AI Readability Audit

https://nytimes.com/ · 2026-01-14

70 / 100

VERDICT: PARTIALLY READABLE

Recommended Action Plan

☐ Update robots.txt to explicitly allow AI User-Agents (GPTBot, CCBot, etc).

☐ Create an /llms.txt file to guide AI agents to your clean content.

☐ Page is heavy (>8k tokens). Consider summarizing or splitting content.

AI Perception Analysis

DETECTED TOPICS (KEYWORDS)

nyt   https   com   url   width

AI COST & WEIGHT

~106291 Tokens (Heavy)

WHAT THE AI BOT "SEES" (RAW TEXT PREVIEW)

The New York Times - Breaking News, US News, World News and Videos {"@context":"https://
schema.org","@type":"WebSite","image":[{"@context":"https://
schema.org","@type":"ImageObject","url":"https://sta...

Detailed Technical Findings

PASS

Crawl Access

Checks whether AI crawlers can technically access the page.

- HTTP 200

PARTIAL

Crawl Robots

Checks whether robots.txt allows AI user agents.

- gptbot: blocked
- google-extended: blocked
- anthropic: allowed
- claude: allowed
- perplexity: allowed
- Some major AI crawlers are blocked

MISSING

Llms Txt

Checks for an explicit AI usage policy file.

- No llms.txt file found at site root

PASS

Content Interpretability

Checks whether meaningful text is available without heavy client-side rendering.

- Primary heading (H1) detected
- Text-to-markup ratio approximately 81.23%
- 65 script tag(s) detected

CLEAR

Entity Signals

Checks whether the page clearly represents an organization, product, or person.

- JSON-LD entity types detected: NewsMediaOrganization, WebSite
- Page title detected: 'The New York Times - Breaking News, US News, World News and Videos'
- Semantic footer element detected

AMBIGUOUS

Intent Consistency

Checks whether the page communicates a single dominant intent.

- Page title: 'The New York Times - Breaking News, US News, World News and Videos'
- Primary heading (H1): 'New York Times - Top Stories'
- Homepage detected; primary headline may differ from site title

PRESENT

Trust Signals

Checks for basic publisher and contact signals.

- No About page link detected
- Contact page link detected
- Footer content detected
- No author meta tag detected