsletter service only.	FIX THIS MONTH
Email: DMARC	Missing.	FIX THIS WEEK

Anyone can send email that looks like it's from the shop

FIX THIS WEEK

Found	There's no DMARC record for hollinandpike.example, and order emails aren't signed (DKIM).
Why it matters	Fake "your order has a problem" emails are a common scam. Without DMARC, inboxes can't tell yours from a fake, and genuine order emails are more likely to land in spam.
Fix	Add a DMARC record now with p=none, which changes nothing yet but starts reports on who sends as you. Turn on DKIM signing in the shop platform's email settings, then move DMARC to p=quarantine.

08 · LEGAL POINTS TO CONFIRM

Three things to check with an adviser

This is not legal advice. These are points we noticed that UK rules usually cover. We're not lawyers, and the right answer depends on your business. Please check each one with a qualified adviser before you change anything because of it.

Company details

FIX THIS WEEK

Found	The site doesn't show the company's registered name, address or number.
Why it matters	UK company and e-commerce rules generally expect a business website to show who it is and where it can be reached.
Fix	Ask your accountant or adviser which details your website needs to show, then add them (see page 4).

The cancellation period

FIX THIS MONTH

Found	The returns page mixes 14 and 30 days. Separately, it doesn't say how customers cancel an order before it ships.
Why it matters	Online shoppers in the UK usually have a legal right to cancel within a set period. A clear, single statement avoids arguments.
Fix	Confirm with your adviser what the page must say, then rewrite it in one place and link to it from checkout.

How cookies are asked for

FIX THIS MONTH

Found	The cookie banner has analytics switched on by default, and "Reject" is a small link under a large "Accept" button.
Why it matters	UK guidance generally expects consent to be a clear choice, with rejecting as easy as accepting.
Fix	Check with your adviser, then make Accept and Reject equal buttons with analytics off until someone agrees.

09 · SUGGESTED PLAN

What to do, and in what order

Most of week 1 is wording changes the shop can make itself. Later steps may need a developer, or us. We'd re-ask the same questions about four weeks after the week 1 changes, to see what the assistants pick up.

Week 1

- Add company name, address and number to the footer and contact page
- One delivery threshold everywhere
- Remove the old 14-day paragraph
- Add a DMARC record (p=none to start)

Weeks 2 to 3

- Add brand and stock to the product data
- Make the business name unmistakable in the site's code and Google Business Profile
- Resize product photos for phones
- Turn on DKIM for order emails

Weeks 3 to 6

- Write short text for the six main collections
- Reserve space for the reviews box
- Move DMARC to p=quarantine
- Ask gift guides and local press to mention the shop
- Re-run the questions and compare

REMEMBER, THIS IS A SAMPLE

Hollin & Pike, Hollin Pike Joinery, Calder Brook Home and Pellow Goods are all made up, and so is every figure here. A real report follows the same structure, with what we found on your site.

Nobody can promise what an AI assistant or search engine will say. This report shows what we saw and what's in your control to fix.