AEO audit `https://www.boise23.com/`

Run on 10/17/2026, 3:14:50 AM

64
/ 100

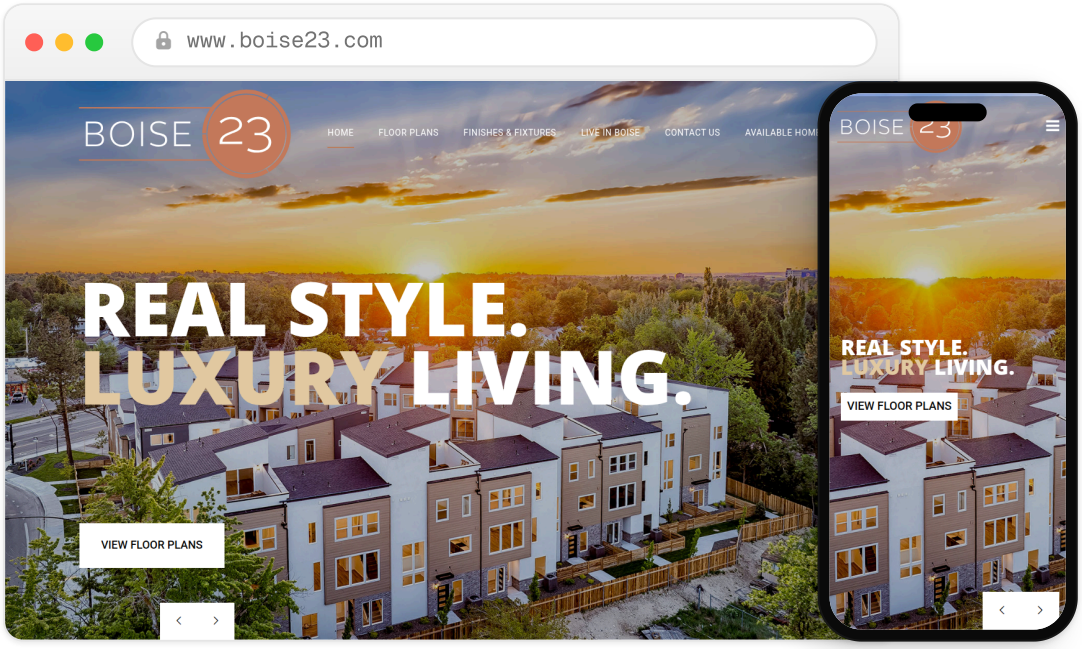
D https://www.boise23.com/

needed BrightData unlocker · HTTP 200 · 36.1 KB · 23.9s

Detected as: Local business (medium 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

36.1 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 504 words of server-rendered text (Readability extracted 2647 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 38 characters: "Boise 23 - 23 Townhomes - For Sale Now"

Meta description (80–175 characters)

2/4 pts

253 chars: "FUNCTIONAL DESIGN THAT ELEVATES HOW YOU LIVE. With an ideal location in a quiet neighborhood close t…"

Canonical URL declared

3/3 pts

Canonical: https://www.boise23.com/

OpenGraph tags (title, description, image)

3/3 pts

3/3 OpenGraph tags present

Twitter Card tag

0/2 pts

No twitter:card meta tag

<html lang> attribute

1/1 pts

lang="en-US"

XML sitemap exists (and referenced in robots.txt)

4/4 pts

Found sitemap at https://www.boise23.com/sitemap_index.xml (sitemap index) with 6 URLs (referenced in robots.txt)

Semantic HTML

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

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Exactly one <h1>

1/3 pts

Found 3 <h1> elements

Heading hierarchy (no skipped levels)

3/3 pts

8 headings in valid order

Semantic HTML landmarks

4/4 pts

Landmarks present: header, nav, main, section, footer

Image alt text coverage

3/3 pts

16/16 images have an alt attribute (100%)

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 1 JSON-LD block(s); types: WebPage, ImageObject, BreadcrumbList, WebSite, Organization
- ✗ **Author / Organization authority signals** — 0/3 pts
  No author byline or Organization sameAs (sameAs links to Wikipedia/socials boost AI authority)
- ✓ **Content freshness (dateModified within 12 months)** — 2/2 pts
  dateModified 2026-02-17T21:45:01+00:00 (241 days ago)
- ⚠ **Content depth (sitemap URL count, blog, recency)** — 3/4 pts
  6 URLs in sitemap — real informational site. 3 URLs updated in last 6 months.
- ✓ **Mozilla Readability extraction** — 5/5 pts
  Readability extracted 2647 chars — long-form readable content
- ⚠ **Contact info (phone, address, hours, service area)** — 2.5/5 pts
  Found: phone (208-949-8199); email. Missing: address, hours.

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** — 1/2 pts
  Opening paragraph is 7 words — short but acceptable
- ✗ **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** — 1/2 pts
  Found 3 stat-shaped phrases: e.g. "8 minutes", "5 minutes", "10 minutes"
- ✗ **Quotations or blockquotes** — 0/1 pts
  No <blockquote> or <q> citations