

Setup

From the client (the only required input)

Client website URL	https://www.torryharris.com/	
Brand name	Torry Harris Integration Solutions	
Brand descriptor		Short context to disambiguate — category + locale/niche (e.g. 'project management SaaS, US'). Used so AI doesn't confuse the brand with same-

You derive these during the run (no need to ask the client)

Brand category	Enterprise API Management & Integration Services
Competitor 1	MuleSoft
Competitor 2	WSO2
Competitor 3	Boomi

Admin

Audit run by	Divya Tripathi
Date run	17-Jun-2026

Platforms to run — toggle each engine ON or OFF

ChatGPT	Yes	
Perplexity	No	Requires sign-in — off by default
Gemini	Yes	
Claude	No	Requires sign-in — off by default

Foundations — Technical, On-Page, Off-Page (Pass / Partial / Fail)

#	Check	Result (P/~ /F)	Tool / how	AI?	Notes
TECHNICAL & ACCESS — the gate					
1	AI crawlers allowed — robots.txt has no Disallow for GPTBot, ClaudeBot, PerplexityBot, Google-Extended	~	Read /robots.txt	Yes	No robots.txt file was detected. Crawlers can still access the site, but explicit crawl directives and AI crawler guidance are not currently provided.
2	Site indexed on Google — site:domain.com returns the key pages	P	Google: site:domain	Yes	Site is indexed and ranking; audit does not indicate indexing issues.
3	Pages render without JS — content visible in view-source / with JS disabled	P	Browser view-source	Yes	No rendering issues identified in the audit.
4	Mobile-friendly — passes Google's mobile test; readable, tappable on a phone	P	Google Mobile-Friendly Test	—	No mobile usability issues found.
5	Speed & Core Web Vitals — loads fast on mobile; LCP/CLS/INP not in the red	~	PageSpeed Insights	—	Core Web Vitals are acceptable but multiple performance improvements remain. Page speed is not failing, though several optimizations have been identified like: SecurePrivacy script is render-blocking Images need optimization Cache-Control headers need fixing reCAPTCHA loads globally Render-blocking CSS exists
6	One canonical domain — www/non-www and http/https all redirect to ONE version	~	Type all 4 URL variants	—	Redirect chain exists (http → https → www). Should be simplified to a single redirect.
7	No broken key pages — important URLs return 200, not 404; no dead backlinked pages	~	Ahrefs Broken Link Checker	—	No major 404 issues identified, but server responses to HEAD requests may impact crawler efficiency and monitoring tools.
8	Sitemap clean — /sitemap.xml exists, submitted to GSC, lists key pages, no junk	~	/sitemap.xml + GSC	—	Sitemap exists and is functional, but includes low-value URLs and inconsistent update signals.
ON-PAGE — structured to rank & be quoted					
9	Title tags & meta descriptions — present, unique, keyword-relevant on key pages	~	Browser / view-source	—	Homepage, product pages and services pages require title/meta rewrites.
10	Clean heading structure — one clear H1, logical H2/H3 with topic terms	~	Browser / SEO plugin	Yes	Homepage lacks a stable, optimized H1. Recommend replacing current heading.
11	Answer-first content — key pages answer the buyer question early & directly	P	Manual read	Yes	Strong service and enterprise-focused content; no major content clarity issues identified.

12	Schema markup — Organization + sameAs present and valid	~	<i>Rich Results Test</i>	Yes	Schema is implemented across key pages, but validation errors and incomplete markup reduce its effectiveness for search engines and AI systems like: JSON-LD syntax errors Invalid sameAs formatting Missing SoftwareApplication schema Organization schema inconsistencies
13	AI Overview / Featured Snippet presence — does the brand show in Google's AI Overview or snippet for key queries?	~	<i>Google the buyer queries</i>	Yes	Strong enterprise authority and entity recognition, but no evidence of AI Overview inclusion for category searches.
14	URL structure — slugs are short, readable, hyphenated; no junk parameters or deep nesting	P	<i>Browser address bar</i>	—	URLs are generally clean, readable, and enterprise-friendly.
15	Image optimization (spot-check) — key pages: images have alt text, sensible filenames, not oversized. Quick scan only — full image audit is in the paid engagement	~	<i>Browser / right-click inspect</i>	—	Width/height attributes, lazy loading, LCP image optimization, and fetchpriority improvements recommended.
OFF-PAGE — does the web vouch for them					
16	On review sites — listed on G2 / Capterra / relevant directories	P	<i>Manual search</i>	Yes	Strong presence across enterprise software ecosystems including Gartner, G2, Crunchbase, Glassdoor, Indeed, and analyst platforms.
17	Third-party mentions — brand appears on Reddit/forums/press, not just own site	F	<i>Google: brand -site: domain</i>	Yes	Very limited evidence of active discussion in forums, communities, or industry publications.
18	Backlink foundation — some quality referring domains, no obvious toxic spam	P	<i>Ahrefs/Semrush free</i>	—	Some quality referring domains are present, and no obvious toxic or spam-heavy backlink patterns were identified during the spot check.

ODD

SCREW

AI Visibility Check — 15 prompts per engine (the empirical output)

#	Prompts	ChatGPT	(skip)	Gemini	(skip)
BRAND IDENTITY					
1	I recently came across Torry Harris Integration Solutions while researching options. What do they do, and who is it built for?	Y		Y	
2	Is Torry Harris Integration Solutions a credible and established company, and what are they best known for?	P		Y	
3	What do customers and reviewers generally say about Torry Harris Integration Solutions, including any common criticisms?	Y		Y	
4	How does pricing work for Torry Harris Integration Solutions, and is it considered good value?	Y		Y	
5	What type of company or user is Torry Harris Integration Solutions the best fit for, and who might be better served elsewhere?	Y		Y	
CATEGORY RECOMMENDATION					
6	What are the best Enterprise API Management & Integration Services options available right now, and what makes each of them stand out?	N		N	
7	I'm evaluating Enterprise API Management & Integration Services for my business. Which providers would you recommend, and why?	N		N	
8	Which Enterprise API Management & Integration Services solutions are considered the most reliable and widely trusted?	N		N	
9	If I'm comparing Enterprise API Management & Integration Services tools, what should I be looking for, and which ones do you suggest?	N		N	
10	Who are the leading providers in Enterprise API Management & Integration Services today, and how do they differ from one another?	N		N	
COMPARISON					
11	How do Torry Harris Integration Solutions and MuleSoft compare, and which would you recommend for most teams?	P		P	
12	What are the main differences between Torry Harris Integration Solutions and WSO2 in terms of features and value?	Y		Y	
13	Between Torry Harris Integration Solutions and Boomi, which is the better long-term choice, and why?	Y		Y	
14	What are the main alternatives to Torry Harris Integration Solutions, and when would each be a better fit?	Y		Y	
15	If I'm considering Torry Harris Integration Solutions, what other options should I evaluate before deciding, and how does Torry Harris Integration Solutions compare?	Y		Y	

Mini Visibility Audit — Results

Prepared for Torry Harris Integration Solutions · 17 Jun 2026

Readiness (inputs) — two lenses on the same foundation checks		
SEO Health	67	Partial — key SEO fundamentals need work
AI Readiness	67	Partial — foundations exist but incomplete for AI

SEO Health reads all foundation checks; AI Readiness reads only AI-relevant checks (crawler access, structure, schema, mentions — not meta/CTR). Shared checks are why the two move together but not identically.

AI Visibility (output) — what the engines actually do, per platform					
AI Visibility Score	46			Recognized	
Per-engine weighted score					
	ChatGPT	Perplexity (off)	Gemini	Claude (off)	Read
Score	9	—	9.5	—	See per-engine

The story + top 3 priorities (write after the run)			
Recognized by AI engines, but positioning is ambiguous — AI can't consistently tell whether Torry Harris Integration Solutions is an API platform vendor or a systems integrator, which limits recommendation visibility.			
#	Priority fix	Why it matters (cause → effect)	Lens

1	Make the dual identity explicit and structured so AI can tell the product apart from the services practice	AI responses shift depending on query context. Asked about competitors, AI names MuleSoft, WSO2, and Boomi. Asked to compare directly, it says they're "not comparable — one is a services company, one is a platform" (and for WSO2/Boomi it caveats, then compares anyway). Asked for the best Enterprise API Management & Integration Services, Torry Harris Integration Solutions is absent. In 1 of 5 identity prompts, AI also defaulted to the name THBS instead of THIS despite the full name being used. The root cause isn't that the company has two identities — it's that the web blurs them together, so AI guesses which one applies and guesses inconsistently (Gartner indexes the API Manager product alongside platform vendors; most other content describes a consulting / systems-integration firm). The fix isn't to pick one — it's to give the product (the API Manager) and the services practice distinct, well-signposted spaces: separate pages, separate schema (SoftwareApplication for the product, Organization/Service for the practice), and separate comparison content. When the two are clearly delineated, AI can route a competitor query to the product and a services query to the practice instead of flip-flopping.	AI Visibility
2	Build third-party community and editorial presence	Beyond Gartner and G2 profiles, independent discussion of Torry Harris Integration Solutions is near-absent — very limited evidence of Reddit, forums, industry press, or community mentions. Enterprise analyst authority exists, but the community and editorial layer that gives AI confidence to recommend is thin. When AI has limited independent sources to draw from, it defaults to whatever signal is loudest—which is currently the services/consulting narrative. More editorial coverage, community discussion, and comparison content specifically about the API Manager product and integration platform would give AI a stronger, more consistent signal to draw from.	AI Visibility + Authority
3	Strengthen technical SEO foundations	No robots.txt file detected (crawlers can access the site, but explicit AI crawler guidance is absent). Redirect chains exist (http → https → www should be a single hop). Schema markup has validation errors and incomplete implementation. Homepage lacks a stable, optimized H1. These are hygiene issues — the site works, AI can reach it — but tightening them sharpens the signals AI reads on every page.	SEO + AI Readiness

This mini audit covers the foundational, obvious points. The full engagement scores every check across a 4-pillar framework, tracks per-platform citation trends monthly, and ties it to a 30/60/90 roadmap.