The Coca-Cola Company: executive brief

Executive brief: the short version of the full audit report

PUBLISHED SAMPLE · A REAL AUDIT, SHARED WITH THE BUSINESS'S PERMISSION



PREPARED FOR
The Coca-Cola Company

DATE
2026-11-22

WEB
coca-colacompany.com

HOW THIS REPORT WAS MADE
Generated by the Dostal Technology audit system. It is written automatically, using AI models and public sources about The Coca-Cola Company, the business confirmed when the report was ordered.

1. Executive brief

The short version of the full audit report for The Coca-Cola Company: the headline numbers, the top changes with their goals and targets, and one line per section with where to read more.

37
Homepage (/) performance score, mobile

10.3 s
Homepage (/) Total Blocking Time, mobile

20.5 s
/about-us Largest Contentful Paint, mobile

53
Unbranded AI answers naming the business

7
ChatGPT unbranded answers naming the business

19
h1 headings on the homepage (/)

- **AI engines name the business often, ChatGPT least.** The business was named in 53 unbranded AI answers across the engines asked, but in only 7 on ChatGPT, against 17 on Claude, 17 on Google Gemini and 12 on Perplexity. [G]
- **Pages are crawlable but thinly labelled for search.** 60 of 60 crawled pages on www.coca-colacompany.com declare JSON-LD, but only of type VideoObject and WebSite, and the homepage (/) has 19 h1 headings. (verified as of 2026-11-09) [D]
- **No engine names it for sustainable beverage packaging.** Asked "sustainable beverage packaging", Google Gemini, Claude, ChatGPT and Perplexity each answered without naming the business. [G]
- **Phone visits are slow on the pages tested.** The homepage (/) scores a median 37 for Lighthouse performance on mobile, with Total Blocking Time of 10.3 s on mobile, and /about-us reaches Largest Contentful Paint at 20.5 s on mobile. (verified as of 2026-11-09) [LH]
- **Tag Manager loads before a consent choice.** Google Tag Manager loads as soon as a page opens, before any consent choice is made [D], although a consent banner was detected on the homepage (/) [PW], and coca-colacompany.com sends no Content-Security-Policy header [HDR]. (verified as of 2026-11-08) [PW]
- **Automated checks found accessibility barriers on the homepage.** On the homepage (/), the axe rule button-name (critical) failed on 1 element and the color-contrast rule (serious) failed on 9 elements. (verified as of 2026-11-09) [PW]

Top 9 changes: goal, KPI and target

#	Change	Goal	KPI	Now	Target (recommended)
1	Close the ChatGPT gap for Powerade, smartwater and Gold Peak	Buyers who ask ChatGPT a drinks question meet the company's brands as often as on the other engines.	Unbranded AI answers naming the business, ChatGPT	7	Reach the 17 answers that Claude and Google Gemini each gave, on a repeat run within two quarters.
2	Expand the Gold Peak brand page	The company's coffee and tea brands appear in more AI recommendations.	Unbranded AI answers naming the business, ready-to-drink coffee and tea prompts	4	Named in most ready-to-drink coffee and tea answers on a repeat run within two quarters.

#	Change	Goal	KPI	Now	Target (recommended)
3	Tie the 'Total Beverage Company' claim to named brands in each category	Buyers and AI answers connect each recommended brand back to the company.	Unbranded AI answers naming the business, all engines	53	More answers naming the business on a repeat run within two quarters, with juice and coffee and tea leading the gain.
4	Add Organization and Person structured data	Search engines and AI answers are told who the company, its executives and its brands are.	JSON-LD types declared, homepage (/)	VideoObject, WebSite	Organization with sameAs links live on the homepage, and Person on every leadership and board profile, within one quarter.
5	Make /about-us/environment the packaging page	The company's packaging work can be found and quoted by search engines and AI answers.	Title length, /about-us/environment	11	A title naming packaging and the company within one month; named by at least one engine for a brand-owner packaging phrasing within two quarters.
6	Rework the top of the contact page into audience-labelled routes	Partners, investors and brand enquirers find the right contact route at once.	First call to action, /about-us/contact-us	Download	An audience-labelled route as the page's first link within one month.
7	Speed up the mobile pages by splitting theme.js	Investors, press, job seekers and buyers on phones reach content without a long wait.	Lighthouse performance, homepage (/), mobile	37	Raise the mobile score from its current 37 to 50 or higher, out of Lighthouse's lowest band, confirmed over repeated runs within two release cycles.
8	Give every leadership profile a name, role and company title	Journalists and investors searching for an executive see the role and company in the result.	Title length, /about-us/leadership/henrique-braun	14	Every profile title follows the name, role and company pattern that runs to 55 characters on /about-us/leadership/john-murphy, within one month.
9	Harden the site, starting with accessibility	The corporate site stays trustworthy, usable with assistive technology and free of dead ends.	Color-contrast (serious) failures, homepage (/), desktop axe test	9	No critical or serious automated failures on the homepage, and each listed fix shipped, within one quarter.

Live-site observations in this section were verified between 2026-11-08 and 2026-11-19. The live site may have changed since.

The recommended actions by start week, each with its owner and its steps: Action plan, page 47 of the full report (Part 2, page 16).

2. The short of each section

Part 1 · Findings: facts with their sources, one line per section; items marked UNVERIFIED are not yet confirmed.

- **Site inventory.** Crawl stopped at its page cap. The crawl fetched 60 public pages on coca-colacompany.com, its cap, and none of the 60 pages checked shows internal or placeholder text. Full detail: section 2, page 4 of the full report (Part 1, page 2). [D]
- **Performance.** Mobile performance scores are low across the pages tested. Median Lighthouse performance on mobile is 37 on the homepage (/), 44 on /about-us, 41 on /about-us/purpose-and-vision, 45 on /about-us/leadership and 26 on /about-us/coca-cola-system. Full detail: section 3, page 7 of the full report (Part 1, page 5). [LH]
- **Security and privacy.** Tag Manager loads before any consent choice. Google Tag Manager loads as soon as a page opens, before a choice is made, even though a consent banner is shown on the homepage (/) [D][PW]. Full detail: section 4, page 9 of the full report (Part 1, page 7).

- **SEO and structured data.** Crawl access is open and consistent. The robots.txt of www.coca-colacompany.com has 0 Disallow rules and lists a sitemap, and 0 of the 60 crawled pages carry a noindex or lack a canonical URL. Full detail: section 5, page 11 of the full report (Part 1, page 9). [D]
- **Accessibility.** Unnamed button fails a critical check on the homepage. The axe rule button-name (critical) failed on 1 element on the homepage (/) in the desktop test, so a screen reader announces a button with no name. Full detail: section 6, page 14 of the full report (Part 1, page 12). [PW]
- **AI findability.** Engines identify the company correctly. 8 of 8 brand-query answers correctly described the business, and 0 of 8 described a namesake. Full detail: section 7, page 16 of the full report (Part 1, page 14). [G]
- **Competitive landscape.** Twelve direct rivals found. PepsiCo, Keurig Dr Pepper and Nestlé are among them. (UNVERIFIED) Full detail: section 8, page 20 of the full report (Part 1, page 18). [G]
- **Market positioning.** Positioned as a 'Total Beverage Company'. Its corporate site states 200+ brands sold in over 200 countries across Sparkling, Hydration, Coffee & Tea, Juices, Dairy & Plant-Based and Alcohol Ready-to-Drink. Full detail: section 9, page 22 of the full report (Part 1, page 20). [D]
- **Marketability.** Homepage leads with the company story. The first call to action on the homepage (/) is "Discover Our Company", linking to /about-us. Full detail: section 10, page 25 of the full report (Part 1, page 23). [D]
- **Pricing position.** AriZona Beverages USA sets a $0.99 suggested retail price. AriZona Beverages USA prices its Big Can iced teas and juice drinks at a suggested retail price of $0.99 in the United States (UNVERIFIED, [G]). Full detail: section 11, page 27 of the full report (Part 1, page 25). [G]
- **Geographic scope.** Sold in more than 200 countries and territories. Its media-center page states its products are sold in more than 200 countries and territories as of October 22, 2026 [G, UNVERIFIED]. Full detail: section 12, page 29 of the full report (Part 1, page 27). [G]
- **Financial posture.** Net operating revenues of $47,941 million reported for 2025. For the year ended December 31, 2025, the company reported net operating revenues of $47,941 million and operating income of $13,762 million (UNVERIFIED). Full detail: section 13, page 30 of the full report (Part 1, page 28). [G]

In the full report

The full report holds everything behind this brief: Part 1, what we checked in every section, each item with its source and marked confirmed or unverified; Part 2, our labelled assessment (opinion, judgment and assumptions, kept apart from the facts); and the appendix with the cited sources, the methods and evidence labels, the unverified items and the human check of names, tiers and prices.

Our take, in short

OPINION · JUDGMENT · ASSUMPTION

Part 2 · Our take: the assessment verdict of each section.

- **Site inventory.** The site is well kept on the pages reached; the gaps are small housekeeping fixes, and the clean result covers a capped sample, not the whole site. Full detail: page 33 of the full report (Part 2, page 2). [I]
- **Performance.** A well-built corporate site with one serious weakness: it loads slowly, above all on phones, and the homepage is slow on desktop as well. Full detail: page 33 of the full report (Part 2, page 2). [I]
- **Security and privacy.** Strong on transport and email spoofing protection; the open work is a content security policy, a certificate-authority restriction and proof that tags wait for consent. Full detail: page 34 of the full report (Part 2, page 3). [I]

- **SEO and structured data.** Search engines can reach and index the crawled pages, but titles, headings and structured data tell them too little about the company, its people and its topics. Full detail: page 35 of the full report (Part 2, page 4). [I]
- **Accessibility.** A sound automated baseline with a few repeated, fixable barriers for screen-reader and keyboard users. Fix the likely shared component first, then test manually. Full detail: page 36 of the full report (Part 2, page 5). [I]
- **AI findability.** Visibility is a portfolio strength: the engines know the brands, and the remaining gaps are narrow enough to target engine by engine and category by category. Full detail: page 37 of the full report (Part 2, page 6). [I]
- **Competitive landscape.** Coca-Cola's all-beverage pitch sets it apart from the food-and-drink giants, but buyers meet it one brand at a time, against different specialists in each category. Full detail: page 38 of the full report (Part 2, page 7). [I]
- **Market positioning.** Clearly differentiated as the drinks-only, every-category company; at brand level its products sit beside PepsiCo's, and the breadth claim leans on sparkling and water. Full detail: page 41 of the full report (Part 2, page 10). [I]
- **Marketability.** A capable corporate site that routes investors, job seekers and sustainability readers well, but leaves press, partners and contact-page visitors with vague or inconsistent first steps. Full detail: page 42 of the full report (Part 2, page 11). [I]
- **Pricing position.** Price position is unknown: no Coca-Cola price is in evidence, and AriZona Beverages USA's listings alone are too narrow a base for a budget, mid-market or premium call. Full detail: page 44 of the full report (Part 2, page 13). [I]
- **Geographic scope.** Already sold worldwide, the company is cautiously ready to deepen its bottling-partner system, with the pending sale of its Coca-Cola Beverages Africa stake to Coca-Cola HBC as the trigger. Full detail: page 45 of the full report (Part 2, page 14). [I]
- **Financial posture.** Steady at very large scale and deliberately getting lighter: bottling stakes are being sold down under new leadership while hiring continues, all on UNVERIFIED signals. Full detail: page 46 of the full report (Part 2, page 15). [I]
- **Moat and runway.** Strong moat built on the bottling system and scale rather than range, and a strong runway on reported cash generation, though the financial figures are unverified in this run. Full detail: page 46 of the full report (Part 2, page 15). [I]