

AEO Audit: Fable & Foam Brewing

How AI assistants and AI search see the brewery · Site checked: the current website (6 pages) · October 2026

Sample project for a fictional business, made to show what you get. Fable & Foam Brewing and its website are made up. The site checks are real results from crawling that demo site; the AI answers are illustrative.

Summary

When people ask an AI assistant where to hold a party in Nowhere Springs, Fable & Foam doesn't come up, and when they ask about the brewery by name, the assistant can't give its hours or say that it hosts events. The site simply doesn't state those facts in a form AI tools can read. Most fixes are writing, not code, and overlap with the SEO Audit's fix list.

0/8

questions fully
answered

7

issues found

3

high impact

6/6

pages without
structured data

What AI assistants say today

Illustrative. No real AI assistant knows a fictional brewery, so these answers show the kind of result a client report records. On a real audit we ask the leading assistants and AI search tools these questions and record the actual answers, word for word, with the date.

Assistant A · asked: "Is Fable & Foam Brewing a good place for a 40-person birthday party?"

Fable & Foam Brewing is a brewery in Nowhere Springs. I couldn't find information about private event spaces or group bookings; you may want to contact them directly.

What's wrong: Misses the Barrel Room entirely.

Assistant B · asked: "What time does Fable & Foam open on Sunday?"

I don't have current opening hours for Fable & Foam Brewing. Their website refers visitors to Facebook.

What's wrong: No hours on the site to quote.

Assistant C · asked: "Private event venues in Nowhere Springs for about 100 people"

Here are a few venues that list capacities and event packages: [three other venues].

What's wrong: Fable & Foam isn't mentioned at all, because nothing on its site says it hosts events of that size.

Questions customers ask, and whether the site answers them

Checked against the text of every page on the site.

Question	On the site?	What's there
Does Fable & Foam host private events?	Partly	Only one sentence: "Our barrel room is available for parties. Email us." No details.
How many people does the event space hold?	No	No capacity anywhere on the site.
What are the opening hours?	No	The Contact page says "Hours: see Facebook".

Question	On the site?	What's there
What beers are on tap?	No	Only inside menu.pdf (spring 2019); the Menu page itself names no beers.
Where is it, and is there parking?	Partly	The address is on the Contact page; nothing about parking or directions.
Do they offer brewery tours?	No	No mention of tours.
Is it family- or dog-friendly?	No	Not mentioned.
How do I book an event, and what does it cost?	Partly	"Email us" with no address on that page and no booking or pricing details.

Issues, ranked by impact

Impact: how much fixing it is likely to help AI assistants find, describe and recommend the business. Effort: Low = under a day, Medium = a few days including writing.

#	Impact	Effort	Issue and evidence
1	High	Medium	AI assistants can't answer most customer questions from the site Of 8 common customer questions, the site fully answers 0 and partly answers 3. Assistants fill the gaps from other sources or leave them out (see the question table).
2	High	Low	No structured data describing the business 6 of 6 pages have no structured data, so assistants can't reliably read the name, address, hours, phone or event spaces.
3	High	Low	Key facts are missing or point elsewhere Opening hours say "see Facebook", there is no phone number anywhere on the site, and the only description of the brewery is "We are a brewery."

#	Impact	Effort	Issue and evidence
4	Medium	Low	The beer list is inside a PDF Beer names and styles appear only in menu.pdf from spring 2019, which assistants often skip and which is out of date.
5	Medium	Low	Events are almost invisible Private events, the brewery's main income, get one sentence on the Gallery page, with no capacity, prices or booking route, so assistants describe it only as "a brewery".
6	Low	Low	No robots.txt or sitemap robots.txt returns 404 and sitemap.xml returns 404. AI crawlers are allowed by default, but there is no sitemap pointing them to every page.
7	Low	Low	No llms.txt summary There is no /llms.txt, an emerging (optional) plain-text summary some AI tools read.

Fix list, in order

1. **AI assistants can't answer most customer questions from the site.** Answer each question in plain text on the page it belongs to (events, menu, visit), and add a short FAQ page that repeats the key facts.
2. **No structured data describing the business.** Add LocalBusiness (Brewery) structured data on every page: name, address, phone, opening hours, price range, and the two event spaces with capacities.
3. **Key facts are missing or point elsewhere.** Put the hours, phone number and a two-sentence description (what it is, where, what it's known for) on the home page and the Contact page.
4. **The beer list is inside a PDF.** Publish the tap list as text on the Menu page and keep it current.
5. **Events are almost invisible.** Give events their own page with spaces, capacity, minimum spend and how to book, and mention events in the home page description.
6. **No robots.txt or sitemap.** Publish robots.txt (allowing search and AI crawlers) with a link to a sitemap.xml that lists every page.

7. **No llms.txt summary.** Add a short llms.txt with who you are, what you offer and links to the key pages. Low effort; benefit still uncertain.

How we checked

We crawled every page of the site and checked AI crawler access (robots.txt and sitemap), structured data, how completely the business details are stated, and which common customer questions the site's own text answers. For a client we also ask the leading AI assistants and AI search tools those questions and record their answers; for this fictional business those answers are illustrative.

Next step for a real client: a short walkthrough call. Many fixes overlap with an SEO Audit; see the [sample SEO Audit](#) of the same site.