

Website + AI Search Health Report

harborpointlogistics.example

Harbor Point Logistics · Prepared for Jordan Rivera

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Report ID MVJKV14W

73

GOOD

OVERALL SCORE / 100

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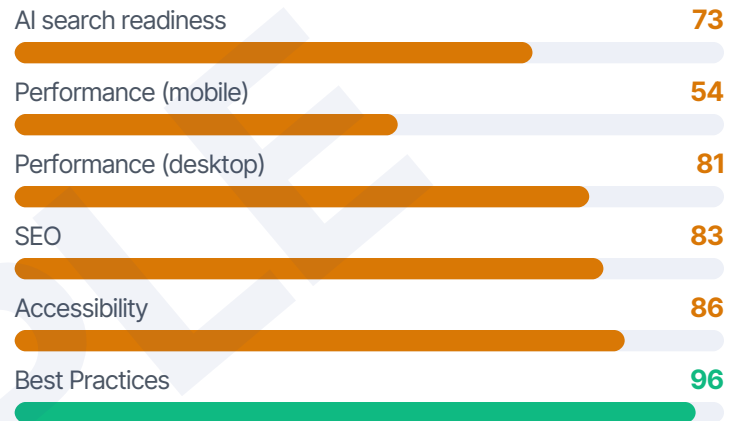
01 · SUMMARY

Where your website stands

<https://www.harborpointlogistics.example/> checked October 22, 2026. Speed, SEO, accessibility and best-practice scores come from Google PageSpeed Insights (Lighthouse 12.8.0, simulated phone). AI-search checks were run automatically.



Scores



02 · FIX PLAN

10 things to fix

Visibility issues first (they can hide you completely), then the biggest speed wins from Google's test.

01 AI search crawlers allowed

HIGH

Blocked: OAI-SearchBot, ChatGPT-User, PerplexityBot, Claude-SearchBot.

OAI-SearchBot (ChatGPT search), PerplexityBot and Claude-SearchBot are the crawlers these assistants use to find and cite sites. Their owners document that blocking them can keep your pages out of their answers. Training crawlers are a separate choice (see below).

- In robots.txt, don't disallow OAI-SearchBot, ChatGPT-User, PerplexityBot, Perplexity-User, Claude-SearchBot or Claude-User if you want to appear in those assistants.
- Check your firewall/CDN bot settings too: a robots.txt that allows them doesn't help if the CDN blocks them.

02 Title and meta description

MEDIUM

Title found but no meta description.

The title and description are the first things search engines and AI tools read to understand what a page is about, and they are often shown as the link text and summary.

- Give every important page a unique title (about 50–60 characters) that says what you do and where.
- Add a meta description (about 120–160 characters) that answers "what is this page for?" in plain words.

03 Structured data (schema.org)

MEDIUM

Structured data found (WebSite) but no Organization or LocalBusiness.

Google says structured data gives it explicit clues about a page's meaning, such as your business name, address and services. It isn't required for AI features, and it must match the visible text.

- Add JSON-LD for Organization or LocalBusiness (name, logo, address, phone, hours, sameAs links) to the homepage.
- Validate it with Google's Rich Results Test and keep it in sync with the visible page.

04 Canonical URL

QUICK WIN

No canonical link.

A canonical link tells search engines which address is the main copy of a page, so signals aren't split across duplicates (http/https, www/non-www, tracking parameters).

- Add <link rel="canonical" href="https://..."> pointing to the preferred URL of each page.

05 Serve images in modern formats

MEDIUM

Google estimate: Est savings of 1,240 KiB

From Google's Lighthouse test on a simulated phone. The full PageSpeed report has the technical details for your developer.

06 Eliminate render-blocking resources

MEDIUM

Google estimate: Est savings of 860 ms

From Google's Lighthouse test on a simulated phone. The full PageSpeed report has the technical details for your developer.

07 Reduce unused JavaScript

MEDIUM

Google estimate: Est savings of 310 KiB

From Google's Lighthouse test on a simulated phone. The full PageSpeed report has the technical details for your developer.

08 Use efficient cache lifetimes

MEDIUM

Google estimate: Est savings of 420 KiB

From Google's Lighthouse test on a simulated phone. The full PageSpeed report has the technical details for your developer.

09 SEO checks that failed

MEDIUM

Document does not have a meta description

Lighthouse's basic SEO checks; usually quick template fixes.

10 Accessibility issues

QUICK WIN

Background and foreground colors do not have a sufficient contrast ratio. ·

Image elements do not have [alt] attributes

Problems Lighthouse can detect automatically, such as missing labels or low contrast. Fixing them helps every visitor.

03 · SPEED & CORE WEB VITALS

How fast it feels

Real-user data (whole site, 75th percentile, last 28 days)

Largest Contentful Paint (main content visible)	2.9 s	NEEDS IMPROVEMENT
Interaction to Next Paint (responds to taps and clicks)	180 ms	GOOD
Cumulative Layout Shift (page doesn't jump)	0.03	GOOD

Overall Core Web Vitals assessment: not passed. Good means LCP <= 2.5 s, INP <= 200 ms and CLS <= 0.1.

Lab test (simulated phone)

Largest Contentful Paint	4.3 s
First Contentful Paint	2.1 s
Total Blocking Time	380 ms
Cumulative Layout Shift	0.02
Speed Index	4.8 s

Opportunities Google flagged

- Serve images in modern formats Est savings of 1,240 KiB
- Eliminate render-blocking resources Est savings of 860 ms
- Reduce unused JavaScript Est savings of 310 KiB
- Use efficient cache lifetimes Est savings of 420 KiB

SEO checks that failed: Document does not have a meta description

Accessibility issues: Background and foreground colors do not have a sufficient contrast ratio. · Image elements do not have [alt] attributes

Full technical details: <https://pagespeed.web.dev/analysis?url=https%3A%2F%2Fwww.harborpointlogistics.example%2F>

04 · AI SEARCH READINESS

AI search readiness: 73/100

We fetched the page, robots.txt, sitemap and llms.txt the way a crawler would.

● Page can be indexed

PASS · 20/20 pts

Page returns 200 and has no noindex.

Google says a page must be indexed and eligible for a snippet to be shown as a link in AI Overviews or AI Mode. A noindex tag or an error page keeps it out entirely.

● Search engines allowed in robots.txt

PASS · 15/15 pts

Googlebot and Bingbot are allowed.

Googlebot powers Google Search, including AI Overviews and AI Mode; Bingbot powers Bing. A Disallow for either (or for everyone with User-agent: *) hides the site from them.

● AI search crawlers allowed

FAIL · 0/15 pts

Blocked: OAI-SearchBot, ChatGPT-User, PerplexityBot, Claude-SearchBot.

OAI-SearchBot (ChatGPT search), PerplexityBot and Claude-SearchBot are the crawlers these assistants use to find and cite sites. Their owners document that blocking them can keep your pages out of their answers. Training crawlers are a separate choice (see below).

- In robots.txt, don't disallow OAI-SearchBot, ChatGPT-User, PerplexityBot, Perplexity-User, Claude-SearchBot or Claude-User if you want to appear in those assistants.
- Check your firewall/CDN bot settings too: a robots.txt that allows them doesn't help if the CDN blocks them.

● Title and meta description

WARNING · 5/10 pts

Title found but no meta description.

The title and description are the first things search engines and AI tools read to understand what a page is about, and they are often shown as the link text and summary.

- Give every important page a unique title (about 50–60 characters) that says what you do and where.
- Add a meta description (about 120–160 characters) that answers "what is this page for?" in plain words.

● Main content is in the page's HTML

PASS · 10/10 pts

612 words of real text in the HTML.

Google lists "making sure that important content is available in textual form" as a best practice for AI features. Many AI crawlers do not run JavaScript, so text that only appears after scripts run may be invisible to them.

● Structured data (schema.org)

WARNING · 5/10 pts

Structured data found (WebSite) but no Organization or LocalBusiness.

Google says structured data gives it explicit clues about a page's meaning, such as your business name, address and services. It isn't required for AI features, and it must match the visible text.

- Add JSON-LD for Organization or LocalBusiness (name, logo, address, phone, hours, sameAs links) to the homepage.
- Validate it with Google's Rich Results Test and keep it in sync with the visible page.

● Canonical URL

WARNING · 2.5/5 pts

No canonical link.

A canonical link tells search engines which address is the main copy of a page, so signals aren't split across duplicates (http/https, www/non-www, tracking parameters).

- Add <link rel="canonical" href="https://..."> pointing to the preferred URL of each page.

● XML sitemap

PASS · 5/5 pts

Sitemap found (27 entries).

A sitemap lists the pages you want found and is how most crawlers discover new or updated pages quickly.

● Snippets allowed

PASS · 5/5 pts

No snippet restrictions.

nosnippet or max-snippet:0 tells Google not to show text from the page, which also limits how it can appear in AI features.

● Secure HTTPS

PASS · 5/5 pts

Served over HTTPS.

Browsers flag non-HTTPS sites as "Not secure", and search engines prefer secure pages.

● Answers to common questions

INFO

No FAQ markup or question-style headings found.

Clear question-and-answer content is easy for people and AI assistants to quote. Since 2023 Google shows FAQ rich results mainly for well-known government and health sites, so treat FAQ markup as a clarity aid, not a ranking trick.

- Add a short FAQ section answering the questions customers actually ask (pricing approach, service area, response times).
- Optionally mark it up with FAQPage JSON-LD that matches the visible text.

● /llms.txt file

INFO

No /llms.txt (optional).

llms.txt is a proposed file that gives AI tools a plain-text guide to a site. It is optional and unproven: Google says no AI text files are needed for its AI features. Nice to have, not a priority.

- If you want one, publish /llms.txt with a short summary of your business and links to your key pages (see llmstxt.org).

● AI training crawlers

INFO

You block: GPTBot, ClaudeBot.

GPTBot, ClaudeBot, Google-Extended and Applebot-Extended control whether your content is used to train AI models. Blocking them is a business choice and does not affect Google Search; it isn't scored.

- Decide your policy and set it in robots.txt; review it once a year.

Crawler access (from robots.txt)

Googlebot	Google Search (incl. AI Overviews, AI Mode)	ALLOWED
Bingbot	Microsoft Bing	ALLOWED
OAI-SearchBot	OpenAI (ChatGPT search)	BLOCKED
ChatGPT-User	OpenAI (user-requested visits)	BLOCKED
PerplexityBot	Perplexity (search index)	BLOCKED
Perplexity-User	Perplexity (user-requested visits)	ALLOWED
Claude-SearchBot	Anthropic (search)	BLOCKED
Claude-User	Anthropic (user-requested visits)	ALLOWED
GPTBot	OpenAI (model training)	BLOCKED
ClaudeBot	Anthropic (model training)	BLOCKED
Google-Extended	Google (Gemini training and grounding)	ALLOWED
Applebot-Extended	Apple (model training)	ALLOWED

To allow AI search crawlers in robots.txt

```
User-agent: OAI-SearchBot
User-agent: ChatGPT-User
User-agent: PerplexityBot
User-agent: Perplexity-User
User-agent: Claude-SearchBot
User-agent: Claude-User
Allow: /
```

05 · HOW THE SCORE WORKS

How your score works

- Overall. AI-search readiness 40%, mobile Performance 25%, SEO 15%, Accessibility 10%, Best Practices 10%. If Google's speed test is unavailable, the overall score is the AI-search score alone and says so.
- Lighthouse scores (0–100) come straight from Google PageSpeed Insights on a simulated mid-range phone. They vary a few points between runs. 90+ is good, 50–89 needs improvement, below 50 is poor.
- Core Web Vitals use real Chrome-user data (75th percentile, last 28 days) when Google has enough traffic for your page or site. Good: LCP $\leq$ 2.5 s, INP $\leq$ 200 ms, CLS $\leq$ 0.1.
- AI-search readiness: indexable 20, search crawlers allowed 15, AI search crawlers allowed 15, title & description 10, text in HTML 10, structured data 10, canonical 5, sitemap 5, snippets allowed 5, HTTPS 5. A warning earns half. If the page can't be indexed or search crawlers are blocked, this score is capped at 49. FAQ content, llms.txt and AI-training crawlers are shown for information only.
- ABT set these weights; Google, Bing and the AI companies don't publish a combined score. Inclusion in search or AI answers is never guaranteed.

Want help putting this right?

ABT has built and managed websites for businesses since 2003. We'll walk through this report with you and make the fixes that matter most, without breaking what already works.

[Book a free consultation](#)[Call \(508\) 586-1000](#)

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Informational only. Scores are a snapshot: lab speed results vary between runs, and real-user data comes from Google's Chrome UX Report when available. Self-check answers were not verified by ABT. No tool can guarantee rankings or inclusion in any search engine or AI assistant. Not a substitute for a professional SEO or accessibility audit.

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