

innov8x.io

Technical SEO, answer-engine readiness and competitive benchmark, measured from the live site.

2.1 / 10 **WEIGHTED
OVERALL SCORE**

01 Verdict

02 Scorecard

03 Critical findings

04 High-priority findings

05 Medium and low findings

06 Competitor benchmark

07 Fix plan

08 Method

SITE

innov8x.io

MEASURED

20 October 2026

FINDINGS

15

BENCHMARKED AGAINST

2 competitors

PUBLISHED AS

Sample report

OVERALL

2.1 out of 10. The site is live and loads quickly, but it is effectively invisible to both search engines and AI assistants.

Three defects account for most of the score, and all three are fixable in under a day.

What is actually wrong

1 · LEADS ARE GOING TO ANOTHER COMPANY

The contact link reads an email address on a **lookalike domain owned by a different company**. Anyone who clicks it is emailing them, not you. The phone number is also wrong by one digit.

2 · AI ASSISTANTS CANNOT READ THE PAGE

The HTML served to crawlers is 4,200 bytes with **no headings and no body text**. Everything is assembled by JavaScript afterwards.

Google handles that, slowly. GPTBot, PerplexityBot and ClaudeBot generally do not run JavaScript — they fetch the file, find an empty shell, and leave.

3 · THE PAGE IS TITLED "HOSTINGER HORIZONS"

That is the builder's default — and it is the headline Google would display. There is no meta description to go with it.

What is already working

- **robots.txt is correct** and allows every AI crawler. Nothing is blocked.
- **A valid sitemap exists** and is referenced from robots.txt.
- **Server response is fast** — 233 ms, served over HTTPS with Brotli compression.
- **Heading structure and semantic HTML are sound** once rendered — one H1, four H2s, real `<main>` and `<nav>` elements.

THE SHAPE OF THE PROBLEM

This is not a content or design problem — the copy is clear and the page is well structured. It is a **delivery** problem: the content exists but never reaches the machines that decide who gets recommended.

Eight dimensions, weighted by how much each one affects both classical ranking and AI-answer citation. Weights total 100%.

DIMENSION	SCORE	WHAT WAS MEASURED	WEIGHT
Crawler access to content	1.0	Raw HTML contains no headings and no copy.	20%
Title & meta tags	0.5	Builder default title; no description; no social tags.	15%
Entity clarity & contact integrity	1.0	Email points to another company; phone digit wrong.	15%
Structured data	0.0	Zero JSON-LD blocks found in the rendered DOM.	12%
Content depth & extractability	3.0	291 words total. No answer blocks, FAQs or figures.	12%
Architecture & internal linking	1.5	One page, zero internal links, soft 404s on all paths.	10%
AI bot access	9.0	robots.txt allows all agents; sitemap declared.	8%
Technical hygiene	6.0	Fast and secure, but no canonical tag and soft 404s.	8%

HOW TO READ THE SPLIT

The two dimensions scoring well — bot access and server performance — are the ones Hostinger configured automatically.

Every dimension that depends on the page's own content and markup scores at or below 3.0.

Findings by severity

SEVERITY	COUNT	MEANING
CRITICAL	4	Blocks discovery or loses leads outright. Fix first.
HIGH	4	Materially limits ranking and citation.
MEDIUM	4	Worth fixing during the rebuild.
LOW	3	Polish. No urgency.

These four decide whether anyone finds the business at all, or can contact it once they do.

01 The contact email belongs to a different company

CRITICAL**EFFORT: 5 MINUTES****LOSING LEADS NOW**

- FINDING** The page links to an address on a lookalike domain. The correct address is `contact@innov8x.io`.
- EVIDENCE** The lookalike domain was fetched and resolves to a live site for an unrelated company with a similar name. Every enquiry sent from your site reaches them.
- ALSO** The phone link reads a number with one digit wrong. The correct number is `+971585394831` — the sixth digit is wrong, so the call fails or reaches a stranger.
- FIX** Correct both in the builder today. Then send yourself a test email and place a test call before doing anything else on this list.

02 AI crawlers receive an empty page

CRITICAL**EFFORT: REBUILD****BLOCKS ALL AI CITATION**

- FINDING** The site is a client-rendered single-page React application. The HTML delivered to any crawler contains the `<head>` and a script tag — nothing else.
- EVIDENCE** The raw response is **4,200 bytes** with **no `<h1>`** and none of the visible copy present. The rendered DOM contains 291 words; the source contains none of them. Server header: `x-powered-by: Hostinger Horizons`.
- WHY IT MATTERS** Google renders JavaScript, so it can eventually index this. The AI engines mostly do not. GPTBot, PerplexityBot and ClaudeBot read the file as delivered — which means an empty page, and no possibility of being cited.
- FIX** This cannot be solved inside the builder; it is how the builder works. Rebuild with server-rendered or pre-rendered HTML — Astro, Next.js static export, or plain HTML — and deploy to any static host. The content itself can be carried over as it is.

03 Title tag is the builder's default

CRITICAL**EFFORT: 2 MINUTES****AFFECTS EVERY RESULT**

- FINDING** The page title is `Hostinger Horizons`. The browser tab, the Google result headline, the shared-link preview and the AI citation label all use this string.
- EVIDENCE** Read from both the raw source and the rendered document. The site favicon is also still `/vite.svg`, the framework default.
- FIX** Set a title of 50–60 characters that names the business and what it does, for example: **Innov8 — AI Visibility & Automation for GCC Businesses**. Replace the favicon with the Innov8 mark in the same pass.

04 No meta description and no social preview tags

CRITICAL

EFFORT: 10 MINUTES

AFFECTS CLICK-THROUGH

FINDING There is no meta description and no Open Graph tags of any kind.

CONSEQUENCE Google invents a description from whatever text it finds. Links shared on WhatsApp, LinkedIn or Instagram show a bare URL with no title, image or summary — which matters more than search here, since that is how most of your leads currently arrive.

FIX Add a 150–160 character description naming the service and the market. Add `og:title`, `og:description` and a 1200×630 `og:image`.

05 No structured data anywhere on the site

HIGH **EFFORT: 1 HOUR** **AEO IMPACT**

- FINDING** Zero JSON-LD blocks. The rendered DOM was queried directly for `script[type="application/ld+json"]` and returned an empty list.
- WHY IT MATTERS** Structured data is how a machine learns that Innov8 is an organisation, where it operates, what it sells and how to reach it. Without it, every AI system has to infer those facts from prose it cannot currently read.
- FIX** Add `Organization` with name, logo, contact point and area served; `WebSite`; `Service` for each line; and `FAQPage` once FAQ content exists. Validate with Google's Rich Results Test.

06 Brand name collides with several established entities

HIGH **EFFORT: ONGOING** **ZERO INDEXATION TODAY**

- FINDING** Searches for the brand return no pages from innov8x.io at all. The name space is already occupied.
- EVIDENCE** A `site:` query surfaced nothing from the domain. "Innov8x" returns a university entrepreneurship programme and an unrelated brand. A close variant returns the company in finding 01. Category searches for AI agencies in Dubai return eleven competitors and never this site.
- FIX** Two tracks. Short term: a precise `Organization` schema plus consistent name, address and phone across every profile you own, so machines can tell the three apart. Long term: presence on the third-party pages AI engines actually quote — directories, round-ups and review sites. You appear in none of the eleven round-ups that currently rank.

07 Every non-existent URL returns HTTP 200

HIGH **EFFORT: REBUILD** **CRAWL WASTE**

- FINDING** A request for a random non-existent path returned status **200** and served the full homepage shell instead of a 404.
- WHY IT MATTERS** This is a soft 404. Search engines treat every mistyped or stale URL as a real page, producing unlimited duplicates of the same content and eroding trust in the domain.
- FIX** Serve a real 404 status for unknown paths. Any static host configured properly does this; the builder does not.

08 One page, 291 words, no internal links

HIGH **EFFORT: CONTENT** **NOTHING TO CITE**

- FINDING** The entire site is a single page of 291 words. The only links are the `mailto:` and `tel:` in the footer — zero internal links, and the sitemap confirms one URL.
- WHY IT MATTERS** AI systems cite passages, not sites. With no service pages, no comparisons and no FAQs, there is no passage specific enough to quote. Comparison pages alone account for roughly a third of all AI citations.
- FIX** Build out one page per service, one per industry you genuinely serve, and a short FAQ answering the questions buyers actually ask. Aim for 600–1,200 words each, with the direct answer in the first 40–60 words of every section.

09 Site content contradicts the new positioning

MEDIUM

EFFORT: COPY

FINDING The page leads with AI calling agents and lists three services: calling agents, avatars, business audits. Visibility work — the intended core offer — appears nowhere, and “Business Audits” is described as workflow efficiency, not search visibility.

FIX Rewrite around the five service lines in their agreed order, with calling agents last.

10 No canonical tag

MEDIUM

EFFORT: 5 MINUTES

FINDING No `<link rel="canonical">` on the page. Both benchmarked competitors have one.

FIX Add a self-referencing canonical. This matters more than usual here, because the soft-404 behaviour in finding 07 can generate unlimited duplicate URLs.

11 No llms.txt or machine-readable pricing

MEDIUM

EFFORT: 30 MINUTES

FINDING Neither `/llms.txt` nor a plain-text pricing file exists. One of the two benchmarked competitors publishes an `llms.txt` of 3,722 bytes.

FIX Publish both. For an agency selling AI visibility, shipping these is also the cheapest possible demonstration of the service.

12 No author, dates or trust signals

MEDIUM

EFFORT: CONTENT

FINDING No named person, no credentials, no company registration, no client names, no dates and no figures anywhere on the site.

WHY IT MATTERS Citing sources and quoting specific statistics are the two strongest measured drivers of AI citation. This page contains neither.

FIX Add a founder bio with real credentials, a “last updated” date, and at least one concrete number you can stand behind.

13 Service headings are duplicated

LOW

EFFORT: 5 MINUTES

FINDING The three service names each appear twice as H3 headings — once in the hero band, once in the services section. Six H3s for three services.

FIX Make the hero band plain text or links, not headings.

14 The published build is a year old

LOW

INFORMATIONAL

FINDING The server reports `last-modified: 20 October 2025` , and the sitemap gives the same date while declaring a daily change frequency.

FIX Set the sitemap's change frequency to match reality, or drop the field. Claiming daily updates on a static page is a weak negative signal.

15 No images, so no image search presence

LOW

OPPORTUNITY

FINDING The page contains zero `<img>` elements. Nothing is missing alt text, because there is nothing to describe.

FIX For a studio selling visual work, showing none of it is the larger problem. Add real work samples with descriptive filenames and alt text.

Two competitors were measured the same way on the same day. Both were chosen because they already appear in the Dubai AI-agency searches where innov8x.io does not.

DIMENSION	INNOV8X.IO	COMPETITOR A	COMPETITOR B	NOTE
Overall weighted score	2.1	6.1	8.3	Both are ahead on fundamentals, not on sophistication.
Content in raw HTML	No	Yes	Yes	The single biggest gap.
Title tag	Default	55 ch	53 ch	Both name the service and the city.
Meta description	None	Yes	Yes	
Canonical tag	None	Yes	Yes	
Structured data	None	None	7 types	Competitor B runs a full entity graph.
llms.txt	None	None	3.7 KB	Only one of three has one.
Word count, homepage	291	646	2,035	
Internal links	0	6	75	
robots.txt	Yes	404	Yes	You beat Competitor A here.
XML sitemap	1 URL	404	Index	

THE ENCOURAGING READ

Competitor A scores 6.1 with **no schema, no sitemap and no robots.txt**. It ranks because its content is in the HTML and its title says what it does.

The bar in this market is low. Fixing findings 01 to 05 alone would put innov8x.io past Competitor A within weeks.

THE HARDER READ

Competitor B at 8.3 is what a serious competitor looks like: full entity schema, 75 internal links, an llms.txt, and published buyer's-guide articles that name other agencies.

Those articles are the real weapon. They are the pages AI engines quote when someone asks which agency to use — and Innov8 appears in none of them.

Ordered by return on effort. The first group takes about an hour in total and stops active damage.

Today — inside the existing builder

- ☐ **Correct the contact email** to `contact@innov8x.io`, then send a test message to confirm it arrives.
- ☐ **Correct the phone number** to +971 58 539 4831, then place a test call.
- ☐ **Replace the page title** with a 50–60 character title naming the business and its service.
- ☐ **Add a meta description** of 150–160 characters.
- ☐ **Add Open Graph tags** with a 1200×630 preview image.
- ☐ **Replace the Vite favicon** with the Innov8 mark.

DO THE FIRST TWO BEFORE ANYTHING ELSE

Every day the email stays wrong, enquiries reach another company. No ranking work matters while the contact path is broken.

This month — the rebuild

- ☐ **Rebuild with server-rendered HTML** so crawlers receive real content. This resolves findings 02 and 07 together.
- ☐ **Add Organization, WebSite and Service schema**, validated with the Rich Results Test.
- ☐ **Expand to a real site** — one page per service, one per industry served, plus an FAQ.
- ☐ **Publish llms.txt and a plain-text pricing file**.
- ☐ **Add founder attribution and a last-updated date**.
- ☐ **Rewrite the copy** around the five service lines in their agreed order.

Ongoing — the part that actually moves citation

- ☐ **Get listed in the Dubai AI-agency round-ups** that currently rank. Eleven were found; Innov8 is in none.
- ☐ **Publish comparison and buyer's-guide content** — roughly a third of AI citations go to comparison pages.
- ☐ **Build consistent profiles** with identical name, address and phone, so the entity collision resolves.
- ☐ **Re-run this audit monthly** and track the score.

WHAT A REALISTIC TARGET LOOKS LIKE

The same-day fixes move the score to roughly **4.5**. The rebuild takes it past **7.5**. Content and third-party presence are what carry it to **9**, and those take months rather than days.

Published as a sample of the Innov8 audit. Competitor names and third-party details have been removed; every score and finding is otherwise unchanged. Every figure in this report was measured from the live sites on 20 October 2026. Nothing is estimated, and no third-party SEO tool was used.

WHAT WAS DONE	HOW
Rendered inspection	The page was loaded in a real browser and the live DOM queried directly for title, meta tags, canonical, Open Graph, JSON-LD, heading hierarchy, images, links, word count and semantic elements.
Raw source comparison	The same URL was fetched without rendering and compared against the DOM. This is what separates "content exists" from "crawlers can see it".
Schema detection	Run against the rendered DOM, not the raw HTML. Script tags are stripped by most fetch tools, so source-only checks produce false negatives.
Server behaviour	Response headers captured; server timing measured; a deliberately invalid URL requested to test 404 handling.
Crawler access	robots.txt and sitemap.xml fetched and read in full.
Entity checks	Brand, category and site: searches run to establish indexation and name collisions. The contact domain was fetched to confirm who owns it.
Benchmark	Both competitors measured with the identical script on the same day.

Scoring

Each dimension is scored out of 10 and multiplied by its weight; weights total 100%. Weights reflect how strongly each dimension affects both classical ranking and AI-answer citation, so crawler access to content carries the most and bot permissions the least.

Limits of this audit

- No analytics access.** Search Console and GA4 data were not available, so there are no traffic or impression figures here.
- Citation testing not run.** Establishing a true AI-citation baseline means putting a fixed set of prompts through each assistant and recording the answers. That is the next measurement, and the one worth repeating monthly.
- Core Web Vitals not field-tested.** Server response was measured directly; full rendering metrics need PageSpeed Insights over time.
- Competitor scores are homepage-level.** Both competitors were measured on their homepage only, as was innov8x.io.

WHY THE SCORE IS WORTH KEEPING

A 2.1 recorded today, against the same framework you sell, becomes the before-figure in your own case study. Re-run it after the rebuild and the difference is the proof.