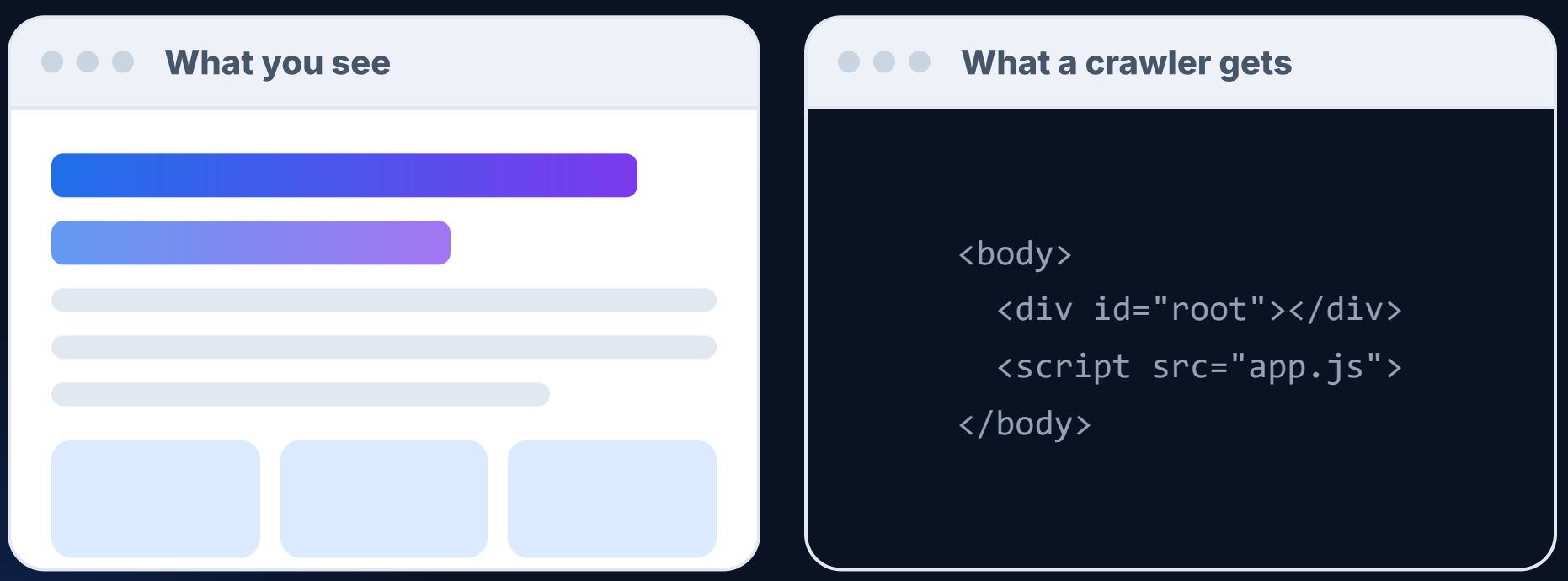
Original research · November 2026

Readable to AI?

We read 2,000 homepages the way an AI crawler does: no JavaScript, robots.txt obeyed. Here is what reached us.



Illustration

Swipe for the findings

GEOFLAKES

Finding 1

5.9%

of top homepages send little or none of their text without JavaScript, so most AI crawlers miss it.

Drawn by script 5%

Partly 0.9%

Under 50 words 14%

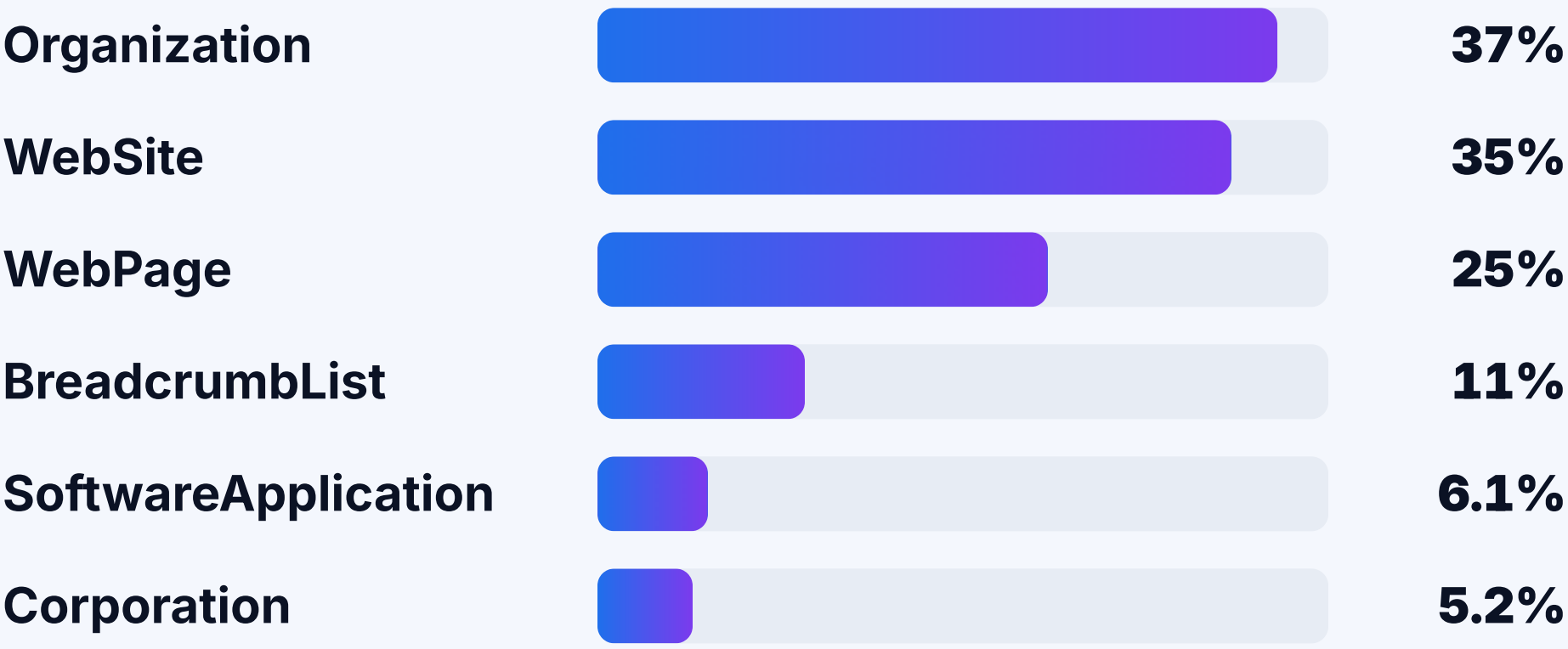
Finding 2

45%

of top homepages say who they are with Organization markup. Fewer, 34%, link it to their other profiles.

- **Meta description** 88%
- **One H1** 55%
- **sameAs links** 34%

56% of top homepages use schema.org markup. These types lead:



Finding 4

28% of top homepages publish an llms.txt. 1 in 11 files link to a page that is gone.



3,553 links followed in 202 files, up to 20 each.

Finding 5

Where the mid-sized web differs

	Top 1,000	Ranks 10k to 100k	
Rely on scripts	5.9%	5.7%	Within ±2.9
Meta description	88%	82%	Differs
Organization markup	45%	40%	Within ±6.1
An llms.txt	28%	17%	Differs

A difference counts only when it is larger than its margin of error.

Your turn

Make your homepage readable to AI

1. View the source: is your main message there in words?
2. One H1 and a meta description that say what you do
3. Organization markup, with sameAs to your profiles
4. Check every link in your llms.txt still answers

Full study and method: geoflakes.ai/resources

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