

AI visibility is weak despite full synthetic crawler access

SAMPLE INVENTORY CO. / INVENTORY.EXAMPLE.COM

SAMPLE AUDIT - ANONYMIZED

All 10 live evaluations completed successfully. Synthetic accessibility was 6/6, while the consolidated AI visibility score remained 18/100.

AI VISIBILITY

18 / 100

SoMV - Grade F

EXECUTION

10 / 10

Successful live evaluations

SYNTHETIC ACCESSIBILITY

6 / 6

Browser control + 5 crawler IDs

01

Executive scorecard

V1-V6 audit state

Crawler & technical layer	PARTIAL	40/100
Context & structured evidence	PARTIAL	60/100
Citation/search evidence	UNMEASURED	No observable evidence
Content alignment	FAIL	ROUGE-L 0.0302
Factual representation	FAIL	0/7 decisive claims supported
Downstream actionability	UNMEASURED	Not established

UNMEASURED - insufficient evidence for a defensible measurement.

Access is healthy; evidence gaps remain

Synthetic accessibility succeeded under every modeled identity. Claim support remained weak, while several evidence classes were not established.

01

Synthetic accessibility

Observed delivery under browser control + five modeled crawler identities

6 / 6 ACCESSIBLE

IDENTITY	HTTP
Browser control	200
OAI-SearchBot	200
Claude-SearchBot	200
PerplexityBot	200
Bingbot	200
Googlebot	200

Synthetic test only; provider-origin crawler infrastructure was not directly observed.

02

Claim support

Verification against the selected site evidence

EXTRACTED CLAIMS

19

Total claim units

DECISIVE CLAIMS

7

36.8% verification coverage

SUPPORTED

0 / 7

Decisive claims supported

03

Evidence availability

Three evidence classes were not established in this run

EVIDENCE CLASS	STATE	OBSERVED RESULT
Citation/search evidence	UNMEASURED	No usable native evidence
Competitor surfacing	UNAVAILABLE	No validated comparative evidence
Downstream actionability	UNMEASURED	Not established

Four implementation priorities

The audit produced implementation-ready starting points for the highest-leverage technical and structured-data gaps.

- 01

Deploy /llms.txt
Publish the machine-readable summary generated by the audit.
artifacts/llms.txt
- 02

Standardize robots.txt
Apply explicit search-crawler and training-bot directives.
artifacts/robots.txt + robots.ts
- 03

Embed Schema.org @graph
Use the generated JSON-LD as the structured entity baseline.
artifacts/schema.jsonld
- 04

Improve first-citation readiness
Apply the audit guidance for clearer source pinpointing in search-grounded systems.
AUDIT_REPORT.md

These four actions address the highest-leverage gaps identified in this audit. Full technical detail, evidence provenance and implementation files are included in the accompanying bundle.

02

Supporting deliverables

Use the deeper bundle files when additional evidence or implementation detail is needed

PURPOSE	FILE / PATH
Full technical findings	AUDIT_REPORT.md
Evidence & provenance	EVIDENCE_MANIFEST.json
Raw provider evidence	data/evaluations_raw.json
Visibility aggregation	data/somv_matrix.json
Implementation files	artifacts/