

What a machine sees on the site

Produced by the InfoLady engine — the same one running on the site

SITE	AUDIT DATE	A SAMPLE: REAL SITE, REAL FINDINGS
womaninfo.ru	September 9, 2026	https://womaninfo.ru

Scores

75 Search	70 AI readiness	70 Machine readability	51% Machine knows
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What AI readiness is made of

Crawler access	95	
Understanding the business	51	
Ready to answer	20	
Trust	90	

Business card: what AI knows about you

Eleven facts an assistant must be able to state. Marked up — the machine reads them as fact; inferred — it guesses from the text; missing — it will not say them at all.

FACT	VALUE	STATUS	WHAT IT COSTS YOU
Name	womaninfo.ru	marked up	—
Business type	Website	marked up	—
What you do	все для саморазвития женщины	marked up	—
Location	—	missing	AI will not suggest you for "near me" questions
Phone	present on the site	inferred	—
Email	present on the site	inferred	—
Prices	—	missing	Asked "how much", AI will answer with a competitor's data
Opening hours	—	missing	AI cannot say whether you are open right now
Services	Home	marked up	—

FACT	VALUE	STATUS	WHAT IT COSTS YOU
Rating	—	missing	AI sees no proof that customers trust you
Social profiles	—	missing	AI cannot connect your site to your accounts

What we found on the pages

Critical errors: 1, warnings: 4, checks passed: 1

critical

Missing H1 heading

H1 is the primary signal about the page topic. Without it, the algorithm has no idea what to rank.

The page never states its main topic for the algorithm

Page: /

important

Suboptimal Meta Description length — 28 chars (ideal 50-160)

Google cuts descriptions off at 160 characters, and under 50 characters they fail to explain your site's value

The description is cut off or fails to explain your offer

Page: /

important

Incomplete Open Graph tags

Without Open Graph tags, links to your site look bare in social networks and messengers — click-through drops

Reduces clicks from social networks and messengers

Page: /

important

14 of 25 images missing alt text

Images without alt text are not indexed by Google Images and unreadable by screen readers

Missing Google Images traffic

Page: /

important

No FAQ blocks and weak H2 structure

FAQ blocks and clear H2/H3 structure are required for Google AI Overviews and ChatGPT citations

Site not cited in AI answers

Page: /

AI crawler access

Who the site lets in. A blocked crawler cannot cite you in an answer.

CRAWLER	SERVICE	WHAT IT DOES	ACCESS
GPTBot	ChatGPT	training & knowledge	open
OAI-SearchBot	ChatGPT	ChatGPT search	open
ChatGPT-User	ChatGPT	live browsing	open
ClaudeBot	Claude	training & search	open
PerplexityBot	Perplexity	Perplexity index	open
Google-Extended	Google AI	Gemini & AI Overviews	open
Googlebot	Google	search & AI Overviews	open
bingbot	Bing	Bing & Copilot	open
Applebot-Extended	Apple	Apple Intelligence	open
CCBot	Common Crawl	feeds many models	open
YandexBot	Yandex	Alisa & Neuro	open

Service files

robots.txt	present
llms.txt	missing
sitemap	present
HTTPS	present

What to do, in order

1. Location — property address

Why: Your city is not marked up. Even if it appears in the footer, a machine cannot tell your address from a passing mention.

How: Add an "address" block with city and street. For multiple locations, add one block per address.

2. Phone — property telephone

Why: Your number is not marked up, so a machine cannot tell your phone from any other number on the page.

How: Add "telephone" in international format (+7 ...). Also make sure the number is a tel: link on the page.

3. AI knows only 51% about your business

Why: Key facts — city, contacts, prices, services — are not marked up, so a machine cannot state them.

How: Close the gaps in the card above: the ready-to-paste code is already assembled from your own data.

4. Prices — property priceRange

Why: Prices are not marked up. "How much" is the most common question asked of AI, and without markup it answers using a competitor's data.

How: Add "priceRange" (e.g. "from 5000 ₺") or an "offers" block with a price per service.

5. Opening hours — property openingHours

Why: Opening hours are not marked up — a machine cannot answer whether you are open right now.

How: Add "openingHours" in the format "Mo-Sa 09:00-20:00". Remember weekends and holidays.

6. Email — property email

Why: Your email is unmarked or hidden in a contact form a machine cannot read.

How: Add an "email" field to your markup and duplicate it as a mailto: link on your contacts page.

7. Headings do not answer customer questions

Why: AI looks for a question-and-short-answer pair on the page. Headings like "Our services" are not such a pair, so there is nothing to quote.

How: Rewrite some subheadings as customer questions: "How much does...", "How fast can...", "What is the difference..." — and answer each in 2–3 sentences directly beneath.

8. No FAQ markup

Why: FAQ markup labels question-answer pairs so a machine reads them without guessing — the easiest format it can consume.

How: Add an FAQPage block with 4–6 real customer questions and concise answers.

The diagnosis is free and complete: everything the engine found is shown here. What is paid for is the doing — ready text and markup, applying them, and checking that fixes have not rolled back.

No number here is predicted: everything was measured by crawling the site on the date shown. We do not promise more leads — a crawl cannot measure that.