GEO readiness report

opendpe.net

Snapshot 2026-11-04 · GTM Growth · 8 categories · 100 points

OVERALL SCORE

71

out of 100

GOOD

Projected after all fixes

100/100

29 points recoverable



Prepared for the site owner. Public data only — no analytics credentials were used for this audit.

29	53/100	3/5
RECOVERABLE POINTS	CITABILITY	PLATFORMS READY

What follows: the three findings that cost the most points, the category and platform tables, the citability method results, then the ordered fix plan with its projected score.

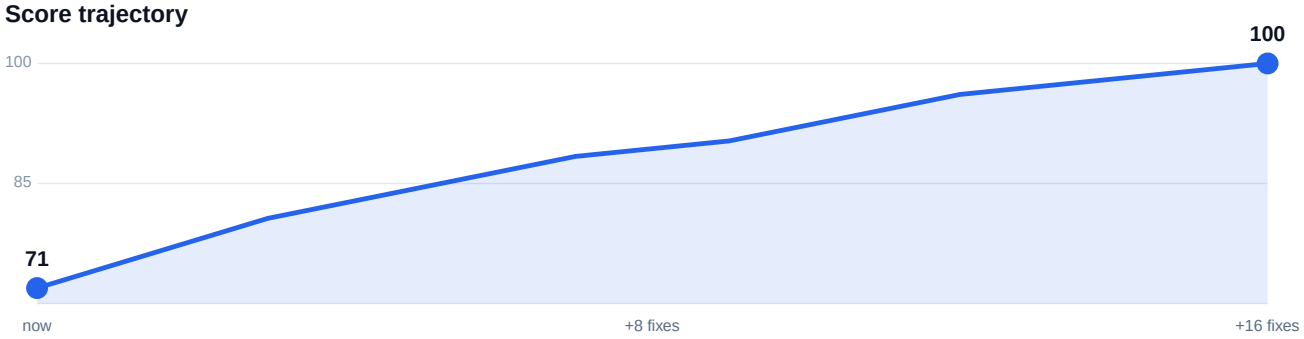
DASHBOARD

The numbers, on one page

71/100 today, 100/100 once all 16 fixes ship. The curve below adds them in the order the engine ranks them; the bars show which categories hold the 29 recoverable points.

71	100	29
TODAY	PROJECTED	RECOVERABLE

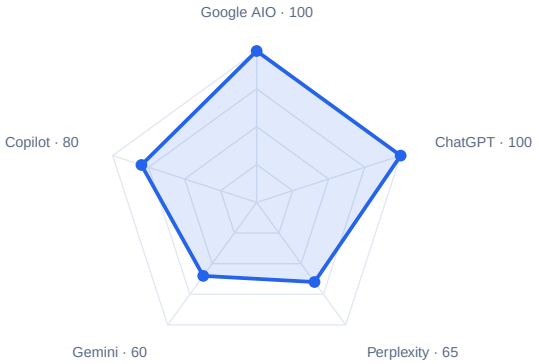
Score trajectory



Where the points are

robots.txt		15/18
llms.txt		12/18
schema		13/16
meta		14/14
content		11/12
brand & entity		3/10
signals		3/6
AI discovery		0/6

Platform readiness



Citability, method by method

Concrete statistics	3/3	Short sentences	3/3
Quotable passages	0/3	Outbound citations	0/3
Lists and tables	2/3	Named authorship	0/3
Question-shaped headings	2/3	Freshness	0/3
Answer in the first 30%	3/3	FAQ depth	3/3
Short paragraphs	3/3	Entity clarity	0/3

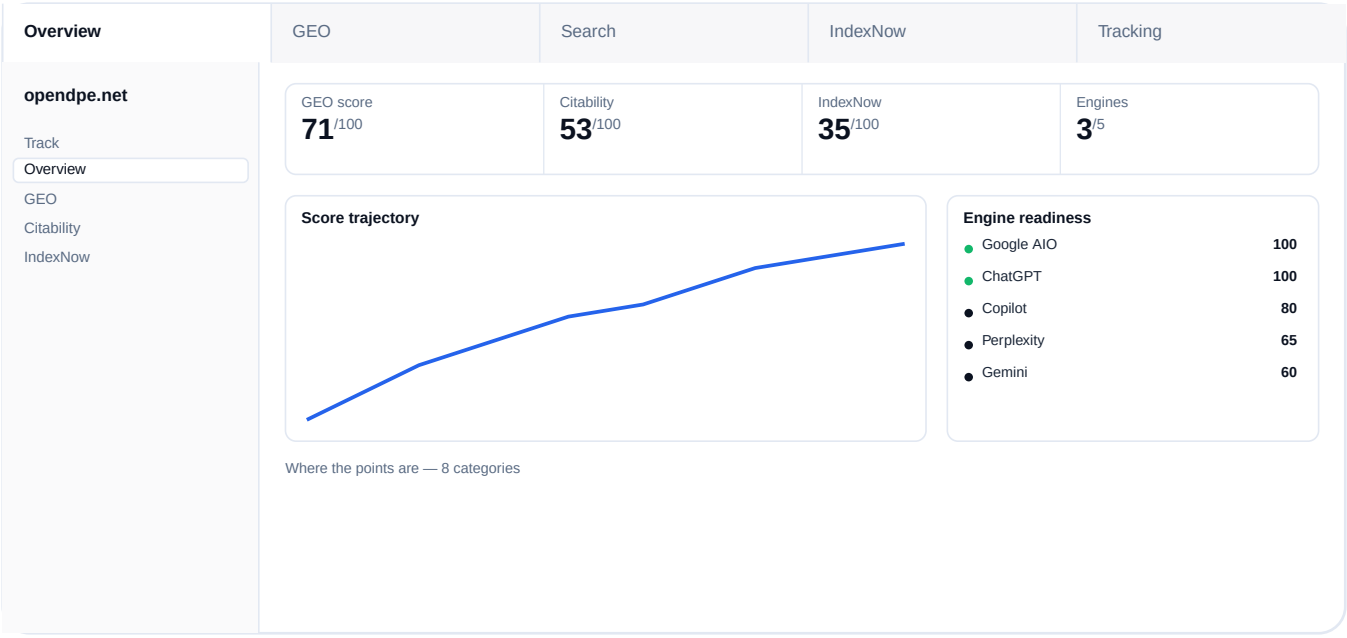
Band ladder



HOW TO READ

The console, panel by panel

The analysis console puts five sources on one screen: the GEO audit, citability, IndexNow, Search Console and the tracking layer. Its five tabs share one rule — every number points back to a check in this report, so a reader can audit the audit.



The KPI row — Four numbers, four questions: how readable (GEO), how quotable (citability), how fast to update (IndexNow), how many engines are ready. Each one is a score with its checks in this report — never a model output.

The trajectory — Adds the recommended fixes in the order the engine ranks them. Point 6 is the cheap half; point 16 is the full plan. It answers 'how far can I get this month?' with the audit's own arithmetic.

The engine ranking — Shows the gap between each engine's readiness and 100. A short bar means the signals are already in place; a long red delta means the gap is structural — entity links, citations, freshness.

The strip and the tabs — The strip ranks the eight GEO categories so you fix the cheapest first. The tabs carry the same data at full size: Search for demand, IndexNow for speed, Tracking for whether the numbers can be trusted.

Where to start

Overview — the four numbers and the plan order — this is the page a client reads.

GEO — the eight categories, with the exact check behind every point.

Search / IndexNow / Tracking — demand, speed of update, and whether the measurement itself can be trusted.

The console reads the same payload as the analysis_board MCP tool and the CLI: one audit, three surfaces, no second scoring engine.

EXECUTIVE SUMMARY

What this audit found

www.opendpe.net scores 71/100 (good). Fixing every failing check would reach 100/100 — 29 points are on the table, and the plan later in this report captures them in priority order.

robots.citation_bots · +3 points HIGH

Add explicit User-agent rules for OAI-SearchBot, Claude-SearchBot, PerplexityBot, Googlebot, Applebot instead of relying on "*".

schema.article · +3 points MEDIUM

Add Article or BlogPosting schema (headline, author, datePublished, dateModified) to editorial pages.

brand.kg_readiness · +3 points MEDIUM

Add sameAs URLs to Wikipedia, Wikidata, LinkedIn and Crunchbase in Organization schema.

COVERAGE

What was checked

- Homepage HTML, metadata and JSON-LD types
- robots.txt against 27 AI crawlers, by tier
- llms.txt links compared with the sitemap
- 12 citability methods with per-method evidence
- Hidden text, LLM instructions, thin copy, stuffing
- Five-engine readiness: AI Overviews, ChatGPT, Perplexity, Gemini, Copilot

Read-only audit: public URLs only. No Google credentials, no writes to the site, GA4 or GTM.

SCORE DETAIL

Score by category

Each bar is the category's earned points over its maximum. Colour follows the same rule as the overall band.

robots.txt	15/18		partial
llms.txt	12/18		partial
Schema JSON-LD	13/16		partial
Meta tags	14/14		complete
Content	11/12		partial
Brand & entity	3/10		partial
Signals	3/6		partial
AI discovery	0/6		missing

READ THIS FIRST

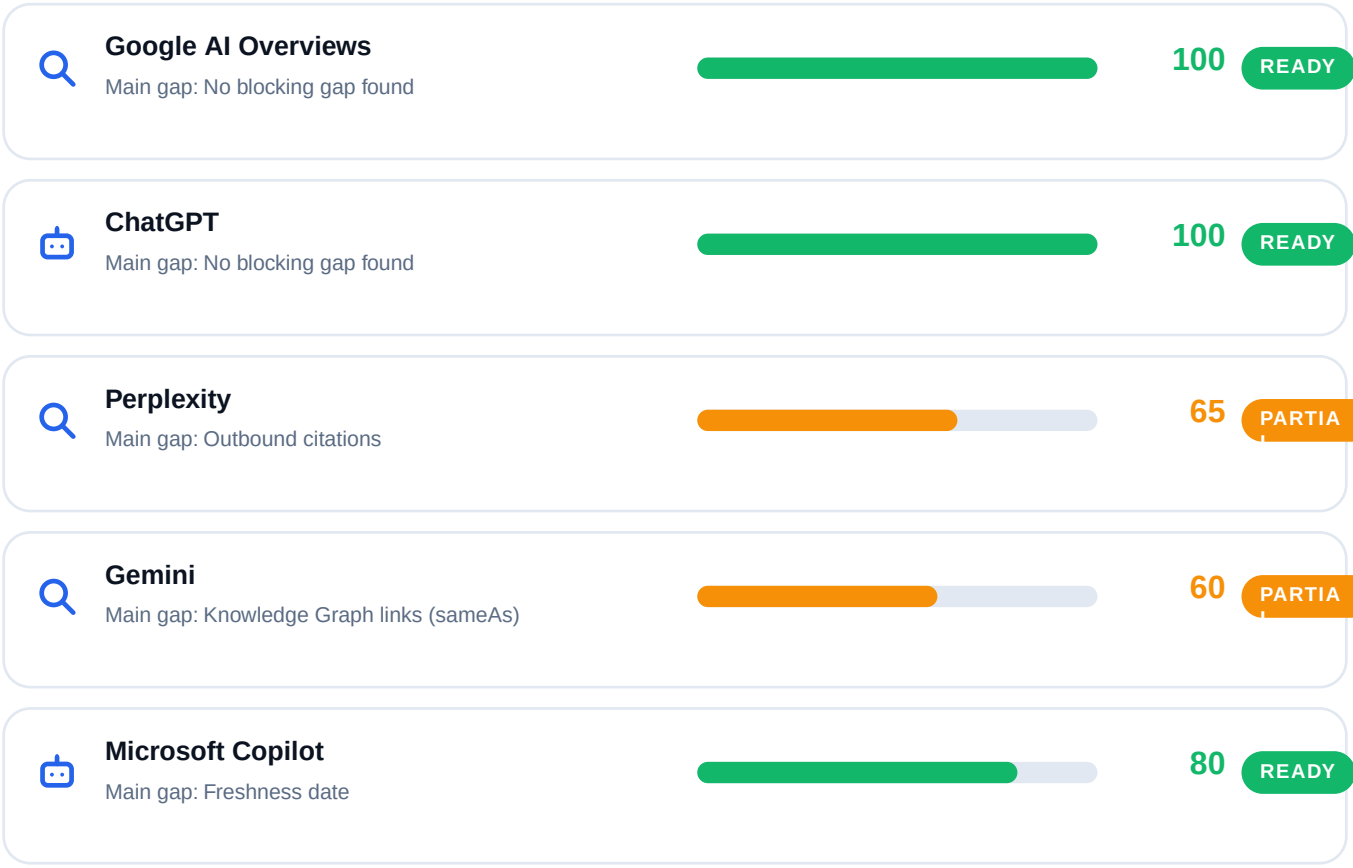
What the numbers mean

robots.txt	Whether AI crawlers may fetch the site — and whether the citation bots have their own rule.
llms.txt	Whether a machine-readable index exists, with sections, links and enough depth.
Schema	Whether the entity and its pages are described in JSON-LD an engine can parse.
Brand & entity	Whether the name, descriptions and sameAs links agree across the page.
AI discovery	Whether /.well-known/ai.txt and /ai/*.json exist for agent routing.

PLATFORM READINESS

Five engines, five verdicts

Derived from the same evidence: crawler rules, llms.txt, schema, structure and freshness. A platform score is not a claim that the engine cites the page — it is the readiness of the signals that engine uses.

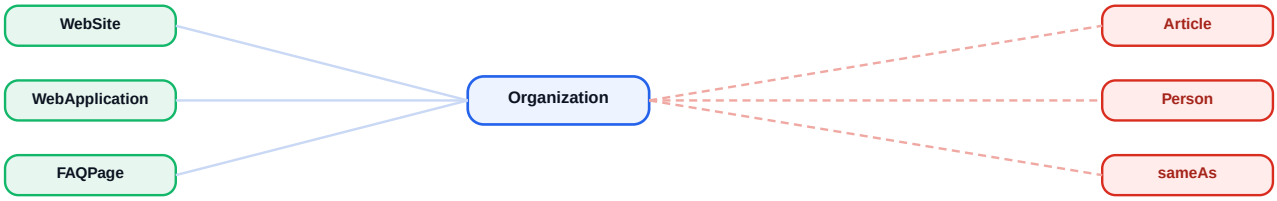


ONTOLOGY

Entity graph — what an engine can resolve

A model answers with entities, not pages. This graph is what the JSON-LD on the audited page lets an engine connect: the organisation, its site, the app and the FAQ on the left; the identities that disambiguate it on the right.

Entity graph



THE ONE BLOCK THAT UNLOCKS THE RIGHT COLUMN

```
{
  "@type": "Organization",
  "name": "Your brand",
  "url": "https://example.com",
  "sameAs": [
    "https://www.wikidata.org/wiki/Q000000",
    "https://en.wikipedia.org/wiki/Your_brand",
    "https://www.linkedin.com/company/your-brand"
  ]
}
```

sameAs links	Wikipedia, Wikidata, LinkedIn, Crunchbase — the pillars that tie the name to a Knowledge Graph node.	+3 PTS
Article schema	headline, author, datePublished, dateModified on editorial pages.	+3 PTS
Named author	A Person node with a URL, so a passage has a who behind it.	+1 PTS

Why this matters commercially

Without a resolved entity, an assistant has to guess which company a passage belongs to — and it usually guesses by omitting the name. Entity work is what turns a quotable passage into an attributed one.

PATH TO A RESOLVED ENTITY

1. Add sameAs to Organization — Wikipedia, Wikidata, LinkedIn, Crunchbase. One block, four URLs.
2. Publish Article or BlogPosting on editorial pages, with headline and dateModified.
3. Name a Person author with a URL, and link it from the Article.
4. Re-run the audit: sameAs and Article move brand & entity and schema, worth up to 7 points.

CITABILITY

Would an answer engine quote this page?

Citability scores 53/100 across 12 methods. Strengths: Concrete statistics, Answer in the first 30%, Short paragraphs. Gaps: Quotable passages, Lists and tables, Question-shaped headings, Outbound citations.

Concrete statistics	3/3	17 numeric token(s), 1.88 per 100 words
Quotable passages	0/3	0 blockquote(s) over 20 characters
Lists and tables	2/3	0 table(s), 23 list item(s)
Question-shaped headings	2/3	1 heading(s) ending in "?"
Answer in the first 30%	3/3	First 30% carries a figure in 50+ words
Short paragraphs	3/3	37 paragraph(s), 12 words on average
Short sentences	3/3	51 sentence(s), 17.8 words on average
Outbound citations	0/3	0 external link(s)
Named authorship	0/3	No author in schema or meta
Freshness	0/3	No dateModified/datePublished
FAQ depth	3/3	5 FAQ item(s) in schema, 1 question heading(s)
Entity clarity	0/3	Brand "DPE d'un bien a vendre : le verifier avant le mandat" not in H1, not in opening

⚠ Biggest citability gaps: Quotable passages, Lists and tables, Question-shaped headings, Outbound citations. Fixing quotations, structure and question headings usually moves this score fastest.

ACTION PLAN

In priority order, with points

Priority bucket first, then recoverable points. Points are exact: they are the gap between what a check awards today and its maximum.

#	PRIORITY	CHECK	+PTS	ACTION
1	HIGH	robots.citation_bots	3	Add explicit User-agent rules for OAI-SearchBot, Claude-SearchBot, PerplexityBot, Googlebot, Applebot instead of relying on "*".
2	MEDIUM	schema.article	3	Add Article or BlogPosting schema (headline, author, datePublished, dateModified) to editorial pages.
3	MEDIUM	brand.kg_readiness	3	Add sameAs URLs to Wikipedia, Wikidata, LinkedIn and Crunchbase in Organization schema.
4	MEDIUM	llms.depth	2	Expand llms.txt with product, documentation and company sections — thin files carry little signal.
5	MEDIUM	llms.depth_high	2	For a full reference, ship /llms-full.txt and link it from llms.txt.
6	MEDIUM	llms.full	2	Publish /llms-full.txt with the expanded corpus and link it from llms.txt.
7	MEDIUM	brand.name_coherence	2	Use one brand name across <title>, og:title, H1 and Organization schema so the entity resolves cleanly.
8	MEDIUM	brand.desc_coherence	1	Reuse the same positioning sentence in Organization schema description and the meta description.
9	MEDIUM	brand.about_link	1	Link a visible /about or /company page from the homepage.
10	LOW	signals.rss	2	Add <link rel="alternate" type="application/rss+xml" href="/feed.xml"> so agents can discover new pages.
11	LOW	ai_discovery.well_known	2	Publish /.well-known/ai.txt describing crawler permissions and key resources.
12	LOW	ai_discovery.summary	2	Publish /ai/summary.json with {"name": "...", "description": "..."} (description >= 20 chars).

Top six fixes: 71 to 86/100. All fixes: 100/100.

Deterministic score: re-running the same snapshot reproduces these numbers exactly.

MARKETING

Three plays this audit unlocks

Every play below is anchored to a check in this report, not to a projection. The question each one answers is commercial: where does an assistant place this brand when a buyer asks who verifies a DPE?

1. Be the brand, not the page

+7 GEO · +3 CITABILITY

Entity signals sit at 3/10. sameAs has 0/4 pillars, the name differs between title, H1 and Organization schema, and there is no about link.

DO One name everywhere; sameAs to Wikidata, LinkedIn and Crunchbase; a real about page; a Person author with a URL.

WATCH Branded queries in Search Console, and whether an assistant repeats 'OpenDPE' when asked who verifies a DPE.

2. Publish the answer, not the brochure

+12 CITABILITY

Citability is 53/100: 0/3 on quotations, outbound citations, authorship and freshness. The page states numbers but sources none of them.

DO Quote the official DPE method with a link, turn one comparison into a table, name an author, add dateModified, and put a sourced figure above the fold.

WATCH The four zeroed methods in this report, re-run monthly; then AI referral sessions in GA4.

3. Own the launch window

+45 INDEXNOW · +6 DISCOVERY

IndexNow is 35/100 — no key file — and AI discovery is 0/6: no /.well-known/ai.txt, no /ai/*.json. New pages wait for a crawl nobody announced.

DO Publish the key file, verify it, announce each release in one POST, and ship the machine-readable summary, FAQ and service files.

WATCH Time between publish and first crawl in Bing Webmaster Tools; AI referral sessions after a launch.

The proof is the same audit, re-run

In 30 days, run geo-audit on the same URL. The category vector moves or it does not — that is the whole report card. Nothing here needs a dashboard to be believed.

METHOD & LIMITS

How this report was produced

SOURCE	Public HTML of the audited URL, its robots.txt, llms.txt, sitemap and AI discovery endpoints. No credentials, no analytics data.
SCORING	Eight weighted categories, 100 points. Every point belongs to a check with its own evidence. Projection = current score + all recoverable points, capped at 100.
CITABILITY	12 content methods (statistics, quotations, structure, question headings, answer-first, paragraph and sentence length, citations, authorship, freshness, FAQ, entity clarity).
PLATFORMS	Readiness mapping per engine, not a citation measurement. No LLM provider is queried.
LIMITS	JavaScript-rendered content is not executed. Drift reads up to 20 sub-sitemaps. Positioning and mentions outside the page are out of scope.

Turn this report into a plan

The same engine can re-audit after each fix, compare the score month over month, and audit the GTM container that measures the traffic.

https://geoking2104.github.io/GTM-Growth/

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