

# AEO DETAILED ANALYSIS REPORT

ANSWER ENGINE OPTIMIZATION AUDIT

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ANALYSED URL

thatworkx.com

REPORT DATE

May 22, 2026

ANALYSIS ID

6a101c7e1734d17bbe6ad901

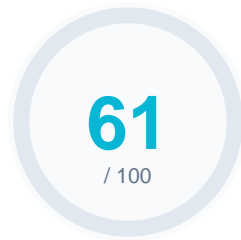
STRATEGIC SCORE

61/100

PREPARED BY

Thatworkx Solutions L.L.C-FZ

# Strategic AEO Performance



GOOD - GRADE D

## Pillar Performance Breakdown

Technical Foundation		90	(w: 20%)	A
Content Structure		68	(w: 20%)	D
Page-Level E-E-A-T		65	(w: 15%)	D
Query Match Analysis		0	(w: 15%)	N/A
AI Visibility Assessment		74	(w: 10%)	C
Robots.txt Analysis		100	(w: 10%)	A
Markdown Context		20	(w: 10%)	F

# Technical Foundation

PILLAR WEIGHT	PILLAR SCORE	PILLAR GRADE
<b>20%</b>	<b>90/100</b>	<b>A</b>

## Pillar Performance Metrics

Schema Markup	40/40
Crawlability	30/30
Html Structure	20/30

## Pillar Audit Findings

### ● Schema Markup

Has Structured Data:	Yes
Count:	7
Types:	Organization, ItemList, FAQPage, LocalBusiness, SoftwareApplication, Service, SoftwareApplication

### ● Crawlability

Meta Robots:	index, follow
Is Indexable:	Yes
Has Canonical:	https://thatworkx.com
Canonical Url:	https://thatworkx.com
Internal Links:	24

### ● Html Structure

Title:	Thatworkx Solutions - AEO Tools, RPost Security & Crypto ...
Title Length:	78
Meta Description:	Official RPost reseller for UAE, Middle East & Africa. Ge...
Description Length:	193
Headings:	H1: 1, H2: 4

## Strategic Recommendations

MEDIUM

### Optimize title tag length (30-60 characters optimal for AI summaries)

STRATEGIC IMPACT: AI engines use title tags as the primary topic indicator and often include them in citations. Optimal length ensures your full title appears in AI summaries without being cut off. Too short lacks context; too long gets truncated.

IMPLEMENTATION: Edit your <title> tag to be between 30-60 characters. Include your primary keyword and make it descriptive of the page content. Current length: 78 characters. Example: "Complete Guide to [Topic] - [Brand]".

MEDIUM

### Optimize meta description length (120-160 characters for better AI summaries)

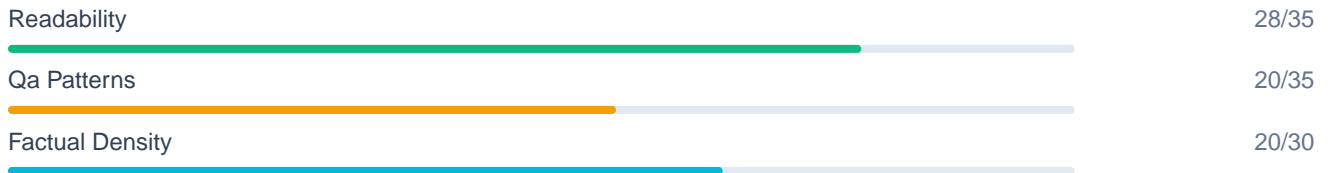
STRATEGIC IMPACT: Meta descriptions provide context that AI engines use when deciding if your content answers a query. Optimal length ensures complete context is captured. Too short lacks detail; too long gets truncated, losing important context.

IMPLEMENTATION: Edit your <meta name="description" content="..."> tag to be 120-160 characters. Include your main keyword and summarize what users will learn. Current length: 193 characters.

# Content Structure

PILLAR WEIGHT	PILLAR SCORE	PILLAR GRADE
20%	68/100	D

## Pillar Performance Metrics



## Pillar Audit Findings

### Readability

Word Count:	1302
Reading Time:	7
Flesch Score:	No
Reading Level:	Very Difficult (College graduate)
Paragraph Count:	12
Avg Paragraph Length:	109

### Qa Patterns

Question Count:	4
Has FAQ Schema:	Yes
Answer Patterns:	No

### Factual Density

Statistics Count:	10
List Items:	52
Html List Items:	33
Md List Items:	19
Citation Count:	No

## Strategic Recommendations

HIGH

### Content is difficult to read. Simplify sentences and reduce jargon for better AI understanding

STRATEGIC IMPACT: Your Flesch score of 0 indicates very complex content. Too complex reduces AI parsing accuracy and citation likelihood. AI engines struggle with academic-level complexity and may skip citing your content in favor of more accessible sources.

IMPLEMENTATION: Significantly simplify your writing. Break very long sentences (25+ words) into multiple shorter sentences. Replace complex vocabulary with simpler alternatives. Use active voice instead of passive. Add transition words. Remove unnecessary jargon. Target Flesch score: 60-70.

HIGH

### Structure content with clear questions followed by concise answers

STRATEGIC IMPACT: Your content lacks question-answer patterns. AI engines match user queries to content that explicitly addresses those queries. Without clear Q&A structure, AI engines must infer answers, reducing citation confidence and likelihood.

IMPLEMENTATION: Restructure key sections as explicit question-answer pairs. Use actual question marks. Example: "What are the benefits? [Answer]" or "How does it work? [Answer]". Start with 5 common user questions and provide 2-3 sentence answers immediately after each question.

HIGH

### Reference authoritative sources to support your claims

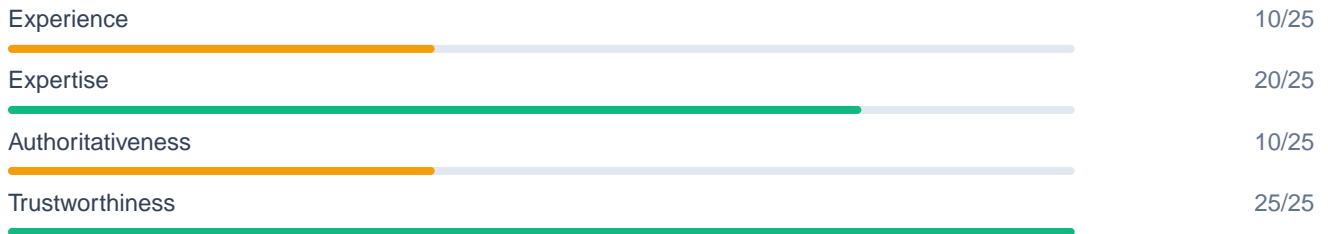
**STRATEGIC IMPACT:** Your content lacks citations to external sources. AI engines favor content that references authoritative sources because it signals credibility and reduces the risk of misinformation. Unsupported claims are far less likely to be cited than fact-backed statements.

**IMPLEMENTATION:** Add at least 3 citations to reputable sources that support your main points. Reference industry research, academic studies, government data, or recognized expert statements. Use phrases like "According to [Source Name]" or "Research by [Organization] found". Link to sources when possible.

# Page-Level E-E-A-T

PILLAR WEIGHT	PILLAR SCORE	PILLAR GRADE
15%	65/100	D

## Pillar Performance Metrics



## Pillar Audit Findings

- Experience**
  - Experience Indicators: No
  - Media Count: 8
- Expertise**
  - Has Author Info: Yes
  - Credential Mentions: 14
- Authoritativeness**
  - External Links: 13
  - Authority Links: Yes
  - Last Updated: Not specified
- Trustworthiness**
  - Is Secure: Yes
  - Has Contact Info: Yes
  - Has Privacy Policy: Yes

## Strategic Recommendations

- CRITICAL** **Include personal experience and testing details**

STRATEGIC IMPACT: Your content lacks first-hand experience indicators. AI engines prioritize content from people who have actually used or tested what they're writing about.

IMPLEMENTATION: Rewrite sections to include your direct experience. Use first-person language like "I tested" or "we implemented".
- MEDIUM** **Add dateModified metadata to show content freshness**

STRATEGIC IMPACT: AI engines cannot determine if your content is current or outdated without modified dates.

IMPLEMENTATION: Add dateModified metadata in JSON-LD schema or meta tags.

# Site-Level E-E-A-T

PILLAR WEIGHT	PILLAR SCORE	PILLAR GRADE
<b>Extra</b>	<b>35/100</b>	<b>F</b>

## Pillar Performance Metrics

Domain Age	15/20
Site Structure	0/30
Trust Signals	20/30
Authority Metrics	0/20

## Pillar Audit Findings

### Domain Age

Has SSL:	Yes
Age Estimate:	1 years
Creation Date:	2025-03-27

### Site Structure

Missing Pages:	About Page, About Us Page, Contact Page, Privacy Policy, Terms of Service
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### Trust Signals

Has Organization Schema:	Yes
Has Email Visible To AI:	Yes
Has Phone Visible To AI:	Yes
Has Author Bios:	No

### Authority Metrics

Status:	Balanced Weighting Active
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## Strategic Recommendations

**CRITICAL**

### Add critical trust pages (About, Contact, Privacy)

**STRATEGIC IMPACT:** Only 0/5 trust pages found. AI engines check for About, Contact, Privacy Policy pages to verify legitimacy. Missing pages signal untrustworthiness.  
**IMPLEMENTATION:** Create: /about (company/author info), /contact (email, phone, address), /privacy (data policy), /terms (usage terms). Make them detailed and transparent.

**MEDIUM**

### Add author bios with credentials

**STRATEGIC IMPACT:** No author information found. AI engines prioritize content from identifiable experts. Anonymous content is less trustworthy.  
**IMPLEMENTATION:** Create author profile pages or add Person schema to your JSON-LD blocks.

# Query Match Analysis

PILLAR WEIGHT

15%

PILLAR SCORE

0/100

PILLAR GRADE

N/A

## Pillar Performance Metrics

### Pillar Audit Findings

- **Core Audit Metrics**

Keyword Presence:

1 items

Answer Positioning:

1 items

Semantic Relevance:

1 items

### Strategic Recommendations

MEDIUM

No description

# AI Visibility Assessment

PILLAR WEIGHT	PILLAR SCORE	PILLAR GRADE
10%	74/100	C

## Pillar Performance Metrics

Citation Potential	15/35
Structured Answers	25/35
Ai Accessibility	19/30

## Pillar Audit Findings

### Citation Potential

Citable Sentences:	11
Total Sentences:	278
Citable Percentage:	4
Attributed Statements:	No
Original Insights:	No

### Structured Answers

Has FAQ Schema:	Yes
Has How To Schema:	No
Lists:	8
Tables:	No

### Ai Accessibility

Has Semantic Tags:	Yes
Is Mobile Friendly:	Yes
Heading Hierarchy:	H1: 2, H2: 7, H3: 14
Has Proper Hierarchy:	No
Images Total:	8
Images With Alt:	8
Alt Text Coverage:	100

## Strategic Recommendations

HIGH

### Include statements attributed to experts or research for credibility

**STRATEGIC IMPACT:** Your content has no attributed statements. AI engines need to verify claims through citations to authoritative sources. Without attributions, content appears opinion-based rather than fact-based, severely reducing AI citation confidence.

**IMPLEMENTATION:** Add source attributions throughout: "According to [Expert]", "Research by [Organization] found", "[Authority] reports". Cite specific studies, data sources, or expert opinions. Include at least 3 attributed statements with links to original sources when possible.

HIGH

### Add original research or unique perspectives to stand out to AI engines

**STRATEGIC IMPACT:** Your content lacks original insights. AI engines strongly prefer content with unique findings or perspectives over generic information available everywhere. Without original contributions, your content is less likely to be cited.

**IMPLEMENTATION:** Add original insights throughout: Share your testing results, unique observations, proprietary data, novel approaches, or unexpected findings. Use phrases like "I discovered", "Our research found", "In our analysis". Differentiate from existing content with unique value.

## AI Visibility Assessment (Recommendations continued)

HIGH

### **Fix heading hierarchy - use exactly one H1 and multiple H2/H3 tags**

**STRATEGIC IMPACT:** Improper heading hierarchy confuses AI engines about content structure. Multiple H1s or missing H2/H3s reduces parsing accuracy.

**IMPLEMENTATION:** Use one H1 for page title, H2 for major sections, H3 for subsections. Create clear hierarchy: H1 > H2 > H3.

MEDIUM

### **Use both <main> and <article> tags for better content identification**

**STRATEGIC IMPACT:** Using semantic HTML (<main>, <article>) helps AI engines identify your main content area. Without these tags, AI may include navigation or sidebars in content extraction.

**IMPLEMENTATION:** Wrap your main content in <main> tag and individual articles in <article> tags. This explicitly marks content boundaries for AI parsing.

# Robots.txt Analysis

PILLAR WEIGHT

10%

PILLAR SCORE

100/100

PILLAR GRADE

A

## Pillar Performance Metrics

## Pillar Audit Findings

- **Core Audit Metrics**

Status:

found

Ai Optimize Bot Allowed:

Yes

Allowed Bots:

GPTBot, PerplexityBot, Google-Extended, AI-OptimizeBot

# Markdown Context

PILLAR WEIGHT	PILLAR SCORE	PILLAR GRADE
10%	20/100	F

## Pillar Performance Metrics

## Pillar Audit Findings

- Core Audit Metrics

Files:

[object Object], [object Object], [object Object], [object Object],  
[object Object]



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