REPORT DATE / 2026-11-23

Technical Website Audit

Alder & Kettle

https://alderandkettle.example/

Synthetic demonstration. Website captures come from local fixtures for a fictional site. Zero ChatGPT observations were collected.

Executive Summary

8	8	0/5
URLs in page sample	HTML pages analyzed	Counted ChatGPT responses

Top technical priority (high)

OAI-SearchBot disallowed by captured robots.txt

Confirm the intended search policy. If inclusion is wanted, narrow or remove the matching restriction.

ChatGPT visibility was not measured. The technical results describe the website sample.

Scope & Methodology

Market and category United States / pour-over coffee equipment
Audited origin https://alderandkettle.example
Capture window (UTC) 2026-11-23T04:00:00Z to 2026-11-23T04:00:00Z
Page selection Automatic

The audit examined robots.txt, sitemap resources, and static HTML from up to 8 pages. Limits were 4 sitemaps and 1,048,576 bytes per resource. HTTP page requests used AIVisibilityEngine.

The sample excludes client-rendered content and authenticated pages. Technical checks cannot establish indexing, eligibility, or visibility in an AI answer.

Verified Findings

4 prioritized finding(s) from captured website evidence.

1. OAI-SearchBot disallowed by captured robots.txt

https://alderandkettle.example/products/switchback-kit

Evidence https://alderandkettle.example/robots.txt, line 4, group OAI-SearchBot: Disallow: /products/switchback-kit
Importance High
Recommended action Confirm the intended search policy. If inclusion is wanted, narrow or remove the matching restriction.
Limitation A rule evaluation cannot confirm CDN access, OpenAI crawling, or inclusion in search.

2. Incomplete Product offer markup

https://alderandkettle.example/products/switchback-kit

Evidence Switchback Starter Kit at JSON-LD[1].offers is missing priceCurrency, availability. Captured price=58.00.
Importance Medium
Recommended action Publish the applicable price, currency and availability in the Product offer and check it against the store system.
Limitation Snapshot of static JSON-LD. Actual price, checkout terms and inventory require separate verification.

3. Missing meta description

https://alderandkettle.example/shipping

Evidence Missing or empty meta description.
Importance Low
Recommended action Write a short, accurate summary for this page.
Limitation Assessment uses the captured static HTML. Rendering, accessibility and search outcomes were not tested.

4. Images missing alt attributes

https://alderandkettle.example/products/switchback-kit

Evidence 1 image(s) without an alt attribute.
Importance Low
Recommended action Add appropriate text alternatives and mark decorative images with an empty alt attribute.
Limitation Assessment uses the captured static HTML. Rendering, accessibility and search outcomes were not tested.

Crawler Rules

OAI-SearchBot is the primary robots.txt signal for ChatGPT search. GPTBot handles crawling for model training. ChatGPT-User may fetch a page in response to a user request and robots.txt rules may not apply. The independent AIVisibilityEngine agent made the audit requests. These rules do not establish CDN access, indexing, or inclusion in answers.

OpenAI crawler documentation

OAI-SearchBot sample 7 Allowed | 1 Disallowed | 0 Unknown. See the Technical Appendix for all agents and URLs.

AI Search Observations

No qualifying consumer ChatGPT responses were available. Visibility metrics are unavailable.

Sampled brand mentions count responses containing the brand name or an operator-confirmed match in this fixed prompt set. OpenAI Business Hub Mentions is a separate 28-day aggregate. For online businesses, it counts website references. A brand name on its own does not qualify there.

OpenAI Business Hub insights methodology

Queries checked None

Planned queries without counted responses

discovery What are some reputable online stores for pour-over coffee equipment for shoppers in the United States? Cite sources where available.

first_purchase Where should a first-time shopper in the United States buy pour-over coffee equipment online? Explain your reasoning and cite sources where available.

comparison Compare online stores selling pour-over coffee equipment to shoppers in the United States. Include practical differences and cite sources where available.

delivery_returns Which online stores selling pour-over coffee equipment to shoppers in the United States publish clear shipping and return policies? Cite the policy pages where available.

research What should shoppers in the United States look for when buying pour-over coffee equipment online, and which stores are worth considering? Cite sources where available.

Competitor Comparison

A comparative measurement requires qualifying responses from the same query sample.

Bracken Brew brackenbrew.example

Fieldglass Coffee fieldglasscoffee.example

Prioritized Action Plan

1. High priority | OAI-SearchBot disallowed by captured robots.txt

https://alderandkettle.example/products/switchback-kit

Confirm the intended search policy. If inclusion is wanted, narrow or remove the matching restriction.

2. Medium priority | Incomplete Product offer markup

https://alderandkettle.example/products/switchback-kit

Publish the applicable price, currency and availability in the Product offer and check it against the store system.

3. Low priority | Missing meta description

https://alderandkettle.example/shipping

Write a short, accurate summary for this page.

4. Low priority | Images missing alt attributes

https://alderandkettle.example/products/switchback-kit

Add appropriate text alternatives and mark decorative images with an empty alt attribute.

Complete missing query captures

Collect consumer ChatGPT responses for the 5 planned queries without counted responses. Record the query, date, answer, and sources.

Technical Appendix

Evidence package

evidence.json contains the original HTTP response bytes, selected headers, redirect history, capture timestamps, parser output, and any imported ChatGPT captures. Keep this file local when sharing the client report.

evidence.json SHA-256

`153c89fe57c5e07c8309ce8b685053f290599829b3cf24e2c782f5f1f9ad61bc`

Page selection

Home / Entry OK
https://alderandkettle.example/

Product / Homepage link OK
https://alderandkettle.example/products/rill-02

Collection / Homepage link OK
https://alderandkettle.example/collections/pour-over

Faq / Homepage link OK
https://alderandkettle.example/faq

Shipping / Homepage link OK
https://alderandkettle.example/shipping

Returns / Homepage link OK
https://alderandkettle.example/returns

Contact / Homepage link OK
https://alderandkettle.example/contact

Product / Homepage link OK
https://alderandkettle.example/products/switchback-kit

Robots and sitemaps

https://alderandkettle.example/robots.txt

OK | HTTP 200 | 2026-11-23T04:00:00Z

10 parsed rule(s). User agents: *, aivisibilityengine, chatgpt-user, gptbot, oai-searchbot.

HTTP capture 0 ms | TLS Not assessed | 416 bytes | 0 redirect(s)
Captured headers content-type: text/plain; charset=utf-8
Body SHA-256 0fbc4153a19dab9de094925ca6a7c720c634cf0ae9d888bbb306a1946430ff59

https://alderandkettle.example/sitemap.xml

OK | HTTP 200 | 2026-11-23T04:00:00Z

sitemapindex | 1 usable location(s)

HTTP capture 0 ms | TLS Not assessed | 243 bytes | 0 redirect(s)
Captured headers content-type: application/xml
Body SHA-256 c37d0e319b5aa5d5ee8e8cd75b176fe690c5f0acd993de3c878961ffc57847d8

https://alderandkettle.example/store-pages.xml

OK | HTTP 200 | 2026-11-23T04:00:00Z

urlset | 8 usable location(s)

HTTP capture 0 ms | TLS Not assessed | 875 bytes | 0 redirect(s)
Captured headers content-type: application/xml
Body SHA-256 b1f216e8f31777535f94fb95074e5fdc4cf02aa20555e52ebc2c084f1073c5c2

Audited pages

Page record 1

https://alderandkettle.example/

OK | HTTP 200 | 2026-11-23T04:00:00Z

HTTP capture 0 ms | TLS Not assessed | 2301 bytes | 0 redirect(s)
Captured headers content-type: text/html; charset=utf-8
Body SHA-256 2f40ad93ca89c4d200f9dc556ff56c17487fb73db5d1edb8c2ac9a13fba0b8a6
AIVisibilityEngine Allowed | group AIVisibilityEngine | line 15 | Allow: /
OAI-SearchBot Allowed | group OAI-SearchBot | line 3 | Allow: /
GPTBot Disallowed | group GPTBot | line 8 | Disallow: /
ChatGPT-User Allowed | group ChatGPT-User | line 11 | Allow: /
https://alderandkettle.example/robots.txt

Title Alder & Kettle | Pour-Over Coffee Gear
Description Shop pour-over coffee gear from Alder & Kettle, including the Rill ceramic dripper and the Switchback starter kit, with shipping within the United States.
Canonical https://alderandkettle.example/
Language / robots meta / X-Robots-Tag en-US / Not present / Not present
Structure 131 words, 4 paragraphs, 3 headings, 1 image(s)
Links and landmarks 8 internal / 0 external; footer, header, main, nav
JSON-LD 1 block(s) / ContactPoint, OnlineStore
H1 Pour-over coffee gear for your daily brew
H2 Choose your setup
H2 Ordering and support

Page record 2

https://alderandkettle.example/products/rill-02

OK | HTTP 200 | 2026-11-23T04:00:00Z

HTTP capture 0 ms | TLS Not assessed | 2384 bytes | 0 redirect(s)
Captured headers content-type: text/html; charset=utf-8
Body SHA-256 f7cc5ec96d94baf3e56ea0956dc695c1ccaa01da033d0abc9b79ebfa9065a4b4
AIVisibilityEngine Allowed | group AIVisibilityEngine | line 15 | Allow: /
OAI-SearchBot Allowed | group OAI-SearchBot | line 3 | Allow: /
GPTBot Disallowed | group GPTBot | line 8 | Disallow: /
ChatGPT-User Allowed | group ChatGPT-User | line 11 | Allow: /
https://alderandkettle.example/robots.txt

Title Rill 02 Ceramic Dripper, Slate Blue | Alder & Kettle
Description The $29 Rill 02 Ceramic Dripper fits size-02 cone filters and brews one or two cups. Slate blue glazed ceramic with a 4-inch base.
Canonical https://alderandkettle.example/products/rill-02
Language / robots meta / X-Robots-Tag en-US / Not present / Not present
Structure 92 words, 3 paragraphs, 3 headings, 1 image(s)
Links and landmarks 5 internal / 0 external; footer, header, main, nav
JSON-LD 1 block(s) / Brand, Offer, Product
Product offer Rill 02 Ceramic Dripper | price 29.00 USD | availability https://schema.org/InStock | JSON-LD path JSON-LD[1].offers
H1 Rill 02 Ceramic Dripper
H2 Specifications
H2 What is in the box?

Page record 3

https://alderandkettle.example/collections/pour-over

OK | HTTP 200 | 2026-11-23T04:00:00Z

HTTP capture 0 ms | TLS Not assessed | 1827 bytes | 0 redirect(s)
Captured headers content-type: text/html; charset=utf-8
Body SHA-256 3a45c0273b7a64700e08620496546ef26af27d241fba0d2698d7e3e9bae6595c
AIVisibilityEngine Allowed | group AIVisibilityEngine | line 15 | Allow: /
OAI-SearchBot Allowed | group OAI-SearchBot | line 3 | Allow: /
GPTBot Disallowed | group GPTBot | line 8 | Disallow: /
ChatGPT-User Allowed | group ChatGPT-User | line 11 | Allow: /
https://alderandkettle.example/robots.txt

Title Pour-Over Coffee Equipment | Alder & Kettle
Description Compare the $29 Rill 02 ceramic dripper with the $58 Switchback starter kit, and find the right equipment for brewing one or two cups.
Canonical https://alderandkettle.example/collections/pour-over
Language / robots meta / X-Robots-Tag en-US / Not present / Not present
Structure 80 words, 3 paragraphs, 3 headings, 0 image(s)
Links and landmarks 6 internal / 0 external; footer, header, main, nav
JSON-LD 1 block(s) / CollectionPage, ItemList, ListItem
H1 Pour-over coffee equipment
H2 Rill 02 Ceramic Dripper
H2 Switchback Starter Kit

Page record 4

https://alderandkettle.example/faq

OK | HTTP 200 | 2026-11-23T04:00:00Z

HTTP capture 0 ms | TLS Not assessed | 1852 bytes | 0 redirect(s)
Captured headers content-type: text/html; charset=utf-8
Body SHA-256 7824f6f04e3f80a81c46d9f2d3999889641ace023ed19e6d5845e067b3507489
AIVisibilityEngine Allowed | group AIVisibilityEngine | line 15 | Allow: /
OAI-SearchBot Allowed | group OAI-SearchBot | line 3 | Allow: /
GPTBot Disallowed | group GPTBot | line 8 | Disallow: /
ChatGPT-User Allowed | group ChatGPT-User | line 11 | Allow: /
https://alderandkettle.example/robots.txt

Title Pour-Over Gear FAQ | Alder & Kettle
Description Answers about size-02 filters, dripper care and the difference between the Rill 02 and the Switchback kit.
Canonical https://alderandkettle.example/faq
Language / robots meta / X-Robots-Tag en-US / Not present / Not present
Structure 85 words, 3 paragraphs, 4 headings, 0 image(s)
Links and landmarks 5 internal / 0 external; footer, header, main, nav
JSON-LD 1 block(s) / Answer, FAQPage, Question
H1 Frequently asked questions
H2 Which filters fit the Rill 02?
H2 What comes with the Switchback kit?
H2 How should I clean the dripper?

Page record 5

https://alderandkettle.example/shipping

OK | HTTP 200 | 2026-11-23T04:00:00Z

HTTP capture 0 ms | TLS Not assessed | 1403 bytes | 0 redirect(s)
Captured headers content-type: text/html; charset=utf-8
Body SHA-256 420f9690b08e4c415cd448817dd7f228c4cf8ce96f88df80184cccab40fc7826
AIVisibilityEngine Allowed | group AIVisibilityEngine | line 15 | Allow: /
OAI-SearchBot Allowed | group OAI-SearchBot | line 3 | Allow: /
GPTBot Disallowed | group GPTBot | line 8 | Disallow: /
ChatGPT-User Allowed | group ChatGPT-User | line 11 | Allow: /
https://alderandkettle.example/robots.txt

Title US Shipping Policy | Alder & Kettle
Description Not present
Canonical https://alderandkettle.example/shipping
Language / robots meta / X-Robots-Tag en-US / Not present / Not present
Structure 106 words, 3 paragraphs, 3 headings, 0 image(s)
Links and landmarks 5 internal / 0 external; footer, header, main, nav
JSON-LD 1 block(s) / WebPage
H1 Shipping within the United States
H2 Standard shipping rates
H2 Tracking and delays
Finding: Missing or empty meta description.

Page record 6

https://alderandkettle.example/returns

OK | HTTP 200 | 2026-11-23T04:00:00Z

HTTP capture 0 ms | TLS Not assessed | 1669 bytes | 0 redirect(s)
Captured headers content-type: text/html; charset=utf-8
Body SHA-256 2a7a0853259f0b2208e738ebaf7efee418780fb48edcc44026e21e0ab3aae7f2
AIVisibilityEngine Allowed | group AIVisibilityEngine | line 15 | Allow: /
OAI-SearchBot Allowed | group OAI-SearchBot | line 3 | Allow: /
GPTBot Disallowed | group GPTBot | line 8 | Disallow: /
ChatGPT-User Allowed | group ChatGPT-User | line 11 | Allow: /
https://alderandkettle.example/robots.txt

Title 30-Day Returns | Alder & Kettle
Description See the 30-day return window for unused items and how to request a return or report shipping damage.
Canonical https://alderandkettle.example/returns
Language / robots meta / X-Robots-Tag en-US / Not present / Not present
Structure 97 words, 3 paragraphs, 3 headings, 0 image(s)
Links and landmarks 5 internal / 0 external; footer, header, main, nav
JSON-LD 1 block(s) / MerchantReturnPolicy
H1 30-day returns
H2 Request a return
H2 Damage in transit

Page record 7

https://alderandkettle.example/contact

OK | HTTP 200 | 2026-11-23T04:00:00Z

HTTP capture 0 ms | TLS Not assessed | 1436 bytes | 0 redirect(s)
Captured headers content-type: text/html; charset=utf-8
Body SHA-256 cfbd24c21e2a3e77aba1f4371c2d81c16e47065ed289ac08fb92c913e7d89750
AIVisibilityEngine Allowed | group AIVisibilityEngine | line 15 | Allow: /
OAI-SearchBot Allowed | group OAI-SearchBot | line 3 | Allow: /
GPTBot Disallowed | group GPTBot | line 8 | Disallow: /
ChatGPT-User Allowed | group ChatGPT-User | line 11 | Allow: /
https://alderandkettle.example/robots.txt

Title Customer Support | Alder & Kettle
Description Contact Alder & Kettle about order tracking, filter compatibility, returns and damage in transit.
Canonical https://alderandkettle.example/contact
Language / robots meta / X-Robots-Tag en-US / Not present / Not present
Structure 75 words, 2 paragraphs, 2 headings, 0 image(s)
Links and landmarks 4 internal / 0 external; footer, header, main, nav
JSON-LD 1 block(s) / ContactPage, ContactPoint
H1 Customer support
H2 Order questions

Page record 8

https://alderandkettle.example/products/switchback-kit

OK | HTTP 200 | 2026-11-23T04:00:00Z

HTTP capture 0 ms | TLS Not assessed | 1976 bytes | 0 redirect(s)
Captured headers content-type: text/html; charset=utf-8
Body SHA-256 55ddb33c2b5c29133cf68f124a2f38fac4b7982e82722210ead2633a4ae61660
AIVisibilityEngine Allowed | group AIVisibilityEngine | line 15 | Allow: /
OAI-SearchBot Disallowed | group OAI-SearchBot | line 4 | Disallow: /products/switchback-kit
GPTBot Disallowed | group GPTBot | line 8 | Disallow: /
ChatGPT-User Allowed | group ChatGPT-User | line 11 | Allow: /
https://alderandkettle.example/robots.txt

Title Switchback Starter Kit | Alder & Kettle
Description A $58 first pour-over setup with the Rill 02 dripper, a 500 mL borosilicate server, 40 cone filters and a printed brew guide.
Canonical https://alderandkettle.example/products/switchback-kit
Language / robots meta / X-Robots-Tag en-US / Not present / Not present
Structure 76 words, 2 paragraphs, 3 headings, 1 image(s)
Links and landmarks 5 internal / 0 external; footer, header, main, nav
JSON-LD 1 block(s) / Brand, Offer, Product
Product offer Switchback Starter Kit | price 58.00 | JSON-LD path JSON-LD[1].offers
H1 Switchback Starter Kit
H2 Included in the kit
H2 What you supply
Finding: 1 image(s) without an alt attribute.