

**23**

INVISIBLE

ESTIMATED MONTHLY REVENUE LEAK

**\$9,135/mo**

Summed across every issue AISO found on this scan.

Estimate based on industry benchmarks scaled by issue severity. Your actual impact may be higher or lower. Fix these issues and rescan to measure.

Target URL

**<https://passmark.dev/>**

Scanned April 25, 2026

# Dimensions

Scoring across the 9 deterministic dimensions of AI search visibility, plus non-scoring crawler/search verification signals.

Content Structure	5 / 20	FAIL	3 issues
Citation Density	10 / 20	WARN	2 issues
Schema Markup	0 / 15	FAIL	2 issues
Crawler Access	7 / 15	WARN	1 issues
llms.txt	0 / 10	FAIL	1 issues
Agent Readiness	1.8 / 10	FAIL	8 issues
Entity Clarity	0 / 10	FAIL	4 issues
Freshness	0 / 5	FAIL	1 issues
Off-site Authority (proxy)	1 / 5	FAIL	0 issues
Platform Profiles	0 / 0	FAIL	4 issues
Template Coverage	0 / 0	FAIL	1 issues
Content Decay	0 / 0	PASS	1 issues
Trust Stack	0 / 0	FAIL	5 issues
Web Verification	0 / 0	PASS	0 issues
Prompt Injection	0 / 0	PASS	0 issues
Content Gap Opportunities	0 / 0	FAIL	2 issues
Negative Signals	0 / 0	PASS	0 issues

# Top 10 fixes

Prioritized by severity. Issues marked auto-fixable can be patched automatically via AGNT Auto-fix.

CRITICAL · SCHEMA · AUTO-FIXABLE ~\$400/mo

## No valid Organization JSON-LD

Add `<script type='application/ld+json'>` with `@type:Organization` including name, url, logo, and sameAs (e3 social profiles).

CRITICAL · LLMSTXT · AUTO-FIXABLE ~\$300/mo

## No /llms.txt file found

Publish `/llms.txt` at the site root with `'# <Project>'` + a short summary + H2 sections linking to canonical doc URLs.

HIGH · CITATIONS ~\$413/mo

## Statistical claims are unsourced

Every `% / 'X customers' / stat` deserves an inline citation link to the origin study or publication.

HIGH · AGENT\_READINESS ~\$500/mo

## No API or OpenAPI endpoint detected

Expose a public API reference or OpenAPI document at `/docs/api`, `/openapi.json`, or an equivalent developer URL so agents can understand callable surfaces.

HIGH · STRUCTURE ~\$325/mo

## No definition-lead opener in the first 150 tokens

Open the homepage with `'<Brand> is a <category> that <differentiator>'` — this is the single biggest lever for AI citability.

HIGH · CITATIONS ~\$413/mo

## External links exist but none hit the authoritative allowlist

Cite at least one `.edu/.gov`, Wikipedia, IETF/W3C spec, or tier-1 publication near your flagship claims.

HIGH · STRUCTURE ~\$325/mo

## No FAQ section detected

Add a FAQ block with e5 question/answer pairs using `<details>/<summary>` or `<h3>+<p>` patterns. Also mark it up with FAQPage JSON-LD.

HIGH · CRAWLER ~\$1,000/mo

## No robots.txt found

Publish a `/robots.txt` that explicitly allows GPTBot, ClaudeBot, PerplexityBot, Google-Extended and other AI crawlers.

LOW · AGENT\_READINESS ~\$320/mo

## No clear agent navigation path detected

Expose a crawlable sitemap and stable navigation to docs, pricing, support, API references, and key task pages. Agents need predictable links, not only app-shell buttons.

LOW · CONTENT\_DECAY ~\$225/mo

### **Volatile content lacks update signals**

Pages about prices, versions, launches, or changing data should expose a clear last-updated date and refresh cadence.

# Runtime Visibility appendix

The Runtime Visibility panel did not run for this scan. Requires at least 2 configured LLM engines.

**Total estimated leak across all issues: \$9,135/mo**

Fix them with AISO Auto-fix for \$199/mo.

Estimated, not measured. Rescan after each fix to track whether the leak shrinks.