Structured Data Audit Report

Website Schema Analysis

Generated on September 3, 2025

Executive Summary

Comprehensive structured data analysis completed for your website. Our AI-powered optimization engine has analyzed 13 pages and generated improved schema markup where needed. The analysis shows 53.8% of pages are already well-optimized.

13	**6**	**7**
Total Pages Analyzed	Already Optimized	Need Optimization

Optimization Potential: 53.8%   **Average Schema Score:** 18/100

https://chatgpt.com/

Issues Found:

- missing required 'description' field
- wrong type: used WebSite instead of Service

Current Schema	Optimized Schema

```
[
 {
  "@context": "https://schema.org",
  "@type": "WebSite",
  "url": "https://chatgpt.com/",
  "name": "ChatGPT"
 }
]
```

```
{
 "@context": "https://schema.org",
 "@type": "Service",
 "name": "ChatGPT Login and Sign Up",
 "description": "Log in or sign up to ChatGPT to access smarter responses and upload files, images, and more.",
 "url": "https://chatgpt.com/"
}
```

https://chatgpt.com/about

Score: 55/100

Issues Found:

- missing required 'description' field
- wrong type: used WebSite instead of Service

Current Schema	Optimized Schema

```
[
 {
  "@context": "https://schema.org",
  "@type": "WebSite",
  "url": "https://chatgpt.com/",
  "name": "ChatGPT"
 }
]
```

```
{
 "@context": "https://schema.org",
 "@type": "Service",
 "name": "ChatGPT Login and Sign Up",
 "description": "Log in or sign up to Ch
atGPT to access smarter responses and up
load files, images, and more.",
 "url": "https://chatgpt.com/about"
}
```

Detailed Scoring Breakdown:

Semantic Clarity   **70/100**

The original structured data uses clear terminology but lacks specificity regarding the service offered. It simply identifies the website without elaborating on its purpose or features, which could confuse users and AI alike.

Contextual Relevance   **60/100**

The structured data does not align well with the page content, which focuses on user login and sign-up for enhanced features. The lack of detail about these features results in a weak connection to the actual content.

Structural Optimization   **50/100**

The structure is minimal and lacks essential elements such as a description or specific service type. This results in poor optimization for search engines and AI understanding, as it does not provide enough context or detail.

Ai Query Alignment   **40/100**

The structured data does not address common user queries about logging in or signing up for ChatGPT. It fails to include natural question patterns that users might search for, limiting its effectiveness.

Citation Potential   **50/100**

The content lacks authoritative signals and specific details that could enhance its citation potential. It does not provide enough factual information or context to be considered citable.

https://chatgpt.com/about-us

Issues Found:

- missing required 'description' field
- wrong type: used WebSite instead of Service

Current Schema	Optimized Schema

```
[
 {
  "@context": "https://schema.org",
  "@type": "WebSite",
  "url": "https://chatgpt.com/",
  "name": "ChatGPT"
 }
]
```

```
{
 "@context": "https://schema.org",
 "@type": "Service",
 "name": "Log in or Sign up Service",
 "description": "A service that allows u
sers to log in or sign up for enhanced f
eatures, including file uploads and smar
ter responses.",
 "url": "https://chatgpt.com/about-us"
}
```

Detailed Scoring Breakdown:

Semantic Clarity   **60/100**

The original structured data uses generic language and lacks specific terminology that clearly conveys the purpose of the page. The term 'WebSite' is too broad and does not provide clear intent or value.

Contextual Relevance   **50/100**

The structured data does not align well with the page content, which focuses on a service for logging in or signing up. The use of 'WebSite' does not reflect the specific service being offered, leading to a disconnect.

Structural Optimization   **40/100**

The structure is minimal and lacks essential elements such as a description or specific service details. This results in poor optimization for search engines and AI understanding.

Ai Query Alignment   **50/100**

The structured data does not address common user queries related to logging in or signing up for enhanced features. It fails to include natural question patterns that users might search for.

Citation Potential   **60/100**

The content lacks authoritative signals and specific details that could enhance its citation potential. It does not provide enough information to be considered citable.

https://chatgpt.com/contact

Issues Found:

- missing required 'description' field
- wrong type: used WebSite instead of Service

Current Schema	Optimized Schema

```
[
 {
  "@context": "https://schema.org",
  "@type": "WebSite",
  "url": "https://chatgpt.com/",
  "name": "ChatGPT"
 }
]
```

```
{
 "@context": "https://schema.org",
 "@type": "Service",
 "name": "Log in or Sign up",
 "description": "A service page for users to log in or sign up for ChatGPT, allowing access to smarter responses and file uploads.",
 "url": "https://chatgpt.com/contact"
}
```

Detailed Scoring Breakdown:

Semantic Clarity   60/100

The original structured data uses generic terms like 'WebSite' and lacks specific terminology that conveys the purpose of the page. The intent is not clear, as it does not describe the service offered on the contact page.

Contextual Relevance   50/100

The structured data does not align well with the page content, which focuses on logging in or signing up for ChatGPT. The use of 'WebSite' does not accurately represent the service context of the page.

Structural Optimization   40/100

The structure is minimal and lacks essential elements such as a description or specific service details. It does not follow best practices for structured data that would enhance discoverability.

Ai Query Alignment   45/100

The structured data does not address common user queries related to logging in or signing up, missing the opportunity to include relevant question patterns that users might search for.

Citation Potential   60/100

The content lacks authoritative signals and specific details that could enhance its citation potential. It does not provide enough context or information that could be referenced.

https://chatgpt.com/contact-us

Issues Found:

- missing required 'description' field
- wrong type: used WebSite instead of Service

Current Schema	Optimized Schema

```
[
 {
  "@context": "https://schema.org",
  "@type": "WebSite",
  "url": "https://chatgpt.com/",
  "name": "ChatGPT"
 }
]
```

```
{
 "@context": "https://schema.org",
 "@type": "Service",
 "name": "Log in or Sign up Service",
 "description": "A service allowing user
s to log in or sign up for enhanced feat
ures, including file uploads and smarter
responses.",
 "url": "https://chatgpt.com/contact-us"
}
```

Detailed Scoring Breakdown:

Semantic Clarity   70/100

The original structured data uses clear terminology but lacks specificity regarding the service offered. It does not convey the purpose of the page effectively, which is to log in or sign up.

Contextual Relevance   60/100

The structured data is somewhat relevant to the page content but does not accurately reflect the specific service provided on the contact page. It fails to mention the login or sign-up aspect, which is crucial for user intent.

Structural Optimization   50/100

The structure is minimal and lacks essential elements such as a description or specific service type. It does not follow best practices for structured data, which should include more detailed information about the service.

Ai Query Alignment   40/100

The structured data does not address common user queries related to logging in or signing up. It lacks the necessary keywords and phrases that users might search for, limiting its effectiveness in AI query alignment.

Citation Potential   50/100

The content lacks authoritative signals and specific details that could enhance its citation potential. It does not provide enough context or information that could be cited by AI or users.

https://chatgpt.com/pricing

Score: 10/100

Issues Found:

- missing required 'description' field
- wrong type: used WebPage instead of Service

Current Schema	Optimized Schema
No structured data found	```{ "@context": "https://schema.org", "@type": "Service", "name": "ChatGPT Pricing", "description": "Explore the pricing options for ChatGPT, including individual, business, and enterprise plans.", "url": "https://chatgpt.com/pricing" }```

Detailed Scoring Breakdown:

Semantic Clarity   **50/100**
Not analyzed

Contextual Relevance   **50/100**
Not analyzed

Structural Optimization   **50/100**
Not analyzed

Ai Query Alignment   **50/100**
Not analyzed

Citation Potential   **50/100**
Not analyzed

https://cursor.com/en

Score: 0/100

Current Schema	Optimized Schema

```
[
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "name": "Cursor",
    "alternateName": "Anysphere",
    "url": "https://cursor.com",
    "logo": "https://cursor.com/favicon.sv
g",
    "description": "Built to make you extr
aordinarily productive, Cursor is the be
st way to code with AI.",
    "foundingDate": "2022",
    "sameAs": [
      "https://twitter.com/cursor_ai",
      "https://github.com/getcursor",
      "https://discord.gg/PJEgRywgRa"
    ],
    "contactPoint": {
      "@type": "ContactPoint",
      "email": "hi@cursor.com",
      "contactType": "customer service"
    }
  },
  {
    "@context": "https://schema.org",
    "@type": "WebSite",
    "name": "Cursor",
    "url": "https://cursor.com",
    "description": "Built to make you extr
aordinarily productive, Cursor is the be
st way to code with AI.",
    "potentialAction": {
      "@type": "SearchAction",
      "target": "https://cursor.com/search?
q={search_term_string}",
      "query-input": "required name=search_
term_string"
    },
    "mainEntity": [
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/download
s",
        "name": "Downloads",
        "description": "Download Cursor for
Windows, macOS, and Linux"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/pricing",
        "name": "Pricing",
```

```
{
  "@context": "https://schema.org",
  "@type": "Service",
  "name": "Cursor - The AI Code Editor",
  "description": "Cursor is an AI-powered
code editor designed to enhance producti
vity for developers by providing intelli
gent code suggestions and completions.",
  "url": "https://cursor.com/en",
  "logo": "https://cursor.com/favicon.sv
g",
  "sameAs": [
    "https://twitter.com/cursor_ai",
    "https://github.com/getcursor",
    "https://discord.gg/PJEgRywgRa"
  ],
  "contactPoint": {
    "@type": "ContactPoint",
    "email": "hi@cursor.com",
    "contactType": "customer service"
  }
}
```

Current Schema

```
      "description": "Choose the right pla
n for your coding needs"
    },
    {
      "@type": "WebPage",
      "@id": "https://cursor.com/enterpris
e",
      "name": "Enterprise",
      "description": "Enterprise solutions
for modern engineering organizations"
    },
    {
      "@type": "WebPage",
      "@id": "https://cursor.com/blog",
      "name": "Blog",
      "description": "Latest updates and i
nsights from the Cursor team"
    }
  ]
},
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Home",
      "item": "https://cursor.com"
    }
  ]
}
]
```

Optimized Schema

https://cursor.com/home

Score: 0/100

Status: ✓ No issues found - Page is well optimized

Current Schema	Optimized Schema
	No optimized schema available

```json
[
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "name": "Cursor",
    "alternateName": "Anysphere",
    "url": "https://cursor.com",
    "logo": "https://cursor.com/favicon.svg",
    "description": "Built to make you extraordinarily productive, Cursor is the best way to code with AI.",
    "foundingDate": "2022",
    "sameAs": [
      "https://twitter.com/cursor_ai",
      "https://github.com/getcursor",
      "https://discord.gg/PJEgRywgRa"
    ],
    "contactPoint": {
      "@type": "ContactPoint",
      "email": "hi@cursor.com",
      "contactType": "customer service"
    }
  },
  {
    "@context": "https://schema.org",
    "@type": "WebSite",
    "name": "Cursor",
    "url": "https://cursor.com",
    "description": "Built to make you extraordinarily productive, Cursor is the best way to code with AI.",
    "potentialAction": {
      "@type": "SearchAction",
      "target": "https://cursor.com/search?q={search_term_string}",
      "query-input": "required name=search_term_string"
    },
    "mainEntity": [
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/downloads",
        "name": "Downloads",
        "description": "Download Cursor for Windows, macOS, and Linux"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/pricing",
        "name": "Pricing",
        "description": "Choose the right plan for your coding needs"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/enterprise",
        "name": "Enterprise",
        "description": "Enterprise solutions for modern engineering organizations"
      },
```

Current Schema

```json
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/blog",
        "name": "Blog",
        "description": "Latest updates and i
nsights from the Cursor team"
      }
    ]
  },
  {
    "@context": "https://schema.org",
    "@type": "BreadcrumbList",
    "itemListElement": [
      {
        "@type": "ListItem",
        "position": 1,
        "name": "Home",
        "item": "https://cursor.com"
      }
    ]
  }
]
```

Optimized Schema

https://cursor.com/pricing

Status: ✓ **No issues found - Page is well optimized**

Current Schema	Optimized Schema
	No optimized schema available

```
[
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "name": "Cursor",
    "alternateName": "Anysphere",
    "url": "https://cursor.com",
    "logo": "https://cursor.com/favicon.sv
g",
    "description": "Built to make you extr
aordinarily productive, Cursor is the be
st way to code with AI.",
    "foundingDate": "2022",
    "sameAs": [
      "https://twitter.com/cursor_ai",
      "https://github.com/getcursor",
      "https://discord.gg/PJEgRywgRa"
    ],
    "contactPoint": {
      "@type": "ContactPoint",
      "email": "hi@cursor.com",
      "contactType": "customer service"
    }
  },
  {
    "@context": "https://schema.org",
    "@type": "WebSite",
    "name": "Cursor",
    "url": "https://cursor.com",
    "description": "Built to make you extr
aordinarily productive, Cursor is the be
st way to code with AI.",
    "potentialAction": {
      "@type": "SearchAction",
      "target": "https://cursor.com/search?
q={search_term_string}",
      "query-input": "required name=search_
term_string"
    },
    "mainEntity": [
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/download
s",
        "name": "Downloads",
        "description": "Download Cursor for
Windows, macOS, and Linux"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/pricing",
        "name": "Pricing",
        "description": "Choose the right pla
n for your coding needs"
      },
      {
        "@type": "WebPage",
```

Current Schema

```
      "@id": "https://cursor.com/enterpris
e",
      "name": "Enterprise",
      "description": "Enterprise solutions
for modern engineering organizations"
    },
    {
      "@type": "WebPage",
      "@id": "https://cursor.com/blog",
      "name": "Blog",
      "description": "Latest updates and i
nsights from the Cursor team"
    }
   ]
  },
  {
   "@context": "https://schema.org",
   "@type": "BreadcrumbList",
   "itemListElement": [
    {
     "@type": "ListItem",
     "position": 1,
     "name": "Home",
     "item": "https://cursor.com"
    }
   ]
  }
 ]
```

Optimized Schema

https://cursor.com/features

Score: 0/100

Current Schema	Optimized Schema
(see below)	*No optimized schema available*

```
[
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "name": "Cursor",
    "alternateName": "Anysphere",
    "url": "https://cursor.com",
    "logo": "https://cursor.com/favicon.svg",
    "description": "Built to make you extraordinarily productive, Cursor is the best way to code with AI.",
    "foundingDate": "2022",
    "sameAs": [
      "https://twitter.com/cursor_ai",
      "https://github.com/getcursor",
      "https://discord.gg/PJEgRywgRa"
    ],
    "contactPoint": {
      "@type": "ContactPoint",
      "email": "hi@cursor.com",
      "contactType": "customer service"
    }
  },
  {
    "@context": "https://schema.org",
    "@type": "WebSite",
    "name": "Cursor",
    "url": "https://cursor.com",
    "description": "Built to make you extraordinarily productive, Cursor is the best way to code with AI.",
    "potentialAction": {
      "@type": "SearchAction",
      "target": "https://cursor.com/search?q={search_term_string}",
      "query-input": "required name=search_term_string"
    },
    "mainEntity": [
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/downloads",
        "name": "Downloads",
        "description": "Download Cursor for Windows, macOS, and Linux"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/pricing",
        "name": "Pricing",
        "description": "Choose the right plan for your coding needs"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/enterprise",
        "name": "Enterprise",
        "description": "Enterprise solutions for modern engineering organizations"
      },
```

Current Schema

Optimized Schema

```json
    {
      "@type": "WebPage",
      "@id": "https://cursor.com/blog",
      "name": "Blog",
      "description": "Latest updates and i
nsights from the Cursor team"
    }
   ]
  },
  {
   "@context": "https://schema.org",
   "@type": "BreadcrumbList",
   "itemListElement": [
    {
     "@type": "ListItem",
     "position": 1,
     "name": "Home",
     "item": "https://cursor.com"
    }
   ]
  }
]
```

https://cursor.com/enterprise

Status: ✓ No issues found - Page is well optimized

Current Schema	Optimized Schema
	No optimized schema available

```
[
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "name": "Cursor",
    "alternateName": "Anysphere",
    "url": "https://cursor.com",
    "logo": "https://cursor.com/favicon.sv
g",
    "description": "Built to make you extr
aordinarily productive, Cursor is the be
st way to code with AI.",
    "foundingDate": "2022",
    "sameAs": [
      "https://twitter.com/cursor_ai",
      "https://github.com/getcursor",
      "https://discord.gg/PJEgRywgRa"
    ],
    "contactPoint": {
      "@type": "ContactPoint",
      "email": "hi@cursor.com",
      "contactType": "customer service"
    }
  },
  {
    "@context": "https://schema.org",
    "@type": "WebSite",
    "name": "Cursor",
    "url": "https://cursor.com",
    "description": "Built to make you extr
aordinarily productive, Cursor is the be
st way to code with AI.",
    "potentialAction": {
      "@type": "SearchAction",
      "target": "https://cursor.com/search?
q={search_term_string}",
      "query-input": "required name=search_
term_string"
    },
    "mainEntity": [
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/download
s",
        "name": "Downloads",
        "description": "Download Cursor for
Windows, macOS, and Linux"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/pricing",
        "name": "Pricing",
        "description": "Choose the right pla
n for your coding needs"
      },
      {
        "@type": "WebPage",
```

Current Schema

```
      "@id": "https://cursor.com/enterpris
e",
      "name": "Enterprise",
      "description": "Enterprise solutions
 for modern engineering organizations"
    },
    {
      "@type": "WebPage",
      "@id": "https://cursor.com/blog",
      "name": "Blog",
      "description": "Latest updates and i
nsights from the Cursor team"
    }
  ]
},
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Home",
      "item": "https://cursor.com"
    }
  ]
}
]
```

Optimized Schema

https://cursor.com/blog

Score: 0/100

Status: ✓ No issues found - Page is well optimized

Current Schema

Optimized Schema

No optimized schema available

```
[
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "name": "Cursor",
    "alternateName": "Anysphere",
    "url": "https://cursor.com",
    "logo": "https://cursor.com/favicon.sv
g",
    "description": "Built to make you extr
aordinarily productive, Cursor is the be
st way to code with AI.",
    "foundingDate": "2022",
    "sameAs": [
      "https://twitter.com/cursor_ai",
      "https://github.com/getcursor",
      "https://discord.gg/PJEgRywgRa"
    ],
    "contactPoint": {
      "@type": "ContactPoint",
      "email": "hi@cursor.com",
      "contactType": "customer service"
    }
  },
  {
    "@context": "https://schema.org",
    "@type": "WebSite",
    "name": "Cursor",
    "url": "https://cursor.com",
    "description": "Built to make you extr
aordinarily productive, Cursor is the be
st way to code with AI.",
    "potentialAction": {
      "@type": "SearchAction",
      "target": "https://cursor.com/search?
q={search_term_string}",
      "query-input": "required name=search_
term_string"
    },
    "mainEntity": [
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/download
s",
        "name": "Downloads",
        "description": "Download Cursor for
Windows, macOS, and Linux"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/pricing",
        "name": "Pricing",
        "description": "Choose the right pla
n for your coding needs"
      },
      {
        "@type": "WebPage",
        "@id": "https://cursor.com/enterpris
e",
        "name": "Enterprise",
        "description": "Enterprise solutions
for modern engineering organizations"
      },
```

Current Schema

Optimized Schema

```json
    {
      "@type": "WebPage",
      "@id": "https://cursor.com/blog",
      "name": "Blog",
      "description": "Latest updates and i
nsights from the Cursor team"
    }
  ]
},
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Home",
      "item": "https://cursor.com"
    }
  ]
}
]
```

URL not available

Status: ✓ No issues found - Page is well optimized

Current Schema	Optimized Schema
No structured data found	*No optimized schema available*