

OVERALL SCORE

31 /100

Poor

Executive summary

This site is difficult for AI tools to read right now. The main areas needing attention are AI guidance file and plain-text page access. 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	Warn	5.7/10
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: main, article, footer.		
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.speel.co/#organization",
      "name": "AI UGC Generator - Create Realistic Product Videos | Speel",
      "description": "Speel is the AI UGC generator built for performance marketers. Create realistic, ad-ready videos in minutes - no creators, no shoots, no delays.",
      "url": "https://www.speel.co/",
      "logo":
      "https://cdn.prod.website-files.com/67459e4d11ea8f89122689ca/68bf7b1f57b31e9976e09e6b_Speel%20webclip.png",
      "sameAs": [
        "https://www.linkedin.com/in/janson-smith-67a90a372/",
        "https://www.linkedin.com/in/oscarlaporta/",
        "https://www.linkedin.com/in/mischa-collins/",
        "https://www.facebook.com/speel.co/",
        "https://www.instagram.com/speel.co/",
        "https://www.linkedin.com/company/speel",
        "https://www.youtube.com/@Speel_app"
      ]
    },
  ],
  ⚡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/JuD1olvaD0qqSAQ7JOkJE>