GEO (AI-Search Visibility) Audit — Plausible Analytics

Site: https://plausible.io · **Category:** B2B SaaS — privacy-friendly web analytics · **Checked:** 2026-11-15 (KST) · **Prepared by:** Yunju Company · Sample audit — unsolicited, public data only

1. Summary

GEO Readiness Score: 52 / 100 (Technical 22/70 · Buyer-prompt presence 30/30)

Wins buyer prompts on content strength alone, but has zero machine-readable product/pricing/FAQ data and no llms.txt.

2. Method (what was actually checked)

- Raw HTML fetch of homepage and selected pages; JSON-LD `@type` extraction; `/robots.txt`, `/llms.txt`, `/llms-full.txt`, `/faq`, `/pricing` status codes.
- Two buyer-intent queries run through a live web-search engine that returns a synthesized answer plus cited sources — used as a proxy for AI answer engines. ChatGPT, Perplexity and Gemini were **not** queried directly.
- Third-party review presence from search-index snippets (G2, Capterra, Trustpilot). Profile pages were not opened unless stated.
- Score = fixed rubric below. It is a readiness score, **not** a traffic, ranking or revenue metric.

3. Findings & score breakdown

Check	Finding	Points
AI crawler access (robots.txt)	No AI-crawler rules (GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended not mentioned) — not blocked, not explicitly allowed	7/10
llms.txt	/llms.txt returns 404	0/10
Organization schema	Organization + WebSite JSON-LD on homepage	10/10
Product / Software + Offer schema	No SoftwareApplication/Product/Offer JSON-LD found on homepage; pricing lives on homepage section (no /pricing URL, 404)	0/10
FAQ content + FAQPage schema	No FAQ text on homepage; /faq 404; no FAQPage schema found in pages checked	0/15
Review signals (schema + third-party)	No AggregateRating in schema. G2 4.9/5 (7 reviews), Capterra 4.7/5 (9 reviews) per search-index snippets — low volume	5/15
Buyer prompt 1: "best privacy-friendly Google Analytics alternative for small business"	Named first; own comparison page plausible.io/plausible-umami-fathom-simple-analytics was the #1 cited source	15/15
Buyer prompt 2: "cookieless website analytics for ecommerce revenue tracking GDPR"	Named first; own page /for-ecommerce cited #1	15/15
Total		**52/100**

Competitors named in the same answers / cited sources: Umami, Fathom, Simple Analytics, Matomo, PostHog, Cloudflare Web Analytics, GoatCounter, Statable

Rubric: robots — explicit AI allow 10, no rule 7, blocked 0 · llms.txt — brand summary 10, commerce-protocol only 5, none 0 · FAQ — content + FAQPage schema 15, content only 8 · Reviews — AggregateRating in schema 5 + third-party (≥30 reviews at ≥4.0 = 10; 1–29 = 5; average <3.0 = 2) · Prompts — named first 15, named not first 10, absent 0.

4. Top 10 prioritized fixes

#	Fix	Priority	Why (evidence)
1	Add SoftwareApplication + Offer JSON-LD (plans, price, currency, free trial) on the homepage pricing section	High	Answer engines currently must infer price from page text; structured offers make plan/price quotes reliable.
2	Publish /llms.txt summarizing product, plans, EU hosting, self-hosted CE, key docs URLs	High	404 today; competitors in adjacent categories (Tally, Buttondown) already ship one.
3	Create a dedicated /pricing URL (or canonical anchor page) and link it in nav/sitemap	High	/pricing returns 404; many prompts ask "how much does X cost".
4	Build a public FAQ page with FAQPage schema (GDPR, cookies, consent banner, data location, GA import)	High	No FAQ content found; these are the exact questions buyers ask assistants.
5		Medium	

#	Fix	Priority	Why (evidence)
	Add explicit allow rules for OAI-SearchBot, PerplexityBot, ClaudeBot, Google-Extended in robots.txt		Not blocked now; explicit rules remove ambiguity and document intent.
6	Grow third-party review volume on G2/Capterra (only 7 / 9 reviews per snippets)	Medium	Low review counts weaken "is it trustworthy" style answers vs. Matomo/PostHog.
7	Add Product/Software schema with AggregateRating once a review source is chosen	Medium	No rating signal is machine-readable today.
8	Keep and expand "X vs Y" comparison pages (Umami, Fathom, Simple Analytics, Matomo, PostHog)	Medium	The existing comparison page is the top-cited source — the format clearly works.
9	Add "last updated" dates and author/organization bylines to comparison and use-case pages	Low	Freshness cues help when answer engines weigh 2026 comparisons.
10	Track a fixed prompt set monthly (10–20 buyer prompts) to catch share-of-answer drops early	Low	Strong position now; monitoring protects it.

5. Not verified in this sample

- Rendered (JavaScript) schema not checked — raw HTML only
- G2/Capterra counts are from search snippets, profile pages not opened
- Direct ChatGPT/Perplexity/Gemini answers not queried

6. Next step

Full audit (25+ buyer prompts across assistants, rendered-page schema check, competitor share-of-answer table, implementation-ready JSON-LD and llms.txt drafts): **$149, delivered in 48 hours**. Ongoing monthly monitoring and fixes: **$99 / $249 / $449** per month (scope by tier, confirmed before start).