

OVERALL SCORE

18 /100 Poor

Executive summary

This site is difficult for AI tools to read right now. Key strengths include sitemap, while homepage access and AI guidance file need attention. Recommended next step: update the User-agent: * the crawler policy file rules so the public homepage is not covered by a Disallow rule.

Recommended next step

- 1. Update the User-agent: * robots.txt rules so the public homepage is not covered by a Disallow rule.
- 2. Publish /llms.txt as text or markdown with more than 200 characters, markdown headings, and at least one absolute URL.
- 3. 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.

Signal breakdown

Crawlability Update the User-agent: * robots.txt rules so the public homepage is not covered by a Disallow rule.	Fail	0/20
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 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. Add exactly one h1 element that describes the page topic. Add missing semantic elements: main, article, nav, footer. Add visible body copy after script and style removal so the page has at		
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.google.com/search?sca_esv=ef8c7200427aa2f5&sxsrf=AE3TifMJKuzv6S
      PAV_10F50hjsbPuoVlQg:1763368741519&kgmid=/g/11mhlcs8vb&q=Spark+Digital+Marke
      ting&shndl=30&shem=dimg1,lcuae,uaasie,shrtsdl&source=sh/x/loc/uni/m1/1&kgs=9
      165b55264aa2af9&utm_source=dimg1,lcuae,uaasie,shrtsdl,sh/x/loc/uni/m1/1#orga
      nization",
      "name": "Google Search",
      "description": "Website for Google Search.",
      "url":
      "https://www.google.com/search?sca_esv=ef8c7200427aa2f5&sxsrf=AE3TifMJKuzv6S
      PAV_10F50hjsbPuoVlQg:1763368741519&kgmid=/g/11mhlcs8vb&q=Spark+Digital+Marke
      ting&shndl=30&shem=dimg1,lcuae,uaasie,shrtsdl&source=sh/x/loc/uni/m1/1&kgs=9
      165b55264aa2af9&utm_source=dimg1,lcuae,uaasie,shrtsdl,sh/x/loc/uni/m1/1"
    },
    {
      "@type": "WebSite",
      "@id":
      "https://www.google.com/search?sca_esv=ef8c7200427aa2f5&sxsrf=AE3TifMJKuzv6S
      PAV_10F50hjsbPuoVlQg:1763368741519&kgmid=/g/11mhlcs8vb&q=Spark+Digital+Marke
      ting&shndl=30&shem=dimg1,lcuae,uaasie,shrtsdl&source=sh/x/loc/uni/m1/1&kgs=9
      165b55264aa2af9&utm_source=dimg1,lcuae,uaasie,shrtsdl,sh/x/loc/uni/m1/1"
    }
  ]
}
```

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/FMZWeTdYSkJGINX-nwyxY>