

LLM Scan

PUBLIC AI VISIBILITY REPORT

www.betterselling.org

Scanned Jul 3, 2026, 11:02 UTC

OVERALL SCORE

35 /100

Poor

Executive summary

This site is difficult for AI tools to read right now. Key strengths include page structure, while AI guidance file and plain-text page access need attention. Recommended next step: publish an AI guidance file as text or markdown with more than 200 characters, markdown headings, and at least one absolute URL.

Recommended next step

1. Publish /llms.txt as text or markdown with more than 200 characters, markdown headings, and at least one absolute URL.
2. Add content negotiation for Accept: text/markdown on the homepage and return a markdown representation with Content-Type: text/markdown. Keep the HTML response for regular browser requests.
3. Serve a non-empty HTML homepage with a canonical link tag that points to the preferred public URL.

Signal breakdown

Crawlability

Warn 10/20

Serve a non-empty HTML homepage with a canonical link tag that points to the preferred public URL.

Robots.txt

Warn 15/15

Publish /robots.txt with explicit crawler rules and Sitemap references so search and AI crawlers can discover site policy.

llms.txt

Fail 0/15

Publish /llms.txt as text or markdown with more than 200 characters, markdown headings, and at least one absolute URL.

Sitemap

Fail 0/10

Publish a valid XML sitemap at /sitemap.xml and reference it from robots.txt so crawlers and AI systems can discover important URLs.

Markdown support

Fail 0/15

Add content negotiation for Accept: text/markdown on the homepage and return a markdown representation with Content-Type: text/markdown. Keep the HTML response for regular browser requests.

Semantic HTML

Pass 10/10

The homepage has a valid title, meta description, heading structure, semantic landmarks, substantial body copy, and descriptive anchor text.

Structured data

Fail 0/10

Add JSON-LD structured data with Organization or WebSite schema so AI systems can identify the site owner or website entity.

Content signals

Fail 0/5

Add the standard directive 'Content-Signal: ai-train=no, search=yes, ai-input=yes' to robots.txt, HTML metadata, or HTTP headers so AI systems can discover content usage preferences.

Suggested fixes

Fix Structured data

HTML

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@graph": [
{
"@type": "Organization",
"@id": "https://www.betterselling.org/#organization",
"name": "BetterSelling | AI sales coach for founders",
"description": "BetterSelling writes your founder-led sales pitch and gives you the right words when a prospect pushes back.",
"url": "https://www.betterselling.org/",
"logo": "https://www.betterselling.org/apple-icon.png?d68c978ec7ccbb3c"
},
{
"@type": "WebSite",
"@id": "https://www.betterselling.org/#website",
"name": "BetterSelling | AI sales coach for founders",
"description": "BetterSelling writes your founder-led sales pitch and gives you the right words when a prospect pushes back.",
"url": "https://www.betterselling.org/",
"publisher": {
"@id": "https://www.betterselling.org/#organization"
},
"inLanguage": "en"
}
]
}
Continued in the full scan report...
```

Fix Content signals

HTML

```
<meta http-equiv="Content-Signal" content="ai-train=no, search=yes, ai-input=yes" />
<meta name="content-signal" content="ai-train=no, search=yes, ai-input=yes" />
```

Full report

<https://www.llmscan.dev/scan/-9cv6rbctDjdjfhSSwV5n>