

LLM Scan

PUBLIC AI VISIBILITY REPORT

whop.com

Scanned Jul 4, 2026, 11:01 UTC

OVERALL SCORE

53 /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 content signals 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. Review AI crawler Disallow rules and keep only the paths that should be excluded from AI crawler access.

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

Warn 5.7/10

Use exactly one h1 element and move secondary section titles to h2-h6. Add missing semantic elements: main, article, nav, footer. Add visible body copy after script and style removal so the page has at least 200 words.

Structured data

Warn 5/10

Prefer valid JSON-LD and include Organization or WebSite schema.org types in valid JSON-LD for clearer AI interpretation.

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://whop.com/joined/zerochurn/#organization",
      "name": "ZeroChurn | Whop",
      "description": "Reduce churn, retain more customers, and grow your recurring revenue.",
      "url": "https://whop.com/joined/zerochurn/",
      "logo":
        "https://img-v2-prod.whop.com/IowHk6awIHDhsIVATk3HmXM0vv4zBudRDu-p3xKlhxw/resize:fill/width:180/height:180/enlarge:true/plain/https://assets-2-prod.whop.com/public/uploads/user_19095294/image/ai_prompts/2026-06-08/84390724-aa53-47da-b3b1-22da4aa6f53d.png"
    },
    {
      "@type": "WebSite",
      "@id": "https://whop.com/joined/zerochurn/#website",
      "name": "ZeroChurn | Whop",
      "description": "Reduce churn, retain more customers, and grow your recurring revenue.",
      "url": "https://whop.com/joined/zerochurn/",
      "publisher": {
        "@id": "https://whop.com/joined/zerochurn/#organization"
      }
    }
  ]
}
```

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/an8osOmwJfkVGVc0B2w8A>