



SYNTHETIXMIND
IT SOLUTIONS LTD
Automate the ordinary. Focus on the extraordinary.

GEO Full Audit — electroline.cy

Generative Engine Optimisation — Complete Analysis & 30-Day Action Plan

Version: Full Audit v1.0 — Datum: 25 March 2026

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25 March 2026
Paphos, Cyprus

Table of Contents

1	Executive Summary	3
2	Platform Readiness	4
3	Technical GEO Findings	5
4	Schema Markup Findings	6
5	Content Analysis	8
5.1	Heading Structure	8
5.2	First Paragraph & Answer-First Structure	9
5.3	FAQ Sections	9
5.4	Content Citability Score: 1 / 25	9
6	Brand & Entity Authority	10
6.1	About Page	10
6.2	Author Attribution	10
6.3	Social Media Presence	10
6.4	Brand Consistency	10
7	Prioritised Recommendations	11
8	30-Day Action Plan	12
9	About SYNTHETIXMIND	15

1 Executive Summary

Overall GEO Score: 47 / 100 — MODERATE

Electroline is one of Cyprus's most recognisable electronics and home appliances retailers. The site is technically sound — HTTPS enforced, Cloudflare CDN active, AI crawlers are not blocked — and foundational schema markup (Organisation, WebSite, WebPage) is in place via Rank Math. Social media presence spans Facebook, YouTube, Instagram, and TikTok.

However, the site presents three critical structural gaps that prevent AI platforms from citing it in generative responses. The homepage contains no H1 heading, no editorial prose, and no answer-first content structure. Without citable text, AI systems cannot extract factual snippets to attribute to electroline.cy — regardless of the site's market position.

These are fixable issues. The 30-day action plan in this report addresses them in priority order.

Top 3 Strengths

1. **AI crawlers are not blocked** — `robots.txt` permits GPTBot, ClaudeBot, PerplexityBot, and Google-Extended. The site is fully crawlable.
2. **Core schema types present** — Organisation, WebSite, and WebPage schema are implemented site-wide via Rank Math SEO plugin.
3. **Active social presence & freshness** — Facebook, YouTube, Instagram and TikTok profiles exist and are linked. The homepage was last

Top 3 Critical Gaps

1. **Zero citable editorial content** — The homepage contains only product carousels. No H1, no introductory paragraphs, no brand narrative. Nothing for AI platforms to cite.
2. **No `llms.txt` file** — The domain has no `/llms.txt`. AI systems receive no structured guidance about how to interpret or attribute electroline.cy content.
3. **No About page in English** — No company history, founding year, or location content is

modified November 2025,
within the recency threshold.

accessible on the English
version of the site. Brand entity
authority is severely
suppressed.

2 Platform Readiness

AI Platform	Score	Status	Key Constraint
Google AI Overviews	46 / 100	△ Moderate	Schema partially offsets content gaps, but no H1 or FAQ schema prevents AI Overview appearance
ChatGPT	40 / 100	△ Moderate	Relies heavily on content citability and brand authority — both critically weak
Perplexity	44 / 100	△ Moderate	Recent schema dates help freshness score; real-time crawl still finds no citable prose
Gemini	45 / 100	△ Moderate	Organisation schema partially registers brand entity; H1 absence limits page-level matching
Bing Copilot	42 / 100	△ Moderate	Similar weighting to ChatGPT — content depth and Q&A structure are the primary blockers

Interpretation. All five platforms score in the 40–46 range, clustered in the Moderate band. This is not a coincidence — the same core issues depress all platform scores simultaneously. The absence of editorial content, FAQ schema,

and an About page creates a structural ceiling that cannot be overcome by technical optimisation alone. Correcting the content gaps in Weeks 1-2 of the action plan will have a compounding positive effect across all platforms.

The gap between Google AI Overviews (46) and ChatGPT (40) reflects the fact that Google partially rewards Organisation schema for entity establishment, while ChatGPT relies almost entirely on prose content quality. Neither platform is currently likely to cite electroline.cy in a generative response for queries such as “best electronics store in Cyprus” or “where to buy air conditioning in Paphos.”

3 Technical GEO Findings

Check	Result	Finding
GPTBot in robots.txt	✓ PASS	`User-agent: *` with `Disallow: /*?*` — GPTBot is permitted. No specific block exists.
ClaudeBot in robots.txt	✓ PASS	Permitted via wildcard rule. No specific block.
PerplexityBot in robots.txt	✓ PASS	Permitted via wildcard rule. No specific block.
Google-Extended in robots.txt	✓ PASS	Permitted via wildcard rule. No specific block.
llms.txt exists	✗ FAIL	Fetching `electroline.cy/llms.txt` returns HTTP 404. File does not exist.
HTTPS enforced	✓ PASS	All URLs served over HTTPS. Cloudflare CDN active. `cf-cache-status: HIT` on homepage.
Mobile performance (LCP)	~ PARTIAL	PageSpeed API quota exhausted — direct measurement unavailable. Server response

		time ~120ms. Cloudflare cache active. Estimated LCP: borderline for mobile due to heavy product carousels and 4 preloaded custom font files (CFPanoptik WOFF2). Manual testing recommended.
Viewport meta tag	✓ PASS	`<meta name='viewport' content='width=device-width, initial-scale=1'>` present.
Canonical tag	✓ PASS	`<link rel='canonical' href='https://electroline.cy/en/'>` present on homepage.
XML Sitemap	✓ PASS	Sitemap index at `electroline.cy/sitemap_index.xml` with product, post, and page sitemaps. Updated 25 March 2026.

Observation — robots.txt disallows URL parameters. The rule `Disallow: /*?*` blocks all URLs containing query strings. This is likely intentional (preventing duplicate product filter pages from being indexed), but teams should verify that no important AI-discoverable content lives behind query string URLs.

4 Schema Markup Findings

Schema Type	Result	Finding
Organisation	✓ PASS	Present. `@id: electroline.cy/en/#organization`, `name: Electroline`, `url` set. Minimal —

		no address, telephone, logo, or sameAs (social profiles) included.
WebSite	✓ PASS	Present with `SearchAction` (`potentialAction`) configured for sitewide search. Publisher linked to Organisation.
WebPage	✓ PASS	`datePublished` and `dateModified` populated. `dateModified: 2025-11-27` confirms recency signal.
Article (on homepage)	⚠ PARTIAL	An Article schema is applied to the homepage with `headline: 'Home - Electroline English'`. This is a misapplication — the homepage is an e-commerce storefront, not an article. The Article type is appropriate for blog posts and editorial content, not product listing pages.
Person (author)	⚠ PARTIAL	A Person schema exists for author 'Audric' with a Gravatar image and `worksFor` link. However, there is no public author bio page at `electroline.cy/en/author/audric/` — the URL returns a sparse archive with no biographical content. The schema signals exist but are not backed by substantive content.
FAQPage	✗ FAIL	No FAQPage schema detected anywhere on the site. This is the highest-impact missing schema type for AI Overview eligibility.
Product (on product pages)	✓ PASS	Product schema is present on individual product pages (WooCommerce default). Name, price, and image fields observed.

BreadcrumbList	✗ FAIL	No BreadcrumbList schema found on homepage or checked pages. Breadcrumb schema assists AI platforms in understanding site hierarchy and category relationships.
LocalBusiness	✗ FAIL	No LocalBusiness schema. For a multi-store Cypriot retailer, LocalBusiness with address, openingHours, and geo coordinates is a significant missed opportunity for local AI queries.

Priority fix. The single highest-ROI schema change is adding FAQPage schema to the homepage and key category pages. A structured FAQ with 5-8 questions — ‘Do you deliver across Cyprus?’, ‘What brands does Electroline stock?’, ‘Do you install air conditioning?’ — with proper @type: FAQPage and @type: Question / @type: Answer markup would immediately qualify the page for Google AI Overviews consideration and increase Perplexity citation probability.

5 Content Analysis

5.1 Heading Structure

Our analysis found the following heading structure on the homepage (electroline.cy/en/):

- **H1 tags:** Zero. No H1 heading exists on the homepage.
- **H2 tags:** Zero.
- **H3 tags:** Six present — all are UI component labels: “Shipping methods”, “Payment Methods”, “Free Shipping”, “Find Tech & Home Appliances”, “Cookies on Electroline.com.cy”, “Cookies Declaration”.

None of the H3 headings are in question format. None describe the business, its products, or its value proposition. The heading “Find Tech & Home Appliances” is

the closest to an editorial heading, but it is a carousel header, not a primary page descriptor.

Impact: AI platforms use H1 headings as the primary signal for page topic classification. When no H1 exists, the platform must infer topic from title tags and meta descriptions alone — a significantly weaker signal. Queries such as “electronics retailer Cyprus” or “home appliances Nicosia” cannot be reliably matched to this page.

5.2 First Paragraph & Answer-First Structure

The homepage contains no editorial paragraphs. The visible text content after the navigation menu consists entirely of product names, SKUs, and prices. There is no introductory sentence, no brand positioning statement, and no descriptive prose above the product carousels.

The meta description reads: **“Discover the latest in Sound & Vision, Computing, Phones & Smart Tech, Gaming, and more at Electroline.cy. Shop top brands with fast delivery.”** This is the only sentence-level brand description available to AI crawlers — and it exists only in the `<meta>` tag, not in visible page content.

5.3 FAQ Sections

A GDPR cookie consent notice with a “Cookies Declaration” section is present on the page. This is not a relevant FAQ. No product FAQ, shipping FAQ, or brand FAQ exists in visible content anywhere on the homepage or the contact page checked (`/we-would-love-to-hear-from-you/`).

5.4 Content Citability Score: 1 / 25

This is the lowest-scoring dimension in the audit. The near-zero score reflects the complete absence of editorial content on the homepage. This is the primary driver of weak platform scores across all five AI systems assessed.

6 Brand & Entity Authority

6.1 About Page

No About page was found on the English version of the site. The page sitemap (`electroline.cy/page-sitemap.xml`) contains no URL matching `/about` , `/about-us` , `/company` , or `/our-story` . The contact page at `/we-would-love-to-hear-from-you/` contains only a contact form and a phone number (77777767) — no company narrative.

For a retailer that has likely operated in Cyprus for many years, this is a significant missed opportunity. AI platforms use About page content to establish brand entity knowledge — founding year, number of locations, product specialisms, and company values all feed into the probability that a platform will recommend the brand by name.

6.2 Author Attribution

A schema Person “Audric” is attributed as author of the homepage, but the author archive at `electroline.cy/en/author/audric/` contains no biographical information. This is a low-quality entity signal — it exists in structured data but is not backed by human-readable content.

6.3 Social Media Presence

Our analysis found four social media profiles linked from the homepage source:

- **Facebook:** `facebook.com/electroline ltd`
- **YouTube:** `youtube.com/user/ElectrolineCyprus`
- **Instagram:** `instagram.com/electrolineshops/`
- **TikTok:** `tiktok.com/@electrolineshops`

These are positive entity signals. However, they are not included in the Organisation schema’s `sameAs` array, meaning AI systems cannot programmatically connect the social profiles to the schema entity. Adding `sameAs` to the Organisation schema is a ten-minute fix with measurable impact.

6.4 Brand Consistency

The brand name “Electroline” is used consistently across the site, schema, and social profiles. The OG site name tag reads `og:site_name: Electroline` . This consistency is a positive signal.

7 Prioritised Recommendations

P	Recommendation	Effort	Impact	Platform Benefit
P1	Add H1 heading to homepage with primary keyword phrase	LOW	HIGH	All platforms
P1	Create `/llms.txt` with brand description, key categories, and preferred citation format	LOW	HIGH	All platforms
P1	Add 5-8 FAQ items with FAQPage JSON-LD schema to homepage	MED	HIGH	Google, Perplexity
P1	Write and publish an About page in English (`/en/about-us/`)	MED	HIGH	ChatGPT, Bing
P2	Add `sameAs` array to Organisation schema linking all four social profiles	LOW	MED	All platforms
P2	Add introductory editorial paragraph (100-150 words) above product carousels on homepage	MED	HIGH	ChatGPT, Perplexity
P2	Add LocalBusiness schema with address, openingHours, and geo coordinates	MED	MED	Google, Gemini
P2	Add BreadcrumbList schema to category and product pages	MED	MED	Google, Bing
P2	Extend Organisation schema with logo, address, and telephone fields	LOW	MED	All platforms

P3	Add FAQ sections to key category pages (TVs, Air Conditioning, Phones)	HIGH	MED	Google, Perplexity
P3	Create a real author bio page for 'Audric' or replace with a branded content author entity	LOW	LOW	ChatGPT
P3	Add visible 'Last updated' dates to category and informational pages	LOW	MED	Perplexity

8 30-Day Action Plan

Week	Task	Detail	Owner
Week 1	Add H1 to homepage	Write: 'Electronics, Home Appliances & More in Cyprus — Electroline'. Place as a visible H1 above the product carousel, styled to match brand design.	Dev
Week 1	Create llms.txt	Publish at electroline.cy/llms.txt. Include: brand name, founding context, key product categories, preferred citation phrase, and links to About page and sitemap.	Dev
Week 1	Add sameAs to Organisation schema	Add `sameAs: [facebook.com/electrolineld, instagram.com/electrolineshops, youtube.com/user/	Dev

		ElectrolineCyprus, tiktok.com/@electrolineshops]` to the existing Organisation JSON-LD block in Rank Math.	
Week 1	Extend Organisation schema	Add `logo`, `telephone`, `address` (with streetAddress, city, postalCode, countryCode), and `email` to Organisation schema.	Dev
Week 2	Write About page (English)	Create `/en/about-us/` with: founding year, Cyprus store locations, product categories, brand values, and why customers choose Electroline. Minimum 400 words. Include Person or Organisation schema on the page.	Content
Week 2	Add editorial intro to homepage	Write 100–150 word paragraph for above-the-fold position: who Electroline is, what they stock, why Cyprus customers shop here. This is the first prose AI platforms will encounter.	Content
Week 2	Create homepage FAQ section	Write 6–8 Q&As (shipping, brands stocked, AC installation, payment options, warranty). Add visible FAQ section below carousels. Apply FAQPage JSON-LD schema.	Content + Dev
Week 3	Add LocalBusiness schema	Implement LocalBusiness (or Store) schema for each physical location. Include: name, address, telephone, geo,	Dev

		openingHoursSpecification. Link to Organisation as `parentOrganization`.	
Week 3	Add BreadcrumbList schema	Implement BreadcrumbList on all category and product pages. WordPress/WooCommerce plugin (Rank Math) supports this — enable and verify.	Dev
Week 3	Add FAQ sections to top categories	Replicate the FAQ approach for: TV & Audio, Air Conditioning, Phones & Smart Tech, Home Appliances. Each should have 4-6 Q&As with FAQPage schema.	Content
Week 4	Review and validate all schema	Use Google's Rich Results Test and Schema.org validator on homepage, a category page, and a product page. Fix any errors or warnings.	Dev
Week 4	Add visible date signals	Add 'Last updated: [date]' to the About page and any informational pages. Ensure dateModified is updating in schema when pages are edited.	Dev
Week 4	Performance audit	Run Lighthouse mobile audit on homepage. Target LCP under 2.5s. Review font preload strategy (4 custom WOFF2 files may be contributing to render delay).	Dev

9 About SYNTHETIXMIND

SYNTHETIXMIND IT Solutions Ltd is a Paphos-based technology consultancy specialising in automation, AI integration, and digital optimisation for businesses in Cyprus and internationally. Our Generative Engine Optimisation (GEO) service helps businesses become visible — and citable — in the emerging landscape of AI-powered search.

As AI platforms such as Google AI Overviews, ChatGPT, Perplexity, Gemini, and Bing Copilot increasingly answer user queries directly, the ability to influence what those platforms say about your business has become a critical commercial advantage.

Our GEO services include:

- Full GEO Audits with 30-day action plans (this document)
- Schema markup implementation
- AI-citable content creation
- llms.txt authoring and maintenance
- Monthly GEO monitoring and reporting

Next Step	Detail
Commission GEO Implementation	We can implement all P1 and P2 recommendations from this report. Typical turnaround: 10–15 business days. Includes schema, content, and llms.txt.
Monthly GEO Monitoring	We monitor your AI citation scores monthly, track platform changes, and deliver updated recommendations. Keeps you ahead as AI platforms evolve.
Competitor GEO Analysis	Understand how your direct competitors (e.g., other Cyprus electronics retailers) score — and where to outperform them in AI search results.

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Prepared: 25 March 2026

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