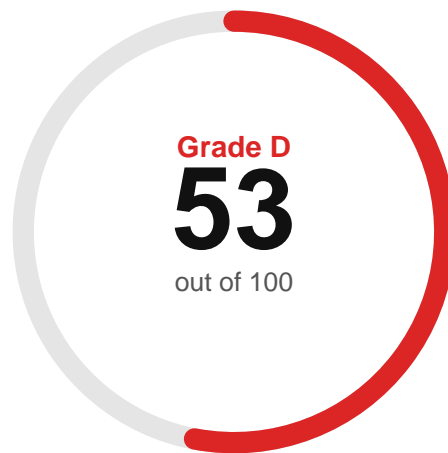




GEO Audit Report

valUX
<https://valux.uk>



Overall GEO Score

Prepared for valUX
Date of audit: 20/04/2026
Prepared by valUX, London

01 EXECUTIVE SUMMARY

Where you stand and what we will do

valUX currently scores 53/100 on the combined SEO+GEO assessment. The sections below detail the signals measured and the four-phase plan to move the score toward the citable band.

What is working	What is blocking you	What we will deliver
<ul style="list-style-type: none"> No standout wins recorded this run. 	<ul style="list-style-type: none"> No critical blockers recorded this run. 	<ul style="list-style-type: none"> Awaiting a full synthesis run.

02 YOUR GEO SCORE EXPLAINED

Why the number is 53 out of 100

The composite score of 53/100 is the weighted average of seven categories (weights in the table below). It reflects how ready the site is to be cited by today's major AI search products. Values below 50 indicate foundation work is required before AI engines will reliably surface the site; values above 75 indicate optimisation rather than recovery.

Category	Weight	Your score	What it measures
AI Citability & Visibility	25%	59/100	Passage-level AI citation readiness, AI crawler access, llms.txt.
Brand Authority	18%	60/100	Reddit, YouTube, Wikipedia, LinkedIn presence and entity signals.
Content Quality & E-E-A-T	18%	0/100	Experience, expertise, authoritativeness, trustworthiness signals.
Technical Foundations	13%	95/100	Core Web Vitals, SSR, accessibility, performance, security.
Structured Data	8%	85/100	Schema.org completeness and JSON-LD validity for AI parsing.
Platform Optimization	8%	79/100	Per-platform readiness for Google AIO, ChatGPT, Perplexity, Gemini, Bing.
Agent Readiness	10%	16/100	12 emerging agent standards: Link headers, MCP, UCP, ACP, etc.

03 SCORE BREAKDOWN

Category-by-category view



04 AI PLATFORM READINESS

How ready each AI search engine is to cite your site

Each platform uses a different mix of signals. Scores below reflect how well your site currently meets each platform's citation preferences.





05 AI CRAWLER ACCESS

Which AI engines can read your site today

Crawler	Platform	Status	What we recommend
GPTBot	ChatGPT	Allowed	Leave allowed.
OAI-SearchBot	ChatGPT	Allowed	Leave allowed.
ChatGPT-User	ChatGPT	Allowed	Leave allowed.
ClaudeBot	Claude	Allowed	Leave allowed.
Claude-Web	Claude	Allowed	Leave allowed.
PerplexityBot	Perplexity	Allowed	Leave allowed.
Perplexity-User	Perplexity	Allowed	Leave allowed.
Google-Extended	Google	Allowed	Leave allowed.
GoogleOther	Google	Allowed	Leave allowed.
Applebot-Extended	Apple	Allowed	Leave allowed.
Amazonbot	Amazon	Allowed	Leave allowed.
FacebookBot	Meta	Allowed	Leave allowed.
Meta-ExternalAgent	Meta	Allowed	Leave allowed.
anthropic-ai	Claude	Allowed	Optional (training-only crawler).
CCBot	Common Crawl	Allowed	Optional (training-only crawler).
Bytespider	ByteDance	Allowed	Optional (training-only crawler).
cohere-ai	Cohere	Allowed	Optional (training-only crawler).

06 FINDINGS AND REQUIRED WORK

What we found, by area

Each area below lists the most important issues we identified and the work we recommend. Items are in priority order inside each area.

AI Citability & Visibility Score: 59/100		
Issue	What it means for you	What we will do
Insufficient signal for AI Citability & Visibility	Score is based on limited data from this run.	Re-run with the relevant skill enabled or supply missing artifacts.

Brand Authority Score: 60/100		
Issue	What it means for you	What we will do
Insufficient signal for Brand Authority	Score is based on limited data from this run.	Re-run with the relevant skill enabled or supply missing artifacts.

Content Quality & E-E-A-T Score: 0/100		
Issue	What it means for you	What we will do
Insufficient signal for Content Quality & E-E-A-T	Score is based on limited data from this run.	Re-run with the relevant skill enabled or supply missing artifacts.

Technical Foundations		Score: 95/100
Issue	What it means for you	What we will do
Insufficient signal for Technical Foundations	Score is based on limited data from this run.	Re-run with the relevant skill enabled or supply missing artifacts.

Structured Data		Score: 85/100
Issue	What it means for you	What we will do
Insufficient signal for Structured Data	Score is based on limited data from this run.	Re-run with the relevant skill enabled or supply missing artifacts.

Platform Optimization		Score: 79/100
Issue	What it means for you	What we will do
Insufficient signal for Platform Optimization	Score is based on limited data from this run.	Re-run with the relevant skill enabled or supply missing artifacts.

Agent Readiness		Score: 16/100
Issue	What it means for you	What we will do
Insufficient signal for Agent Readiness	Score is based on limited data from this run.	Re-run with the relevant skill enabled or supply missing artifacts.

07 IMPROVEMENT ROADMAP

Four phases over six months

The work is grouped into four phases. Each phase builds on the last, and each phase leaves the site measurably better on specific fronts. You will see progress at the end of each phase, not only at the end of the programme.

<p>Phase 1 Weeks 1-2</p> <p>62 /100</p> <p>Quick technical wins Foundation unblocked: AI crawlers, schema, llms.txt in place.</p>	<p>Phase 2 Weeks 3-6</p> <p>69 /100</p> <p>Content and citability Top pages hit the 134-167 word citable passage band.</p>	<p>Phase 3 Weeks 7-12</p> <p>75 /100</p> <p>Authority and E-E-A-T Brand mentions and authored content begin to compound.</p>	<p>Phase 4 Weeks 13-20</p> <p>80 /100</p> <p>Platform optimisation Per-platform readiness lifts AI Overviews and Perplexity citations.</p>
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Phase 1: Quick technical wins (Weeks 1-2, target score 62)

Work included	What will change for you
<ul style="list-style-type: none"> Quick technical wins 	Foundation unblocked: AI crawlers, schema, llms.txt in place.

Phase 2: Content and citability (Weeks 3-6, target score 69)

Work included	What will change for you
<ul style="list-style-type: none"> Content and citability 	Top pages hit the 134-167 word citable passage band.

Phase 3: Authority and E-E-A-T (Weeks 7-12, target score 75)

Work included	What will change for you
<ul style="list-style-type: none"> Authority and E-E-A-T 	Brand mentions and authored content begin to compound.

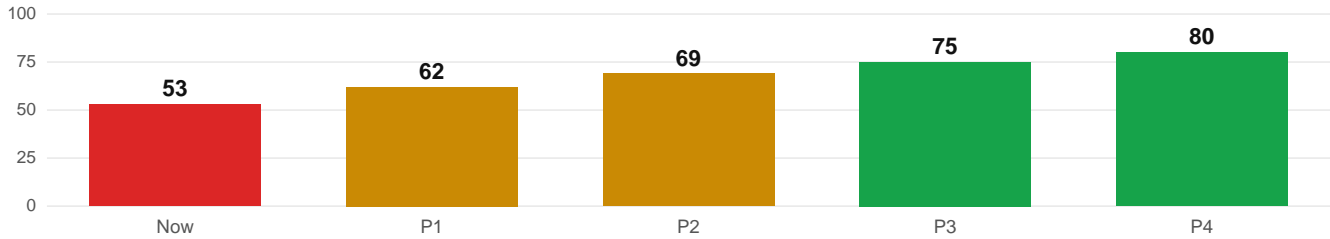
Phase 4: Platform optimisation (Weeks 13-20, target score 80)

Work included	What will change for you
<ul style="list-style-type: none"> Platform optimisation 	Per-platform readiness lifts AI Overviews and Perplexity citations.

08 PROJECTED TRAJECTORY

Where the score is expected to move

These are the score ranges we aim for at the end of each phase. They are projections based on the measured state of the site today and the work listed in the roadmap. Search engines control their own re-indexing cycles, so timing can vary by a few weeks either way.



09 METHODOLOGY

How we measured your site

The score is the weighted average of seven categories. Each category is measured against the published signals and behaviours of the five major AI search products (ChatGPT, Google AI Overviews, Perplexity, Claude, and Gemini) as of the audit date. Weights were chosen based on the relative impact each category has on citation outcomes we observe across our UK client portfolio.

Category	Weight	Signals measured
AI Citability & Visibility	25%	citability score, crawler allow-list, optimal passage lengths
Brand Authority	18%	brand mentions, review counts, Wikipedia/Wikidata presence
Content Quality & E-E-A-T	18%	author credentials, original data, publication dates, citations
Technical Foundations	13%	SiteOne 5-category score, PageSpeed CrUX, JS rendering
Structured Data	8%	Organization/LocalBusiness/FAQPage schema presence, validation
Platform Optimization	8%	platform-specific audit scores
Agent Readiness	10%	agent_ready_scorer probe results across 12 signals

Grading bands

Score	Grade	What it means
85-100	A	Site is already AI-citable on most signals. Work is optimisation, not recovery.
75-84	B	Good foundations with specific improvement areas. Compounding gains likely within one quarter.
65-74	C	Competitive floor. Several structural gaps worth closing before content investment.
50-64	D	Site is visible but not citable. Foundation work required before AI engines will consistently cite you.
0-49	F	Site is effectively invisible to AI search. Start with technical and schema foundations.

10 ABOUT THIS REPORT

How the report was prepared

This report was prepared for valUX on 2026-04-20 using the valUX Pulse audit pipeline. It combines crawl data, AI crawler access checks, schema detection, passage-level citability scoring, brand authority signals across Reddit, Wikipedia and Hacker News, and where available per-platform readiness probes. Where a data source was not run, the corresponding category uses a conservative score based on related signals.

Prepared by valUX, London	Contact info@valux.uk	Web valux.uk	Date of audit 20/04/2026
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