



Made AI Ready
madeairady.com

AI Search Readiness Report

Your Personalised AI Search Action Plan + Ready-to-Paste Fixes

oakfieldplumbing.com

AI SEARCH READINESS SCORE

32 / 100

Not Ready — AI systems may struggle to find or describe this

Prepared exclusively for oakfieldplumbing.com

Target market: United Kingdom

This is your personalised AI Search Readiness report. It takes the score from your free scan and turns it into a prioritised, plain-English plan: what is working, what is holding this site back from being found and cited by AI assistants and voice search, the specific fix for each gap (with ready-to-paste code where one applies), and real evidence of how AI tools describe this business today.

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What's In This Report

Everything below was written for oakfieldplumbing.com specifically — not a template.

01 Readiness summary

Your score, verdict and the weight of what needs work.

02 Findings, in detail

Every check we ran, whether it passed, and why it matters for AI and voice search.

03 What this means for this business

A plain-English read on where this site stands right now.

04 Recommended fixes, in priority order

The changes to make — most important first.

05 Ready-to-paste code

Copy these straight into the site, or hand them to whoever manages it.

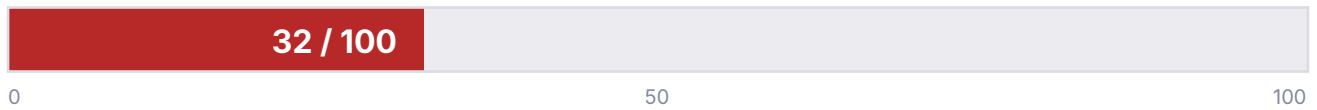
06 Your next steps

A short checklist to work through from here.



Readiness Summary

AI Search Readiness Score



Verdict: Not Ready — AI systems may struggle to find or describe this site

Analysed for target market: United Kingdom

4 gaps found — 3 Critical, 1 Minor. 3 checks already passing.



Findings, In Detail

GAP **CRITICAL** Structured data (schema.org)

No JSON-LD structured data found. AI systems rely heavily on schema to understand what a business is and does.

GAP **CRITICAL** AI crawler access (robots.txt)

robots.txt blocks GPTBot, ClaudeBot and PerplexityBot, so these AI tools cannot read the site.

GAP **MINOR** lms.txt (AI-crawler guidance file)

No lms.txt found. Emerging standard that helps AI systems find and summarise key pages.

GAP **CRITICAL** Answer-first content structure

The homepage opens with a long introduction; the services and area covered are not stated near the top.

PASS Trust signals (E-E-A-T)

Address, phone number and reviews found on the page.

PASS Content freshness

The page was updated recently.

PASS Page speed (Core Web Vitals)

Mobile performance score: 82/100.

What This Means For This Business

Oakfield Plumbing & Heating is an example local plumbing and heating business. Its robots.txt currently blocks the main AI crawlers, so tools like ChatGPT and Perplexity cannot read the site at all. That is the first thing to fix. After that, adding structured data and an answer-first opening would help AI tools describe the services and area covered accurately.

Recommended Fixes, In Priority Order

Work top to bottom — the first fix moves the score the most.

PRIORITY 1 Unblock AI crawlers in robots.txt

Remove the Disallow rules for GPTBot, ClaudeBot and PerplexityBot. This is the single biggest change: until it is made, these AI tools cannot read any page on the site.

PRIORITY 2 Add structured data (schema markup)

Add LocalBusiness (Plumber) schema with the business name, services, area served, phone number and opening hours, so AI tools can state these facts with confidence.

PRIORITY 3 Open the homepage with a direct answer

Start with one plain sentence saying what the business does and where, for example: "Oakfield Plumbing & Heating fixes boilers, leaks and heating systems across the local area, with same-day call-outs."

PRIORITY 4 Create an llms.txt file

A short plain-text file at the site root listing the key pages, so AI tools can find the services and contact pages quickly.

Ready-To-Paste Code

Paste these directly into the site, or hand them to whoever manages it. The text below is selectable and copyable.

Corrected robots.txt — replace the existing file

```
User-agent: *
Allow: /

User-agent: GPTBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: PerplexityBot
Allow: /

Sitemap: https://oakfieldplumbing.com/sitemap.xml
```

llms.txt — upload to the site root

Oakfield Plumbing & Heating (example)

> Example local plumbing and heating business.



- [Services] (<https://oakfieldplumbing.com/services>)
- [Contact] (<https://oakfieldplumbing.com/contact>)

Your Next Steps

1. Start with Priority 1 above — it is the single change that would raise your score the most.
2. Paste the ready-to-paste code blocks into the site, or forward this report to whoever manages it.
3. Re-run the free scan at madeaiready.com in about two weeks to see whether your score has changed.
4. Reply to your report email if you would like help putting any of this in place.

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