AEO audit

`https://mikebrowngroup.idxbroker.com/idx/details/listing/c046/99003312/2014-S-Mackinnon-Ln-Boise-ID-83706`

Run on 10/17/2026, 3:00:52 AM

61
/ 100

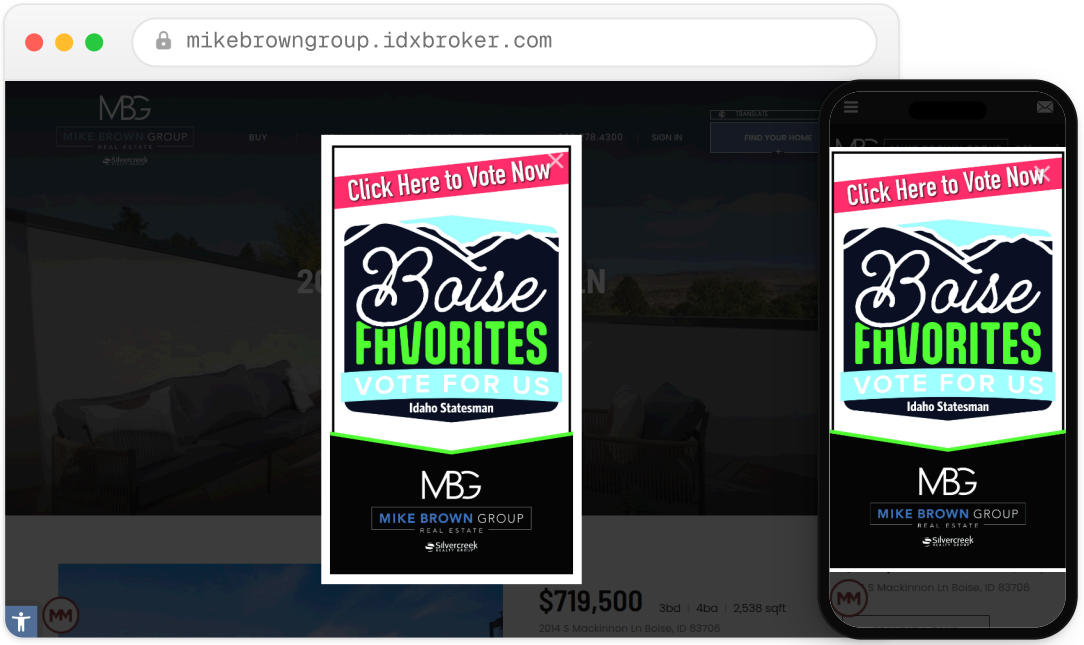
D https://mikebrowngroup.idxbroker.com/id...

needed BrightData unlocker · HTTP 200 · 42.8 KB · 16.8s

Detected as: Local business (high confidence)

Bot blocking detected. This site only responded after we routed through BrightData's Web Unlocker. Most LLM crawlers will be blocked.

Signals: signature: /cdn-cgi/challenge-platform/



Fetchability & Crawler Access

Can an LLM crawler actually reach this URL? Cloudflare/WAF blocks, missing AI bot allowlists in robots.txt, and JS-only SPAs all fail here.

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Reachable without bot blocking

0/18 pts

Bot challenge detected: signature: /cdn-cgi/challenge-platform/. AI crawlers will be blocked. (Site responded only through BrightData unlocker — most LLM crawlers will be blocked.)

Served over HTTPS

4/4 pts

URL uses HTTPS

Reasonable page size (under ~2.5 MB)

3/3 pts

42.8 KB downloaded

robots.txt allows AI search crawlers

10/10 pts

All critical AI search bots (ChatGPT-User, OAI-SearchBot, Perplexity, Claude-User, Google-Extended) are allowed.

Content rendered server-side (visible without JS)

8/8 pts

Body contains 1342 words of server-rendered text (Readability extracted 12316 chars).

Core SEO

Title, description, canonical, OpenGraph, sitemap — the foundation that every search/answer engine still expects.

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- ✓ **Title tag (25–65 characters)** — 4/4 pts
  Title is 46 characters: "Residential for sale in Boise, Idaho, 99003312"
- ✓ **Meta description (80–175 characters)** — 4/4 pts
  157 chars: "For additional information about this 2,538 Square Foot 3 Bedroom 4 Bath property located in Boise, ..."
- ✓ **Canonical URL declared** — 3/3 pts
  Canonical: https://mikebrowngroup.idxbroker.com/idx/details/listing/c046/99003312
- ✓ **OpenGraph tags (title, description, image)** — 3/3 pts
  3/3 OpenGraph tags present
- ✓ **Twitter Card tag** — 2/2 pts
  twitter:card = summary_large_image
- ✓ **<html lang> attribute** — 1/1 pts
  lang="en-US"
- ✗ **XML sitemap exists (and referenced in robots.txt)** — 0/4 pts
  No sitemap.xml found at standard locations

Semantic HTML

Headings, landmarks, alt text — structure that lets AI parse your page meaningfully.

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- ✗ **Exactly one <h1>** — 0/3 pts
  Found 0 <h1> elements
- ⚠ **Heading hierarchy (no skipped levels)** — 1/3 pts
  Heading levels skip (e.g., <h1> followed by <h3>)
- ✓ **Semantic HTML landmarks** — 4/4 pts
  Landmarks present: header, nav, main, article, footer
- ✓ **Image alt text coverage** — 3/3 pts
  39/40 images have an alt attribute (98%)

Answer Engine Signals

llms.txt, JSON-LD structured data, author authority, freshness, Readability extraction — the signals AI search weighs heavily.

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/llms.txt manifest at site root — 0/5 pts

/llms.txt not found (404 or unreachable)

/llms-full.txt (bonus full-content dump) — 0/1 pts

/llms-full.txt not present

JSON-LD structured data — 5/6 pts

Found 3 JSON-LD block(s); types: WebPage, BreadcrumbList, WebSite, Organization, SiteNavigationElement, RealEstateAgent

Author / Organization authority signals — 2/3 pts

Organization sameAs links present but no named author

Content freshness (dateModified within 12 months) — 0/2 pts

dateModified 2023-03-16T01:46:09+00:00 — 1311 days old (stale)

Content depth (sitemap URL count, blog, recency) — 1/4 pts

No sitemap found. blog detected in navigation.

Mozilla Readability extraction — 5/5 pts

Readability extracted 12316 chars — long-form readable content

Contact info (phone, address, hours, service area) — 3/5 pts

Found: phone (+1-208-278-4300); address (schema: 4120 N Linder Rd Suite 100, Meridian, ID). Missing: hours, service area / email.

Content Quality

Front-loaded answers, question-shaped headings, statistics, citations — what Princeton's GEO paper found actually moves the needle.

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Front-loaded direct answer in opening paragraph — 2/2 pts

Opening paragraph is 16 words — direct, well-sized

Question-shaped headings (pattern-match user queries) — 0/1 pts

No question-shaped H2/H3 headings — AI search engines favor question→answer mappings

Concrete statistics / units in body — 2/2 pts

Found 4 stat-shaped phrases: e.g. "23Year", "3 Bedroom", "4 Bath"

Quotations or blockquotes — 0/1 pts

No <blockquote> or <q> citations