

AI-See Audit Report

Full Audit

Prepared for: Vanessa Murphy

Company: [REDACTED] Hip Hop School

Website: https: [REDACTED]

Industry: Dance school

Location: [REDACTED], KS

Reference: ED37397B



HOST SECURITY SCREEN

Your web host has a security screen that turned our automated scan away. Your pages were read from a regular connection instead. Which AI assistants can open your website was tested from inside each one; the results are below.

Executive Summary

[REDACTED] is found by AI for dance and DJ classes, but never for art, and never when a parent asks about a class for a 3 year old. Where it is found, it is often found as [REDACTED], the school's old name.

What the assistants said: we asked 21 questions, the way parents and adult students ask about dance, DJ and art classes, to all eight assistants, each question twice and each time in a new chat, for 336 answers. 190 named the school: 157 as [REDACTED] and 33 only as [REDACTED]. For dance, 147 of 208 answers named you, and for DJ, 43 of 64. Adult classes do worse overall than kids' classes: asked where adults can learn breakdancing, 14 of 16 answers named you, but for DJ lessons for adults 11 of 16, hip hop for adult beginners 8 of 16, and house dance for adults only 4 of 16. For art, 0 of 48: asked about art classes, drawing classes or an after-school art program for kids, no assistant named you once, though you teach art every Friday. Asked where a 3 year old can take a dance class, none of 16 answers named you, though Toddlers Just Move starts at age 2. Street Styles Academy was named in 163 answers.

Asked twice: of 168 question-and-assistant pairs answered in both passes, 88 named you both times, 14 named you only once, and 66 never did. By assistant, naming you by your current name: Claude 29 of 42 answers, ChatGPT 27, Grok 29 of 42, Perplexity 26, Gemini 22 (and 6 more as [REDACTED]), Microsoft Copilot 17, Meta AI 7, and DeepSeek 0: all 22 of its mentions were [REDACTED].

What they got wrong: we found 106 wrong facts. Grok gave people the old phone number, [REDACTED], in 21 of its 42 answers, and [REDACTED] as your website in 21. That number still sits on the site's FAQ page. DeepSeek never used the new name, and 11 times told people your classes are for ages 13 and older, citing ClassPass, whose listing still says [REDACTED], the old website and a third phone number, [REDACTED]. Three answers from Gemini and Perplexity list [REDACTED] and [REDACTED] as two separate schools. Others give the old Instagram ([REDACTED], which no longer exists) and an old email on another organization's domain.

Where the old name lives: the site's own code still names the site "[REDACTED]" on every page (and, from a second SEO plugin, "My WordPress"). The one block of code that does say [REDACTED] is broken by

a typo, so nothing can read it. The footer and Contact page link to an Instagram account that no longer exists, and the homepage's YouTube button goes to a dead channel while the real one, [REDACTED], goes unlinked. The old [REDACTED] Facebook page is still live, says "Open now", and has 2,400 followers and 24 reviews, against 695 followers and no reviews on the [REDACTED] page. The Google Business Profile is correct and strong (5.0 from 72 reviews) but still lists [REDACTED] as a website. ClassPass and Yelp still list the school as [REDACTED].

Search: [REDACTED] is on Google's first page for 12 of the 21 questions (first place for breakdancing classes for kids and for learning hip hop culture) and Bing's for 6. On Brave, the search engine behind Claude's web search, it never appeared; the old [REDACTED] appeared instead, 7 times, twice in first place. Google's own AI answer, the summary it writes above the search results, appeared on all 21 searches. It named you in 15: 11 times as [REDACTED] and 4 times only as [REDACTED], and in 9 searches it labels your own Google listing (5.0 from 72 reviews) [REDACTED] Hip-Hop School. In 5 it lists [REDACTED] and [REDACTED] as two separate schools, each with your 72 reviews. It never named you for art, for a 3 year old, for adult house dance or for after-school activities.

Can AI get into your site? Your web host, SiteGround, runs a security screen that turned our automated scan away. That matters beyond our scan. Most AI tools that read websites are automated the same way ours is: they run from servers, not from a person's phone. SiteGround says it lets in the crawlers that ChatGPT, Claude, Google's Gemini tools and Perplexity use when someone asks them a question. Anything not on its list meets the same screen we did: Meta's crawlers, AI agents working on a customer's behalf, and business tools built on AI models through an API. It also blocks, by default, the crawlers that collect pages to train AI models, so what those models learn about you comes from other pages, including the old [REDACTED] ones. When we asked each assistant, inside its own app, to open your Classes page and tell us the Sunday class time, seven of the eight read it. Meta AI could not, which fits Meta not being on SiteGround's list. So the apps most people use today get in, but a person asking in an app is not the only way AI reaches your site, and the automated ways are the ones this screen stops.

Also found: the Summer Camps page still says registration is open, and both Reserve buttons lead to pages that no longer exist. The phone number in the footer of every page is linked wrong, so tapping it on a phone gives an error instead of a call. Several pages disagree on class names, ages and days. On a phone, Google's speed tests measured 9.2 to 14.0 seconds for the homepage's main photo to appear, against Google's 2.5 second guideline; on a desktop, 0.8 seconds.

Where to start:

- Fix the phone number on the FAQ and in the footer. People are being given the wrong number and cannot tap the right one.
- Remove the old developer's access to your site, so every fix after it is done under your own login.
- Put your art, DJ and toddler classes on the homepage with pages of their own. Today no assistant connects your art or toddler classes to you.

Then the rest, in the order of work below: SiteGround's screen, the broken business details code, the site's name, the dead links, the old Facebook page, the Google profile, and the ClassPass and Yelp listings.

Your audit includes three quarterly re-measures and a walkthrough meeting. See What Happens Next, at the end of this report.

Get help with these fixes from your own AI assistant

Upload this report (the PDF) to Claude or ChatGPT, then paste the prompt below. It will walk you through each fix, one step at a time, for your own website and accounts. Uploading shares this report with that company, so use the one you are comfortable with. Every fix below also has its own prompt.

The attached PDF is the AI-See Audit of my business, [REDACTED] Hip Hop School in [REDACTED], Kansas ([REDACTED]). My website runs on WordPress with the Elementor page builder, hosted at SiteGround. I own my domain, my SiteGround account and my Google Business Profile.

Help me do the fixes in the report, in the order the report lists them, starting with fix 1.

For each fix: tell me in one sentence what we are fixing and why, then walk me through it one

step at a time and wait for me to say done before the next step. Where the report gives exact text, code, a phone number or a name, use it exactly as written and do not change it. If a screen looks different from what you expect, ask me to describe what I see instead of guessing. When a fix needs writing (a page, a description, a message), draft it from the facts in the report and ask me for anything missing; do not invent classes, prices, ages or times. At the end of each fix, tell me how to check it worked, using the report's How To Know It Worked section, before we move on.

Also found during the review

Corrections to the automated checks

The automated scan reported that no phone number was found on your homepage. That was wrong: your host's security screen kept the scan from reading the page. The number is in the footer of every page; its link is broken, which the first fix covers.

We would rather tell you we were wrong than leave a false finding in your report.

Can the AI Assistants Open Your Website?

Each assistant was asked, inside its own app, to open [redacted] and tell us something printed only on that page (the Sunday house dance class starts at 4:30 PM). This is the visit an assistant makes when a customer asks it to look at your site.

Assistant	Result	What it said
ChatGPT	Opened it	The Sunday House Dance class starts at 4:30 PM. It's an open-level class for teens and adults. [redacted]
Gemini	Opened it	According to the page, the Sunday House Dance Class (Open Level for Teens & Adults) starts at 4:30pm. [redacted] Hip Hop School Kansas City
Perplexity	Opened it	The Sunday House Dance class starts at 4:30 PM (open level for teens and adults). [redacted]
Claude	Opened it	Sunday House Dance starts at 4:30pm. It's a Sundays-only class, open level for teens and adults. [redacted] One snag on that page: the header also claims classes run Monday through Friday evenings, which contradicts the Sunday listing.
Grok	Opened it	4:30pm
DeepSeek	Opened it	The Sunday house dance class starts at 4:30pm.
Microsoft Copilot	Opened it	The Sunday House Dance Class starts at 4:30 PM and is listed as"Open Level (Teens & Adults)" under "House Dance Class" with the schedule"SUNDAYS ONLY." [redacted]
Meta AI	Turned away	I cannot open the page https:[redacted] — it returns "Page Not Found" when I try to access it, so I can't answer from that page alone.

Technical SEO Checks

Technical SEO

✓ **Title Tag Length** Title length (52 chars) is optimal

✓ **Meta Description** Meta description length optimal (143 chars)

✓ **H1 Tag** Single H1 tag found

✓ **Heading Hierarchy** Proper heading structure (H2: 3, H3: 0)

~ **Schema Markup** JSON-LD schema found, but the block meant to describe LocalBusiness has an error and cannot be read. The fixes below cover it.

✓ **Canonical Tag** Canonical tag present

✓ **Viewport Tag** Mobile viewport configured

~ **Image Alt Tags [MEDIUM]** 1 of 3 images missing alt text

Alt text is the written description attached to each image. Text-based crawlers read the alt text rather than the image, and screen readers read it aloud, so an image with no alt text says nothing to either.

How to fix: Add an alt attribute to every image that carries meaning, describing what is in it. Leave alt empty only for decorative images. Alt text is the only part of an image a text-based crawler can read.

✓ **HTTPS** Site uses HTTPS

✓ **Robots.txt** Robots.txt file found

✓ **XML Sitemap** XML sitemap found

~ **Content Length [MEDIUM]** The homepage has only 279 words of visible text, which may not be enough to state who you are, what you do, who you serve and where

A page needs enough text to state who you are, what you do, and who you serve. A very short page may simply not say those things.

How to fix: Expand the page so it has enough text to describe the business, the services, and the area served. Very short pages give a machine too little to tell one business from another.

✓ **Indexing Allowed** No noindex, nosnippet or max-snippet restriction found in this page's robots meta tag or X-Robots-Tag header.

✓ **Platform Detected** Built with WordPress (page loads files from /wp-content/ or /wp-includes/). A security screen from SiteGround sits in front of the site and turned our automated scan away. Hosting: the server's IP address (34.160.81.203) is registered to Google LLC. DNS run by SiteGround (nameservers ns2.siteground.net, ns1.siteground.net).

✓ **Internal Linking** Good internal linking (24 links)

✓ **External Links** External links present (4)

~ **Contact Form [LOW]** No contact form on the homepage. Visitors who do not open a contact page may leave without reaching you

A contact form on your homepage gives visitors a direct path to reach you without opening another page. This is about converting visitors, not about AI visibility, so it is listed as housekeeping.

How to fix: Add a contact form or a plainly visible contact method on the page. If a form already exists, check that it renders in the page HTML rather than loading from a script, because a crawler will not see a form that only appears after scripts run.

~ **Contact Info [HIGH]** Phone and email are on the page, but the phone link in the footer is broken, so tapping it gives an error. The first fix covers it.

✓ **Viewport Scales To Device Width** Viewport is set to scale to the device width

Your page tells phone browsers to render at the device's own width rather than shrinking a desktop layout down. This is the prerequisite for a page being usable on a phone. Google indexes the mobile version of a page first, so this tag affects how your site is understood.

Performance

~ **Overall Performance [MEDIUM]** Google PageSpeed rated this page 70 on its 0 to 100 scale (Mobile: 55, Desktop: 85), in the range Google calls needs improvement.

How to fix: Work the largest wins first: compress and resize images and serve them in a modern format, defer scripts that are not needed to render the page, and enable caching and compression at the host.

✗ Largest Contentful Paint (LCP) [HIGH] Poor LCP: 14.0s - your main content takes longer than the 2.5 seconds Google recommends to appear

How to fix: The largest element on first view is taking too long to appear. Compress and resize the hero image, serve it in a modern format, and preload it. Move render-blocking scripts below the fold or mark them defer. If the page is server-rendered on request, add caching so the first byte arrives faster.

✓ **Cumulative Layout Shift (CLS)** Great CLS: 0 - page stays stable, no jumping content

~ **Interactivity (Max Potential FID, lab estimate) [MEDIUM]** FID needs work: 147ms - slight delay when clicking

How to fix: Reduce the amount of JavaScript running on load. Defer scripts that are not needed for first render, remove unused third-party tags, and break up long-running tasks.

✓ **Time to First Byte (TTFB)** Fast server: it answered in under a tenth of a second in Google's test, well inside the 0.8 second guideline

What AI Can Find About Your Business

We asked AI to read your homepage and answer the questions it uses when deciding whether to recommend a business. We report what AI actually found, verbatim. This is not a judgment on writing quality.

✓ Who you are: FOUND

The homepage names the school in its title and header.

AI found: "[REDACTED] Hip Hop School"

! What you do: NOT CONFIRMED

The homepage text never names the classes. It says "dance, music, and art" and "Hip-Hop Arts School"; breaking, DJ, house dance and art classes are named only on the Classes and About pages and in the page description.

How to fix: Add one sentence to the homepage that names the classes: breaking, DJ, hip hop and freestyle, house dance, and art.

! Who you serve: NOT CONFIRMED

The homepage text never says who the classes are for. Ages (2 and up, teens, adults) appear only on the Classes page and in the page description.

How to fix: Add the ages to that same homepage sentence: from age 2 through teens and adults.

✓ Where you work: FOUND

The full street address is on every page, and the homepage says Kansas City.

AI found: "[REDACTED] KS [REDACTED]"

✓ What to do next: FOUND

Free Trial and Contact Us buttons, phone and email on every page.

AI found: "FREE TRIAL"

Who Holds the Keys

Every fix in this report needs someone who can sign in. These are your own answers from the questionnaire, repeated here so the first thing you settle is access.

Your domain name: You, the owner

Your website login: You, the owner

Your Google Business Profile: You, the owner

Your DNS settings: You, the owner

Who will do the fixes: not decided yet, and whether they have the logins is not known.

You hold every key. One thing is still open: someone outside your business still has a login to your site. Removing it is fix 2, in week 1.

Every Page We Could Read

Your homepage is not your website. Your web host's security screen turned our automated crawler away, so each page below was read from a regular connection on 2026-09-25, and this is what it returned. A page that could not be read is marked as such: that is our gap, not a finding about your site.

Page	Answered	Title	H1	Words	Indexable
/	200	[REDACTED] Hip Hop School Kansas	1	279	yes
/wordpress-resources-at-siteground/	200	WordPress Resources at SiteGround - [REDACTED]	1	313	yes
/summer-camps/	200	Summer Camps 2026 - [REDACTED] Hip	1	395	yes
/classes/	200	Classes - [REDACTED] Hip Hop School	1	691	yes
/free-trial/	200	Free Trial - [REDACTED] Hip Hop Sch	1	291	yes
/contact-us/	200	Contact Us - [REDACTED] Hip Hop Sch	1	112	yes
/more-info/	200	More Info - [REDACTED] Hip Hop Scho	1	1106	yes
/privacy-policy/	200	Privacy Policy - [REDACTED] Hip Hop	1	2513	yes
/about-us/	200	About Us - [REDACTED] Hip Hop Schoo	1	652	yes
/category/uncategorized/	200	Uncategorized - [REDACTED] Hip Hop	1	140	yes

What to fix on these pages

/contact-us/

This page has only 112 words of visible text.

Fix: Either say more on it, or fold it into another page.

/category/uncategorized/

This page has no meta description, so search engines write their own summary of it.

Fix: Write one sentence describing the page in your own words.

Google Business Profile and Listings

Google uses your Business Profile in Maps and local results, and assistants that search the web can find it too. This is what we could confirm directly, and what we could not check automatically.

✓ Google Business Profile

Profile found ([REDACTED] Hip Hop School) with all 6 checked fields filled in. Checked: address, phone number, website link, opening hours, business category, photos. The description you write on the profile is not visible to this check, so it is reviewed by hand.

✓ Google Reviews

72 reviews, 5.0 average rating. Reviews are one of the things an assistant can repeat about a business, and more of them give it more to go on.

Directory listings

Where	Listed	Filed under	Against your details	Notes
Google Business Profile	yes	Dance school	website	5.0 from 72 reviews. Name, address and phone match. The profile still lists the old domain [REDACTED] alongside [REDACTED].
ClassPass	yes	Dance studio	name, phone, website	Old name, old website and a phone number used nowhere else. 4.2 from 6 reviews. DeepSeek cites ClassPass for an ages 13+ limit.
Yelp	yes	Dance school	name, phone, website	Old name, old website and the same stray phone number as ClassPass. 5.0 from 1 review. Checked September 26, 2026.

Social profiles

Profile	Live	Links to your site	Against your details	Notes
Facebook	yes	yes	matches	Matches the official version. Links to Instagram [REDACTED]. No reviews yet.
Facebook (old [REDACTED] page)	yes	no	name, website	Not a link the client gave us; found because [REDACTED] points to it as the publisher on every page. Still live, shows 'Open now', lists Instagram [REDACTED] (no longer exists) and email [REDACTED]. It has more followers and all of the Facebook reviews.

Instagram	no	not recorded	not compared	The account at this link no longer exists. The school's live account is [REDACTED] ([REDACTED], 431 posts, 1,555 followers), linked from the Facebook page. [REDACTED]'s footer, its Contact page and its business details code still point to [REDACTED].
YouTube	no	not recorded	not compared	No channel at the handle given ([REDACTED], page not found). The school's live channel is [REDACTED] ([REDACTED]); both videos on the homepage come from it. The homepage's YouTube button still points to the dead handle.

Not provided, not checked: LinkedIn, X, TikTok, Pinterest, Threads, Better Business Bureau, Apple Maps, Bing Places, Nextdoor. No link was given for these, so they were not looked at. That is not a finding that they are missing.

Assistant Readiness

One row per assistant, on the audit date. "Named" counts the answers that named this business by its full name, its website, or its acronym as a whole word. Every question was asked twice, each time in a new chat, so each assistant's answers count both passes.

Asked twice: of 168 question-and-assistant pairs, 88 named you both times, 14 named you once, and 66 never did. Named both times means the assistant reliably knows you for that question; once means it is a coin flip.

Assistant	How it was asked	Answers	Named you	Old name only
ChatGPT	In its own app, new chat, no history, each question twice	42	27	0
Gemini	In its own app, new chat, no history, each question twice	42	22	6
Perplexity	In its own app, new chat, no history, each question twice	42	26	1
Claude	In its own app, new chat, no history, each question twice	42	29	1
Grok	In its own app, new chat, no history, each question twice	42	29	1
DeepSeek	In its own app, new chat, no history, each question twice	42	0	22
Microsoft Copilot	In its own app, new chat, no history, each question twice	42	17	0
Meta AI	In its own app, new chat, no history, each question twice	42	7	2

The questions we asked

Asked word for word as a customer would type them, and frozen here so every quarterly re-measure compares like for like.

1. "Where can my kid take hip hop dance classes in Kansas City?"
2. "Breakdancing classes for kids in Kansas City"
3. "Are there DJ classes for kids in the Kansas City area?"

4. "Hip hop dance classes for toddlers in the Kansas City metro"
5. "Where can adults learn breakdancing in Kansas City?"
6. "Best hip hop dance school in the Kansas City area"
7. "House dance classes in Kansas City for adults"
8. "Free trial hip hop dance class in Kansas City"
9. "Where can a teenager learn to DJ in Kansas City?"
10. "Art classes for kids in Kansas City"
11. "Drawing classes for kids in the Kansas City metro"
12. "After-school art program in Kansas City"
13. "DJ lessons for adults in Kansas City"
14. "Where can I learn to DJ on vinyl turntables in Kansas City?"
15. "Hip hop dance classes for teens in Kansas City"
16. "Breaking classes for beginners in Kansas City"
17. "Where can my 3 year old take a dance class in Kansas City?"
18. "Hip hop dance lessons for adult beginners in Kansas City"
19. "Freestyle dance classes in Kansas City"
20. "Where can kids learn hip hop culture, not just dance, in Kansas City?"
21. "After-school activities in Kansas City that aren't sports"

What the Assistants Say About You

The assistants mostly find the school for dance, but many describe it with details from the old [REDACTED] name: the old name alone in 33 answers, the old website in 25, the old phone number in 23, classes "for ages 13 and older" in 11, an Instagram account that no longer exists in 6, and an email on another organization's domain in 5. Three answers list [REDACTED] and [REDACTED] as two different schools. Each one matches something still published: the FAQ page, the old Facebook page, the site's own code, the ClassPass listing, or old search listings.

These conflict with what you told us

[REDACTED] is the school's old name. The school is [REDACTED] Hip Hop School, [REDACTED].

In 33 answers: DeepSeek 22, Gemini 6, Meta AI 2, Perplexity 1, Claude 1, Grok 1

Gemini, answering "Best hip hop dance school in the Kansas City area": "...programs for hip hop in the KC metro, broken down by specialty:

1. Best for Authentic Street Styles & Culture: [REDACTED] Hip-Hop School Location: [REDACTED] KS / Greater KC area Best For: Breaking, DJing, freestyle..."

Perplexity, answering "Freestyle dance classes in Kansas City": "For a true freestyle / improvisation-focused class, [REDACTED] appears to be the closest match: its Freestyle Fundamentals/Hip Hop course explicitly..."

The school's website is [REDACTED]. [REDACTED] is the old domain.

In 25 answers: Grok 21, DeepSeek 2, Claude 1, Meta AI 1

Claude, answering "Breaking classes for beginners in Kansas City": "...leans toward kids, so if the student is an adult, call first and ask whether they have an adult beginner slot. [REDACTED] My WordPress Facebook Quick take: For an adult beginner, go with Street Styles first. For..."

Grok, answering "Breakdancing classes for kids in Kansas City": "...sessions for younger kids). Affordable and community-oriented. YouTube Website/Contact: [REDACTED] (or search [REDACTED] for related pages). Check Instagram ([REDACTED] or similar) or call for enrollment—classes..."

The school's phone is [REDACTED]. [REDACTED] is an old number still printed on [REDACTED].

In 23 answers: Grok 21, Perplexity 2

Grok, answering "Hip hop dance classes for toddlers in the Kansas City metro": "...offers broader hip-hop/freestyle fundamentals for older kids. Classes run Monday–Friday evenings. Contact: text [REDACTED] or [REDACTED]; [REDACTED] or [REDACTED]. Affordable monthly..."

Perplexity, answering “Hip hop dance classes for toddlers in the Kansas City metro”: “...your child’s age and whether a trial is available. [REDACTED] [REDACTED] [REDACTED], KS. Its FAQ gives [REDACTED] for arranging a free trial; the place listing gives [REDACTED] so the FAQ number is the...”

Classes start at age 2 (Toddlers Just Move, age 2; Breakin' from 3), per [REDACTED].

In 11 answers: DeepSeek 11

DeepSeek, answering “Where can adults learn breakdancing in Kansas City?”: “...breakdancing in Kansas City, the most direct option found is [REDACTED] Hip Hop School, which explicitly offers classes for ages 13 and up, including adults. Primary Option for Adults [REDACTED] Hip Hop School Location: [REDACTED] West...”

DeepSeek, answering “Best hip hop dance school in the Kansas City area”: “...Free Hip Hop School: Located in [REDACTED], this school specializes in authentic instruction in Breakdancing for ages 13+ and adults. Note that some reviews mention ClassPass may not work at this location, so it’s...”

The Instagram account [REDACTED] no longer exists. The school's Instagram is [REDACTED].

In 6 answers: Grok 6

Grok, answering “Breakdancing classes for kids in Kansas City”: “...YouTube Website/Contact: [REDACTED] (or search [REDACTED] for related pages). Check Instagram ([REDACTED] or similar) or call for enrollment—classes enroll year-round. Positive reviews highlight confidence-building...”

Grok, answering “Breaking classes for beginners in Kansas City”: “...movement). Contact: [REDACTED] or [REDACTED]. Website: [REDACTED] (or check Instagram [REDACTED]). Affordable monthly options have been noted in past coverage (around \$99/month for one weekly...”

The school's email is [REDACTED]. [REDACTED] belongs to a Houston organization.

In 5 answers: Grok 5

Grok, answering “DJ lessons for adults in Kansas City”: “...\$99/month for one weekly 1-hour class (confirm current rates). Contact: Text preferred at [REDACTED]; email [REDACTED]; website [REDACTED] (or search [REDACTED] KC). [REDACTED] This is one of the most...”

Grok, answering “Where can kids learn hip hop culture, not just dance, in Kansas City?”: “...functions somewhat like a youth center with community vibes. Contact: Text [REDACTED]; email options include [REDACTED] or [REDACTED]. Website: [REDACTED] (or [REDACTED]). Led...”

[REDACTED] and [REDACTED] are the same school at [REDACTED]. This answer lists them as two separate schools.

In 3 answers: Gemini 2, Perplexity 1

Gemini, answering “Hip hop dance classes for teens in Kansas City”: “...choreography. No prior experience is required, making it great for teens just starting out. Ms. Lyndz’s Dance + 1 [REDACTED] Hip Hop School ([REDACTED], KS) ClassPass Focus: Focused purely on authentic hip-hop culture...”

Perplexity, answering “Where can a teenager learn to DJ in Kansas City?”: “...rates, and whether gear is provided 9188 NW Skyview Ave., Kansas City, MO 64154; [REDACTED] stores.guitarcenter [REDACTED] KC Community-recommended DJ instruction reportedly taught by local DJs DJ Cynsere and SugEasy...”

AI Competitor Displacement Analysis

We asked eight AI assistants, ChatGPT, Gemini, Perplexity, Claude, Grok, DeepSeek, Microsoft Copilot and Meta AI, the same questions a customer would type, without mentioning your business, each in its own app, in a new chat for each question with no chat history or memory. Every assistant was asked every question. One answer from each assistant is shown below.

8 assistants were asked 21 questions each, twice, each time in a new chat, in their own apps, without mentioning [REDACTED] [REDACTED] Hip Hop School. Across both passes, 88 of 168 question-and-assistant pairs named [REDACTED] Hip Hop School both times, 14 named it once, and 66 never did. 157 of 336 answers named [REDACTED] Hip Hop

School, and 33 more named it only by its old name. Named most often instead: Street Styles Academy, Dance Fit Flow, Kansas City Young Audiences.

ChatGPT: Where can adults learn breakdancing in Kansas City? [NOT MENTIONED]

[Map pinned: Street Styles Academy, Dance Fit Flow, City In Motion Dance Theater] For actual breaking/breakdancing for adults, the clearest option I found in Kansas City is Street Styles Academy in the West Bottoms, inside Hy-Vee Arena. They specifically offer an Adult Breaking (18+) program—not just general hip-hop choreography. Their current site lists adult Breaking at \$100/month, with a \$30 drop-in option and a 1-day free trial.

Gemini: House dance classes in Kansas City for adults [NOT MENTIONED]

If you are looking for adult dance classes in the Kansas City area, options span dedicated adult-only studios, community theaters, and specialized movement spaces. Google Play Depending on whether you mean House dance (the underground street dance style born in Chicago/New York house clubs focusing on footwork, jacking, and lofting) or general adult dance classes held in a studio house/facility, here are the top places to check out in KC: 1. Dance Fit Flow (Crossroads / Kansas City, MO) What it...

Perplexity: House dance classes in Kansas City for adults [NOT MENTIONED]

If you mean house dance specifically—the club/street style built around fast footwork, jacking, grooves, and freestyle—I couldn't verify a standing, dedicated adult house class in Kansas City from current public schedules. The best practical route is to check adult-focused street-style studios and ask specifically about house workshops, substitute classes, or upcoming series.

Claude: Art classes for kids in Kansas City [NOT MENTIONED]

Orange Easel School of Art 4.9 (16) · Art Studio Semester classes from age 2 up. Northland (Platte Woods) plus a Liberty location. Hue Creative Studio 4.8 (18) · Art Studio Weekly classes and camps. Parents say camps sell out fast. Moxie Art Studio 5.0 (8) · Art Studio Camps and workshops, open Fri–Sun. Strong with tweens. Hawaii Fluid Art Zona Rosa 4.9 (133) · Art Gallery Drop-in pour painting, all ages. A one-off outing, not a class series. Four actual kid-focused picks.

Grok: Art classes for kids in Kansas City [NOT MENTIONED]

Kansas City offers many excellent options for kids' art classes, ranging from free drop-in sessions to structured weekly programs in painting, drawing, mixed media, ceramics, and more. Here are some of the top spots across the KC metro (including ██████████ and nearby areas), based on current local guides and studio info.

DeepSeek: Where can my kid take hip hop dance classes in Kansas City? [NOT MENTIONED]

Here are some places in the Kansas City area where your child can take hip hop dance classes, including options for different age groups and skill levels: Kansas City Young Audiences (KCYA) Located in midtown Kansas City, KCYA offers structured hip hop classes through their Community School of the Arts. Tiny Hip Hop (Ages 3-6): A high-energy intro to hip hop basics using upbeat music and easy choreography.

Microsoft Copilot: Are there DJ classes for kids in the Kansas City area? [NOT MENTIONED]

Yes. One of the more established options in the Kansas City area is Bach to Rock in Leawood, Kansas, which operates **Beat Refinery DJ School and offers DJ instruction that includes mixing, scratching, and music production for young people. ██████████ You may also want to explore: Bach to Rock / Beat Refinery DJ School (Leawood, KS), specifically mentioned as offering DJ education alongside its youth music programs.

Meta AI: Where can my kid take hip hop dance classes in Kansas City? [NOT MENTIONED]

Kansas City has a really solid hip-hop scene for kids — from real street-style foundations to more traditional dance schools that include hip-hop. Here are the best spots to check for your kid: Hip-hop studios for kids in Kansas City Street Styles Academy 5.0 · Dance School · \$ · Open City In Motion Dance Theater 4.7 · Dance Studio · \$\$ · Closed Dancerz Unlimited 5.0 · Dance Studio · \$\$ · Open Priscilla & Dana's School of Dance 4.9 · Dance School · \$\$ · Closed Elements in Dance Therapy...

Google AI Overviews

Google AI Overviews are the AI-written answers that sit above the normal search results. We searched Google for the questions a customer would actually type and recorded whether an AI Overview appeared and whether it named your business.

21 of 21 searches completed | AI Overview shown: 21 | Your business named: 15

Google showed an AI Overview for 21 of 21 searches. It named [REDACTED] Hip Hop School in 15 of them, 4 of those only by the old name.

Where can my kid take hip hop dance classes in Kansas City? [YOUR BUSINESS NAMED]

Your kid can take hip hop dance classes at several dedicated dance schools and studios across the Kansas City metro area. Top Hip Hop Studios in Kansas City Street Styles Academy 4.9 (53) Dance school OpenWest Bottoms Directions Street Styles Academy: Located at Hy-Vee Arena, this is a dedicated street dance school offering professional hip hop training and mentorship.

Breakdancing classes for kids in Kansas City [YOUR BUSINESS NAMED]

Kansas City offers dedicated breakdancing and authentic hip-hop classes for kids at specialized schools like [REDACTED] Hip-Hop School in [REDACTED] and Street Styles Academy at the Hy-Vee Arena.

Are there DJ classes for kids in the Kansas City area? [NAMED ONLY BY YOUR OLD NAME]

Yes, there are DJ classes and camps for kids and teens in the Kansas City metropolitan area. Facebook +1 Local DJ Programs and Schools [REDACTED] Hip-Hop School: Kansas City 5.0 (72) Dance school ClosedGood Neighbors Directions Location: [REDACTED] [REDACTED] KS [REDACTED] Details: Known as KC's premier hip-hop arts school, they offer year-round weekly programs, workshops, and camps that...

Hip hop dance classes for toddlers in the Kansas City metro [YOUR BUSINESS NAMED]

Toddler-specific hip hop and high-energy movement classes in the Kansas City metro are available at specialized local studios and play spaces, though most formal hip-hop programs start around age 3 to 6. tippitoesdance.com +3 Local Options for Young Dancers [REDACTED] [REDACTED] Hip Hop School 5.0 (72) Dance school ClosedGood Neighbors Directions [REDACTED] Hip Hop School ([REDACTED])...

Where can adults learn breakdancing in Kansas City? [YOUR BUSINESS NAMED]

Adults can learn breakdancing and breaking fundamentals at specialized hip-hop and street-style studios around the Kansas City metropolitan area. Street Styles Academy +2 Where to Learn Breakdancing in KC [REDACTED] Hip Hop School 5.0 (72) Dance school Closed [REDACTED] KS Directions Located just outside core KC, they offer dedicated breaking and hip-hop instruction.

Best hip hop dance school in the Kansas City area [YOUR BUSINESS NAMED]

The top hip-hop dance school in the Kansas City area is Street Styles Academy located at the Hy-Vee Arena, known for dedicated street dance and youth mentorship. Street Styles Academy +1 Top Hip Hop Dance Schools in Kansas City Street Styles Academy 4.9 (53) Dance school OpenWest Bottoms Directions Location: 1800 Genessee St Ste 148, Kansas City, MO 64102 Focus: Dedicated hip-hop and street dance...

House dance classes in Kansas City for adults [NAMED SOMEONE ELSE]

Dedicated, standalone House dance classes specifically for adults are rare in Kansas City, but local adult drop-in dance communities and studios feature hip-hop, street styles, and house music events.

Free trial hip hop dance class in Kansas City [YOUR BUSINESS NAMED]

You can take a free trial hip hop dance class in the Kansas City area at Danceworks KC, which offers recreational and competitive classes including hip hop for ages 2.5 and up. Danceworks KC Dance Studios with Free Trials Danceworks KC 5.0 (5) Dance school Closed13149 State Line Rd Directions Offer: Free trial class when you email the studio to schedule.

Search Results Behind the Assistants

Several assistants answer from a search engine's results: Gemini and AI Overviews from Google, Microsoft Copilot from Bing, Claude from Brave. We typed the same questions into each, signed out, the way a customer would, and recorded where your site appeared on the first page and who held the top of it.

Engine	Question	Your site	Top of the page
Google	Where can my kid take hip hop dance classes in Kansas City?	#8	streetstylesacademy.com, pinngym.com, lessons.com, tippitoesdance.com
Google	Breakdancing classes for kids in Kansas City	#1	[REDACTED], streetstylesacademy.com, yelp.com, catherinesdancestudiokc.com
Google	Are there DJ classes for kids in the Kansas City area?	#7	kc.kidsoutandabout.com, theknowledgeacademy.com, bachtorock.com
Google	Hip hop dance classes for toddlers in the Kansas City metro	#5	tippitoesdance.com, priscillaanddanas.net, cityinmotion.org, yelp.com
Google	Where can adults learn breakdancing in Kansas City?	#3	classpass.com, [REDACTED], yelp.com, dancefitflow.com
Google	Best hip hop dance school in the Kansas City area	not on page 1	kcballet.org, streetstylesacademy.com, yelp.com, classpass.com
Google	House dance classes in Kansas City for adults	not on page 1	dancefitflow.com, yelp.com, cityinmotion.org, kcfaa.org
Google	Free trial hip hop dance class in Kansas City	#5	missmarias.com, elementsdanceacademy.com, [REDACTED]
Google	Where can a teenager learn to DJ in Kansas City?	not on page 1	yelp.com, bbeventskc.com, kc.kidsoutandabout.com, theknowledgeacademy.com
Google	Art classes for kids in Kansas City	not on page 1	[REDACTED], orangeeaselart.com, nelson-atkins.org, belgerarts.org
Google	Drawing classes for kids in the Kansas City metro	not on page 1	[REDACTED], nelson-atkins.org, orangeeaselart.com, schliefevision.com
Google	After-school art program in Kansas City	not on page 1	artstech-kc.org, mattierhodes.org, kcya.org, [REDACTED]
Google	DJ lessons for adults in Kansas City	#9	theknowledgeacademy.com, yelp.com, eventbrite.com, bbeventskc.com
Google	Where can I learn to DJ on vinyl turntables in Kansas City?	not on page 1	theknowledgeacademy.com, eventbrite.com, yelp.com, bbeventskc.com
Google	Hip hop dance classes for teens in Kansas City	#3	streetstylesacademy.com, yelp.com, [REDACTED], catherinesdancestudiokc.com
Google	Breaking classes for beginners in Kansas City	#2	streetstylesacademy.com, [REDACTED], dramatictruth.org, yelp.com
Google	Where can my 3 year old take a dance class in Kansas City?	not on page 1	kcballet.org, tippitoesdance.com, catherinesdancestudiokc.com, [REDACTED]
Google	Hip hop dance lessons for adult beginners in Kansas City	#9	kcballet.org, streetstylesacademy.com, dancefitflow.com, lessons.com

Google	Freestyle dance classes in Kansas City	#4	kcballet.org, dancefitflow.com, kcfaa.org, [REDACTED]
Google	Where can kids learn hip hop culture, not just dance, in Kansas City?	#1	[REDACTED], yelp.com, catherinesdancestudiokc.com, icestudiosdance.org
Google	After-school activities in Kansas City that aren't sports	not on page 1	[REDACTED], ifamilykc.com, getout.com, visitkc.com
Bing	Where can my kid take hip hop dance classes in Kansas City?	#5	yelp.com, lessons.com, streetstylesacademy.com, theamericandanceacademy.com
Bing	Breakdancing classes for kids in Kansas City	#3	yelp.com, yelp.com, [REDACTED], streetstylesacademy.com
Bing	Are there DJ classes for kids in the Kansas City area?	not on page 1	[REDACTED], kc.kidsoutandabout.com, kc.kidsoutandabout.com, yelp.com
Bing	Hip hop dance classes for toddlers in the Kansas City metro	#6	activekids.com, danceworksconservatory.com, yelp.com, tippitoesdance.com
Bing	Where can adults learn breakdancing in Kansas City?	not on page 1	yelp.com, streetstylesacademy.com, yelp.com, facebook.com
Bing	Best hip hop dance school in the Kansas City area	not on page 1	yelp.com, lessons.com, yelp.com, streetstylesacademy.com
Bing	House dance classes in Kansas City for adults	not on page 1	streetstylesacademy.com, streetstylesacademy.com, yelp.com, yelp.com
Bing	Free trial hip hop dance class in Kansas City	#4	streetstylesacademy.com, lessons.com, danceworksconservatory.com, [REDACTED]
Bing	Where can a teenager learn to DJ in Kansas City?	not on page 1	bbeventskc.com, kc.kidsoutandabout.com, yelp.com, kc.kidsoutandabout.com
Bing	Art classes for kids in Kansas City	not on page 1	[REDACTED], moxieartstudio.com, nelson-atkins.org, classcub.com
Bing	Drawing classes for kids in the Kansas City metro	not on page 1	[REDACTED], schlieffevision.com, ifamilykc.com
Bing	After-school art program in Kansas City	not on page 1	[REDACTED], kcya.org, kc.kidsoutandabout.com, creativecolorart.com
Bing	DJ lessons for adults in Kansas City	not on page 1	theknowledgeacademy.com, yelp.com, eventbrite.com, skcmusicacademy.com
Bing	Where can I learn to DJ on vinyl turntables in Kansas City?	not on page 1	theknowledgeacademy.com, yelp.com, superprof.com, bachtorock.com
Bing	Hip hop dance classes for teens in Kansas City	#9	kcballet.org, lessons.com, yelp.com, yelp.com

Bing	Breaking classes for beginners in Kansas City	not on page 1	streetstylesacademy.com, streetstylesacademy.com, yelp.com, yelp.com
Bing	Where can my 3 year old take a dance class in Kansas City?	not on page 1	yelp.com, tippitoesdance.com, yelp.com, kcballet.org
Bing	Hip hop dance lessons for adult beginners in Kansas City	not on page 1	kcballet.org, lessons.com, streetstylesacademy.com, pointbdance.com
Bing	Freestyle dance classes in Kansas City	not on page 1	dancefitflow.com, fredastaire.com, yelp.com, [REDACTED]
Bing	Where can kids learn hip hop culture, not just dance, in Kansas City?	#1	[REDACTED], theamericandanceacademy.com, streetstylesacademy.com, yelp.com
Bing	After-school activities in Kansas City that aren't sports	not on page 1	ifamilykc.com, [REDACTED], kc.kidsoutandabout.com, varietykc.org
Brave	Where can my kid take hip hop dance classes in Kansas City?	not on page 1	tippitoesdance.com, pinngym.com, priscillaanddanas.net, catherinesdancestudiokc.com
Brave	Breakdancing classes for kids in Kansas City	not on page 1	[REDACTED], thebreakcenter.com, streetstylesacademy.com, tippitoesdance.com
Brave	Are there DJ classes for kids in the Kansas City area?	not on page 1	kc.kidsoutandabout.com, kc.kidsoutandabout.com, kc.kidsoutandabout.com, [REDACTED]
Brave	Hip hop dance classes for toddlers in the Kansas City metro	not on page 1	priscillaanddanas.net, tippitoesdance.com, pinngym.com, cityinmotion.org
Brave	Where can adults learn breakdancing in Kansas City?	not on page 1	classpass.com, thebreakcenter.com, classpass.com, dancefitflow.com
Brave	Best hip hop dance school in the Kansas City area	not on page 1	classpass.com, streetstylesacademy.com, lessons.com, lessons.com
Brave	House dance classes in Kansas City for adults	not on page 1	reddit.com, kcballet.org, reddit.com, yelp.com
Brave	Free trial hip hop dance class in Kansas City	not on page 1	kcballet.org, [REDACTED], facebook.com, priscillaanddanas.net
Brave	Where can a teenager learn to DJ in Kansas City?	not on page 1	kc.kidsoutandabout.com, kc.kidsoutandabout.com, kc.kidsoutandabout.com, kc.beyondthenest.com
Brave	Art classes for kids in Kansas City	not on page 1	[REDACTED], orangeeaselart.com, ifamilykc.com, moxieartstudio.com
Brave	Drawing classes for kids in the Kansas City metro	not on page 1	[REDACTED], orangeeaselart.com, schlieffevision.com, schlieffevision.com

Brave	After-school art program in Kansas City	not on page 1	mattierhodes.org, jcprd.com, kcy.org, [REDACTED]
Brave	DJ lessons for adults in Kansas City	not on page 1	eventbrite.com, takelessons.com, stores.guitarcenter.com, skcmusicacademy.com
Brave	Where can I learn to DJ on vinyl turntables in Kansas City?	not on page 1	theknowledgeacademy.com, thevinylworkshop.club, londonsoundacademy.com, [REDACTED]
Brave	Hip hop dance classes for teens in Kansas City	not on page 1	kcballet.org, streetstylesacademy.com, cityinmotion.org, yelp.com
Brave	Breaking classes for beginners in Kansas City	not on page 1	classpass.com, eventbrite.com, kcsourcelink.com, reddit.com
Brave	Where can my 3 year old take a dance class in Kansas City?	not on page 1	pinngym.com, tippitoesdance.com, jcprd.com, kcballet.org
Brave	Hip hop dance lessons for adult beginners in Kansas City	not on page 1	kcballet.org, yelp.com, streetstylesacademy.com, lessons.com
Brave	Freestyle dance classes in Kansas City	not on page 1	[REDACTED], streetstylesacademy.com, yelp.com, fredastaire.com
Brave	Where can kids learn hip hop culture, not just dance, in Kansas City?	not on page 1	facebook.com, reddit.com, facebook.com, [REDACTED]
Brave	After-school activities in Kansas City that aren't sports	not on page 1	[REDACTED] reddit.com, reddit.com, ifamilykc.com

AI Schema Markup Audit

Structured data is labelling in your page code that states facts such as your name, services and contact details in a form machines read directly. Google states that no special structured data is required to appear in its AI features. It helps only when it matches what the page visibly says, so treat this section as housekeeping. The one exception is a block that is already on your site but broken: it states facts you meant machines to read, and nothing can read them until it is repaired, so it is in the order of work as a high-priority fix.

3 of 9 AI-relevant schema types present | Detected: BreadcrumbList, Organization, WebPage, WebSite, ImageObject

Structured data found: BreadcrumbList, Organization, WebPage, WebSite, ImageObject. Google states no special structured data is required to appear in its AI features; it helps only when it matches what the page visibly says. 1 block of structured data on the page has an error and cannot be read (meant to describe: LocalBusiness, DanceSchool).

x LocalBusiness [HIGH]

States your business name, address, phone, hours and service area

Impact: Present on the page but broken: the code block has an error, so search engines and assistants cannot read any of it.

Fix: Fix the error in the existing block (check it with Google's Rich Results Test) rather than adding a new one.

x FAQPage [LOW]

Marks up questions and answers that appear on the page

Impact: Optional. Marks up questions and answers already on the page. Only worth adding if the page has a real FAQ.

Fix: Add FAQPage schema only to a page that already shows real questions and answers, marking up those same questions

✓ Organization [LOW]

Names your organization, logo, official profiles and contact points

✓ WebSite [LOW]

Describes the site as a whole

x HowTo [LOW]

Marks up step-by-step instructions that appear on the page

Impact: Optional. Only relevant for pages that give step-by-step instructions.

Fix: Add HowTo schema only to a page that already lists step-by-step instructions, marking up those same steps

x Service [LOW]

Describes individual services

Impact: Optional. Describes individual services in machine-readable form.

Fix: Add Service schema for each service named on the page, using the same names the page uses

x Review [LOW]

Marks up reviews that appear on the page

Impact: Optional. Only valid for reviews shown on the page itself; Google restricts review markup for a business reviewing itself.

Fix: Skip this unless the page shows reviews written by customers. Google does not show review stars for a business marking up its own reviews

x SpeakableSpecification [LOW]

Marks text suitable to be read aloud

Impact: Optional and narrow in use. Marks text suitable to be read aloud.

Fix: Skip this. It is meant for news publishers and does nothing for a local business

✓ BreadcrumbList [LOW]

Describes where a page sits in the site

Prioritized Recommendations

CRITICAL PRIORITY | Difficulty: Easy | Time: 15 minutes

1. Fix: Correct the Phone Number on Your FAQ Page and in Your Footer

What Is Wrong

Your More Info (FAQ) page says "call us anytime at [REDACTED] so we can schedule your free trial class." Every other page gives [REDACTED]. Grok gave people the old number in 21 of its 42 answers. Separately, the phone number in the footer of every page is linked to a web address ([http://\[REDACTED\]](http://[REDACTED])) instead of a phone call, so anyone who taps it on a phone gets an error page instead of a call.

Why It Matters

Someone who asks an assistant how to reach you is being handed a number that is not yours, and someone on your own site who taps your real number cannot call it. Both cost you the call.

How to Fix It

STEP 1: FAQ page (5 minutes) Go to [REDACTED] and sign in to WordPress. If that address does not show a login page, sign in to SiteGround, open Site Tools, then WordPress, then Install & Manage, and click Admin Panel. If you do not have a login, the person who built your site does. In the left menu, click Pages and open More Info. Find [REDACTED] and change it to [REDACTED]. Click Update.

STEP 2: Footer link (5 minutes) Go to [REDACTED] and sign in. In the left menu, click Templates, then Theme Builder, and open the Footer with Edit with Elementor. If there is no footer template, click Appearance, then Customize, then Footer. Click the phone number and open its link setting. Change the link from [http://\[REDACTED\]](http://[REDACTED]) to [REDACTED]. Save.

STEP 3: Check on a phone (2 minutes) Open [REDACTED] on your phone, scroll to the footer, and tap the number. It should offer to call. Then open [REDACTED] and confirm only [REDACTED] appears.

How To Know It Worked

On a phone, tapping the footer number offers to call [REDACTED], and [REDACTED] shows only [REDACTED]. Assistants pick up the FAQ change as they re-read the page; the next quarterly re-measure checks whether they stopped giving the old number.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. My FAQ page (More Info) still gives an old number, [REDACTED], and the phone link in the footer of every page is broken. Help me change the FAQ number to [REDACTED] and make the footer link [REDACTED] so it calls when tapped on a phone. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.

CRITICAL PRIORITY | Difficulty: Easy | Time: 20 minutes

2. Fix: Remove the Old Developer's Access to Your Site

What Is Wrong

You own your domain, your SiteGround account and your Google Business Profile. One spot is still open: someone outside your business still has administrator access to your site. When we worked on the site with you, WordPress was signed in under a Sparklight Solutions account, not one in your name.

Why It Matters

An administrator can change or delete anything on your site, including every fix in this report, and can lock you out of it. The fixes below all need a login in your own name.

How to Fix It

STEP 1: Make sure you have your own administrator login (10 minutes) Go to [REDACTED] and sign in to WordPress. If that address does not show a login page, sign in to SiteGround at my.siteground.com, click Websites, then Site Tools next to [REDACTED], then WordPress, then Install & Manage, and click Admin Panel. If you do not have a login, the person who built your site does. In the left menu, click Users. If no user has your own email with the role Administrator, click Add New User, enter your email, set Role to Administrator and save. Sign out, then sign back in as yourself.

STEP 2: Remove the other administrators (5 minutes) Still under Users, find any Administrator that is not you or someone you chose, such as a Sparklight Solutions address. Hover over it and click Delete. WordPress asks what to do with that user's pages: choose to attribute them to your own user. The other choice deletes those pages.

STEP 3: Check SiteGround (5 minutes) Sign in at my.siteground.com, open Websites, and look at who else has access to [REDACTED] (SiteGround calls them collaborators). Remove anyone who is not you. Then change your SiteGround password and turn on two-step sign-in in your profile settings.

How To Know It Worked

WordPress Users lists only you and the people you chose as Administrator, and SiteGround shows no one else with access to [REDACTED].

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. Someone outside my business, from the company that

built my site (Sparklight Solutions), still has administrator access. Help me make sure I have my own WordPress administrator login, then remove the other administrators without deleting any pages (choose to give their content to me), then check who else can reach my site in my SiteGround account and turn on two-step sign-in. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.

HIGH PRIORITY | Difficulty: Medium | Time: 2 to 3 hours

3. Fix: Tell Parents and AI About Your Art, DJ and Toddler Classes

What Is Wrong

You teach art (Fridays, ages 7 and up), DJ from age 5, and a toddler class from age 2. No assistant connected your art or toddler classes to you, and a third of the DJ answers missed you too. Asked about art classes, drawing classes or an after-school art program for kids in Kansas City, none of them named you, in 48 answers. Asked where a 3 year old can take a dance class, none named you, in 16 answers. Your homepage talks only about dance, and art appears as one line on the Classes page.

Why It Matters

Assistants describe a school by what its main pages say. Parents looking for art, or for a class for a toddler, are sent to Orange Easel, Hue Creative Studio, Moxie Art Studio and Tippi Toes instead, even though you offer what they are asking for.

How to Fix It

STEP 1: Name every program on the homepage (20 minutes) Add a short section near the top of the homepage: Breakin', DJ, Hip Hop and Freestyle, House Dance, Art, and Toddlers Just Move. One sentence each, with the ages, for example: "Art Class: drawing and creative techniques, Fridays, ages 7 and up."

STEP 2: Give Art and Toddlers their own pages (1 to 2 hours) Create a page for Art Class and a page for Toddlers Just Move. Each page needs a plain heading ("Kids Art Classes in [REDACTED]", "Toddler Dance Class, Ages 2 and Up"), what the class does, ages, day and time, price or how to ask, and the Free Trial button. Link both from the Classes page and the menu.

STEP 3: Say it where parents search (15 minutes) Add Art and Toddler classes to your Google Business Profile services and post one photo of each class there.

How To Know It Worked

Your homepage names all six programs with ages, and [REDACTED] has its own Art Class page and Toddlers Just Move page. At the next re-measure, check whether the art and toddler questions start naming you.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. Write a short homepage section and a separate page for each of these classes: Art Class (ages 7 and up, Fridays at 5:45 and 6:45 pm), DJ classes (from age 5), and Toddlers Just Move (from age 2). Each page should say plainly what the class is, who it is for, when it meets, and how to book a free trial, in words a parent would search. Use only the facts I give you. Ask me for anything missing; do not invent classes, ages, times or prices. Then walk me through adding the pages in Elementor and linking them from the homepage. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.

HIGH PRIORITY | Difficulty: Easy | Time: 15 minutes, plus SiteGround's reply

4. Fix: Decide Which AI Tools Your Host Lets Into Your Site

What Is Wrong

Your web host, SiteGround, runs a security screen that turned our automated scan away. SiteGround lets in the crawlers that ChatGPT, Claude, Google's Gemini tools and Perplexity use when someone asks them a question. Other automated visitors meet the screen, including Meta's crawlers, and it blocks crawlers that collect pages to train AI models unless you ask otherwise. Meta AI could not open your Classes page when we asked it to.

Why It Matters

More of the visits that decide whether you get recommended are automated: assistants' crawlers, AI agents comparing or booking for a customer, and business tools built on AI models through an API. A screen that stops our scan can stop them. Crawlers that train AI models are one way models learn about a business before anyone asks. While they are blocked, models are likely learning about you from other pages, including the old [REDACTED] ones.

How to Fix It

STEP 1: Ask SiteGround what is blocked (10 minutes) Sign in to SiteGround and open a request under Help Desk, Other, AI Crawlers Setup. Ask which AI crawlers and automated visitors are challenged or blocked on [REDACTED].

STEP 2: Let Meta in (same request) Ask them to allow Meta's crawlers, Meta-ExternalAgent and Meta-ExternalFetcher, so Meta AI can read your pages.

STEP 3: Decide on training crawlers (5 minutes) Crawlers such as GPTBot (OpenAI) and ClaudeBot (Anthropic) collect pages to train AI models. Allowing them means future models can learn your current name and classes from your own site; blocking them keeps your content out of training. This is your choice. If you want them allowed, add it to the same request.

STEP 4: Check (after SiteGround replies) Open the Meta AI app, ask it to open [REDACTED] and tell you what time the Sunday house dance class starts.

How To Know It Worked

SiteGround confirms in writing which crawlers are allowed on [REDACTED] and Meta AI can open your Classes page. We re-test every assistant at each quarterly re-measure.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. Write a short support request to SiteGround (Help Desk, Other, AI Crawlers Setup) asking which AI crawlers and automated visitors their security screen challenges or blocks on [REDACTED], and asking them to allow Meta's crawlers, Meta-ExternalAgent and Meta-ExternalFetcher. Then explain in plain language, in a few sentences, what allowing or blocking training crawlers such as GPTBot and ClaudeBot would mean for my business, so I can decide.

HIGH PRIORITY | Difficulty: Medium | Time: 15 minutes

5. Fix: Repair the Broken Business Details Code

What Is Wrong

Someone added a block of code to your site that states your correct name, address, phone, hours and classes in the form machines read: [REDACTED] Hip Hop School, the only place in the site's code that uses your current name. It is broken. Its last line is an extra <script> tag sitting just above the real </script>, so the block cannot be read, and search engines and assistants skip it entirely. It also lists the dead Instagram and YouTube links.

Why It Matters

With this block broken, the only names the site's code gives machines are [REDACTED] and My WordPress. One typo is hiding the single correct statement of who you are.

How to Fix It

STEP 1: Open Custom Code (2 minutes) Go to [REDACTED] and sign in to WordPress. If that address does not show a login page, sign in to SiteGround, open Site Tools, then WordPress, then Install & Manage, and click Admin Panel. If you do not have a login, the person who built your site does. In the left menu, hover over Elementor and click Custom Code. Your site runs Pro Elements, which adds this screen, so this is the most likely place the code was added.

STEP 2: Find the snippet (2 minutes) Open the snippet whose code starts with `<script type="application/ld+json">` and mentions "DanceSchool". It is the same snippet that holds the styling for your Summer Camps page, lines that start with [REDACTED] and [REDACTED]. If there are several snippets, open each one until you see those words.

STEP 3: Delete one line (1 minute) Scroll to the end of the business details, just after "knowsAbout": [...] and the closing }. You will see a line that says `<script>` and, right under it, `</script>`. Delete the `<script>` line only, so the } is followed directly by `</script>`. Leave everything after it, the `<style>` lines for the camps page, as it is.

STEP 4: Fix the links inside it (3 minutes) In the "sameAs" list in the same snippet, replace [REDACTED] with [REDACTED] and [REDACTED] with [REDACTED]. Add [REDACTED] if it is not there. Click Update.

STEP 5: Check (3 minutes) Paste [REDACTED] into Google's Rich Results Test (search.google.com/test/rich-results). It should find a Local Business named [REDACTED] Hip Hop School with no errors.

If Elementor has no Custom Code item, or none of the snippets match, whoever built the site added it another way; send them this step and the words to look for.

How To Know It Worked

Google's Rich Results Test on [REDACTED] finds a Local Business named [REDACTED] Hip Hop School, with no parsing errors.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

```
I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. My audit found a block of code on my site (in Elementor's Custom Code) with one extra <script> line above its closing </script> tag, which breaks it. The report's steps say exactly which line to delete. Walk me through finding it in Elementor, Custom Code, deleting only that line, and checking the result in Google's Rich Results Test. Do not rewrite the code. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.
```

HIGH PRIORITY | Difficulty: Medium | Time: 40 to 50 minutes

6. Fix: Give Your Website One Name in Its Code

What Is Wrong

The code behind every page names the site three different ways: "[REDACTED]" (from Yoast), "My WordPress" (from All in One SEO), and "[REDACTED] Hip Hop School" (the business details block). Two SEO plugins are both writing this code.

Why It Matters

This code is written for machines, and it is where assistants and search engines read your official name. Right now it tells them the site belongs to the old school on every page.

How to Fix It

STEP 1: Choose one SEO plugin (5 minutes) Go to [REDACTED] and sign in to WordPress. If that address does not show a login page, sign in to SiteGround, open Site Tools, then WordPress, then Install & Manage, and click Admin Panel. If you do not have a login, the person who built your site does. In the left menu, click Plugins. Yoast SEO and All in One SEO

are both active. Before changing plugins, make a backup: in SiteGround, open Site Tools, then Security, then Backups, and click Create. Then keep the one you use and deactivate the other. Afterwards, open [REDACTED] and check it still loads. Running both is what produces two sets of conflicting code.

STEP 2: Set the site name (5 minutes) If you kept All in One SEO: in the left menu click All in One SEO, then Search Appearance. On the Global Settings tab, set the Site Title, and in the Knowledge Graph section set Organization Name to [REDACTED] Hip Hop School. Save. If you kept Yoast: click Yoast SEO, then Settings. Under Site basics set Website name, and under Site representation set Organization name, both to [REDACTED] Hip Hop School. Save. Then, in the WordPress left menu, click Settings, then General, set Site Title to the same name and click Save Changes.

STEP 3: Fix "Hip Hip" (3 minutes) The homepage text and its description both say "authentic Hip Hip Culture". For the text: click Pages, hover over the homepage, click Edit with Elementor, click that sentence, change Hip Hip to Hip Hop and click Update. For the description: click Pages, hover over the homepage and click Edit (not Edit with Elementor), scroll below the page content to the SEO plugin's box, correct the description there and click Update.

STEP 3b: Write the other pages' descriptions (20 minutes) About, Classes, Contact, Free Trial, More Info and Summer Camps have no description of their own, so search results show scraped page text (the Contact page's reads "KS [REDACTED] P: [REDACTED] E-mail:"). Click Pages, hover over each page and click Edit (not Edit with Elementor), scroll below the page content to the SEO plugin's box, write one plain sentence saying what the page is in its description field, and click Update.

STEP 4: Check (5 minutes) Paste [REDACTED] into Google's Rich Results Test (search.google.com/test/rich-results) and confirm every name it finds is [REDACTED] Hip Hop School.

How To Know It Worked

Google's Rich Results Test on [REDACTED] should show one name, [REDACTED] Hip Hop School, everywhere it lists one, and no My WordPress or [REDACTED].

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. Two SEO plugins, Yoast SEO and All in One SEO, are both active, and my site's code names the site three different ways. Help me decide which plugin to keep, make a backup in SiteGround first, deactivate the other, and set the site name everywhere to [REDACTED] Hip Hop School. Then help me check [REDACTED] still loads. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.

HIGH PRIORITY | Difficulty: Medium | Time: 15 to 20 minutes

7. Fix: Replace the Dead Instagram and YouTube Links

What Is Wrong

The Instagram icon in the footer of every page links to [REDACTED], which no longer exists, and the Contact page shows "Instagram: [REDACTED] pointing to the same dead account. The homepage's "Watch our videos on YouTube" button links to [REDACTED], which returns Page Not Found. Your live channel is [REDACTED]: the two videos on your homepage come from it. A tag on every page also points to the old [REDACTED] Facebook page.

Why It Matters

Assistants use these links to decide which accounts belong to you. Grok is already telling people to follow [REDACTED], an account that is gone, while your real Instagram and YouTube go unlinked.

How to Fix It

STEP 1: Footer Instagram icon (5 minutes) Go to [REDACTED] and sign in. In the left menu, click Templates, then Theme Builder, and open the Footer with Edit with Elementor. If there is no footer template, click Appearance, then Customize, then Footer. Change the Instagram link to [REDACTED].

STEP 2: Homepage YouTube button (3 minutes) Go to [REDACTED] and sign in. Click Pages, hover over the homepage and click Edit with Elementor. Click the YouTube logo under "Watch our videos on", and change its link to [REDACTED].

STEP 3: Contact page (3 minutes) Edit the Contact page. Change the Instagram line to read [REDACTED] and link it there. Make sure the email address links to mailto:[REDACTED]; one of the two email links on that page is missing the mailto: part and goes nowhere.

STEP 4: Facebook tag (2 minutes) In the SEO plugin's social settings, set the Facebook page to [REDACTED].

STEP 5: Check (3 minutes) Click every social icon and link on the homepage, footer and Contact page and confirm each opens your current account.

How To Know It Worked

Every Instagram, YouTube and Facebook link on the homepage, footer and Contact page opens [REDACTED] or your [REDACTED] page.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. My footer and Contact page link to an Instagram account that no longer exists ([REDACTED]); my Instagram is [REDACTED]. My homepage YouTube button goes to an old channel; ask me for my current YouTube link. Help me change each link in Elementor. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.

HIGH PRIORITY | Difficulty: Medium | Time: 30 minutes to an hour

8. Fix: Retire the Old [REDACTED] Facebook Page

What Is Wrong

The old page, [REDACTED] Hip-Hop School: Kansas City, is still live and says "Open now" at your address. It has 2,400 followers and 24 reviews. Your [REDACTED] page has 695 followers and no reviews. The old page lists [REDACTED], the dead Instagram, and an email on a Houston organization's domain.

Why It Matters

Two live pages at one address tell assistants there may be two schools, and the old one looks bigger. The old page is also where the old email and Instagram are coming from.

How to Fix It

STEP 1: Check your access (5 minutes) Sign in to Facebook and see whether you are still an admin of the old page. If you are not, the person who is will need to make these changes or give you access.

STEP 2: Look for Merge Pages (10 minutes) Facebook offers a Merge Pages tool when two pages represent the same business at the same place. Search Facebook's Help Center for Merge Pages, since the menu moves. Merging moves the old page's followers to the page you keep. Read what Facebook says it will and will not carry over before you confirm.

STEP 3: If merging is not offered (15 minutes) Update the old page: change its About text to say the school is now [REDACTED], link [REDACTED] and [REDACTED], remove the old email and Instagram, and post

once saying where to follow now. Then unpublish it.

STEP 4: Ask for reviews on the new page (ongoing) Ask current families to leave a recommendation on the [REDACTED] page.

How To Know It Worked

Searching [REDACTED] Hip-Hop School Kansas City on Facebook no longer shows a live page at your address, or shows one that points to [REDACTED].

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

```
I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. My old Facebook page, [REDACTED] Hip-Hop School: Kansas City, is still live with 2,400 followers and the old name, website and phone. Help me write a short post for the old page telling followers the school is now [REDACTED] Hip Hop School, with my current page, website and phone, and then walk me through Facebook's options to merge the old page into my current one or close it. Ask me whether I am still an admin of the old page first. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.
```

HIGH PRIORITY | Difficulty: Medium | Time: 30 to 45 minutes

9. Fix: Make the Homepage Photo Load Faster on Phones

What Is Wrong

On a phone, your homepage takes far too long to show its main photo, the large promotional image of four fists with [REDACTED] hand stamps. Google's mobile PageSpeed test measured the Largest Contentful Paint (the time for the biggest thing on screen to appear) at 13.7 seconds on September 26, and a second mobile test the same day measured 9.2 seconds; our automated scan measured 14.0 seconds. Google's guideline is 2.5 seconds. On a desktop computer the same page measured 0.8 seconds, so the problem is the phone, which is where most families and adult students will look you up.

Why It Matters

Google documents this measure as one of the Core Web Vitals its ranking systems use, and someone on a phone who waits ten seconds for the page often leaves. There is no published evidence that AI crawlers give up on slow pages, so that is not claimed here.

How to Fix It

STEP 1: Find the slow element. On your homepage it is the large promotional photo of four fists with [REDACTED] hand stamps, uploaded at 683 by 1,024 pixels in February 2026. On a phone it takes several seconds to appear, most of it spent waiting for the image to start downloading and then downloading it.

STEP 2: Go to [REDACTED], sign in, and click Plugins in the left menu. Check for SiteGround's Speed Optimizer plugin. SiteGround sites usually have it installed. If it is not there, click Add New, search for Speed Optimizer by SiteGround, install and activate it.

STEP 3: Open Speed Optimizer, then Media. Turn on Image Compression and WebP Images. WebP is a smaller image format that modern browsers show in place of JPG and PNG; browsers that cannot use it get the original. Google's test estimates about 1 MB of savings on your homepage from newer image formats alone.

STEP 4: In the same Media tab, find Lazy Load Media. If it is on, add the promotional image (or the homepage's first images) to its exclusions, so the photo people see first is not held back while the page decides to load it.

STEP 5: Replace the photo with a version sized for the space it fills: resize it to no wider than about 700 pixels, save it as WebP at about 80 percent quality (squoosh.app does this for free), then replace the image in the Elementor section. Google's test

estimates another 430 KB of savings from properly sized images.

STEP 6: Open Speed Optimizer, then Frontend, and turn on Minify CSS and Minify JavaScript. After saving, open the homepage in a private window and click through the menu and buttons to confirm nothing broke; if something did, turn the last setting back off.

STEP 7: Clear the cache (Speed Optimizer, Caching, Purge Cache), then run [REDACTED] through pagespeed.web.dev on Mobile. Largest Contentful Paint should come in under 2.5 seconds.

How To Know It Worked

Run [REDACTED] through pagespeed.web.dev on Mobile. Largest Contentful Paint should read under 2.5 seconds.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. On a phone my homepage takes 9.2 to 14.0 seconds to show its main photo (the image of four fists with [REDACTED] hand stamps). Help me make a smaller, web-ready copy of that image and replace it in Elementor, then check the speed again at pagespeed.web.dev. Ask me what computer I am using before suggesting a tool. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.

HIGH PRIORITY | Difficulty: Easy | Time: 15 minutes, plus Google's review

10. Fix: Clear the Old Name and Domain From Your Google Business Profile

What Is Wrong

Google's own AI answers, the summary above the search results, show your Google listing (5.0 from 72 reviews) as "[REDACTED] Hip-Hop School" in 9 of the 21 searches, and in 5 of them list [REDACTED] and [REDACTED] as two separate schools, each with your 72 reviews. The profile itself is correct and strong, but it still lists [REDACTED] as a website next to [REDACTED].

Why It Matters

Assistants give [REDACTED] as your website, and on Brave, the search engine behind Claude's web search, the old domain showed up 7 times while [REDACTED] never did.

How to Fix It

STEP 1: Open the profile (2 minutes) Sign in to the Google account that manages the profile and search your business name on Google, or go to business.google.com.

STEP 2: Edit the website (3 minutes) Click Edit profile, open the contact or website section, and remove [REDACTED] so [REDACTED] is the only website. Keep the redirect from [REDACTED] to [REDACTED] running on the domain itself.

STEP 3: Look for a second listing (10 minutes) On Google Maps, search [REDACTED] Hip-Hop School. If a separate listing appears at [REDACTED], open it, click Suggest an edit, and report it as a duplicate of [REDACTED] Hip Hop School. If only your own listing appears, check that its business name has no other name added.

STEP 4: Confirm (a few days) Google may review the changes. Look the profile up on Google Maps in a few days and confirm one listing, one name and only [REDACTED].

How To Know It Worked

Google Maps shows one listing at [REDACTED], named [REDACTED] Hip Hop School, with [REDACTED] as its only website. At the next re-measure, check whether Google's AI answers still say [REDACTED].

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. My Google Business Profile still shows the old name or website in places, and Google's AI answers sometimes show me as two schools: [REDACTED] and [REDACTED]. Walk me through checking my profile's name, website and description, correcting anything that still says [REDACTED] or [REDACTED], and reporting a duplicate listing on Google Maps if there is one. Help me write a business description using only facts I give you. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.

MEDIUM PRIORITY | Difficulty: Easy | Time: 15 minutes

11. Fix: Update or Take Down the Summer Camps Page

What Is Wrong

[REDACTED] still says Summer 2026 registration is open, and both Reserve your spot buttons lead to signup pages that return Page Not Found. Two menu items, Summer Camps 2026 and Events, both lead to this page.

Why It Matters

Assistants read the page and tell parents registration is open. A parent who follows through hits a dead end.

How to Fix It

STEP 1: Decide (2 minutes) If there is a 2027 camp, update the page with the new dates and working signup links. If not, change the page to say camp is over and when to check back, or unpublish it.

STEP 2: Fix the buttons (5 minutes) Go to [REDACTED], sign in, click Pages in the left menu, and open the Summer Camps page and change or remove both Reserve buttons so neither points to hiphop-summer-camp.netlify.app or skateboard-summer-camp.netlify.app.

STEP 3: Menu (3 minutes) In the left menu, click Appearance, then Menus (or Templates, then Theme Builder, then Header, if the menu lives in the Elementor header), point Events somewhere current or remove it, and rename or remove Summer Camps 2026 once camp is over.

STEP 4: Check (2 minutes) Open the page in a private window and click every button.

How To Know It Worked

Every button on [REDACTED] opens a working page, or the page is gone from the site.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. My Summer Camps page still says Summer 2026 registration is open, and both Reserve your spot buttons lead to pages that no longer exist. Ask me whether I am running camps next year. If yes, help me rewrite the page for the next season with a working signup; if not, walk me through unpublishing it and removing its two menu items. Use only the facts I give you. Ask me for anything missing; do not invent classes, ages, times or prices.

MEDIUM PRIORITY | Difficulty: Easy | Time: 20 minutes

12. Fix: Make Your Pages Agree With Each Other

What Is Wrong

Several pages contradict each other, and assistants quote contradictions back with a warning attached (Claude already did). The Classes page says "Our classes are available Monday through Friday evenings" and then lists a Sunday house dance class. The FAQ says "Toddlers Two's and Boom Baps classes are 30 minutes"; neither class exists on the Classes page, where the toddler class is Toddlers Just Move. The DJ class for young kids is ages 5-6 on the Classes page and ages 6 and under on the Free Trial page. The About page says SugEasy "has functioned as an arts education center, youth outreach program, and global artist collective all in one", which describes an organization, not a person. A SiteGround placeholder page, WordPress Resources at SiteGround, is published, listed in your sitemap, and shown again on a Category: Uncategorized page.

Why It Matters

When two of your own pages disagree, an assistant has to guess which is right, or tells the person both. The placeholder pages are not about your school and should not be something they can read.

How to Fix It

STEP 1: Classes page (5 minutes) Change the top line to match the schedule, for example: Classes run Monday through Friday evenings, plus Sunday house dance.

STEP 2: FAQ class names (3 minutes) On More Info, change "Our Toddlers Two's and Boom Baps classes are 30 minutes" to name the classes you run now, for example: Toddlers Just Move and the ages 3-5 Breakin' class are 30 minutes.

STEP 3: DJ ages (2 minutes) Pick the right age range for the youngest DJ class and use it on both the Classes and Free Trial pages.

STEP 4: About page sentence (5 minutes) Change it to describe the school: for example, [REDACTED] works as an arts education center, youth outreach program and artist collective, led by SugEasy.

STEP 5: Placeholder page (2 minutes) It is a blog post: go to [REDACTED], sign in, click Posts in the left menu, find WordPress Resources at SiteGround, and move it to Trash. That also empties the Category: Uncategorized page.

STEP 6: Classes page image (2 minutes) The collage image's alt text says [REDACTED] student collage. Change it to [REDACTED] Hip Hop School student collage.

How To Know It Worked

Classes, Free Trial and More Info give the same class names, ages and days, and [REDACTED] returns Page Not Found.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. My pages contradict each other on class names, ages and days, for example the Classes page says classes run Monday through Friday but lists a Sunday house dance class. I will paste the text of my Classes, FAQ and About pages. Make me a list of every place they disagree, ask me which version is right for each, then give me corrected text for each page. Use only the facts I give you. Ask me for anything missing; do not invent classes, ages, times or prices.

MEDIUM PRIORITY | Difficulty: Easy | Time: 30 minutes, plus review time

13. Fix: Update the Old [REDACTED] Listings on ClassPass and Yelp

What Is Wrong

Your ClassPass page is still "[REDACTED] Hip Hop School", with [REDACTED] as the website and a third phone number, [REDACTED]. DeepSeek cites ClassPass when it tells people your classes are for ages 13 and older, which it did 11 times. Yelp also lists you as [REDACTED] Hip Hop School, with [REDACTED] and the same [REDACTED] number.

Why It Matters

Assistants read these directories. Every old listing is one more place teaching them the old name, the old website and the wrong phone number and ages.

How to Fix It

STEP 1: ClassPass (15 minutes) Sign in to your ClassPass partner account (or ask ClassPass partner support to update it) and change the name to [REDACTED] Hip Hop School, the website to [REDACTED], the phone to [REDACTED], and the ages to match your Classes page. If you no longer use ClassPass, ask them to close the listing.

STEP 2: Yelp (15 minutes) Claim the listing at biz.yelp.com if it is not already yours, then change the name to [REDACTED] Hip Hop School, the website to [REDACTED] and the phone to [REDACTED]. Yelp may ask for proof of the name change.

STEP 3: Check (after a week) Search your old name on both sites and confirm the listings show the new details.

How To Know It Worked

The ClassPass and Yelp listings show [REDACTED] Hip Hop School, [REDACTED] and [REDACTED].

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

```
I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. My ClassPass and Yelp listings still say [REDACTED] Hip Hop School, with [REDACTED] and the phone number [REDACTED]. Help me write short messages to ClassPass partner support and to Yelp asking them to update the listing to my current name, website and phone, and walk me through claiming the Yelp listing at biz.yelp.com if it is not already mine. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.
```

LOW PRIORITY | Difficulty: Easy | Time: 30 minutes

14. Fix: Swap the Banner Photos Showing [REDACTED] Shirts

What Is Wrong

The large photos at the top of the homepage, the Contact page and the Classes page show students in shirts printed BF KC, the old [REDACTED] logo.

Why It Matters

It is the first thing a visitor sees, and it tells anyone comparing names that [REDACTED] and this school are the same place, but under the old name. Assistants do not read photos, so this is for people, and lower priority than everything above.

How to Fix It

STEP 1: Choose photos (15 minutes) Pick recent photos with [REDACTED] shirts, or crop the current ones so the shirt logos are not the focus.

STEP 2: Replace (15 minutes) Go to [REDACTED] and sign in. Click Pages, hover over each page and click Edit with Elementor. Click the top section, open its Style tab, and swap the background image. Give each new image alt text that says [REDACTED] Hip Hop School.

How To Know It Worked

The top of the homepage, Contact and Classes pages shows [REDACTED] not BF KC.

Do This With AI

Paste this into ChatGPT, Claude or the assistant you use. Anything that must be exact, such as code, your phone number or your name, is in the steps above; use those as written.

I own [REDACTED] Hip Hop School, [REDACTED], [REDACTED], KS [REDACTED], [REDACTED], [REDACTED], [REDACTED]. My website is WordPress with the Elementor page builder, hosted at SiteGround. The large photos at the top of my homepage, Contact page and Classes page show students in shirts printed BF KC, the old [REDACTED] logo. Help me pick replacement photos (ask me what I have) and walk me through swapping each background image in Elementor. Walk me through it one step at a time and wait for me to say done before the next step. If a screen looks different from what you describe, ask me what I see instead of guessing.

What Was Checked, and How

Audit standard v1.4, run on September 28, 2026. Every finding in this report comes from one of the checks below. Where a check could not be run automatically, it says so: that is an unanswered question, never a finding against your business.

Check	Status	How it was run
Crawler access, one fetch per AI crawler	Required	Run automatically
Firewall or CDN blocking	Required	Run automatically
robots.txt rules	Required	Run automatically
Indexing and snippet controls	Required	Run automatically
Homepage readability: who, what, for whom, where	Required	By hand, from the page as read on the audit date
Page speed and Core Web Vitals (Google factor)	Required	Run automatically, varies between runs
Google Business Profile and listings	Required	Profile automatically; listings you gave us, by hand
Name, address and phone consistency	Required	Profile automatically; every listing and profile you gave us, by hand
What eight assistants say	Required	All eight, in their own apps, a new chat for each question, no chat history or memory
Statements about you that conflict with your facts	Required	By hand, from the eight assistants' answers
Structured data	Recommended	Run automatically. Housekeeping, not a ranking lever
Trust signals, each quoted from the page	Recommended	By hand, each quoted from the page
Google AI Overviews	Required	In Google, during each search, signed out
Bing index and Copilot	Required	Plain searches in Google, Bing and Brave, signed out
Apple Business Connect	Recommended	By hand, when a link was given
llms.txt	Monitor	Detected only, never counted against a site

Fast-changing facts were verified on the audit date. Where a platform's own documentation and this standard disagree, the documentation wins. Results that vary between runs, such as page speed, are reported as measured on the day.

Your 90-Day Roadmap

Every fix from this audit, in the order to do them, across one quarter: the same fixes as Prioritized Recommendations above, in the same order, placed across the quarter by priority. The steps for each fix are there. Every item comes from your own findings, so fewer findings means a shorter plan, never filler. The weeks are a pace, not a deadline. Your first quarterly re-measure lands at day 90.

Week 1: Step 1: Do these first

■ **Fix: Correct the Phone Number on Your FAQ Page and in Your Footer** 15 minutes

■ **Fix: Remove the Old Developer's Access to Your Site** 20 minutes

Weeks 2 to 4: Step 2: The biggest fixes

■ **Fix: Tell Parents and AI About Your Art, DJ and Toddler Classes** 2 to 3 hours

■ **Fix: Decide Which AI Tools Your Host Lets Into Your Site** 15 minutes, plus SiteGround's reply

■ **Fix: Repair the Broken Business Details Code** 15 minutes

■ **Fix: Give Your Website One Name in Its Code** 40 to 50 minutes

■ **Fix: Replace the Dead Instagram and YouTube Links** 15 to 20 minutes

■ **Fix: Retire the Old [REDACTED] Facebook Page** 30 minutes to an hour

■ **Fix: Make the Homepage Photo Load Faster on Phones** 30 to 45 minutes

■ **Fix: Clear the Old Name and Domain From Your Google Business Profile** 15 minutes, plus Google's review

Weeks 5 to 8: Step 3: Clean-up

■ **Fix: Update or Take Down the Summer Camps Page** 15 minutes

■ **Fix: Make Your Pages Agree With Each Other** 20 minutes

■ **Fix: Update the Old [REDACTED] Listings on ClassPass and Yelp** 30 minutes, plus review time

Weeks 9 to 12: Step 4: Finishing touches

■ **Fix: Swap the Banner Photos Showing [REDACTED] Shirts** 30 minutes

Day 90: Step 5: Re-measure

■ **Your first quarterly re-measure asks the same questions again and compares against this baseline.**

Trust Signals on Your Homepage

Things a reader uses to judge whether a business is credible: who runs it, how long it has operated, credentials, real results, and how to reach it. Each one below is marked found only where the homepage's own words show it, and those words are quoted.

The site carries real experience and expertise in its own words and has named customer testimonials. What it lacks is outside proof on the site itself: the 72 five-star Google reviews are not shown on the homepage, and the college, FBI and community work it mentions is not named or linked.

Experience

✓ Years in the field, stated

"With over 20 years invested in the Kansas City dance community"

Expertise

✓ The teacher's own practice, stated

"A practitioner of all the core elements"

Authoritativeness

✗ Named outside recognition

The About page mentions guest lectures at colleges and presentations for the FBI without naming any of them. Nothing on the site links to press, awards or partner organizations.

Fix: Name two or three of those colleges, events or organizations, with dates, and link to any coverage.

Trust

✓ Customer testimonials with names

"[REDACTED] is a wonderful place for kids to learn how to break."

✗ Reviews shown or linked

The Google Business Profile has 72 reviews averaging 5.0. The homepage does not show them. The More Info page links to Google's review form, which asks for a new review rather than showing the 72 already there.

Fix: Show two or three of the Google reviews on the homepage, or link to the reviews themselves from the testimonials.

What Happens Next

Your questions are locked in.

The 21 questions in this report are saved exactly as written. At 90, 180 and 270 days, we ask the same questions to the same eight assistants, the same way: in their own apps, a new chat for each question, no chat history or memory, each question asked twice. Each re-measure is compared against this report, so you can see what changed and whether your fixes are working.

We keep watch during your audit year.

If your web host makes a change that shuts AI assistants out of your site, we tell you right away.

Your walkthrough.

Your audit includes a walkthrough meeting with Vanessa. Before you book it, give yourself a few days with this report. Read it through, mark anything that doesn't make sense, and write down your questions. The walkthrough is for answering those, not for reading the report together for the first time. Please pick a date at least three business days after the day this report reached you.

When you're ready, [book your walkthrough here](#). Walkthroughs are on Google Meet, Tuesday to Thursday afternoons, Central time.