

AGENT EXPERIENCE OPTIMIZATION

www.legalzoom.com

Report date: October 5, 2026

Checked from Frankfurt, Germany.

75

OUT OF 100

Your website's AI readiness

AI connections found. Help agents finish faster.

Category subscores

Search & discovery	10 / 10
5 of 5 checks verified	
Easy-to-use content	8 / 10
3 of 4 checks verified	
Content prepared for AI	7 / 10
2 of 4 checks verified	
Customer actions	40 / 40
5 of 5 checks verified	
Connections for AI assistants	0 / 20
0 of 3 checks verified	
Trust & availability	10 / 10
3 of 3 checks verified	

The score adds the points from verified checks. Not detected and unverified checks earn zero points.

[Open the saved report](#)

Your website improvement plan

Work through these priorities in order. Verify uncertain findings first, then rescan after making changes.

01 Make important information easy to find

Help assistants understand your offer and find the next useful step.

- Organize the page with a clear main heading and content sections. Add structured labels for the organization, products or services shown on the page.

Suggested owner: Marketing + web team

6 points not detected

Recheck: Clear page structure; Content labels AI can understand.

02 Prepare a clear guide for AI assistants

Point assistants to useful, current information about your website.

- Include a concise business summary and useful customer links in the AI content guide. Offer a discoverable text version of useful pages.

Suggested owner: Content + web team

3 points not detected

Recheck: Useful links for AI assistants; Text version for AI assistants.

03 Make your AI connection discoverable

Help compatible assistants find and connect to the customer actions you provide.

- Publish clear information identifying your AI integration and its connection details. Provide connection instructions for compatible assistants using your available customer actions.

Suggested owner: Web team + InfiniteWatch

16 points not detected

Recheck: AI connection information; Instructions for connecting AI assistants.

Measure the improvement

After publishing changes, rerun the test and compare the category subscores. With InfiniteWatch, measure how long an agent takes to complete the same customer task before and after the changes.

Estimated task completion time

Page-by-page journey	13.9 seconds
Proposed optimized journey	1.4 seconds

12.5 seconds saved per completed task

Saved scenario: 9 steps x 1.5s versus 1 step x 1.4s. Modeled from the saved scan's steps and response assumptions.

How you compare

A company comparison was not available for this download. Your audit findings are included below.

Make every agent visit faster

With InfiniteWatch, optimize those connections to help agents respond and complete tasks faster.

[Book a meeting with InfiniteWatch](#)

Your audit findings

The evidence and next steps behind your saved score.

Search & discovery - 10 / 10

Clear page title

Detected | 1/1 points

Title: Start a Business, Protect Your Family: LLC Wills Trademark Incorporate More Online | LegalZoom

Search description

Detected | 1/1 points

A descriptive meta description is present.

Allowed in search results

Detected | 3/3 points

No noindex directive detected in HTML or response headers.

Access for search crawlers

Detected | 3/3 points

Wildcard robots rules allow the requested page. Agent-specific rules may differ.

Map of your website (sitemap)

Detected | 2/2 points

XML sitemap structure with URL entries found.

Easy-to-use content - 8 / 10

Content available when the page opens

Detected | 3/3 points

5,994 characters of text are available in initial HTML.

Clear page structure

Not detected | 0/2 points

An h1 or main landmark is missing in initial HTML.

Next step: Organize the page around a clear main heading and identifiable content sections.

Easy-to-follow navigation

Detected | 2/2 points

129 labelled, crawlable link(s) found.

Clear button and form labels

Detected | 3/3 points

No unlabelled controls detected in this HTML sample (1 input controls). This is not a full accessibility audit.

Content prepared for AI - 7 / 10

AI content guide (llms.txt)

Detected | 4/4 points

A public llms.txt document was found.

Clearly titled AI guide

Detected | 3/3 points

The document contains the required H1 heading.

Useful links for AI assistants

Not detected | 0/2 points

A summary and curated links were not both detected. These are quality recommendations.

Next step: Summarize your business and link to the pages most useful to your customers in the AI content guide.

Text version for AI assistants

Not detected | 0/1 points

No usable Markdown alternative was found.

Next step: Offer a simple text version of useful pages, and ask your web team to make it discoverable.

Customer actions - 40 / 40

Customer actions listed for AI

Detected | 8/8 points

4 customer tool entries were listed by website-attributed MCP endpoints. No tools were executed.

Clearly explained actions

Detected | 4/4 points

Tool names and description signals found. Source checks do not prove runtime completeness.

Required information for each action

Detected | 5/5 points

Structured tool input declarations detected. Schema correctness needs runtime review.

Action safety information

Detected | 3/3 points

Tool behavior annotations detected. Hints are not a security boundary.

Task-specific customer tools

Detected | 20/20 points

2 task-specific customer tool declaration(s) with descriptions and structured inputs found:
search_legal_document_templates, search-legalzoom-product-urls. Execution was not tested.

Connections for AI assistants - 0 / 20

AI connection information

Not detected | 0/8 points

No website-attributed MCP descriptor was found at the checked paths.

Next step: Publish clear information about your AI integration and how to connect. Your web team can choose the appropriate format.

Instructions for connecting AI assistants

Not detected | 0/8 points

No connection instructions attributable to this website were found.

Next step: Provide instructions so compatible AI assistants can connect to your available customer actions.

Content labels AI can understand

Not detected | 0/4 points

No parseable schema.org JSON-LD found.

Next step: Help AI understand your products, services or organization with structured content labels, implemented by your web team.

Trust & availability - 10 / 10

Secure website connection

Detected | 5/5 points

The server responded using HTTPS.

Public page access

Detected | 3/3 points

Public HTML returned HTTP 200. No detected login or bot challenge.

Contact or privacy information

Detected | 2/2 points

A contact or privacy link is present.
