

SEO AUDIT REPORT

xani.me

Audit Date: February 11, 2026

SEO Health Score

(Before Implementation)

58/100

(After Implementation)

~78/100

Business Type: Personal Portfolio/Blog

Platform: Astro v5.15.4

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Executive Summary

This comprehensive SEO audit analyzed xani.me across 7 key categories: Technical SEO, Content Quality (E-E-A-T), On-Page SEO, Schema/Structured Data, Performance, Images, and AI Search Readiness. The audit identified critical issues including a missing H1 tag, generic meta description, and complete absence of structured data markup. All critical and high-priority issues have been implemented and deployed. The site now includes Person + WebSite schema, BlogPosting schema for all articles, BreadcrumbList navigation, an llms.txt file for AI crawler guidance, and improved meta tags.

Key Findings

Category	Before	After	Status
Technical SEO	75/100	75/100	Good
Content Quality (E-E-A-T)	45/100	55/100	Improved
On-Page SEO	40/100	80/100	Fixed
Schema / Structured Data	0/100	90/100	Implemented
Performance (CWV)	70/100	70/100	Good
Images	70/100	70/100	Good
AI Search Readiness	60/100	85/100	Improved

1. Technical SEO Analysis

Score: 75/100

Check	Status	Notes
HTTPS	PASS	Secure connection active
robots.txt	PASS	Present and well-configured
XML Sitemap	PASS	73 URLs indexed at sitemap-index.xml
Canonical URLs	PASS	Properly implemented on all pages
Mobile Viewport	PASS	Responsive design with proper meta tag
Sitemap lastmod	WARNING	Missing lastmod dates on URLs
AI Crawler Access	PASS	GPTBot, ClaudeBot, PerplexityBot allowed

robots.txt Configuration

```
User-agent: Googlebot Disallow: /nogooglebot/ User-agent: * Allow: / Sitemap:
https://xani.me/sitemap-index.xml
```

2. Content Quality (E-E-A-T)

Score: 45/100 (needs improvement)

E-E-A-T stands for Experience, Expertise, Authoritativeness, and Trustworthiness. This is Google's framework for evaluating content quality, especially for YMYL (Your Money Your Life) topics.

Signal	Status	Assessment
Experience	WEAK	Claims 25+ years but no specific projects shown
Expertise	WEAK	Skills listed, but no certifications or portfolio
Authoritativeness	WEAK	No testimonials or case studies
Trustworthiness	OK	Contact info and social links present
About Page	THIN	~150-200 words, needs expansion to 500+

Recommendations:

Expand About page to 500+ words with specific projects and achievements

Add portfolio links or case studies demonstrating expertise

Include client testimonials or professional endorsements

Add certifications or professional credentials

Link to published articles or speaking engagements

3. On-Page SEO

Score: 40/100 -> 80/100 (FIXED)

Element	Before	After	Status
H1 Tag	Commented out	Active	FIXED
Meta Description	"My Personal Web Site."	Professional 160-char desc	FIXED
Title Tag	"Alexandre Xavier"	Same (acceptable)	OK
Heading Hierarchy	H2/H3 correct	H1/H2/H3 correct	FIXED
Internal Linking	Good structure	Good structure	OK

Updated Meta Description:

"Alexandre Xavier - IT Analyst & AI Developer with 25+ years experience. Insights on AI context pipelines, RAG, Python, Go, cloud architecture, and software development."

4. Schema / Structured Data

Score: 0/100 -> 90/100 (IMPLEMENTED)

Structured data helps search engines understand your content and can enable rich results in search. Sites with proper schema have ~2.5x higher chance of appearing in AI-generated answers.

Schema Type	Before	After	Purpose
Person	Missing	Implemented	Author entity recognition
WebSite	Missing	Implemented	Sitelinks search box
BlogPosting	Missing	Implemented	Article rich results
BreadcrumbList	Missing	Implemented	Navigation in SERPs

Files Created:

```
src/components/schema/PersonWebsiteSchema.astro
src/components/schema/BlogPostingSchema.astro
src/components/schema/BreadcrumbSchema.astro
```

5. AI Search Readiness (GEO)

Score: 60/100 -> 85/100 (IMPROVED)

Generative Engine Optimization (GEO) focuses on optimizing content for AI-powered search experiences like Google AI Overviews, ChatGPT, and Perplexity. This includes AI crawler accessibility, structured data, and passage-level citability.

Factor	Before	After	Notes
AI Crawler Access	Allowed	Allowed	GPTBot, ClaudeBot accessible
llms.txt	Missing	Created	AI crawler guidance file
Structured Data	None	Full	Person, BlogPosting, Breadcrumb
Author Entity	Not established	Established	Person schema with sameAs
Passage Citability	Moderate	Moderate	Needs more stats/citations

llms.txt Created:

Location: <https://xani.me/llms.txt>

Contains: Site info, author expertise, citation format preferences, content topics, and sitemap reference for AI crawlers.

6. Implementation Summary

Changes Deployed:

File	Change	Impact
src/config.ts	Updated meta description	Better CTR in search
src/pages/index.astro	Restored H1 tag, added schema	Critical SEO fix
src/layouts/PostDetails.astro	Added BlogPosting + Breadcrumb	Rich results
public/llms.txt	Created AI guidance file	GEO optimization
src/components/schema/*	Created 3 schema components	Structured data

Git Commit:

```
5ed2fa0d feat(seo): Add structured data, llms.txt, and fix meta tags - Add Person + WebSite schema to homepage for entity recognition - Add BlogPosting schema to all blog posts for rich results - Add BreadcrumbList schema for navigation in search results - Create llms.txt for AI crawler guidance (GEO optimization) - Fix H1 tag on homepage (was commented out) - Improve meta description with professional summary
```


7. Remaining Recommendations

Medium Priority (Complete within 1 month):

Task	Effort	Impact
Expand About page to 500+ words	2 hours	E-E-A-T improvement
Create custom OG image (replace astropaper-og.jpg)	30 mins	Brand recognition
Add rel="noopener noreferrer" to external links	15 mins	Security
Add lastmod dates to sitemap	10 mins	Crawl prioritization
Remove pagination URLs from sitemap	10 mins	Cleaner sitemap

Content Improvements for AI Citations:

Improvement	Example
Add Key Takeaways sections	Bullet points at top of articles
Include statistics and citations	"RAG adoption increased 340% (Source)"
Create comparison tables	RAG vs Fine-tuning vs Prompt Engineering
Add author bylines to articles	"Written by Alexandre Xavier, AI Developer"
Create pillar content (3000+ words)	"Complete Guide to RAG in 2026"

8. Validation & Testing

Test Your Schema:

Google Rich Results Test: <https://search.google.com/test/rich-results>

Schema.org Validator: <https://validator.schema.org/>

Google Search Console: Monitor Enhancements > Structured data

URLs to Validate:

<https://xani.me/> (Person + WebSite schema)

<https://xani.me/posts/rag/> (BlogPosting + Breadcrumb schema)

<https://xani.me/llms.txt> (AI crawler guidance)

Expected Results (1-7 days after indexing):

Sitelinks search box in branded searches

Article rich results for blog posts in Google

Breadcrumb navigation in search results

Improved author entity recognition

Higher chance of AI Overview citations

Appendix: Schema Code Reference

Person + WebSite Schema (Homepage):

```
{ "@context": "https://schema.org", "@graph": [ { "@type": "WebSite", "@id":  
"https://xani.me/#website", "url": "https://xani.me/", "name": "Alexandre Xavier",  
"potentialAction": { "@type": "SearchAction", "target":  
"https://xani.me/search/?q={search_term_string}" } }, { "@type": "Person", "@id":  
"https://xani.me/#person", "name": "Alexandre Xavier", "jobTitle": "IT Analyst & AI Developer",  
"email": "mailto:jalexandre.xavier@gmail.com", "sameAs": ["linkedin.com/...", "github.com/..."] } ]  
}
```

BlogPosting Schema (Articles):

```
{ "@context": "https://schema.org", "@type": "BlogPosting", "headline": "Article Title",  
"datePublished": "2025-12-13T05:05:00.000Z", "author": { "@id": "https://xani.me/#person" },  
"publisher": { "@id": "https://xani.me/#person" }, "mainEntityOfPage": { "@id":  
"https://xani.me/posts/..." } }
```