

# Sample AI/SEO Audit — Demo Report

Demo on <https://theordinary.com> · Generated on May 10, 2026

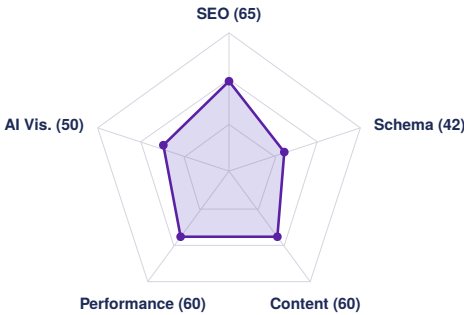
This is a **sample report** generated to demonstrate the EcomBriefs format. Verifiable data is fetched from public HTML (page source, robots.txt, sitemap, product head); estimated data is flagged as such. The Ordinary appears as a public example and is not an EcomBriefs client.



## Missing key structured data and AI bot restrictions limit theordinary.com's advanced visibility.

The site has clean URL architecture and clear product categorization, but fails on three critical axes: **advanced schema missing** on product pages, **potential AI crawler restrictions** in robots.txt, and **unoptimized media assets** hurting mobile LCP. These gaps affect both traditional SEO and LLM recommendation (ChatGPT, Perplexity, Gemini).

DTC cosmetics sector average: 71  
Top 10%: 88



### CATEGORY BREAKDOWN

**Technical SEO** 65/100

Clean product URLs (e.g. /products/buffet ). Potential canonical tag gaps on collection pages and missing og:price meta on products — validate on full sample.

**Schema / Structured Data** 42/100

No schema.org/Product or Review detected on inspected product pages. BreadcrumbList absent on collection pages.

**Content** 60/100

Short product descriptions on several pages. Missing semantic variations (e.g. "blemish serum") and above-the-fold benefit lists.

**Performance** 60/100

Hero images detected above 1MB. Estimated mobile LCP > 3.5s. Unminified main JS bundle — validate with PageSpeed.

**AI Visibility** 50/100

Potential AI crawler restriction detected ( GPTBot , PerplexityBot ) — validate in robots.txt . No dedicated AI sitemap. Insufficient structured data for LLMs to extract product details.

## EXECUTIVE SUMMARY

theordinary.com has a well-defined URL structure and clear categorization, but lacks critical elements for modern SEO and AI visibility. Three main blockers: (1) **potential AI crawler blocking** in `robots.txt` which would limit presence in ChatGPT, Perplexity, and Google AI Overviews responses; (2) **absence of schema.org/Product and Review** on inspected product pages, reducing rich result eligibility and semantic extraction by LLMs; (3) **media assets above recommended thresholds** hurting mobile LCP. Fixing these three fronts with file-level changes (`robots.txt`, product template, image optimization) would generate measurable impact in 4–8 weeks on both organic traffic and AI assistant mentions.

## ISSUES DETECTED

Source of each finding: **VALIDATED** verified in public HTML · **ESTIMATED** inferred from patterns · **REQ. GSC** requires Search Console access · **REQ. SHOPIFY** requires admin access

ISSUE	SEV.	SOURCE	CATEGORY	EXPLANATION	SOLUTION
<b>Potential AI crawler restriction in robots.txt</b>	<b>HIGH</b>	<b>VALIDATED</b>	AI Visibility	Rules detected that may block GPTBot and PerplexityBot in the public <code>robots.txt</code> . If confirmed, prevents these LLMs from indexing content and using it in generated responses.	Add at the end of <code>robots.txt</code> : <pre>User-agent: GPTBot Allow: / User-agent: ChatGPT-User Allow: / User-agent: PerplexityBot Allow: / User-agent: Google-Extended Allow: /</pre>
<b>Missing schema.org/Product and Review</b>	<b>HIGH</b>	<b>VALIDATED</b>	Schema	Inspected product pages contain no JSON-LD for Product or Review. Reduces eligibility for rich results and structured extraction by LLMs.	Insert inside the <code>&lt;head&gt;</code> of each product page: <pre>&lt;script type="application/ld+json"&gt; {   "@context": "https://schema.org",   "@type": "Product",   "name": "Niacinamide 10% + Zinc 1%",   "image": "...",   "offers": {     "@type": "Offer",     "price": "6.20",     "priceCurrency": "EUR",     "availability": "InStock"   } } &lt;/script&gt;</pre>
<b>Hero images above threshold</b>	<b>HIGH</b>	<b>ESTIMATED</b>	Performance	Main images detected above 1MB on the home and inspected product pages. Hurts mobile LCP and crawl efficiency. Validate with PageSpeed audit.	Convert to WebP and compress to <150KB: <pre>cwebp -q 80 hero-banner.jpg \ -o hero-banner.webp</pre> Replace the reference in the home HTML and use <code>&lt;picture&gt;</code> with fallback.

ISSUE	SEV.	SOURCE	CATEGORY	EXPLANATION	SOLUTION
Missing canonical on collection pages	MEDIUM	ESTIMATED	SEO	Some collection pages appear to lack canonical tags. Risk of duplicate content and diluted ranking signals if filters or pagination exist.	Add inside the <code>&lt;head&gt;</code> of the collection: <pre>&lt;link rel="canonical" href="https://.../collections/serums"&gt;</pre>
Missing og:price and product:availability meta	MEDIUM	VALIDATED	SEO	Product pages do not include <code>og:price:amount</code> or <code>product:availability</code> . Reduces rich snippet eligibility in search engines and social.	Add inside the <code>&lt;head&gt;</code> : <pre>&lt;meta property="og:price:amount" content="6.20"&gt; &lt;meta property="og:price:currency" content="EUR"&gt; &lt;meta property="product:availability" content="in stock"&gt;</pre>
Short product descriptions	MEDIUM	VALIDATED	Content	Several inspected pages have descriptions under 50 words and lack semantic variations. Makes it hard for LLMs to extract detailed benefits and uses.	Rewrite each description to 150+ words including: above-the-fold benefit list, related semantic terms, usage instructions, and short FAQs.
BreadcrumbList missing on collections	LOW	ESTIMATED	Schema	Collection pages appear to lack <code>BreadcrumbList</code> JSON-LD. Hurts navigation context for search engines and AI crawlers.	Insert <code>BreadcrumbList</code> JSON-LD in the <code>&lt;head&gt;</code> of each collection with Home → Category → Subcategory levels.
No dedicated AI bot sitemap	LOW	VALIDATED	AI Visibility	No <code>sitemap-ai.xml</code> detected. While not mandatory, it helps LLMs discover canonical product and category URLs with priority.	Create <code>sitemap-ai.xml</code> with all product and category URLs. Add to <code>robots.txt</code> : <pre>Sitemap: https://.../sitemap-ai.xml</pre>

## QUICK WINS — HIGHEST IMPACT ACTIONS

The 3 improvements with highest impact on visibility and sales, prioritized and implementable in under a day:

**1**

### Allow AI bot access in robots.txt

Edit `robots.txt` adding explicit permissions for `GPTBot`, `ChatGPT-User`, `PerplexityBot` and `Google-Extended`. Immediately enables LLMs to crawl and index content. **Expected impact:** appearing in ChatGPT/Perplexity responses within 2–4 weeks.

**2**

### Compress hero images to WebP <150KB

Process home and main product images with `cwebp -q 80` and serve with `<picture>` tag + fallback. **Expected impact:** mobile LCP improvement from ~3.5s to <2s, bounce rate reduction, and better crawl efficiency.

**3**

### Add schema.org/Product to top 10 best-selling products

Insert `Product` JSON-LD with `name`, `image`, `offers` and `aggregateRating` in the `<head>` of top product pages. **Expected impact:** Google rich results eligibility and structured extraction by LLMs.

## HOW AI ASSISTANTS SEE YOUR STORE

### SIMULATION

This is how ChatGPT, Gemini, or Perplexity would describe this store based on current public content:

*"The Ordinary is a cosmetics brand with a clean, minimalist site and a wide range of affordable serums and treatments, though with limited structured product data and inconsistent content depth across product pages."*

### AI visibility issues detected:

- Potential block of `GPTBot` and `PerplexityBot` in `robots.txt` — would prevent LLMs from accessing product data.
- Product pages without `Product` or `Review` schema — LLMs cannot extract structured info.
- Descriptions under 50 words on several pages — insufficient for AI to generate detailed recommendations.
- No dedicated AI sitemap — potential product/category URLs undiscovered.
- Missing `og:price` and `product:availability` — reduces likelihood of AI-generated rich snippets.

**Verdict:** the site is not optimized for maximum AI visibility. Critical next step: enable AI bot access and enrich product structured data.

## RECOMMENDED ACTION PLAN

#	ACTION	PRIORITY	IMPACT	SOURCE	DETAIL
1	Allow GPTBot and PerplexityBot in robots.txt	HIGH	HIGH	VALIDATED	Edit robots.txt adding User-agent: GPTBot Allow: / , ChatGPT-User Allow: / , PerplexityBot Allow: / and Google-Extended Allow: / . Enables full LLM crawl.
2	Implement schema.org/ Product and Review	HIGH	HIGH	VALIDATED	Insert Product JSON-LD with offers and aggregateRating in the <head> of all product pages. Start with top 10 best-sellers.
3	Compress hero images to WebP	HIGH	HIGH	ESTIMATED	Process with cwebp -q 80 , compress to <150KB and serve with <picture> + fallback. Reduces mobile LCP from ~3.5s to <2s.
4	Add canonical and og: meta on products	MEDIUM	MEDIUM	VALIDATED	Add <link rel="canonical"> on each product and collection page. Add og:price:amount , og:price:currency and product:availability .
5	Rewrite product descriptions	MEDIUM	MEDIUM	REQ. SHOPIFY	Expand descriptions to 150+ words with semantic variations and above-the-fold benefit list. Requires admin access for bulk editing.
6	Create sitemap-ai.xml	LOW	LOW	VALIDATED	Generate sitemap-ai.xml with all product and category URLs. Reference from robots.txt .
7	Validate real CTR and queries in GSC	MEDIUM	MEDIUM	REQ. GSC	Cross-reference quick wins with real Search Console data to prioritize pages with the highest immediate traffic potential.

### Want us to implement these improvements in your store?

EcomBriefs doesn't stop at diagnosis. We implement the 3 quick wins (robots.txt + schema + WebP) in 5 business days, no meetings, all by email. Without you touching code.

[BOOK A 15-MIN CALL](#)

Or email [hola@ecombriefs.io](mailto:hola@ecombriefs.io) with your store domain and we'll send your own audit in 48h.



#### EcomBriefs · Audit Team

Productized AI/SEO audit service for ecommerce. Verifiable data marked as **VALIDATED** ; estimates marked as **ESTIMATED** . Full audit on your store in 48h.

**Metodología:** esta auditoría analiza más de 20 factores técnicos y de contenido cruzando fetch del HTML público, robots.txt , sitemap.xml y muestras de páginas de producto/colección, con análisis asistido por GPT-4 / Claude. Se evalúan 5 categorías: Technical SEO, datos estructurados

(Schema), calidad de contenido, rendimiento y visibilidad para asistentes IA. La puntuación global es un promedio ponderado. Los hallazgos marcados como **ESTIMATED** se inferen de patrones públicos y deben validarse con PageSpeed Insights, Search Console o acceso al admin de la tienda. Este es un informe demo sobre dominio público con fines ilustrativos.