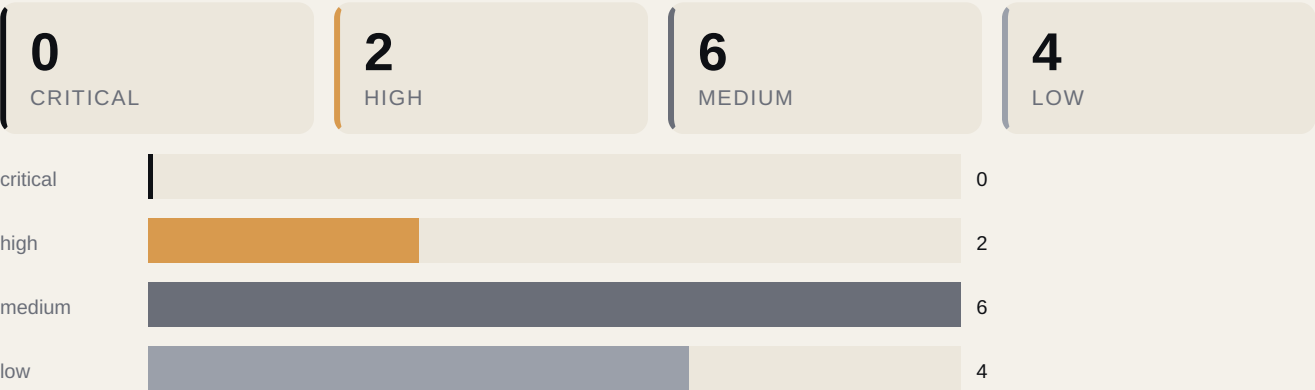


Sample document — a fictional store, and no measurement of any real one.

This is a sample document, not an audit. The Orchard Lamp Co. is an invented store at a reserved address that cannot exist, and every figure below was constructed to fill this page — nothing here was measured, and no statement in it is about any real shop. It is published to show the format: what a finding looks like, what evidence it carries, and how the report separates what was measured from what is general guidance. It is not a typical result. A real audit reports whatever the checks find on the store in front of them, and the ones completed so far have been much shorter than this.

Scanify Audit

orchard-lamp.example



Store	https://orchard-lamp.example
Audit generated	14 April 2026
Findings	12
Check catalog	v1.2.1

Summary

Most of what the checks flagged sits on the product pages, and most of it is descriptive rather than structural: titles and meta descriptions that were left to the theme, images without alt text, and product markup that stops short of the fields an assistant reads.

Two product pages carry no canonical tag, which is the one finding here that is about the store rather than about a page: a storefront serves the same product under several addresses, and the canonical is what says which of them is the one to index.

The store serves no llms.txt and some product markup declares no Offer, so the price and availability an assistant would quote are not in a form it can read.

On the conversion side the observations are about what a shopper can see while deciding: two products photographed fewer times than the rest, and product pages that mention neither returns nor shipping.

Suggested order

1. Missing canonical tags `TECH.CANONICAL.MISSING`
2. Product schema declares no Offer `AISE0.SCHEMA.PRODUCT_NO_OFFER`
3. Missing meta descriptions `ONPAGE.META_DESC.MISSING`
4. Images without alt text `ONPAGE.IMAGES.MISSING_ALT`
5. No llms.txt `AISE0.LLMS_TXT.MISSING`
6. Title tags over length `ONPAGE.TITLE.TOO_LONG`
7. Few product images `CRO.PRODUCT.FEW_IMAGES`

Findings

38 checks ran across 7 areas of the store. Every area is listed below, including those that produced no findings.

Technical SEO

8 CHECKS RUN

robots.txt, XML sitemaps, HTTPS, canonical tags and indexability directives.

Missing canonical tags

HIGH

2 of 9 pages measured have no canonical tag.

`TECH.CANONICAL.MISSING · link[rel="canonical"]`

- `https://orchard-lamp.example/products/walnut-table-lamp`
- `https://orchard-lamp.example/products/ash-wall-light`

On-page

8 CHECKS RUN

Title tags, meta descriptions, heading structure and image alt attributes.

Images without alt text

MEDIUM

7 of 51 images across the pages measured have no alt attribute.

ONPAGE.IMAGES.MISSING_ALT · `img:not([alt])`

- <https://orchard-lamp.example/products/oak-floor-lamp>
- <https://orchard-lamp.example/products/ash-wall-light>

Missing meta descriptions

MEDIUM

3 of 9 pages measured have no meta description.

ONPAGE.META_DESC.MISSING · `meta[name="description"]`

- <https://orchard-lamp.example/products/oak-floor-lamp>
- <https://orchard-lamp.example/products/walnut-table-lamp>
- <https://orchard-lamp.example/pages/contact>

Title tags over length

LOW

2 of 9 crawled pages have title tags longer than 60 characters.

ONPAGE.TITLE.TOO_LONG · `title`

- <https://orchard-lamp.example/products/oak-floor-lamp>
- <https://orchard-lamp.example/products/ash-wall-light>

Ecommerce

4 CHECKS RUN

Product description depth and duplication, stock handling, and the URLs faceted navigation generates.

Thin product descriptions

HIGH

1 of 4 product pages measured have descriptions under 50 words.

ECOM.PRODUCT.THIN_DESCRIPTION

- <https://orchard-lamp.example/products/walnut-table-lamp>

Structured data

3 CHECKS RUN

Product, BreadcrumbList and Organization markup in JSON-LD.

Missing BreadcrumbList schema

LOW

2 of 8 non-homepage pages measured have no BreadcrumbList structured data.

SCHEMA.BREADCRUMB.MISSING · `script[type="application/ld+json"]`

- <https://orchard-lamp.example/pages/about>
- <https://orchard-lamp.example/pages/contact>

Internal linking

2 CHECKS RUN

Whether products are reachable from the rest of the store, and how densely.

2 checks run, no issues found.

AI visibility

5 CHECKS RUN

Which crawlers robots.txt admits, whether an llms.txt is served, whether product data resolves at its .json endpoint, and whether Product markup declares an Offer.

AI assistants and shopping agents increasingly answer product questions by reading pages directly and citing what they can parse, without the shopper visiting the store. A store those systems cannot read is absent from that route, and its absence does not appear in the store's own analytics, because the visit never happens. The checks below are the mechanical part of that: whether the crawlers are admitted, and whether what they find is structured enough to use. Disallowing a training-only crawler is a deliberate choice some merchants make and is reported here as an observation, not a defect.

Product schema declares no Offer

MEDIUM

1 of 4 product pages measured with Product structured data declare no Offer type in it.

AISE0.SCHEMA.PRODUCT_NO_OFFER · script[type="application/ld+json"]

- <https://orchard-lamp.example/products/walnut-table-lamp>

No llms.txt

LOW

The store has no llms.txt at <https://orchard-lamp.example/llms.txt>.

AISE0.LLMS_TXT.MISSING

Conversion

8 CHECKS RUN

What a shopper can see at the point of decision: price, images, reviews, returns and shipping wording, and a route to a human.

Few product images

MEDIUM

2 of 4 products measured list fewer than 3 images.

CR0.PRODUCT.FEW_IMAGES · products.json:images

- <https://orchard-lamp.example/products/oak-floor-lamp>
- <https://orchard-lamp.example/products/ash-wall-light>

No returns or shipping wording on product pages

MEDIUM

2 of 4 English-language product pages measured contain no returns, refund, warranty, guarantee or shipping wording.

CR0.PRODUCT.NO_TRUST_SIGNAL · rendered page text

- <https://orchard-lamp.example/products/oak-floor-lamp>
- <https://orchard-lamp.example/products/walnut-table-lamp>

Review app loaded, reviews absent from the markup

MEDIUM

3 of 4 product pages measured that load a review app and declare Product structured data carry no rating or review type in that data.

CRO.PRODUCT.REVIEWS_NOT_IN_SCHEMA · script[type="application/ld+json"]

- <https://orchard-lamp.example/products/oak-floor-lamp>
- <https://orchard-lamp.example/products/walnut-table-lamp>
- <https://orchard-lamp.example/products/ash-wall-light>

Product descriptions are one unbroken block

LOW

1 of 3 product descriptions of 100 words or more contain no list, paragraph or heading markup.

CRO.PRODUCT.DESCRPTION_UNSTRUCTURED · products.json:body_html

- <https://orchard-lamp.example/products/oak-floor-lamp>

General conversion guidance

Advisory — not measurements. The notes below are general ecommerce practice, not observations about orchard-lamp.example. Nothing here was checked against the store, nothing carries a severity or a check ID, and nothing here is quoted as a fact about this business. The measured part of this report is the Findings section above.

TRUST AND REASSURANCE

Put the returns window where the price is

A shopper deciding on a made-to-order item is weighing what happens if it is wrong. Stating the returns window and who pays the postage beside the add-to-cart control answers that where the question is being asked, rather than in a policy page reached from the footer.

PRODUCT PRESENTATION

Photograph the object in a room

Scale is the thing a lamp photographed against white cannot convey. One image of the piece in use, at a known distance from furniture, answers a question a specification table does not.

DELIVERY EXPECTATIONS

Say when a made-to-order piece would arrive

Made-to-order and in-stock are different purchases and a shopper cannot tell them apart from a product page that says neither. A lead time stated in weeks sets the expectation before the order rather than after it.

This document is a specimen. orchard-lamp.example is an invented store at a reserved address that cannot exist, every figure above was constructed, and nothing in it was measured. What follows describes how a real report is produced. Findings reflect a sample of 9 pages crawled on 14 April 2026. Every statement in the Findings section is generated from an automated check against the page listed as its evidence, and is identified by a stable check ID. A section reporting no findings means its checks ran and did not fire, not that it was skipped. Text under “General conversion guidance” is advisory and is not derived from a measurement of this store.