

Full Visibility Audit

SignalAI — AI Search Visibility

Client	Example LLC (example.com)
Engagement	Full Audit — One-time
Includes	6-category deep dive, site-wide crawl (7 pages)
Date	2026-09-30

Example LLC scores **59/100 (Foundation)** on our AI search visibility snapshot. This report breaks that score down into the same 6 signal categories, with the specific issues behind each one and why they matter — across the whole site, not just the homepage.

1. AI Crawler Access

VERIFIED

All 27 AI bots we check for are explicitly allowed in robots.txt, and none are blocked at the CDN/network layer when we test whether they can actually reach the site. A sitemap is published and HTTPS is enforced. Nothing found here.

2. Structured Data (Schema)

ATTENTION

2.1 Add FAQPage schema with site FAQs

What's wrong: Your site doesn't have FAQ schema, so AI systems can't pull direct answers to common questions (what a visit involves, hours, pricing) straight from your page.

Why it matters: FAQPage schema is one of the most reliable ways to get quoted directly by AI search, instead of AI having to guess from general page text.

3. Content Structure

RISK

3.1 Add H1 to the pages missing one

What's wrong: None of your site's pages — including the homepage — have a proper page heading (H1).

Why it matters: The H1 is one of the clearest signals search and AI systems use to understand a page's topic.

3.4 Fix meta descriptions outside the 160-character limit

What's wrong: Your page descriptions run too long and get cut off before the full sentence displays.

Why it matters: A cut-off description reads as unfinished and can undersell what you offer before someone clicks.

3.9 Site content requires JavaScript to render — AI crawlers can't see it

What's wrong: Your site's actual content only loads after JavaScript runs in a browser — but AI systems (and most search engines) read the raw page before that happens, so they currently see almost no visible content.

Why it matters: This is likely the single biggest factor holding your score back. Fixing it would likely improve several other findings on this list at the same time.

3.10 Fix title tags outside the recommended length

What's wrong: Your page titles run longer than what search engines and AI systems reliably display in full.

Why it matters: The part most likely to get cut is often the specific service list that differentiates you from competitors.

3.11 Fix canonical tags that point away from the page itself

What's wrong: Most of your pages' canonical tags point elsewhere, and your www address doesn't redirect to your main one.

Why it matters: This can split your site's authority across near-duplicate URLs instead of concentrating it on one address.

3.12 Improve poor mobile page performance (Core Web Vitals)

What's wrong: Your pages load noticeably slower on phones than on desktop computers.

Why it matters: Slow mobile loading hurts both visitors' patience and how search and AI systems rate the page experience.

3.13 Content doesn't map cleanly to how AI systems interpret buyer intent

What's wrong: AI systems see your site as answering only 'find you' and 'book you' questions, not educational or comparison ones.

Why it matters: Most early-stage buyer questions are informational or comparative — if you're not answering them, a competitor is.

4. Image & Accessibility

RISK

4.1 Add descriptive alt text to images

What's wrong: Our scan couldn't detect any images on your homepage at all.

Why it matters: This is almost certainly the same underlying issue as the content-visibility finding above, not a separate problem.

5. AI Discovery Files

ATTENTION

5.3 Create /ai/summary.json

What's wrong: Your site doesn't have a summary.json file giving AI systems a clean, direct description of your business.

Why it matters: A quick way to make sure AI systems describe your business the way you'd want, rather than guessing.

5.4 Create /ai/service.json

What's wrong: There's no structured file listing your specific services for AI systems to read directly.

Why it matters: Makes it easier for AI systems to accurately list everything you offer, rather than summarizing generically.

5.5 Create /ai/faq.json

What's wrong: Like the FAQ schema noted earlier, there's no dedicated FAQ file for AI systems either.

Why it matters: Publishing your FAQ content in both formats gives more AI systems a chance to pick it up correctly.

5.6 Add a description and page links to /lms.txt

What's wrong: Your /lms.txt file exists but has no description and no links to your pages, so AI systems can't use it to find your content.

Why it matters: A complete lms.txt is a cheap way to point AI systems at the pages you most want them to read.

6. Trust Signals

ATTENTION

6.1 Add HSTS / CSP / X-Frame-Options headers

What's wrong: Your site is missing two standard security headers (Content-Security-Policy and X-Frame-Options).

Why it matters: These are a baseline trust signal and a real security protection, both worth adding at the server level.

6.2 Add reviews/testimonials or verification links

What's wrong: Your site claims a 5-star rating in its structured data, but doesn't show any actual reviews as visible content.

Why it matters: A claimed rating with nothing visible to back it up is a missed trust opportunity — worth re-checking after the content-visibility fix too.

6.3 Add a visible About page link

What's wrong: We couldn't find a visible link to an About page on your site.

Why it matters: A visible About page is a simple, standard trust signal that's currently missing.

Prompt Readiness

A representative set of prompts a prospective customer might ask ChatGPT, Claude, or Perplexity when looking for recovery services in their area — not observed query data (no platform provides that), but a modeled read of whether the site's current content and schema would support a confident answer for each one.

“best recovery center in Example City” — Possible

Strong local-business schema and service-area data support local relevance, but thin visible content (finding 3.9) limits how specifically AI can quote you.

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“Service A near me in Example City” — Possible

The service is explicitly listed in schema, but page content invisible to crawlers currently limits confidence.

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“Service B for active clients in Example City” — Likely

The service and the client-focused positioning are present in the page description and schema — a strong, already-citable differentiator.

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“where do people go to recover in Example City” — Possible

Strong differentiation angle exists, but no FAQ or citable prose currently supports a direct answer.

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“what is Service A” — Unlikely

No educational content found; the site's intent coverage is brand-and-booking only (informational coverage scored 0).

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“Service C vs Service A for recovery” — Unlikely

Comparison intent is entirely unaddressed on the site — no comparison content exists anywhere in the crawl.

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Competitors were benchmarked on overall AI-visibility score (see the Free Snapshot); per-prompt readiness was not separately assessed for them in this run.

What's next

Ready to get these fixed?

This Full Audit is part of your **Full Audit + Fixes Kit** purchase — the ready-to-implement fixes are in the companion Fixes Kit document. Prefer to have us implement them directly? **Full Audit + Fixes Implementation** is **\$1,000 total** (includes 10 hours of SignalAI dev work) — your \$300 is already credited, so it's just **\$700 more**. A Full Custom option extends beyond the included 10 hours at \$100/hr.

Reach us at info@signal-ai.co to move forward.