

WEB Admin Runbook

Anonymized public sample output

This static sample shows the first four workbook sheets. All identifying company names, URL characters, page paths, article titles, service keywords, image names, audit IDs, Drive/Sheet IDs, and traceable client wording are redacted as □.

Included complete sheets

1. Overview 2. Admin Fix Tickets 3. Ticket Import 4. Ticket JSON

Overview

Complete redacted first workbook sheet

VerisAI Web Forensic Report			
Site: □			
Generated on 2026-06-14T07:39:53.388Z			
Audit ID: □ Domain: □ Audited URLs: 80 / 80			
Executive Summary			
<p>The audit produced 29 actionable admin ticket(s) from the pages it could evaluate. Apply all copy/paste fixes below, then re-run the audit to confirm impact. 10 URL(s) had crawl/render blockers; handle those as separate access issues, but they do not block fixes for pages that were successfully audited.</p>			
Summary of Alerts			
Risk Level	Number of Alerts		
Critical	73		
High	244		
Medium	2223		
Low	633		
False Positives:	0		
Alerts			
Name	Risk Level	Number of Instances	Primary URL
Missing products or services	Critical	55	□
Missing products or services	Critical	55	□
Server-side rendering quality failed	Critical	10	□
Server-side rendering quality failed	Critical	10	□
Missing company name	Critical	6	□
Missing company name	Critical	6	□
Missing company description	Critical	2	□
Missing company description	Critical	2	□
Missing canonical tag	High	70	□
Missing canonical tag	High	70	□
Missing Organization schema	High	70	□
Missing Organization schema	High	70	□
Missing or invalid H1	High	22	□
Missing or invalid H1	High	22	□
Visible text is too short for reliable extraction	High	7	□
Visible text is too short for reliable extraction	High	7	□
Missing or invalid title tag	High	5	□
Complete structured data fields for AI citation	Medium	681	□
Add answer-ready visible content blocks	Medium	540	□
Complete AI citation readiness signals	Medium	456	□
llms.txt is missing or empty	Medium	80	□
Missing or invalid JSON-LD schema	Medium	80	□
Missing contact signal	Medium	70	□
Missing HQ/country/location signal	Medium	70	□
Missing sameAs/entity anchors	Medium	70	□
Missing target market signal	Medium	52	□
Missing target market signal	Medium	52	□
Invalid heading hierarchy	Medium	51	□
Image ALT coverage is below 80%	Medium	3	□

Overview

Complete redacted first workbook sheet

Alert Detail	
Critical	Missing products or services
What to fix	Missing products or services
URL	□
Path	□
Where to paste/change	<body> -> <main> -> section for visible services/products
Copy/paste block	<section class="ai-readable-services"> <h2>□</h2> □ □ □ </section>
Validation	Open □
Evidence	L4 products_missing ground_truth.products_services
Critical	Missing products or services
What to fix	Missing products or services
URL	□
Path	□
Where to paste/change	visible service/product copy and optional Service/Product JSON-LD `name` fields
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.
Validation	Open □
Evidence	L4 products_missing ground_truth.products_services
Critical	Server-side rendering quality failed
What to fix	Server-side rendering quality failed
URL	□
Path	□
Where to paste/change	initial server-rendered HTML: title, H1, paragraph, JSON-LD
Copy/paste block	<title>□</title> <h1>□</h1> <p>□</p> <script type="application/ld+json"> {"@context":"https://schema.org", "@type":"WebPage", "url":"□", "name":"□", "description":"□"} </script>
Validation	Open □
Evidence	L2 ssr_fail status
Critical	Server-side rendering quality failed
What to fix	Server-side rendering quality failed
URL	□
Path	□
Where to paste/change	server-rendered page template or framework rendering route
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.
Validation	Open □
Evidence	L2 ssr_fail status

Overview

Complete redacted first workbook sheet

Critical	Missing company name
What to fix	Missing company name
URL	□
Path	□
Where to paste/change	Organization JSON-LD 'name' and visible company copy
Copy/paste block	<pre><script type="application/ld+json"> {"@context":"https://schema.org", "@type":"Organization", "url":"□", "name":"□", "description":"□"} </script></pre>
Validation	Open □
Evidence	L4 company_name_missing ground_truth.company_name
Critical	Missing company name
What to fix	Missing company name
URL	□
Path	□
Where to paste/change	visible hero/about/footer copy and Organization JSON-LD 'name'
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.
Validation	Open □
Evidence	L4 company_name_missing ground_truth.company_name
Critical	Missing company description
What to fix	Missing company description
URL	□
Path	□
Where to paste/change	meta description and visible page intro
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.
Validation	Open □
Evidence	L4 description_missing ground_truth.description
Critical	Missing company description
What to fix	Missing company description
URL	□
Path	□
Where to paste/change	visible page intro, meta description, and JSON-LD 'description'
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.
Validation	Open □
Evidence	L4 description_missing ground_truth.description
High	Missing canonical tag
What to fix	Missing canonical tag
URL	□
Path	□
Where to paste/change	page '<head>' canonical tag
Copy/paste block	<pre><link rel="canonical" href="□"></pre>
Validation	Open □
Evidence	L3 canonical_missing head.link[rel=canonical]

Overview

Complete redacted first workbook sheet

High	Missing canonical tag
What to fix	Missing canonical tag
URL	□
Path	□
Where to paste/change	page `<head>` template for this URL
Copy/paste block	<link rel="canonical" href="□">
Validation	Open □
Evidence	L3 canonical_missing head.link[rel=canonical]
High	Missing Organization schema
What to fix	Missing Organization schema
URL	□
Path	□
Where to paste/change	Organization JSON-LD block
Copy/paste block	<script type="application/ld+json"> {"@context":"https://schema.org", "@type":"Organization", "url":"□", "name":"□", "description":"□"} </script>
Validation	Open □
Evidence	L4 organization_schema_missing json_ld.Organization
High	Missing Organization schema
What to fix	Missing Organization schema
URL	□
Path	□
Where to paste/change	site-wide `<head>` JSON-LD block or CMS schema plugin
Copy/paste block	<script type="application/ld+json"> {"@context":"https://schema.org", "@type":"Organization", "url":"□", "name":"□", "description":"□"} </script>
Validation	Open □
Evidence	L4 organization_schema_missing json_ld.Organization
High	Missing or invalid H1
What to fix	Missing or invalid H1
URL	□
Path	□
Where to paste/change	first visible H1 in main content
Copy/paste block	<h1>□</h1>
Validation	Open □
Evidence	L2 h1_missing body.h1
High	Missing or invalid H1
What to fix	Missing or invalid H1
URL	□
Path	□
Where to paste/change	page body template or CMS page title/H1 field
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.

Overview

Complete redacted first workbook sheet

Validation	Open <input type="checkbox"/>
Evidence	L2 h1_missing body.h1
High	Visible text is too short for reliable extraction
What to fix	Visible text is too short for reliable extraction
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	visible crawlable summary block in page body
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L2 visible_text_short visible_text.length
High	Visible text is too short for reliable extraction
What to fix	Visible text is too short for reliable extraction
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	server-rendered visible body content
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L2 visible_text_short visible_text.length
High	Missing or invalid title tag
What to fix	Missing or invalid title tag
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	page `<head><title>` field or SEO title field
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L2 title_missing head.title
Medium	Complete structured data fields for AI citation
What to fix	Complete structured data fields for AI citation
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	page JSON-LD block or CMS schema plugin
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L7 platform_signal_missing platform_gaps.gpt_only[0]
Medium	Add answer-ready visible content blocks
What to fix	Add answer-ready visible content blocks
URL	<input type="checkbox"/>

Overview

Complete redacted first workbook sheet

Path	□
Where to paste/change	visible main content of the affected page
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.
Validation	Open □
Evidence	L7 platform_signal_missing platform_gaps.gpt_only[1]
Medium	Complete AI citation readiness signals
What to fix	Complete AI citation readiness signals
URL	□
Path	□
Where to paste/change	llms-full.txt at audited domain root
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.
Validation	Open □
Evidence	L7 platform_signal_missing platform_gaps.gpt_only[2]
Medium	llms.txt is missing or empty
What to fix	llms.txt is missing or empty
URL	□
Path	□
Where to paste/change	llms.txt at audited domain root
Copy/paste block	CREATE `llms.txt` with this starter content: # □ ## Site - □ ## Sitemap - □ ## Contact NEEDS CLIENT INPUT: □
Validation	Open □
Evidence	L1 llms_txt_missing details.llms_txt_found
Medium	Missing or invalid JSON-LD schema
What to fix	Missing or invalid JSON-LD schema
URL	□
Path	□
Where to paste/change	page `<head>` JSON-LD block or CMS schema plugin
Copy/paste block	<script type="application/ld+json"> { "@context": "https://schema.org", "@type": "WebPage", "url": "□", "name": "□", "description": "□" } </script>
Validation	Open □
Evidence	L2 jsonld_missing script[type=application/ld+json]
Medium	Missing contact signal
What to fix	Missing contact signal
URL	□
Path	□
Where to paste/change	footer/contact section/contact page and Organization JSON-LD contact fields
Copy/paste block	NEEDS CLIENT INPUT: □ THEN: ADD the approved value without guessing.

Overview

Complete redacted first workbook sheet

Validation	Open <input type="checkbox"/>
Evidence	L4 contact_missing ground_truth.contact_email/contact_phone
Medium	Missing HQ/country/location signal
What to fix	Missing HQ/country/location signal
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	footer/contact/about page and Organization JSON-LD `address` or `areaServed`
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L4 hq_missing ground_truth.hq_country
Medium	Missing sameAs/entity anchors
What to fix	Missing sameAs/entity anchors
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	Organization JSON-LD `sameAs` array
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L4 sameAs_missing ground_truth.same_as
Medium	Missing target market signal
What to fix	Missing target market signal
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	visible intro paragraph in main content
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L4 target_market_missing ground_truth.target_market
Medium	Missing target market signal
What to fix	Missing target market signal
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	visible homepage/service-page copy
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L4 target_market_missing ground_truth.target_market
Medium	Invalid heading hierarchy
What to fix	Invalid heading hierarchy
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>

Overview

Complete redacted first workbook sheet

Where to paste/change	visible H1/H2/H3 fields in CMS content and reusable template blocks
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L6 heading_hierarchy_invalid headings
Medium	Image ALT coverage is below 80%
What to fix	Image ALT coverage is below 80%
URL	<input type="checkbox"/>
Path	<input type="checkbox"/>
Where to paste/change	CMS media fields and image template output
Copy/paste block	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.
Validation	Open <input type="checkbox"/>
Evidence	L6 image_alt_coverage_low images.alt_coverage

Admin Fix Tickets

Complete redacted second workbook sheet

Priority	Severity	Ticket summary	URL	Path	Where to paste/change	Copy/paste block	Validation	Evidence
P1	Critical	Missing products or services on			<body> -> <main> -> section for visible services/products	<section class="ai-readable-services"> <h2></h2> </section>	Open	L4 products_ground_truth, ces
P1	Critical	Missing products or services on			visible service/product copy and optional Service/Product JSON-LD 'name' fields	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L4 products_ground_truth, ces
P1	Critical	Server-side rendering quality failed on			initial server-rendered HTML: title, H1, paragraph, JSON-LD	<title></title> <h1></h1> <p></p> <script type="application/ld+json"> { "@context": "https://schema.org", "@type": "WebPage", "url": "", "name": "", "description": "" } </script>	Open	L2 ssr_fail s
P1	Critical	Server-side rendering quality failed on			server-rendered page template or framework rendering route	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L2 ssr_fail s
P1	Critical	Missing company name on			Organization JSON-LD 'name' and visible company copy	<script type="application/ld+json"> { "@context": "https://schema.org", "@type": "Organization", "url": "", "name": "", "description": "" } </script>	Open	L4 company, ground_truth,
P1	Critical	Missing company name on			visible hero/about/footer copy and Organization JSON-LD 'name'	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L4 company, ground_truth,
P1	Critical	Missing company description on			meta description and visible page intro	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L4 descriptio ground_truth,
P1	Critical	Missing company description on			visible page intro, meta description, and JSON-LD 'description'	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L4 descriptio ground_truth,
P2	High	Missing canonical tag on			page '<head>' canonical tag	<link rel="canonical" href="">	Open	L3 canonical head.link[rel]=
P2	High	Missing canonical tag on			page '<head>' template for this URL	<link rel="canonical" href="">	Open	L3 canonical head.link[rel]=
P2	High	Missing Organization schema on			Organization JSON-LD block	<script type="application/ld+json"> { "@context": "https://schema.org", "@type": "Organization", "url": "", "name": "", "description": "" } </script>	Open	L4 organization_g json_ld.Org
P2	High	Missing Organization schema on			site-wide '<head>' JSON-LD block or CMS schema plugin	<script type="application/ld+json"> { "@context": "https://schema.org", "@type": "Organization", "url": "", "name": "", "description": "" } </script>	Open	L4 organization_g json_ld.Org
P2	High	Missing or invalid H1 on			first visible H1 in main content	<h1></h1>	Open	L2 h1_misssi
P2	High	Missing or invalid H1 on			page body template or CMS page title/H1 field	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L2 h1_misssi
P2	High	Visible text is too short for reliable extraction on			visible crawlable summary block in page body	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L2 visible_te visible_text.le
P2	High	Visible text is too short for reliable extraction on			server-rendered visible body content	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L2 visible_te visible_text.le
P2	High	Missing or invalid title tag on			page '<head><title>' field or SEO title field	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L2 title_mis
P3	Medium	Complete structured data fields for AI citation on			page JSON-LD block or CMS schema plugin	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L7 platform_ platform_gap
P3	Medium	Add answer-ready visible content blocks on			visible main content of the affected page	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L7 platform_ platform_gap
P3	Medium	Complete AI citation readiness signals on			llms-full.txt at audited domain root	NEEDS CLIENT INPUT: THEN: ADD the approved value without guessing.	Open	L7 platform_ platform_gap

Admin Fix Tickets

Complete redacted second workbook sheet

P3	Medium	llms.txt is missing or empty on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	llms.txt at audited domain root	CREATE '/llms.txt' with this starter content: # <input type="checkbox"/> ## Site - <input type="checkbox"/> ## Sitemap - <input type="checkbox"/> ## Contact NEEDS CLIENT INPUT: <input type="checkbox"/>	Open <input type="checkbox"/>	L1 llms_txt_r details.llms_b
P3	Medium	Missing or invalid JSON-LD schema on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	page '<head>' JSON-LD block or CMS schema plugin	<script type="application/ld+json"> {"@context":"https://schema.org","@type":"WebPage","url":" <input type="checkbox"/> ","name":" <input type="checkbox"/> ","description":" <input type="checkbox"/> "} </script>	Open <input type="checkbox"/>	L2 jsonld_mi script[type=ap n]
P3	Medium	Missing contact signal on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	footer/contact section/contact page and Organization JSON-LD contact fields	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.	Open <input type="checkbox"/>	L4 contact_r ground_truth. contact_phon
P3	Medium	Missing HQ/country/location signal on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	footer/contact/about page and Organization JSON-LD 'address' or 'areaServed'	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.	Open <input type="checkbox"/>	L4 hq_missin ground_truth.h
P3	Medium	Missing sameAs/entity anchors on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Organization JSON-LD 'sameAs' array	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.	Open <input type="checkbox"/>	L4 sameAs_ ground_truth.s
P3	Medium	Missing target market signal on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	visible intro paragraph in main content	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.	Open <input type="checkbox"/>	L4 target_ma ground_truth.t
P3	Medium	Missing target market signal on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	visible homepage/service-page copy	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.	Open <input type="checkbox"/>	L4 target_ma ground_truth.t
P3	Medium	Invalid heading hierarchy on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	visible H1/H2/H3 fields in CMS content and reusable template blocks	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.	Open <input type="checkbox"/>	L6 heading_hiera headings
P3	Medium	Image ALT coverage is below 80% on <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CMS media fields and image template output	NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.	Open <input type="checkbox"/>	L6 image_alt images.alt_c

Ticket Import

Complete redacted third workbook sheet

Summary	Description	Priority	Labels	URL	Path	Evidence
Missing products or services on <input type="checkbox"/>	<p>Finding: Missing products or services Severity: Critical URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: <body>-> <main>-> section for visible services/products</p> <p>Copy/paste block: <section class="ai-readable-services"> <h2><input type="checkbox"/></h2> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </section></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 products_missing ground_truth.products_services</p>	P1	verisai,ai-readiness,I4,products_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 products_missing ground_truth.products_services
Missing products or services on <input type="checkbox"/>	<p>Finding: Missing products or services Severity: Critical URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: visible service/product copy and optional Service/Product JSON-LD `name` fields</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 products_missing ground_truth.products_services</p>	P1	verisai,ai-readiness,I4,products_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 products_missing ground_truth.products_services
Server-side rendering quality failed on <input type="checkbox"/>	<p>Finding: Server-side rendering quality failed Severity: Critical URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: initial server-rendered HTML: title, H1, paragraph, JSON-LD</p> <p>Copy/paste block: <title><input type="checkbox"/></title> <h1><input type="checkbox"/></h1> <p><input type="checkbox"/></p> <script type="application/ld+json"> {"@context":"https://schema.org", "@type":"WebPage", "url":"<input type="checkbox"/>","name":"<input type="checkbox"/>","description":"<input type="checkbox"/>"} </script></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L2 ssr_fail status</p>	P1	verisai,ai-readiness,I2,ssr_fail	<input type="checkbox"/>	<input type="checkbox"/>	L2 ssr_fail status
Server-side rendering quality failed on <input type="checkbox"/>	<p>Finding: Server-side rendering quality failed Severity: Critical URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: server-rendered page template or framework rendering route</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L2 ssr_fail status</p>	P1	verisai,ai-readiness,I2,ssr_fail	<input type="checkbox"/>	<input type="checkbox"/>	L2 ssr_fail status
Missing company name on <input type="checkbox"/>	<p>Finding: Missing company name Severity: Critical URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: Organization JSON-LD `name` and visible company copy</p> <p>Copy/paste block: <script type="application/ld+json"> {"@context":"https://schema.org", "@type":"Organization", "url":"<input type="checkbox"/>","name":"<input type="checkbox"/>","description":"<input type="checkbox"/>"} </script></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 company_name_missing ground_truth.company_name</p>	P1	verisai,ai-readiness,I4,company_name_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 company_name_missing ground_truth.company_name

Ticket Import

Complete redacted third workbook sheet

Missing company name on <input type="checkbox"/>	<p>Finding: Missing company name Severity: Critical URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: visible hero/about/footer copy and Organization JSON-LD `name`</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 company_name_missing ground_truth.company_name</p>	P1	verisai,ai-readiness,l4,company_name_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 company_name_missing ground_truth.company_name
Missing company description on <input type="checkbox"/>	<p>Finding: Missing company description Severity: Critical URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: meta description and visible page intro</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 description_missing ground_truth.description</p>	P1	verisai,ai-readiness,l4,description_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 description_missing ground_truth.description
Missing company description on <input type="checkbox"/>	<p>Finding: Missing company description Severity: Critical URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: visible page intro, meta description, and JSON-LD `description`</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 description_missing ground_truth.description</p>	P1	verisai,ai-readiness,l4,description_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 description_missing ground_truth.description
Missing canonical tag on <input type="checkbox"/>	<p>Finding: Missing canonical tag Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: page `<code><head></code>` canonical tag</p> <p>Copy/paste block: <code><link rel="canonical" href=""></code></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L3 canonical_missing head.link[rel=canonical]</p>	P2	verisai,ai-readiness,l3,canonical_missing	<input type="checkbox"/>	<input type="checkbox"/>	L3 canonical_missing head.link[rel=canonical]
Missing canonical tag on <input type="checkbox"/>	<p>Finding: Missing canonical tag Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: page `<code><head></code>` template for this URL</p> <p>Copy/paste block: <code><link rel="canonical" href=""></code></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L3 canonical_missing head.link[rel=canonical]</p>	P2	verisai,ai-readiness,l3,canonical_missing	<input type="checkbox"/>	<input type="checkbox"/>	L3 canonical_missing head.link[rel=canonical]
Missing Organization schema on <input type="checkbox"/>	<p>Finding: Missing Organization schema Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: Organization JSON-LD block</p> <p>Copy/paste block: <code><script type="application/ld+json"></code> <code>{</code> <code> "@context": "https://schema.org",</code> <code> "@type": "Organization",</code> <code> "url": "",</code> <code> "name": "",</code> <code> "description": ""</code> <code>}</code> <code></script></code></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 organization_schema_missing json_ld.Organization</p>	P2	verisai,ai-readiness,l4,organization_schema_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 organization_schema_missing json_ld.Organization

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Missing Organization schema on <input type="checkbox"/>	<p>Finding: Missing Organization schema Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: site-wide `<head>` JSON-LD block or CMS schema plugin</p> <p>Copy/paste block: <script type="application/ld+json"> {"@context":"https://schema.org","@type":"Organization","url":"","name":"","description":"",""} </script></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 organization_schema_missing json_ld.Organization</p>	P2	verisai,ai-readiness,I4,organization_schema_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 organization_schema_missing json_ld.Organization
Missing or invalid H1 on <input type="checkbox"/>	<p>Finding: Missing or invalid H1 Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: first visible H1 in main content</p> <p>Copy/paste block: <h1></h1></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L2 h1_missing body.h1</p>	P2	verisai,ai-readiness,I2,h1_missing	<input type="checkbox"/>	<input type="checkbox"/>	L2 h1_missing body.h1
Missing or invalid H1 on <input type="checkbox"/>	<p>Finding: Missing or invalid H1 Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: page body template or CMS page title/H1 field</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L2 h1_missing body.h1</p>	P2	verisai,ai-readiness,I2,h1_missing	<input type="checkbox"/>	<input type="checkbox"/>	L2 h1_missing body.h1
Visible text is too short for reliable extraction on <input type="checkbox"/>	<p>Finding: Visible text is too short for reliable extraction Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: visible crawlable summary block in page body</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L2 visible_text_short visible_text.length</p>	P2	verisai,ai-readiness,I2,visible_text_short	<input type="checkbox"/>	<input type="checkbox"/>	L2 visible_text_short visible_text.length
Visible text is too short for reliable extraction on <input type="checkbox"/>	<p>Finding: Visible text is too short for reliable extraction Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: server-rendered visible body content</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L2 visible_text_short visible_text.length</p>	P2	verisai,ai-readiness,I2,visible_text_short	<input type="checkbox"/>	<input type="checkbox"/>	L2 visible_text_short visible_text.length
Missing or invalid title tag on <input type="checkbox"/>	<p>Finding: Missing or invalid title tag Severity: High URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: page `<head><title>` field or SEO title field</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L2 title_missing head.title</p>	P2	verisai,ai-readiness,I2,title_missing	<input type="checkbox"/>	<input type="checkbox"/>	L2 title_missing head.title

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Complete structured data fields for AI citation on <input type="checkbox"/>	<p>Finding: Complete structured data fields for AI citation Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: page JSON-LD block or CMS schema plugin</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L7 platform_signal_missing platform_gaps.gpt_only[0]</p>	P3	verisai,ai-readiness,l7,platform_signal_missing	<input type="checkbox"/>	<input type="checkbox"/>	L7 platform_signal_missing platform_gaps.gpt_only[0]
Add answer-ready visible content blocks on <input type="checkbox"/>	<p>Finding: Add answer-ready visible content blocks Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: visible main content of the affected page</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L7 platform_signal_missing platform_gaps.gpt_only[1]</p>	P3	verisai,ai-readiness,l7,platform_signal_missing	<input type="checkbox"/>	<input type="checkbox"/>	L7 platform_signal_missing platform_gaps.gpt_only[1]
Complete AI citation readiness signals on <input type="checkbox"/>	<p>Finding: Complete AI citation readiness signals Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: llms-full.txt at audited domain root</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L7 platform_signal_missing platform_gaps.gpt_only[2]</p>	P3	verisai,ai-readiness,l7,platform_signal_missing	<input type="checkbox"/>	<input type="checkbox"/>	L7 platform_signal_missing platform_gaps.gpt_only[2]
llms.txt is missing or empty on <input type="checkbox"/>	<p>Finding: llms.txt is missing or empty Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: llms.txt at audited domain root</p> <p>Copy/paste block: CREATE '/llms.txt' with this starter content: # <input type="checkbox"/> ## Site - <input type="checkbox"/> ## Sitemap - <input type="checkbox"/> ## Contact NEEDS CLIENT INPUT: <input type="checkbox"/></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L1 llms_txt_missing details.llms_txt_found</p>	P3	verisai,ai-readiness,l1,llms_txt_missing	<input type="checkbox"/>	<input type="checkbox"/>	L1 llms_txt_missing details.llms_txt_found
Missing or invalid JSON-LD schema on <input type="checkbox"/>	<p>Finding: Missing or invalid JSON-LD schema Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: page <head> JSON-LD block or CMS schema plugin</p> <p>Copy/paste block: <script type="application/ld+json"> {"@context":"https://schema.org", "@type":"WebPage", "url":"","name":"","description":""} </script></p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L2 jsonld_missing script[type=application/ld+json]</p>	P3	verisai,ai-readiness,l2,jsonld_missing	<input type="checkbox"/>	<input type="checkbox"/>	L2 jsonld_missing script[type=application/ld+json]

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Missing contact signal on <input type="checkbox"/>	<p>Finding: Missing contact signal Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: footer/contact section/contact page and Organization JSON-LD contact fields</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 contact_missing ground_truth.contact_email/contact_phone</p>	P3	verisai,ai-readiness,l4,contact_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 contact_missing ground_truth.contact_email/contact_phone
Missing HQ/country/location signal on <input type="checkbox"/>	<p>Finding: Missing HQ/country/location signal Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: footer/contact/about page and Organization JSON-LD `address` or `areaServed`</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 hq_missing ground_truth.hq_country</p>	P3	verisai,ai-readiness,l4,hq_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 hq_missing ground_truth.hq_country
Missing sameAs/entity anchors on <input type="checkbox"/>	<p>Finding: Missing sameAs/entity anchors Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: Organization JSON-LD `sameAs` array</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 sameAs_missing ground_truth.same_as</p>	P3	verisai,ai-readiness,l4,sameAs_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 sameAs_missing ground_truth.same_as
Missing target market signal on <input type="checkbox"/>	<p>Finding: Missing target market signal Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: visible intro paragraph in main content</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 target_market_missing ground_truth.target_market</p>	P3	verisai,ai-readiness,l4,target_market_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 target_market_missing ground_truth.target_market
Missing target market signal on <input type="checkbox"/>	<p>Finding: Missing target market signal Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: visible homepage/service-page copy</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L4 target_market_missing ground_truth.target_market</p>	P3	verisai,ai-readiness,l4,target_market_missing	<input type="checkbox"/>	<input type="checkbox"/>	L4 target_market_missing ground_truth.target_market
Invalid heading hierarchy on <input type="checkbox"/>	<p>Finding: Invalid heading hierarchy Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: visible H1/H2/H3 fields in CMS content and reusable template blocks</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L6 heading_hierarchy_invalid headings</p>	P3	verisai,ai-readiness,l6,heading_hierarchy_invalid	<input type="checkbox"/>	<input type="checkbox"/>	L6 heading_hierarchy_invalid headings

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<p>Image ALT coverage is below 80% on <input type="checkbox"/></p>	<p>Finding: Image ALT coverage is below 80% Severity: Medium URL: <input type="checkbox"/> Path: <input type="checkbox"/></p> <p>Where to paste/change: CMS media fields and image template output</p> <p>Copy/paste block: NEEDS CLIENT INPUT: <input type="checkbox"/> THEN: ADD the approved value without guessing.</p> <p>Validation: Open <input type="checkbox"/></p> <p>Evidence: L6 image_alt_coverage_low images.alt_coverage</p>	<p>P3</p>	<p>verisai,ai-readiness,l6,i mage_alt_coverage_low</p>	<p><input type="checkbox"/> <input type="checkbox"/></p>	<p>L6 image_alt_coverage_low images.alt_coverage</p>
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