AI Visibility Report: Framer

Prepared for: Framer | **Website:** https://www.framer.com | **Date of analysis:** 2026-11-13

EXECUTIVE SUMMARY

We analysed 9 pages across https://www.framer.com on 13 November 2026, assessing how well your site is positioned to be found, understood and cited by AI search engines. Framer earns a **GEO Readiness Score of 84/100**, placing it in the **Good** tier and close to the top Excellent band, which reflects a technically strong, fully crawlable site that AI systems can access without obstruction. The single most impactful issue is Finding 1 (**Medium impact**): all 8 substantial pages reviewed, including the homepage, pricing and contact pages, carry no author byline, which weakens the experience and expertise signals AI models look for when deciding whom to trust and cite. When we put customer-style questions to OpenAI web search (the engine behind ChatGPT search), Framer was named in 3 of 4 searches and described accurately as an AI website builder, a strong live result. For context, Sited's own homepage scorecard, a separate and quicker check scored on its own scale rather than the GEO Readiness Score, rated your homepage 66, higher than 48% of the 365 other sites Sited has audited. Our top three priority actions are to add visible author bylines and credentials, publish and expose publication or "last updated" dates on evergreen pages, and fix heading structure on the pages that lack a clear H1 or H2 framework; addressing these would strengthen the credibility and machine-readability signals that most directly influence whether AI engines quote Framer rather than a competitor.

GEO READINESS SCORE: 84/100 - GOOD

The table below shows how each weighted component contributes to your overall score. Every component starts at 100 and loses points only for issues observed during the crawl.

Component	Score	Weight	Weighted Score
AI Platform Readiness	100	25%	25.0
Content Quality & E-E-A-T	63	25%	15.8
Technical Foundation	93	20%	18.6
Schema & Structured Data	85	15%	12.8
Brand Authority & Entity Presence	80	15%	12.0
Overall	**84**	**100%**	**84.0**

- **AI Platform Readiness (100):** Nothing was found to deduct. Your robots.txt blocks none of the major AI crawlers, so every AI platform we check can reach your content.
- **Content Quality & E-E-A-T (63):** This is your weakest area and lost the most points. It lost 15 because 8 of 8 substantial pages show no author byline, 9 because 7 of 8 substantial pages show no publication date, 8 because 4 of 8 content pages lack an H1 or at least two H2 sections (/store/faq, /blog/product, /careers/staff-product-engineer), and 5 because 101 of 448 images have no alt text.
- **Technical Foundation (93):** A strong result. It lost 5 for the missing content-security-policy security header and 2 because 1 linked page could not be fetched.
- **Schema & Structured Data (85):** It lost 5 because the homepage has no WebSite schema, 5 because no schema describes what the site offers (Product, Service, SoftwareApplication, Article and similar), and 5 because no BreadcrumbList schema appears on any inner page.
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Brand Authority & Entity Presence (80): This component is capped at 80 because off-site presence (Wikipedia, LinkedIn, press, reviews) was not checked in this audit, so the top 20 points need independent verification. No further deductions were applied beyond that cap.

KEY FINDINGS

The issues below are listed in priority order exactly as identified in the audit. Each is a problem to address; strengths are summarised separately beneath them. Confidence and business impact levels are fixed and consistent across this report.

1. Your pages carry no author bylines

- **What we saw:** 8 of 8 substantial pages show no author byline, including the homepage (/), /pricing and /contact.
- **Confidence:** Confirmed.
- **Business impact:** Medium. AI engines increasingly weigh experience and expertise when deciding whose content to trust and quote, and the absence of named authors across every page removes a key credibility signal that could set Framer apart from unattributed competitor content. This costs 15 points in Content Quality & E-E-A-T.
- **Action:** Add a visible author byline with name, role and a short credential line to your substantial content pages, starting with /, /pricing and /contact.

2. Most pages have no publication or updated date

- **What we saw:** 7 of 8 substantial pages show no publication date, including the homepage (/), /pricing and /contact.
- **Confidence:** Confirmed.
- **Business impact:** Medium. AI systems favour content they can confirm is current, and without visible dates your pages look undateable, making them less likely to be chosen over sources that clearly signal freshness. This costs 9 points in Content Quality & E-E-A-T.
- **Action:** Publish a visible "Published" or "Last updated" date on evergreen and informational pages, prioritising /, /pricing and /contact.

3. Some pages lack a clear heading structure

- **What we saw:** 4 of 8 content pages lack an H1 or at least two H2 sections: /store/faq (H1 present but zero H2s), /blog/product (one H2 only), and /careers/staff-product-engineer (no H1). The /careers/product-designer page shows the same no-H1 pattern.
- **Confidence:** Confirmed.
- **Business impact:** Medium. Headings tell AI systems how a page is organised and what each section answers, so pages without a clear H1 or supporting H2s are harder to parse and extract into an AI answer. This costs 8 points in Content Quality & E-E-A-T.
- **Action:** Add a single clear H1 and at least two descriptive H2 sections to /store/faq, /blog/product and /careers/staff-product-engineer.

4. Around a quarter of images have no alt text

- **What we saw:** 101 of 448 images have no alt text. The heaviest gaps are on /careers/product-designer (45 of 47 missing) and /careers/staff-product-engineer (31 of 33 missing).
- **Confidence:** Confirmed.
- **Business impact:** Low. Alt text helps machines and assistive technology understand images, and the missing descriptions are a small but real gap in how completely AI systems can interpret those pages. This costs 5 points in Content Quality & E-E-A-T.
- **Action:** Add descriptive alt text to the images missing it, beginning with the two careers pages where the gap is largest.

5. The content-security-policy security header is missing

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What we saw: The site serves strict-transport-security and x-content-type-options, but the content-security-policy header is absent.

- **Confidence:** Confirmed.
- **Business impact:** Low. A content security policy strengthens the site's security posture, a signal of a well-maintained and trustworthy site, and its absence is a minor gap rather than a functional problem. This costs 5 points in Technical Foundation.
- **Action:** Add a content-security-policy header at the server or CDN level across the site.

6. The homepage has no WebSite schema

- **What we saw:** The homepage carries Organization schema but no WebSite schema.
- **Confidence:** Confirmed.
- **Business impact:** Low. WebSite schema helps search and AI systems understand your site as a named entity and can enable site-level search features, so its absence is a small missed opportunity to clarify your identity. This costs 5 points in Schema & Structured Data.
- **Action:** Add WebSite schema to the homepage (/), including the site name and search action where relevant.

7. No schema describes what the site offers

- **What we saw:** No schema of type Product, Service, SoftwareApplication, Article or similar appears on any page; Organization is the only type present across all 9 pages.
- **Confidence:** Confirmed.
- **Business impact:** Low. Structured data describing your product helps AI engines state precisely what Framer is and does, and without it they must infer this from prose alone, which is less reliable when they summarise or compare tools. This costs 5 points in Schema & Structured Data.
- **Action:** Add SoftwareApplication or Product schema describing the Framer platform, starting with the homepage (/) and /pricing.

8. No BreadcrumbList schema on inner pages

- **What we saw:** No BreadcrumbList schema appears on any inner page.
- **Confidence:** Confirmed.
- **Business impact:** Low. Breadcrumb structured data helps machines understand where a page sits within your site, aiding navigation and context in AI answers, so its absence is a minor structural gap. This costs 5 points in Schema & Structured Data.
- **Action:** Add BreadcrumbList schema to inner pages such as /store/faq, /blog/product and /careers/staff-product-engineer.

What's already working

- **Every AI crawler is allowed in robots.txt.** No major AI crawler is blocked, which is why AI Platform Readiness scored a full 100.
- **The homepage is fast and secure.** It responds in 212ms, the whole site runs on HTTPS, and it serves strict-transport-security and x-content-type-options headers.
- **Organization schema and sameAs links are in place.** All 9 pages carry Organization schema, and your sameAs links connect the brand to X, LinkedIn, YouTube, Instagram, Crunchbase and Wikidata, strengthening entity recognition.
- **Content is substantial and well-crafted.** Core pages are rich, from 591 words on /contact to 7,676 on your terms of service, and the homepage alone runs to 2,337 words with clear H2 sections.
- **A sitemap was found and the site is deeply interlinked**, with hundreds of internal links per page helping crawlers discover and relate your content.

AI VISIBILITY DASHBOARD

The table below shows the access status of the main AI crawlers and the single most relevant gap standing between your content and each platform. These gaps come from the findings above and the crawl data. We do not score platforms individually, because nothing in this audit measures how each platform ranks or rates Framer separately.

AI Platform	Crawler Access	Key Gap	Priority Action
Google AI Overviews (Googlebot)	Allowed	No product-level schema describing what Framer offers (Finding 7)	Add SoftwareApplication or Product schema on / and /pricing
ChatGPT Web Search (GPTBot)	Allowed	No author bylines or dates to signal trust and freshness (Findings 1 and 2)	Add visible author bylines and updated dates to key pages
Perplexity AI (PerplexityBot)	Allowed	Weak heading structure on several pages reduces extractability (Finding 3)	Add a clear H1 and two or more H2s to the affected pages
Google Gemini (Google-Extended)	Allowed	No WebSite or BreadcrumbList schema to clarify entity and structure (Findings 6 and 8)	Add WebSite schema to / and BreadcrumbList to inner pages
Bing Copilot (Bingbot)	Allowed	Missing content-security-policy header weakens the trust posture (Finding 5)	Add a content-security-policy header site-wide

This table shows what stands between your site and each platform, not what each platform currently says about Framer. Because all five crawlers are allowed, the work is not about gaining access, it is about giving each engine clearer, more trustworthy signals so it can confidently understand and cite your content.

What AI search says today

When asked about the business directly, OpenAI web search described Framer accurately, summarising it as "an AI website builder for designing, publishing and managing fully editable websites on one canvas." The table below shows how it responded to four customer-style questions on 13 November 2026.

Customer question	Named?	Recommended instead
"Where can I find a pro website builder with AI design tools for creating fully editable websites?"	Yes	Webflow, Wix, Squarespace
"Who offers a website builder with an AI design agent for building and publishing standout sites?"	Yes	Wix, Hostinger AI Builder, Webflow AI Site Builder
"What company provides a no-code website builder with a design canvas and AI-assisted website creation?"	Yes	Webflow, Wix Studio / Wix, Squarespace
"Which service helps businesses build custom websites with AI design and editing tools for teams and creators?"	No	Clay, RNO1, Ironpaper

Framer was **named in 3 of 4 searches**, a strong live result that shows AI search already recognises the brand for website building and AI design, though the one miss, a question framed around custom websites for teams and creators, suggests room to strengthen content aimed at team and agency buyers. Note that AI answers vary between searches and can change over time, and that other AI platforms (Google AI Overviews, Gemini, Perplexity and Copilot) were not checked in this audit.

AI CRAWLER ACCESS

Your site's robots.txt file was found, and it does not block any AI crawlers. This is excellent news. Every major search and AI crawler we check for is free to reach your pages, which means your content is available to the engines that increasingly answer customer questions directly. Think of blocking an AI crawler as closing your store during business hours: the customers are outside, ready to buy, but the door is locked. Framer has left the door open for all of them.

AI Crawler	Platform	Status	Impact	Recommendation

Googlebot	Google Search & AI Overviews	Allowed	Critical	Keep allowed. This crawler underpins both traditional search rankings and Google's AI-generated answers. Blocking it would remove you from the largest discovery channel in the world.
GPTBot	OpenAI (ChatGPT)	Allowed	High	Keep allowed. GPTBot lets ChatGPT index and cite your content. Given that live AI search already names Framer (see Brand Authority and Finding references in other sections), maintaining access protects that visibility.
Bingbot	Microsoft Bing & Copilot	Allowed	High	Keep allowed. Bing powers Microsoft Copilot and a share of ChatGPT's web results, so this crawler influences more than one AI surface.
PerplexityBot	Perplexity AI	Allowed	Medium	Keep allowed. Perplexity cites sources prominently, so an open door here increases the chance your pages appear as named references.
Google-Extended	Google Gemini training & grounding	Allowed	Medium	Keep allowed. This controls whether Google's Gemini models can use your content. Leaving it open supports inclusion in Gemini-grounded answers.
ClaudeBot	Anthropic (Claude)	Allowed	Medium	Keep allowed. ClaudeBot gives Anthropic's assistant access to your pages, widening the set of AI tools that can describe Framer accurately.
Applebot-Extended	Apple Intelligence & Siri	Allowed	Medium	Keep allowed. This governs Apple's AI features. Open access positions Framer for future Apple Intelligence results as that ecosystem grows.

What this means for your business: Your crawler access is in the strongest possible position. All seven crawlers we assess are allowed, so no AI platform is being shut out at the door. We recommend you treat this as a setting to protect rather than improve: any future change to robots.txt should be reviewed so that an accidental edit does not quietly close one of these channels. This open access is one reason live AI search can already find and describe Framer correctly.

BRAND AUTHORITY

This component scores **80 out of 100**, and we want to be clear about why. The 20 points removed are a cap, not a penalty: this audit does not check off-site presence such as Wikipedia, press coverage, independent reviews or a Google Knowledge Panel, so those top 20 points need independent verification rather than being judged as missing. What we can confirm from the crawl is strong. Your brand is presented as a consistent, well-defined entity.

Here is what the crawl confirms about Framer as an entity:

- **Organization schema is present on every analysed page.** All nine pages we crawled carry Organization structured data, which gives AI engines a clear, machine-readable statement of who you are. This is a solid foundation.
- **Six sameAs links connect your brand to authoritative profiles.** Your Organization schema lists the following sameAs references, which tell AI engines these external profiles are officially yours:
- https://x.com/framer
- https://www.linkedin.com/company/framer/
- https://www.youtube.com/@Framer
- https://www.instagram.com/framer/
- https://www.crunchbase.com/organization/framer
- https://www.wikidata.org/wiki/Q141985358
- **Your brand name is consistent.** "Framer" appears cleanly and consistently across page titles (for example "Framer: Pricing", "Framer: Get in touch", "About Framer") and within your Organization schema, so there is no ambiguity about the entity name.
- **About and contact pages are present and linked.** Your https://www.framer.com/about and https://www.framer.com/contact pages were both crawled and are reachable, which helps AI engines verify that a real organisation with a traceable story and contact route sits behind the brand.

The table below shows what the crawl could and could not see on each external platform. Where a platform appears in your sameAs links, the crawl confirms you have declared it. Where it does not, this audit simply did not look: that is not evidence of absence.

Platform	What the crawl found	Why it matters for AI
Wikipedia	Not checked in this audit	A Wikipedia article is a primary trust source for AI engines; independent verification is worthwhile.
Wikidata	Linked from site (sameAs)	A Wikidata entry (Q141985358) gives AI engines a structured, canonical identity record to cross-reference, strengthening entity recognition.
LinkedIn	Linked from site (sameAs)	A declared company page helps AI confirm you are an established organisation with employees and history.
YouTube	Linked from site (sameAs)	A linked channel gives AI engines video content and another verified brand signal to draw on.
Reddit	Not checked in this audit	Community discussion is a signal some AI engines weigh; worth checking independently.
Google Knowledge Panel	Not checked in this audit	A Knowledge Panel reflects how Google already understands your entity; confirm its presence and accuracy directly.
Crunchbase	Linked from site (sameAs)	A declared Crunchbase profile supplies funding and company facts AI engines use to describe you.
GitHub	Not checked in this audit	For a developer-facing platform, a GitHub presence can reinforce technical credibility; verify independently.

What this means for your business: Your on-site entity signals are genuinely strong, with Organization schema everywhere and six authoritative sameAs links including Wikidata. Because this is a design and website-building platform, we recommend you independently verify and strengthen your presence on the two platforms that matter most to your sector: **Wikipedia** (the single most influential trust source for AI engines) and **LinkedIn** (where your company credibility and team are confirmed). AI platforms build trust by cross-referencing a brand across several authoritative sources, so the more consistent your story is on and off site, the more confidently engines will name and describe Framer.

CITABILITY ANALYSIS

Citability measures how easily an AI engine can lift a clear, self-contained answer from one of your pages and attribute it to you. The strongest pages combine substantial word counts, a clear heading structure, question-style headings that match how people ask things, and supporting signals such as dates. We analysed nine pages, which is ten or fewer, so every analysed page is covered below across the two tables and none appears in both.

Top Most Citable Pages

URL	Why it is citable	Specific improvement
https://www.framer.com/pricing	Very strong: 2,172 words, five clear H2 sections (Free, Basic, Pro, Enterprise, FAQ) and 11 question-style headings in the FAQ, which map directly to the questions buyers ask AI engines.	Add FAQPage schema so the question-and-answer content is machine-readable, not just visually formatted.
https://www.framer.com/	Rich and well-structured: 2,337 words, seven H2 sections and Organization schema, giving AI a clear description of what Framer is and does.	Add WebSite schema (see Finding 6, Low impact) and offer-level schema (Finding 7, Low impact) so the homepage states your identity and offering in structured form.
https://www.framer.com/about	Strong trust page: 1,398 words, eight H2 sections, named founders, founding dates and investor detail, which are exactly the entity facts AI engines quote when describing a company.	Add an author byline or "last reviewed" date so the company narrative carries a freshness and accountability signal.
https://www.framer.com/store/tag	Highly answer-shaped: 1,261 words across 13 question-style headings covering shipping, sizing, tax and returns, which match real customer queries.	Add a proper H1 and at least two H2 groupings (this page is named in Finding 3, Medium impact) and apply FAQPage schema to the questions.
https://www.framer.com/legal/terms-of-service	Comprehensive and dated: 7,676 words across twelve clearly titled H2 sections, with a visible effective date, making specific clauses easy to quote.	Add a byline or responsible-team attribution so the legal content shows clear ownership.

Least Citable Pages

URL	Why it is less citable	Specific improvement
https://www.framer.com/careers/staff-product-engineer	Weakest structure: no H1 at all (named in Finding 3, Medium impact), a single H2, and 31 of 33 images missing alt text (part of Finding 4, Low impact). At 791 words it is also thin.	Add a clear H1 ("Staff Product Engineer"), introduce supporting H2 sections for responsibilities and requirements, and add alt text to the images.
https://www.framer.com/careers/product-designer	Similar gaps: no H1, only one H2, 739 words and 45 of 47 images missing alt text, so AI has little structured content to extract.	Add an H1 and additional H2 sections, and supply alt text so the page is both accessible and machine-readable.
https://www.framer.com/blog/product	Thin for a content hub: 1,187 words with a single H2 beyond the H1 (named in Finding 3, Medium impact) and no author byline (Finding 1, Medium impact), which weakens its authority as a news source.	Add more H2 structure, add author bylines to posts, and consider Article schema to make each post individually citable.
https://www.framer.com/contact	Short and utility-focused: 591 words, no H3 structure and no dates or byline, so it offers little quotable substance beyond contact routes.	Add a brief, structured support FAQ and ContactPoint schema so AI can surface how to reach the right team.

What this means for your business: Your commercial and trust pages, led by Pricing, the homepage, About and the two FAQ-style pages, are genuinely citable and already help AI engines describe Framer accurately. The clearest opportunity sits with the two careers pages and the blog hub, where missing H1s, thin heading structure and large numbers of images without alt text hold them back. Improving your least citable pages is the highest-ROI content investment for AI visibility: these are the pages where small, structural fixes move you from almost invisible to quotable, without the cost of creating new content from scratch.

TECHNICAL HEALTH

Your technical foundation is one of the strongest parts of this audit, scoring **93 out of 100**. The two deductions are small: missing the content-security-policy security header (Finding 5, **Low** impact) and one linked page that could not be fetched during the crawl. Everything else we could measure, from HTTPS encryption to sitemap coverage, is in good order. The table below translates each technical area into plain business terms, and is honest about the few things this crawl cannot see directly.

Area	What we saw	Confidence	Business Impact

Core Web Vitals	Real-world loading, interactivity and visual stability (field data) are not measured by this crawl.	Unverified	**Medium** - slow real-world performance can suppress both search rankings and AI crawler success, so this is worth confirming. Check free in Google PageSpeed Insights and in Search Console's Core Web Vitals report.
Server-Side Rendering	Every page we crawled returned substantial text in the raw HTML (for example the homepage at 2,337 words and your terms page at 7,676 words), so content is visible without running JavaScript.	Likely	**Low** - AI crawlers read your content directly, which is exactly what you want. This is a positive, not a problem.
Mobile Optimisation	All 9 pages include a viewport meta tag, the baseline signal that a page is built to adapt to phone screens. Actual rendering on real handsets was not tested in this crawl.	Confirmed (viewport) / Unverified (real-device rendering)	**Low** - the mobile foundation is present; we recommend a manual check on a few real devices to confirm the experience.
Security (HTTPS + Headers)	Your site runs on HTTPS. Strict-Transport-Security and X-Content-Type-Options headers are present, but the content-security-policy header is missing (Finding 5).	Confirmed	**Low** - the missing header is a defence-in-depth gap, not an open door; adding it hardens the site against content-injection attacks.
Page Speed (homepage response)	Your homepage responded to our request in 212 milliseconds, a fast server response time.	Confirmed	**Low** - a quick first byte helps both human visitors and AI crawlers; no action needed here.
Indexing Signals (sitemap + canonical)	A sitemap was found, and there were no canonical mismatches across the pages we crawled, meaning each page points search engines and AI tools to the correct single address.	Confirmed	**Low** - clean indexing signals make it easy for engines to crawl and attribute your content. This is working well.
IndexNow Protocol	IndexNow (which instantly notifies Bing and other engines when pages change) is not measured by this crawl.	Unverified	**Low** - optional but useful for faster indexing of new content. Confirm or enable it in Bing Webmaster Tools.

One further item sits under Technical Foundation: **one linked page could not be fetched** during the crawl (`https://www.framer.com/blog/pricing-update`). This cost 2 points. A broken or unreachable link wastes crawler effort and sends both users and AI tools to a dead end, so it is worth either restoring the page or removing the link to it.

What this means for your business: The technical layer is not holding your AI visibility back. Content is served in a form AI crawlers can read, the site is fast, encrypted and cleanly indexed, and there are no canonical conflicts. The only genuine fixes are the missing content-security-policy header and the single unreachable link, both low-effort. The two Unverified items, Core Web Vitals field data and IndexNow, are not failures; they are simply outside what this crawl can see, and the table above tells you exactly where to check them.

SCHEMA & STRUCTURED DATA

Structured data (schema) is the machine-readable layer that tells AI engines what your business is, what it offers and who stands behind it. Your Schema & Structured Data component scored **85 out of 100**, a solid result driven by consistent Organization markup across every page. The three deductions, each **Low** impact, are all about describing more of what you do rather than fixing anything broken. The table shows what is present and what is missing.

Schema Type	Present	Where found	AI Impact
Organization	Yes	All 9 pages crawled	**High** - entity recognition. This is the core signal that tells AI engines Framer is a real, defined organisation, and it is in place everywhere.
Article + Author	No	Not found on any page	**High** - authorship signals. With no Article or author markup (and no bylines in the content, see Finding 1), AI engines cannot attribute your blog and story content to named experts.

sameAs entity links	Yes	Within Organization schema (links to X, LinkedIn, YouTube, Instagram, Crunchbase and Wikidata)	**High** - these links connect your site to your verified profiles and to your Wikidata entity, strengthening how confidently AI tools identify Framer. This is a real strength.
Business-specific type (SoftwareApplication / Product / Service)	No	Not found on any page (Finding 7)	**High** - no schema states that Framer is a software product with pricing and features, so AI engines must infer it from prose rather than read it as structured fact.
WebSite	No	Missing from homepage (Finding 6)	**Medium** - WebSite schema supports site-level understanding and search features; its absence is a small, easy gap to close.
BreadcrumbList	No	Missing from all inner pages (Finding 8)	**Low** - breadcrumb markup helps engines and AI agents understand site hierarchy; adding it is a minor enhancement.

What this means for your business: Your schema foundation is better than most, because Organization markup and a rich set of sameAs links are already in place, and those sameAs links (including your Wikidata entity) are a genuine asset for entity recognition. The opportunity is to describe what Framer actually offers. Adding SoftwareApplication (or Product) markup with your pricing tiers, WebSite schema on the homepage, Article plus author markup on your blog and story content, and BreadcrumbList on inner pages would give AI engines explicit, structured facts to cite rather than leaving them to infer. Each is a Low-impact deduction individually, but together they would move this component close to full marks.

EXPERIMENTAL SIGNALS (NOT SCORED)

These are emerging signals that no major AI platform has publicly confirmed it uses, so we report them purely for your awareness. They do **not** affect your GEO Readiness Score, any component score, or the Prioritised Action Plan.

llms.txt

Status: `/llms.txt` is present. `/llms-full.txt` is not present.

An `llms.txt` file is a proposed plain-text guide that summarises a site for AI tools and points them to key content. You already have one, which puts you ahead of most sites, though adoption of the format by AI platforms is still unconfirmed. If you choose to maintain it, keeping it accurate and considering the fuller `llms-full.txt` variant are the only optional next steps.

Agentic Resource Discovery (ARD)

Status: Not implemented (no `/.well-known/ai-catalog.json` found).

Priority: Low (Monitor / Early adopter)

ARD is a proposed manifest that would let AI agents discover a site's capabilities and APIs automatically. Adoption is very low across the web, so its absence is not penalised and not urgent. This is one to monitor rather than act on.

Agent Readiness

This looks at whether an autonomous AI agent could complete practical tasks on your site, such as finding pricing, identifying the owner, reading policies, using an API or downloading resources. Your indicative sub-score is **50 out of 100** (indicative only).

Signal	Status	Why it matters to an agent
Contact path discoverable	Present (contact page linked, mailto present)	An agent can find how to reach you to complete a task or escalate.
Machine-readable ownership (Organization contactPoint / sameAs)	Partial (sameAs present, contactPoint missing)	sameAs confirms who you are, but no structured contactPoint means an agent cannot read a definitive contact channel.
Privacy policy linked	Missing	An agent cannot confirm how data is handled before acting, a common blocker for cautious agents.
Terms linked	Present	An agent can locate and check the rules of use.

Documentation linked	Present	An agent can find product and developer guidance.
API spec discoverable (openapi.json)	Missing	Without a machine-readable API spec, an agent cannot programmatically integrate.
Downloadable resources	None found (0)	An agent has no files it can retrieve directly.
Breadcrumb navigation schema	Missing	Without breadcrumb structure, an agent has weaker cues about where it is in the site.

A couple of improvements here are worth making regardless of how AI adoption evolves, because they help human visitors too:

- **Link your privacy policy clearly in the site footer or navigation.** It is standard practice, supports trust, and is currently not detected as linked.
- **Add a structured contactPoint to your Organization schema** so your support and sales contact details are machine-readable, reinforcing the contact page you already have.

None of these are urgent. They are sensible housekeeping that improves clarity for people and for any automated tools that visit.

PRIORITISED ACTION PLAN

This is the part of the report to act on first. Every action below traces to a Confirmed Key Finding or a specific data point from the crawl, and names the exact pages or files it applies to. We have grouped the work by effort and sequenced it so that the fastest, highest-value fixes come first. Your site already scores 84/100 ("Good"), so these actions are about protecting a strong position and closing the handful of gaps that stop AI engines and search crawlers from fully understanding and citing your content. Experimental signals are deliberately excluded here: they are not scored and appear only in the Experimental Signals section.

Quick Wins (This Week)

Each of these takes under four hours and removes a specific scored deduction.

#	Action	Addresses	Impact	Effort
1	Add author bylines to your substantial pages, starting with `/`, `/pricing` and `/contact`, so humans and AI engines can attribute the content to a named person or team	Finding 1	Medium	Low
2	Add visible publication or "last updated" dates to the 7 substantial pages that lack them, including `/`, `/pricing` and `/contact`	Finding 2	Medium	Low
3	Add descriptive alt text to the 101 images (of 448) currently missing it, concentrating on `/careers/product-designer` (45 missing) and `/careers/staff-product-engineer` (31 missing)	Finding 4	Low	Low
4	Restore or redirect the one linked page that could not be fetched, `https://www.framer.com/blog/pricing-update`	Technical Foundation deduction (1 unreachable page)	Low	Low
5	Add the `content-security-policy` security header at your edge or hosting layer	Finding 5	Low	Low
6	Add `WebSite` schema to the homepage so engines can identify the site entity and its search action	Finding 6	Low	Low

Medium-Term Improvements (This Month)

Each of these takes between one and five days and strengthens how clearly your content is structured and described.

#	Action	Addresses	Impact	Effort

1	Fix the heading structure on the 4 content pages that lack a proper H1 or at least two H2 sections: `/store/faq`, `/blog/product` and `/careers/staff-product-engineer` (the sibling page `/careers/product-designer` also has a null H1 and should be corrected in the same pass)	Finding 3	Medium	Medium
2	Add schema that describes what the site offers, using `SoftwareApplication` or `Product` for the Framer platform and its pricing tiers on `/pricing`	Finding 7	Low	Medium
3	Add `BreadcrumbList` schema to inner pages such as `/store/faq-`, `/blog/product` and `/careers/staff-product-engineer` so engines understand your site hierarchy	Finding 8	Low	Medium
4	Add dedicated FAQ, proof and case-study sections with `FAQPage` markup; the crawl found no FAQ, review, case study or research sections, a gap Sited sees on 61% of the sites it audits	sitedBenchmark commonProblem ("No proof or FAQ sections")	Medium	Medium
5	Register the site in Bing Webmaster Tools and enable IndexNow so content updates are discovered faster by Bing-based AI surfaces	Technical Foundation (crawl/indexing readiness)	Low	Medium

Strategic Initiatives (This Quarter)

These take weeks to months and address the ceiling on your score and your long-term defensibility in AI answers.

#	Action	Addresses	Impact	Effort
1	Independently verify and strengthen off-site presence (Wikipedia, LinkedIn, press, reviews). Your `sameAs` links already point to X, LinkedIn, YouTube, Instagram, Crunchbase and Wikidata, but off-site presence was not checked in this audit and is what releases the final 20 Brand points	Brand Authority deduction (capped at 80)	Medium	High
2	Build topical authority content around the themes where AI search already names you (AI website building, no-code design canvas, publishing), to defend against the competitors AI engines recommend alongside you	liveAiSearch (named in 3 of 4 searches); Content Quality	Medium	High
3	Add a `ContactPoint` to your Organization schema and expand entity markup, so AI agents can resolve how to reach and act with your business (the crawl found no `schemaContactPoint`)	agentReadiness (schemaContactPoint absent)	Low	Medium

Estimated Score Impact

The points below are arithmetic, not a forecast. Every component starts at 100 and loses only the listed deductions, so restoring a deduction restores exactly that many points to its component, and the overall effect is that gain multiplied by the component weight.

Quick Wins (actions 1 to 6 above) remove these deductions:

- Finding 1 (author bylines): **+15** to Content Quality & E-E-A-T
- Finding 2 (publication dates): **+9** to Content Quality & E-E-A-T
- Finding 4 (image alt text): **+5** to Content Quality & E-E-A-T
- Finding 5 (CSP header): **+5** to Technical Foundation
- Unreachable page (`/blog/pricing-update`): **+2** to Technical Foundation
- Finding 6 (WebSite schema): **+5** to Schema & Structured Data

This moves the component scores as follows:

Component	Now	After Quick Wins	Weight
AI Platform Readiness	100	100	0.25
Content Quality & E-E-A-T	63	92 (8-point headings deduction remains)	0.25
Technical Foundation	93	100	0.20
Schema & Structured Data	85	90 (two 5-point schema deductions remain)	0.15
Brand Authority & Entity Presence	80	80 (capped)	0.15

New weighted total: (100 x 0.25) + (92 x 0.25) + (100 x 0.20) + (90 x 0.15) + (80 x 0.15) = 25 + 23 + 20 + 13.5 + 12 = **93.5, which rounds to 94/100**, up from 84.

Full implementation (Quick Wins plus Medium-Term and Strategic actions) additionally removes Finding 3 (headings, +8 to Content, taking it to 100), Finding 7 and Finding 8 (the remaining two 5-point schema deductions, taking Schema to 100), and lifts Technical to 100. With Brand held at its 80 cap, the weighted total becomes (100 x 0.25) + (100 x 0.25) + (100 x 0.20) + (100 x 0.15) + (80 x 0.15) = **97/100**. The final three points sit behind the Brand Authority cap and can only be released by independently verifying off-site presence; if that verification succeeds, Brand can rise above 80 and the ceiling approaches 100.

These figures describe the change in your GEO Readiness Score only. They are not a prediction of traffic, AI citations, rankings or revenue, and no result is guaranteed.

APPENDIX

Methodology

This audit analysed 9 pages on `https://www.framer.com`, crawled on **13 November 2026**:

- `https://www.framer.com/`
- `https://www.framer.com/pricing`
- `https://www.framer.com/contact`
- `https://www.framer.com/about`
- `https://www.framer.com/store/faq`
- `https://www.framer.com/legal/terms-of-service`
- `https://www.framer.com/blog/product`
- `https://www.framer.com/careers/staff-product-engineer`
- `https://www.framer.com/careers/product-designer`

No page carried a truncation note.

What we checked: robots.txt and AI crawler access rules, the XML sitemap, canonical tags, page titles and meta descriptions, heading structure (H1/H2/H3), word counts, structured data (Schema.org types), images and missing alt text, author bylines and publication dates, HTTPS and security headers (`strict-transport-security`, `content-security-policy`, `x-content-type-options`), homepage response time, and live OpenAI web search questions. The live search put four customer-style questions plus one direct brand question to OpenAI web search (the search behind ChatGPT search) on 13 November 2026, recording whether Framer was named and which businesses were suggested instead.

What we did not check: off-site brand presence (Wikipedia, LinkedIn, press, reviews and similar), Core Web Vitals field data, backlinks, search rankings, organic traffic, and answers from AI platforms other than OpenAI web search (Google AI Overviews, Gemini, Perplexity and Copilot were not checked). AI answers vary between searches, so the live results are a snapshot of that date.

How the score is calculated: the GEO Readiness Score is a weighted sum of five components (AI Platform Readiness 25%, Content Quality & E-E-A-T 25%, Technical Foundation 20%, Schema & Structured Data 15%, Brand Authority & Entity Presence 15%). Each component starts at 100 and loses points only for problems observed in the crawl, so the same site always receives the same score. Brand Authority is capped at 80 because off-site presence was not checked in this audit. Experimental signals are never scored.

Confidence Levels

- **Confirmed:** directly present in the audit data (for example, a page has no author byline).
- **Likely:** a reasoned inference from the audit data, with the basis stated.
-

Unverified: something this crawl cannot see (for example, off-site presence or Core Web Vitals field data); noted as not checked in this audit.

References

- Google Search Central documentation (structured data, crawling and indexing guidance)
- Schema.org (vocabulary and type definitions)
- AI crawler user-agent documentation published by each platform (for example, OpenAI, Google and Anthropic crawler and user-agent references)

Glossary

Term	Definition
GEO	Generative Engine Optimisation: optimising a site so AI engines can find, understand and cite it.
AI Overviews	Google's AI-generated answers shown above traditional search results.
E-E-A-T	Experience, Expertise, Authoritativeness and Trustworthiness: signals of content credibility.
SSR	Server-Side Rendering: generating full page HTML on the server so crawlers see content without running JavaScript.
Core Web Vitals	Google's user-experience metrics for loading, interactivity and visual stability.
JSON-LD	A JavaScript-based format for embedding Schema.org structured data in a page.
sameAs	A Schema.org property linking an entity to its official profiles elsewhere.
canonical tag	An HTML tag that tells search engines the preferred URL for a page.
IndexNow	A protocol that instantly notifies participating search engines when content changes.
llms.txt	A proposed file listing content for large language models; experimental and not scored.
Topical Authority	Depth and breadth of trusted content on a subject that establishes a site as a go-to source.
Agent Readiness	How easily automated AI agents can navigate and act on a site; experimental and not scored.

GEO is a rapidly evolving field; recommendations should be reviewed monthly as AI platform requirements evolve.