

OVERALL SCORE

35 /100 Poor

Executive summary

This site is difficult for AI tools to read right now. Key strengths include sitemap, 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 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.	Warn 10/20
Robots.txt Fix robots.txt syntax issues so each rule uses Field: value format, directives appear under a User-agent, and Sitemap entries use absolute URLs.	Warn 7.5/15
llms.txt Publish /llms.txt as text or markdown with more than 200 characters, markdown headings, and at least one absolute URL.	Fail 0/15

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
Avoid skipped heading levels so sections progress from h1 to h2 to h3 without gaps. Add missing semantic elements: main, nav.		
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://instaposts.ai/#organization",
      "name": "AI Carousel Generator for LinkedIn & Instagram | Insta Posts",
      "description": "Create AI-powered carousel posts in minutes with
prompt-based generation, template references, and built-in versioned
editing.",
      "url": "https://instaposts.ai/",
      "logo": "https://instaposts.ai/images/favicon-light.png"
    },
    {
      "@type": "WebSite",
      "@id": "https://instaposts.ai/#website",
      "name": "AI Carousel Generator for LinkedIn & Instagram | Insta Posts",
      "description": "Create AI-powered carousel posts in minutes with
prompt-based generation, template references, and built-in versioned
editing.",
      "url": "https://instaposts.ai/",
      "publisher": {
        "@id": "https://instaposts.ai/#organization"
      }
    },
    {
      "inLanguage": "en"
    }
  ]
}
```

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/sSulBeAJNJP7VI5SPO2Sn>