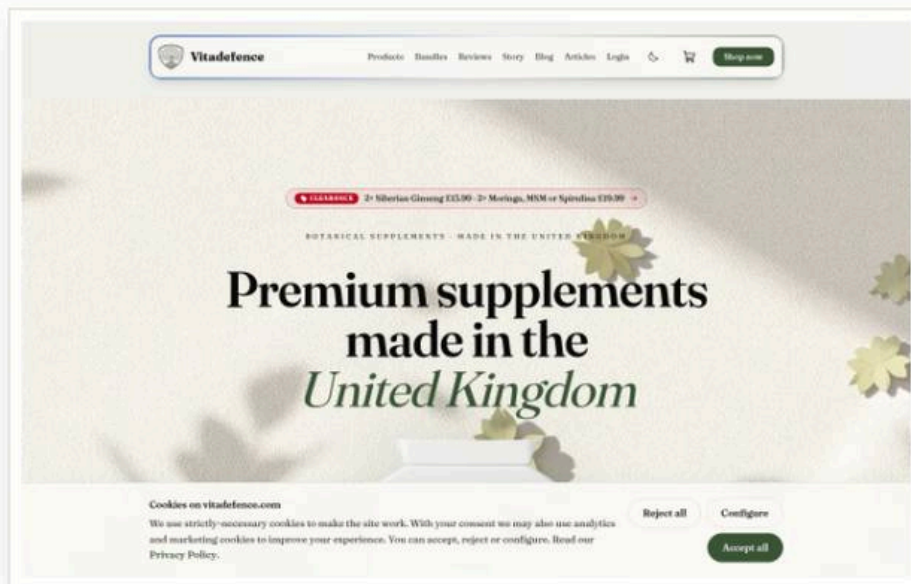




AUDITLODGE

The Course

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



Prepared for

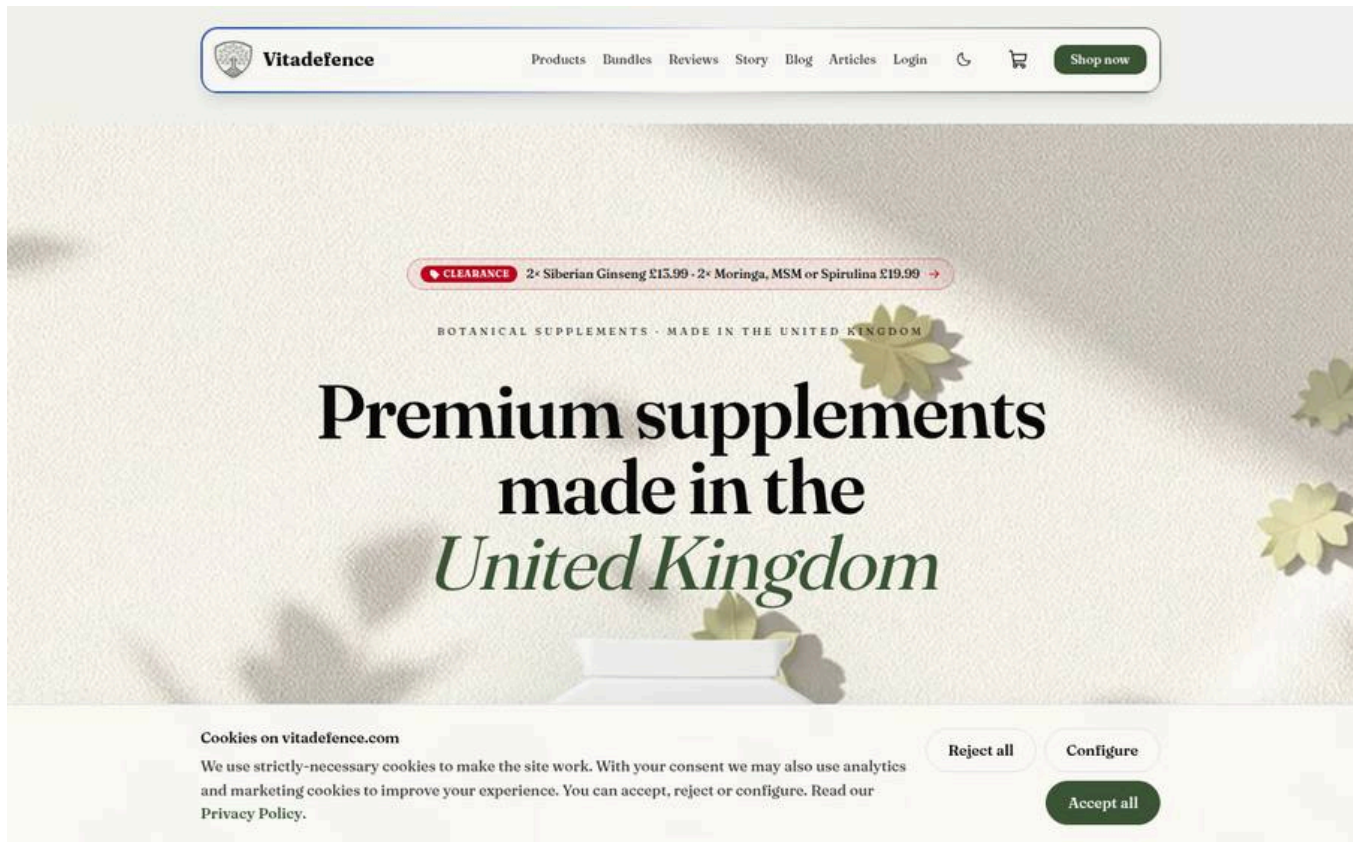
vitadefence.com

30 August 2026 · report 20260830-130304-d0561a

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 vitadefence.com course

This course is about one thing: making vitadefence.com readable, quotable and correctly understood by the engines that answer questions — Google's AI surfaces, ChatGPT, Claude, Perplexity and the rest.



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

Built from the checks run against vitadefence.com on 30 August 2026 at 13:04.

Vitadefence Ltd, UK company 15979768

Start here

The checks were run against vitadefence.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.
- 2 chapters found nothing to fix — they say what was measured and when it starts to matter.
- 2 chapters could not be completed. They claim nothing either way and name the reason.

Chapter	State
1. The language block	a file to install
2. The preferred-source button	a file to install
3. Can the answer engines read you	did not run
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	did not run
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.

Why this matters for vitadefence.com

vitadefence.com has 1 version in this set. Google ignores the whole set unless every version points at every other version, including itself — so a translation that is not declared correctly is a translation that does not rank.

What we found on vitadefence.com

The same block goes in the `<head>` of every version listed, unchanged

Version	Language	Where that came from	Links it carries today
https://vitadefence.com	en-gb	an existing hreflang tag	4

- en-gb tag is not inside `<head>`
- nl-nl tag is not inside `<head>`
- es-es tag is not inside `<head>`
- x-default tag is not inside `<head>`
- nl-nl points at <https://vitadefence.nl>, which could not be read, so the pair cannot be confirmed
- es-es points at <https://vitadefence.es>, which could not be read, so the pair cannot be confirmed

Step 1 — Open the head of your first version

Open whatever produces the `<head>` of <https://vitadefence.com> — a template, a layout file, or the page itself.

Step 2 — Paste this block in, before `</head>`

```
<link rel="alternate" hreflang="en-gb" href="https://vitadefence.com" />
<link rel="alternate" hreflang="x-default" href="https://vitadefence.com" />
```

Step 3 — Keep the block identical everywhere

One version was readable in this set (<https://vitadefence.com>). Every language version you add later must carry this same block, extended with its own line.

Your page already points at other language versions that could not be read when this ran - they are named in the faults above. Add their lines back into this block the moment those addresses answer, so the set stays complete.

In the words of the company that published this

Google: “For each variation of the page, include a set of `<link>` elements in the `<head>` element, one link for each page variant including itself. The set of links is identical for every version of the page.” And: “The `<link>` tags must be inside a well-formed `<head>` section of the HTML.”

Their page: developers.google.com/search/docs/specialty/international/localized-versions

How to check you did it right

- View the source of each of the 1 URL above and confirm the block sits inside `<head>`, not in the body.
- Confirm vitadefence.com’s block contains a line for <https://vitadefence.com> itself — a version that does not list itself is dropped.

What it looks like when it is working

- Every one of the 1 URL returns the same block, and the faults listed above are gone from all of them.
- Specifically, these stop being reported for vitadefence.com: en-gb tag is not inside `<head>`; nl-nl tag is not inside `<head>`; es-es tag is not inside `<head>`.

In two lines

- vitadefence.com has 1 version in this set. Google ignores the whole set unless every version points at every other version, including itself — so a translation that is not declared correctly is a translation that does not rank.
- First open the head of your first version, then paste this block in, before `</head>`, then keep the block identical everywhere.

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.
- **hreflang** — the tag that says which language a page is in and where its translations live, so each visitor is sent the right version.
- **x-default** — the version to show a visitor when none of the declared languages matches.

The finished file is in your pack at `packs/01-hreflang/hreflang-block.html`.

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 vitadefence.com

1 page of vitadefence.com were read and the button was not on them. It is two lines of HTML, and it is the only lever you have: a reader marks you as a preferred source, and that preference follows them into Google's AI answers.

What we found on vitadefence.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://vitadefence.com>

- no preferred-sources button and no fallback link on this page

Pages read for this check: <https://vitadefence.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 vitadefence.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 vitadefence.com cannot run scripts, this ordinary link does the same job for vitadefence.com:

```
<a href="https://www.google.com/preferences/source?q=vitadefence.com">Add vitadefence.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://vitadefence.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 vitadefence.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 vitadefence.com can add you in one press, and vitadefence.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

- 1 page of vitadefence.com were read and the button was not on them. It is two lines of HTML, and it is the only lever you have: a reader marks you as a preferred source, and that preference follows them into Google’s AI answers.
- 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, they are named differently at every vendor, and blocking them by accident is easy — Apple, for instance, follows your Googlebot rule when you have not named Apple.

This check did not run

The reason recorded for vitadefence.com was:

The site did not answer within the time limit while this check ran - a connection problem on the day, not a finding about your pages. The check's own note: robots.txt could not be read (URLError: <urlopen error _ssl.c:1012: The handshake operation timed out>), so nothing is claimed

No result is claimed either way. This is not a clean pass and it is not an empty finding — the check did not complete, and this chapter exists to tell you so.

What we found on vitadefence.com

Nothing. This check produced no measurement of vitadefence.com, so this chapter teaches nothing and asks you to do nothing.

Step 1 — Have it run again

Ask for this one check to be run again once vitadefence.com answers normally. Nothing in this chapter should be acted on until it has.

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 vitadefence.com

An assistant that lands on vitadefence.com has to work out what the business is from the HTML. This file tells it directly, in 30 lines built from your own pages.

What we found on vitadefence.com

Built from 25 of this site's own pages, using their real titles and descriptions - no sentence here was written by us

The file below was built from 25 pages of vitadefence.com — your own titles and your own descriptions. Not a sentence of it was written by us.

- 3 list items under 'What we sell' have no [name](url) link, which their spec requires
- 5 list items under 'Why a buyer might pick us' have no [name](url) link, which their spec requires
- 3 list items under 'Markets and websites' have no [name](url) link, which their spec requires
- 5 list items under 'Compliance' have no [name](url) link, which their spec requires
- 2 list items under 'Contact' 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://vitadefence.com/sitemap.xml> -> 421 urls.

Step 1 — Publish the file at your root

Save this as `llms.txt` so it answers at <https://vitadefence.com/llms.txt>:

```
# Vitadefence UK · Premium supplements · Made in the UK

> 63 premium supplements (mostly plant-based) · HPMC capsules · Made in the UK · GMP certified
· FREE Royal Mail Tracked 48® delivery.
```

Pages

- [Vitadefence UK · Premium supplements · Made in the UK](https://vitadefence.com/): 63 premium supplements (mostly plant-based) · HPMC capsules · Made in the UK · GMP certified · FREE Royal Mail Tracked 48® delivery.
- [Articles – The Vitadefence Library · Vitadefence UK](https://vitadefence.com/articles): Plain-words deep-dives on every supplement we make. Origin, ingredients, why this formula. Guides on acai, zinc, ashwagandha, spirulina, ginseng and more.
- [Acai Berry Tablets & Capsules – Amazon Fruit]](https://vitadefence.com/articles/acai-berry-multi): Acai berry tablets and capsules from the Amazon – a deep-purple forest fruit and nine quiet partners in one daily vegan capsule. Read the story →
- [Acerola Cherry Capsules – Vitamin C | Vitadefence](https://vitadefence.com/articles/acerola-multi): Acerola cherry capsules – the West Indian cherry, naturally rich in vitamin C, with quiet plant partners. Read the story →
- [African Mango Extract Capsules | Vitadefence](https://vitadefence.com/articles/african-mango): African mango (*Irvingia gabonensis*) seed extract capsules – the West African forest seed in a daily vegan capsule. Read the story →
- [Aloe Vera Capsules & Tablets – Inner-Leaf | Vitadefence](https://vitadefence.com/articles/aloe-vera-multi): Aloe vera capsules and tablets – inner-leaf gel concentrate with quiet plant partners for the daily ritual. Read the story →
- [Amino Acid Capsules – BCAAs & Glutamine | Vitadefence](https://vitadefence.com/articles/amino-acid-multi): An amino acid capsule with BCAAs, l-glutamine and the supporting spine. The plain everyday amino blend, no scoop required. Read the story →
- [Apple Cider Vinegar Capsules – ACV | Vitadefence](https://vitadefence.com/articles/apple-cider-multi): Apple cider vinegar capsules – the kitchen-cupboard tradition without the sting on the teeth. The morning ACV ritual, in a capsule. Read the story →
- [Apple Cider Vinegar: What It Is (The Honest Version)]](https://vitadefence.com/articles/apple-cider-vinegar): Apple cider vinegar explained honestly: what it is, what 'the mother' means, its long kitchen history - and a straight word on the claims we.
- [Artichoke Capsules – Cynarin, Black Garlic & Bitters]](https://vitadefence.com/articles/artichoke-multi): Artichoke leaf capsules with black aged garlic, beetroot, burdock, turmeric and choline. The bitter principle, in one daily capsule. Read the full story.
- [Ashwagandha Capsules UK – KSM-66 & Cordyceps]](https://vitadefence.com/articles/ashwagandha-multi): Ashwagandha capsules and tablets – KSM-66 with cordyceps, ginseng, maca, reishi and a B-vitamin spine. Ayurvedic rasayana, one daily. Read the story →
- [Bilberry Lutein & Zeaxanthin Capsules | Vitadefence](https://vitadefence.com/articles/bilberry-multi): Bilberry with lutein and zeaxanthin in vegan capsules – the dark hedgerow berry and the macular pigments. Read the story →
- [Botanical Fibre – Quality Raw Materials | Vitadefence](https://vitadefence.com/articles/botanical-fibre-multi): A quiet daily fibre blend built on quality botanical raw materials – soluble fibre and plant partners for the morning glass. Read the story →
- [Botanical Multi – Quality Raw Materials | Vitadefence](https://vitadefence.com/articles/botanical-multi): A daily botanical capsule built on quality raw materials, led by aloe vera at 3,000mg with quiet plant partners. Read the story →
- [Chlorella vs Spirulina: What's the Difference?]](https://vitadefence.com/articles/chlorella-vs-spirulina): Chlorella vs spirulina explained simply: what each one is, where it comes from, how they differ in nutrition, taste and form, and how to choose.
- [Collagen and Vitamin C: Why They Go Together | Vitadefence](https://vitadefence.com/articles/collagen-and-vitamin-c): Collagen and vitamin C explained: what collagen is, marine vs bovine, and the one authorised claim that matters - vitamin C contributes to normal collagen.
- [Collagen Multi – Orange Powder & Multivitamin]](https://vitadefence.com/articles/collagen-multi): Collagen multivitamin in an orange powder shake – 11g bovine collagen, glucosamine, chicory fibre and full vit/mineral premix. Read the story →
- [Cranberry Capsules with Live Cultures | Vitadefence](https://vitadefence.com/articles/cranberry-multi): Cranberry concentrate capsules with live cultures and vitamin C – the New England bog berry in a daily vegan capsule. Read the story →

- [Creatine Monohydrate Unflavoured – 500g UK | Vitadefence](https://vitadefence.com/articles/creatine-monohydrate): Pure unflavoured creatine monohydrate, 500g, 100 servings at 5g. Informed Manufacturer grade, no fillers. The most studied molecule in the gym.
- [Creatine Chocolate Recovery Shake | Vitadefence](https://vitadefence.com/articles/creatine-multi): Chocolate recovery shake with creatine, whey, BCAAs, glutamine, collagen and a full vitamin premix. One scoop after the session. Read the story →
- [Dandelion Root Capsules – Taraxacum | Vitadefence](https://vitadefence.com/articles/dandelion-multi): Dandelion root (Taraxacum officinale) with quiet plant partners – the lawn weed your grandmother brewed as tea. Read the story →
- [Digestive Enzyme Multi – turmeric, ACV & enzymes |](https://vitadefence.com/articles/digestive-enzyme-multi): Digestive enzyme capsules with turmeric, apple cider vinegar, fennel, peppermint, ginger and a six-enzyme blend. UK-made. Read the full story.
- [Electrolyte Powder & Supplements UK | Vitadefence](https://vitadefence.com/articles/electrolyte-multi): Electrolyte powder UK with sodium, potassium, magnesium and calcium plus a B-vitamin support spine. The hot-day stir-in. Read the story →
- [Garcinia Cambogia & Green Coffee Bean | Vitadefence](https://vitadefence.com/articles/garcinia-cambogia-multi): Garcinia cambogia (kokum / Malabar tamarind) with green coffee bean – the South Indian culinary spice in a daily capsule. Read the story →
- [Glucomannan Capsules – Konjac Root 3g | Vitadefence](https://vitadefence.com/articles/glucomannan-multi): Glucomannan from konjac root, the EFSA-authorized 3g daily dose, with the choking-warning surfaced up front. Read the story →

Step 2 — Publish the 25 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://vitadefence.com/articles.md`
- `https://vitadefence.com/articles/acai-berry-multi.md`
- `https://vitadefence.com/articles/acerola-multi.md`
- `https://vitadefence.com/articles/african-mango.md`
- `https://vitadefence.com/articles/aloe-vera-multi.md`
- `https://vitadefence.com/articles/amino-acid-multi.md`
- `https://vitadefence.com/articles/apple-cider-multi.md`
- `https://vitadefence.com/articles/apple-cider-vinegar.md`

(the first 8 of 25 - every address is in `packs/04-llms-txt/markdown/`)

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

Or as an HTTP response header, which also covers the markdown files themselves and can be set in your server or CDN without touching a page:

```
Link: <https://vitadefence.com/index.html.md>; rel="alternate"; type="text/markdown", <https://vitadefence.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://vitadefence.com/llms.txt> in a browser. It should return the file, not a 404, and start with # Vitadefence UK · Premium supplements · Made in the UK.
- Open one of the markdown addresses above; it should return plain text, not HTML.

What it looks like when it is working

- <https://vitadefence.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 ‘What we sell’ have no [name](url) link, which their spec requires; 5 list items under ‘Why a buyer might pick us’ have no [name](url) link, which their spec requires; 3 list items under ‘Markets and websites’ have no [name](url) link, which their spec requires.

In two lines

- An assistant that lands on vitadefence.com has to work out what the business is from the HTML. This file tells it directly, in 30 lines built from your own pages.
- First publish the file at your root, then publish the 25 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, usually at `yoursite.com/sitemap.xml`, 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 vitadefence.com

Every value in the blocks below was read off vitadefence.com — name, url, description, logo, email, sameAs. Nothing was supplied by us, which is the only way this is safe: a machine trusts structured data, so a wrong value in it is worse than no value at all.

What we found on vitadefence.com

Built from 8 facts this site states about itself. Nothing here was invented; anything Google's example wants that the site never says is listed under 'missing' for you to fill in. Validate with their Rich Results Test before shipping: search.google.com/test/rich-results

vitadefence.com already carries 2 structured-data blocks of type Organization, WebSite.

What your page states	The value we read
name	Vitadefence UK
url	https://vitadefence.com
description	63 premium supplements (mostly plant-based) · HPMC capsules · Made in the UK · GMP certified · FREE Royal Mail Tracked 48® delivery.
logo	https://vitadefence.com/og-hero.jpg
email	info@vitadefence.com
sameAs	https://facebook.com/vitadefence , https://instagram.com/vitadefence , https://tiktok.com/@vitadefence , https://x.com/vitadefence , https://youtube.com/@vitadefence

The business name above was taken 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://vitadefence.com>, whole, tag and all, in place of the old one:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Vitadefence UK",
  "url": "https://vitadefence.com",
  "logo": "https://vitadefence.com/og-hero.jpg",
  "sameAs": [
    "https://facebook.com/vitadefence",
    "https://instagram.com/vitadefence",
    "https://tiktok.com/@vitadefence",
    "https://x.com/vitadefence",
    "https://youtube.com/@vitadefence"
  ],
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "contactType": "customer service",
      "email": "info@vitadefence.com"
    }
  ],
  "description": "63 premium supplements (mostly plant-based) · HPMC capsules · Made in the UK
· GMP certified · FREE Royal Mail Tracked 48® delivery."
}
</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://vitadefence.com>, whole, tag and all, in place of the old one:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebSite",
  "name": "Vitadefence UK",
  "url": "https://vitadefence.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)
- 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 it is LEFT OUT rather than guessed

- 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 vitadefence.com calls itself.
- Here that is **Vitadefence UK** — if that is wrong, fix it on the page first, not in the block.

What it looks like when it is working

- vitadefence.com carries 2 structured-data blocks - the Organization, WebSite replaced, not doubled, and every value in them matches something a visitor can read on the page.

In two lines

- Every value in the blocks below was read off vitadefence.com — name, url, description, logo, email, sameAs. Nothing was supplied by us, which is the only way this is safe: a machine trusts structured data, so a wrong value in it 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 vitadefence.com

52 paragraphs on vitadefence.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 vitadefence.com

369 of 421 paragraphs across 10 pages could be lifted out and quoted as they stand. 421 pages exist in the sitemap; 10 were read.

Page	Share that can be quoted whole	Paragraphs with a stranded opening
https://vitadefence.com/articles/african-mango	69%	7
https://vitadefence.com/articles/amino-acid-multi	70%	9
https://vitadefence.com/articles/artichoke-multi	70%	4
https://vitadefence.com/articles/acerola-multi	81%	6
https://vitadefence.com/articles/acai-berry-multi	85%	6

This is our own measure, not a published standard.

Step 1 — Open your worst page first

<https://vitadefence.com/articles/african-mango> — 7 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://vitadefence.com/articles/amino-acid-multi>
- <https://vitadefence.com/articles/artichoke-multi>
- <https://vitadefence.com/articles/acerola-multi>
- <https://vitadefence.com/articles/acai-berry-multi>

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 vitadefence.com moves up from 88% toward 100% — today 369 of the 421 paragraphs read can be quoted whole.

In two lines

- 52 paragraphs on vitadefence.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, usually at yoursite.com/sitemap.xml, 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 vitadefence.com

What it gives you for vitadefence.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 vitadefence.com

423 addresses found across 25 pages read. 421 are already in the site's own sitemap, 2 are not, and 0 sitemap entry/entries could not be read.

This check was run against <https://vitadefence.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. 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://vitadefence.com/</loc>
    <lastmod>2026-08-20T14:54:01.138Z</lastmod>
  </url>
  <url>
    <loc>https://vitadefence.com/account</loc>
  </url>
  <url>
    <loc>https://vitadefence.com/articles</loc>
    <lastmod>2026-08-20T14:54:01.138Z</lastmod>
  </url>
  <url>
```

```
<loc>https://vitadefence.com/articles/acai-berry-multi</loc>
<lastmod>2026-05-09T00:00:00.000Z</lastmod>
</url>
<url>
  <loc>https://vitadefence.com/articles/acerola-multi</loc>
  <lastmod>2026-05-09T00:00:00.000Z</lastmod>
</url>
<url>
  <loc>https://vitadefence.com/articles/african-mango</loc>
  <lastmod>2026-05-09T00:00:00.000Z</lastmod>
</url>
<url>
  <loc>https://vitadefence.com/articles/alo-vera-multi</loc>
  <lastmod>2026-05-09T00:00:00.000Z</lastmod>
</url>
<url>
  <loc>https://vitadefence.com/articles/amino-acid-multi</loc>
  <lastmod>2026-05-09T00:00:00.000Z</lastmod>
</url>
<url>
  <loc>https://vitadefence.com/articles/apple-cider-multi</loc>
  <lastmod>2026-05-09T00:00:00.000Z</lastmod>
</url>
<url>
... 21 more lines - the whole file is in your pack
```

Shown in part — the first 60 lines of 2157. The whole file is in your pack at `packs/07-discovery/sitemap-and-links.txt`.

How to check you did it right

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

What it looks like when it is working

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

In two lines

- What it gives you for `vitadefence.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, usually at `yoursite.com/sitemap.xml`, 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.

This check did not run

The reason recorded for vitadefence.com was:

The site did not answer within the time limit while this check ran - a connection problem on the day, not a finding about your pages. The check's own note: the site could not be read (URLError: <urlopen error _ssl.c:1012: The handshake operation timed out>), so nothing is claimed

No result is claimed either way. This is not a clean pass and it is not an empty finding — the check did not complete, and this chapter exists to tell you so.

What we found on vitadefence.com

Nothing. This check produced no measurement of vitadefence.com, so this chapter teaches nothing and asks you to do nothing.

Step 1 — Have it run again

Ask for this one check to be run again once vitadefence.com answers normally. Nothing in this chapter should be acted on until it has.

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 vitadefence.com

All 5 engines checked can reach this site. Nothing to change. 6 items are openly not checked. Nothing about them is claimed.

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

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

Openly not checked, because we have not read those vendors’ own pages: {‘what’: ‘Google-Extended’, ‘kind’: ‘crawler’, ‘why’: ‘we have not read the page behind this crawler, so it is named here rather than judged’}, {‘what’: ‘meta-externalagent’, ‘kind’: ‘crawler’, ‘why’: ‘we have not read the page behind this crawler, so it is named here rather than judged’}, {‘what’: ‘Bingbot’, ‘kind’: ‘crawler’, ‘why’: ‘we have not read the page behind this crawler, so it is named here rather than judged’}, {‘what’: ‘CCBot’, ‘kind’: ‘crawler’, ‘why’: ‘we have not read the page behind this crawler, so it is named here rather than judged’}, {‘what’: ‘Amazonbot’, ‘kind’: ‘crawler’, ‘why’: ‘we have not read the page behind this crawler, so it is named here rather than judged’}, {‘what’: ‘Bytespider’, ‘kind’: ‘crawler’, ‘why’: ‘we have not read the page behind this crawler, so it is named here rather than judged’}.

Measured on <https://vitadefence.com>.

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

Nothing to do here yet

There is no step to follow in this chapter for vitadefence.com today. Nothing has been invented 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 vitadefence.com

No block was produced. Nothing on this page marks it as an article, a product or a software application. Nothing was invented 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 vitadefence.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://vitadefence.com>.

Measured on <https://vitadefence.com>.

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

Nothing to do here yet

There is no step to follow in this chapter for vitadefence.com today. Nothing has been invented 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.

What we could not check

2 checks did not complete against vitadefence.com. Each one is named below with the reason recorded at the time. None of them is reported as a pass.

Can the answer engines read you

The site did not answer within the time limit while this check ran - a connection problem on the day, not a finding about your pages. The check's own note: robots.txt could not be read (URLError: <urlopen error _ssl.c:1012: The handshake operation timed out>), so nothing is claimed

The trust signals a reader and a machine both look for

The site did not answer within the time limit while this check ran - a connection problem on the day, not a finding about your pages. The check's own note: the site could not be read (URLError: <urlopen error _ssl.c:1012: The handshake operation timed out>), so nothing is claimed

No result is claimed either way. This is not a clean pass and it is not an empty finding — the check did not complete, and this chapter exists to tell you so.

How this was measured

8 of 10 checks ran against vitadefence.com on 30 August 2026. Every rule applied comes from the published documentation of the company that set it; the one exception is the quotability chapter, which is our own measure and says so wherever it appears.

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

Chapter	Built from
The language block	https://vitadefence.com
The preferred-source button	https://vitadefence.com
Can the answer engines read you	did not run
The plain-text summary for machines	https://vitadefence.com
What the site says about itself, in machine form	https://vitadefence.com
Can a paragraph survive being quoted	https://vitadefence.com/ , https://vitadefence.com/articles , https://vitadefence.com/articles/acai-berry-multi (+7 more)
The pages nothing links to	https://vitadefence.com
The trust signals a reader and a machine both look for	did not run
Which AI engines can actually reach you	https://vitadefence.com
The extra machine-readable blocks your pages qualify for	https://vitadefence.com

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