

OVERALL SCORE

65 /100

Needs Work

Executive summary

This site has a useful foundation, but important gaps still limit AI readability. Key strengths include plain-text page access and sitemap, while AI guidance file and homepage 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. 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. Fix robots.txt syntax issues so each rule uses Field: value format, directives appear under a User-agent, and Sitemap entries use absolute URLs.

Signal breakdown

Crawlability

Warn10/20

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

Warn7.5/15

Fix robots.txt syntax issues so each rule uses Field: value format, directives appear under a User-agent, and Sitemap entries use absolute URLs.

llms.txt

Fail0/15

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.xml file is valid and contains URL entries.		
Markdown support	Pass	15/15
The homepage returns markdown content when requested with Accept: text/markdown, giving AI systems a cleaner text representation with less navigation chrome to parse.		
Semantic HTML	Warn	7.1/10
Shorten the meta description to 160 characters or fewer. Add missing semantic elements: main, article.		
Structured data	Pass	10/10
Valid JSON-LD structured data was found with core Organization or WebSite schema.org types.		
Content signals	Pass	5/5
Consider adding Content-Signal HTTP header, AI-specific head meta tags, robots noai/noimageai directive so AI systems can consistently discover content usage preferences across robots.txt, HTTP headers, and HTML metadata.		

Suggested fixes

llms.txt

MARKDOWN

TikTok Social Listening & Analytics Tool | Virlo

> Social listening tool for TikTok, YouTube Shorts & Reels. Track video trends, creators, and competitors in real time. Spot what’s going viral before it peaks - start a 7-day free trial.

This llms.txt file summarizes the public, canonical resources that AI assistants and crawlers should use to understand this site.

Site Overview

- Canonical URL: <https://virlo.ai/>
- Site type: organization
- Recommended summary: Social listening tool for TikTok, YouTube Shorts & Reels. Track video trends, creators, and competitors in real time. Spot what’s going viral before it peaks - start a 7-day free trial.

Core URLs

- [Homepage](<https://virlo.ai/>): Primary public entry point and canonical site overview.
- [Start for \$0](<https://app.virlo.ai/auth>): Important public page discovered from the homepage navigation.
- [Pricing](<https://virlo.ai/pricing>): Pricing, plans, and packaging information.
- [API](<https://dev.virlo.ai/>): Important public page discovered from the homepage navigation.

robots.txt additions

TXT

```
# robots.txt additions
# Copy these blocks into the existing robots.txt file. Keep current rules
unless a note calls out a conflicting Disallow.

# AI crawler access
# Add explicit Allow rules for blocked AI crawlers; remove or narrow
conflicting Disallow rules if your crawler target requires precedence.
User-agent: GPTBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: Claude-Web
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Google-Extended
Allow: /

# Crawl-rate guidance
Continued in the full scan report...
```

schema.json

JSON

```
{
"@context": "https://schema.org",
"@graph": [
{
"@type": "Organization",
"@id": "https://virlo.ai/#organization",
"name": "TikTok Social Listening & Analytics Tool | Virlo",
"description": "Social listening tool for TikTok, YouTube Shorts & Reels.
Track video trends, creators, and competitors in real time. Spot what's
going viral before it peaks - start a 7-day free trial.",
"url": "https://virlo.ai/",
"logo": "https://virlo.ai/icon.png?2d78c8ad15ebf87d",
"sameAs": [
"https://x.com/TheMattBerman",
"https://x.com/buildoor",
"https://x.com/shannholmberg",
"https://x.com/karankendre",
"https://x.com/cgtwts",
"https://x.com/leojrr",
"https://x.com/adrian_horning_",
"https://x.com/adxtyahq",
"https://www.youtube.com/@VirloAI",
"https://www.linkedin.com/company/virloai/",
"https://x.com/virlomain",
"https://www.instagram.com/virloai/",
"https://www.tiktok.com/@virloapp".
]
}
]
}
Continued in the full scan report...
```

Content-Signal

TXT

Content-Signal recommendations

Use these directives to make AI-use preferences explicit for compliant crawlers and AI systems. They are advisory signals, so keep them aligned with robots.txt, terms, and access controls.

Recommended values

- ai-train=no: AI model training, fine-tuning, and dataset creation.
- search=yes: AI search indexing, snippets, and discovery.
- ai-input=yes: AI answer grounding, retrieval, and generated-response context.

HTTP response header

```
'''http
Content-Signal: ai-train=no, search=yes, ai-input=yes
Content-Usage: train-ai=n
'''
```

Best for site-wide or route-specific policies because the signal travels with every response, including pages that AI systems fetch directly.

HTML meta tag alternatives

Add these inside the document '<head>' when server headers are not

continued in the full scan report...

Full report

<https://www.llmscan.dev/scan/SwBflQy8HuQnjnOEJ9Tyf>