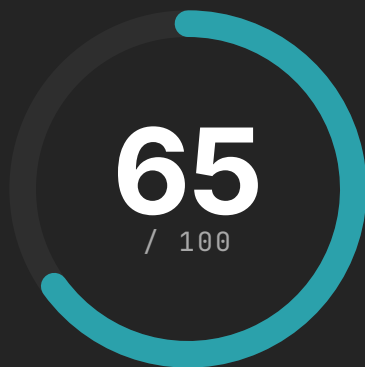


● GENERATIVE ENGINE OPTIMIZATION

How AI engines read *your brand*.

A six-dimension GEO audit of Aviary, measuring how ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews read, trust, and cite <https://aviary-rs.com>.



GEO SCORE

Promising

10 pages analyzed · 3 findings · SaaS

WEBSITE

aviary-rs.com

ANALYSIS DATE

October 5, 2026

PREPARED BY

Silverback Marketing

Executive summary

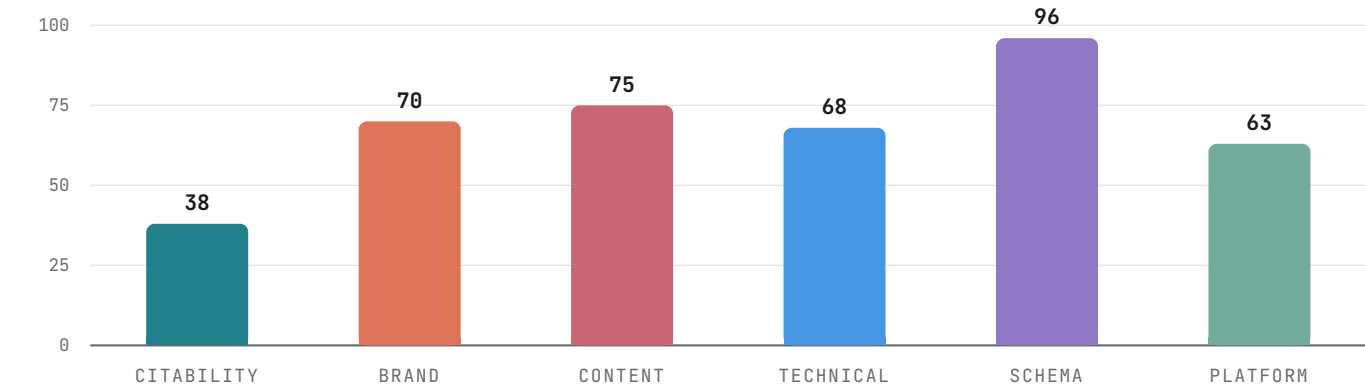
Aviary scores 65/100 for GEO readiness, which places the site in the PROMISING tier. The audit analyzed 10 representative pages and found the biggest opportunities in crawler access, structured data, and quote-friendly content. The fastest path to improvement is to remove access blockers, publish stronger machine-readable entity signals, and turn key commercial pages into clear answer destinations.

What is already working

- The site already exposes machine-readable entity markup, giving AI systems a stronger identity graph.
- Most major AI crawlers can currently access the site, which removes one of the most common GEO blockers.

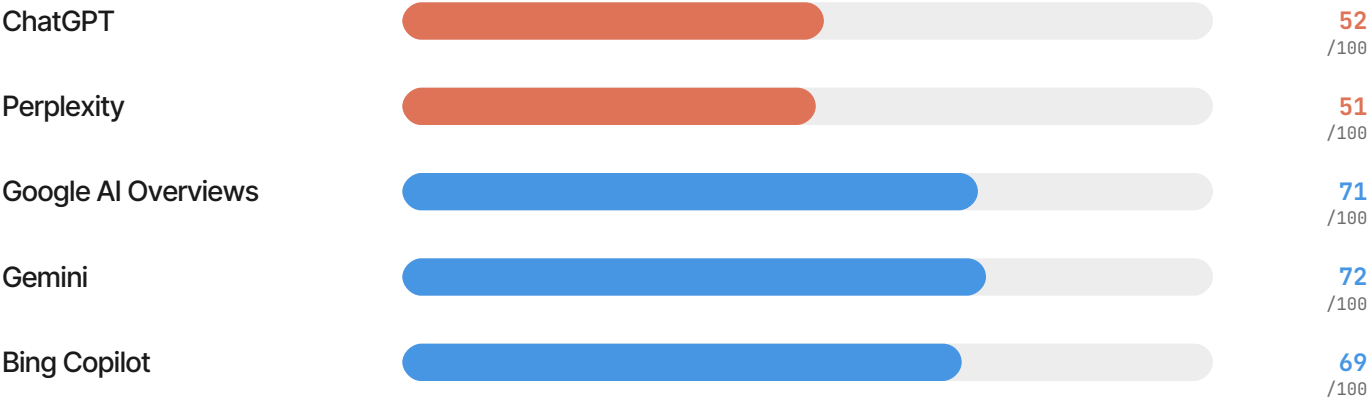
Score breakdown

Dimension	Score	Weight	Weighted
AI Citability & Visibility	38/100	25%	9.5
Brand Authority Signals	70/100	20%	14
Content Quality & E-E-A-T	75/100	20%	15
Technical Foundations	68/100	15%	10.2
Structured Data	96/100	10%	9.6
Platform Optimization	63/100	10%	6.3
OVERALL GEO SCORE	65/100	100%	65



AI platform *readiness*

These scores reflect how likely your content is to be cited by each AI answer surface. A score below 50 indicates significant barriers to citation on that platform.



AI readiness *kit*

1 of 15 AI readiness files are deployed. The complete kit gives AI systems a direct machine-readable map of the site and earns a +20 point GEO score bonus. Reference deployment: ai.silverbackmarketing.com.

- /robots.txt

○ /ai.txt

○ /llms.txt

○ /llms-full.txt

○ /ai-sitemap.xml

○ /sitemap.md

○ /ai-entities.json

○ /ai-intent.json
- /ai-schema.json

○ /rag-index.json

○ /rag-index.jsonl

○ /ai-disclosure.txt

○ /training-data-policy.txt

○ /.well-known/ai-plugin.json

○ /manifest.json

AI crawler *access*

Blocking AI crawlers prevents AI platforms from citing your content. The table below shows which AI crawlers can currently reach the site.

Crawler	Platform	Status	Recommendation
GPTBot	ChatGPT	ALLOWED (200)	Keep access open
ClaudeBot	Claude	ALLOWED (200)	Keep access open
PerplexityBot	Perplexity	ALLOWED (200)	Keep access open
GoogleBot	Google AI Overviews	ALLOWED (200)	Keep access open
BingBot	Bing Copilot	ALLOWED (200)	Keep access open

Key *findings*

HIGH Content is not yet quote-friendly for AI systems

The sampled pages skew toward low citability, which usually means the copy is too vague, too thin, or too contextual for an answer engine to safely extract.

PAGES • <https://www.aviary-rs.com/docs/roadmap/> • <https://aviary-rs.com> • <https://aviary-rs.com/docs/> • <https://www.aviary-rs.com/docs/quickstart/> • <https://www.aviary-rs.com/docs/accuracy-limitations/>

HIGH llms.txt is missing

The site does not currently publish an llms.txt file. While this is still emerging, it is one of the clearest ways to guide AI systems toward your most important pages.

MEDIUM AI readiness kit is not deployed

Only 1 of 15 AI readiness files were found at the web root. A complete kit (llms.txt, ai.txt, ai-entities.json, rag-index.json, and companions) gives AI systems a full machine-readable map of the site.

Prioritized *action plan*

Quick wins

THIS WEEK. HIGH IMPACT, LOW EFFORT.

- 01 Rewrite priority pages using clear answer blocks, factual statements, and self-contained paragraphs in the 100-200 word range.. Raises the odds that AI tools will quote your pages directly instead of paraphrasing competitors.
- 02 Publish /llms.txt with your key URLs, short descriptions, and the most important sections of the site.. Creates a direct guidance layer for AI crawlers and improves audit completeness.

Medium-term improvements

THIS MONTH. CONTENT OR TECHNICAL CHANGES.

- 01 Deploy the complete AI readiness file set to the web root. See <https://ai.silverbackmarketing.com/> for a reference deployment.. A complete kit adds a +20 point bonus to the GEO score and gives every major AI platform a direct reading path into the site.

Strategic initiatives

THIS QUARTER. LONG-TERM COMPETITIVE ADVANTAGE.

- 01 Deploy the complete AI readiness file set to the web root. See <https://ai.silverbackmarketing.com/> for a reference deployment.. A complete kit adds a +20 point bonus to the GEO score and gives every major AI platform a direct reading path into the site.

Methodology & *glossary*

This GEO audit was conducted on October 5, 2026, analyzing 10 pages of <https://aviary-rs.com>. The analysis scored six weighted dimensions: AI Citability & Visibility (25%), Brand Authority Signals (20%), Content Quality & E-E-A-T (20%), Technical Foundations (15%), Structured Data (10%), and Platform Optimization (10%).

Platforms assessed: Google AI Overviews, ChatGPT Web Search, Perplexity AI, Google Gemini, Bing Copilot. Standards referenced: Google Search Quality Rater Guidelines, Schema.org specification, Core Web Vitals (2026 thresholds), the l1ms.txt emerging standard, and the Silverback AI Readiness Kit file set.

Term	Definition
GEO	Generative Engine Optimization, the practice of optimizing content for AI search citation
AI O	AI Overviews, Google's AI-generated answer boxes in search results
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness
SSR	Server-Side Rendering, generating HTML on the server so crawlers get full content
TTFB	Time to First Byte, the server response speed measured during the crawl
JSON-LD	JavaScript Object Notation for Linked Data, the preferred structured data format
l1ms.txt	Proposed standard file for guiding AI systems about site content
AI Readiness Kit	Silverback's 15-file machine-readable web-root deployment for AI systems

This report was generated by the Silverback Marketing GEO audit engine. Scores and recommendations are based on automated analysis and industry benchmarks; validate with platform-specific testing before major investments.