GENERATIVE ENGINE OPTIMIZATION

# How AI engines read *your brand.*

A six-dimension GEO audit of Chiropractic Supplies & Equipment, measuring how ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews read, trust, and cite https://scriphessco.com.




GEO SCORE

## At Risk

1 pages analyzed · 6 findings · E-commerce

| WEBSITE | ANALYSIS DATE | PREPARED BY |
|---|---|---|
| scriphessco.com | November 11, 2026 | Silverback Marketing |

01 · GEO AUDIT

# Executive *summary*

Chiropractic Supplies & Equipment scores 47/100 for GEO readiness, which places the site in the AT RISK tier. The audit analyzed 1 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.

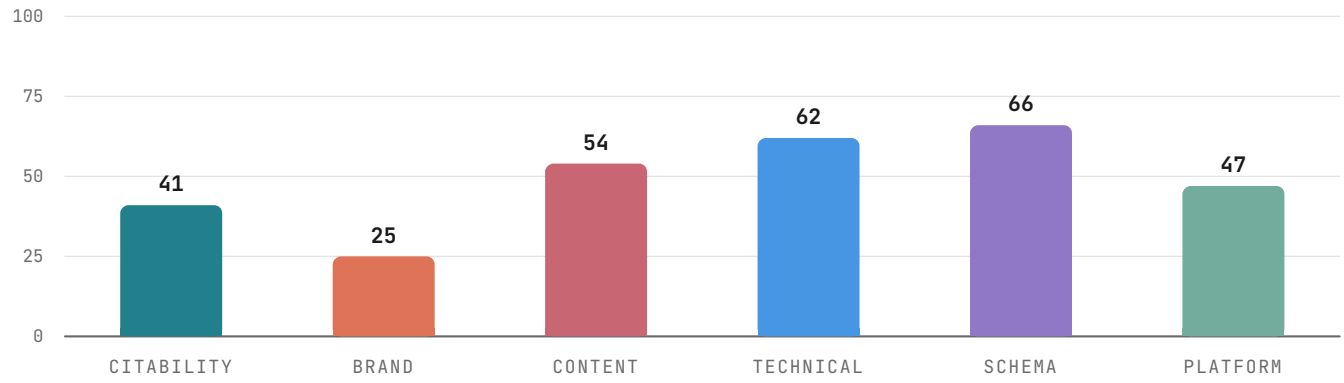
## What is already working

- 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.

02 · GEO AUDIT

# Score *breakdown*

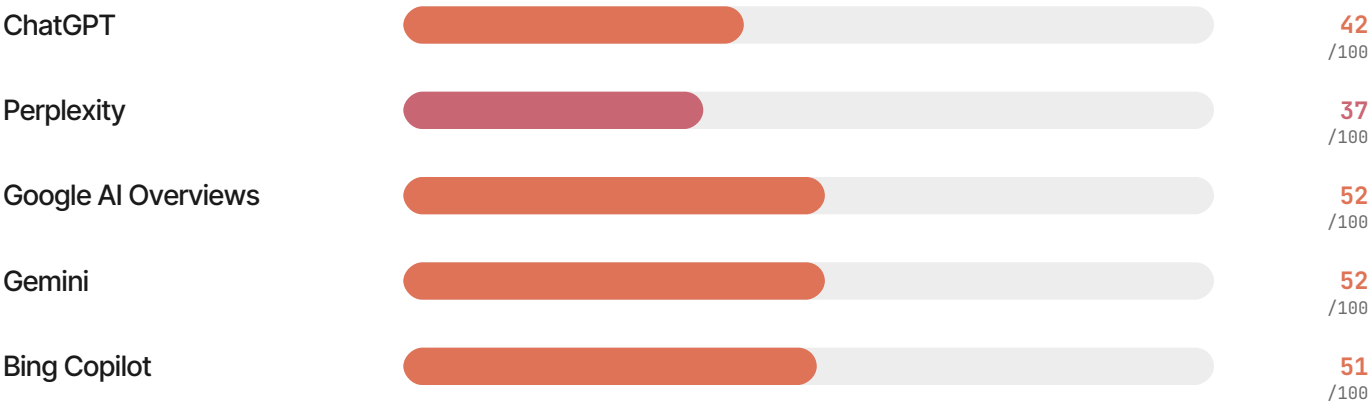
| Dimension | Score | Weight | Weighted |
|---|---|---|---|
| AI Citability & Visibility | 41/100 | 25% | 10.3 |
| Brand Authority Signals | 25/100 | 20% | 5 |
| Content Quality & E-E-A-T | 54/100 | 20% | 10.8 |
| Technical Foundations | 62/100 | 15% | 9.3 |
| Structured Data | 66/100 | 10% | 6.6 |
| Platform Optimization | 47/100 | 10% | 4.7 |
| **OVERALL GEO SCORE** | **47/100** | **100%** | **47** |



03 · GEO AUDIT

# 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.




04 · GEO AUDIT

# 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

05 · GEO AUDIT

# 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 |

06 · GEO AUDIT

# 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://scriphessco.com

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.

MEDIUM

### Authority and trust signals are weak

The site does not yet show a strong enough mix of authoritativeness, company context, and proof elements across the pages sampled.

MEDIUM

### Missing the schema types expected for a E-commerce site

The site was classified as E-commerce, but none of the schema types AI systems expect for this category (Product, Offer, AggregateRating) were found on the sampled pages.

MEDIUM

### Off-site entity presence is thin

The brand appears to have limited discoverable entity reinforcement outside the website itself, especially on sources AI systems commonly cross-check.

07 · GEO AUDIT

# 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.

02 Strengthen About, Team, Contact, and proof sections with credentials, client evidence, years in business, and external references.. Builds trust signals that both users and AI systems rely on when choosing what to cite.

03 Add Product markup to the most relevant pages, then extend to the remaining types where content supports them.. Category-matched schema helps AI platforms classify the business and select it for category-specific answers.

04 Prioritize LinkedIn, YouTube, review platforms, and a clean sameAs graph; pursue Wikidata or Wikipedia when the brand is notable enough.. Makes the brand easier for AI systems to recognize, disambiguate, and trust.

## Strategic initiatives

THIS QUARTER. LONG-TERM COMPETITIVE ADVANTAGE.

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# Methodology & *glossary*

This GEO audit was conducted on November 11, 2026, analyzing 1 pages of https://scriphessco.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 llms.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 |
| AIO | 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 |
| llms.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.