

AI Visibility Sample Report

How confidently AI search engines can understand, trust, cite, and recommend instlyscout.com.

92

/ 100

Strong - ready to promote

Website instlyscout.com

Pages scanned 4

AI Visibility Audit

16 Jul 2026

4

Pages scanned

Complete

3

Priority risks

Action needed

4

Schema blocks

Found

Low

Secret exposure

Checked

Executive Summary

Instly Scout has a clear and well-structured AI visibility offer. The site explains what the Chrome extension does, who it is for, how the free scan works, and what the paid audit unlocks. It also exposes strong crawlable proof: Chrome Web Store availability, privacy and terms pages, support contact details, structured FAQ answers, product schema, and a public sample report. The remaining opportunity is to add more third-party proof over time, such as customer quotes, case studies, and independent reviews.

EXECUTIVE SNAPSHOT

Where the score comes from

The score reflects how much evidence, structure, trust, answer coverage, and conversion clarity Scout found during the scan.



COMPETITIVE BENCHMARK

Where instlyscout.com sits

An estimated AI-visibility benchmark based on scanned page evidence. Instly Scout is positioned ahead of generic AI SEO landing pages because it has a live Chrome extension, public policies, structured FAQ content, and a clear paid-report workflow.

Category leaders	88-96	Strong proof, product clarity, schema
Instly Scout	92	Clear offer, live extension, strong answer coverage
Niche audit tools	70-84	Useful pages, thinner trust proof
Generic AI SEO pages	45-65	Broad promises, weak evidence

TOP PRIORITY ISSUES

MEDIUM

Effort Low

Third-party proof can be stronger as usage grows.

Business impact: AI answer engines prefer external validation before recommending commercial tools. The current site is credible, but independent reviews and customer examples would increase confidence.

Evidence: The site includes a live Chrome Web Store listing, public policies, and a sample report, but does not yet show customer testimonials or case studies.

Recommended fix: Add customer quotes, early user examples, Chrome Web Store reviews, and one short case study after the first wave of real users.

LOW

Effort Low

Sample-report content should remain aligned with the Instly Scout brand.

Business impact: The sample report is a key buyer-intent asset. It should demonstrate the paid-report experience without looking like a client-specific deliverable.

Evidence: The revised sample report is now branded as an Instly Scout sample using instlyscout.com evidence and avoids third-party client confusion.

Recommended fix: Keep the sample report generic and update it whenever the live product changes materially.

LOW

Effort Low

Add ongoing measurement after launch.

Business impact: AI visibility improves when changes are rescanned and measured. A regular rescan workflow gives users and the Instly team evidence of progress.

Evidence: The product already supports repeat scans, full reports, and PDF-ready audit pages.

Recommended fix: Create a monthly internal rescan checklist for Instly Scout and publish major improvements as product updates.

ANALYSIS BY DOMAIN

AI Visibility94/100 The offer is clear, crawlable, and aligned to AI search behaviour. The site directly explains AI visibility, answer-engine readiness, and the scan workflow.	Buyer Intent90/100 The site covers the key decision questions: what Scout does, who it is for, what the free scan includes, what the paid audit unlocks, and how to install it.
Trust & Credibility86/100 Trust is supported by Chrome Web Store availability, public policies, support contact details, Stripe checkout, and a sample report. More user proof would lift this further.	SEO & AEO92/100 The page includes clear headings, direct answer blocks, FAQ schema, product schema, canonical tags, and entity-rich language for AI parsers.
Technology Stack93/100 Core content is visible in static HTML and does not depend on login flows or private pages. Public report and policy pages are reachable and readable.	Security & Privacy96/100 The site states clear scanning boundaries, uses hosted checkout, and provides privacy, terms, and support pages. No obvious browser-visible sensitive credential patterns were found in the scanned content.

30-DAY PRIORITY ROADMAP

1	Week 1	Proof	Collect early user quotes and Chrome Web Store reviews.
2	Week 2	Content	Publish one short case study and one comparison article.
3	Week 3	Measurement	Rescan core pages and update score movement.
4	Week 4	Promotion	Use the improved report and reviews in outreach.

METHODOLOGY & SCOPE

What Scout scanned	How to read this report
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Scout reviewed four public pages across the landing page, support, privacy, and terms content. It scored evidence against offer clarity, buyer intent, trust proof, AI readability, technical structure, and conversion path.

Benchmark bands are estimated from scanned-page evidence, not live search rankings. Scores reflect evidence available at scan time and are designed to be re-measured after implementation.