ROOT SIGNALS × SAN DIEGO CANYONLANDS · GEO AUDIT REPORT (EXPANDED)

San Diego Canyonlands: GEO Audit of sdcanyonlands.org

Prepared for San Diego Canyonlands · Prepared by Gregory Cox, Root Signals · November 17, 2026. Expanded audit: 39 pages crawled, 160 passages scored, brand mentions searched.

Executive Summary

Overall GEO Score: 55/100 (Fair)

San Diego Canyonlands is open to AI search tools and loads quickly, and it already has an Organization block in its schema, but the site is cluttered and thinly described. All 39 crawled pages return 200 in an average of 0.4 seconds, and robots.txt does not block any AI crawler. The organization name in the schema has the EIN attached on every page and the schema address is the old one, 13 of 39 pages have no meta description, 27 have more than one H1, draft and duplicate pages are published and listed in the sitemap, there is no llms.txt, and none of the 160 passages we scored reached 70 out of 100 for how easily AI tools can quote them. Fixing the schema and the duplicate pages comes first; adding descriptions and answer-first openings comes second.

How we measured: we requested the homepage and all 38 URLs in the sitemap (39 pages) plus robots.txt, llms.txt and the response headers, at one request per second. Passage scoring uses the bundled 100-point heuristic over 160 passages of 25 or more words on 26 pages; it estimates how quotable the writing is, it is not a score from any AI product, and it scores lower than the heuristic used in the Nov 6 report, so passage numbers are not comparable between the two reports. Word counts here leave out menus, headers and footers. Brand mentions come from two web searches. We could not ask ChatGPT, Gemini or Perplexity directly, so the platform score estimates readiness, not actual answers.

Score Breakdown

Category	Score	Weight	Weighted
AI Citability	45/100	25%	11.2
Brand Authority	58/100	20%	11.6

Content E-E-A-T	58/100	20%	11.6
Technical GEO	62/100	15%	9.3
Schema & Structured Data	55/100	10%	5.5
Platform Optimization	58/100	10%	5.8
Overall GEO Score			55/100

Critical Issues

Fix immediately

- The organization name in the schema has the EIN attached, and the address is out of date. On all 39 pages the LocalBusiness block gives the name as "San Diego Canyonlands EIN #: 26-2237918" and both the Organization and LocalBusiness blocks list 5106 Federal Blvd #205, while the visible footer shows 610 Gateway Center Way and directory listings such as MapQuest still carry the Federal Blvd address. AI tools can repeat the EIN as part of the name and the wrong address. Fix: remove the EIN from the business name and update the address in the Squarespace business information.
- Draft and duplicate pages are published and listed in the sitemap. /homepage repeats the home page (same title, 572 words, 8 H1s), /theteam-1 is titled "Our Team (Copy)", /resources-copy is titled "Corporate Sponsorship (AA)", /new-page-2 is titled "Resources", the two Navajo Canyon pages share one title, and the two Wildfire Resiliency pages share one title. They dilute the site and give AI tools competing answers. Fix: unpublish or redirect the drafts and copies, and merge the paired pages.

High Priority Issues

Fix within one week

- The homepage title and description are missing or just the name. The homepage title is "San Diego Canyonlands" and it has no meta description, and 13 of 39 pages have none, including Wildfire, Wildfire Resiliency, Habitat Restoration, Native Plant Gardening, Streambed Enhancement, Our Fellows, Newsletter and Maps and Field Guides. Fix: write a one-sentence description for each, starting with the homepage.
- Most pages have more than one H1. 27 of 39 pages have two to eight H1 tags (the homepage and Navajo Canyon Restoration have eight), which usually comes from the template styling headings as H1. Fix: one H1 per page, set in the Squarespace heading blocks, restyling the rest with CSS.
- Few passages are easy to quote. Across 160 scored passages the average is 34 out of 100, the median is 32, none reach 70, and 66% score under 40. The best pages are Restoration Projects (52), Canyon Benefits (45) and Who We Are (44). Fix: open key pages with a plain

statement of what the organization does, with figures and dates.

- There is no llms.txt. /llms.txt returns 404. Squarespace has historically not allowed files at the site root, so check whether it can serve one, or use a redirect to a page that carries the same content.

Medium Priority Issues

Fix within one month

- Thin pages. 12 of 39 pages have fewer than 150 words: Team (50), Financials (71), Friends of Marston Canyon (76), Board (80), Careers (82), Environmental and Social Justice (102), Our Fellows (109), Native Plant Gardening (115), Restoration Projects (124), Maps (140), Maps, Field Guides and Online Tools (148) and Outreach (148). Fix: expand each to at least 300 words of plain description.
- Old URLs return 404. /cep, /translations and /canyon-group-resources-1 still return 404 with no redirect, and /what-we-do redirects to /restoration with a temporary 302. Fix: add permanent 301 redirects for the old URLs.
- Page titles repeat across topics. The homepage and /homepage share the title "San Diego Canyonlands", the two Navajo Canyon pages share a title, and the two Wildfire Resiliency pages share a title. Fix: give every page a unique title that says what it covers.

Low Priority Issues

Optimize when possible

- The sitemap lists /homepage but not the root URL. Fix: remove /homepage and let the root URL appear in the sitemap.
- The sameAs links cover Facebook, Instagram and YouTube. If San Diego Canyonlands has a LinkedIn page, add it; add a Wikidata link once an entry exists.
- Donations go through give.sdcanyonlands.org (the root of that address redirects to the main site, and the campaign page loads on its own). Check that Google Analytics follows donors across.

Category Deep Dives

AI Citability: 45/100

- Access: robots.txt lists the known AI crawlers in one group with no blanket Disallow, so none is blocked. All 39 crawled pages returned 200.
- No llms.txt. /llms.txt returns 404. This is the main missing piece for AI visibility.
- Passage quality (bundled heuristic): average 34 out of 100 across 160 passages on 26 pages, median 32. None score 70 or more and 66% score under 40.
- How the score is built: access 100 (25%), llms.txt 0 (15%) and passage quality 34 (60%)

give 45.

Brand Authority: 58/100

- Found: a Charity Navigator profile and directory pages built from IRS data (EIN 26-2237918) on ProPublica Nonprofit Explorer, GoFundMe, Impala, Gudsy, Idealist, MapQuest and govserv. The site states it holds a Candid Platinum Seal of Transparency 2025; we could not confirm it on Candid's own site. The Organization schema lists a YouTube channel, a Facebook page and an Instagram account.
- Not found: a Wikipedia article of its own (it is mentioned in the Swan Canyon article), a LinkedIn page, a Reddit discussion, or a GuideStar profile page in search results.
- Entity confusion risk: Canyonlands National Park in Utah and unrelated canyon results appear. A clear one-sentence description on the homepage helps AI tools tell them apart.

Content E-E-A-T: 58/100

- Strengths: a stated mission and founding (2008), team, board and financials pages, individual pages for canyon groups and restoration projects, and one long page of real detail (Navajo Canyon Restoration, 1,376 words).
- Gaps: 12 of 39 pages are under 150 words, drafts and duplicates dilute the site, 13 pages have no meta description, and key pages open with calls to action instead of plain statements of fact.

Technical GEO: 62/100

- Good: HTTPS with a 301 from http and from the bare domain to www, about 0.4 seconds average fetch time (0.8 maximum), a canonical tag on every crawled page, and 39 of 39 pages returning 200.
- Poor: 27 pages with several H1 tags, 13 pages with no meta description, 404s on old URLs, a temporary 302 on /what-we-do, and no llms.txt.

Schema & Structured Data: 55/100

- In place: WebSite, Organization (address and three sameAs links) and LocalBusiness on every crawled page. This is a better base than most small nonprofits have.
- Wrong: the LocalBusiness name carries the EIN, the address is the old one, and nothing beyond the site-wide blocks marks up individual pages. Fix the name and address first, then add page-level markup.

Platform Optimization: 58/100

- Google AI Overviews and Gemini rely on pages Google can crawl and index. The site is fast, open and server-rendered, but the duplicate and draft pages and the missing descriptions give Google weaker signals.
- ChatGPT and Perplexity lean on third-party mentions and clear answer text. The organization is listed on nonprofit directories, but a stronger homepage description, an

llms.txt and a confirmed Candid profile would help.

Quick Wins

Implement this week

1. Remove the EIN from the business name and correct the address in Squarespace so the schema name is "San Diego Canyonlands". Expected impact: high.
2. Redirect or unpublish /homepage, /theteam-1, /resources-copy and /new-page-2, and merge the Wildfire and Navajo Canyon pairs. Expected impact: high.
3. Write a mission-based title and description for the homepage and the other 12 pages without one. Expected impact: medium.
4. Reduce each page to one H1 in the Squarespace heading blocks, starting with the homepage (eight H1s). Expected impact: medium.
5. Add 301 redirects for /cep, /translations and /canyon-group-resources-1, and make /what-we-do a 301. Expected impact: low.

30-Day Action Plan

One theme per week

Week 1: Cleanup. Fix the schema name and address, remove or redirect the duplicate and draft pages, and write the homepage title and description.

Week 2: Structure. Reduce every page to one H1, write the missing meta descriptions, and make each page title unique.

Week 3: Clarity. Rewrite the Home, Restoration and Careers openings so each states plainly what San Diego Canyonlands does, with figures and dates, and expand the 12 thin pages.

Week 4: Authority. Confirm the Candid profile, add LinkedIn if wanted and a Wikidata entry, check whether Squarespace can serve llms.txt, and add the old-URL redirects.

Appendix: Pages Analyzed

39 pages requested (the homepage and all 38 sitemap URLs) at one per second. The table shows the pages with the most notable issues; the full crawl is in sd-canyonlands/site-audit/geo-crawl-2026-11-17.csv. Passage scores use the bundled 100-point heuristic.

Page	Words	GEO issues
/team	50	thin; 1 H1
/financials	71	thin

/friends-of-marston-canyon	76	thin; 2 H1s
/board	80	thin
/careers	82	thin; passage score 24
/new-page-2	223	draft page; 5 H1s; no meta description; passage score 23
/theteam-1	257	duplicate "Our Team (Copy)"
/resources-copy	265	duplicate "Corporate Sponsorship (AA)"; 4 H1s; no meta description
/homepage	572	duplicate of the home page; 8 H1s; no meta description; passage score 38
/wildfire-resiliency	218	same title as /wildfire; 6 H1s; no meta description
/navajo-canyon-restoration	1376	same title as the -project page; 8 H1s; passage score 34
/	572	no meta description; 8 H1s; passage score 38