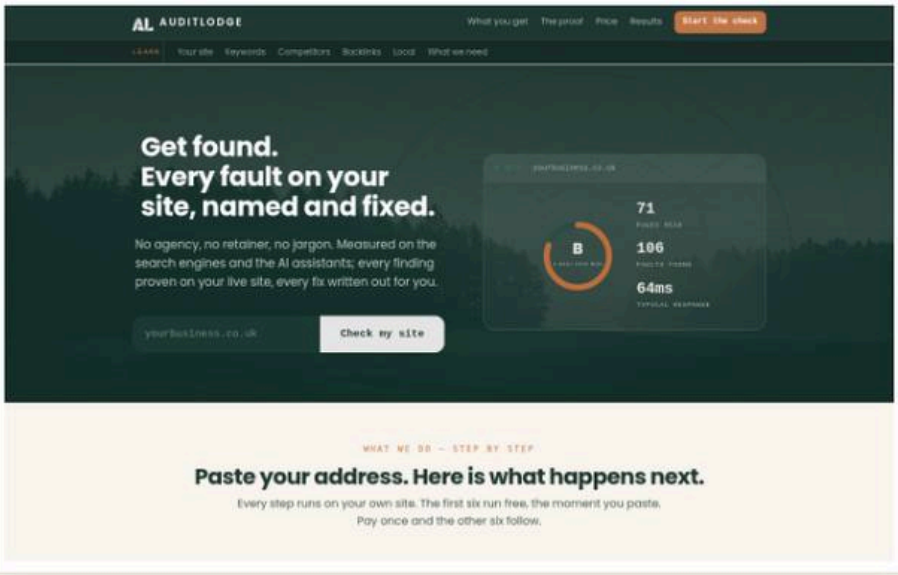
AUDITLODGE

The Course

A course built from their own audit - their homepage on the cover, their numbers in every chapter.



Prepared for

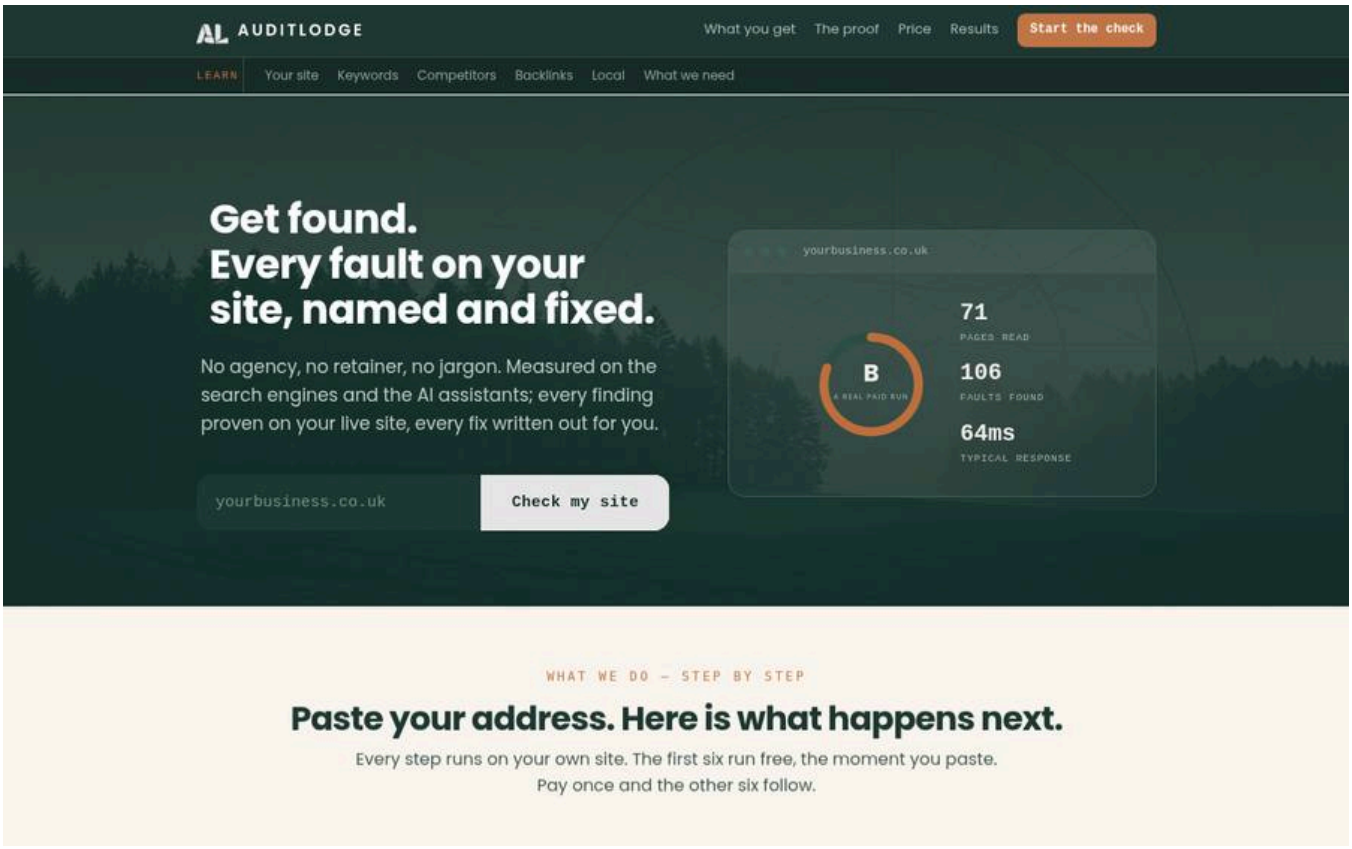
auditlodge.com

7 November 2026 · report 20261107-100848-984da9

AUDITLODGE · A TRADING NAME OF VITADEFENCE LTD, UK COMPANY 15979768
EVERY FIGURE IN THIS DOCUMENT WAS MEASURED ON THE LIVE SITE. NOTHING IS ESTIMATED BY HAND.

The auditlodge.com course

This course is about one thing: making auditlodge.com readable, quotable and understood by the engines that answer questions. That means Google’s AI surfaces, ChatGPT, Claude, Perplexity and the rest.



The home page of auditlodge.com, as it was when the checks ran.

Built from the checks run against auditlodge.com on 7 November 2026 at 10:22. Report 20261107-100848-984da9.

Vitadefence Ltd, UK company 15979768

Start here

We ran the checks against auditlodge.com. This is where each one stands, and which chapter to read for it.

- 6 chapters give you a finished file and the steps to install it.
- 4 chapters found nothing to fix — they say what was measured and when it starts to matter.

Chapter	State
1. The language block	nothing to fix
2. The preferred-source button	a file to install
3. Can the answer engines read you	nothing to fix
4. The plain-text summary for machines	a file to install
5. What the site says about itself, in machine form	a file to install
6. Can a paragraph survive being quoted	a file to install
7. The pages nothing links to	a file to install
8. The trust signals a reader and a machine both look for	a file to install
9. Which AI engines can actually reach you	nothing to fix
10. The extra machine-readable blocks your pages qualify for	nothing to fix

1. The language block

What this is

If your site exists in more than one language, every version has to point at every other version — including itself — or Google ignores the lot. This is the single most common way a translated site loses its own translations.

What we found on auditlodge.com

One language version found and no others declared - these tags are for sites that exist in more than one language, so there is nothing to do here

Version read	Links it declares
https://auditlodge.com/	0

We could read one language version of auditlodge.com, so there is no set to declare and no block to install.

Measured on https://auditlodge.com.

The file at `packs/01-hreflang/hreflang-block.html` says the same thing for auditlodge.com, so you can check this yourself rather than take our word for it.

Nothing to do here yet

This chapter has no step for auditlodge.com today. We invented nothing to give you something to do.

When this starts to matter

We found one language, so there is nothing to declare. This check starts to matter the day a second language goes live.

2. The preferred-source button

What this is

Google lets a reader mark your site as a source they prefer. Once they do, your pages carry a badge in Top Stories — and in AI Overviews and AI Mode. The lever is two lines of HTML, and most sites do not have them.

Why this matters for auditlodge.com

The button is already on auditlodge.com. What follows is the same markup, so any new template or new page you build carries it too — and so you can check the one thing that is easy to get wrong: the library line belongs in `<head>`.

What we found on auditlodge.com

Paste the script line in `<head>` and the div where the button should appear; it renders in the reader's own language automatically. Checked 1 page: https://auditlodge.com/

- the button is already on this page
- their doc says load the script preferably in <head>

Pages read for this check: https://auditlodge.com/.

NOT CHECKED - Google decides eligibility algorithmically and there is no way to apply. Whether this domain appears in the picker can only be seen in Google's own picker, by a person.

Step 1 — Add the library line to `<head>`

This goes in the `<head>` of every page of auditlodge.com:

```
<script async src="https://news.google.com/swg/js/v1/publisher.js"></script>
```

Step 2 — Put the button where a reader will see it

This line renders the button itself. Put it where you want it to appear — near the top of an article works, a footer does not:

```
<div google-add-preferred-source-btn></div>
```

Step 3 — Keep a plain link as the fallback

If a page of auditlodge.com cannot run scripts, this ordinary link does the same job for auditlodge.com:

```
<a href="https://www.google.com/preferences/source?q=auditlodge.com">Add auditlodge.com as a preferred source</a>
```

In the words of the company that published this

> Google: “Embed an interactive button to your web pages, which lets readers seamlessly add your site as a preferred source and returns them to your page. By adding only two lines to your HTML, this option renders an automatically localized, Google-styled button that supports device and language customization.”

Their page: `developers.google.com/search/docs/appearance/preferred-sources`

How to check you did it right

- Load https://auditlodge.com/ and look for the button where you put it.
- Open the fallback link on its own — it should land on Google’s preferred-source page naming auditlodge.com.
- View source and confirm the library line is inside `<head>` and not somewhere in the body.

What it looks like when it is working

- A reader on auditlodge.com can add you in one press, and auditlodge.com carries the badge for them afterwards.
- NOT CHECKED - Google decides eligibility algorithmically and there is no way to apply. Whether this domain appears in the picker can only be seen in Google’s own picker, by a person.

In two lines

- The button is already on auditlodge.com. What follows is the same markup, so any new template or new page you build carries it too — and so you can check the one thing that is easy to get wrong: the library line belongs in `<head>`.
- First add the library line to `<head>`, then put the button where a reader will see it, then keep a plain link as the fallback.

The words in plain English

- **<head>** — the hidden top part of a web page's code, where settings and tags live - visitors never see it, machines read it first.
- **AI Overviews and AI Mode** — Google's own AI answers, shown above or instead of the usual results; Top Stories is its news strip.
- **preferred source** — a site a reader has told Google they trust; Google then favours it in that reader's results and AI answers.

The finished file is in your pack at `packs/02-preferred-sources/preferred-sources-button.html`.

3. Can the answer engines read you

What this is

The crawlers everybody blocks are the ones that train models. They are not the ones that decide whether an assistant can quote you. Those are different. Every vendor names them differently, and blocking them by accident is easy: Apple, for instance, follows your Googlebot rule when you have not named Apple.

What we found on auditlodge.com

Every crawler that decides whether an AI can quote you can already reach this site. Nothing to fix here.

All 6 answering crawlers can reach auditlodge.com. Your robots file answered HTTP 200.

Crawler	Whose	Can reach auditlodge.com
OAI-SearchBot	OpenAI	yes
Claude-SearchBot	Anthropic	yes
Claude-User	Anthropic	yes
Googlebot	Google	yes
PerplexityBot	Perplexity	yes
Applebot	Apple	yes

Not checked, and we say so rather than assume: Google-Extended, meta-externalagent, Bingbot, CCBot, Amazonbot, Bytespider.

Measured on https://auditlodge.com.

The file at `packs/03-ai-crawlers/robots-block.txt` says the same thing for auditlodge.com, so you can check this yourself rather than take our word for it.

Nothing to do here yet

This chapter has no step for auditlodge.com today. We invented nothing to give you something to do.

When this starts to matter

Every crawler that decides whether an assistant can quote you can already reach this site.

4. The plain-text summary for machines

What this is

A short file at the root of the site that tells an assistant, in plain markdown, what the business is and which pages matter.

Why this matters for auditlodge.com

An assistant that lands on auditlodge.com has to work out what the business is from the HTML. This file tells it directly, in 12 lines built from your own pages.

What we found on auditlodge.com

Built from 7 of this site's own pages, using their real titles and descriptions - we wrote no sentence of it

We built the file below from 7 pages of auditlodge.com — your own titles and your own descriptions. We wrote none of its sentences.

- 3 list items under 'When to use Auditlodge' have no `[name](url)` link, which their spec requires
- no rel="describedby" link pointing at the llms.txt - v2 of their spec added this and almost no tool emits it yet
- no rel="alternate" type="text/markdown" link to a markdown twin

Notes from reading your sitemap: robots.txt declared 1 sitemap; https://auditlodge.com/sitemap.xml -> 7 urls.

Step 1 — Publish the file at your root

Save this as `llms.txt` so it answers at **https://auditlodge.com/llms.txt**:

```
# Auditlodge — find out if anyone can actually find you

> Free check first — we read up to 1,000 pages of your site and show what stops people finding
you. The full audit is from £9.99, paid once — the price follows the size of your site.

## Pages
- [Auditlodge — find out if anyone can actually find you](https://auditlodge.com/): Free check
first — we read up to 1,000 pages of your site and show what stops people finding you. The full
audit is from £9.99, paid once — the price follows the size of your site.
- [Fix your site — your audit, ready to apply | Auditlodge](https://auditlodge.com/fix-it):
Your audit, ready to apply: the report, the copy-paste fixes file, the spreadsheet for your web
person, and the guide. One payment, done in an afternoon.
- [Welcome to the Lodge - The Lodge Guide](https://auditlodge.com/learn/): People go to the
lodge before they go on the trip. They get warm, they get a map, they get everything they need
```

```
to succeed — and then they climb.
- [Auditlodge — your free check](https://auditlodge.com/result): A one-off website audit. We check whether anyone can find you, and we re-check every finding against your live site before we send it. From £9.99, paid once — the price follows the size of your site.
- [Privacy · Auditlodge](https://auditlodge.com/static/privacy.html): How Auditlodge handles your data: one email address to send your report, no account, no tracking of your visitors, and the registered company behind it.
- [Terms · Auditlodge](https://auditlodge.com/static/terms.html): The terms of the Auditlodge website audit: one payment that follows the size of your site, the full report pack, and no subscription.
- [What will you get? | Auditlodge](https://auditlodge.com/what-you-get): A real audit shown in full: what went wrong, what we fixed the same day, and the dated final audit that prints the last word.
```

Step 2 — Publish the 7 markdown copies

Each of your pages gets a plain-markdown twin at its own address. They are written for you already and sit in `packs/04-llms-txt/markdown/`. The addresses they belong at:

- https://auditlodge.com/fix-it.md
- https://auditlodge.com/index.html.md
- https://auditlodge.com/learn/index.html.md
- https://auditlodge.com/result.md
- https://auditlodge.com/static/privacy.html.md
- https://auditlodge.com/static/terms.html.md
- https://auditlodge.com/what-you-get.md

Step 3 — Point at them, one way or the other

Use either form. Not both.

As HTML, in the `<head>`:

```
<link rel="describedby" href="https://auditlodge.com/llms.txt">
<link rel="alternate" type="text/markdown" href="https://auditlodge.com/index.html.md">
```

Or as an HTTP response header. It also covers the markdown files themselves, and you set it in your server or CDN without touching a page:

```
Link: <https://auditlodge.com/index.html.md>; rel="alternate"; type="text/markdown",
<https://auditlodge.com/llms.txt>; rel="describedby"
```

In the words of the company that published this

> llmstxt.org: “The file can be placed at the site root, or at any path within it, covering the pages under that path.” The markdown copies go “at the same URL as the original page, either with .md appended (page.html.md) or with the extension replaced by .md (page.md)”. The pointer “can be provided as HTML <link> elements, or as an HTTP Link: response header… and can be added in web server or CDN configuration without modifying any pages.”

Their page: `llmstxt.org`

How to check you did it right

- Open https://auditlodge.com/llms.txt in a browser. It should return the file, not a 404, and start with `# Auditlodge — find out if anyone can actually find you`.
- Open one of the markdown addresses above; it should return plain text, not HTML.

What it looks like when it is working

- https://auditlodge.com/llms.txt answers, the pointer is in place, and the faults listed above stop being reported.
- The faults to clear: 3 list items under ‘When to use Auditlodge’ have no `[name](url)` link, which their spec requires; no rel=“describedby” link pointing at the llms.txt - v2 of their spec added this and almost no tool emits it yet; no rel=“alternate” type=“text/markdown” link to a markdown twin.

In two lines

- An assistant that lands on auditlodge.com has to work out what the business is from the HTML. This file tells it directly, in 12 lines built from your own pages.
- First publish the file at your root, then publish the 7 markdown copies, then point at them, one way or the other.

The words in plain English

- **<head>** — the hidden top part of a web page’s code, where settings and tags live - visitors never see it, machines read it first.
- **robots.txt** — a small public text file at yoursite.com/robots.txt that tells crawlers which parts of the site they may read.
- **sitemap** — the list of your pages, at yoursite.com/sitemap.xml on most sites, that search engines treat as your site’s own inventory.

- **llms.txt** — a plain-text summary of your site, placed at the root, written for the AI assistants to read.
- **markdown** — plain text with light formatting marks; a markdown twin is a plain-text copy of a page at its own address.
- **HTTP header** — a line your server sends along with a page - invisible to visitors, read by machines.
- **CDN** — the delivery service that hands out your pages from servers near the visitor; many sites set their headers there.
- **answer engine** — an AI assistant - ChatGPT, Claude, Perplexity, Google's AI - that answers a question by quoting pages it can read.

The finished file is in your pack at `packs/04-llms-txt/llms.txt`.

5. What the site says about itself, in machine form

What this is

Structured data is how a business states its own name, phone, logo and profiles in a form a machine reads without guessing.

Why this matters for auditlodge.com

We read every value in the blocks below off auditlodge.com — name, url, description, logo, email. We supplied nothing ourselves, and that is what makes this safe: a machine trusts structured data, so a wrong value is worse than no value at all.

What we found on auditlodge.com

Built from 7 facts this site states about itself. We invented nothing; anything Google's example wants that the site never says sits under 'missing' for you to fill in. Validate with their Rich Results Test before shipping: search.google.com/test/rich-results

auditlodge.com already carries 1 structured-data block of type FAQPage, Organization, Product, WebSite.

What your page states	The value we read
name	Auditlodge
url	https://auditlodge.com/
description	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. The full audit is from £9.99, paid once — the price follows the size of your site.
logo	https://auditlodge.com/static/og.png
email	info@auditlodge.com

The business name above comes from og:site_name - the site naming itself.

Step 1 — Replace your existing Organization block with this one

Your page already carries a Organization block. Swap it for this one - two blocks of the same kind confuse the machines that read them. Paste this into the `<head>` of https://auditlodge.com, whole, tag and all, in place of the old one:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
```

```
  "@type": "Organization",
  "name": "Auditlodge",
  "url": "https://auditlodge.com/",
  "logo": "https://auditlodge.com/static/og.png",
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "contactType": "customer service",
      "email": "info@auditlodge.com"
    }
  ],
  "description": "Free check first — we read up to 1,000 pages of your site and show what stops people finding you. The full audit is from £9.99, paid once — the price follows the size of your site."
}
</script>
```

Step 2 — Replace your existing WebSite block with this one

Your page already carries a WebSite block. Swap it for this one - two blocks of the same kind confuse the machines that read them. Paste this into the `<head>` of https://auditlodge.com, whole, tag and all, in place of the old one:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebSite",
  "name": "Auditlodge",
  "url": "https://auditlodge.com/"
}
</script>
```

Left out rather than guessed at

Your site does not state these anywhere we could read, so they are not in the block. An invented value in machine-readable data is worse than a missing one — put it on the page first, then add it here.

- a telephone number (no tel: link on the page)
- social profile links for sameAs (none found on the page)
- a postal address - their LocalBusiness example carries address as a PostalAddress with streetAddress, addressLocality, addressRegion, postalCode and addressCountry. This site does not state one anywhere we can read, so we LEFT IT OUT rather than guess
- opening hours and geo coordinates - same reason, left out

How to check you did it right

- Run each block through Google's own Rich Results Test at `search.google.com/test/rich-results` before you ship it.
- Read each value back against the page itself. `name` should be exactly what auditlodge.com calls itself.
- Here that is **Auditlodge** — if that is wrong, fix it on the page first, not in the block.

What it looks like when it is working

- auditlodge.com carries 1 structured-data block - the Organization, WebSite replaced, not doubled, and every value in them matches something a visitor can read on the page.

In two lines

- We read every value in the blocks below off auditlodge.com — name, url, description, logo, email. We supplied nothing ourselves, and that is what makes this safe: a machine trusts structured data, so a wrong value is worse than no value at all.
- First replace your existing Organization block with this one, then replace your existing WebSite block with this one.

The words in plain English

- **<head>** — the hidden top part of a web page's code, where settings and tags live - visitors never see it, machines read it first.
- **structured data** — a small block of code that states facts about your business - name, logo, contact - in a form machines read without guessing.
- **Rich Results Test** — Google's free checker for structured data: paste a block and it tells you whether Google can read it.

The finished file is in your pack at `packs/05-structured-data/organization.jsonld`.

6. Can a paragraph survive being quoted

What this is

An assistant answering a question lifts a passage out of a page. A paragraph that opens with *It*, *This* or *They* refers to something that lived in the paragraph before — lifted out, it means nothing.

Why this matters for auditlodge.com

30 paragraphs on auditlodge.com cannot survive being lifted out of the page. An assistant answering a question quotes a passage, not a website — a paragraph that opens with *It* or *This* refers to something that stayed behind.

What we found on auditlodge.com

224 of 254 paragraphs across 7 pages can be quoted whole as they stand. Your sitemap listed 7 addresses when this check read it; we read 7.

Page	Share that can be quoted whole	Paragraphs with a stranded opening
https://auditlodge.com/static/privacy.html	55%	4
https://auditlodge.com/static/terms.html	64%	4
https://auditlodge.com/fix-it	86%	1
https://auditlodge.com/what-you-get	86%	1
https://auditlodge.com/learn/	88%	1

This is our own measure, not a published standard.

Step 1 — Open your worst page first

https://auditlodge.com/static/privacy.html — 4 of its paragraphs carry a stranded opening, the most on the site.

Step 2 — Rewrite the opening words, nothing else

Where a paragraph starts with It, This, They, These, There or However, replace that word with the thing it means. You are not rewriting the page — you are putting the subject back into the first sentence.

Step 3 — Work down the list

Then the next pages, in this order:

- https://auditlodge.com/static/terms.html
- https://auditlodge.com/fix-it
- https://auditlodge.com/what-you-get
- https://auditlodge.com/learn/

How to check you did it right

- Take one rewritten paragraph, read it on its own with the page hidden, and ask whether it still says who and what it is about.
- If it does not, the opening word is still doing work the sentence should do.

What it looks like when it is working

- The share for auditlodge.com moves up from 88% toward 100% — today 224 of the 254 paragraphs read can be quoted whole.

In two lines

- 30 paragraphs on auditlodge.com cannot survive being lifted out of the page. An assistant answering a question quotes a passage, not a website — a paragraph that opens with *It* or *This* refers to something that stayed behind.
- First open your worst page first, then rewrite the opening words, nothing else, then work down the list.

The words in plain English

- **sitemap** — the list of your pages, at yoursite.com/sitemap.xml on most sites, that search engines treat as your site's own inventory.
- **answer engine** — an AI assistant - ChatGPT, Claude, Perplexity, Google's AI - that answers a question by quoting pages it can read.
- **quotable** — a paragraph that still makes sense when lifted out of the page on its own - the AI assistants quote passages, not whole pages.

The finished file is in your pack at `packs/06-quotability/quotability.csv`.

7. The pages nothing links to

What this is

A page no link points at is a page a search engine may never find. This builds the three things that fix that: a complete sitemap file, an HTML page listing every address as a real link, and a footer block of the hub links.

Why this matters for auditlodge.com

What it gives you for auditlodge.com: the finished sitemap.xml, the HTML sitemap page, and the footer block — built only from addresses your own site already has. No date is invented: a last-modified date appears only where your own existing sitemap already declared one.

What we found on auditlodge.com

47 addresses found across 25 pages read. 7 are already in the site's own sitemap, 29 are not, and we could not read 0 sitemap entry/entries.

This check ran against https://auditlodge.com.

Step 1 — The pages nothing links to

sitemaps.org (protocol 0.9): a Sitemap must "Begin with an opening <urlset> tag and end with a closing </urlset> tag", "Specify the namespace (protocol standard) within the <urlset> tag", "Include a <url> entry for each URL, as a parent XML tag" and "Include a <loc> child entry for each <url> parent tag". "All other tags are optional." "The file itself must be UTF-8 encoded." "All URLs in a Sitemap must be from a single host." Save the file at your site root and link the HTML version from your footer.

```
1. This file lists the 36 addresses this run could read on your site.
   If your site ALREADY has a sitemap.xml, do not replace it with this one - open both and add
anything of yours that is missing.
   If your site has none, save this as sitemap.xml at the root of your site:

<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://auditlodge.com/</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/fix-it</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/learn</loc>
  </url>
```

```
  <url>
    <loc>https://auditlodge.com/learn/how-search-reads-your-site.html</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/learn/print.html</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/privacy</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/r/EoC1Tb1Sjk9bIMgsO8hRWoFJ</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/course/</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/SKILL.md</loc>
  </url>
  <url>
    <loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/backlinks.csv</loc>
  </url>
  <url>
… 21 more lines - the whole file is in your pack
```

Shown in part — the first 60 lines of 187. The finished block is printed above and on your copy-paste fixes page.

How to check you did it right

- Open `packs/07-discovery/sitemap-and-links.txt` and compare it with what https://auditlodge.com serves today.
- The rule this follows is theirs, not ours: `sitemaps.org/protocol.html`

What it looks like when it is working

- What auditlodge.com serves matches `packs/07-discovery/sitemap-and-links.txt`, and this check then reports nothing left to fix (as measured on https://auditlodge.com).

In two lines

- What it gives you for auditlodge.com: the finished sitemap.xml, the HTML sitemap page, and the footer block — built only from addresses your own site already has. No date is invented: a last-modified date appears only where your own existing sitemap already declared one.

- First the pages nothing links to.

The words in plain English

- **sitemap** — the list of your pages, at yoursite.com/sitemap.xml on most sites, that search engines treat as your site's own inventory.

The finished file is in your pack at `packs/07-discovery/sitemap-and-links.txt`.

8. The trust signals a reader and a machine both look for

What this is

Eight mechanical, countable things a person can walk over to your page and check: a named author, a page about that author, a date a reader can see, links out to sources, concrete numbers, a way to make contact, an about page that answers, and a company identity.

Why this matters for auditlodge.com

What it gives you for auditlodge.com: the list of which of the eight are missing, each with the tag or the text we read it from. We give no score — nobody publishes a formula for trust, so nobody can compute one.

What we found on auditlodge.com

7 pages read; the sitemap listed 7. We found 5 of the 8 content signals on at least one page and 3 on none. Every line carries the tag or text we read it from. We give no score, because no published specification defines one

This check read 7 addresses on auditlodge.com:

- https://auditlodge.com/
- https://auditlodge.com/fix-it
- https://auditlodge.com/learn/
- https://auditlodge.com/result
- https://auditlodge.com/static/privacy.html
- https://auditlodge.com/static/terms.html
- https://auditlodge.com/what-you-get

Step 1 — The trust signals a reader and a machine both look for

Nothing to install. This is a list of which trust signals your own pages do and do not carry, each with the tag or text it was read from, so a person can check every line. There is no published specification that defines a trust score, so no score is given and none should be accepted from anyone.

```
7 page(s) read; the sitemap listed 7. We found 5 of the 8 content signals on at least one page
and 3 on none. Every line carries the tag or text we read it from. We give no score, because no
published specification defines one

- a named author: not found on any of the 7 page(s) read
- the author is linked to a page about that author: not found on any of the 7 page(s) read
```

```
- a publication or updated date a reader can see: found on 4 of the 7 page(s) read
- links to sources on other domains: found on 2 of the 7 page(s) read
- numbers, prices or dates in the body text: found on 6 of the 7 page(s) read
- a way to make contact from the page: found on 4 of the 7 page(s) read
- a link to an about or team page: not found on any of the 7 page(s) read
- a stated company identity: found on 5 of the 7 page(s) read
```

How to check you did it right

- Open `packs/08-trust-signals/trust-signals.txt` and compare it with what https://auditlodge.com serves today.

What it looks like when it is working

- What auditlodge.com serves matches `packs/08-trust-signals/trust-signals.txt`, and this check then reports nothing left to fix (as measured on https://auditlodge.com).

In two lines

- What it gives you for auditlodge.com: the list of which of the eight are missing, each with the tag or the text we read it from. We give no score — nobody publishes a formula for trust, so nobody can compute one.
- First the trust signals a reader and a machine both look for.

The words in plain English

- **sitemap** — the list of your pages, at yoursite.com/sitemap.xml on most sites, that search engines treat as your site’s own inventory.

The finished file is in your pack at `packs/08-trust-signals/trust-signals.txt`.

9. Which AI engines can actually reach you

What this is

“AI” is not one thing. The same site can be readable by one engine and invisible to another, and the reason differs per vendor — blocking one company’s user-fetcher costs you nothing, blocking another’s may reduce your visibility, in that vendor’s own words.

What we found on auditlodge.com

All 5 engines checked can reach this site. Nothing to change. 6 items not checked, and we say so. We claim nothing about them.

All 5 engines we check can reach auditlodge.com. Its robots file answered HTTP 200.

Engine	Can reach auditlodge.com
OpenAI	yes
Anthropic	yes
Perplexity	yes
Apple	yes
Google	yes

Not checked, and we say so: we have not yet read these vendors’ own pages: Google-Extended (we have not read the page behind this crawler, so it is named here rather than judged), meta-externalagent (we have not read the page behind this crawler, so it is named here rather than judged), Bingbot (we have not read the page behind this crawler, so it is named here rather than judged), CCBot (we have not read the page behind this crawler, so it is named here rather than judged), Amazonbot (we have not read the page behind this crawler, so it is named here rather than judged), Bytespider (we have not read the page behind this crawler, so it is named here rather than judged).

Measured on https://auditlodge.com.

The file at `packs/09-per-engine/per-engine.txt` says the same thing for auditlodge.com, so you can check this yourself rather than take our word for it.

Nothing to do here yet

This chapter has no step for auditlodge.com today. We invented nothing to give you something to do.

When this starts to matter

Every engine we check can reach your site.

10. The extra machine-readable blocks your pages qualify for

What this is

Beyond the block that describes the business itself, a page can declare what it IS — an article, a product with a price, a piece of software. Machines read those declarations directly instead of guessing.

What we found on auditlodge.com

We produced no block. Nothing on this page marks it as an article, a product or a software application. We invented nothing to make one. Check anything you publish with Google’s Rich Results Test: search.google.com/test/rich-results

Nothing on the pages read from auditlodge.com marks them as an article, a product or a piece of software, so there is no extra block to add.

Pages read for this check: https://auditlodge.com.

Measured on https://auditlodge.com.

The file at `packs/10-extra-blocks/extra-blocks.jsonld` says the same thing for auditlodge.com, so you can check this yourself rather than take our word for it.

Nothing to do here yet

This chapter has no step for auditlodge.com today. We invented nothing to give you something to do.

When this starts to matter

Nothing on the pages read marks them as an article, a product or a piece of software, so there is no extra block to add.

Where each line goes

This is the working chapter. Open your fixes file in one window and your website editor in another, and work top to bottom. Every row is the same three-part move: find the page, find the field, paste the green line.

The rhythm

1. **Read the row.** It names the page (its address), shows the current line in red, and the corrected line in green.
2. **Open that page in your website editor** — not on the live site, in the editor where you change things.
3. **Find the field** (the next section shows where it lives in the common editors).
4. **Paste the green line exactly.** No improvements, no “while I’m here”. The line was measured to fit.
5. **Save, and tick the row off.** Then the next row. Most rows take under a minute once you find the rhythm.

Where the fields live, by editor

- **Shopify:** open the product or page → scroll to “Search engine listing” → *Edit*. The “Page title” box is the title; the “Meta description” box is the description. Blog posts have the same section at the bottom of the post editor.
- **WordPress:** with the usual SEO plugin installed (Yoast or Rank Math), every page and post shows a snippet box below the editor — title line and description line. Without a plugin, ask your theme’s documentation where “SEO title” lives, or install one of the two above; both are free for this purpose.
- **Wix:** open the page → *Settings* (or the three dots) → *SEO basics*. “Title tag” and “Meta description” are the two fields.
- **Squarespace:** page settings (the gear icon) → *SEO* tab → “SEO title” and “SEO description”.
- **Shop or site builders not listed:** search the builder’s own help for “edit meta description” — every builder has the two fields somewhere, usually under Settings or SEO.

How we measured this

10 of 10 checks ran against auditlodge.com on 7 November 2026. Every rule we applied comes from the published documentation of the company that set it. The one exception is the quotability chapter: that is our own measure, and it says so wherever it appears.

The pages we read, and what we built each chapter from:

Chapter	Built from
The language block	https://auditlodge.com/
The preferred-source button	https://auditlodge.com/
Can the answer engines read you	https://auditlodge.com
The plain-text summary for machines	https://auditlodge.com
What the site says about itself, in machine form	https://auditlodge.com
Can a paragraph survive being quoted	https://auditlodge.com/, https://auditlodge.com/fix-it, https://auditlodge.com/learn/ (+4 more)
The pages nothing links to	https://auditlodge.com
The trust signals a reader and a machine both look for	https://auditlodge.com/, https://auditlodge.com/fix-it, https://auditlodge.com/learn/ (+4 more)
Which AI engines can actually reach you	https://auditlodge.com
The extra machine-readable blocks your pages qualify for	https://auditlodge.com

This is our own measure, not a published standard. We label it that way wherever it appears.