

LLM Scan

PUBLIC AI VISIBILITY REPORT

www.airbnb.com

Scanned May 20, 2026, 22:25 UTC

OVERALL SCORE

33 /100

Poor

Executive summary

This site is difficult for AI tools to read right now. Key strengths include structured data, 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. 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.

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	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
Regenerate sitemap.xml with valid XML and a sitemap <urlset> or <sitemapindex> root element.		
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
Shorten the title tag to 70 characters or fewer. Add missing semantic elements: article, footer. Add visible body copy after script and style removal so the page has at least 200 words.		
Structured data	Pass	10/10
Valid JSON-LD structured data was found with core Organization or WebSite schema.org types.		
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 Content signals
HTML
<pre><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" /></pre>

Full report
https://www.llmscan.dev/scan/jEti5eVfkLayDtO0kOPd5