

Just a sample audit -- no affiliation

AI SEARCH VISIBILITY AUDIT

FULL

# UNESCO

AI Search Visibility Audit · unesco.org

AI tools are struggling to identify UNESCO clearly, so they may trust other sources or miss you altogether.



MODERATE

## Executive summary

We analysed UNESCO's site for whether ChatGPT and similar AI tools know and mention your organisation when people ask about your topic across Google's AI answers, ChatGPT, Perplexity, Gemini and Bing Copilot. UNESCO scores 65/100 (Moderate) for AI search readiness. The pattern is clear: the site has strong brand trust, but it still leaves AI unsure who owns the site and where to pull a clean, reliable answer from. The biggest lever is to make UNESCO's identity unmistakable on the home page and give AI tools a simple, official summary they can read. Fixing that tightens how often your name appears correctly in AI answers and strengthens control over how UNESCO is described.

**Business impact:** Fixing these issues tilts AI answers back toward UNESCO instead of third-party pages and reduces the risk of being left out or misidentified.

### Top priorities

1 Add an Organization[1] entity block[2] to the home page

2 Add Wikipedia and Wikidata links to anchor the brand

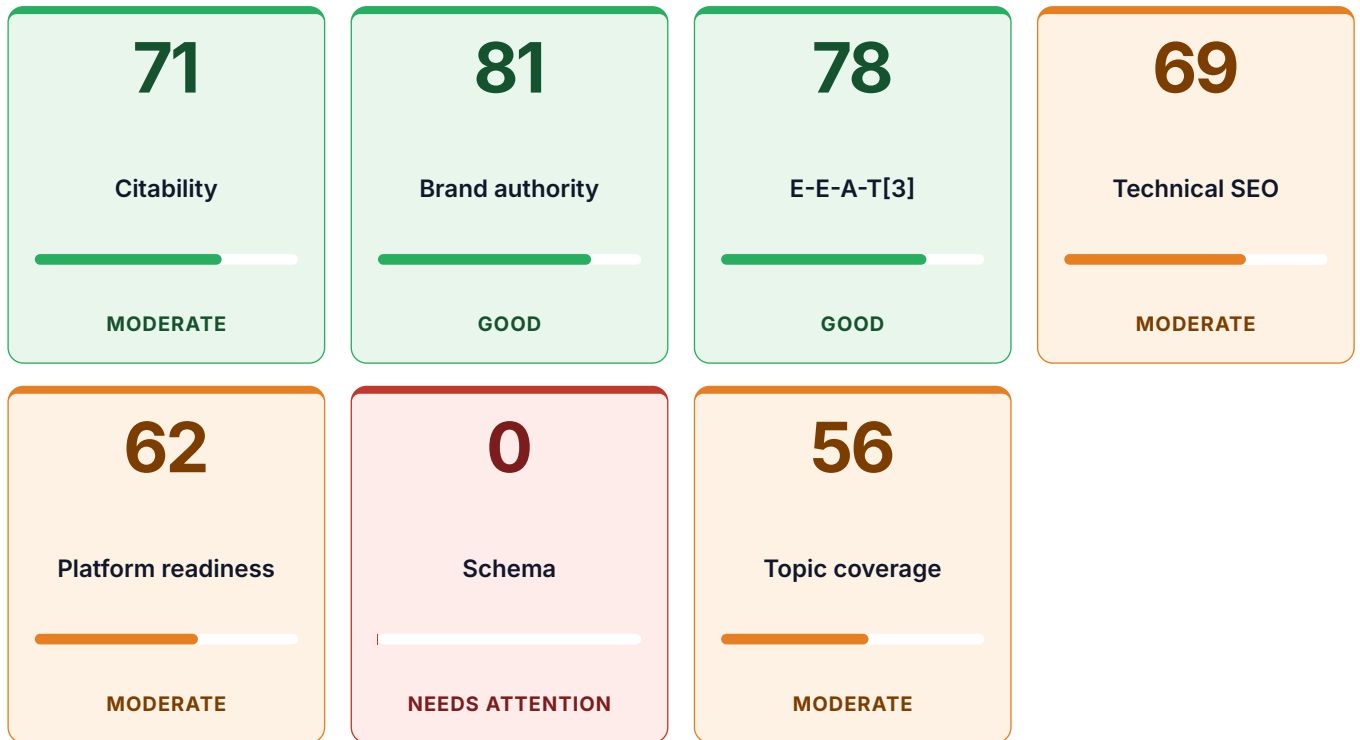
3 Add an optional AI summary file

**Biggest finding:** No clear organisation entity is on the home page, so AI tools struggle to identify UNESCO as the owner and connect its content consistently.

## Site overview

Page title	UNESCO : Building Peace through Education, Science and Culture, communication and information
Meta description	Learn more about UNESCO's role, vision and results. UNESCO is the United Nations Educational, Scientific and Cultural Organization[1]. Our aim is to promote peace and security through international cooperation
Detected language	en
Canonical URL	<a href="https://www.unesco.org/">https://www.unesco.org/</a>
Brand / entity	UNESCO
Business type	Nonprofit / Association
Pages discovered	74

## Category breakdown



## Score bands at a glance

Each scored dimension with its customer-facing band label.

Dimension	Score	Band
Citability	71	MODERATE
Brand authority	81	GOOD
E-E-A-T[3]	78	GOOD
Technical SEO	69	MODERATE
Platform readiness	62	MODERATE
Schema	0	NEEDS ATTENTION
Topic coverage	56	MODERATE

## AI Visibility Dashboard

Platform	Score	Strength	Key gap	Priority action
Google AI Overviews	87	STRONG	No hidden tags explain the main organization and article pages, so Google has less clean page context to work with.	Add hidden tags for Organization[1], Article[4], and FAQPage[5] across the main pages.
ChatGPT	74	STRONG	The site gives ChatGPT little direct	Create a clear donation and

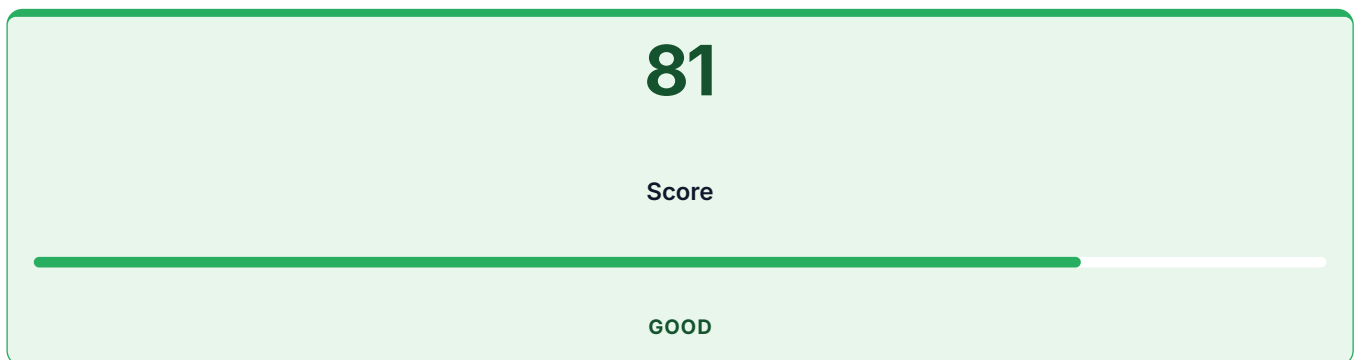
Platform	Score	Strength	Key gap	Priority action
			guidance on donation and membership details, so it can drift on that money question.	membership page with plain answers and hidden tags.
Perplexity	72	<b>STRONG</b>	The site lacks a strong entity block[2] with links to trusted reference profiles, so Perplexity has less to anchor on.	Add a strong Organization block[1] with sameAs[6] links to trusted reference profiles.
Google Gemini	79	<b>STRONG</b>	The site has almost no entity links in hidden tags, so Gemini has weaker proof that UNESCO is the same organization everywhere.	Add sameAs[6] links in the Organization block[1] and connect them to key pages.
Bing Copilot	71	<b>STRONG</b>	There is no IndexNow signal, so Bing may learn about page updates more slowly than it could.	Turn on IndexNow so Bing learns page changes faster.

## AI Crawler Access

User agent	Platform	Status	Impact	Recommendation
GoogLebot	Google Search + AI Overviews	<b>NO DIRECTIVE</b>	Google can index your content for both classic Search and AI Overviews.	Keep Googlebot allowed; verify Search Console shows clean coverage.
GPTBot[7]	ChatGPT (OpenAI)	<b>NO DIRECTIVE</b>	ChatGPT can index your content as a citation source for grounded answers.	Keep GPTBot[7] allowed and surface freshness signals via lastmod / sitemap pings.
Bingbot[8]	Bing + Copilot + ChatGPT Search	<b>NO DIRECTIVE</b>	Bing, Bing Copilot and ChatGPT Search can all see and cite your content.	Keep Bingbot[8] allowed; consider IndexNow for faster freshness propagation.
PerplexityBot[9]	Perplexity	<b>NO DIRECTIVE</b>	Perplexity can crawl, cite and link to your content directly in answers.	Keep PerplexityBot[9] allowed; reinforce with brand presence on Reddit and Wikipedia.

User agent	Platform	Status	Impact	Recommendation
GoogLe-Extended[10]	Google Gemini (training)	NO DIRECTIVE	Gemini can use your content for training, strengthening long-term entity recognition[11].	Keep Google-Extended[10] allowed; pair with sameAs[6] schema for entity-graph reinforcement.
ClaudeBot[12]	Anthropic Claude	NO DIRECTIVE	Claude can read and reference your content when answering user questions.	Keep ClaudeBot[12] allowed; ensure semantic structure (headings, FAQ schema[5]) for clean extraction.
Applebot[13]-Extended	Apple Intelligence	NO DIRECTIVE	Apple Intelligence can use your content for training Siri and on-device AI features.	Keep Applebot[13]-Extended allowed; this signal grows in weight as Apple Intelligence rolls out.

## Brand authority



## Brand authority -- findings

### **CRIT** Official site is not declaring a verified organisation identity

The audited site did not expose hidden company identity tags or any verified links to official profiles, even though the wider web has strong proof: Wikipedia is ranking, Wikidata confirms Q7809 with 218 linked language editions, and official LinkedIn, YouTube, X, Facebook and Instagram profiles are visible. Effort: 0.5–2h.

**Impact:** Without verified identity links on the official site, ChatGPT and similar tools may trust third-party pages more than your own site when describing UNESCO.

**Fix:** Add hidden organisation identity tags to the official site and link them to Wikidata Q7809 plus the official Wikipedia, LinkedIn, YouTube, X, Facebook and Instagram profiles.

**WARN**

### Google brand information panel was not returned in this result set

The search results show a very strong public identity through Wikipedia, Wikidata, Britannica, AP, social profiles and official pages, but no Google-side brand information panel was returned in the provided data. This is a small but real gap for a global organisation with otherwise excellent public recognition. Effort: 0.5–2h.

**Impact:** A missing Google brand information panel gives ChatGPT and similar tools one fewer trusted shortcut for confirming the organisation quickly.

**Fix:** Review Google’s public organisation profile signals and ensure the official site, Wikipedia, Wikidata and social profiles all point consistently to the same UNESCO identity.

**WARN**

### Reddit visibility is strong but mostly indirect

Five Reddit results were found, and the top result is in r/Infographics, but the visible examples focus on UNESCO World Heritage Sites rather than direct discussion of UNESCO programmes, reports, grants or public impact. The tone is neutral rather than clearly positive. Effort: 8–24h.

**Impact:** If Reddit discussion stays indirect, ChatGPT and similar tools can learn about UNESCO labels and sites without learning enough about UNESCO’s current work.

**Fix:** Seed helpful, non-promotional explainers in relevant education, science, culture and heritage communities, and have qualified staff answer practical questions where appropriate.

**INFO**

### YouTube presence is strong; deepen third-party video proof

The platform probe found five YouTube results and an official UNESCO channel, including “What does UNESCO do?” and a press conference result, which earns a strong platform score. The visible sample does not prove a broad base of independent creator or media coverage. Effort: 8–24h.

**Impact:** More independent videos explaining UNESCO’s work increase the chance that ChatGPT and similar tools name UNESCO when people ask about education, science, culture or heritage topics.

**Fix:** Partner with educators, museums, science communicators and news explainers to publish accurate videos that cite UNESCO reports, programmes and official pages.

## Wikidata evidence

Wikidata Q-item[14]	[Q7809](https://www.wikidata.org/wiki/Q7809)
Label	UNESCO

Description	specialised agency of the United Nations for education, sciences, and culture
Instance of	Q15925165, Q245065
Wikipedia sitelinks[15]	218
Official website (P856)	https://unesco.org/en (matches audited domain)
Match confidence	medium (name + domain)

## Competitive share-of-voice

Brand	UNESCO
Our share of voice[22]	50

## Competitor share-of-voice

Competitor	Share	Citations
whc.unesco.org	75	0
britannica.com	50	0
en.wikipedia.org	50	0
youtube.com	50	0
apnews.com	25	0

## Competitive share-of-voice -- findings

**WARN**

### Missed donation and membership questions around UNESCO

UNESCO appears in 50% of the query set, but it is absent from the question "How much does UNESCO cost to join or donate to?" while whc.unesco.org holds the top spot. That leaves one of the clearest intent questions unanswered by UNESCO's main site.

**Impact:** People asking whether they can join or donate are ready to act, so missing this query gives up direct support, fundraising, and trust-building moments to another UNESCO property.

**Fix:** Create a clear donations and membership page with an FAQPage[5] block that answers costs, eligibility, and next steps in plain language.

**WARN**

## **Undercovered comparison query for global education and culture organizations**

UNESCO appears in 50% of the query set, but it is absent from “Best international organizations for education, science, and culture,” where iie.org ranks first. That means the comparison-style query is being answered without UNESCO in the result mix.

**Impact:** When people compare organizations in this space, missing from that answer can weaken consideration for partnerships, funding, and referrals.

**Fix:** Publish a comparison page that positions UNESCO against similar international education and culture organizations, and mark it up as an Article[4].

**INFO**

## **Competitor domination remains high on UNESCO’s own heritage-property queries**

UNESCO appears in 50% of the query set, yet whc.unesco.org appears in 75% of the competitor set and ranks first on the missed donation query. Even where the UNESCO name is present, the heritage subsite is the most consistently visible property in the set.

**Impact:** This can split attention between the main organization and a subsite, making it harder for people and AI tools to connect the broader mission back to the main UNESCO brand.

**Fix:** Strengthen the main site’s internal linking and entity signals so the organization page becomes the default source for core brand and mission questions.

**INFO**

## **UNESCO is not fully owning the educational explainer space**

UNESCO is present in only 50% of the query set, while youtube.com, britannica.com, and en.wikipedia.org each also appear in 50% of the same set. That shows the explanation space is shared evenly instead of being led by UNESCO itself.

**Impact:** If outside sources are equally visible on basic “what is UNESCO” style queries, fewer people may land on UNESCO’s own explanation first, reducing control over the story.

**Fix:** Expand the main explainer pages on UNESCO’s site with concise summaries, supporting facts, and clear links to related programs so the organization becomes the default reference.

## AI citability[16] -- findings

### **CRIT** Open vague sections with a direct answer

The section titled "Our impact in communities" opens with "Discover how UNESCO drives change around the world," and "Latest news" opens with "Stay informed with the latest updates on UNESCO's work around the world." These lines introduce the section but do not give ChatGPT or similar tools a clean factual answer to reuse.

**Impact:** Vague openers make it less likely that ChatGPT and similar AI tools know and mention UNESCO when people ask what UNESCO does in communities.

**Fix:** Rewrite each section opening as "UNESCO's impact in communities is ..." or "UNESCO's latest work includes ..." followed by one concrete example and date.

### **WARN** Turn designation counts into a dated fact paragraph

The page lists "1248 World Heritage Sites," "849 Intangible Cultural Heritage," "784 Biosphere Reserves," and "229 Global Geoparks," but the numbers appear as separate link cards without a date or explanatory sentence.

**Impact:** A dated summary would make the homepage a stronger source when AI tools answer questions about UNESCO's global lists and designations.

**Fix:** Add one short paragraph before the cards that says what the designations are, states the counts, and gives the month and year the figures were last updated.

### **WARN** Use question-style headings for core explanations

Most section headings are editorial labels such as "Delivering for people in crisis," "Prepare the world for AI, Prepare AI for the world," and "UNESCO in brief." These are clear for readers but do not map cleanly to common questions people ask.

**Impact:** Question-style headings help ChatGPT and similar tools match UNESCO's content to real user questions and pull the right section faster.

**Fix:** Add or revise key headings to direct questions such as "What does UNESCO do in crises?" and "How does UNESCO support responsible AI?"

### **WARN** Shorten the page title and summary

The homepage title is 93 characters and the page summary is 206 characters, so both are likely to be cut off in previews. The current wording also delays the clearest definition of UNESCO until later in the summary.

**Impact:** Cut-off previews weaken the short summary that search engines and AI tools often use to understand and present the homepage.

**Fix:** Use a title under 60 characters and a summary under 160 characters that starts with “UNESCO is the United Nations agency for education, science, culture and communication.”

### **INFO** Add stronger source cues to report-led claims

The higher education feature names UNESCO’s first Higher Education Global Trends Report and gives strong figures, but the homepage snippet does not show a publication date, report year, or direct source label beside the claim.

**Impact:** Visible source cues help AI tools treat the passage as reliable enough to quote when comparing higher education trends worldwide.

**Fix:** Add the report year and a brief source phrase near the figures, such as “according to UNESCO’s 2026 Higher Education Global Trends Report.”

## **E-E-A-T[3] -- findings**

### **CRIT** Add visible author bios and editorial review labels

The provided pages read as institutional publishing from UNESCO, but none of the sampled pages show a named author bio, credentials, or a visible editorial review label. That weakens confidence for AI systems that prefer clearly attributed, accountable content; effort: 2–8h, measurable by tracking citations and referral clicks from ChatGPT-like tools over 60 days.

**Impact:** Without named authors and review labels, AI tools are less likely to treat your pages as a reliable source when comparing similar answers.

**Fix:** Add a byline, 30-word author bio, and a visible “reviewed by” label with a relevant expert on every major article and guide page.

**WARN** Add an optional AI summary file for key pages

The technical context shows bots can reach the site, but no optional AI summary file was found to help tools understand the main sections faster. That makes it harder for answer engines to summarise the site cleanly; effort: 0.5–2h, measurable by changes in AI referral traffic and citation rate after rollout.

**Impact:** An easy-to-scan summary file can help AI tools understand the site faster and surface the right UNESCO pages in answers.

**Fix:** Create an optional AI summary file that lists the homepage, About, key programme pages, and the privacy notice in plain language.

**WARN** Add a public organisation identity block on the site

The brand context shows strong outside confirmation for UNESCO, but the crawl did not surface a clear hidden identity block linking the official site to Wikidata Q7809 and the main official profiles. That leaves a small gap in making the site's identity easy for AI to resolve; effort: 0.5–2h, measurable by checking whether AI tools name UNESCO correctly in branded tests.

**Impact:** Clear identity links reduce confusion and help AI tools connect the official site to the right UNESCO profile quickly.

**Fix:** Add a hidden organisation identity block on the official site and connect it to Wikidata Q7809 plus the main official social profiles.

**WARN** Expand the home page with more direct answer text

The home page is rich with links and campaign sections, but the main page does not open with a short clear paragraph that answers what UNESCO does and who it serves right away. That can slow down answer extraction in AI tools; effort: 2–8h, measurable by improved engagement and AI referral clicks from the homepage.

**Impact:** When the homepage answers the basics immediately, AI tools can quote it more easily and users understand the organisation faster.

**Fix:** Add a short clear paragraph near the top of the home page that says what UNESCO does, who it serves, and what the current priorities are.

**INFO****Publish a short methodology note for key reports**

Several pages make precise claims about students, crises, heritage, and programme outcomes, but the sampled pages do not show a simple note explaining how those claims were chosen or measured. That leaves room for stronger confidence and easier reuse by AI systems; effort: 2–8h, measurable by citation growth and time on page for report pages.

**Impact:** A simple methodology note helps AI tools trust the numbers and reuse UNESCO's reporting in summaries.

**Fix:** Add a brief methodology note to major reports and data-led pages explaining the source, date, and method behind the figures.

## Platform readiness -- findings

**CRIT****No Organization[1] identity block on the homepage**

The homepage exposes two schema blocks, but neither identifies the organisation behind the site. The only detected type is a video object, and no organisation, person, or local business block was found. Hidden identity links are also absent, even though the wider web already recognises UNESCO strongly.

**Impact:** Without a clear identity block, AI tools may rely on third-party sources instead of the official site when deciding whether to name UNESCO.

**Fix:** Add a homepage identity block for the organisation and connect it to the official Wikipedia, Wikidata, and social profiles that already represent UNESCO.

**CRIT****Question-style headings and direct answers are too limited**

The homepage answers are fairly strong, but several key sections still start with promotional wording rather than a plain factual sentence. The audit shows answer coverage is 63%, which is solid but leaves room for clearer, more reusable text that AI tools can quote directly.

**Impact:** Clearer, question-shaped sections make it easier for AI tools to pull the right answer from UNESCO's own pages.

**Fix:** Rewrite the main section openings so each one starts with a plain answer and a concrete example before the supporting detail.

**WARN**

### Homepage preview text is too long and delays the definition

The page title and summary are both longer than ideal, and the clearest definition of UNESCO appears later than it should. That makes the homepage harder to understand from previews alone, especially when snippets are trimmed.

**Impact:** Shorter, front-loaded preview text improves how quickly Google and AI tools understand the page's main purpose.

**Fix:** Shorten the title and summary so the first sentence states what UNESCO is before any broader messaging.

**WARN**

### Reddit discussion is present but mostly indirect

Reddit visibility is good overall, but the visible examples focus on UNESCO sites and infographics rather than direct discussion of UNESCO's current programmes, reports, grants, or public impact. The tone is neutral, so it helps recognition more than explanation.

**Impact:** If community discussion stays indirect, AI tools may know UNESCO's name without learning enough about its current work to cite it confidently.

**Fix:** Publish and seed practical, non-promotional explanations in relevant communities and have staff answer recurring questions with sourced facts.

**INFO**

### YouTube presence is strong but could be broader

An official UNESCO channel is visible, along with relevant videos such as "What does UNESCO do?" and a press conference result. That said, the sample does not prove a wide base of independent creators or media voices explaining UNESCO's work.

**Impact:** More third-party video coverage increases the chance that AI tools mention UNESCO when users ask about education, science, culture, or heritage.

**Fix:** Work with educators, museums, and science communicators to publish accurate videos that reference UNESCO reports and official pages.

## Access files

File	URL	Status	Size
robots.txt[17]	<a href="https://www.unesco.org/robots.txt">https://www.unesco.org/robots.txt</a> [17]	<b>PRESENT</b>	70991

File	URL	Status	Size
llms.txt[18]	https://www.unesco.org/llms.txt[18]	ERROR	1789038
indexnow.json	https://www.unesco.org/indexnow.json	ERROR	1789038
ai.txt	https://www.unesco.org/ai.txt	ERROR	1789038
.well-known/ai-plugin.json	https://www.unesco.org/.well-known/ai-plugin.json	ERROR	1789038

## Schema coverage

Schema type	Status	Why it matters
Organization[1] (or Person[19] / LocalBusiness)	MISSING	Anchors entity-resolution for Google Knowledge Graph and ChatGPT browse -- without it, AI tools cannot reliably attribute facts to your business.
VideoObject	PRESENT	Strengthens entity context for AI search.
WebSite	MISSING	Enables sitelinks[15] search box and confirms canonical site identity to AI crawlers.
BreadcrumbList	MISSING	Helps AI assistants describe page hierarchy when citing your URLs.
FAQPage[5]	MISSING	Direct AI Overview citation source -- FAQ pages with FAQPage[5] markup are the #1 AI-cited format.
Article[4]	MISSING	Lets AI tools quote bylines, dates, and headlines accurately when summarising your content.
Product	MISSING	Enables price/availability/rating mentions in AI shopping answers.

## Schema -- findings

### **CRIT** Add an Organization[1] entity block[2] to the home page

The scan found no Organization, Person, or LocalBusiness block at all, and the only detected type on the home page is a VideoObject. That means the site never introduces the organisation behind the content in a machine-readable way; adding the missing base block is usually a 0.5–2 hour fix and can be checked with the Schema Markup Validator.

**Impact:** Without a clear organisation entity, AI tools have trouble identifying who owns the site and may not connect the content to UNESCO consistently.

**Fix:** Add a server-rendered Organization block[1] for the site owner, including the official name, logo, homepage URL, and contact details.

### **CRIT** Add Wikipedia and Wikidata links to anchor the brand

No sameAs links were found on the page, so there is no Wikipedia or Wikidata reference for the organisation at all. For a nonprofit, those two references are the strongest public anchors for making sure AI tools know which organisation you mean; adding them and verifying the result usually takes 0.5–2 hours.

**Impact:** Without a stable public anchor, AI tools can confuse your organisation with similarly named groups or fail to mention you at all.

**Fix:** Add sameAs[6] links to the organisation block for Wikipedia and Wikidata, then include any other major official profiles you use.

### **CRIT** Add nonprofit mission and governance details

The page currently exposes only a VideoObject, which is too thin for a nonprofit's trust profile. A nonprofit usually needs a clear organisation block with mission, leadership, and governance details so AI systems can understand what the organisation stands for; this is typically a 2–8 hour update.

**Impact:** If the site only looks like a media page, AI tools miss the trust signals that help recommend a nonprofit as a credible source.

**Fix:** Expand the organisation block with mission wording, leadership names or roles, founding date, and governance or contact information.

**WARN**

### Add an article or page-level entity around the video content

The home page only exposes a VideoObject, so the page lacks a stronger content entity that explains what the video is about and who published it. If the video is meant to support a campaign or story, wrapping it in the right page entity and adding clear page-level details usually takes 2–8 hours and can be validated in the Schema Markup Validator.

**Impact:** Without that context, AI tools can see the video but still struggle to use the page as a trustworthy source for your organisation's message.

**Fix:** Add the appropriate page-level entity around the video and connect it to the organisation block with shared identifiers.

## llms.txt[18] readiness

Path	Status	Recommendation
/llms.txt[18]	<b>MISSING</b>	Publish a /llms.txt[18] file describing your site for AI assistants. The new artifact step generates a tailored draft you can review and deploy.
/llms-full.txt	<b>MISSING</b>	Optionally publish /llms-full.txt with the actual content of every URL you list -- high-effort but improves AI citation[20] completeness.

## Meta-tag quality -- findings

**WARN**

### Title is too long (93 chars); will be truncated

Current <title>: "UNESCO : Building Peace through Education, Science and Culture, communication and information" (93 characters).

**Impact:** Google truncates around 60 chars; the trailing portion never reaches the user, often cutting off the actionable part of the headline.

**Fix:** Trim to under 60 characters; lead with the primary keyword.

**INFO** **Meta description too long (206 chars)**

Current description: "Learn more about UNESCO's role, vision and results. UNESCO is the United Nations Educational, Scientific and Cultural Organization. Our aim is to promote peace and security through international cooperation" (206 characters).

**Impact:** Descriptions over ~160 chars get truncated by Google; the cut-off half is often the value prop, weakening click-through.

**Fix:** Trim to under 160 characters; front-load the value prop.

**WARN** **Only 1 of 3 core Open Graph tags present**

og:title=no, og:description=no, og:image=yes

**Impact:** Partial Open Graph means previews render with placeholders or fallback text -- inconsistent appearance hurts brand trust and click-through.

**Fix:** Complete the set: og:title, og:description, og:image.

**WARN** **No twitter:card meta**

No <meta name="twitter:card"> tag on the homepage.

**Impact:** X/Twitter shares of the homepage render as plain-text previews instead of a rich card with image and headline -- visibly weaker than competitors in the timeline.

**Fix:** Add <meta name="twitter:card" content="summary\_large\_image"> as a minimum.

**WARN** **No canonical link tag**

No <link rel="canonical"> found in <head>.

**Impact:** Without a canonical, parameter / tracking variants of the URL can be indexed as separate pages, splitting ranking signals and confusing AI crawlers about the authoritative source.

**Fix:** Add <link rel="canonical" href="<absolute URL>"> to <head>.

**INFO** **Missing charset declaration**

No `<meta charset="...">` tag in `<head>`.

**Impact:** Encoding ambiguity risks mojibake on umlauts / non-ASCII characters, especially in older browsers, email previews and crawler pipelines.

**Fix:** Add `<meta charset="utf-8">` as the first child of `<head>`.

## Findings

**CRIT** **Add an optional AI summary file**

No optional file that helps AI tools summarise the site was found. This is a simple publish-and-verify change -- 0.5–2h, and you can confirm the file is reachable in a browser and server logs.

**Impact:** Without it, AI tools have less guidance for summarising your mission, programs, and key pages when people ask about your nonprofit.

**Fix:** Create a short optional summary file with your main pages, then add it to the site and confirm it loads publicly.

**INFO** **Add Bing/Copilot update pings**

No index update ping setup was detected. This is a low-effort opt-in -- 0.5–2h, and you can verify it through Bing webmaster tools and server logs.

**Impact:** Fresh updates may reach Bing and Copilot more slowly than they could, especially after new pages or event updates go live.

**Fix:** Set up update pings for new and changed URLs and verify that submitted pages are being accepted.

**WARN**

### Review why key AI and training bots are blocked

The site blocks ChatGPT, Claude, Perplexity, Google, and Apple-related scanners, including the main AI search bots and several training-related crawlers. This is usually a robots-file change -- 0.5–2h, and you can verify it with log checks after re-deploy.

**Impact:** Blocking these scanners reduces the chance that AI tools can learn about, summarise, or name your nonprofit when people ask about your cause.

**Fix:** Allow the main AI search scanners if you want broader machine-readable coverage, then recheck the crawl rules after deployment.

**CRIT**

### Add an Organization[1] entity block[2] to the home page

The scan found no Organization, Person, or LocalBusiness block at all, and the only detected type on the home page is a VideoObject. That means the site never introduces the organisation behind the content in a machine-readable way; adding the missing base block is usually a 0.5–2 hour fix and can be checked with the Schema Markup Validator.

**Impact:** Without a clear organisation entity, AI tools have trouble identifying who owns the site and may not connect the content to UNESCO consistently.

**Fix:** Add a server-rendered Organization block[1] for the site owner, including the official name, logo, homepage URL, and contact details.

**CRIT**

### Add Wikipedia and Wikidata links to anchor the brand

No sameAs links were found on the page, so there is no Wikipedia or Wikidata reference for the organisation at all. For a nonprofit, those two references are the strongest public anchors for making sure AI tools know which organisation you mean; adding them and verifying the result usually takes 0.5–2 hours.

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**Impact:** If the site only looks like a media page, AI tools miss the trust signals that help recommend a nonprofit as a credible source.

**Fix:** Expand the organisation block with mission wording, leadership names or roles, founding date, and governance or contact information.

**WARN** Add an article or page-level entity around the video content

The home page only exposes a VideoObject, so the page lacks a stronger content entity that explains what the video is about and who published it. If the video is meant to support a campaign or story, wrapping it in the right page entity and adding clear page-level details usually takes 2–8 hours and can be validated in the Schema Markup Validator.

**Impact:** Without that context, AI tools can see the video but still struggle to use the page as a trustworthy source for your organisation’s message.

**Fix:** Add the appropriate page-level entity around the video and connect it to the organisation block with shared identifiers.

## Crawl errors

Crawled pages	15
Failed pages	5
Crawl ratio	0.75
Site-side failures	0
Crawler failures	0

## Top crawled pages

URL	Title	Status	HTML len	Link count
https://www.unesco.org/	UNESCO : Building Peace through Education, Science and Culture, communication and information	200	0	0

URL	Title	Status	HTML len	Link count
<a href="https://www.unesco.org/en">https://www.unesco.org/en</a>	UNESCO : Building Peace through Education, Science and Culture, communication and information	200	0	0
<a href="https://www.unesco.org/en/emergencies">https://www.unesco.org/en/emergencies</a>	UNESCO's emergency response   UNESCO	200	0	0
<a href="https://www.unesco.org/en/artificial-intelligence?hub=195885">https://www.unesco.org/en/artificial-intelligence?hub=195885</a>	Artificial Intelligence and emerging technologies   UNESCO	200	0	0
<a href="https://www.unesco.org/en/brief">https://www.unesco.org/en/brief</a>	UNESCO in brief   UNESCO	200	0	0
<a href="https://www.unesco.org/en/expertise">https://www.unesco.org/en/expertise</a>	Fields of expertise   UNESCO	200	0	0
<a href="https://www.unesco.org/en/strategic-objectives">https://www.unesco.org/en/strategic-objectives</a>	Strategic Objectives   UNESCO	200	0	0
<a href="https://www.unesco.org/en/g20">https://www.unesco.org/en/g20</a>	G20 : UNESCO's contribution   UNESCO	200	0	0
<a href="https://www.unesco.org/en/world-heritage">https://www.unesco.org/en/world-heritage</a>	World Heritage   UNESCO	200	0	0
<a href="https://www.unesco.org/en/intangible-cultural-heritage">https://www.unesco.org/en/intangible-cultural-heritage</a>	Intangible Cultural Heritage   UNESCO	200	0	0
<a href="https://www.unesco.org/en/mab">https://www.unesco.org/en/mab</a>	Man and the Biosphere Programme (MAB)   UNESCO	200	0	0
<a href="https://www.unesco.org/en/igpp">https://www.unesco.org/en/igpp</a>	International Geoscience and Geoparks Programme   UNESCO	200	0	0
<a href="https://www.unesco.org/en/website-privacy-notice">https://www.unesco.org/en/website-privacy-notice</a>	Privacy Notice   UNESCO	200	0	0

URL	Title	Status	HTML len	Link count
<a href="https://www.unesco.org/en/member-states-portal">https://www.unesco.org/en/member-states-portal</a>	Member States Portal   UNESCO	200	0	0
<a href="https://www.unesco.org/en/homepage">https://www.unesco.org/en/homepage</a>	UNESCO : Building Peace through Education, Science and Culture, communication and information	200	0	0

## Quick wins (next 30 days)

### Rewrite homepage sections into direct UNESCO answers

Effort: low

The homepage's short-answer quality is only 65/100, and the weakest passage scored 22/100 because lines such as "Discover how UNESCO drives change around the world" introduce a section without giving a reusable fact.

### Add proof labels, dates, and expert review cues to reports

Effort: medium

The trust signals are strong overall at 78/100, but sampled pages lack named author bios, visible review labels, and methodology notes, while only 20% of sampled claims show source links.

### Publish short UNESCO explainers for high-demand questions

Effort: low

The audit shows strong authority but a topic score of 56/100 and several gaps where section openings do not answer public questions directly.

# 30 / 60 / 90-day plan

## 0-30d

### WEEK 1

Action	Impact	Effort	Platforms
Rewrite homepage sections into direct UNESCO answers	The homepage's short-answer quality is only 65/100, and the weakest passage scored 22/100 because lines such as "Discover how UNESCO drives change around the world" introduce a section without giving a reusable fact.	low	Google AI Overviews, ChatGPT Search, Gemini

### WEEK 2

Action	Impact	Effort	Platforms
Add proof labels, dates, and expert review cues to reports	The trust signals are strong overall at 78/100, but sampled pages lack named author bios, visible review labels, and methodology notes, while only 20% of sampled claims show source links.	medium	Google AI Overviews, Gemini, Perplexity

### WEEK 3

Action	Impact	Effort	Platforms
Publish short UNESCO explainers for high-demand questions	The audit shows strong authority but a topic score of 56/100 and several gaps where section openings do not answer public questions directly.	low	Google AI Overviews, Bing Copilot

### WEEK 4

—

## 31-60d

Action	Impact	Effort	Platforms
Build one definitive guide to UNESCO's current work	The topic score is 56/100, and the audit shows that strong public recognition is not always matched by clear explanations of current programmes.	medium	ChatGPT Search, Google AI Overviews, Bing Copilot
Turn public questions into UNESCO wording standards	The homepage has 63/100 direct-answer coverage and only three clear definition patterns, while several headings do not match common public questions.	medium	ChatGPT Search, Perplexity

## 61-90d

Action	Impact	Effort	Platforms
Seed sourced UNESCO programme answers in relevant communities	Reddit presence is visible and scored 80/100, but the discussion is mostly about World Heritage Sites rather than current programmes, reports, grants, and public impact; sentiment is neutral.	medium	Perplexity, ChatGPT Search

## Projected business impact

Quick-wins score uplift (30 days)	+12
Full-plan target score	78
Estimated monthly value (low)	EUR 300
Estimated monthly value (high)	EUR 1200

## Per-query heatmap

Query	Provider	Mentioned	Position	Sentiment
What is UNESCO?	openai/gpt-5.3-chat-latest	yes	--	neutral
What is UNESCO?	openai/gpt-5.4-mini	yes	--	neutral
What is UNESCO?	anthropic/claude-sonnet-4-6	yes	--	neutral
What is UNESCO?	gemini/gemini-2.5-flash	yes	--	neutral
What is UNESCO?	perplexity/sonar	yes	--	neutral

Query	Provider	Mentioned	Position	Sentiment
What is UNESCO?	deepseek/ deepseek-chat	yes	--	neutral
What is UNESCO?	minimax/MiniMax-M2.7	yes	--	neutral
What is UNESCO?	mistral/mistral-large-latest	yes	--	neutral
What does UNESCO do?	openai/gpt-5.3-chat-latest	yes	--	neutral
What does UNESCO do?	openai/gpt-5.4-mini	yes	--	neutral
What does UNESCO do?	anthropic/claude-sonnet-4-6	yes	--	neutral
What does UNESCO do?	gemini/gemini-2.5-flash	yes	--	neutral
What does UNESCO do?	perplexity/sonar	yes	--	neutral
What does UNESCO do?	deepseek/ deepseek-chat	yes	--	neutral
What does UNESCO do?	minimax/MiniMax-M2.7	yes	--	neutral
What does UNESCO do?	mistral/mistral-large-latest	yes	--	neutral
How much does UNESCO cost to join or donate to?	openai/gpt-5.3-chat-latest	yes	--	neutral
How much does UNESCO cost to join or donate to?	openai/gpt-5.4-mini	yes	--	neutral
How much does UNESCO cost to join or donate to?	anthropic/claude-sonnet-4-6	yes	--	neutral
How much does UNESCO cost to join or donate to?	gemini/gemini-2.5-flash	yes	--	neutral
How much does UNESCO cost to join or donate to?	perplexity/sonar	yes	--	neutral
How much does UNESCO cost to join or donate to?	deepseek/ deepseek-chat	yes	--	neutral
How much does UNESCO cost to join or donate to?	minimax/MiniMax-M2.7	yes	--	neutral

Query	Provider	Mentioned	Position	Sentiment
How much does UNESCO cost to join or donate to?	mistral/mistral-large-latest	yes	--	neutral
Best international organizations for education, science, and culture	openai/gpt-5.3-chat-latest	yes	1	positive
Best international organizations for education, science, and culture	openai/gpt-5.4-mini	yes	1	positive
Best international organizations for education, science, and culture	anthropic/claude-sonnet-4-6	yes	1	positive
Best international organizations for education, science, and culture	gemini/gemini-2.5-flash	yes	1	positive
Best international organizations for education, science, and culture	perplexity/sonar	yes	1	positive
Best international organizations for education, science, and culture	deepseek/deepseek-chat	yes	1	positive
Best international organizations for education, science, and culture	minimax/MiniMax-M2.7	yes	1	positive
Best international organizations for education, science, and culture	mistral/mistral-large-latest	yes	1	positive

## Topic coverage

Coverage score	56
Covered topics	4
Gaps	7

# Topic gaps and suggestions

## Core concepts

Medium

Add a plain-language overview page that explains what UNESCO is, how it works, and how its main parts fit together. Include a short section on its mission, membership, and decision-making bodies, with a simple summary at the top.

## Use cases

Medium

Expand each main program area with audience-specific examples, such as schools, governments, local communities, and cultural groups. Add pages that show concrete outcomes and who benefits in each case.

## Implementation

High

Create step-by-step pages for how UNESCO programs are carried out, from nomination or application to review, delivery, and follow-up. For a nonprofit, these should explain process, partners, timelines, and what success looks like.

## Comparison

High

Add comparison pages that explain how UNESCO approaches differ from other international organizations or policy models. Include clear guidance on when one program or framework is a better fit than another.

## Pricing models

High

If the site is meant to support fundraising or partnerships, add a page explaining funding sources, grant structures, donation options, and how resources are used. For a nonprofit, this can focus on budget transparency and impact per dollar rather than product pricing.

## Latest trends

Medium

Add a regularly updated trends page for each major theme, with dated updates and a short summary of what changed in the last year. That will help the site cover recent shifts in AI, education, heritage, and crisis response.

## Entity clarity

Medium

Make the organization name, role, and identity consistent across the site, and add hidden tags that clearly identify the organization behind the pages. Also connect the site to trusted public reference profiles so AI systems can match the right UNESCO entry.

Hit rate	50% (2 / 4 queries)
Average rank (1 = top of page)	1
Total queries probed	4

## Per-query SERP[23] results

Query	Intent	Your rank	Top competitor
What is UNESCO?	brand_recognition	1	youtube.com
What does UNESCO do?	description_accuracy	1	en.wikipedia.org
How much does UNESCO cost to join or donate to?	commercial_intent	not in top 10	whc.unesco.org
Best international organizations for education...	category_ranking	not in top 10	iie.org

## Pages analyzed

Pages discovered	74
Pages crawled	15
Pages failed	5

## URLs analyzed (top 15)

URL	Title	Status
https://www.unesco.org/	UNESCO : Building Peace through Education, Science and Culture, communication and information	200

URL	Title	Status
<a href="https://www.unesco.org/en">https://www.unesco.org/en</a>	UNESCO : Building Peace through Education, Science and Culture, communication and information	200
<a href="https://www.unesco.org/en/emergencies">https://www.unesco.org/en/emergencies</a>	UNESCO's emergency response   UNESCO	200
<a href="https://www.unesco.org/en/artificial-intelligence?hub=195885">https://www.unesco.org/en/artificial-intelligence?hub=195885</a>	Artificial Intelligence and emerging technologies   UNESCO	200
<a href="https://www.unesco.org/en/brief">https://www.unesco.org/en/brief</a>	UNESCO in brief   UNESCO	200
<a href="https://www.unesco.org/en/expertise">https://www.unesco.org/en/expertise</a>	Fields of expertise   UNESCO	200
<a href="https://www.unesco.org/en/strategic-objectives">https://www.unesco.org/en/strategic-objectives</a>	Strategic Objectives   UNESCO	200
<a href="https://www.unesco.org/en/g20">https://www.unesco.org/en/g20</a>	G20 : UNESCO's contribution   UNESCO	200
<a href="https://www.unesco.org/en/world-heritage">https://www.unesco.org/en/world-heritage</a>	World Heritage   UNESCO	200
<a href="https://www.unesco.org/en/intangible-cultural-heritage">https://www.unesco.org/en/intangible-cultural-heritage</a>	Intangible Cultural Heritage   UNESCO	200
<a href="https://www.unesco.org/en/mab">https://www.unesco.org/en/mab</a>	Man and the Biosphere Programme (MAB)   UNESCO	200
<a href="https://www.unesco.org/en/igpp">https://www.unesco.org/en/igpp</a>	International Geoscience and Geoparks Programme   UNESCO	200
<a href="https://www.unesco.org/en/website-privacy-notice">https://www.unesco.org/en/website-privacy-notice</a>	Privacy Notice   UNESCO	200
<a href="https://www.unesco.org/en/member-states-portal">https://www.unesco.org/en/member-states-portal</a>	Member States Portal   UNESCO	200
<a href="https://www.unesco.org/en/homepage">https://www.unesco.org/en/homepage</a>	UNESCO : Building Peace through Education, Science and Culture, communication and information	200

## Visual gallery

The image depicts three young women sitting outdoors in front of a multi-story building, intently reviewing and discussing various documents and folders. It appears professional, authentic, and informative, effectively conveying themes of collaborative learning or administrative engagement that would be on-brand for an educational institution or training organization.

Hero

The image depicts three young women collaboratively reviewing documents in a folder, suggesting a theme of education, teamwork, or administrative engagement. While it appears to be an authentic, non-generic photo that could be on-brand for a school or community organization, the tight and slightly awkward cropping makes it look somewhat amateurish and less professional for a homepage.

content

The image shows individuals unloading aid supplies and equipment from UNESCO-branded containers in an outdoor, community-focused setting. It looks professional, authentic, and informative, as it effectively showcases the organization's on-the-ground impact through original field photography rather than using generic stock images.

content

This image features a professional, atmospheric profile shot of a musician playing a brass instrument, overlaid with text promoting International Jazz Day and UNESCO. While the photography is high-quality and evocative, the image is poorly cropped for its display, resulting in the text being cut off on the right side, which looks unpolished and reduces its informative value for visitors.

content

The image depicts a robotic hand and a human hand reaching toward a central processor chip against a blue digital backdrop filled with circuit lines, binary code, and "AI" text. While the image looks professionally composed, it is a highly generic stock photo that relies on common clichés for technology, making it uninformative and unlikely to stand out as on-brand for a specific company.

content

# Generated artifacts

## llms.txt[18]

```
←!— Generated: 2026-05-22 →  
# UNESCO  
UNESCO is the United Nations agency for education, science, culture, and communication/  
information.  
  
> Global work on peace and security through international cooperation in education,  
science, culture, and information.  
> Authoritative entry points for UNESCO's mission, priority areas, and flagship programs.  
  
## Start Here  
- [Homepage](https://www.unesco.org/): UNESCO's main entry point and overview of its  
mission, vision, and results.  
- [About UNESCO](https://www.unesco.org/en/brief): Short introduction to UNESCO and its  
role.  
- [Strategic Objectives](https://www.unesco.org/en/strategic-objectives): UNESCO's core  
strategic priorities and goals.  
- [Expertise](https://www.unesco.org/en/expertise): Overview of UNESCO's areas of  
expertise and work.  
  
## Key Topics and Programs  
- [Artificial Intelligence](https://www.unesco.org/en/artificial-intelligence?hub=  
195885): UNESCO's work on AI policy, ethics, and governance.  
- [World Heritage](https://www.unesco.org/en/world-heritage): UNESCO's World Heritage  
program and resources.  
- [Intangible Cultural Heritage](https://www.unesco.org/en/intangible-cultural-heritage):  
UNESCO's program for living heritage and cultural practices.  
- [Man and the Biosphere (MAB)](https://www.unesco.org/en/mab): UNESCO's biosphere  
reserve program.  
- [International Geoscience and Geoparks Programme (IGGP)](https://www.unesco.org/en/  
igpp): UNESCO's geoscience and geoparks program.  
- [G20](https://www.unesco.org/en/g20): UNESCO's work and materials related to the G20.  
  
## News and Featured Reading  
- [Latest stories](https://www.unesco.org/en/articles/number-students-higher-education-  
more-doubled-20-years-inequalities-remain): Example feature story on UNESCO's current  
reporting and analysis.  
- [Emergency response](https://www.unesco.org/en/emergencies): UNESCO's response to  
crises and emergencies.  
- [Courier latest](https://courier.unesco.org/en/latest): UNESCO Courier's latest  
editorial content.
```

## robots.txt[17]

```
# Generated and merged robots.txt
# Date: 2026-05-22
# Rationale: Preserves all existing directives and appends explicit allow rules for
tier-1 AI citation crawlers.
#
# robots.txt
#
# This file is to prevent the crawling and indexing of certain parts
# of your site by web crawlers and spiders run by sites like Yahoo!
# and Google. By telling these "robots" where not to go on your site,
# you save bandwidth and server resources.
#
# This file will be ignored unless it is at the root of your host:
# Used:    http://example.com/robots.txt
# Ignored: http://example.com/site/robots.txt
#
# For more information about the robots.txt standard, see:
# http://www.rob

# AI crawler access block
User-agent: Claude-SearchBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: OAI-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /
```

## Organization[1] Schema

```
<script type="application/ld+json">{"@context":"https://schema.org","@graph":
[{"@type":"NGO","@id":"https://www.unesco.org/#org","name":"UNESCO","url":"https://www.
unesco.org/","logo":"https://www.unesco.org/sites/default/files/2024-05/unesco-logo.
svg","description":"Learn more about UNESCO's role, vision and results. UNESCO is the
United Nations Educational, Scientific and Cultural Organization. Our aim is to promote
peace and security through international cooperation"}, {"@type":"WebSite","@id":"https://
www.unesco.org/#website","url":"https://www.unesco.org/","name":"UNESCO","publisher":
{"@id":"https://www.unesco.org/#org"}}]</script>
```

## Glossary

[1]	<b>Organization</b>	the Schema.org tag that labels who the company behind the site is -- brand name, logo, social profiles
-----	---------------------	--

[2]	<b>entity block</b>	a self-contained section on a page that names and describes one entity -- your company, your founder, your product
[3]	<b>E-E-A-T</b>	four quality marks Google and AI tools check on a page: real-world Experience, Expertise, Authoritativeness, Trustworthiness
[4]	<b>Article</b>	the Schema.org tag for an article that lists author, date and headline so AI can attribute quotes correctly
[5]	<b>FAQPage</b>	the Schema.org tag that labels a page as a list of question-and-answer pairs that AI can quote directly
[6]	<b>sameAs</b>	a tag that says "this is the same entity as my Wikipedia / LinkedIn / YouTube profile" so AI knows it is one identity
[7]	<b>GPTBot</b>	OpenAI's web crawler that fetches pages for ChatGPT's search and training
[8]	<b>Bingbot</b>	Microsoft Bing's crawler -- its index also feeds Copilot's answers
[9]	<b>PerplexityBot</b>	Perplexity's web crawler that fetches pages for its answer-engine results
[10]	<b>Google-Extended</b>	the special robots.txt token that opts your site OUT of Google's AI training without hurting normal Google search
[11]	<b>entity recognition</b>	the step where AI spots that a chunk of text refers to a real-world brand, person or place
[12]	<b>ClaudeBot</b>	Anthropic's web crawler that fetches pages for Claude
[13]	<b>Applebot</b>	Apple's web crawler that feeds Spotlight, Siri and Apple Intelligence
[14]	<b>Q-item</b>	a unique Wikidata ID (like Q12345) for a real-world entity -- one of the strongest ways to tell AI which company you are
[15]	<b>sitelinks</b>	the indented sub-links Google shows under your top result for a brand search -- your most important inner pages
[16]	<b>citability</b>	how easy it is for AI to pull a clean answer straight from your page
[17]	<b>robots.txt</b>	a small file on your site that tells bots which pages they are allowed to visit
[18]	<b>llms.txt</b>	an optional file you can add to help AI tools summarise your site
[19]	<b>Person</b>	the Schema.org tag that labels a real person -- author, founder, expert -- so AI tools can tell them apart from namesakes
[20]	<b>AI citation</b>	when an AI names your brand or site in its answer
[21]	<b>AI visibility</b>	whether ChatGPT and similar AI tools know and mention your company when people ask about your topic
[22]	<b>share of voice</b>	how big a slice of the conversation is yours compared to competitors
[23]	<b>SERP</b>	the page of blue links Google shows for a search
[24]	<b>JSON-LD</b>	an invisible JSON block inside the page that tells search engines and AI what the page is about