

RESOURCE CHECKLIST

The Machine-Readable Structure Checklist

A technical AEO checklist for brands that need AI systems, search engines, and crawlers to read the site cleanly.

Inspect crawl access, render integrity, entity architecture, schema precision, and index control before assuming the brand is visible to machines.

Crawl Access

Can important pages be reached, fetched, and understood without accidental blocking?

Render Integrity

Does the visible page also exist in a machine-readable state?

Entity Architecture

Can systems connect brand, services, founders, locations, and proof?

Schema Precision

Does structured data describe the real entity and page purpose?

Index Control

Are canonicals, noindex rules, redirects, and sitemaps clean?

Diagnostic Output

Score the structure and identify what to fix first.

Use this before you scale execution.

This gives you a fast first-pass diagnostic. The full Mjolnir audit goes deeper into evidence, prioritization, and implementation risk.

Crawl Access & Render Integrity

If machines cannot access the content, they cannot evaluate the brand. Start with the basic question: can the important pages be fetched, rendered, and parsed without friction?

Robots.txt does not block important sections	XML sitemap includes canonical money pages
Important pages return 200 status codes	Navigation links are crawlable HTML links
Core content is present without user interaction	JavaScript rendering does not hide critical copy
Mobile rendering preserves key content	No important content is trapped in images only
Internal links point to canonical URLs	Key pages load quickly enough for reliable crawling

Mjolnir verdict

If the page only becomes meaningful after fragile rendering, the machine has to work too hard. AI search does not reward hidden clarity.

Entity Architecture & Page Purpose

Machine-readable structure is not just technical access. The site must make the brand entity clear and connect every important page to a specific commercial purpose.

Area	Check	Status
Brand entity	Name, logo, sameAs profiles, founders, and category are consistent	Pass / Fail / Unsure
Service entity	Each core service has a clear page, offer, audience, and proof path	Pass / Fail / Unsure
Founder trust	Founder profiles, author pages, and company profiles reinforce the same entity	Pass / Fail / Unsure
Topical architecture	Manual/resource pages cluster around clear buyer questions and pillar themes	Pass / Fail / Unsure
Internal links	Important pages pass context, not just navigation links	Pass / Fail / Unsure
Page purpose	Each page has one primary job: explain, prove, compare, convert, or route	Pass / Fail / Unsure

What to fix first

Resolve entity confusion before publishing more content. More pages will not help if machines cannot understand who the brand is and what each page proves.

Schema Precision & Structured Evidence

Schema should not decorate the page. It should clarify the entity, page type, service relationship, authorship, proof, and action path without inventing unsupported claims.

Organization schema uses correct legal/name/social identity	WebSite and WebPage schema match the page purpose
Service schema reflects real offers and service areas	FAQ schema matches visible FAQ content exactly
Article schema includes accurate headline, author, publisher, and dates	BreadcrumbList matches the visible page path
sameAs links use official profiles only	Logo URL resolves publicly
No fake reviews, ratings, prices, or awards are marked up	Schema validates without critical errors

Schema rule

Structured data should make the truth easier to verify. It should never make the brand look more proven than the evidence supports.

Index Control Scorecard

Score each area from 0 to 3. Use the total to decide whether the site is structurally ready for AI visibility work or needs technical cleanup first.

Area	Score
Crawl access is clean	/3
Render integrity is reliable	/3
Canonical URLs are controlled	/3
Indexation rules are intentional	/3
Entity architecture is consistent	/3
Schema is precise and evidence-safe	/3
Sitemap and internal links support priority pages	/3

Score	Diagnosis
0-7	Machine visibility risk
8-14	Structure is fragmented
15-18	Readable but incomplete
19-21	Machine-readable foundation is strong

Request the full audit

The checklist shows where to look. The Mjolniir audit identifies which structural failures are most likely to weaken AI visibility and qualified demand. CTA: <https://www.mjolniir.com/contact-us>