Studio Atlantique
hello@studio-atlantique.example

SEO · GEO · AEO AUDIT

Audit for Boulangerie des Dunes

Boulangerie des Dunes – Pain au levain et viennoiseries

https://boulangerie-des-dunes.example/

Analysis of October 22, 2026 at 5:30 PM

B

75 / 100 · Good (grade B)

Current score

→

A

100 / 100 · Excellent (grade A)

Possible score after the action plan

+25 points by following the action plan.

Summary

> Hello,
> Here is the audit of your home page, with the fixes to make in order.
> (Sample audit made with Lumi GEO on a fictional demo site: the agency and the bakery are made up.)
>
> — Studio Atlantique

Very good foundation! Most important: 70% of the text is invisible to AIs.

KEY FINDINGS

- ✕ Blocking **Make the content visible without JavaScript** · AI view · +12 pts
- ✕ Blocking **Describe the FAQ to the AIs** · AEO · +6 pts
- ✕ Blocking **Complete the sharing tags** · SEO · +2 pts

THE 4 PILLARS

SEO · Classic SEO
B
89/100 · Good (grade B)
What Google and classic search engines read first.

GEO · Generative AI
B
81/100 · Good (grade B)
What helps ChatGPT, Perplexity, Claude or Gemini understand, trust and cite the page.

AEO · Direct answers
B
78/100 · Good (grade B)
What makes the page THE answer of a search engine or a voice assistant.

AI view · What AI crawlers see
D
52/100 · Weak (grade D)
What AI crawlers really see, without running JavaScript.

What AI crawlers see (without JavaScript)

AI crawlers only see 30% of the text of the page: the rest only appears once JavaScript has run.

How the score is changing

First analysis of this page. Run it again later to follow how it changes.

Action plan

Following these 2 steps brings the score from 75 to 100/100.

Effort: Quick = under 15 minutes · Medium = a few hours · Big job = a rework. Points = gain on the score out of 100.

Step 1 · Quick wins — +10 pts → 85/100

A tag or a setting: under 15 minutes each.

- [ ] × Blocking **Describe the FAQ to the AIs** — +6 pts
  AEO · Quick · Developer
- [ ] × Blocking **Complete the sharing tags** — +2 pts
  SEO · Quick · Developer
- [ ] ! Needs work **Allow the AI search crawlers** — +2 pts
  GEO · Quick · Developer
- [ ] × Blocking **Add an X / Twitter card** — +1 pt
  SEO · Quick · Developer

Step 2 · Important fixes — +15 pts → 100/100

A few hours of work each, or a big change that weighs a lot in the score.

- [ ] × Blocking **Make the content visible without JavaScript** — +12 pts
  AI view · Big job · Developer
- [ ] × Blocking **Enrich the structured data** — +1 pt
  GEO · Medium · Developer
- [ ] ! Needs work **Link the brand to its official profiles** — +2 pts
  GEO · Medium · Developer

Bonus · speed and trust

Not counted in the score, but Google and the AIs take them into account.

- [ ] ! Missing **Legal notice and privacy**
  No link to a legal notice, privacy policy or terms
- [ ] ! Missing **Official profiles**
  No link to official profiles

The detail of each fix (what it means, how to fix it, code) follows, pillar by pillar.

B SEO · Classic SEO — 89/100

What Google and classic search engines read first.

TO FIX (2)

× Blocking **Complete the sharing tags** **+2 pts**

Missing: og:title, og:description, og:image · Quick · Developer

What it means: The page preview is incomplete when it is shared (social networks, messaging apps, some AIs).

How to fix: Add the missing tags to the <head>.

```
<meta property="og:title" content="Boulangerie des Dunes – Pain au levain et viennoiseries">
<meta property="og:description" content="Boulangerie artisanale : pain au levain naturel, viennoiseries pur beurre et gâteaux de saison, cuits chaque matin au feu de bois.">
<meta property="og:image" content="TO COMPLETE: URL of a 1200×630 image">
```

× Blocking **Add an X / Twitter card** **+1 pt**

Missing · Quick · Developer

What it means: Without it, the page preview on X (Twitter) is smaller.

How to fix: Add this tag (it reuses the Open Graph tags).

```
<meta name="twitter:card" content="summary_large_image">
```

PASSED (11)

- ✓ Indexable page · No “noindex” directive
- ✓ Title tag · 55 characters
- ✓ Meta description · 130 characters
- ✓ Canonical URL · Declared
- ✓ Declared language · lang="fr"
- ✓ Secure connection (HTTPS) · HTTPS
- ✓ Readable URL · Short and readable
- ✓ Heading hierarchy · 1 H1 and 5 subheadings in good order
- ✓ Internal links · 6 internal links
- ✓ Page weight · 55 HTML elements
- ✓ Render-blocking scripts · 0 blocking scripts

NOT EVALUATED (2)

- i Image alt text · No images
- i Modern image formats · No images

B GEO · Generative AI — 81/100

What helps ChatGPT, Perplexity, Claude or Gemini understand, trust and cite the page.

TO FIX (3)

× Blocking **Enrich the structured data** **+1 pt**

33% present · Medium · Developer

What it means: Recommended fields are missing: they help the AIs understand and cite the page.

How to fix: Add those whose information exists on the page (list in the Structured data section).

! Needs work **Allow the AI search crawlers** +2 pts

2/3 allowed · Quick · Developer

What it means: Blocked: PerplexityBot. They cannot read the site, so they cannot cite it as a source.

How to fix: In robots.txt, remove the “Disallow” rule that targets them (exact line in the Robots section below).

! Needs work **Link the brand to its official profiles** +2 pts

“Boulangerie des Dunes” · Medium · Developer

What it means: Missing: the official profiles (sameAs: LinkedIn, Wikipedia, social networks...) and the logo. This is what lets the AIs recognise the brand without mixing it up.

How to fix: The generator (“Home page” or “Local business” type) suggests a complete block with sameAs and logo.

PASSED (5)

- ✓ Structured data · 1 readable JSON-LD block
- ✓ Error-free JSON-LD · No syntax error
- ✓ Required fields · 100% present
- ✓ AI assistants allowed · 4/4 allowed
- ✓ Usable by AI agents · Clear landmarks, labels and links

NOT EVALUATED (3)

- i Identified author · Only applies to articles
- i Publication date · Only applies to articles
- i Citable passages · Not enough text

B AEO · Direct answers — 78/100

What makes the page THE answer of a search engine or a voice assistant.

TO FIX (1)

× Blocking **Describe the FAQ to the AIs** +6 pts

Questions not described · Quick · Developer

What it means: The page contains 3 questions and answers, but no FAQPage structured data describes them.

How to fix: In the Code tab, tick “Include the FAQ”, then copy the block.

PASSED (3)

- ✓ Readability · 96/100 · Very easy
- ✓ Sentence length · 7.8 words on average · 0% long sentences
- ✓ Paragraph length · 18 words on average

NOT EVALUATED (4)

- i Direct answer at the top of the page · Not expected on a home page
- i Questions and answers · Not expected on a home page
- i Passages for voice reading · Only applies to articles
- i Lists and tables · Short text (under 300 words): not needed

D AI view · What AI crawlers see — 52/100

What AI crawlers really see, without running JavaScript.

TO FIX (1)

✕ Blocking **Make the content visible without JavaScript** +12 pts

30% of the text readable by crawlers · Big job · Developer

What it means: 70% of the text only appears once JavaScript has run: GPTBot, ClaudeBot or PerplexityBot don't see it.

How to fix: Have the server generate this content (server-side rendering or static pages: Next.js, Nuxt, Astro, Expo static rendering...). Use the “Show on the page” button to see the areas concerned.

PASSED (4)

✓ Key tags in the HTML · Title, description, H1 and canonical in the HTML

✓ Structured data in the HTML · 1/1 blocks in the raw HTML

✓ Links in the HTML · 6 links in the raw HTML out of 6 displayed

✓ Followable links · No fake links

Annexes

A. AI crawlers and robots.txt

CRAWLER	COMPANY	ROLE	ACCESS TO THE SITE
OAI-SearchBot	OpenAI	AI search	✓ Allowed
PerplexityBot	Perplexity	AI search	✕ Blocked
Claude-SearchBot	Anthropic	AI search	✓ Allowed
ChatGPT-User	OpenAI	On-demand browsing	✓ Allowed
Perplexity-User	Perplexity	On-demand browsing	✓ Allowed
Claude-User	Anthropic	On-demand browsing	✓ Allowed
MistralAI-User	Mistral AI	On-demand browsing	✓ Allowed
GPTBot	OpenAI	Model training	i Blocked (editorial choice)
ClaudeBot	Anthropic	Model training	✓ Allowed
Google-Extended	Google	Model training	✓ Allowed
Applebot-Extended	Apple	Model training	✓ Allowed
CCBot	Common Crawl	Model training	✓ Allowed
Bytespider	ByteDance	Model training	✓ Allowed
meta-externalagent	Meta	Model training	✓ Allowed

B. Simulated Google result



Simulation made from the page: Google may rewrite the title or the description.

C. Structured data (schema.org)

1 JSON-LD block · 0 Microdata items · 0 RDFa items

TYPE	FORMAT	STATUS	MISSING FIELDS
Bakery · Boulangerie des Dunes	JSON-LD	! Needs work	Recommended: address.addressCountry, telephone, image, geo.latitude, geo.longitude, openingHoursSpecification, priceRange, aggregateRating

D. Speed (Core Web Vitals)

MEASURE	VALUE	STATUS	WHAT IT IS / HOW TO IMPROVE
Main content displayed (LCP)	72 ms	✓ Good	Time until the biggest block of the page (image, title, text) is displayed. Good: 2.5 s or less.
Response to clicks (INP)	–	i Not measured	Time for the page to react to a click or a key. Good: 200 ms or less. Measured once you have clicked on the page.
Visual stability (CLS)	0.00	✓ Good	How much the page jumps while it loads. Good: 0.1 or less.
First display (FCP)	72 ms	✓ Good	Time until the first text or image appears. Good: 1.8 s or less.
Server response (TTFB)	24 ms	✓ Good	Time for the server to start sending the page. Good: 0.8 s or less.

Measured by Chrome during the analysis, on the auditor's computer and connection: real visitors may get other values. Not counted in the score.

E. Trust signals (E-E-A-T): 4/6

✓ Found **About page** · « Notre histoire »

✓ Found **Contact details** · « Contact »

! Missing **Legal notice and privacy** · No link to a legal notice, privacy policy or terms · Link the legal notice and the privacy policy from every page (footer).

✓ Found **Identified publisher** · Bakery · Boulangerie des Dunes

! Missing **Official profiles** · No link to official profiles · Link the official profiles (LinkedIn, Instagram, Wikipedia…) and list them in sameAs: it helps the AIs recognise the brand.

i Not expected **Author of the article** · Only expected on an article

✓ Found **Secure connection (HTTPS)** · HTTPS

Visible signs that the publisher is real and reachable. Not counted in the score.

F. Glossary

SEO	Search engine optimisation: what classic search engines (Google, Bing) need to find, understand and rank the page.
GEO	Generative engine optimisation: what generative AIs (ChatGPT, Perplexity, Claude, Gemini) need to understand the site and cite it in their answers.
AEO	Answer engine optimisation: direct answers, questions and clear text that answer engines and voice assistants can pick up.
AI view	What AI crawlers see of the page without running JavaScript. Most of them only read the raw HTML.
AI crawler	Program of an AI company that visits sites: to index them for AI search, to fetch a page a user asked for, or to collect content for training.
Structured data (JSON-LD)	Code that describes the page to machines (business, product, article, FAQ…) with the schema.org vocabulary.
robots.txt	File at the root of the site that tells each crawler which pages it may visit.

Core Web Vitals	Three speed measures Google uses to judge the experience of a page: display (LCP), response to clicks (INP), visual stability (CLS).
E-E-A-T	Experience, expertise, authority, trust: the signs that a source is reliable (identified publisher, contact details, author, official profiles).
Canonical URL	Tag that gives the reference address of the page when several addresses show the same content.

G. How the score is calculated

The “AI-ready” score is the average of 4 pillars, 25% each: SEO, GEO, AEO and AI view. Each pillar adds up its checks, weighted by importance. A check that does not apply to the page costs no point.

Letters: A 90 and more · B 75 to 89 · C 60 to 74 · D 50 to 59 · E 35 to 49 · F below 35.

The possible score is the score this page would get once every fix of the action plan is done. The points of each fix are its gain on the score out of 100.

It is an indicator from Lumi GEO, not a measure from Google or the AIs: it does not guarantee a ranking or a citation.

Audit prepared by Studio Atlantique with Lumi GEO, entirely in the browser: no data was sent.

The “AI-ready” score is a Lumi GEO indicator, not a measure from Google or the AIs. It reflects the page at the time of the analysis.