

AI-READINESS ASSESSMENT

AI-Readiness Assessment

Pittsburgh Real Estate and Homes for Sale | Berkshire Hathaway HomeServices | www.thepreferredrealty.com

Scan date: 2026-11-04

Prepared by SeraVerra

EXECUTIVE SUMMARY

AI assistants struggle to read your site today

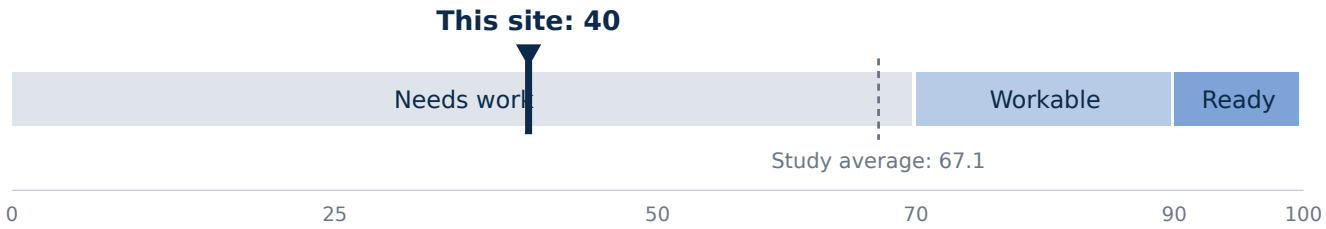
40 / 100

Below the 70-point workable bar. 24.1% of the 10,369 sites we scanned score 59 or lower.

3 critical
2 warnings
2 other findings

This score measures readability: whether AI crawlers can get in and quote this site. It does not measure recommendations, calls, or sales.

Figure 1. Your score against the readiness bands



Source: scan of www.thepreferredrealty.com, 2026-11-04; study of 10,369 small-business websites (average 67.1).

Key findings

1. **Crawler access needs attention.** 4 of 10 AI crawlers we tested are allowed and can actually reach the site. Performance scores 100.
2. **AI visibility is not yet measured.** The AI-answer snapshot attached to this scan is QA test data (no AI assistant was asked), so this report prints no visibility numbers.
3. **There is a lot of room to improve.** Points not yet earned: Crawler access 20, Structure 7.5, Metadata 1.2, Content 3, FAQ adjustment 20 to the +10 FAQ maximum, Crawler-access cap 8.3. Your FAQ score of 40 is below the 43.9 study average.

Recommendations

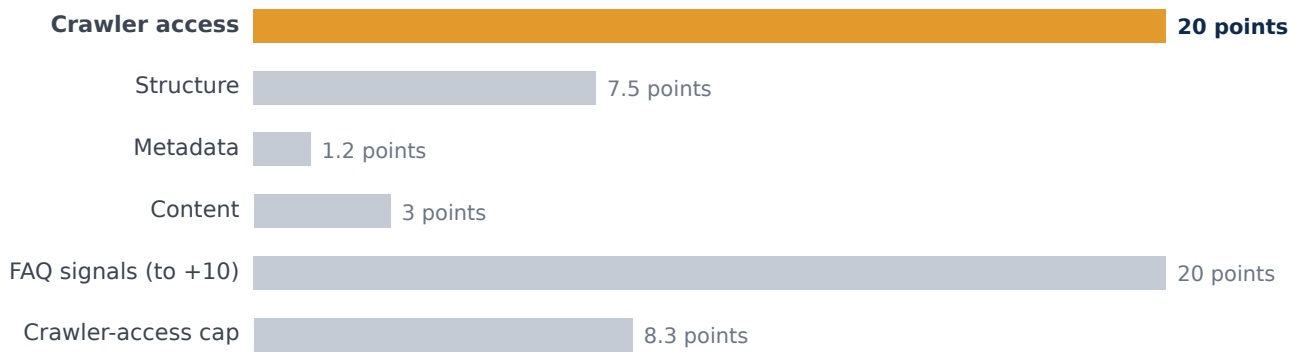
1. **Your site tells AI assistants to stay away.** Owner: Web person — Your website has a file named exactly robots.txt — think of it as a 'who's allowed in' sign for automated visitors.
2. **Your structured data is missing name and address and phone.** Owner: Web person — AI couldn't find your name and address and phone on your site, so it has to guess — or skip you.
3. **Add an FAQ section.** Owner: You + web person — No FAQ found on your site — and it’s the biggest single lever in this report: it costs you 10 points relative to a neutral FAQ adjustment (0 points).

FINDING 1 | BIGGEST GAP

20 of the 60 points your site has not earned come from one check: Crawler access

The scan found: AI crawlers blocked in robots.txt: GPTBot, CCBot, ClaudeBot, Google-Extended, Applebot-Extended, cohere-ai. Your crawler access score is 0 of 100. The check carries 20 of the 100 points, so 20 of them are not yet earned.

Figure 2. Points not yet earned, by check



Source: scan of www.thepreferredrealty.com, 2026-11-04; the locked scoring model v2 (2026-10-10).

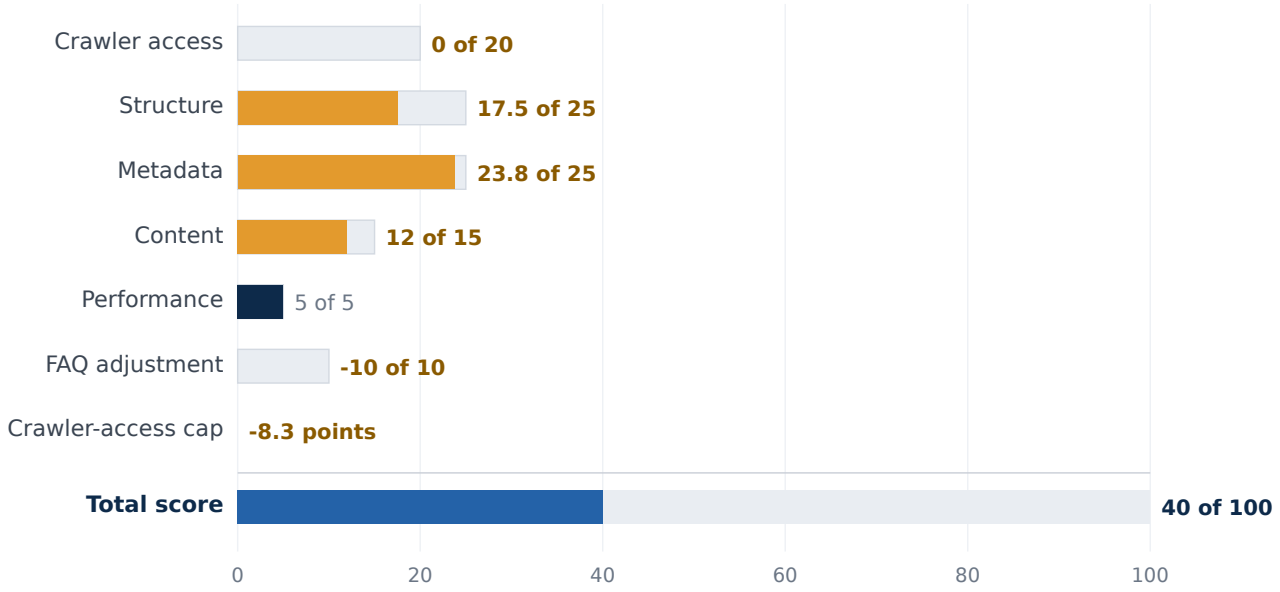
So what

It is the largest single gap; the other checks hold the remaining 40 points. The fix is Action 1: Your site tells AI assistants to stay away.

ANALYSIS

Where your 40 points come from, and where the last 60 are

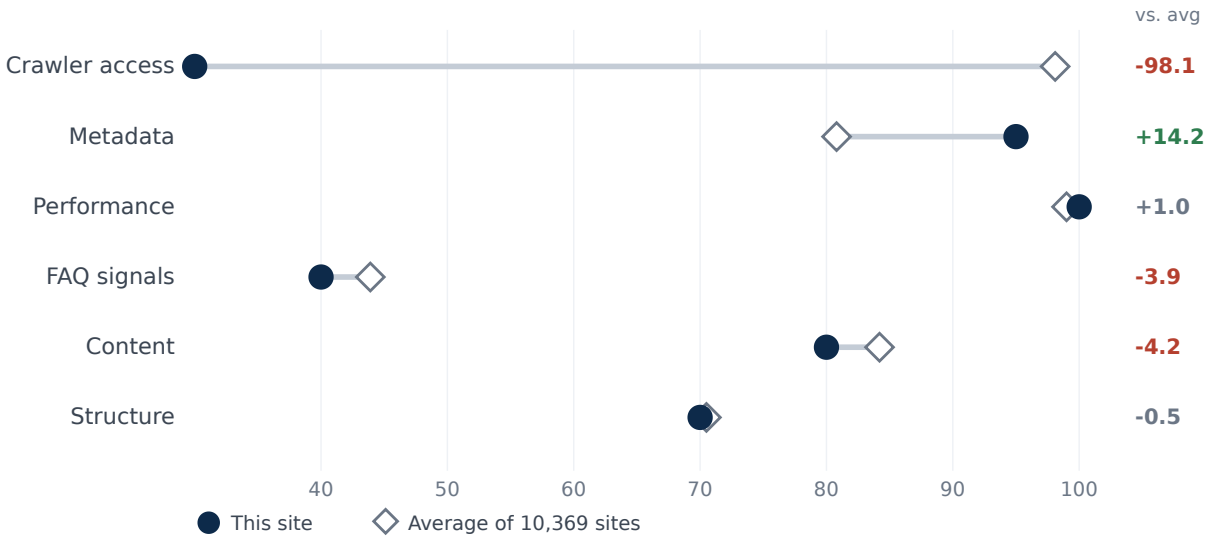
Figure 3. Points earned vs. points available, by check



Source: scan of www.thepreferredrealty.com, 2026-11-04; the locked scoring model v2 (2026-10-10) (weights: crawler access 20, structure 25, metadata 25, content 15, performance 5; FAQ adjustment of 10 points when the FAQ score is above 70).

Crawler access (20 points), Structure (7.5 points), Metadata (1.2 points), Content (3 points), FAQ adjustment (20 points to the +10 FAQ maximum) and Crawler-access cap (8.3 points) account for the points not yet earned.

Figure 4. Your category scores compared with the average site



Source: scan of www.thepreferredrealty.com, 2026-11-04; October 2026 study of 10,369 small-business websites. Green = above average, red = below.

So what

You lead the field on metadata (+14.2). Crawler access is the only category clearly behind the average (-98.1).

ACTION PLAN

Seven actions, ordered by impact and evidence

Impact, ease and evidence are our assessment of each action. A fuller circle is better: more impact, easier to do, or stronger evidence.

#	Action	Owner	Impact	Ease	Evidence	Score effect
1	**Your site tells AI assistants to stay away.** Your website has a file named exactly robots.txt — think of it as a 'who's allowed in' sign for automated visitors.	Web person	●	◕	● Measured	Up to +20
2	**Your structured data is missing name and address and phone.** AI couldn't find your name and address and phone on your site, so it has to guess — or skip you.	Web person	●	◕	◑ Heuristic	Up to +0
3	**Add an FAQ section.** No FAQ found on your site — and it’s the biggest single lever in this report: it costs you 10 points relative to a neutral FAQ adjustment (0 points). The gain is measured from -10 toward the +10 FAQ maximum.	You + web person	●	◑	◑ Heuristic	Up to +6
4	**No Contact page.** AI looks for a contact page to verify your business is real and reachable.	You	◕	●	◑ Heuristic	Up to +1.5
5	**Label the page structure in the HTML.** Landmark tags (main, article, nav, footer) in the HTML.	Web person	◕	◕	◑ Heuristic	Up to +7.5
6	**Page title too long.** Your page title is so long it gets cut off in search results — hiding your most important words.	You	◔	●	◑ Heuristic	Up to +1.25
7	**No pricing or menu page.** 'How much does it cost' is one of the most common questions people ask AI.	You	◔	●	◑ Heuristic	Up to +1.5

Impact: effect on AI readability and score. Ease: effort and skills needed. Evidence: how directly this scan measured the issue (full = measured, half = scanner heuristic or best practice, quarter = emerging and unproven). Score effect: the points the scan itself attaches to the fix.

Notes on each action

Action 1. Evidence: measured. Each AI crawler fetched the page with its own user-agent.

Evidence: heuristic. Based on a published best practice, not a measured AI result.

ACTION PLAN | REQUESTS

Send these to your web person

Each request is ready to paste into an email, one per action, in the order of the action plan. They are the messages the scan wrote for each fix.

Action 1. Your site tells AI assistants to stay away

Hi — I had our website checked for how well AI assistants (like ChatGPT) can read it,
and it found something I'd like you to fix:

Your site tells AI assistants to stay away
Your website has a file named exactly robots.txt — think of it as a 'who's allowed in' sign for automated visitors. Right now, yours tells AI assistants to stay away, so ChatGPT, Gemini, Perplexity, and others cannot read your site at all.

Here's the exact text to use:

User-agent: GPTBot
User-agent: CCBot
User-agent: ClaudeBot
User-agent: Google-Extended
User-agent: Applebot-Extended
User-agent: cohere-ai
Allow: /

What to do: A professional needs to edit your robots.txt file to allow AI assistants in. Your site runs through Cloudflare: if you can't edit robots.txt directly, your web person can manage it via Cloudflare Rules — dashboard → Rules → create a rule for yourdomain.com/robots.txt.

Could you take care of this? I'll re-run the scan after to confirm it's fixed.
Thanks!

Action 2. Your structured data is missing name and address and phone

Hi — I had our website checked for how well AI assistants (like ChatGPT) can read it,
and it found something I'd like you to fix:

Your structured data is missing name and address and phone
AI couldn't find your name and address and phone on your site, so it has to guess — or skip you.

What to do: Add the missing item to your site's structured data — the JSON-LD block machines read (your LocalBusiness or Organization schema). For example, a phone number goes in as "telephone" with your real number. If the information isn't visible on your site as plain text either, add it to your contact page and footer as well — people and AI both look there. Use the exact same spelling and formatting everywhere.

Could you take care of this? I'll re-run the scan after to confirm it's fixed.
Thanks!

Action 3. Add an FAQ section

> Hi — I had our website checked for how well AI assistants (like ChatGPT) can read it,
> and it found something I'd like you to fix:
>
> Add an FAQ section
> No FAQ found on your site — and it’s the biggest single lever in this report: it costs you 10 points. When someone asks AI a question, it answers with direct quotes. An FAQ gives it your answers, word for word.
>
> What to do: Add a questions-and-answers section answering the questions customers ask most — what you do, where you are, hours, prices, how to book or buy. Keep each answer short, plain, and complete on its own, so AI can quote it exactly. Then ask your web person to mark the section up with FAQPage structured data so machines can find it.
>
> Could you take care of this? I'll re-run the scan after to confirm it's fixed.
> Thanks!

EVIDENCE

What each AI crawler is told, and what it actually gets

Crawler	robots.txt says	Live fetch gets
GPTBot	Blocked	Reachable
OAI-SearchBot	Allowed	Reachable
ChatGPT-User	Allowed	Reachable
ClaudeBot	Blocked	HTTP 403
PerplexityBot	Allowed	Reachable
Google-Extended	Blocked	Reachable
Applebot-Extended	Blocked	Reachable
CCBot	Blocked	Reachable
FacebookBot	Allowed	Reachable
cohere-ai	Blocked	HTTP 403

8 of 10 AI crawlers could actually fetch this site on a live visit. 4 of 10 are allowed in robots.txt.

Source: scan of www.thepreferredrealty.com, 2026-11-04; each crawler tested with its own user-agent.

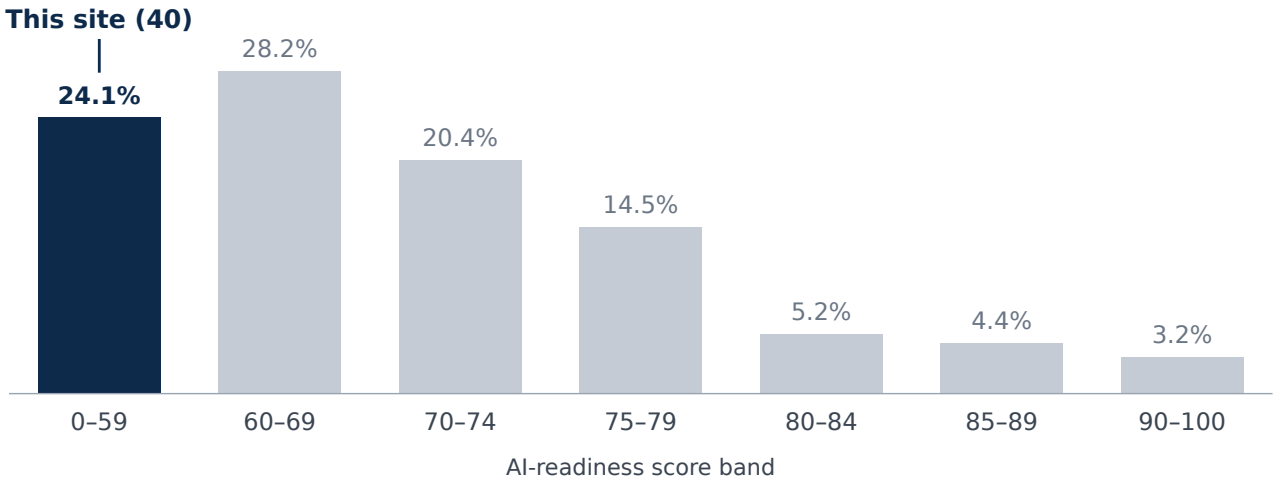
AI visibility

> **Not yet measured.** The AI-answer snapshot attached to this scan is QA test data: the questions ran without asking any AI assistant. Those answers are not shown. The next real run measures how often AI assistants name Pittsburgh Real Estate and Homes for Sale | Berkshire Hathaway HomeServices.

WHERE YOU STAND

Where your score sits among small-business websites

Figure 5. Distribution of AI-readiness scores across 10,369 small-business websites



Source: October 2026 study (13,342 sites attempted; 10,369 loaded and were scored). 24.1% of sites score 59 or lower.

Sites scored	Average score	Score below 70
10,369	**67.1**	**52.3%**

MARKET CONTEXT

Why this matters now, and how far to trust it

How to read your results alongside published analyst views.

Forecast, not fact. In February 2024, Gartner predicted that traditional search engine volume would fall 25% by 2026 as AI chatbots and virtual agents take share. This is a forecast; we have not verified the outcome, so check it against your own web analytics.[1]

One program, not three. Two 2026 Gartner research summaries (July 8 and October 3) both advise treating SEO, answer-engine (AEO) and generative-engine (GEO) work as a single unified visibility strategy, and warn against misguided optimization. Our reading for a local business: start with a site AI can read, facts that match everywhere, steady reviews, and clear answers to real questions.[2,3]

Limits of this review. We read Gartner's public press release and summaries only. The full research is sold to Gartner's own clients, and this report is not affiliated with or endorsed by Gartner.

Editorial copy, market context v1 (2026-10-19). Forecasts are labeled as forecasts; they are not measurements.

APPENDIX

Method and limits

Scan	9 page requests; 74,690 bytes downloaded; 2.85 seconds; 10 AI crawlers tested, each with its own user-agent
Score	Crawler access 20, structure 25, metadata 25, content 15, performance 5 (90 points), plus an FAQ adjustment (+10 if FAQ above 70, -10 if 40 or below). Sites whose crawler-access score is zero are capped at 40. scoring model v2 (2026-10-10).
Bands	Ready 90+, Workable 70-89, Needs work below 70.
Benchmark	10,369 small-business websites scanned October 2026 (13,342 attempted); study 2026-10 (v2 rescore 2026-10-11).
AI visibility	Not yet measured: the attached snapshot is QA test data, not real AI answers.
Root cause	Put the homepage text into the page's HTML: plain-HTML words at most 50 and browser words at least 150 (ease 2).
Quadrant	A judgment, not a measurement. Impact: high = 4; medium with points = 3; medium = 2; low = 1. Ease: you = 4; web person = 3; you + web person = 2.
Edition	analyst report v1 (2026-10-19); market context v1 (2026-10-19).

Evidence ratings

When	Rating	Basis
the root cause is JavaScript-only text	Measured	plain-HTML vs browser word counts from this scan
the finding is about business listings and the scan stored a public-listing comparison	Measured	your site's address compared field by field with the public map listing
the finding is about crawler access and the scan stored a live fetch per crawler	Measured	each AI crawler fetched the page with its own user-agent
the finding is about performance	Measured	timed fetch and page size from this scan
the action mentions llms.txt	Emerging	an optional convention with no proven effect on AI answers
any other action	Heuristic	a scanner rule or published best practice, not an AI outcome measured here

The first matching rule rates each action. Full circle = measured directly; half = scanner heuristic or best practice; quarter = emerging and unproven.

Sources

1. Gartner press release, "Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents," 19 Feb 2024. gartner.com/en/newsroom/press-releases/2024-02-19-gartner-predicts-search-engine-volume-will-drop-25-percent-by-2026-due-to-ai-chatbots-and-other-virtual-agents
2. Gartner Insights abstract, "Unified Search: Integrating SEO, AEO and GEO to Improve Visibility," 8 Jul 2026. gartner.com/en/documents/8110997
3. Gartner Insights abstract, "AEO, GEO, SEO ... What Tech CEOs Really Need for Visibility," 3 Oct 2026. gartner.com/en/documents/8465045

Next steps: work through the prioritized actions in order, then re-scan to confirm the gains. Questions about this report? Contact SeraVerra.

Scores describe how readable your site is to AI assistants. They are guidance, not a guarantee of rankings or recommendations.