GENERATIVE ENGINE OPTIMIZATION

AI-Readiness Assessment

Masaki Saito | www.masakisaito.ca

Scan date: 2026-10-22

Prepared by Northbeam Studio

EXECUTIVE SUMMARY

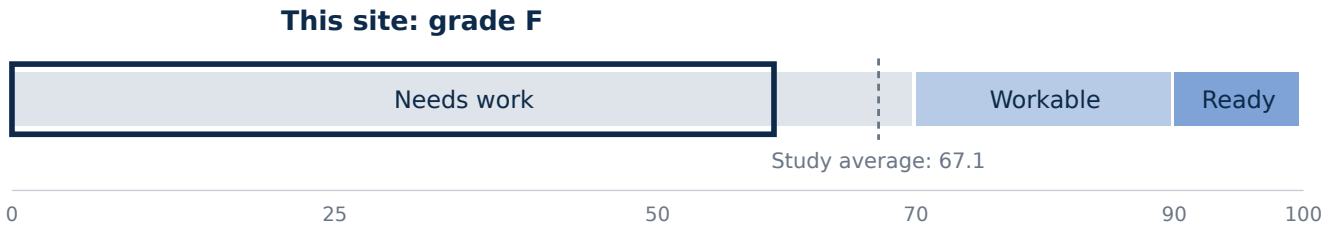
AI assistants struggle to read your site today

F grade

Preview grade: F. The full report gives the exact 0–100 score.

4 critical
2 warnings
2 other findings

Figure 1. Your score against the readiness bands



Source: scan of www.masakisaito.ca, 2026-10-22; study of 10,369 small-business websites (average 67.1).

Key findings

1 **The technical basics are strong.** 10 of 10 AI crawlers we tested are allowed and can actually reach the site. The exact figures are in the full report.

2 **There is a lot of room to improve.** The exact figures are in the full report.

Recommendations

1 **Very little text on the page.** Owner: You — AI can only quote what's actually written.

2 **Your page is missing its identity.** Owner: You — Your page is missing a main headline and a page description.

3 **Add an FAQ section.** Owner: You — No FAQ found on your site — and it’s the biggest single lever in this report.

FINDING 1 | BIGGEST GAP

Your biggest gap comes from one check: FAQ signals

The scan found: No FAQPage schema found; No question-style headings - AI cannot find direct answers to cite.

> **So what**
> The fix is Action 3: Add an FAQ section.

Test it yourself in 30 seconds

Open https://www.masakisaito.ca/, right-click and choose **View page source**, then press Ctrl+F (Cmd+F on Mac) and search for "FAQPage", the label that marks a questions-and-answers section for AI. This scan found none, so the search should come up empty. Once Action 3 is done, the search finds it.

ANALYSIS

Where your F grade comes from

Structure, Metadata, Content and FAQ adjustment account for the points not yet earned.

> **So what**
>
> Clearly behind the average: Metadata, Content and Structure. The exact figures are in the full report.

ACTION PLAN

Eight actions, ordered by impact and evidence

Impact, ease and evidence are our assessment of each action. A fuller circle is better: more impact, easier to do, or stronger evidence.

#	Action	Owner	Impact	Ease	Evidence	Score effect
1	**Very little text on the page.** AI can only quote what's actually written.	You	●	●	◑ Heuristic	In the full report
2	**Your page is missing its identity.** Your page is missing a main headline and a page description.	You	●	●	◑ Heuristic	In the full report
3	**Add an FAQ section.** No FAQ found on your site — and it’s the biggest single lever in this report.	You	●	●	◑ Heuristic	In the full report
4	**Add your business facts as structured data.** AI works best when your business facts (name, address, phone, hours) are provided in a format it can read directly, instead of it having to guess from your page text.	Web person	●	◕	◑ Heuristic	In the full report
5	**No About page.** AI cross-checks basic facts about a business before recommending it.	You	◕	●	◑ Heuristic	In the full report
6	**Label the page structure in the HTML.** Landmark tags (main) in the HTML.	Web person	◕	◕	◑ Heuristic	In the full report
7	**Missing social share title and description.** When someone shares your page (or AI shows a link preview), there's no title or description set for the preview — so it shows something generic, random text from the page, or nothing at all.	You	◔	●	◑ Heuristic	In the full report
8	**No pricing or menu page.** 'How much does it cost' is one of the most common questions people ask AI.	You	◔	●	◑ Heuristic	In the full report

Impact: effect on AI readability and score. Ease: effort and skills needed. Evidence: how directly this scan measured the issue (full = measured, half = scanner heuristic or best practice, quarter = emerging and unproven). Score effect: shown in the full report.

Notes on each action

Evidence: heuristic. Based on a published best practice, not a measured AI result.

ACTION PLAN | REQUESTS

Send these to your web person

Each request is ready to paste into an email, one per action, in the order of the action plan. They are the messages the scan wrote for each fix.

Action 1. Very little text on the page

Hi — I had our website checked for how well AI assistants (like ChatGPT) can read it,
and it found something I'd like you to fix:

Very little text on the page
AI can only quote what's actually written. Your page has almost no text, so there's nothing for AI to cite about your business.

Here's the exact text to use:

Welcome to [Your Business Name], a [what you do] in [Your City].

We serve customers throughout [Your City] and the surrounding area. Whether you're visiting us for the first time or you're a longtime regular, we're committed to making every visit a great one.

As a [what you do], we focus on what matters most: quality, consistency, and taking care of the people who walk through our door. We know you have choices in [Your City], and we work hard to earn your business every time.

Our customers come to us because we listen, we deliver, and we treat people right. If you're looking for a [what you do] you can count on in [Your City], we'd love the chance to serve you.

Visit us at [Your Street Address], [Your City], or call us at [Your Phone Number]. We look forward to seeing you soon.

Frequently asked questions

Where are you located?
We're at [Your Street Address] in [Your City].

What are your hours?
Call us at [Your Phone Number] for our current hours.

How do I get in touch?
Call [Your Phone Number] — we'd love to hear from you.

What to do: We've written a starting draft for you in the box below — click Copy, then edit it to sound like you (replace anything in [brackets], add your story and what makes you different). Aim for at least a few hundred words on your key pages. Where to paste it: this goes in the main content area of your homepage — the visible text visitors read, NOT in code. On Wix: in the editor, click Add (+) → Text → add a text box in the main page area → paste. On Squarespace: click + → Text block where you want it → paste. On WordPress: open the page → click + → Paragraph blocks → paste. On Shopify: Online Store → Pages → open your homepage → paste in the content editor.

Could you take care of this? I'll re-run the scan after to confirm it's fixed.
Thanks!

Action 2. Your page is missing its identity

Hi — I had our website checked for how well AI assistants (like ChatGPT) can read it,
and it found something I'd like you to fix:

Your page is missing its identity
Your page is missing a main headline and a page description. Together, these three things — the page title (shown in the browser tab), the main headline, and the short description — are how AI identifies what your page is about. Without them, AI has to guess.

Here's the exact text to use:

<title>Joe's Pizza – Italian Restaurant in Pittsburgh</title>
<meta name="description" content="Joe's Pizza is a family-run Italian restaurant in Pittsburgh serving wood-fired pizza since 1998.">
<h1>Joe's Pizza – Italian Restaurant in Pittsburgh</h1>

What to do: Add all three from the box below. Where each goes: the <title> line and the <meta> line go inside the <head> section of your homepage HTML, before the </head> line. The <h1> line goes in the visible page body, near the top — it's your main headline. We couldn't find your business name on your site, so the example below uses a placeholder — replace Joe's Pizza, 'Italian restaurant', and Pittsburgh with your own business name, what you do, and your city. On Wix: for the title and description, go to editor → Pages → three dots next to the page → 'SEO Basics' → fill in the Title and Description fields. For the headline, click your headline text → toolbar style dropdown → 'Heading 1'. On Squarespace: for title/description, Pages panel → gear icon → SEO tab → 'SEO Title' and 'SEO Description'. For the headline, click the text block → format dropdown → 'Heading 1'. On WordPress with Yoast SEO: for title/description, scroll to the Yoast box → 'Edit snippet' → 'SEO title' and 'Meta description' fields. For the headline, click the text block → set to Heading → Level H1.

Could you take care of this? I'll re-run the scan after to confirm it's fixed.
Thanks!

Action 3. Add an FAQ section

Hi — I had our website checked for how well AI assistants (like ChatGPT) can read it,
and it found something I'd like you to fix:

Add an FAQ section
No FAQ found on your site — and it’s the biggest single lever in this report. When someone asks AI a question, it answers with direct quotes. An FAQ gives it your answers, word for word.

What to do: Add a questions-and-answers section answering the questions customers ask most — what you do, where you are, hours, prices, how to book or buy. Keep each answer short, plain, and complete on its own, so AI can quote it exactly. Then ask your web person to mark the section up with FAQPage structured data so machines can find it.

Could you take care of this? I'll re-run the scan after to confirm it's fixed.
Thanks!

EVIDENCE

What each AI crawler is told, and what it actually gets

Crawler	robots.txt says	Live fetch gets
GPTBot	**Allowed**	**Reachable**
OAI-SearchBot	**Allowed**	**Reachable**
ChatGPT-User	**Allowed**	**Reachable**
ClaudeBot	**Allowed**	**Reachable**
PerplexityBot	**Allowed**	**Reachable**
Google-Extended	**Allowed**	**Reachable**
Applebot-Extended	**Allowed**	**Reachable**
CCBot	**Allowed**	**Reachable**
FacebookBot	**Allowed**	**Reachable**
cohere-ai	**Allowed**	**Reachable**

10 of 10 AI crawlers could actually fetch this site on a live visit. 10 of 10 are allowed in robots.txt.

Source: scan of www.masakisaito.ca, 2026-10-22; each crawler tested with its own user-agent.

AI VISIBILITY

How often AI assistants name Masaki Saito today

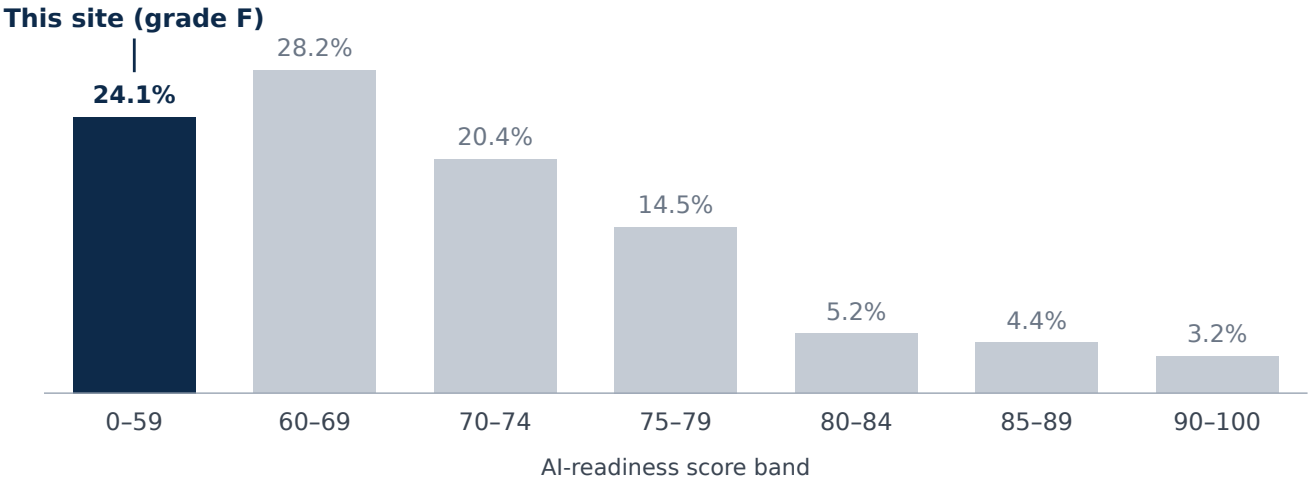
AI visibility is measured by putting 80 standard questions — 20 per assistant — to ChatGPT, Claude, Gemini and Perplexity when a scan runs.

No snapshot is attached to this report, so this page shows no percentages and no named-share numbers. When a snapshot is stored for this site it prints here in full, with the share of answers that name the business.

WHERE YOU STAND

Where your score sits among small-business websites

Figure 2. Distribution of AI-readiness scores across 10,369 small-business websites



Source: October 2026 study (13,342 sites attempted; 10,369 loaded and were scored). 24.1% of sites score 59 or lower.

Sites scored	Average score	Score below 70
10,369	**67.1**	**52.3%**

MARKET CONTEXT

Why this matters now, and how far to trust it

How to read your results alongside published analyst views.

Forecast, not fact. In February 2024, Gartner predicted that traditional search engine volume would fall 25% by 2026 as AI chatbots and virtual agents take share. This is a forecast; we have not verified the outcome, so check it against your own web analytics.[1]

One program, not three. Two 2026 Gartner research summaries (July 8 and October 3) both advise treating SEO, answer-engine (AEO) and generative-engine (GEO) work as a single unified visibility strategy, and warn against misguided optimization. Our reading for a local business: start with a site AI can read, facts that match everywhere, steady reviews, and clear answers to real questions.[2,3]

Limits of this review. We read Gartner's public press release and summaries only. The full research is sold to Gartner's own clients, and this report is not affiliated with or endorsed by Gartner.

Editorial copy, market context v1 (2026-10-19). Forecasts are labeled as forecasts; they are not measurements.

APPENDIX

Method and limits

Scan	7 page requests; 201,130 bytes downloaded; 7.64 seconds; 10 AI crawlers tested, each with its own user-agent
Score	Crawler access 20, structure 25, metadata 25, content 15, performance 5 (90 points), plus an FAQ adjustment (+10 if FAQ above 70, -10 if 40 or below). Sites whose crawler-access score is zero are capped at 40. scoring model v2 (2026-10-10).
Bands	Ready 90+, Workable 70-89, Needs work below 70.
Benchmark	10,369 small-business websites scanned October 2026 (13,342 attempted); study 2026-10 (v2 rescore 2026-10-11).
AI visibility	See the AI Visibility page: no AI-answer snapshot is attached to this scan.
Root cause	Put the homepage text into the page's HTML: plain-HTML words at most 50 and browser words at least 150 (ease 2).
Quadrant	A judgment, not a measurement. Impact: high = 4; medium with points = 3; medium = 2; low = 1. Ease: you = 4; web person = 3; you + web person = 2.
Edition	analyst report v1 (2026-10-19); market context v1 (2026-10-19).

Evidence ratings

When	Rating	Basis
the root cause is JavaScript-only text	Measured	plain-HTML vs browser word counts from this scan
the finding is about business listings and the scan stored a public-listing comparison	Measured	your site's address compared field by field with the public map listing
the finding is about crawler access and the scan stored a live fetch per crawler	Measured	each AI crawler fetched the page with its own user-agent
the finding is about performance	Measured	timed fetch and page size from this scan
the action mentions llms.txt	Emerging	an optional convention with no proven effect on AI answers
any other action	Heuristic	a scanner rule or published best practice, not an AI outcome measured here

The first matching rule rates each action. Full circle = measured directly; half = scanner heuristic or best practice; quarter = emerging and unproven.

Sources

1. Gartner press release, "Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents," 19 Feb 2024. gartner.com/en/newsroom/press-releases/2024-02-19-gartner-predicts-search-engine-volume-will-drop-25-percent-by-2026-due-to-ai-chatbots-and-other-virtual-agents
2. Gartner Insights abstract, "Unified Search: Integrating SEO, AEO and GEO to Improve Visibility," 8 Jul 2026. gartner.com/en/documents/8110997
3. Gartner Insights abstract, "AEO, GEO, SEO ... What Tech CEOs Really Need for Visibility," 3 Oct 2026. gartner.com/en/documents/8465045

Next steps: work through the prioritized actions in order, then re-scan to confirm the gains. Questions about this report? Contact Northbeam Studio.

Scores describe how readable your site is to AI assistants. They are guidance, not a guarantee of rankings or recommendations.