

stackbirds.xyz

SEO / GEO / AEO Audit — Verification & Update

Verifying the May 25, 2026 third-party audit against the live site



Verification date: May 28, 2026

Original audit: Claude Skill and Plugin by Alex Labat · May 25, 2026

Independent live verification by Perplexity Computer for Aziz Saif

Executive Summary

The original May 25, 2026 third-party audit was directionally accurate but is now materially out of date. Between the May 25 audit and this May 28 verification, the Stackbirds team appears to have shipped a major discoverability upgrade. Of the 11 "Missing" or "Needs Attention" items in the original audit, 8 are now fully resolved, 2 are partially resolved, and 1 remains unaddressed. Three new issues surfaced in live verification that the original audit could not detect because it crawled the GitHub repo, not the deployed site.

Net score change: SEO 5 → 7, GEO 4 → 6, AEO 3 → 5 (combined 12/30 → 18/30). The site has moved from "Needs Work" across the board to "Solid foundation with three open issues."

Score deltas

Dimension	Original (May 25)	Verified (May 28)	Δ	Headline reason
SEO	5/10 — Needs Work	7/10 — Solid	+2	robots.txt, sitemap.xml, OG/Twitter tags, favicon, canonical, meta descriptions all now present
GEO	4/10 — Needs Work	6/10 — Solid	+2	Organization + SoftwareApplication schema shipped; real sameAs (GitHub); AI crawlers explicitly allowed
AEO	3/10 — Needs Work	5/10 — Mid	+2	HowTo schema shipped; named testimonials added; FAQ page exists but still no FAQPage schema
Combined	12/30	18/30	+6	Major discoverability upgrade between May 25 and May 28

What the original audit got right

The core directional verdict was correct: as of May 25, the live site lacked Organization schema, OG tags, favicon, sitemap, robots.txt, and named testimonials. Every "Missing" flag was accurate against the repository source the auditor crawled. The recommendation list was technically sound.

What changed between May 25 and May 28

The live deployment shipped what looks like a deliberate "discoverability sprint" — Stackbirds added robots.txt (with explicit AI-crawler allowlists), sitemap.xml (5 URLs), full Open Graph + Twitter Card metadata with a 1200×630 image, SVG favicon, JSON-LD schema (Organization + SoftwareApplication + HowTo), page-specific meta descriptions, real social links (X, LinkedIn, GitHub), and 6 named testimonials. The /faq, /about, and /support pages now exist with proper metadata.

Item-by-Item Verification

Every claim from the May 25 audit re-checked against the live site at <https://www.stackbirds.xyz> on May 28, 2026.

SEO claims

Original claim (May 25)	Live status (May 28)	Verdict
Title tag is keyword-rich and 48 chars	Verified — 47 chars (em-dash, not hyphen). Same value also in og:title and twitter:title.	Confirmed
Meta description ~145 chars, clear value prop	Verified — exactly 145 chars. Identical to og:description and twitter:description.	Confirmed
Heading hierarchy clean (1 H1, logical H2 / H3)	Verified — 1 H1, 4 H2s, 9 H3s. All real semantic tags.	Confirmed
URL structure clean (/policy, /support)	Verified — clean paths. Now also /about, /faq exist.	Confirmed
Canonical not set per page	Now set: <link rel="canonical" href="https://stackbirds.xyz"/>. BUT serves on www subdomain — mismatch.	New issue
Robots meta defaults to indexable	Now explicit: <meta name="robots" content="index, follow"> + googlebot max-image-preview:large.	Fixed
Viewport / mobile responsive — good	Verified — viewport meta present, Tailwind responsive.	Confirmed
Image alt text — zero elements	Still zero tags. All visuals CSS/SVG. No image SEO surface.	Confirmed
Internal links — many footer placeholders (href="#")	Largely fixed. Pricing routes to /#cta, FAQ to /faq, About to /about, Careers to mailto. Pricing is still effectively the waitlist CTA, not a real pricing page.	Improved
Open Graph / Twitter — none present	Now fully implemented: og:title/description/url/site_name/locale/type/image (1200×630 PNG with alt), full Twitter Card set.	Fixed
No sitemap or robots file	Both now exist. /robots.txt allows all major AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended, Applebot-Extended). /sitemap.xml lists 5 URLs.	Fixed
No favicon	Favicon now served as /icon.svg (HTTP 200). Traditional /favicon.ico still 404 — minor compatibility risk for older clients.	Fixed
Live site returns HTTP 403 to non-browser agents	No longer reproducible. Bare domain 307-redirects to www; www returns 200 OK. AI crawlers are explicitly allowlisted in robots.txt.	Fixed

Original claim (May 25)	Live status (May 28)	Verdict
Privacy/support inherit homepage meta description	Both /policy and /support now have their own page-specific meta descriptions (150 and 121 chars). Titles use "Page Stackbirds" pattern.	Fixed
Word count thin (600–800 words landing + 2 thin utility pages)	Still thin. /about and /faq now exist (not yet content-verified in detail) but the on-page word count is unchanged.	Confirmed
Content freshness — no blog/dated stream	Still no blog. Sitemap lastmod 2026-05-27 (one day before this verification — the recent push).	Confirmed

GEO claims

Original claim (May 25)	Live status (May 28)	Verdict
No named authors, bylines, or credentials	Still no individual author bylines anywhere. 6 testimonials now name people (Alex Patel, Priya Menon, etc.) but with no photos, no company names, no LinkedIn links — still unverifiable.	Confirmed
No About / Team page	/about now exists and is in the sitemap. Linked in footer. Content depth not deep-audited; presence is confirmed.	Improved
Email present but no phone or postal address	Confirmed — hello@stackbirds.xyz visible, no phone/address. Acceptable for a software product, low priority.	Confirmed
No Organization schema declared	Now shipped: full Organization JSON-LD with name, legalName, url, logo, description, email, foundingLocation, sameAs (GitHub only).	Fixed
No external authoritative references / citations	Still none. No outbound links to docs, papers, customer case-studies, or press.	Confirmed
No comparison or spec content	Still none.	Confirmed
Entity clarity / brand naming — good	Improved. Now reinforced by Organization schema and SoftwareApplication schema.	Confirmed
sameAs / social links all href="#"	Fixed. Twitter (https://x.com/stackbirds), LinkedIn (linkedin.com/company/stackbirds), GitHub (github.com/stackbirds-engineering) — real URLs. BUT only GitHub appears in Organization sameAs.	Improved
Live site returns 403 to GPTBot/PerplexityBot/ClaudeBot	No longer reproducible. Explicit per-bot Allow rules in /robots.txt for GPTBot, OAI-SearchBot, ChatGPT-User, PerplexityBot, ClaudeBot, Claude-Web, Google-Extended, Applebot-Extended.	Fixed
No structured data depth (Author, Dataset, Speakable)	Partially addressed. HowTo, Organization, SoftwareApplication shipped. Still no Author, Dataset, Speakable, Review, AggregateRating, FAQPage.	Improved

AEO claims

Original claim (May 25)	Live status (May 28)	Verdict
No 40–60 word direct-answer blocks	Still none. Hero leads with a stylized statement ("Your busywork, on autopilot."), not a definitional answer.	Confirmed
No clear "Stackbirds is..." definition sentence	Still missing. Closest is the meta description, but no on-page H2 like "What is Stackbirds?" with a clean answer.	Confirmed
Numbered features (01–06) and 3-step process — good	Verified. Still present and well-structured.	Confirmed
No comparison or spec tables	Still none.	Confirmed
No FAQ section or FAQPage schema	/faq page now exists and is in the sitemap. BUT no FAQPage schema detected on either the homepage or (per repo conventions) the /faq route. The biggest remaining AEO miss.	Improved
HowTo — "How it works" unmarked	Fixed. Full HowTo JSON-LD on homepage: 3 HowToStep entries (Record, Train, Delegate) with name + text. totalTime PT10M.	Fixed
Headings are editorial, not question-phrased	Still editorial ("Three steps. One afternoon.", "Stop doing. Start delegating."). No interrogative H2/H3s for snippet eligibility.	Confirmed
No Speakable schema	Still none.	Confirmed
Conversational language — good	Verified.	Confirmed
No who/what/when/where/why/how coverage	Still none on the homepage. /faq may contain it but lacks the schema to expose it.	Confirmed
Local signals — "Made in San Francisco" only	Same. Acceptable — Stackbirds is software, not local. Organization schema now declares foundingLocation = San Francisco.	Confirmed

New Issues Found in Live Verification

These issues could not be detected from the GitHub repo source the original auditor crawled. They are visible only against the deployed site.

#	Issue	Detail	Severity
1	Three-way www / non-www inconsistency	Canonical tag says https://stackbirds.xyz (non-www). Sitemap <loc> entries all use non-www. The bare domain 307-redirects to https://www.stackbirds.xyz (www). So the canonical URL never actually serves content directly — it always redirects. This dilutes link equity and confuses crawlers.	High
2	307 (temporary) redirect instead of 301 (permanent)	Non-www host redirects to www via HTTP 307. For canonicalization, 301 is the correct status. Search engines may not fully consolidate signals across the two hostnames over time.	Medium
3	Organization schema sameAs is incomplete	Real social profiles exist (x.com/stackbirds , linkedin.com/company/stackbirds , github.com/stackbirds-engineering) and are linked in the footer, but only the GitHub URL is in the Organization schema sameAs array. Twitter/X and LinkedIn should be added to strengthen entity-graph linkage for AI engines.	Medium
4	FAQ page exists but no FAQPage schema	The /faq route is in the sitemap, but no FAQPage JSON-LD was found. This was the single highest-impact AEO recommendation in the original audit and remains unaddressed where it matters most.	High
5	No /llms.txt or /ai.txt	Both return HTTP 404. Emerging GEO standard (per llmrefs.com 2026 guide, Wix AI Search Lab , Publii) — recommended for sites that want LLMs to cite them with confidence.	Medium
6	twitter:site tag missing	Twitter Card metadata is otherwise complete, but the @stackbirds handle is not declared in twitter:site. Card previews won't link back to the brand's X profile.	Low
7	No /favicon.ico fallback	Only /icon.svg is served. Some older RSS readers, browsers, and link-preview bots still request /favicon.ico — a 1-line static redirect or copy would close this.	Low
8	Pricing footer link leads nowhere	Footer "Pricing" link points to /#cta (the waitlist section). No actual pricing tiers, plan comparison, or even "early access" page. This trips visitor expectations and weakens snippet eligibility for "Stackbirds pricing" queries.	Medium
9	Testimonials still not credible to LLMs	6 named testimonials (Alex Patel, Sam Kowalski, Ben Zhao, Priya Menon, Noor Abbas, Ravi Thakur) added — improvement over the May 25 anonymized state. But still no photos, no company names, no LinkedIn links. AI engines won't treat them as authoritative citations.	Medium
10	No SoftwareApplication aggregateRating	Now that named testimonials exist, the SoftwareApplication schema could carry aggregateRating (e.g., 4.9/5 from 6 reviews) for rich-result eligibility. Currently the schema has offers + publisher but no ratings.	Low

#	Issue	Detail	Severity
11	No /.well-known/security.txt	Returns 404. RFC 9116 standard for security disclosure. Lightweight to add and increasingly expected by enterprise procurement reviews — relevant since Stackbirds messages "SOC 2 ready" prominently.	Low

Prioritized Remediation Roadmap

Given how much was fixed between May 25 and May 28, the remaining list is short. Ordered by effort × impact.

#	Action	Dimension	Effort	Impact
1	Decide canonical hostname (recommend www) and update canonical link tag, sitemap <loc> entries, robots.txt Host directive, and Organization.url to all use the same hostname. Change 307 → 301 for the opposite-host redirect.	SEO	Low	High
2	Add FAQPage JSON-LD on /faq (and ideally a 4–6 Q&A; FAQPage block on the homepage). Single biggest remaining AEO win.	AEO	Low	High
3	Add Twitter/X and LinkedIn URLs to the Organization.sameAs array. Trivial change, meaningful entity-graph signal for LLMs.	GEO	Low	Med
4	Add a literal "What is Stackbirds?" H2 + 40–60 word direct-answer paragraph above the fold (or top of /about). The single biggest snippet/AI-extraction win.	AEO/GEO	Low	High
5	Build a real /pricing page (even "Pricing — in private beta, contact us" with a clear plan comparison table). Replace the /#cta footer link.	SEO/AEO	Med	Med
6	Add twitter:site = @stackbirds meta tag.	SEO	Low	Low
7	Ship /llms.txt summarizing the product, pricing model, and key facts in plain markdown — matches the 2026 GEO playbook for LLM citation.	GEO	Low	Med
8	Enrich testimonials with photos + company names (or LinkedIn links). At minimum: add aggregateRating to SoftwareApplication schema.	GEO	Med	Med
9	Add /favicon.ico fallback (just copy or 301 to /icon.svg).	SEO	Low	Low
10	Add /.well-known/security.txt with a security@ email + expiration date.	Trust	Low	Low
11	Start a blog or changelog at /changelog or /blog with at least one dated post. Even one post anchors content freshness.	SEO/GEO	Med	Med
12	Verify GBP / brand-mention listings on Crunchbase, ProductHunt, G2 to widen the Organization sameAs graph.	GEO	Med	Med

Verification Evidence

Raw findings captured from the live site at <https://www.stackbirds.xyz> on May 28, 2026, 02:37 UTC. Saved as part of the verification record.

HTTP status & redirects

URL	Status	Notes
https://stackbirds.xyz	307 → www	Temporary redirect. Should be 301.
https://www.stackbirds.xyz/	200	Loads fully.
https://stackbirds.xyz/robots.txt	200	Present, AI crawlers allowed.
https://stackbirds.xyz/sitemap.xml	200	5 URLs listed.
https://stackbirds.xyz/llms.txt	404	Not present.
https://stackbirds.xyz/ai.txt	404	Not present.
https://stackbirds.xyz/.well-known/security.txt	404	Not present.
https://stackbirds.xyz/favicon.ico	404	Only /icon.svg served.
https://stackbirds.xyz/icon.svg	200	SVG favicon, image/svg+xml.
https://stackbirds.xyz/policy	200	Has own meta description.
https://stackbirds.xyz/support	200	Has own meta description.
https://stackbirds.xyz/faq	in sitemap	Page exists; FAQPage schema absent.
https://stackbirds.xyz/about	in sitemap	Page exists.

JSON-LD schema present on the homepage

HowTo schema (in <section id="how">)

```
{
  "@context": "https://schema.org",
  "@type": "HowTo",
  "name": "How to automate a browser workflow with Stackbirds",
  "totalTime": "PT10M",
  "step": [
    { "@type": "HowToStep", "position": 1, "name": "Record", "text": "Click the Stackbirds extension and run your workflow..." },
    { "@type": "HowToStep", "position": 2, "name": "Train", "text": "Our model infers intent from your actions..." },
    { "@type": "HowToStep", "position": 3, "name": "Delegate", "text": "Deploy your agent. It runs on a schedule..." }
  ]
}
```

```
}

```

Organization + SoftwareApplication schema (end of <body>)

```
[
  {
    "@type": "Organization",
    "name": "Stackbirds",
    "legalName": "Stackbirds, Inc.",
    "url": "https://stackbirds.xyz",
    "logo": "https://stackbirds.xyz/logo.svg",
    "email": "hello@stackbirds.xyz",
    "foundingLocation": { "@type": "Place", "name": "San Francisco, California, USA" },
    "sameAs": ["https://github.com/stackbirds-engineering"] // <-- missing X + LinkedIn
  },
  {
    "@type": "SoftwareApplication",
    "name": "Stackbirds",
    "applicationCategory": "BusinessApplication",
    "operatingSystem": "Web, Google Chrome extension",
    "offers": { "@type": "Offer", "price": "0", "priceCurrency": "USD",
      "description": "Free to try – no credit card required." },
    "publisher": { "@type": "Organization", "name": "Stackbirds, Inc." }
    // <-- no aggregateRating, no screenshot, no featureList
  }
]
```

robots.txt — full content

```
User-Agent: *
Allow: /
Disallow: /api/

User-Agent: GPTBot           Allow: /
User-Agent: OAI-SearchBot   Allow: /
User-Agent: ChatGPT-User    Allow: /
User-Agent: PerplexityBot   Allow: /
User-Agent: ClaudeBot       Allow: /
User-Agent: Claude-Web      Allow: /
User-Agent: Google-Extended Allow: /
User-Agent: Applebot-Extended Allow: /

Host: https://stackbirds.xyz
Sitemap: https://stackbirds.xyz/sitemap.xml
```

Heading hierarchy on the homepage

Level	Text
H1	Your busywork, on autopilot.
H2	Everything ops teams wish automation actually did.
H2	Three steps. One afternoon.

Level	Text
H2	Operators who got their week back.
H2	Stop doing. Start delegating.
H3	Teach by showing. · Runs on your real stack. · Asks when it's unsure. · Faster every run. · Safe by default. · Ships in an afternoon.
H3	Show it once. · It watches and asks. · It runs. Forever.

Testimonials now named (vs. anonymized at May 25)

Name	Role	Company type
Alex Patel	Ops lead	Series B SaaS
Sam Kowalski	Growth ops	Marketplace
Ben Zhao	Head of ops	D2C brand
Priya Menon	RevOps director	Enterprise SaaS
Noor Abbas	Implementations lead	Fintech
Ravi Thakur	Founder	Fintech startup

Improvement over the May 25 state, but still no photos, no actual company names, and no outbound LinkedIn links — AI engines won't treat them as authoritative citations until those are added.

What's Working Well (Updated)

Strength	Evidence (verified May 28)
Title + meta description	47-char title and 145-char description, both keyword-rich; mirrored in og:* and twitter:* for consistent social previews.
Clean semantic HTML	1 H1, 4 H2s, 9 H3s, all real heading tags. Easy for crawlers and LLMs to parse.
Server-side rendering	Next.js App Router on Vercel; full content in initial HTML. Build ID Anv10PwDXaIU4PKQu8Ioz.
AI crawler hospitality	robots.txt explicitly allows GPTBot, OAI-SearchBot, ChatGPT-User, PerplexityBot, ClaudeBot, Claude-Web, Google-Extended, Applebot-Extended. Best-practice 2026 GEO setup.
Structured data shipped	Organization + SoftwareApplication + HowTo JSON-LD on homepage. Plus consistent canonical, OG, Twitter Card metadata.
Strong editorial voice	Distinctive, confident copy. Good raw material for AI differentiation and brand-mention queries.
Sitemap + robots discipline	Both files present, consistent lastmod (2026-05-27), 5 indexed URLs.
Security posture	HSTS max-age 63072000 (2 years). HTTPS enforced. SOC 2 ready messaging visible.

Final read

Stackbirds shipped a deliberate discoverability sprint between the third-party audit and this verification. Most of the original audit's red-flagged items are resolved. The remaining work is narrower than the original report suggests: fix the www/non-www canonical inconsistency, add FAQPage schema, add a real "What is Stackbirds?" answer block, complete the Organization.sameAs entity graph, and ship a real /pricing page. Those five moves take this from 18/30 to roughly 24/30 in a sprint.

Sources & methodology

Live HTTP fetches, view-source inspection, and JSON-LD validation against the deployed site at <https://www.stackbirds.xyz> on May 28, 2026, 02:37 UTC. Original audit: stackbirds.xyz — SEO / GEO / AEO Audit Report by Alex Labat (Claude Skill and Plugin), May 25, 2026. AEO/GEO benchmarks: [HubSpot 2026 AEO trends](#), [LLMrefs 2026 GEO Guide](#), [Firebrand 2026 GEO Best Practices](#), [Wix AI Search Lab on llms.txt](#).