AEO audit `https://thesocialtheory.com`

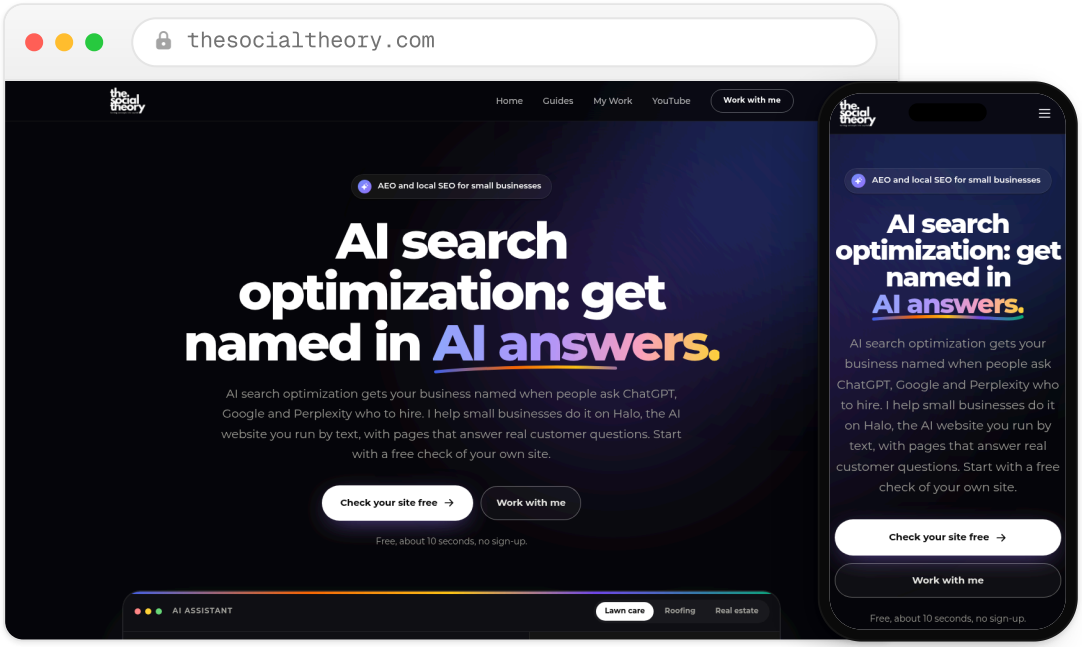
Run on 11/17/2026, 1:23:31 PM

93
/ 100

A https://thesocialtheory.com

fetched directly · HTTP 200 · 28.0 KB · 7.2s

Detected as: Article / blog post (medium confidence)



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

18/18 pts

Site responds 2xx/3xx with no bot challenge (HTTP 200). LLM crawlers can reach it.

Served over HTTPS

4/4 pts

URL uses HTTPS

Reasonable page size (under ~2.5 MB)

3/3 pts

28.0 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 1899 words of server-rendered text (Readability extracted 10536 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 61 characters: "AI Search Optimization for Small Business | The Social Theory"
- **Meta description (80–175 characters)** — 4/4 pts
  139 chars: "AI search optimization for small business: how to get named in ChatGPT, Google and AI answers, a fre…"
- **Canonical URL declared** — 3/3 pts
  Canonical: https://thesocialtheory.com/
- **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"
- **XML sitemap exists (and referenced in robots.txt)** — 4/4 pts
  Found sitemap at https://thesocialtheory.com/sitemap-index.xml (sitemap index) with 30 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>** — 3/3 pts
  Found 1 <h1> element
- **Heading hierarchy (no skipped levels)** — 3/3 pts
  40 headings in valid order
- **Semantic HTML landmarks** — 4/4 pts
  Landmarks present: header, nav, main, article, section, footer
- **Image alt text coverage** — 3/3 pts
  5/5 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** — 5/5 pts
  /llms.txt valid: H1 "The Social Theory — Nathan Swift", 4 sections, 31 links
- ✗ **/llms-full.txt (bonus full-content dump)** — 0/1 pts
  /llms-full.txt not present
- ⚠ **JSON-LD structured data** — 2/6 pts
  Found 5 JSON-LD block(s); types: Brand, WebSite, WebPage, FAQPage, VideoObject
- ✗ **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 2026-11-13 (5 days ago)
- ✓ **Content depth (sitemap URL count, blog, recency)** — 4/4 pts
  30 URLs in sitemap — substantial content. blog detected in sitemap URLs.
- ✓ **Mozilla Readability extraction** — 5/5 pts
  Readability extracted 10536 chars — long-form readable content

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 48 words — direct, well-sized
- ✓ **Question-shaped headings (pattern-match user queries)** — 1/1 pts
  12 question-shaped heading(s): e.g. "What is AI search optimization?"
- ✓ **Concrete statistics / units in body** — 2/2 pts
  Found 4 stat-shaped phrases: e.g. "10 seconds", "50%", "10 seconds"
- ✓ **Quotations or blockquotes** — 1/1 pts
  1 <blockquote>/<q> element(s)