

OVERALL SCORE

41 /100

Needs Work

Executive summary

This site has a useful foundation, but important gaps still limit AI readability. 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 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.	Warn 10/20
Robots.txt Review AI crawler Disallow rules and keep only the paths that should be excluded from AI crawler access.	Warn 7.5/15
llms.txt Publish /llms.txt as text or markdown with more than 200 characters, markdown headings, and at least one absolute URL.	Fail 0/15

Sitemap	Pass	10/10
The sitemap.xml file is valid and 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	Warn	8.6/10
Add missing semantic elements: article.		
Structured data	Warn	5/10
Prefer valid JSON-LD and include Organization or WebSite schema.org types in valid JSON-LD for clearer AI interpretation.		
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.shipcontent.app/#organization",
      "name": "ShipContent. Content Engine for software projects",
      "description": "Turns your GitHub commits into ready-to-publish posts for X
and Bluesky, automatically",
      "url": "https://www.shipcontent.app/",
      "logo": "https://www.shipcontent.app/apple-icon?5ab1f6b4ac611fab",
      "sameAs": [
        "https://x.com/i/web/status/2088280387621454184",
        "https://x.com/i/web/status/2087561168265023503",
        "https://x.com/i/web/status/2087557306955206809",
        "https://x.com/ShipContentApp"
      ]
    },
    {
      "@type": "WebSite",
      "@id": "https://www.shipcontent.app/#website",
      "name": "ShipContent. Content Engine for software projects",
      "description": "Turns your GitHub commits into ready-to-publish posts for X
and Bluesky, automatically",
      "url": "https://www.shipcontent.app/"
    }
  ]
}
```

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/7RaMuH8vqJAogKhDtzVwW>