AGENT EXPERIENCE OPTIMIZATION

# www.rac.co.uk

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** **10 / 10**

4 of 4 checks verified

**Content prepared for AI** **0 / 10**

0 of 4 checks verified

**Customer actions** **37 / 40**

4 of 5 checks verified | 3 points need verification

**Connections for AI assistants** **8 / 20**

1 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.

- Add structured labels for the organization, products or services shown on the page.

**Suggested owner: Marketing + web team**

4 points not detected

Recheck: 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.

## 03 Verify available customer actions

Make customer tasks clearer and safer for compatible AI assistants.

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

**Suggested owner: Product + InfiniteWatch**

3 points to verify

Recheck: Action safety information.

# Your improvement plan, continued

## 04 Make your AI connection discoverable

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

- Provide connection instructions for compatible assistants using your available customer actions.

**Suggested owner: Web team + InfiniteWatch**

8 points not detected

Recheck: 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 | **5.6 seconds** |
| Proposed optimized journey | **1.5 seconds** |

## 4.1 seconds saved per completed task

Saved scenario: 4 steps x 1.4s 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: RAC Breakdown Cover Car Insurance | Route Planner | RAC

### 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

7,818 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

255 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 - 37 / 40

### Customer actions listed for AI

Detected | 8/8 points

1 customer tool definitions found in a website-attributed descriptor. Connection was not verified.

### 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

Detected | 20/20 points

1 task-specific customer tool declaration(s) with descriptions and structured inputs found: check_mobile_mechanic_coverage. Execution was not tested.

# Connections for AI assistants - 8 / 20

### AI connection information

Detected | 8/8 points

A website-attributed integration descriptor was found.

### 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.