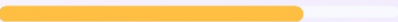


Analysis AI Ready of <https://marketingwithdave.com/five-awareness-stages-marketing/>

GEO score of the page

76.1%



This page is well optimized for AI, with a few minor areas for improvement.

The main areas for improvement are the table of contents and loading performance.

Is the page well structured?		89%
Does the page include descriptive images?		95%
Does the page have valid JSON-LD?		96%
Is the page well segmented?		93%
Is the content easy to read?		83%
Is the markup semantically consistent?		69%
Does the page have a table of contents?		0%
Does the page offer a concise summary?		77%
Does the page load quickly?		2%
Is the content accessible without JavaScript?		100%
Is the robots.txt file complete?		95%

What's the page about?

Here's an AI's summary:

*The ****Five Awareness Stages**** framework, rooted in Eugene Schwartz's ***Breakthrough Advertising*** (1966), helps tailor content to a prospect's mindset—from ***unaware*** (latent needs) to ***most-aware*** (ready to buy). It aligns SEO, messaging, and CTAs with search intent, ensuring targeted, effective marketing at every*

Here are the expressions mentioned on your page after semantic analysis:

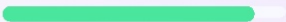
Expression	Relative semantic score
five awareness stages	100
five stages	62.47
five awareness stages marketing	51.99
content	44.76
awareness	40.47
guide content	36.46

Page structure analysis

We automatically analyze your page layout: is it consistent with your topic? Do the titles follow the correct structure?
We also analyze the complexity of titles to help you optimize your HTML.

Score

89%



Analysis results

Page layout details

Suggestions or problems detected

Some title tags contain HTML tags that are not recommended. (3)

Examples:

- h3 : `<a href="/selling-the-same-thing-differently-lessons-from-mad-men-and-claude-hopkins/" target="_self" rel="bookmark noopener norefferer">Selling the Same Thing Differently: Lessons from Mad Men and Claude Hopkins</a>`
- h3 : `<a href="/5-reasons-why-you-want-to-customize-your-ad-schedule/" target="_self" rel="bookmark noopener norefferer">5 Reasons Why You Want to Customize Your Ad Schedule</a>`
- h3 : `Leave a Comment <small><a rel="nofollow" id="cancel-comment-reply-link" href="/five-awareness-stages-marketing/#respond" style="display:none;">Cancel Reply</a></small>`

Some titles contain an excessive amount of HTML tags. (3)

Examples:

- h3 : `<a href="/selling-the-same-thing-differently-lessons-from-mad-men-and-claude-hopkins/" target="_self" rel="bookmark noopener norefferer">Selling the Same Thing Differently: Lessons from Mad Men and Claude Hopkins</a>`
- h3 : `<a href="/5-reasons-why-you-want-to-customize-your-ad-schedule/" target="_self" rel="bookmark noopener norefferer">5 Reasons Why You Want to Customize Your Ad Schedule</a>`
- h3 : `Leave a Comment <small><a rel="nofollow" id="cancel-comment-reply-link" href="/five-awareness-stages-marketing/#respond" style="display:none;">Cancel Reply</a></small>`

The page contains a few too many H2 headings.

Number of titles of level 1 (h1) : 1

Number of titles of level 2 (h2) : 13

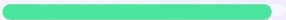
Number of titles of level 3 (h3) : 12

Image analysis

The presence of well-tagged images with alt attributes helps AI understand the content of the page.

Score

95%



Analysis results

Image details

Suggestions or problems detected

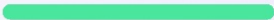
Some alternative texts appear to be over-optimized with multiple keywords.

JSON-LD structured data

JSON-LD structured data provides AI engines and models with a clear, standardized summary of your content. They enable AIs to identify the type of page (article, product, FAQ...) and extract the essential information with precision.

Score

96%



Analysis results

JSON-LD structure

Suggestions or problems detected

JSON-LD structured data found on the page:

- Article
- BlogPosting
- CommentAction
- WebPage
- ReadAction
- ImageObject
- BreadcrumbList
- ListItem
- WebSite
- SearchAction
- EntryPoint
- PropertyValueSpecification
- Person
- Organization

Add the optional \$prop property to your Article markup to enrich it.

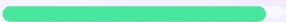
To improve your score, consider adding the following structured data: VideoObject, FAQPage, HowTo

Analysis of HTML page segmentation

HTML segmentation analysis checks how your content is structured using tags (p, section, article, figure...).
Good segmentation enables AIs to clearly identify blocks of information and extract useful content more easily.

Score

93%



Analysis results

Useful tag count

Suggestions or problems detected

No <section>: structuring content blocks improves semantic understanding.

Absence of quotations (<blockquote>), useful for contextualizing information.

Page readability analysis

This analysis measures the ease with which your text can be read and understood.
Good readability helps AIs to correctly interpret your content and extract key information.

Score

83%

Analysis results

Long words and phrases

Suggestions or problems detected

Flesch-Kincaid score: 22.9

Score "Automated Readability Index (ARI)" : 14.3

Score Coleman-Liau: 16.2

Score Dale-Chall : 10.7

Indice de lisibilité global : 57.1 / 100 (Dense but structured)

5 sentences exceed 32 words. Shorten them to improve readability.

Page semantic consistency

This analysis measures the consistency between the page's key semantic signals (title, meta description, H1 and subheadings) and its actual content. Good alignment facilitates the interpretation of the subject by search engines and AI models, and reinforces the credibility of the content.

Score

69%

Analysis results

Score details

Suggestions or problems detected

The subtitles do not follow the main theme closely enough (score: 5.9%).

Presence of a table of contents

AI greatly appreciates tables of contents, as they help structure content.
We analyze the possible presence of such a table of contents in your HTML and suggest improvements.

Score

0%

Analysis results

Suggestions or problems detected

No detectable table of contents in the raw HTML of the page. If it exists, it is probably generated by JavaScript and therefore invisible to bots and AI that analyze the source HTML.

Ensure that the table of contents is present in the static HTML (server-side). A TOC rendered solely on the client side (JavaScript) is ignored by crawlers and LLMs. If your TOC is in HTML, check that it is tagged with a recognizable attribute: id, class, aria-label, or data-test containing "toc," "summary," or "table-of-contents."

Presence of a concise response

In GEO as well as SEO, it is very useful to provide a summary of the page. Among all the candidates detected on the page, we identify the blocks of text that seem to best summarize the page's content. We therefore propose improvements regarding its length, location, and content.

Score

77%



Analysis results

Suggestions or problems detected

Paragraph that best summarizes the content:

In this post, we'll walk through each of the five stages, show you how to identify which stage your audience is in, connect the framework to modern SEO and search intent, and give you a practical content map for applying all of it across your website, email sequences, and content calendar, including a step-by-step process for auditing the content you already have. We'll also bring in ideas from some of the best marketing thinkers of the past few decades, because Schwartz wasn't writing alone into a vacuum. His framework holds up in part because smart marketers keep arriving at the same insight from different directions.

Semantic relevance of the summary in relation to the page content: 82 / 100

Place the summary a little higher up on the page.

Fast charging and relatively light weight

AI systems are very demanding in terms of performance and expect a TTFB of less than 200 milliseconds. In addition, important text should not be rendered using JavaScript, but on the server side.

Score

2%

Analysis results

Suggestions or problems detected

The server is taking too long to respond (TTFB: s). Aim for a maximum of 200ms for better indexing by AI bots.

The initial HTML is quite large (229 KB). This may slow down analysis by some bots.

JavaScript scripts are blocking the page from rendering (7 blocking scripts).

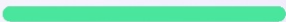
Use the "defer" or "async" attributes for your scripts so as not to block content analysis.

Accessibility of content by robots

The content must be accessible without loading JavaScript and must contain sufficient text.
Hidden or dynamic content should be avoided.

Score

100%



Analysis results

Suggestions or problems detected

Well done, no major problems detected!

Robots.txt and AI Agent Accessibility

The robots.txt file controls crawlers' access to your content. For effective local search visibility, AI agents (GPTBot, Claude-Web, PerplexityBot, etc.) must not be blocked, an XML sitemap must be submitted, and content signals must explicitly state your permissions.

Score

95%

XML Sitemap Declared	Yes — https://marketingwithdave.com/sitemap_index.xml
Blocked AI agents	No AI agents blocked
Content Signals (info)	Absent Recommandé : "Content-Signal: ai-train=yes, search=yes, ai-input=yes"