THETAWAVES AEO ANALYSIS

Professional Website Optimization Report

Website Analysis

https://www.stripe.com

Analysis Date: 8/22/2026

Agent Readiness Score

Grade F

Overall AI Readiness

Page Fundamentals

on-page basics: schema, headings, meta, OG, alt

Trust Signals

Fair

Thetawaves AI

Professional AI AEO Analysis Platform

Table of Contents

Page numbers are shown in the footer of each page.

Executive Summary

80 /100

Excellent AI AEO foundation with strong signals.

Excellent

Priority Actions

0 Critical Issues

6 Medium Priority

2 Enhancements

Indexing Control Score

100/100

AI crawlers can access your content

AI Optimization Score

63/100

Good progress, improvements recommended

Agent Readiness

How prepared your site is for AI agents (26 checks across 5 categories)

Checks are labeled by standards maturity. Established signals are documented and widely supported. Emerging signals are conventions gaining adoption but not yet ratified. Legacy signals reference deprecated standards.

Agent Readiness Score: 26/100

Grade: F

Machine Identity	API Discoverability	Structured Actions	Programmatic Access	Trust Signals
25	20	13	31	57

Top 3 Quick Wins Highest-impact fixes to raise your score

Apply all 3 to go from 26 -> 49 (D grade)

1 **/.well-known/mcp.json present [emerging] (MEDIUM, weight 7, Machine Identity, +9 pts to Agent Readiness)**

No /.well-known/mcp.json found across 6 candidate hosts (stripe.com, www.stripe.com, docs.stripe.com, developers.stripe.com, platform.stripe.com, api.stripe.com). MCP is an open standard from Anthropic with growing adoption; the /.well-known/mcp.json discovery convention is emerging and not yet ratified.

```
{
  "name": "www.stripe.com",
  "version": "1.0.0",
  "description": "MCP server manifest for www.stripe.com.",
  "transport": {
    "type": "http",
    "url": "https://www.stripe.com/mcp"
  },
```

2 **OpenAPI spec discoverable [established] (MEDIUM, weight 5, API Discoverability, +7 pts to Agent Readiness)**

None of the 4 conventional paths returned 200 (/openapi.json, /openapi.yaml, /api/openapi.json, /swagger.json).

```
# Publish your OpenAPI spec at one of these well-known paths:
#   https://www.stripe.com/openapi.json
#   https://www.stripe.com/openapi.yaml
#   https://www.stripe.com/api/openapi.json
#   https://www.stripe.com/swagger.json
#
# Minimal example (openapi.json):
{
```

3 **Machine-readable pricing [established] (MEDIUM, weight 5, Structured Actions, +7 pts to Agent Readiness)**

None of the 3 pricing signals were found (PriceSpecification, <meta itemprop="price">, Offer.price).

```
<!-- Any one of these three signals counts as machine-readable pricing. -->
<!-- Option A: JSON-LD with PriceSpecification -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Example Product",
  "offers": {
```

Machine Identity

1/5 passing

[MED] /.well-known/mcp.json present [emerging] (weight 7)

No /.well-known/mcp.json found across 6 candidate hosts (stripe.com, www.stripe.com, docs.stripe.com, developers.stripe.com, platform.stripe.com, api.stripe.com). MCP is an open standard from Anthropic with growing adoption; the /.well-known/mcp.json discovery convention is emerging and not yet ratified.

```
{
  "name": "www.stripe.com",
  "version": "1.0.0",
  "description": "MCP server manifest for www.stripe.com.",
  "transport": {
    "type": "http",
    "url": "https://www.stripe.com/mcp"
  },
```

[OK] llms.txt present [emerging] (weight 5)

[MED] /.well-known/agent.json present [emerging] (weight 4)

No /.well-known/agent.json found across 6 candidate hosts (stripe.com, www.stripe.com, docs.stripe.com, developers.stripe.com, platform.stripe.com, api.stripe.com).

```
{
  "name": "www.stripe.com",
  "description": "Agent manifest for www.stripe.com.",
  "url": "https://www.stripe.com",
  "capabilities": [
    "search",
    "browse"
  ],
```

[ENH] llms-full.txt present [emerging] (weight 3)

No /llms-full.txt found across 6 candidate hosts (stripe.com, www.stripe.com, docs.stripe.com, developers.stripe.com, platform.stripe.com, api.stripe.com).

```
# Full content export for www.stripe.com

A longer, machine-readable dump of the site's primary content
(blog posts, docs pages, product info) intended for LLM ingestion.
Keep entries under H2 headings with stable anchors.
```

[ENH] ai-plugin.json (legacy) [legacy] (weight 1)

No /.well-known/ai-plugin.json found across 6 candidate hosts (stripe.com, www.stripe.com, docs.stripe.com, developers.stripe.com, platform.stripe.com, api.stripe.com). OpenAI deprecated the ChatGPT plugin system in 2024. This is a legacy signal; agent.json and mcp.json are the forward-looking standards.

```
{
  "schema_version": "v1",
  "name_for_human": "www.stripe.com",
  "name_for_model": "www_stripe_com",
  "description_for_human": "Plugin for www.stripe.com.",
  "description_for_model": "Describe what an LLM can do with this API.",
  "auth": {
    "type": "none"
```

API Discoverability 1/5 passing

[MED] OpenAPI spec discoverable [established] (weight 5)

None of the 4 conventional paths returned 200 (/openapi.json, /openapi.yaml, /api/openapi.json, /swagger.json).

```
# Publish your OpenAPI spec at one of these well-known paths:
#   https://www.stripe.com/openapi.json
#   https://www.stripe.com/openapi.yaml
#   https://www.stripe.com/api/openapi.json
#   https://www.stripe.com/swagger.json
#
# Minimal example (openapi.json):
{
```

[ENH] API link referenced in llms.txt [emerging] (weight 3)

llms.txt at stripe.com does not reference 'openapi', '/api/', or 'api documentation'.

```
# In your /llms.txt, add a section that points agents at your API:
#
# ## API
# - [OpenAPI spec](https://www.stripe.com/openapi.json)
# - [API documentation](https://www.stripe.com/docs/api)
```

[OK] Developer docs linked from page [established] (weight 3)

[ENH] Code examples present on dev docs [established] (weight 2)

Inspected 0 <code>/<pre> block(s) at https://docs.stripe.com/development but none contained 'curl ', 'fetch(', or 'import '.

```
<!-- On your developer docs page, include runnable code examples in <code> or <pre> blocks. -->
<pre><code>curl https://www.stripe.com/api/v1/items \
  -H "Authorization: Bearer YOUR_API_KEY"</code></pre>
```

[ENH] Rate-limit headers present [established] (weight 2)

No X-RateLimit-* or RateLimit-* header on the initial fetch response.

```
# Add rate-limit headers to your API responses so agents can self-throttle.
# Conventional names (either family works):
#
#   X-RateLimit-Limit: 100
#   X-RateLimit-Remaining: 97
#   X-RateLimit-Reset: 1700000000
#
# or the IETF draft form:
```

Structured Actions 1/5 passing

[MED] Machine-readable pricing [established] (weight 5)

None of the 3 pricing signals were found (PriceSpecification, <meta itemprop="price">, Offer.price).

```
<!-- Any one of these three signals counts as machine-readable pricing. -->
<!-- Option A: JSON-LD with PriceSpecification -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Example Product",
  "offers": {
```

[MED] Action schema (BuyAction, ReserveAction, ...) [established] (weight 4)

Parsed 1 JSON-LD block(s) but none contained a known Action @type (BuyAction, ReserveAction, OrderAction, ContactAction, SubscribeAction, ViewAction, DownloadAction).

```
<!-- Embed a JSON-LD Action so agents can perform tasks on https://www.stripe.com. -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BuyAction",
  "target": "https://www.stripe.com/checkout?sku=ITEM-123",
  "object": {
    "@type": "Product",
```

[ENH] Offer schema present [established] (weight 3)

Parsed 1 JSON-LD block(s) but none had @type=Offer.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Offer",
  "url": "https://www.stripe.com/buy",
  "price": "19.99",
  "priceCurrency": "USD",
  "availability": "https://schema.org/InStock"
```

[OK] Canonical action URLs (Buy/Get/Subscribe/Book) [established] (weight 2)

[ENH] Form fields use autocomplete attributes [established] (weight 2)

Found 0 <input> element(s) with an autocomplete attribute, below the threshold of 3.

```
<!-- Add autocomplete attributes so agents (and password managers) can fill forms reliably. -->
<form>
  <input name="email"   autocomplete="email" type="email">
  <input name="name"    autocomplete="name"  type="text">
  <input name="address" autocomplete="street-address" type="text">
  <input name="phone"   autocomplete="tel"   type="tel">
</form>
```

Programmatic Access 2/7 passing

[OK] Not IP-blocking cloud agents [established] (weight 2)

[OK] Auth method documented (OAuth / API key / Bearer) [established] (weight 3)

[ENH] Stripe Checkout discoverable [established] (weight 3)

No Stripe.js script tag and no Stripe checkout/buy links found. Stripe Checkout is a widely-deployed, documented payment surface an agent can complete.

```
<!-- Option A: load Stripe.js so agents can complete payment in-page -->
<script src="https://js.stripe.com/v3"></script>

<!-- Option B: link to a Stripe-hosted checkout / payment link -->
<a href="https://buy.stripe.com/your-link">Buy now</a>
```

[ENH] x402 payment supported [emerging] (weight 2)

No 'Accept-Payment: x402' header on the response.

```
<!-- Advertise x402 micropayment support on a 402 response -->
HTTP/1.1 402 Payment Required
Accept-Payment: x402; network=base; token=USDC; amount=0.01
```

[ENH] Webhook documentation linked [established] (weight 2)

No anchor text or heading on the page contains the word "webhook".

```
<!-- Link agents to a stable webhook reference page. -->
<a href="https://www.stripe.com/docs/webhooks">Webhooks</a>

<h2>Webhooks</h2>
<p>Subscribe to events at https://www.stripe.com/docs/webhooks ...</p>
```

[ENH] CORS permits agents [established] (weight 2)

No Access-Control-Allow-Origin header on the initial fetch response.

```
# Send an Access-Control-Allow-Origin header so browser-based agents can call your API.
Access-Control-Allow-Origin: *
Access-Control-Allow-Methods: GET, POST, OPTIONS
Access-Control-Allow-Headers: Authorization, Content-Type
```

[ENH] Idempotency keys documented [established] (weight 2)

No mention of "idempotency" in page text or link URLs.

```
<!-- Document an Idempotency-Key header so agents can safely retry requests. -->
<h2>Idempotency</h2>
<p>Pass an <code>Idempotency-Key</code> header on POST requests so retries don't double-charge.</p>
<pre>POST /v1/charges
Idempotency-Key: 8e3d2f...random-uuid</pre>
```

Trust Signals 3/4 passing

[ENH] Content-Signal / ai-content-policy declared [emerging] (weight 3)

No Content-Signal response header and no <meta name="ai-content-policy"> tag found.

```
<!-- Option A: HTTP response header -->
Content-Signal: ai-training=no; ai-search=yes

<!-- Option B: inline meta tag -->
<meta name="ai-content-policy" content="no-training; allow-search">
```

[OK] Licensing declared [emerging] (weight 2)

[OK] HSTS header present [established] (weight 1)

[OK] Per-bot User-Agent rules in robots.txt [established] (weight 1)

Trust Signals Breakdown

Factors that establish credibility and trust for AI engines

Trust Signals Score: 75/100 — Fair

Some trust signals present, improvements recommended.

Supporting Credibility Checks: 9 of 11 passing

These supplementary checks are reported separately and do not feed the headline score above.

[PASS]	Privacy Policy	Found
[FAIL]	Terms of Service	Not found
[PASS]	Cookie Policy	Found
[PASS]	Author Information	Present
[FAIL]	Company Information	Missing
[PASS]	Certifications/Awards	Present
[PASS]	Testimonials	Present
[PASS]	SSL/HTTPS	Secure
[PASS]	Canonical Tag	Present
[PASS]	robots.txt	Found
[PASS]	Organization Schema	Detected

Issues & Optimization Instructions

Complete list of optimization opportunities with implementation code.

MEDIUM PRIORITY ISSUES

6 issues found

1. No About page link found - AI engines use this for credibility assessment

ISSUE: No About page link was detected on stripe.com.

WHAT THIS MEANS: An About page establishes who you are, your qualifications, and your authority on the topics you cover. It's a critical trust signal that AI engines look for when evaluating whether to cite your content.

IMPACT: Without an About page, stripe.com loses significant E-E-A-T signals:
- AI engines cannot verify your expertise or authority
- Competitors with clear credentials will be preferred for citations
- Your content may be flagged as less trustworthy
- Reduced likelihood of appearing in AI-generated answers

WHY IT MATTERS: E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is how AI engines evaluate content credibility. ChatGPT, Gemini, and Perplexity prioritize sources that clearly demonstrate who created the content and why they're qualified.

FIX: Create an About page for stripe.com that includes:
1. Company/personal background and history
2. Team credentials and expertise
3. Mission and values
4. Industry experience and achievements
5. Contact information and social proof

```
<!-- About Page Structure for stripe.com -->

<!-- Step 1: Add link to About page in navigation -->
<nav>
  <a href="/about">About Us</a>
  <a href="/team">Our Team</a>
  <a href="/contact">Contact</a>
</nav>


<!-- Step 2: Create About page with E-E-A-T signals -->
<main>
  <article>
    <!-- Company Overview -->
    <section>
      <h1>About stripe.com</h1>
```

```
      <p>[2-3 sentences about who you are and what you do. This is often extracted by AI
engines as your company description.]</p>
    </section>

    <!-- Expertise & Experience -->
    <section>
      <h2>Our Expertise</h2>
      <p>[Describe your experience, qualifications, and what makes you an authority in your field.
Include years of experience, number of clients served, or other credibility markers.]</p>
    </section>

    <!-- Team Section (Important for E-E-A-T) -->
    <section>
      <h2>Meet Our Team</h2>
      <div class="team-member">
        <h3>[Name], [Title]</h3>
        <p>[Brief bio with credentials, experience, and expertise areas]</p>
      </div>
    </section>

    <!-- Mission & Values -->
    <section>
      <h2>Our Mission</h2>
      <p>[Your company's purpose and what drives you. This helps AI understand your brand
positioning.]</p>
    </section>

    <!-- Social Proof -->
    <section>
      <h2>Trusted By</h2>
      <p>[Client logos, testimonials, awards, or media mentions that establish credibility]</p>
    </section>

    <!-- Contact Information -->
    <section>
      <h2>Get in Touch</h2>
      <p>Email: contact@stripe.com</p>
      <p>Address: [Your business address]</p>
    </section>
  </article>
</main>


<!-- E-E-A-T CHECKLIST FOR ABOUT PAGE: -->
 < ! - -  '    C l e a r   c o m p a n y / p e r s o n a l   i d e n t i t y   - - >
 < ! - -  '    T e a m   c r e d e n t i a l s   a n d   e x p e r t i s e   - - >
 < ! - -  '    Y e a r s   o f   e x p e r i e n c e   /   t r a c k   r e c o r d   - - >
 < ! - -  '    C o n t a c t   i n f o r m a t i o n   - - >
 < ! - -  '    S o c i a l   p r o o f   ( t e s t i m o n i a l s ,   a w a r d s )   - - >
```

2. Agent Readiness — Machine Identity: /.well-known/mcp.json present

No /.well-known/mcp.json found across 6 candidate hosts (stripe.com, www.stripe.com, docs.stripe.com, developers.stripe.com, platform.stripe.com, api.stripe.com). MCP is an open standard from Anthropic with growing adoption; the /.well-known/mcp.json discovery convention is emerging and not yet ratified.

```
{
  "name": "www.stripe.com",
  "version": "1.0.0",
  "description": "MCP server manifest for www.stripe.com.",
  "transport": {
    "type": "http",
    "url": "https://www.stripe.com/mcp"
  },
  "capabilities": {
    "tools": true,
    "resources": true,
    "prompts": false
  }
}
```

3. Agent Readiness — API Discoverability: OpenAPI spec discoverable

None of the 4 conventional paths returned 200 (/openapi.json, /openapi.yaml, /api/openapi.json, /swagger.json).

```
# Publish your OpenAPI spec at one of these well-known paths:
#   https://www.stripe.com/openapi.json
#   https://www.stripe.com/openapi.yaml
#   https://www.stripe.com/api/openapi.json
#   https://www.stripe.com/swagger.json
#
# Minimal example (openapi.json):
{
  "openapi": "3.1.0",
  "info": { "title": "www.stripe.com API", "version": "1.0.0" },
  "servers": [{ "url": "https://www.stripe.com" }],
  "paths": {}
}
```

4. Agent Readiness — Structured Actions: Machine-readable pricing

None of the 3 pricing signals were found (PriceSpecification, <meta itemprop="price">, Offer.price).

```
<!-- Any one of these three signals counts as machine-readable pricing. -->
<!-- Option A: JSON-LD with PriceSpecification -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Example Product",
  "offers": {
    "@type": "Offer",
    "priceSpecification": {
      "@type": "PriceSpecification",
      "price": "19.99",
```

```
      "priceCurrency": "USD"
    }
  }
}
</script>

<!-- Option B: Microdata meta tag inline with a product/offer -->
<meta itemprop="price" content="19.99">

<!-- Option C: JSON-LD Offer with a price field -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Offer",
  "url": "https://www.stripe.com/pricing",
  "price": "19.99",
  "priceCurrency": "USD"
}
</script>
```

5. Agent Readiness — Machine Identity: /.well-known/agent.json present

No /.well-known/agent.json found across 6 candidate hosts (stripe.com, www.stripe.com, docs.stripe.com, developers.stripe.com, platform.stripe.com, api.stripe.com).

```
{
  "name": "www.stripe.com",
  "description": "Agent manifest for www.stripe.com.",
  "url": "https://www.stripe.com",
  "capabilities": [
    "search",
    "browse"
  ],
  "contact": "support@www.stripe.com"
}
```

6. Agent Readiness — Structured Actions: Action schema (BuyAction, ReserveAction, ...)

Parsed 1 JSON-LD block(s) but none contained a known Action @type (BuyAction, ReserveAction, OrderAction, ContactAction, SubscribeAction, ViewAction, DownloadAction).

```
<!-- Embed a JSON-LD Action so agents can perform tasks on https://www.stripe.com. -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BuyAction",
  "target": "https://www.stripe.com/checkout?sku=ITEM-123",
  "object": {
```

```
    "@type": "Product",
    "name": "Example Product",
    "sku": "ITEM-123"
  },
  "price": "19.99",
  "priceCurrency": "USD"
}
</script>
```

ENHANCEMENTS

2 issues found

1. Schema depth is shallow — missing 5 high-value types (FAQPage, HowTo, Speakable...)

WHAT WAS DETECTED: stripe.com has JSON-LD structured data (7 types: ContactPoint, ImageObject, Organization, Person, Place, PostalAddress, WebSite), but it's missing several high-value schema types that AI engines specifically reward.

WHY IT MATTERS: AI answer engines (ChatGPT, Perplexity, Gemini, Claude) preferentially cite content with rich schema markup. Generic Organization or WebSite schema is a starting point — but FAQPage, HowTo, Speakable, and BreadcrumbList are the formats that actually drive AI citations.

MISSING HIGH-VALUE TYPES:
• FAQPage — directly powers AI question answering. AI engines lift Q&A pairs verbatim into responses.
• HowTo — used by AI assistants to provide step-by-step instructions. Massive citation booster for tutorial/guide content.
• Speakable — tells voice assistants (Google Assistant, Alexa, Siri) which sentences to read aloud.
• BreadcrumbList — gives AI engines the page's place in your site hierarchy, improving context.
• Article/BlogPosting — required for any content/editorial page. Includes author, publish date, headline.

CURRENT DEPTH SCORE: 29/100

```
<!-- High-value schema additions for stripe.com -->

<!-- 1. FAQPage — for any page answering common questions -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What does stripe.com do?",
      "acceptedAnswer": {
```

```
        "@type": "Answer",
        "text": "Brief, direct answer (50-200 words). AI engines lift this verbatim."
      }
    },
    {
      "@type": "Question",
      "name": "How does pricing work?",
      "acceptedAnswer": { "@type": "Answer", "text": "..." }
    }
  ]
}
</script>

<!-- 2. HowTo — for tutorial/guide content -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "HowTo",
  "name": "How to [accomplish task]",
  "step": [
    { "@type": "HowToStep", "name": "Step 1", "text": "Do X first." },
    { "@type": "HowToStep", "name": "Step 2", "text": "Then do Y." }
  ]
}
</script>

<!-- 3. Speakable — voice-assistant optimization -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebPage",
  "speakable": {
    "@type": "SpeakableSpecification",
    "cssSelector": ["h1", ".summary", "p.intro"]
  }
}
</script>

<!-- 4. BreadcrumbList — page hierarchy -->
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    { "@type": "ListItem", "position": 1, "name": "Home", "item": "https://stripe.com/" },
    { "@type": "ListItem", "position": 2, "name": "Section", "item": "https://stripe.com/section" }
  ]
}
</script>
```

2. 31 images missing alt text - reduces AI image understanding

ISSUE: Found 31 image(s) on stripe.com without alt text attributes.

WHAT THIS MEANS: Alt text (alternative text) is a description of an image that you add using the "alt" attribute. It tells AI engines and screen readers what the image shows, since they cannot "see" images the way humans do.

IMPACT: Missing alt text on stripe.com results in:
- AI engines cannot understand your visual content
- Lost opportunity for image-related keyword signals
- Accessibility issues for users with screen readers
- Images won't appear in AI image search or Google Images
- Reduced overall page context for AI analysis

WHY IT MATTERS: When ChatGPT, Gemini, or Perplexity analyze your page, they rely entirely on alt

```
<!-- Alt Text Best Practices for stripe.com -->

<!-- FORMULA: [Subject] + [Key Detail] + [Context/Purpose] -->


<!-- EXAMPLES BY IMAGE TYPE: -->

<!-- Product Images: -->
<img src="product.jpg" alt="[Product Name] [Key Feature] for [Use Case]">
<img src="laptop.jpg" alt="MacBook Pro 16-inch with M3 chip for professional video editing">
<img src="headphones.jpg" alt="Sony WH-1000XM5 wireless noise-canceling headphones in
black">

<!-- Team/People Images: -->
<img src="team.jpg" alt="[Company] customer support team of 15 experts">
<img src="ceo.jpg" alt="Jane Smith, CEO and founder of stripe.com">
<img src="office.jpg" alt="stripe.com headquarters in San Francisco">

<!-- Infographics/Charts: -->
<img src="chart.jpg" alt="Bar chart showing 40% increase in AI citations after optimization">
<img src="diagram.jpg" alt="Flowchart of the AI visibility scanning process">

<!-- Screenshots: -->
<img src="dashboard.jpg" alt="stripe.com dashboard showing AI visibility score of 85">
<img src="report.jpg" alt="Sample AEO analysis report with optimization recommendations">

<!-- Hero/Banner Images: -->
<img src="hero.jpg" alt="[What it shows] - [Supporting the page message]">


<!-- DECORATIVE IMAGES (use empty alt): -->
<!-- Only for purely decorative images that add no information -->
<img src="divider.png" alt="">
<img src="background-pattern.jpg" alt="">


<!-- ALT TEXT CHECKLIST: -->
 <!--  '   Describes  the  image  content  accurately  -->
 <!--  '   Includes  relevant  keywords  naturally  -->
 <!--  '   Under  125  characters  -->
 <!--  '   No  "image  of"  or  "picture  of"  prefix  -->
 <!--  '   Provides  context  for  AI  understanding  -->

<!-- BAD EXAMPLES (avoid these): -->
 <!--  '   alt="image"  -->
 <!--  '   alt="photo.jpg"  -->
 <!--  '   alt="click  here"  -->
 <!--  '   alt="image  of  a  laptop  on  a  desk"  (remove  "image  of")
```

AI Strategic Insights

Executive Summary:
Stripe’s website offers robust content and a clear value proposition, but it lacks structured data and is missing key technical elements needed for optimal AI-driven search and agent-readiness. Significant gaps in machine readability, API discoverability, and programmatic action hinder both AI citation and transaction capabilities, impacting both visibility and user trust.

Strategic Recommendations:

1. Improve Structured Data for AI Citation
  - Implement relevant Schema.org markup (e.g., Organization, Product, FAQ, WebPage) and ensure that key business attributes (services, pricing, contact, reviews) are machine-readable.
  - Add an agent.json and mcp.json file at /.well-known/ to facilitate agent and AI crawling.
  - Publish and expose an OpenAPI specification and action schemas (such as BuyAction, ReserveAction) to support direct agent interaction and citation.

2. Content Optimization for AI Understanding
  - Ensure all images have descriptive alt text (currently, 31/35 are missing), especially for infographics or product diagrams.
  - Make headings unique and hierarchical; avoid duplicate h1 tags and clarify product offerings in headings and body text for better AI parsing.
  - Add an About page with comprehensive company, mission, and leadership details to improve context for AI models.

3. Trust Signal and Agent-Readiness Enhancements
  - Publish machine-readable pricing information and trust badges (e.g., security certifications, compliance, testimonials).
  - Ensure prominent, accessible contact information and add organization details via structured data to boost both human and AI trust.
  - Address the most impactful agent-readiness gaps by implementing:
    - /.well-known/agent.json and mcp.json (for AI and agent identity).
    - OpenAPI spec (publicly discoverable for developer and agent use).
    - Action schemas for machine-actionable transactions and programmatic access (key for future AI-driven commerce).

Prioritizing these improvements will boost Stripe’s visibility in AI-powered search, foster trust, and prepare the site for agent-mediated interactions.

Indexing & Crawl Control

Analysis of robots.txt, noindex tags, and canonical URLs

Indexing Control Score: 100/100

Excellent! Your site is well-configured for AI crawler access.

robots.txt Analysis

File exists: Yes

Allows crawling: Yes

ChatGPT/GPTBot: Allowed

Bingbot (Copilot): Allowed

Googlebot (Gemini): Allowed

Disallowed paths (10):

```
/docs
/docs$
/bitcoin/refund
/sources/refund
/sources/sepa_mandate
... and 5 more
```

llms.txt (AI Content Guide)

/llms.txt: Found (64986 chars)

/llms-full.txt: Not found

Schema Depth Analysis

Depth Score: 29/100

Detected types: ContactPoint, ImageObject, Organization, Person, Place, PostalAddress, WebSite

[--] FAQPage
[--] HowTo
[--] Speakable
[--] BreadcrumbList
[--] Article/BlogPosting
[OK] Organization

Noindex Analysis

Page has noindex: No (Good)

Canonical Tag Analysis

Has canonical tag: Yes

Canonical URL: https://stripe.com/

Self-referencing: No (Points to different URL)

AI Optimization Opportunities

Content & markup depth across 10 categories

AI Optimization Score: 63/100

Good foundation with opportunities for improvement.

1. Factual Content Density — 100/100

All checks passing — no action needed.

2. Semantic HTML for AI Understanding — 67/100

- <article> tag: Missing
- <section> tags: Present
- <header>/<footer>: Present
- <nav>: Present
- <figure>: Missing
- Tables present: No
- Figcaptions on images: Yes (0/0)
- No images-of-tables detected: Yes

Recommendations:

> Wrap main content in <article> tags for AI context: <article><h1>Title</h1> Content... </article>

> Use <figure> with <figcaption> for images: <figure><img src="..." alt="..."><figcaption>Description</figcaption></figure>

3. Contextual Internal Links — 100/100

All checks passing — no action needed.

4. Professional Credentials — 75/100

- Author information: Present
- Company information: Missing
- Certifications/Awards: Present
- Testimonials: Present

Recommendations:

> Include company history/about info: "Founded in 2015 with 10+ years experience"

5. AI Citation Formats 0/100

• <blockquote> usage: Missing

• <cite> tags: Missing

• References section: Missing

Recommendations:

> Use <blockquote> for quotes: <blockquote cite="source-url"> Quote text </blockquote>

> Add <cite> tags for source attribution: <cite>Source: Industry Report 2024</cite>

6. Twitter Cards for AI Context 100/100

All checks passing — no action needed.

7. Legal Pages Verification 65/100

• Privacy Policy: Found

• Terms of Service: Not found

• Cookie Policy: Found

Recommendations:

> Add Terms of Service page: Terms of Service

8. Content Freshness 0/100

• Rating: Missing

• Most recent timestamp: None found

• No freshness signals detected

• No content freshness signals detected (no schema dateModified/datePublished, no og:updated_time, no article:modified_time / article:published_time, no <time datetime="...">). AI engines deprioritize content that does not advertise when it was last updated.

Recommendations:

> Add at least one freshness signal — JSON-LD dateModified is the strongest. Sample patterns:

> • JSON-LD: <script type="application/ld+json">{ "@context": "https://schema.org", "@type": "Article", "datePublished": "2026-01-15T09:00:00Z", "dateModified": "2026-05-20T14:30:00Z" }</script>

9. Citable Passages (115-180 word target) 25/100

• Rating: Poor

• Total paragraphs analyzed: 65

• Citable (115-180 words): 0

• Answer-first citable: 0

• Acceptable (90-114 or 181-220): 0

• Too short (<115 words): 65

• Too long (>180 words): 0

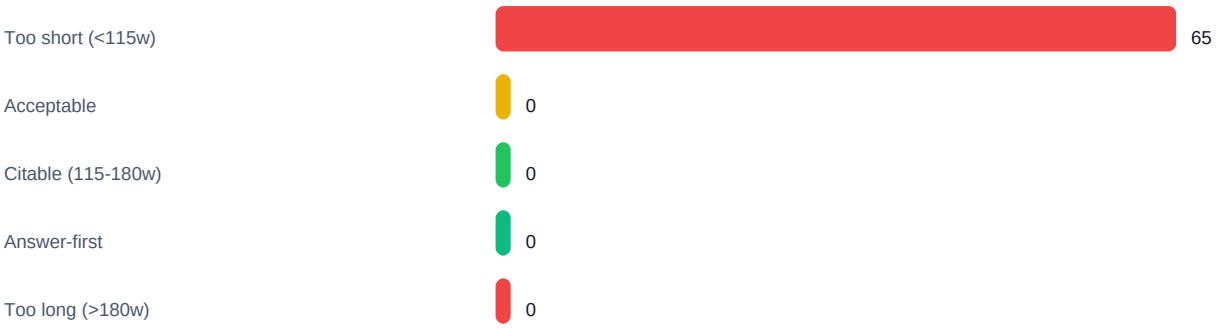
• Found 0 paragraphs in the 115-180 word citable range, 0 starting with answer-first formatting (out of 65 total paragraphs). GEO research (Aggarwal et al., KDD 2024 — https://arxiv.org/abs/2311.09735) found that concise, self-contained, citation-friendly passages significantly improve inclusion in generative engine responses. Our 115-180 word target is Thetawaves' operationalization of that finding, tuned for extractable answer-first passages. You have 65 too-short and 0 too-long paragraphs; rewrite a few into the 115-180 word sweet spot to start collecting AI citations.

Recommendations:

> Aim for at least 5 paragraphs in the 115-180 word range, with 3+ using answer-first formatting (declarative first sentence under 25 words).

> Reference: Aggarwal et al., KDD 2024 (principle); 115-180 word target is ours — https://arxiv.org/abs/2311.09735

Paragraph Length Distribution



10. Server-Side Rendering 95/100

• Initial HTML words: 1957

• Initial HTML headings: 58

• Initial HTML paragraphs: 65

• Framework shell detected: No

• Rating: Excellent

• Initial HTML contains 1957 words and 58 headings. The page is well server-rendered and AI crawlers can read it without executing JavaScript.

AI Citation Tracking

Results from Perplexity AI search engine citation check

Your website was cited by AI search engines!

Perplexity AI referenced your website when answering relevant queries.

AI Visibility Metrics

SHARE OF VOICE	PROMINENCE	SENTIMENT
53.3%	**top**	**positive**
8 of 15 citations	Score: 100/100	Score: +1.00

Possible brand confusion

AI engines may be confusing your brand with stripes.com. Consider strengthening entity signals: Organization schema with a complete sameAs array, and listings on authoritative directories.

Top Competing Sources

acodei.com	1 (7%)
docs.themeisle.com	1 (7%)
cartmango.com	1 (7%)
thebrandhopper.com	1 (7%)
thewindmark.com	1 (7%)

Perplexity AI Analysis

Claim on stripe.com: Stripe is a financial services platform that helps businesses accept payments.
Supporting / contradicting sources with URLs: Stripe homepage: https://stripe.com/
Evidence strength: Direct evidence; this is the primary source for the claim.

Claim on stripe.com: Stripe helps businesses build flexible billing models.
Supporting / contradicting sources with URLs: Stripe Billing docs: https://stripe.com/billing ; Stripe Billing overview: https://stripe.com/payments/billing
Evidence strength: Strong evidence; official product documentation directly supports the claim.

Claim on stripe.com: Stripe helps businesses manage money movement.
Supporting / contradicting sources with URLs: Stripe Treasury announcement: https://stripe.com/newsroom/news/tour-sydney-2026 ; Stripe Treasury overview/docs: https://stripe.com/treasury
Evidence strength: Strong evidence; official Stripe materials explicitly describe holding, converting, and moving money.

Claim on stripe.com: Stripe positions itself as a programmable financial services company.

Supporting / contradicting sources with URLs: Stripe newsroom Australia launch: https://stripe.com/newsroom/news/tour-sydney-2026 ; Stripe about/company page: https://stripe.com
Evidence strength: Strong evidence; official Stripe language is explicit and consistent.

Claim on stripe.com: Stripe supports accepting payments and global money flow from a single platform.
Supporting / contradicting sources with URLs: Stripe Treasury announcement: https://stripe.com/newsroom/news/tour-sydney-2026 ; Stripe payments docs: https://stripe.com/payments
Evidence strength: Strong evidence; official docs and announcements align on unified payments and money movement.

Claim on stripe.com: Stripe offers products for recurring billing and invoicing.
Supporting / contradicting sources with URLs: Stripe Billing docs: https://stripe.com/billing ; Stripe Invoicing docs: https://stripe.com/invoicing
Evidence strength: Strong evidence; official product pages directly document these capabilities.

Claim on stripe.com: Stripe supports a large range of payment methods.
Supporting / contradicting sources with URLs: Stripe ACH article: https://stripe.com/en-br/resources/more/ach-payments-for-ecommerce-and-small-businesses ; Stripe payments docs: https://stripe.com/payments/payment-methods
Evidence strength: Strong evidence; official Stripe pages describe broad payment-method support.

Claim on stripe.com: Stripe enables bank account linking and financial-data access via APIs.
Supporting / contradicting sources with URLs: Stripe Financial Connections overview: https://stripe.com/financial-connections ; Stripe resource on financial data APIs: https://stripe.com/resources/more/financial-data-apis
Evidence strength: Strong evidence; official Stripe sources directly state the product purpose.

Claim on stripe.com: Stripe can reduce settlement delays and unnecessary currency conversions.
Supporting / contradicting sources with URLs: Stripe Treasury announcement: https://stripe.com/newsroom/news/tour-sydney-2026 ; Stripe docs on Treasury: https://stripe.com/treasury
Evidence strength: Moderate-to-strong evidence; official Stripe claim, but performance benefit is vendor-asserted rather than independently verified here.

Claim on stripe.com: Stripe handles payment processing for internet businesses.
Supporting / contradicting sources with URLs: Stripe homepage: https://stripe.com/ ; External overview: https://stripe.com/resources/more/what-is-link
Evidence strength: Strong evidence; the homepage states the positioning, and Stripe's own resources reinforce it.

A few notes:
- The strongest evidence for homepage claims is Stripe's own official product and newsroom pages, since they directly describe the company's offerings.
- If independent corroboration is required, the most useful next layer would be third-party reviews, analyst reports, or regulatory/partner documentation specifically naming Stripe.com.

Source Citations (15):

1. https://stripe.com/newsroom/news/tour-sydney-2026
2. https://www.acodei.com/blog/stripe-payments-count-vs-balance-transa...
3. https://stripe.com/en-mx/newsroom/news/tour-sydney-2026?__previewId
4. https://stripe.com/resources/more/vendor-payment-process

5. https://stripe.com/resources/more/what-is-link
6. https://stripe.com/newsroom/news
7. https://stripe.com/resources/more/financial-data-apis
8. https://stripe.com/newsroom/news/stripe-agrees-to-acquire-openrouter
9. https://docs.themeisle.com/wp-full-pay/what-is-stripe
10. https://stripe.com/en-br/resources/more/ach-payments-for-ecommerce-...
11. https://cartmango.com/patreon-vs-substack/
12. https://thebrandhopper.com/brand/who-competes-with-fiserv/
13. https://www.thewindmark.com/blog/fintech-website-design-2026/
14. https://topropay.com/blog/what-is-stripe-a-clear-guide-to-payments-...
15. https://www.stripes.com/theaters/middle_east/2026-08-14/geolocation...

Analysis performed: 8/22/2026, 4:39:41 PM

AI Visibility Analysis

Category: Finance & Insurance

75%

Cited in 3 of 4 AI search prompts

Higher score = more AI search visibility for your industry

4 AI search queries tested

3 cited | 1 not cited

CITED — **Query 1 of 4**

For the website https://www.stripe.com, list best providers for checking, savings, and credit unions.

Result: Cited in sources: https://stripe.com/resources/more/business-bank-accounts-101

CITED — **Query 2 of 4**

For the website https://www.stripe.com, list best providers for loans, mortgages, and credit cards.

Result: Cited in sources: https://stripe.com/capital

NOT CITED — **Query 3 of 4**

For the website https://www.stripe.com, list best insurers for auto, home, renters, life coverage.

CITED — **Query 4 of 4**

For the website https://www.stripe.com, list best fintech tools for investing, budgeting, credit monitoring.

Result: Cited in sources: https://docs.stripe.com/money-management