

OVERALL SCORE

43 /100

Needs Work

Executive summary

This site has a useful foundation, but important gaps still limit AI readability. Key strengths include AI guidance file and sitemap, while plain-text page access and page structure need attention. Recommended next step: 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.

Recommended next step

- 1. 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.
- 2. 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.
- 3. Shorten the meta description to 160 characters or fewer. 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: nav.

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	Pass	15/15
The llms.txt file was found and includes the expected text, length, heading, and URL signals.		
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	Fail	0/10
Shorten the meta description to 160 characters or fewer. 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		
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.tryprofound.com/#organization",
      "name": "Profound | Optimize Your Brand’s Visibility in AI Search",
      "description": "Profound helps brands gain visibility in AI-generated answers, optimize their presence in LLM-based answer engines, and stay competitive in the zero-click world.",
      "url": "https://www.tryprofound.com/",
      "logo": "https://www.tryprofound.com/favicons/favicon-light.svg",
      "sameAs": [
        "https://www.linkedin.com/in/georgebonaci/",
        "https://x.com/intent/user?screen_name=tryprofound",
        "https://www.linkedin.com/company/tryprofound/"
      ]
    },
    {
      "@type": "WebSite",
      "@id": "https://www.tryprofound.com/#website",
      "name": "Profound | Optimize Your Brand’s Visibility in AI Search",
      "description": "Profound helps brands gain visibility in AI-generated answers, optimize their presence in LLM-based answer engines, and stay competitive in the zero-click world.",
      "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/7ynm0JQf7y9PDnp8igRkX>