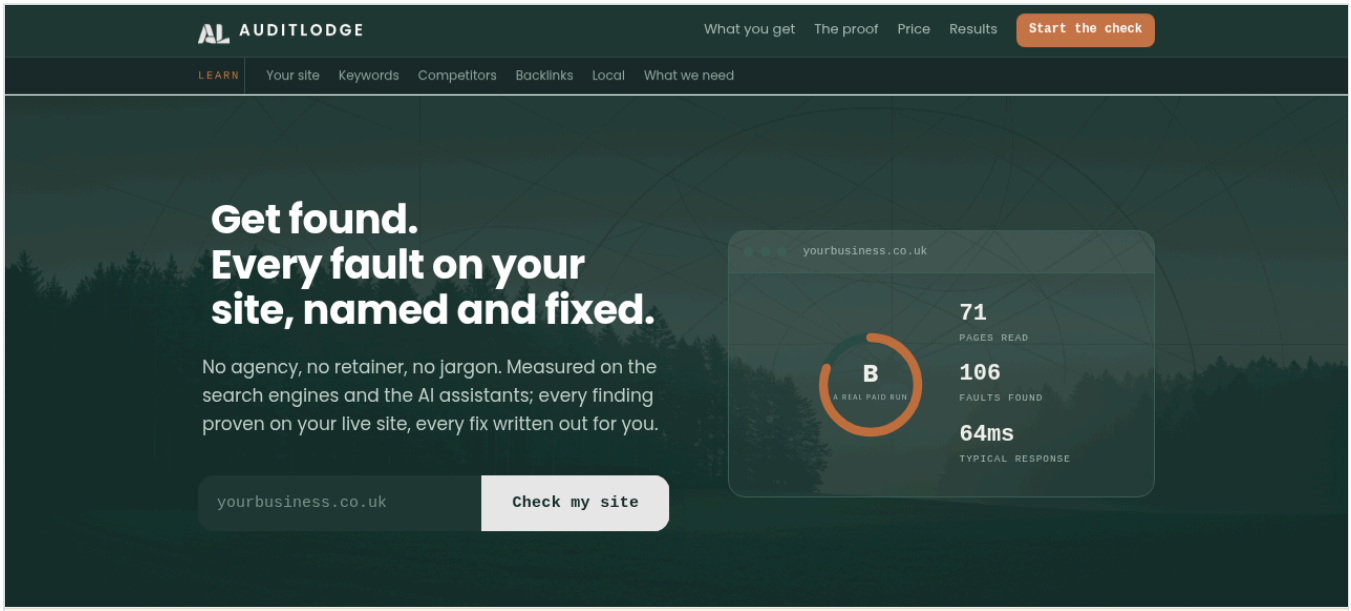
AI & International Visibility Pack https://auditlodge.com

The checks the search audit does not cover · every finding with the finished file that fixes it



AUDITLODGE · https://auditlodge.com
Prepared 7 November 2026 at 10:22 · report 20261107-100848-984da9
Vitadefence Ltd, UK company 15979768
Every check in this document ran against the live site on the date above. Where a check found nothing, it says so — we estimate nothing here, and we invent nothing to fill a gap.

What this document is

6 checks produced a file for you.
6 finished files in your pack, ready to install as they stand. 4 checks found nothing to fix.

6	4	6/6	224/254
FILES PRODUCED	NOTHING TO FIX	CRAWLERS IN	QUOTABLE

Your search audit measures what is already on your site. This second document is different: each of the checks below **produces a file** — a block of HTML, a robots rule, a text file, a piece of structured data — that you or your developer can put on the site as it stands. Nothing needs rewriting by hand.

Every one of them runs for every customer. If a check finds nothing to fix, its section still appears and says so plainly. A blank section would leave you wondering whether we looked.

1. The language block

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

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	Language	Declared by	Points at
`https://auditlodge.com/`	—	—	0

> **Nothing to fix here.** We found one language, so there is nothing to declare. This check starts to matter the day a second language goes live.
> Ships in your pack as `packs/01-hreflang/hreflang-block.html` — empty — nothing to fix

2. The preferred-source button

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.

What we found

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/

> 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.

What	Detail
already-installed	the button is already on this page
library-not-in-head	their doc says load the script preferably in <head>

The file this produces

The button, ready to paste, in the reader's own language.

```
1. This line goes in the <head> of every page:

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

2. This line goes wherever you want the button to appear:

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

3. If your site cannot run the script, this plain link does the
same job without it:

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

Google's own badge artwork, all languages:
https://services.google.com/fh/files/helpcenter/google_preferred_source_badge_all_languages.z
ip
```

Ships in your pack as `packs/02-preferred-sources/preferred-sources-button.html`

Where this file goes

In the words of the company that published the specification:

> 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`

3. Can the answer engines read you

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

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

Crawler	Vendor	What it decides	Can reach you
`OAI-SearchBot`	OpenAI	answer	YES
`GPTBot`	OpenAI	training	YES
`ChatGPT-User`	OpenAI	other	YES
`Claude-SearchBot`	Anthropic	answer	YES
`Claude-User`	Anthropic	answer	YES
`ClaudeBot`	Anthropic	training	YES
`Googlebot`	Google	answer	YES
`PerplexityBot`	Perplexity	answer	YES
`Perplexity-User`	Perplexity	other	YES
`Applebot`	Apple	answer	YES
`Applebot-Extended`	Apple	training	YES

Not checked, and we say so: we have not yet read these vendors' own pages: Google-Extended, meta-externalagent, Bingbot, CCBot, Amazonbot, Bytespider

> **Nothing to fix here.** Every crawler that decides whether an assistant can quote you can already reach this site.
> Ships in your pack as `packs/03-ai-crawlers/robots-block.txt` — empty — nothing to fix

4. The plain-text summary for machines

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

What we found

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

What	Detail
	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

The file this produces

The file itself, built from your own page titles and descriptions — not a sentence of it written by us — plus markdown copies of your main pages and the header line that points at them.

```
# 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 findin
g 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 chec
k 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): Y
our audit, ready to apply: the report, the copy-paste fixes file, the spreadsheet for your we
b 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 l
odge 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 befor
e 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, a
nd 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 s
ubscription.
- [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 t
he last word.
```

Ships in your pack as `packs/04-llms-txt/llms.txt`

Where this file goes

In the words of the company that published the specification:

> 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`

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

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

What we found

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

Google’s own example also asks for these, and your site does not state them anywhere we can read — so they are left out rather than guessed at:

- 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

The file this produces

The blocks, built only from facts your site already states. Anything Google's own example asks for that your site never says is listed as missing rather than filled in — an invented address in structured data is a lie told in a format machines trust.

```
<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>

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

Ships in your pack as `packs/05-structured-data/organization.jsonld`

Where this file goes

In the words of the company that published the specification:

> Google supports JSON-LD placed in a <script type="application/ld+json"> tag - the blocks below already carry that tag, so each one is pasted into the page whole. Check the result with their own Rich Results Test before you ship it.
> Their page: `search.google.com/test/rich-results`

6. Can a paragraph survive being quoted

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.

What we found

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.

254	224	7
PARAGRAPHS READ	CAN BE QUOTED	PAGES SCORED

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

The file this produces

A page-by-page list of the paragraphs that cannot survive being lifted, with the opening word that breaks each one.

```
url,paragraphs,liftable,liftable_ratio,orphan_openings
"https://auditlodge.com/",190,175,0.92,14
"https://auditlodge.com/fix-it",7,6,0.86,1
"https://auditlodge.com/learn/",8,7,0.88,1
"https://auditlodge.com/result",17,15,0.88,2
"https://auditlodge.com/static/privacy.html",11,6,0.55,4
"https://auditlodge.com/static/terms.html",14,9,0.64,4
"https://auditlodge.com/what-you-get",7,6,0.86,1
```

Ships in your pack as `packs/06-quotability/quotability.csv`

Where this file goes

In the words of the company that published the specification:

> Nothing to install. This is a list of the paragraphs on your own pages that cannot survive being quoted, and the opening word that breaks each one, so they can be rewritten. It is our own measure, not a published standard.

7. The pages nothing links to

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.

What we found

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.

The file this produces

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.

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 a
nything 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>
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<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>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/fix-plan.csv</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/keywords.csv</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/one-sheet.md</loc>
</url>
```

```
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-book.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-course.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-sheets.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/downloads/</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/fixes</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/geo-report-v2.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/report/</loc>
</url>
<url>
<loc>https://auditlodge.com/r/kRpYXpfN_w_0z2mHhWdOxhcg/report-v2.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/result</loc>
</url>
<url>
<loc>https://auditlodge.com/results</loc>
</url>
<url>
<loc>https://auditlodge.com/static/auditlodge-audit.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/static/bwabouw-audit.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/static/index-shop-20260828-packs.html</loc>
</url>
<url>
<loc>https://auditlodge.com/static/nottsplumber-audit.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/static/privacy.html</loc>
</url>
<url>
<loc>https://auditlodge.com/static/propersite-audit.pdf</loc>
</url>
<url>
```

```
<loc>https://auditlodge.com/static/terms.html</loc>
</url>
<url>
<loc>https://auditlodge.com/static/the-pack.html</loc>
</url>
<url>
<loc>https://auditlodge.com/static/vitadefence-audit-al-33.pdf</loc>
</url>
<url>
<loc>https://auditlodge.com/static/vitadefence-fixes.csv</loc>
</url>
<url>
<loc>https://auditlodge.com/terms</loc>
</url>
<url>
<loc>https://auditlodge.com/what-you-get</loc>
</url>
</urlset>


2. This is the HTML sitemap page. Publish it at https://auditlodge.com/sitemap:

<!doctype html>
<html lang="en-GB">
<head>
<meta charset="utf-8">
<title>All pages</title>
</head>
<body>
<!-- built from 36 addresses found on auditlodge.com; 25 pages were read -->
<h1>All pages</h1>
<p>Every page found on this site, grouped by section.</p>
<h2>Welcome to the Lodge - The Lodge Guide</h2>
<ul>
<li><a href="https://auditlodge.com/learn">Welcome to the Lodge - The Lodge Guide</a></li>
<li><a href="https://auditlodge.com/learn/how-search-reads-your-site.ht
```

Ships in your pack as `packs/07-discovery/sitemap-and-links.txt`

Where this file goes

In the words of the company that published the specification:

> 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.
>
> Their page: `sitemaps.org/protocol.html`

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

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.

What we found

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

What	Detail
author	a named author: not found on any of the 7 pages read
author_page	the author is linked to a page about that author: not found on any of the 7 pages read
date_visible	a publication or updated date a reader can see: found on 4 of the 7 pages read
outbound_citations	links to sources on other domains: found on 2 of the 7 pages read
concrete_facts	numbers, prices or dates in the body text: found on 6 of the 7 pages read
contact_route	a way to make contact from the page: found on 4 of the 7 pages read
about_link	a link to an about or team page: not found on any of the 7 pages read
company_identity	a stated company identity: found on 5 of the 7 pages read

The file this produces

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.

```
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

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

Ships in your pack as `packs/08-trust-signals/trust-signals.txt`

Where this file goes

In the words of the company that published the specification:

> 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.

9. Which AI engines can actually reach you

“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

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

> **Nothing to fix here.** Every engine we check can reach your site.
> Ships in your pack as `packs/09-per-engine/per-engine.txt` — empty — nothing to fix

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

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

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 to fix here.** 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.
> Ships in your pack as `packs/10-extra-blocks/extra-blocks.jsonld` — empty — nothing to fix

What is in your pack

Every file listed here is in the folder that came with this document. Files marked *empty* were produced by a check that found nothing to fix — the file is still there, and it says so inside.

File	What it is	Size
`packs/01-hreflang/hreflang-block.html`	The language block — *empty — nothing to fix*	358
`packs/02-preferred-sources/preferred-sources-button.html`	The preferred-source button	1,043
`packs/03-ai-crawlers/robots-block.txt`	Can the answer engines read you — *empty — nothing to fix*	336
`packs/04-llms-txt/markdown/auditlodge-com-fix-it-md.md`	markdown copy of https://auditlodge.com/fix-it.md	20,126
`packs/04-llms-txt/markdown/auditlodge-com-index-html-md.md`	markdown copy of https://auditlodge.com/index.html.md	20,368
`packs/04-llms-txt/markdown/auditlodge-com-learn-index-html-md.md`	markdown copy of https://auditlodge.com/learn/index.html.md	1,877
`packs/04-llms-txt/markdown/auditlodge-com-result-md.md`	markdown copy of https://auditlodge.com/result.md	3,311
`packs/04-llms-txt/markdown/auditlodge-com-static-privacy-html-md.md`	markdown copy of https://auditlodge.com/static/privacy.html.md	5,682
`packs/04-llms-txt/markdown/auditlodge-com-static-terms-html-md.md`	markdown copy of https://auditlodge.com/static/terms.html.md	3,416
`packs/04-llms-txt/markdown/auditlodge-com-what-you-get-md.md`	markdown copy of https://auditlodge.com/what-you-get.md	1,967
`packs/04-llms-txt/markdown/INDEX.md`	which markdown copy belongs to which page	809
`packs/04-llms-txt/link-header.txt`	the two ways to point at the files above	617
`packs/04-llms-txt/llms.txt`	The plain-text summary for machines	2,472
`packs/05-structured-data/organization.jsonld`	Organization structured data	574
`packs/05-structured-data/website.jsonld`	WebSite structured data	167
`packs/06-quotability/quotability.csv`	Can a paragraph survive being quoted	714
`packs/07-discovery/sitemap-and-links.txt`	The pages nothing links to	9,515

File	What it is	Size
`packs/08-trust-signals/trust-signals.txt`	The trust signals a reader and a machine both look for	1,217
`packs/09-per-engine/per-engine.txt`	Which AI engines can actually reach you — *empty — nothing to fix*	366
`packs/10-extra-blocks/extra-blocks.jsonld`	The extra machine-readable blocks your pages qualify for — *empty — nothing to fix*	483

Also in your box

These came with your search audit and are in the same folder.

File	Size
`report-v2.pdf`	761,156
`fix-plan.csv`	21,038
`meta-descriptions.csv`	2,327

How we measured this

10 of 10 checks ran against the live site. Every rule applied comes from the vendor’s own published documentation (Google, OpenAI, Anthropic, Perplexity, Apple, llmstxt.org); the one exception is the last check, which is our own measure and is labelled as such.