

BRAND TOUCHPOINTS · DIAGNOSTIC

# AI discoverability

As buyers default to AI answer engines to research firms, structured discoverability is the new SEO. Today the site is on the AI radar, but for the wrong reasons.

**5 findings**

2 CRITICAL

2 HIGH

1 MEDIUM

01 CRITICAL

## llms.txt exists, but feeds AI the demo content

The file meant to guide AI engines hands them the template's leftovers as if they were real: a dozen demo products (Black Smart Watch, Orange Mug, X-32 Laptop), around 28 invented team profiles (Donna L. Aguilar, Linda F. Collins), and roughly 50 "Nexta by Theme-vally" template pages.

02 CRITICAL

## The source of truth is a half-built template

Ask an assistant about NextEra and the most structured content it is handed describes a WordPress demo, not a sovereign IT brand backed by Aramco. The first AI impression is wrong.

03 HIGH

## No entity graph for machines to trust

With no Organization schema or sameAs links, AI cannot reliably connect NextEra to its LinkedIn, its parents (Aramco Digital and LTM) or its leadership. The entity is unresolved.

04 HIGH

## Little authoritative content to cite

The earned-media footprint is thin and PR-fed, with no analyst coverage and almost no bylined point of view. Models have little credible third-party material to quote about NextEra.

05 MEDIUM

## No owned, answer-shaped content

There is no FAQ, glossary or structured "what we do / who we serve" content written the way AI engines extract answers.