

OVERALL SCORE

52 /100

Needs Work

Executive summary

This site has a useful foundation, but important gaps still limit AI readability. Key strengths include homepage access and crawler policy, 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. Add JSON-LD structured data with Organization or WebSite schema so AI systems can identify the site owner or website entity.

Signal breakdown

Crawlability

Pass20/20

The homepage resolves, connects, returns HTTP 200 OK, exposes a canonical URL, and is not blocked by robots.txt.

Robots.txt

Pass15/15

robots.txt allows crawler access and includes Sitemap references.

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	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	7.1/10
Shorten the meta description to 160 characters or fewer. Avoid skipped heading levels so sections progress from h1 to h2 to h3 without gaps.		
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://keanan.app/#organization",
      "name": "Keanan People ops your company actually owns",
      "description": "Payroll, contracts, time tracking, PTO, meetings and benefits in one platform. Ship it under your brand. Run it on your servers. Keanan is the people ops platform built for ownership.",
      "url": "https://keanan.app/",
      "logo": "https://keanan.app/assets/favicon.svg"
    },
    {
      "@type": "WebSite",
      "@id": "https://keanan.app/#website",
      "name": "Keanan People ops your company actually owns",
      "description": "Payroll, contracts, time tracking, PTO, meetings and benefits in one platform. Ship it under your brand. Run it on your servers. Keanan is the people ops platform built for ownership.",
      "url": "https://keanan.app/",
      "publisher": {
        "@id": "https://keanan.app/#organization"
      }
    },
    {
      "@type": "Text",
      "@id": "https://keanan.app/#full-scan-report",
      "text": "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://llmscan.dev/scan/YDqAocttU6kjdXlIPrCf2>