

OVERALL SCORE

25 /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	Fail	0/10
Shorten the meta description to 160 characters or fewer. Use exactly one h1 element and move secondary section titles to h2-h6. Add missing semantic elements: main, article, footer. Add visible body copy after script and style removal so the		
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.deeplead.io/#organization",
      "name": "Deeplead: All-In-One Hyper-Personalized Outreach",
      "description": "Deeplead is the simplest way to run personalized B2B outreach: one tool that includes the contact data, writes a unique AI-researched email for every recipient, and handles sending inboxes and warmup. Plans from $37 per month with a 7-day free trial.",
      "url": "https://www.deeplead.io/",
      "logo": "https://www.deeplead.io/apple-touch-icon.png"
    },
    {
      "@type": "WebSite",
      "@id": "https://www.deeplead.io/#website",
      "name": "Deeplead: All-In-One Hyper-Personalized Outreach",
      "description": "Deeplead is the simplest way to run personalized B2B outreach: one tool that includes the contact data, writes a unique AI-researched email for every recipient, and handles sending inboxes and warmup. Plans from $37 per month with a 7-day free trial.",
      "url": "https://www.deeplead.io/",
      "publisher": {
        "@id": "https://www.deeplead.io/#organization"
      }
    }
  ]
}
```

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/j2-j5bTSMnBhOmXTeHRUm>