

Technical Brand Audit

Technical Brand Audit guide section. Content owner: Trang.

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Overview

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Technical Brand Audit gives your site an overall AI-readiness score out of 100, based on 12 individual checks that matter for how well AI models can find, understand, and trust your content.

The checklist covers: Organisation Schema, FAQ Schema, Article/Content Schema, Author & E-E-A-T Signals, Internal Linking Structure, Canonical Tags & URL Structure, Meta Descriptions & Page Summaries, Comparison & Alternative Pages, Content Freshness & Update Frequency, Social Proof & Trust Signals, Site Performance & Core Web Vitals, and AI Bot Crawlability.

Click any check to expand it and see:

- **What is this** — what the check measures and why it matters
- **How it should work** — best practice
- **Where you are today** — your site's current state, in plain English
- **What to fix** — a specific, actionable recommendation

Click **Run AI Audit** to trigger a fresh assessment at any time (takes roughly 45–90 seconds).

“ ? If your site is a React/Next.js single-page application, you may see a note that some checks can't fully inspect rendered content — this is expected and doesn't affect the accuracy of most checks.

“ ? Since most checks are evaluated live by AI against current search results, scores can shift slightly between runs even without site changes — this reflects real-world AI perception, not a bug.