

OVERALL SCORE

28 /100 Poor

Executive summary

This site is difficult for AI tools to read right now. Key strengths include sitemap, 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. Review AI crawler Disallow rules and keep only the paths that should be excluded from AI crawler access; serve a non-empty HTML homepage with a canonical link tag.

Signal breakdown

Crawlability	Warn	10/20
Review AI crawler Disallow rules and keep only the paths that should be excluded from AI crawler access; serve a non-empty HTML homepage with a canonical link tag.		
Robots.txt	Warn	7.5/15
Review AI crawler Disallow rules and keep only the paths that should be excluded from AI crawler access.		
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	Pass	10/10
The sitemap index is valid and the checked child sitemap contains URL entries.		
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	Fail	0/10
Add a meta description between 50 and 160 characters. Use exactly one h1 element and move secondary section titles to h2-h6. Avoid skipped heading levels so sections progress from h1 to h2 to h3 without gaps. Add missing semantic elements:		
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://kraftdigitalagency.com/#organization",
      "name": "Kraft | We craft marketing strategies that grow your revenue",
      "description": "Website for Kraft | We craft marketing strategies that grow your revenue.",
      "url": "https://kraftdigitalagency.com/",
      "logo":
        "https://kraftdigitalagency.com/wp-content/uploads/2023/01/cropped-image-32-180x180.png"
    },
    {
      "@type": "WebSite",
      "@id": "https://kraftdigitalagency.com/#website",
      "name": "Kraft | We craft marketing strategies that grow your revenue",
      "description": "Website for Kraft | We craft marketing strategies that grow your revenue.",
      "url": "https://kraftdigitalagency.com/",
      "publisher": {
        "@id": "https://kraftdigitalagency.com/#organization"
      },
      "inLanguage": "en-US"
    }
  ]
}
```

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://llmscan.dev/scan/1hEzoi2ykJxhgvx0Q3T_