BARNES SIGNAL ADVISOR

SIGNAL AUDIT

82 /100

Strong

AEO — how AI engines see this site

Reachable, and there is a page of content to gain in the raw HTML.



Pages scanned	1 page - the homepage - https://scone-ablaze-press.ngrok-free.dev/
Table stakes - you already have these	HTTPS, Mobile viewport, Structured data present, Sitemap, robots.txt, Canonical URL, Single H1, FAQ schema, llms.txt, Phone and address
Estimated work	23+ hours, confirmed on a scope call - the site is assembled by JavaScript, so we cannot measure the real content volume from the raw HTML

TOP FIXES

1. Put the page content in the HTML

The homepage delivers only about 199 words in the raw HTML. Either the page has little text or most of it appears only after JavaScript runs, which AI crawlers do not do.

Fix: Put the main content (what you offer, where, and prices) in the homepage's HTML: write more of it, and serve it from the server rather than building it with JavaScript.

Unlocks: Assistants can read what the business offers, which puts the offer and prices in front of them.

2. Keep the site visibly current

No copyright year was found in the footer.

Fix: Update the footer copyright to the current year.

Unlocks: Visitors and buyers can see the site is maintained.

3. Write a clear page title

The homepage title is 100 characters. Titles between 25 and 65 characters are the ones shown in full.

Fix: Rewrite the homepage title so it reads as a complete thought in 25-65 characters.

Unlocks: The title shows in full in search results and in every AI answer that cites the site.

4. Add Open Graph tags for link previews

No Open Graph tags were found, so shared links show no title, description or image.

Fix: Add Open Graph tags (title, description, image) to the homepage.

Unlocks: Links to the site preview correctly wherever they are shared or cited.

5. Add a favicon

No favicon is linked, so the site looks unfinished in tabs and bookmarks.

Fix: Add a favicon and link it from the homepage.

Unlocks: The site looks finished in browser tabs and bookmarks.

Want it fixed? Book a call with our founder.

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Score = AEO/GEO 40%, SEO 35%, UI/UX 25%