

SAMPLE REPORT

Three-Web Visibility Audit

Domain: **example-retail.eu** · Observed 31 August 2026, 14:22 UTC · Observation ID obs_m4x9k2p1

This is an illustrative example of the report the engine returns, using a fictional domain. It shows the structure, the level of evidence and the action plan you receive. The figures are not a real audit of a real company.

GLOBAL SCORE

64 /100

129 of 167 signals were testable on this domain.

38 could not be verified from public sources and are reported as not applicable — never counted as failures.

The score is computed only over the signals actually tested.

Score by dimension

AI Signals		41/100	Crawler permissions and machine-readable trust files
AEO		68/100	Answer extraction and question-shaped structure
GEO		52/100	Brand entity, citability, identity graph
AIO		61/100	Retrieval readiness and chunking
SEO		83/100	Technical and content foundation

The three webs behind those numbers: the human web scores well, the AI web is partially declared, and the machine web is effectively absent. That pattern is the most common one we observe — a site built correctly for people and browsers, and not addressed at all to the systems that now read it.

What the engine found — extract

Every signal carries the evidence that produced its verdict. Below is a short extract; the full report lists each tested signal in the same form.

SIGNAL	VERDICT	EVIDENCE OBSERVED
robots.txt AI crawler rules	PARTIAL	robots.txt found (HTTP 200, 412 bytes). Googlebot and Bingbot addressed explicitly. No rule names GPTBot, ClaudeBot, PerplexityBot or CCBot – their access is therefore undeclared rather than decided.
llms.txt present and valid	FAIL	/llms.txt returned HTTP 404. No equivalent declaration found at any known path.
Organization JSON-LD	PASS	One Organization node found, with name, url, logo and 3 sameAs links. Parsed without error.
sameAs identity graph depth	PARTIAL	3 sameAs targets present (LinkedIn, Facebook, X). No entry resolves to an authority registry such as Wikidata, Crunchbase or a national company register.

SIGNAL	VERDICT	EVIDENCE OBSERVED
Agent card at /.well-known/	FAIL	/.well-known/agent-card.json returned HTTP 404. No A2A interface is discoverable, so autonomous agents cannot address this domain directly.
Answer-first paragraph structure	PASS	14 of 18 sections open with a declarative answer before elaborating. Median lead sentence 24 words.
SHA-256 integrity manifest	N/A	No proof manifest declared. Not counted as a failure – the signal was not testable.
Canonical URL	PASS	Self-referencing canonical present and matching the served URL. One canonical tag only.
Heading hierarchy	PARTIAL	Exactly one H1. Two H4 elements appear with no preceding H3, breaking the outline in the pricing section.

Verdicts are produced by fixed rules, not by a language model. The same domain in the same state returns the same verdicts.

Prioritised action plan

Failures are ordered by the weight each signal carries in the score, so the first item is the one that moves the number most — not the one that is easiest to write about.

#	PRIORITY	ACTIONS	WHY HERE
1	Fix first	Publish /lms.txt · Publish an agent card at /.well-known/agent-card.json · Name AI crawlers explicitly in robots.txt	Highest-weight failures. All three are file-level changes, not redesigns.
2	Then	Add Wikidata and a company-register entry to sameAs · Repair the heading outline in the pricing section · Declare an entities.json	Medium weight. Identity resolution and structural repair.
3	Refine	Add a proof manifest with SHA-256 hashes · Extend answer-first structure to the remaining 4 sections	Fine adjustments once the foundation is in place.

What this report is not

- **Not a guarantee of citation or ranking.** Third-party AI systems change behaviour without notice and no provider guarantees inclusion. This measures observable technical signals within your control.
- **Not a legal certification.** It is a technical observation, not a certification and not a legal opinion under Regulation (EU) 2024/1689.
- **Not a full-site crawl.** One page is fetched in full, together with every site-wide machine-readable file, up to 12 internal links and a sample of sitemap URLs.
- **Not a verdict on what could not be seen.** Signals that cannot be verified from public sources are returned as not applicable. Marking them failed would invent a result.

Run this on your own domain at [3webobs.com](#) — three reports per domain each month are free. Pricing at [3webobs.com/pricing](#)