AGENT EXPERIENCE OPTIMIZATION

www.pinnaclepetgroup.com

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Checked from Frankfurt, Germany.

68

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 — **10 / 10**

4 of 4 checks verified

Content prepared for AI — **9 / 10**

3 of 4 checks verified

Customer actions — **17 / 40**

3 of 5 checks verified | 23 points need verification

Connections for AI assistants — **12 / 20**

2 of 3 checks verified | 8 points need verification

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 Prepare a clear guide for AI assistants

Point assistants to useful, current information about your website.

- Offer a discoverable text version of useful pages.

Suggested owner: Content + web team

1 points not detected

Recheck: Text version for AI assistants.

02 Verify available customer actions

Make customer tasks clearer and safer for compatible AI assistants.

- Verify: Action safety information; Task-specific customer tools. Review the saved evidence and repeat these checks before deciding which changes are needed.

Suggested owner: Product + InfiniteWatch

23 points to verify

Recheck: Action safety information; Task-specific customer tools.

03 Verify assistant connection information

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

- Verify: AI connection information. Review the saved evidence and repeat these checks before deciding which changes are needed.

Suggested owner: Web team + InfiniteWatch

8 points to verify

Recheck: AI connection information.

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	**5.2 seconds**
Proposed optimized journey	**1.5 seconds**

3.7 seconds saved per completed task

Saved scenario: 4 steps x 1.3s versus 1 step x 1.5s. 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: Pinnacle Pet Group | Pet Insurance and Healthcare Services | Pinnacle House, A1 Barnet Way, Borehamwood, Hertfordshire, WD6 2XX

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 - 10 / 10

Content available when the page opens

Detected | 3/3 points

2,047 characters of text are available in initial HTML.

Clear page structure

Detected | 2/2 points

An h1 and a main landmark are present.

Easy-to-follow navigation

Detected | 2/2 points

20 labelled, crawlable link(s) found.

Clear button and form labels

Detected | 3/3 points

No unlabelled controls detected in this HTML sample (0 input controls). This is not a full accessibility audit.

Content prepared for AI - 9 / 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

Detected | 2/2 points

A summary and curated Markdown links are present.

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 - 17 / 40

Customer actions listed for AI

Detected | 8/8 points

2 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

Needs verification | 0/3 points

Tool side effects and behavior annotations need manual review.

Next step: Explain which actions only read information and which make changes, so assistants can handle them appropriately.

Task-specific customer tools

Needs verification | 0/20 points

No task-specific customer tool could be confirmed from the sampled declarations. General site search, business details and generic API helpers do not establish a dedicated customer workflow.

Next step: Provide a clearly described tool with structured inputs for a customer task, such as a quote, booking, product search or account enquiry. General site search and business details are a starting point.

Connections for AI assistants - 12 / 20

AI connection information

Needs verification | 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

Detected | 8/8 points

Connection information explicitly associated with this website is publicly discoverable.

Content labels AI can understand

Detected | 4/4 points

Parseable schema.org JSON-LD found. Content accuracy requires editorial review.

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.