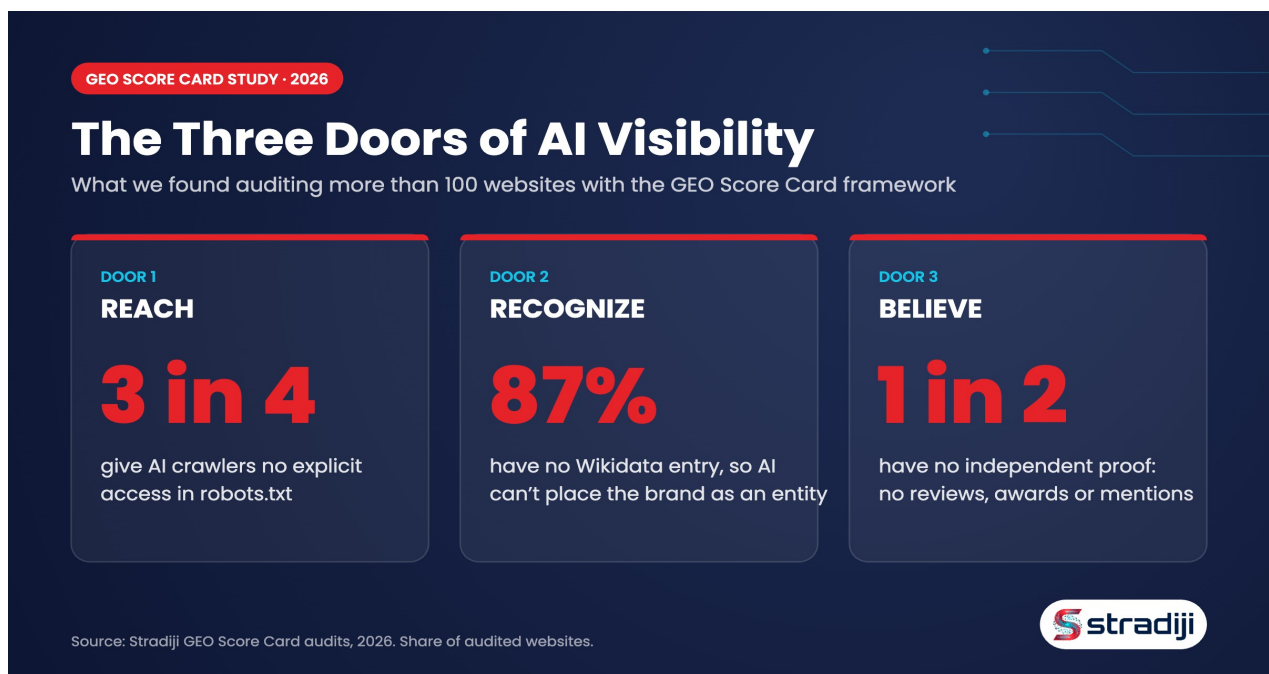




Stradiji AI Visibility Study and Audit Finds Most Websites Close Doors to LLMs

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Stradiji, an SEO and generative engine optimization consultancy company, today released its GEO Score Card framework together with an audit of more than 100 websites in seven countries. The audit found that nearly nine in ten of the sites had closed at least one of three conditions that decide whether AI engines can reach, recognize and believe a business.

The framework groups 70 checks into three stages that Stradiji calls Reach, Recognize and Believe. Reach measures whether AI engines such as ChatGPT, Gemini and Perplexity can access a site. Recognize measures whether they identify the brand as a distinct entity, and Believe measures whether independent sources support what is said about it.

Stradiji audited the sites through September 2026 as part of client and prospect engagements, so the set is a practitioner sample rather than a random one. Each site was crawled in full, its robots.txt, llms.txt, ai.txt and AGENTS.md files were reviewed, and live tests were run in ChatGPT, Perplexity, Gemini and Google's AI

features. The sites are based in Turkey, the United States, the United Kingdom, Germany, Estonia, Romania and South Korea and cover sectors including health, e-commerce, B2B software, real estate, media, law, manufacturing and travel. Every figure in the study is a share of all audited sites, weighted equally.

About three in four of the audited sites give AI crawlers no explicit access in robots.txt, and some block GPTBot, ClaudeBot or PerplexityBot outright. Stradiji treats crawler access as a precondition rather than a guarantee, because an open robots.txt file does not by itself mean an AI system will cite a site.

Roughly 87 percent of the sites have no Wikidata entry, about three in four have no Wikipedia article and roughly 30 percent lack basic Organization schema markup. About half have no independent reputation signal, which the audit defines as a third-party review, award or industry mention that the company did not publish itself.

The study comes as infrastructure defaults shift. Since Sept. 15, 2026, Cloudflare's Block setting also applies to mixed-use crawlers such as Googlebot, Bingbot and Applebot, and new ad-supported domains are offered a preset that blocks AI agents on pages with ads, according to a Cloudflare blog post published that day. Stradiji notes that site owners can therefore restrict both search and AI crawlers without intending to.

"Many companies are paying to be visible in AI answers while their own robots.txt tells those same systems to stay out," said Mert Erkal, founder of Stradiji. "Most of the issues we found cost nothing to fix, and the first one takes about five minutes."

The full AI visibility study and the GEO Score Card methodology are available on the Stradiji website.

Stradiji is an SEO and generative engine optimization consultancy founded by Mert Erkal in 2010 and based in Istanbul. The company advises enterprise and mid-market companies in Turkey, the United States, the United Kingdom and Australia on visibility in Google Search and in AI-generated answers. Erkal has worked in SEO since 2009.

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For more information about Stradiji, contact the company here:StradijiMert Erkal+90 850 888 79 21info@stradiji.comBusiness ?stanbul, Merdivenköy Mah. Dik Yol Sk. B Blok No:2 Kat:18 ?ç Kap? No:179, 34732 Kad?köy, ?stanbul, Türkiye

Stradiji

*Stradiji is an Istanbul-based SEO and generative engine optimization (GEO) consultancy founded in 2010 by Mert Erkal.
It advises enterprise brands in Turkey, the US, the UK and Australia on search and AI search visibility.*

Website: <https://www.stradiji.com/>

Email: info@stradiji.com

Phone: +90 850 888 79 21

