AGENT EXPERIENCE OPTIMIZATION

www.ruralinsurance.co.uk

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Checked from Frankfurt, Germany.

27

OUT OF 100

Your website's AI readiness

Help agents get from answers to action.

Category subscores

Search & discovery — 9 / 10

4 of 5 checks verified

Easy-to-use content — 8 / 10

3 of 4 checks verified

Content prepared for AI — 0 / 10

0 of 4 checks verified

Customer actions — 0 / 40

0 of 5 checks verified | 40 points need verification

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.

- Write a short search description that explains what this page offers. 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

7 points not detected

Recheck: Search description; 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.

- Publish an llms.txt guide pointing to your most useful content. Give the AI content guide a clear title identifying 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

10 points not detected

Recheck: AI content guide (llms.txt); Clearly titled AI guide; Useful links for AI assistants; Text version for AI assistants.

Your improvement plan, continued

03 Verify available customer actions

Make customer tasks clearer and safer for compatible AI assistants.

- Verify: Customer actions listed for AI; Clearly explained actions; Required information for each action; 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

40 points to verify

Recheck: Customer actions listed for AI; Clearly explained actions; Required information for each action; Action safety information; Task-specific customer tools.

04 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	**6.7 seconds**
Proposed optimized journey	**1.5 seconds**

5.2 seconds saved per completed task

Saved scenario: 4 steps x 1.7s versus 1 step x 1.5s. Modeled from the saved scan's steps and response assumptions.

How you compare

Full saved audit scores for similar companies in your market.

Your score: 27/100 Similar companies' average: 35.3/100

01	**axa.co.uk**	**43/100**
02	**directline.com**	**29/100**
03	**theaa.com**	**34/100**

Make every agent visit faster

InfiniteWatch gives agents a direct path to quotes, bookings and enquiries, helping customers spend less time waiting.

Book a meeting with InfiniteWatch

Your audit findings

The evidence and next steps behind your saved score.

Search & discovery - 9 / 10

Clear page title

Detected | 1/1 points

Title: Rural Insurance Group | Rural and Agricultural Insurance for Brokers

Search description

Not detected | 0/1 points

No useful meta description found.

Next step: Write a short search description that tells customers what they will find on this page.

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

3,902 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

62 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 - 0 / 10

AI content guide (llms.txt)

Not detected | 0/4 points

No readable llms.txt found at the checked location. This optional proposal is not required for search.

Next step: Consider a short guide pointing AI assistants to your most useful content. Your web team can publish it as llms.txt.

Clearly titled AI guide

Not detected | 0/3 points

No valid H1 was found in the checked llms.txt document.

Next step: Start your AI content guide with a clear title identifying your website.

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 - 0 / 40

Customer actions listed for AI

Needs verification | 0/8 points

No declarations found in the sampled public sources. Authenticated or browser-only tools remain unverified.

Next step: Choose a useful customer task, such as finding a product or requesting a quote, and make it available to AI assistants.

Clearly explained actions

Needs verification | 0/4 points

Tool descriptions could not be verified from public source.

Next step: Clearly describe each available action and what it helps the customer achieve.

Required information for each action

Needs verification | 0/5 points

Tool input schemas need browser or MCP connection verification.

Next step: Make it clear what information an assistant needs to complete each action, such as a product name or booking date.

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 - 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.