

IDENTIFYING DETAILS REMOVED

## Technically discoverable. Strategically under-extractable.

OVERALL AI DISCOVERY SCORE

# 6.0<sub>/10</sub>

### Competitive

A separate, anonymized public-site example showing how Datamorrow measures access, understanding, trust, citation, action, and observability.

## 7.5<sub>/10</sub>

### Crawl access

How easily crawlers can access and inventory the site.

## 4.5<sub>/10</sub>

### Answer extractability

How easily AI systems can pull clear, direct answers.

## 6.0<sub>/10</sub>

### Citation trust

How strongly the site supports credible citation.

## 7.0<sub>/10</sub>

### Entity consistency

How consistently the organization is expressed as an entity.

## 6.5<sub>/10</sub>

### Agent actionability

How easily an agent can understand and complete next steps.

## 4.5<sub>/10</sub>

### AI observability

How well the organization can govern and improve its AI presence.

## 7.5<sub>/10</sub>

### Off-site citation footprint

How well external sources reinforce a current, citable entity.

**Executive read:** Enterprise infrastructure can be strong while the pages most likely to shape trust and AI answers remain the weakest sources for extraction, citation, and governance.

PRIORITY ACTIONS

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# What the gaps mean - and what should move first.

## Lower AI visibility

When core pages lack clean headings, direct answers, and summary metadata, AI systems rely more heavily on third-party descriptions.

## Weaker citation trust

Broken disclosure paths and inconsistent public signals reduce confidence exactly where people and machines look for verification.

## Lower conversion continuity

Broken or ambiguous high-intent paths create dead ends for human visitors and research agents alike.

## Limited agent actionability

Incomplete FAQ, offer, and entity structure forces agents to scrape rather than understand.

**Principle:** AI visibility is not a separate strategy. It is a measurement layer inside the larger question of whether public evidence can be discovered, trusted, and acted on.

1

### Repair trust pathways

Fix broken legal, privacy, and policy links across all templates.

2

### Harden the homepage

Add a canonical H1, clear summary metadata, and entity-aware structured data.

3

### Correct structured data

Remove malformed fields and add complete descriptions, images, and page-specific schema.

4

### Improve agent actionability

Expose clean FAQs, offers, and next-step pathways in machine-readable form.

5

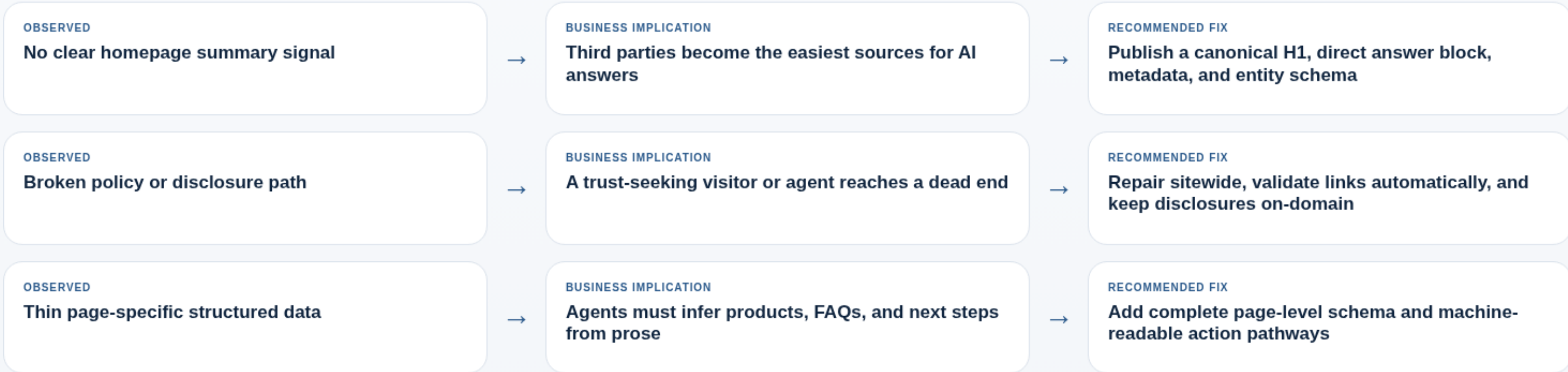
### Instrument observability

Track how AI systems describe, cite, and route users to the organization over time.

EVIDENCE MODEL

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# Observation, implication, fix - kept separate.



**What was already working**  
Stable entity signals, mature infrastructure, deep support content, and a strong off-site citation footprint.

**Where risk concentrated**  
Homepage extractability, trust pathways, page-level schema, and the ability to observe AI-facing performance.

**Why the score matters**  
The score compresses evidence. The value is in the findings, business implications, owners, and prioritized fixes behind it.

**Human + machine standard**  
Access. Understanding. Trust. Citation. Action. Observability.

**Audit discipline:** Findings distinguish direct observation from inference, attach confidence, identify business impact, and translate technical conditions into executive priorities.