

Northstar Studio (fictional)

<https://northstar-studio.example>

Scan date: 2026-09-18 · Report reference: SAMPLE-ADVANCED

ILLUSTRATIVE SAMPLE. This fictional business, score and findings demonstrate the report format. They are not a live scan or a customer case study.

OVERALL AI VISIBILITY SCORE

67 / 100

14 observed issues · 100% evidence coverage

A website readiness indicator, not a ranking, citation count or probability of recommendation.

Executive Summary

The example website is accessible and describes a recognizable service. Its clearest opportunities are stronger business identity, more specific service pages and direct answers to customer questions.

Category Scores

AI crawler access		86/100
Technical discovery		74/100
Business identity		58/100
Structured data		40/100
Content clarity		72/100
Trust signals		62/100
AI readiness		75/100
Usability basics		65/100

OBSERVED SIGNALS

What AI Can Understand

The completed checks identify which website signals are present. They show accessible information and structural foundations; they do not reveal how a particular AI provider interprets your business.

Stronger observed categories: AI crawler access, Technical discovery, Content clarity, AI readiness.

What Is Missing

14 findings are listed in the priority sections below. Start with access or indexability issues, then clarify the business and its main offerings.

AI Crawler Accessibility

Rules are evaluated for the scanned path. Robots permissions are not a live access test from an AI provider. Firewalls and authentication can override practical access.

Crawler / token	Purpose	Observed rule
OAI-SearchBot	Search	Allowed by robots rules
Googlebot	Search	Allowed by robots rules
PerplexityBot	Search	Allowed by robots rules

Crawler / token	Purpose	Observed rule
Claude-SearchBot	Search	Disallowed by robots rules
GPTBot	Training	Disallowed by robots rules
Google-Extended	Product use	Disallowed by robots rules
ClaudeBot	Training	Disallowed by robots rules

Training and product-use controls are reported separately. Blocking GPTBot, ClaudeBot or Google-Extended does not reduce this score. No AI provider guarantees citations in exchange for access.

Business Identity

Explain who operates the business. Clarify your service area.

Structured Data

Make your business details easier for machines to connect. Correct invalid JSON-LD syntax.

Content Clarity

Give each important service a clear explanation. Answer genuine customer questions. Explain how pricing works.

Trust Signals

Connect genuine official profiles.

Technical Issues

Repair a broken service link. Declare your preferred page address.

High Priority Fixes

HIGH PRIORITY · STRUCTURED DATA

Make your business details easier for machines to connect.

The example site does not clearly label the company behind the service.

Recommended fix: Add consistent business information and Organization structured data.

Technical notes: Use a JSON-LD Organization node with name, url, contactPoint and genuine sameAs profile URLs.

HIGH PRIORITY · AI CRAWLER ACCESS

Review an unintended search crawler restriction.

The illustrative robots policy blocks Claude-SearchBot from a public service page.

Recommended fix: Confirm whether the restriction is intended, then allow appropriate public paths if desired.

Technical notes: Keep search-crawler controls separate from training permissions. Re-evaluate the exact path after updating robots.txt.

HIGH PRIORITY · TECHNICAL DISCOVERY

Repair a broken service link.

The example homepage links to a service URL that returns a missing-page response.

Recommended fix: Restore the page or update the link to the correct destination.

Technical notes: Return 200 for the intended page. Use a 301 redirect only where a replacement genuinely matches the old content.

Medium Priority Fixes

MEDIUM PRIORITY · CONTENT CLARITY

Give each important service a clear explanation.

Several offerings share one broad description, leaving their scope unclear.

Recommended fix: Create focused pages explaining the audience, scope and process of each main service.

Technical notes: Use a specific H1, meaningful H2 sections, visible HTML text and a self-referencing canonical.

MEDIUM PRIORITY · BUSINESS IDENTITY

Explain who operates the business.

The example About page gives little detail about the organization.

Recommended fix: Add accurate business background, team roles and relevant experience.

Technical notes: Connect the About page from global navigation. Avoid unsupported claims about clients, awards or team size.

MEDIUM PRIORITY · STRUCTURED DATA

Correct invalid JSON-LD syntax.

One illustrative markup block contains a trailing comma.

Recommended fix: Fix the JSON syntax and validate the structured data against its intended type.

Technical notes: Use a JSON parser first, then validate schema properties and alignment with visible content.

Connect genuine official profiles.

The example site does not link to consistent company profiles.

Recommended fix: Link to verified official social or directory profiles that represent the same business.

Technical notes: Use sameAs only for authoritative identity equivalents. Do not add unrelated links.

Clarify your service area.

Customers cannot tell whether the business serves their location.

Recommended fix: State the real service area and whether remote service is available.

Technical notes: Add visible coverage text. Use address or areaServed schema only where accurate.

Declare your preferred page address.

The example service page has no canonical URL.

Recommended fix: Choose the intended indexable URL and declare it in the page head.

Technical notes: Use an absolute HTTPS rel=canonical URL that resolves without unnecessary redirects.

Low Priority Fixes

Answer genuine customer questions.

The example page does not answer common buying questions directly.

Recommended fix: Explain suitability, process, cost and next steps in concise question-and-answer sections.

Technical notes: Only add FAQPage markup where the questions and answers are visible and appropriate.

Explain how pricing works.

A visitor cannot tell whether prices are fixed or quoted.

Recommended fix: Describe the factors that affect pricing and how to request an estimate.

Technical notes: Publish the explanation as text. Do not put all pricing context only in an image or an inaccessible widget.

Add missing image alternatives.

Some illustrative informative images have no alt attribute.

Recommended fix: Write useful alternatives for informative images and empty alt text for decorative ones.

Technical notes: Review img elements, including images inside links. Verify the experience with a screen reader.

Give the inquiry form accessible labels.

An example email field relies only on its placeholder.

Recommended fix: Add a visible label associated with the field.

Technical notes: Connect label for with input id. Keep clear validation messages and visible keyboard focus.

Improve shared page summaries.

The example site is missing an OpenGraph description on one important page.

Recommended fix: Use an accurate summary that matches the page content.

Technical notes: Add og:title, og:description and an appropriate og:image. These are descriptive signals, not an AI ranking guarantee.

Quick Wins

Confirm your company name and contact details, use descriptive page titles and headings, and link important service pages from your homepage. Apply these only where the report identifies a real gap.

Technical Implementation Notes

Keep changes accurate and consistent with visible content. Validate structured data syntax and semantic properties. Check responsive pages, crawler rules and canonical URLs after publishing. Preserve a rollback point before modifying production.

03 / PAGE COVERAGE

Additional Page Analysis

These page-level observations supplement the main-page score. They are not averaged into a misleading whole-site score.

Page	Response	Observations
https://northstar-studio.example/	200	Make your business details easier for machines to connect.
https://northstar-studio.example/services	200	Review an unintended search crawler restriction.
https://northstar-studio.example/about	200	Repair a broken service link.
https://northstar-studio.example/contact	200	Give each important service a clear explanation.
https://northstar-studio.example/pricing	200	Explain who operates the business.
https://northstar-studio.example/services/brand-design	200	Correct invalid JSON-LD syntax.
https://northstar-studio.example/services/websites	200	Connect genuine official profiles.
https://northstar-studio.example/process	200	Clarify your service area.
https://northstar-studio.example/questions	200	Declare your preferred page address.
https://northstar-studio.example/work	200	Answer genuine customer questions.

Platform Readiness: ChatGPT, Gemini and Perplexity

Prioritize public content, clear business descriptions and search crawler access. OAI-SearchBot, Googlebot and PerplexityBot observations appear in the crawler section. Google-Extended is a separate product-use control. Platform-specific recommendations and competitor context are included in the reviewed notes below when available.

Entity, Schema and Content Opportunities

Use genuine organization and profile information, appropriate page-level schema and useful answers to customer questions. llms.txt may serve as an optional content index, but is not a ranking requirement. Focus on the needs of actual customers.

Reviewed Recommendations and Roadmap

First: the website team should address the crawler restriction and broken service link. Confirm all changes on staging before release.

Next: the content owner should align business details and develop focused service explanations.

Then: validate schema, check mobile forms and review the published pages. Keep the implementation sequence tied to confirmed evidence.

ADVANCED SCOPE: Up to 25 relevant pages where accessible. The page examples below illustrate the review format, not a claim of a 25-page scan.

COMPETITOR COMPARISON (FICTIONAL): Studio A has clearer company identity and contact information, but only partial answers to pricing and process questions. Northstar Studio should improve its own information; this does not mean Studio A ranks higher in any AI platform.

CHATGPT READINESS: Separate OAI-SearchBot search access from GPTBot training controls. Give each service clear visible content.

GEMINI READINESS: Confirm Googlebot access, indexability and canonical URLs. Google-Extended is a separate product-use token.

PERPLEXITY READINESS: Keep focused answers and visible publisher information, with appropriate PerplexityBot access.

ENTITY AND SCHEMA: Connect the business name, URL and genuine profiles; add relevant Service markup where supported by visible content.

CONTENT OPPORTUNITIES: Explain service suitability, a typical engagement and how a quote is prepared.

LLMS.TXT: An optional public content index can link About, Services and Contact. It is not a ranking requirement and has no score weight.

Recommended Next Steps

1. Resolve confirmed access blockers and broken important links.
2. Clarify business identity and the main service descriptions.
3. Apply relevant structured data and usability improvements.
4. Rescan after publishing and review the new evidence.

Scope and Limitations

- This is a fictional, illustrative sample. No live website, app or competitor was scanned.
- The score demonstrates the format and is not evidence of AI recommendations or citations.
- The actual report lists observations for the accessible pages reviewed within the purchased scope.
- Page counts are bounded by the selected plan and technical feasibility. App and competitor conclusions require manual review; no analysis is implied without supporting notes.
- CMB is independent of OpenAI, Google, Anthropic and Perplexity. Rankings, citations and traffic are not guaranteed.

Want us to fix these issues?

Avenixsoft can help turn your findings into a defined implementation plan.

Fix My AI Visibility →

Implementation is a separately scoped professional service.