

An anonymized public-surface review for a B2B local-commerce technology platform.

Audit Date	Scope	Overall
27 Aug 2026	Public Website	78 / 100

Sample deliverable - not a ranking, traffic, or revenue guarantee.

01 / EXECUTIVE READOUT

Technically discoverable. Commercially under-explained.

The audited site has unusually strong crawler access and entity basics for a small B2B platform. The largest opportunity is not another generic SEO checklist: it is a clearer English commercial path from AI discovery to a paid audit request.

78

/100
PUBLIC-SURFACE READINESS

READY WITH GAPS



WHAT IS WORKING	WHAT LIMITS GROWTH
OpenAI and other named crawlers are explicitly allowed. Canonicals, bilingual alternates, sitemaps, organization data, service schema and a detailed llms.txt are publicly available.	The English site does not yet expose the high-intent audit offer, proof page and measurement method that would let an overseas buyer understand scope, price and risk before contacting sales.

Decision

Do not rebuild the site. Preserve the current technical foundation, then add one English purchase-intent path, fix freshness signals and capture crawler/log evidence. This is a focused conversion-and-evidence project.

02 / EVIDENCE LEDGER

What was verified on the public web

This sample uses only publicly reachable pages and headers. No analytics, Search Console, server logs, CMS access or private business data were used.

Surface	Observed evidence	Assessment
Homepage	HTTP 200; descriptive title and meta description; self-referencing canonical; one H1; zh-CN language; Organization, WebSite and WebPage schema.	Strong technical baseline
Crawler policy	robots.txt returns HTTP 200 and explicitly allows OAI-SearchBot, GPTBot, ChatGPT-User, ClaudeBot, PerplexityBot and other named crawlers, while excluding /api/ and /ai-chat.html.	AI search access enabled
AI context file	llms.txt returns HTTP 200 and states the brand, legal entity, aliases, important questions, concise answers and priority evidence pages.	Above-average answer readiness
Sitemaps	A sitemap index links Chinese, English and article sitemaps. The article sitemap reaches 25 Aug 2026, while the parent index reports 24 Jul 2026.	Freshness mismatch
English homepage	HTTP 200; English canonical and reciprocal hreflang; clear company summary. Structured data is limited to Organization and ContactPoint.	Discoverable, but thin commercially
GEO service page	HTTP 200; Service, WebPage, BreadcrumbList and BusinessAudience schema; explicit methodology, exclusions, pricing variables and acceptance boundaries.	Strong evidence page

Important limitation

A public crawl cannot prove index inclusion, bot request success through a WAF, query-level visibility, lead quality or revenue. Those require Search Console, server logs, repeatable query tests and CRM attribution.

Sampled public paths

The client domain is withheld in this portfolio copy. The delivered client version contains the complete source URLs and capture evidence.

- [client domain]/
- [client domain]/en/index.html
- [client domain]/services/geo/index.html
- [client domain]/robots.txt
- [client domain]/llms.txt
- [client domain]/sitemap.xml
- [client domain]/sitemap-zh.xml
- [client domain]/sitemap-en.xml
- [client domain]/sitemap-docs.xml

03 / AI CRAWLER READINESS

Search access is allowed - log-level proof is still missing

OpenAI documents separate controls for search inclusion and foundation-model training. That distinction is correctly reflected in the audited robots.txt policy.

Agent	Role	Observed policy
OAI-SearchBot	Supports surfacing pages in ChatGPT search results.	ALLOWED
GPTBot	Controls potential use for training OpenAI foundation models.	ALLOWED
ChatGPT-User	User-triggered page retrieval context.	ALLOWED

Official OpenAI documentation says that OAI-SearchBot is used to surface websites in ChatGPT search results and recommends allowing the bot in robots.txt and permitting requests from published IP ranges. It also states that OAI-SearchBot and GPTBot settings are independent.

Source: [OpenAI - Overview of OpenAI Crawlers](#)

Priority findings

P1	Confirm WAF and CDN behavior with real crawler logs
	Evidence: robots.txt allows the agents, but public HTML cannot prove that all crawler IP requests pass the CDN/WAF or receive the same page content.
	Action: Collect 28 days of server/CDN logs for OAI-SearchBot and other named agents. Record timestamp, user agent, requested URL, response code and response bytes. Validate IPs against official published ranges before attribution.
P1	Refresh the sitemap index metadata
	Evidence: The article sitemap contains lastmod values through 25 Aug 2026, but the sitemap index reports 24 Jul 2026 for its child maps.
	Action: Regenerate the parent sitemap index whenever a child sitemap changes. Verify HTTP 200, XML validity and current lastmod values after deployment.
P2	Retain a training/search policy decision record
	Evidence: The site currently allows both GPTBot and OAI-SearchBot. The public file does not show whether this is an intentional governance choice.
	Action: Record the business owner, approval date and review cadence for each agent policy. Search access and model-training access should be reviewed separately.

04 / ENTITY AND ANSWER READINESS

Strong facts in Chinese; weaker purchase intent in English

AI systems need stable, citable facts. Buyers need a clear commercial path. The audited site has the first capability but does not fully connect it to the second for overseas prospects.

ENTITY SIGNALS PRESENT	MISSING COMMERCIAL EVIDENCE
- Legal company name and aliases - Official domain and contact details - Product and service definitions - Explicit non-guarantee language - Methodology and acceptance criteria - Priority pages in llms.txt	- No equivalent English AI/GEO audit page - No English fixed-scope \$149 offer - No English anonymized audit sample - No buyer-specific intake checklist - No public before/after evidence pattern - No query-to-lead attribution example

Recommended English evidence path

Step	Page	Role	Minimum content
01	/en/services/ai-search-visibility-audit/	Offer	Scope, \$149 price, turnaround, exclusions and intake.
02	/en/cases/ai-search-audit-sample/	Proof	An anonymized, dated report with verifiable public evidence.
03	/en/methodology/ai-visibility-measurement/	Method	Queries, repetitions, citations, versioning and limitations.
04	/en/contact/ai-audit-intake/	Action	One short form that captures URL, market, language and goals.

Content principle

Publish evidence that can be checked independently: named methods, dated observations, source URLs, boundaries and correction rules. Avoid claims such as guaranteed AI rankings, guaranteed citation inclusion or guaranteed revenue lift.

05 / PRIORITIZED ACTION PLAN

A 14-day evidence and conversion sprint

The sequence protects the current technical foundation, adds a sellable English path and leaves every improvement independently testable.

When	Action	Acceptance evidence
Days 1-2	Regenerate sitemap index metadata; confirm canonical targets; add service-page hreflang where a real English equivalent exists.	HTTP 200; XML valid; child lastmod current; reciprocal hreflang verified.
Days 2-3	Replace the transparent-logo social image with a 1200 x 630 service-specific preview and verify absolute URLs.	Open Graph and social preview tests show a readable title and image.
Days 3-6	Publish the English \$149 audit offer with exact scope, one revision, 24-hour delivery after complete intake, and explicit exclusions.	Offer page is crawlable, canonical, in sitemap, and linked from English navigation.
Days 6-9	Publish the anonymized sample and methodology pages. Add Service, BreadcrumbList and WebPage schema as appropriate.	Pages expose dated evidence, sources, limitations and no fabricated performance claims.
Days 10-14	Freeze a versioned query set and begin baseline measurement; enable bot/CDN log review and lead-source capture.	Repeatable query sheet, complete answers, citation URLs, run metadata and CRM source field.

Definition of done

Technical	Every target page returns 200, has one preferred canonical, is represented correctly in the sitemap and is not blocked by robots or page directives.
Evidence	Every finding has a source URL, observation date, reproducible check and an owner for correction.
Commercial	A qualified overseas buyer can understand deliverables, price, exclusions, timing and the next action without a discovery call.
Measurement	AI visibility is tracked using frozen queries, repeated runs, complete answers and citations - not a single opaque score.

06 / SERVICE SCOPE

\$149 AI Search Visibility Audit

A fixed-scope entry product for one public website. Designed for founders and marketing leads who need evidence and priorities before paying for implementation.

INCLUDED	NOT INCLUDED
- Review of up to 25 priority URLs - Robots, sitemaps, canonical and index signals - OpenAI crawler readiness check - Entity, schema and answer-evidence review - English/localization gap review - Prioritized action plan - One PDF report and one revision - Delivery within 24 hours after complete intake	- Guaranteed rankings, citations or traffic - Search Console or analytics access - Source-code implementation - Backlinks, paid media or platform placement - Legal, privacy or tax advice - Performance lab/field testing unless separately scoped - Claims based on unavailable private data

Minimum client intake

Surface	Observed evidence	Assessment
Website	Primary domain and up to five priority pages.	Required
Market	Target country, language and customer type.	Required
Offer	Primary product/service and desired buyer action.	Required
Competitors	Up to three known alternatives or comparison sites.	Optional
Private data	No passwords, tokens or private analytics are required for the base audit.	Do not send

Outcome

The buyer receives a defensible order of operations: what is blocking discovery, what weakens answer evidence, what affects conversion, and what can wait. The report is a decision tool, not a promise of platform behavior.

Method and source note

This sample reflects public responses observed on 27 Aug 2026. Website content, crawler rules and platform behavior can change after the audit date. Scores summarize the sampled public surface and are not search-engine or AI-platform scores.

Primary crawler reference: [OpenAI - Overview of OpenAI Crawlers](#). Public evidence URLs are listed in Section 02.

READY TO TURN PUBLIC WEB EVIDENCE INTO A PRIORITIZED FIX LIST