

39

INVISIBLE

ESTIMATED MONTHLY REVENUE LEAK

\$5,410/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://www.trychroma.com/>

Scanned April 26, 2026

Dimensions

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

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

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 · CITATIONS ~\$413/mo

Statistical claims are unsourced

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

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 · LLMSTXT ~\$250/mo

2 linked URL(s) in llms.txt return non-200

Fix or remove broken links in llms.txt — crawlers will mistrust the file if samples 404.

LOW · TEMPLATE_COVERAGE ~\$95/mo

Template coverage is limited in homepage-only scans

Run Template Audit, Full Site, or Deep Investigation mode to compare key templates across the site.

LOW · TRUST_STACK ~\$95/mo

Authority trust layer is weak

Strengthen the authority layer before expecting durable AI citations and stable visibility.

LOW · CONTENT_GAPS ~\$160/mo

4 entity page gaps detected

Add explicit entity surfaces: about or company page, team or founder page, pricing page, docs or API page.

LOW · ENTITY · AUTO-FIXABLE ~\$160/mo

Organization JSON-LD missing founder

Add `'founder': [{ @type: Person, name: ... }]` to the Organization schema.

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: \$5,410/mo

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

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