SEO & AI VISIBILITY · BASELINE REPORT

ScalePOD

https://scalepod.ai/ · market: United Kingdom, English

Report date: 2 November 2026 Prepared by: LeadFlow Automation · SEO Desk

Data: Google desktop results, Lighthouse, ChatGPT · Gemini · Google AI Overviews · Perplexity

At a glance

SITE HEALTH

50

4 pages crawled · at least 2 with warning-level issues

MOBILE SPEED

93

Homepage Lighthouse, mobile · main content in 3.1 s

GOOGLE VISIBILITY

0/25

tracked keywords in the top 20 · Nothing ranked; not even the brand name

AI VISIBILITY

0%

of 44 AI answers name the brand · Named in 0 of 44 answers; Printify/Printful in 16 each

Scores are 0–100 unless stated. Site health = share of crawled pages free of warning-level issues. Mobile speed = Google Lighthouse performance score of the homepage on a phone. Google visibility = tracked keywords where the site appears in the top 20 results. AI visibility = share of AI-engine answers that name the brand.

Verdict

> Not findable. The 4-page site has no sitemap, a duplicate index.html, zero ranked keywords in the UK index and no page-1 result even for 'scalepod ai' (Google corrects it to Scale AI). AI engines answered all 44 neutral prompts without ScalePOD once, while Printify and Printful were named 16 times each and Canva, Kittl, mockey.ai, Fotor and Recraft are the cited tools. The homepage still sells Etsy POD automation, not the merch-agency positioning used in outbound.

Do these three first

1. Decide the public positioning (promotional-merchandise agencies, as in the campaigns that win replies) and rewrite the homepage around it with the free sample flow as the call to action
2. Add sitemap.xml and robots.txt, redirect /index.html to /, set canonical URLs, verify the domain in Google Search Console and request indexing
3. Create landing pages for 'print on demand UK', 'promotional merchandise UK' and 'branded merchandise UK' (the only tracked terms with real volume)

1. Site health

4 pages crawled on 2 November 2026. 4 issue types found; warning-level issues affect at least 2 pages. ScalePOD AI: AI agent team for print-on-demand and promotional-merchandise businesses. Static 4-page site (home, index.html duplicate, privacy, terms).

Severity	Issue	Pages
WARNING	Two URLs serve the same page	2

WARNING	Pages sharing the same description	2
WARNING	Pages sharing the same title	2
INFO	Heading order skips a level	2

Speed and quality (Google Lighthouse)

Page	Performance	Accessibility	Best practices	SEO	Main content shown after	Layout shift
Homepage, mobile	93	94	100	100	3.1 s	0.0
Homepage, desktop	98	90	100	100	0.9 s	0.0
Average of 4 sampled pages, mobile	93	92	100	100		

Google treats “main content shown after” (Largest Contentful Paint) above 2.5 s and layout shift above 0.1 as poor. All sampled pages pass on mobile.

2. Google rankings

25 keywords tracked weekly (United Kingdom, English, desktop, top 20 results). Live baseline check on 2 November 2026. Nothing ranked; not even the brand name.

Ranking now (top 20)

No tracked keyword is in the top 20 yet.

Opportunities: tracked keywords with demand where the site is not in the top 20

Keyword	Searches / month	Demand	Difficulty (0–100)
print on demand uk	3,600		8
promotional merchandise uk	480		59
branded merchandise uk	320		36
ai product mockup generator	20		—
ai merch design	10		—
ai merch designer	10		—
ai print on demand	10		—
ai seamless pattern generator	10		—
merch mockup generator	10		—
print on demand automation	10		—

Tracked without volume data (too new or too specific for Google’s keyword database): ai design for print on demand, ai t shirt design generator, all over print design generator, branded merchandise mockup, custom merch design ai, etsy pod automation, logo mockup on products, merch agency software, merch catalogue generator, mockup generator uk, print on demand ai design tool, print on demand design generator, promotional merchandise design software, scalepod, scalepod ai.

3. AI visibility

We asked the four main AI answer engines 12 questions a prospective customer might ask (listed in the appendix) and checked whether the answers name **ScalePOD**, name its competitors, and which websites they cite. 44 answers were collected.

Who the engines name

Brand	Mentions	Answers
ScalePOD		0 of 44
printify.com		16 of 44
printful.com		16 of 44
gelato.com		8 of 44

The brand was not named in any neutral answer.

By engine

Engine	Answers	Name ScalePOD	Cite the site
ChatGPT	11	0	0
Gemini	11	0	0
Google AI Overviews	11	0	0
Perplexity	11	0	0

Websites the engines cite for these questions

Website	Answers citing it	Questions
canva.com	18	9
kittl.com	12	8
mockey.ai	9	5
printify.com	9	6
youtube.com	9	9
fotor.com	7	6
printful.com	7	4
recraft.ai	7	5
adobe.com	6	4
prodigi.com	6	3

These are the places to be present or quoted if the brand is to appear in AI answers.

4. Links to the site

51 backlinks from 50 referring domains. No individual referring domain is attributed in the profile yet, which means the counted links carry little weight.

5. Action plan

#	Action	Effort	Impact	Owner
1	Decide the public positioning (promotional-merchandise agencies, as in the campaigns that win replies) and rewrite the homepage around it with the free sample flow as the call to action	1–2 days	High	Founder + content
2	Add sitemap.xml and robots.txt, redirect /index.html to /, set canonical URLs, verify the domain in Google Search Console and request indexing	2 h	High	Dev
3	Create landing pages for 'print on demand UK', 'promotional merchandise UK' and 'branded merchandise UK' (the only tracked terms with real volume)	1–2 days	Medium	Content
4	Get listed in the AI-tool directories and round-ups the engines cite (Canva/Kittl/Fotor/Recraft style lists); publish one YouTube demo per feature	ongoing	Medium	Marketing
5	Link the app and merch subdomains from the main site	30 min	Low	Dev

Tracking continues weekly; the next report will show movement against this baseline.

Appendix

Tracked keywords (25)

ai design for print on demand, ai merch design, ai merch designer, ai print on demand, ai product mockup generator, ai seamless pattern generator, ai t shirt design generator, all over print design generator, branded merchandise mockup, branded merchandise uk, custom merch design ai, etsy pod automation, logo mockup on products, merch agency software, merch catalogue generator, merch mockup generator, mockup generator uk, print on demand ai design tool, print on demand automation, print on demand design generator, print on demand uk, promotional merchandise design software, promotional merchandise uk, scalepod, scalepod ai

Questions asked to the AI engines (12)

- what is ScalePod AI (Brand)
- AI design tools for workwear embroidery suppliers (Tool search)
- AI mockup generator for branded merchandise (Tool search)
- AI seamless pattern generators for all over print (Tool search)
- AI tools that design print on demand products automatically (Tool search)
- Etsy print on demand automation tools (Tool search)
- alternatives to the Printful mockup generator with AI (Tool search)
- best AI merch design software for promotional merchandise agencies (Tool search)
- print on demand automation tools UK (Tool search)
- software for merch agencies to create product catalogues fast (Tool search)
- tools to mockup a client logo on merchandise (Tool search)
- how can a promotional merchandise company use AI (Use cases)

Method and glossary

Rankings: live Google search from a United Kingdom desktop location, personalisation off, top 20 results; repeated weekly. **Searches / month:** Google's average monthly search volume for the market. **Difficulty:** 0–100 estimate of how hard the first page is to reach; under 30 is attainable for a small site. **Lighthouse:** Google's page-quality tool, run on a sample of pages on a simulated phone and desktop. **AI visibility:** each question is asked once per engine; a "mention" is the brand name in the answer text, a "citation" is the site in the answer's sources. **Links:** third-party backlink index snapshot; counts change as the index refreshes.

Prepared by LeadFlow Automation · SEO Desk · 2 November 2026 · Figures are a point-in-time baseline; weekly tracking is active.