

Ingvar Estorco Jr.

ingvarestorco.com · Web Developer & SEO Specialist

40

/100

Overall GEO Score

Rating: **Poor** — Significant improvements required

5 pages analyzed · 19 issues identified · 4-week action plan

AUDIT DATE

March 15, 2026

URL

ingvarestorco.com

BUSINESS TYPE

Personal Brand

PAGES ANALYZED

5 pages

Executive Summary

ingvarestorco.com has a technically functional WordPress site with correct schema implementation and a coherent professional identity — but is largely invisible to AI systems when it matters most. The most urgent priority is moving from a self-contained personal website to a brand with verifiable external signals.

Score Breakdown

AI CITABILITY

47

Weight: 25% · Weighted: 11.75



BRAND AUTHORITY

22

Weight: 20% · Weighted: 4.40



CONTENT E-E-A-T

48

Weight: 20% · Weighted: 9.60



TECHNICAL GEO

54

Weight: 15% · Weighted: 8.10



SCHEMA & STRUCTURED DATA

42

Weight: 10% · Weighted: 4.20



PLATFORM OPTIMIZATION

20

Weight: 10% · Weighted: 2.00



Category	Score	Weight	Weighted Score
AI Citability	47/100	25%	11.75
Brand Authority	22/100	20%	4.40
Content E-E-A-T	48/100	20%	9.60
Technical GEO	54/100	15%	8.10
Schema & Structured Data	42/100	10%	4.20
Platform Optimization	20/100	10%	2.00
Overall GEO Score			40/100

Critical Issues — Fix Immediately

CRITICAL 1. XML Sitemap is Broken

Both `/sitemap.xml` and `/sitemap_index.xml` return connection errors. The `robots.txt` references these sitemaps, meaning Googlebot and all AI crawlers following them encounter dead ends. This blocks automated discovery of all URLs beyond the homepage.

FIX In WordPress, go to Yoast SEO → General → Features → XML Sitemaps and confirm the toggle is ON. Test by visiting `https://ingvarestorco.com/sitemap_index.xml` in a browser. Remove the non-standard `/sitemap.html` reference from `robots.txt`.

CRITICAL 2. No llms.txt File

`https://ingvarestorco.com/llms.txt` returns 404. This is the emerging standard for helping AI systems understand website structure and content. Its absence means AI crawlers have no publisher-provided context about who this site is for, what it covers, or how to cite it.

FIX Create `/llms.txt` at the domain root. A ready-to-use template is in the Quick Wins section below.

CRITICAL 3. Homepage Body Content is AI-Invisible

The Breakdance page builder renders the homepage's service descriptions, project sections, and expertise panels entirely via JavaScript. When AI crawlers request the homepage, they receive only navigation labels and JSON-LD schema — not the actual body copy. An AI answering "What services does Ingvar Estorco Jr. offer?" cannot cite this page.

FIX Ensure critical homepage text (hero copy, services list, expertise description) is present in the server-rendered HTML before JavaScript execution. Verify by viewing `https://ingvarestorco.com/` with JavaScript disabled in Chrome DevTools.

High Priority Issues

HIGH 4. No Brand Presence for AI Entity Recognition

The brand exists almost entirely within self-controlled channels. There is no Wikipedia article, no Wikidata entry, no third-party editorial mentions, no industry publication bylines, and 0 academic citations on the 2017 NRCP paper. AI models require multiple independent corroborating sources to recognize a person as a known entity.

FIX Create a Wikidata entry (no notability requirements; ~10 minutes). Pitch one guest article to Search Engine Journal, Semrush Blog, or WP Tavern. Create an ORCID profile. These three actions provide the largest single jump in brand authority.

HIGH 5. Article Schema: Author Identified Only as "Ingvar"

All blog post Article schemas list `name: "Ingvar"` with `sameAs` pointing back to the same site. AI models cannot link this author to the Person entity or verify expertise. The author URL also exposes a WordPress email-derived slug (`/blog/author/ingvarestorcogmail-com/`).

FIX Change to `"name": "Ingvar Estorco Jr."`, add `sameAs` linking to LinkedIn, and change `author url` to the About page (`/about-ingvar-estorco-jr/`).

HIGH 6. Missing Meta Description on About Page

The About page has no meta description. AI crawlers use meta descriptions as a primary signal for understanding page purpose.

FIX Add via Yoast SEO: "Ingvar R. Estorco Jr. is a Philippines-based web developer and SEO specialist with 4+ years building fast, AI-optimised websites on WordPress, Wix, and Shopify."

HIGH 7. Person Schema Missing Key Properties

Homepage Person schema: `jobTitle` lists only "Web Developer" (omitting SEO Specialist), LinkedIn URL uses `http://` not `https://`, no `description`, no `address`, no `worksFor`, no Wikidata link.

FIX Expand Person schema and fix the LinkedIn URL to `https://`.

HIGH 8. Blog Content Too Thin for Topical Authority

3 blog posts covering loosely related topics represents less than 10% of expected content coverage for a web development and SEO specialist. The Google Search Works post (~650 words) has AI-generated content markers, no first-hand experience, and one vague unattributed statistic.

FIX Publish 8-10 additional posts over the next 60 days. Prioritize technical case studies with before/after metrics. Rewrite the Google Search Works post substantially.

Medium Priority Issues

MEDIUM 9. No Conflict-of-Interest Disclosure on AI Visibility Post

The AI Visibility post reviews a Semrush course while the author holds a Semrush certification. No disclosure is present, which Google's Quality Rater Guidelines flag.

FIX Add: "I completed this course independently. There is no affiliate relationship with Semrush."

MEDIUM 10. speakable Schema Targets Only Head Metadata

The blog post speakable markup targets the HTML `<head>`, not body content. This renders the implementation functionally inert.

FIX Update to use `cssSelector` targeting the article's first paragraph and Key Takeaways section.

MEDIUM 11. Hero Image Delivered as CSS Background (LCP Risk)

The hero image is set as `background-image`, invisible to the browser's preloader. Typical cost: 200-800ms on LCP.

FIX Convert to `` with `srcset`. Add `<link rel="preload">` in `<head>`. Add `<link rel="preconnect">` for Google Fonts origins.

MEDIUM 12. No Internal Linking Between Blog Posts

The Google Search Works post has zero internal links to other site content. No pillar/cluster content structure exists.

FIX Add 2-3 internal links per post to related posts and service sections.

MEDIUM 13. Duplicate editor Block in Article Schema

Every Article schema has an `editor` block identical to `author` in every field — copy-paste duplication.

FIX Remove the `editor` block from all Article schemas.

MEDIUM 14. No Security Headers

No CSP, X-Content-Type-Options, X-Frame-Options, Referrer-Policy, or Permissions-Policy headers present.

FIX Add via `.htaccess` or Solid Security plugin.

Low Priority Issues

LOW 15. Blog Posts Use "Uncategorized" WordPress Category

FIX Assign posts to real categories (SEO, Web Development) and regenerate breadcrumbs.

LOW 16. Homepage Title Tag Too Long (68 chars)

"Professional Web Developer | WordPress, Wix & Shopify Specialist" is over the 60-char recommended SERP limit.

FIX "WordPress & Shopify Web Developer | Ingvar Estorco" (51 chars).

LOW 17-19. Minor Schema Issues

- **WebSite Schema:** Missing `SearchAction` — no Sitelinks Search Box eligibility.
- **keywords property:** Empty string `""` in Article Schema — populate or remove.

- **@context trailing slash:** Use `"https://schema.org"` not `"https://schema.org/"`.

Category Deep Dives

AI Citability — 47/100 (Poor)

Page	Score	Primary Issue
Homepage	32/100	Body content AI-invisible via JS rendering
About Page	51/100	No evidence/statistics; first-person fragments
Blog Post (Google Search)	58/100	No sourced stats; no FAQ blocks

The homepage body is almost entirely invisible to AI crawlers — only navigation and schema survive the JS rendering dependency. The About page tells who Ingvar is but contains zero measurable outcomes.

Suggested About Page Bio Rewrite:

BEFORE

"My name is Ingvar R. Estorco Jr., a web developer and SEO specialist..."

AFTER

"Ingvar Estorco Jr. is a Philippines-based web developer and SEO specialist with over four years of experience building fast, scalable, search-optimized websites on WordPress, Wix, and Shopify. He specializes in technical SEO, Core Web Vitals optimization, and Generative Engine Optimization (GEO) — a discipline focused on making website content discoverable and citable by AI-powered search engines like ChatGPT, Gemini, and Perplexity."

Suggested Blog Statistic Rewrite:

BEFORE

"Google Search powers billions of queries every day."

AFTER

"Google processes an estimated 8.5 billion searches per day, according to Internet Live Stats."

 **Top Opportunity:** Add an FAQ block with FAQPage schema to the Google Search Works post. Each self-contained Q&A pair is directly extractable by AI systems.

Brand Authority — 22/100 (No Significant Signals)

Platform	Status
Personal Website	Present
LinkedIn	Present
Facebook / Instagram	Present
NRCP Research Journal (2017, 0 citations)	Present — 0 citations
Wikipedia / Wikidata	Absent
Reddit / YouTube / GitHub	Absent
SEJ / Moz / Semrush Blog	Absent
ORCID / Google Scholar / Crunchbase	Absent

 **Entity Recognition Verdict:** AI models would not reliably recognize "Ingvar Estorco" as a known entity today. Estimated third-party mentions: 1-3.

Pathway to 65+: Wikidata entry + one guest publication on a DA 60+ site + ORCID profile. Achievable within 1 week.

Content E-E-A-T — 48/100 (Fair)

Dimension	Score	Key Signal
Experience	11/25	Asserted (4+ years) but not demonstrated — no case studies, no metrics
Expertise	15/25	Semrush certs verifiable; academic co-authorship; correct technical terminology
Authoritativeness	12/25	LinkedIn + certs present; no third-party recognition; 3-post blog is thin
Trustworthiness	14/25	HTTPS, contact info; no privacy policy , no editorial standards

⚠️ **Critical Trust Gap:** No privacy policy. The site runs Google Tag Manager and collects contact form submissions — a legal risk under the Philippines Data Privacy Act and a primary Quality Rater Guidelines flag.

Technical GEO — 54/100 (Fair)

Check	Status	Severity
XML Sitemap	BROKEN	Critical
llms.txt	MISSING	Critical
AI Crawler directives	ABSENT (default allow)	High
Open Graph tags	UNCONFIRMED	High
LCP hero image (CSS background)	Risk	High
Security headers	ABSENT	Medium
Canonical tags	UNCONFIRMED	Medium
Mobile optimization	Good	—
HTTPS	Pass	—
URL structure	Clean	—
Server-side rendering	Hybrid — content visible	Low risk

✔️ **Positive Finding:** Blog post body text and JSON-LD schema are present in server-rendered HTML — AI crawlers that don't execute JavaScript can still read article content.

Schema & Structured Data — 42/100 (Poor)

Types found: Person, WebSite, Article, BreadcrumbList, Organization, SiteNavigationElement

Issue	Impact
author.name in Articles: "Ingvar" only	High — not full name
author.sameAs self-references only	High — no external disambiguation
Person sameAs : LinkedIn uses http://	Medium
speakable targets HTML <head> only	Medium — functionally inert
Duplicate editor block	Low
keywords: "" empty string	Low
No standalone Organization schema	Medium
No Service schema	Medium

Highest-impact addition — Organization schema:

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "@id": "https://ingvarestorco.com/#organization",
  "name": "Ingvar Estorco Jr.",
  "url": "https://ingvarestorco.com",
  "description": "Web Developer and SEO Specialist from the Philippines specialising in
    WordPress, Wix, and Shopify development, technical SEO, and AI-optimised content.",
  "founder": { "@id": "https://ingvarestorco.com/#person" },
  "address": { "@type": "PostalAddress", "addressCountry": "PH" },
  "sameAs": [
    "https://www.linkedin.com/in/ingvar-estorco",
    "https://www.facebook.com/ingvar.estorco/",
    "https://www.instagram.com/ingvaroo/",
    "[ADD: Wikidata URL once created]",
    "[ADD: ORCID URL once created]"
  ]
}
```

Article author fix:

```
"author": {
  "@type": "Person",
  "@id": "https://ingvarestorco.com/#person",
  "name": "Ingvar Estorco Jr.",
  "url": "https://ingvarestorco.com/about-ingvar-estorco-jr/",
  "sameAs": [
    "https://www.linkedin.com/in/ingvar-estorco",
    "[ADD: Wikidata URL]"
  ]
}
```

Platform Optimization — 20/100

🚩 No presence on YouTube, Reddit, Quora, podcasts, or any third-party platform in AI training corpora. No guest bylines. No Wikidata, ORCID, Google Scholar, or Crunchbase profiles. LinkedIn is the only structured, indexed external profile.

Quick Wins — Implement This Week

1 Create llms.txt — Upload to <https://ingvarestorco.com/llms.txt> :

```
# Ingvar Estorco Jr. — Web Developer & SEO Specialist
# https://ingvarestorco.com

Ingvar R. Estorco Jr. is a Philippines-based web developer and SEO specialist
with expertise in WordPress, Wix, and Shopify development, technical SEO,
Core Web Vitals optimization, and Generative Engine Optimization (GEO).

## Pages
- /: Homepage — services, projects, expertise overview
- /about-ingvar-estorco-jr/: About — credentials, certifications, background
- /blog/: Blog — web development, SEO, and AI search guides

## Blog Posts
- /blog/ai-visibility-what-web-developers-and-seos-need-to-know-in-2026/
- /blog/an-in-depth-guide-to-how-google-search-works/
- /blog/learning-russian-as-a-web-developer-a-journey-beyond-code/

## Contact
Email: ingvar@ingvarestorco.com
LinkedIn: https://www.linkedin.com/in/ingvar-estorco
```

2 Fix Article schema author — Change `name: "Ingvar"` → `name: "Ingvar Estorco Jr."` , update `sameAs` to LinkedIn, update `url` to About page. 15-minute fix.

3 Create a Wikidata entry — Visit [wikidata.org](https://www.wikidata.org), create an item with occupation, nationality, website, LinkedIn. Add the resulting URL to Person schema `sameAs` . Single highest-impact action for AI entity recognition.

4 Add a privacy policy page — Use a free generator (Termly, Iubenda) configured for the Philippines Data Privacy Act. Link in the footer.

5 Replace the vague statistic — Change "Google Search powers billions of queries every day" to a specific cited figure. 2-minute edit that immediately improves citability.

30-Day Action Plan

Week 1 Entity Foundation

- Create Wikidata entry for Ingvar R. Estorco Jr.
- Create `llms.txt` at domain root (template above)
- Fix Article schema author: full name, About page URL, LinkedIn sameAs
- Add privacy policy page and link in footer
- Create ORCID profile and claim the 2017 NRCP paper
- Fix sitemap: verify Yoast XML Sitemaps is enabled; test `/sitemap_index.xml`

Week 2 Content Citability

- Rewrite About page bio as third-person, self-contained identity paragraph
- Add a quantified results section to About page (project count, one specific outcome)
- Add FAQ block (4-5 Q&As) to Google Search Works post
- Add FAQPage schema to Google Search Works post
- Replace vague statistic with specific, sourced figure
- Add conflict-of-interest disclosure to AI Visibility post

Week 3 Technical Infrastructure

- Fix hero image: convert CSS background to `` with preload
- Add `<link rel="preconnect">` for Google Fonts origins in `<head>`
- Add explicit AI crawler directives to robots.txt (GPTBot, ClaudeBot, PerplexityBot, Google-Extended)
- Verify canonical and Open Graph tags via browser DevTools on all key pages
- Add Organization schema with sameAs to homepage
- Fix LinkedIn sameAs from `http://` to `https://` in Person schema
- Remove duplicate `editor` block and empty `keywords` from all Article schemas

Week 4 Authority Building

- Draft and submit a guest article pitch to Search Engine Journal or Semrush Blog
- Create Google Scholar profile and link NRCP paper
- Add Crunchbase or Clutch.co profile
- Update homepage title tag to under 60 characters
- Publish one new blog post (case study format with real metrics)
- Add internal links between all existing blog posts and service sections

Appendix: Pages Analyzed

URL	Title	Key Issues
<code>ingvarestorco.com/</code>	Professional Web Developer WordPress, Wix & Shopify Specialist	Homepage body AI-invisible (JS rendering); no Open Graph confirmed; title too long (68 chars)
<code>/about-ingvar-estorco-jr</code>	About - Ingvar Jr Estorco	No meta description; no evidence/statistics; no privacy policy
<code>/blog/</code>	Blog Archive	3 posts total; no dates visible; insufficient topical coverage
<code>/blog/an-in-depth-guide-to-how-google-search-works/</code>	How Google Search Works	~650 words (thin); vague stats; author "Ingvar" only; no FAQ; AI content markers
<code>/blog/ai-visibility-what-web-developers-and-seos-need-to-know-in-2026/</code>	AI Visibility 2026	Strongest content on site; missing conflict-of-interest disclosure

Pages with Fetch Errors (Not Analyzed)

URL	Error
<code>/sitemap.xml</code>	Connection refused
<code>/sitemap.html</code>	Connection refused
<code>/llms.txt</code>	404 Not Found
<code>/blog/learning-russian-as-a-web-developer-a-journey-beyond-code/</code>	Timeout