

Acme Running (sample)

acmerunning.com



AUDIT DATE	PAGES ANALYSED	LOCATION	PLATFORM
12 October 2026	40	Amsterdam	Shopify

Executive summary

Overall GEO Score: 68 / 100 (Fair)

Sample report from the Citeon demo: Acme Running is a fictional shop.

Acme Running's site is technically sound: every page reads without JavaScript, all AI crawlers are allowed and the shoe pages carry Product data. What holds the score at 68 is off site: the guides AI engines cite for running shoes, Long Run Weekly above all, name Paceline Shoes and Milemarker and rarely Acme.

Score breakdown

CATEGORY	SCORE	WEIGHT	WEIGHTED
AI Citability	70/100	25%	17.5
Brand Authority	52/100	20%	10.4
Content E-E-A-T	66/100	20%	13.2
Technical GEO	88/100	15%	13.2
Schema & Structured Data	74/100	10%	7.4
Platform Optimization	60/100	10%	6.0
Overall GEO Score	68/100 (Fair)		

High priority (this week)

1. Not in the guides AI cites for running shoes HIGH

In answers about marathon and cushioned shoes, engines cite longrunweekly.com in 31 answers that name a rival and not you.

- <https://longrunweekly.com>

Fix: Offer Long Run Weekly a pair of the Glide 3 for their marathon shoe test.

2. Merino socks page without Product data HIGH

/products/merino-running-socks carries no JSON-LD.

- <https://acmerunning.com/products/merino-running-socks>

Fix: Use the same Product template as the shoe pages.

Medium (this month)

1. Journal posts have no named author MEDIUM

3 of the 3 journal posts read are signed by the shop, not a person.

- <https://acmerunning.com/blogs/journal>

Fix: Sign each post with the staff member who wrote it.

2. FAQ and journal index have no meta description MEDIUM

Engines write their own summary of these two pages.

- <https://acmerunning.com/pages/faq>
- <https://acmerunning.com/blogs/journal>

Fix: Write one sentence for each.

Category deep dives

AI Citability (70/100)

Product and collection pages answer the basics; the gait analysis page lacks the answers people ask about it.

MEASURED	RESULT
Pages with a liftable passage (40–170 words with a fact)	31 of 40
Liftable passages in total	74
Question-style headings	18
FAQ pages	2
Average words per page	486
Lists and tables	27

Brand Authority (52/100)

Cited on its own site and in Reddit threads about Amsterdam stores; absent from Long Run Weekly's guides.

MEASURED	RESULT
Third-party surfaces in the top 10 for the brand	Reddit, YouTube
Own site rank for the brand name	1
sameAs entity links in schema	instagram.com, youtube.com
AI mention rate (Citeon scans)	62%

Content E-E-A-T (66/100)

Staff expertise is real but invisible: journal posts are signed by the shop.

MEASURED	RESULT
About page	yes
Contact page	yes
Privacy page	yes
Phone / email on the homepage	phone email
Articles with author / date	0 / 3 of 3
Images with alt text	82%
Thin pages (under 200 words)	0

Technical GEO (88/100)

Every page reads without JavaScript, all AI crawlers are allowed, the sitemap is clean.

MEASURED	RESULT
AI crawlers allowed (robots.txt)	GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, PerplexityBot, Google-Extended
AI crawlers blocked	none
llms.txt	present
Sitemap	168 URLs
Canonicals pointing to another host	0
Pages missing a canonical	0
Pages whose text needs JavaScript	0
HTTPS / HSTS	yes / yes
Homepage response	640 ms
Pages with errors	0

Schema & Structured Data (74/100)

Product data on every shoe page; one product page and the store itself have none.

MEASURED	RESULT
Types found	Product (31), Offer (31), BreadcrumbList (29), CollectionPage (3), Article (3), Organization (1), FAQPage (1)
Organization / business entity	yes
Local business details (address / hours / geo / rating)	address
FAQ / Breadcrumb	FAQ Breadcrumb
Invalid JSON-LD blocks	0
Schema URLs on another host	none

Platform Optimization (60/100)

Present on Instagram and YouTube; few reviews on the sites engines cite for running stores.

MEASURED	RESULT
Citeon visibility score	51
Directories and platforms engines cite	YouTube, Reddit
Open Graph tags	95% of pages
Blog / news section	yes

Quick wins (this week)

#	ACTION
1	Add Product data to the merino socks page
2	Write meta descriptions for the FAQ and the journal index
3	Sign the three journal posts with their authors

30-day action plan

Week 1

- Product data on the socks page
- Meta descriptions for FAQ and journal

Week 2

- Answer the gait analysis questions on its page
- Sign journal posts

Week 3

- Contact Long Run Weekly about the marathon shoe test

Week 4

- Re-audit and compare

Appendix: pages analysed

URL	STATUS	TITLE	WORDS	SCHEMA	LIFTABLE PASSAGES
https://acmerunning.com/	200	Acme Running Running shoes in Amsterdam	620	Organization, WebSite	2
https://acmerunning.com/pages/gait-analysis	200	Gait analysis Acme Running	410	WebPage	1
https://acmerunning.com/collections/road-running-shoes	200	Road running shoes Acme Running	380	CollectionPage, BreadcrumbList	1
https://acmerunning.com/collections/trail-running-shoes	200	Trail running shoes Acme Running	340	CollectionPage, BreadcrumbList	1
https://acmerunning.com/products/acme-glide-3	200	Acme Glide 3 road shoe Acme Running	520	Product, Offer, BreadcrumbList	2
https://acmerunning.com/products/merino-running-socks	200	Merino running socks Acme Running	210		0
https://acmerunning.com/blogs/journal/marathon-shoe-guide	200	How to choose marathon shoes Acme Running	1180	Article	4
https://acmerunning.com/pages/faq	200	FAQ Acme Running	690	FAQPage	3

Method: Citeon fetched the site the way AI crawlers do (plain HTTP, no JavaScript), up to 40 pages from the sitemap and navigation, checked robots.txt, llms.txt, canonicals, structured data, content structure and trust signals, looked up the brand in Google's top results, and combined it with Citeon's own daily AI-visibility measurements. Scores follow a fixed rubric; the narrative is written from those facts only. Report generated automatically by Citeon on 12 October 2026.