



INSTLY INTELLIGENCE LAYER

AI Visibility Full Report

How confidently AI search engines can understand, trust, cite, and recommend swifthealth.ai.

Website swifthealth.ai

Pages scanned 8

AI Visibility Audit

12 Jul 2026



● Moderate — fixable in ~30 days

8

Pages scanned

Complete

4

Priority risks

Action needed

0

Schema blocks

Missing

Low

Secret exposure

Safe

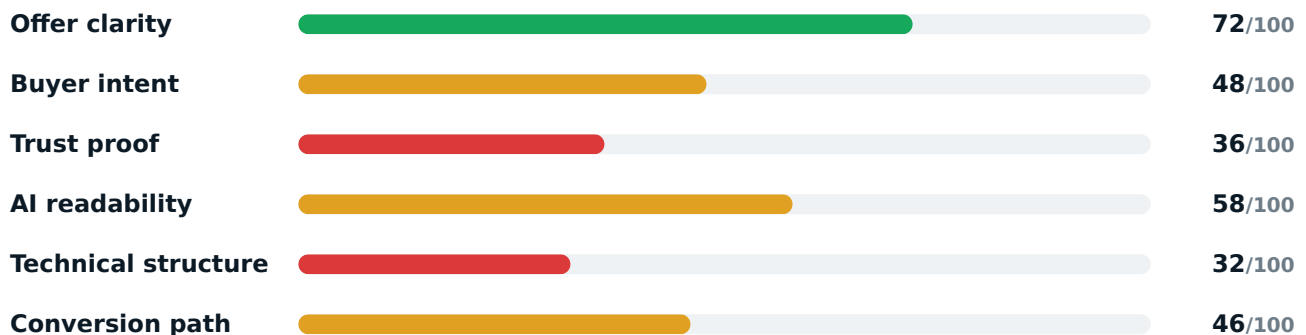
Executive Summary

Swifthealth has a clear, modern proposition: AI-assisted health-insurance comparison supported by human broker expertise. The site is directionally strong, but AI visibility is held back by crawlability gaps, missing structured data, duplicate metadata, and limited trust proof. The most urgent commercial risk is that AI engines can understand the concept but may not confidently recommend the business for high-intent quote queries until proof, schema, and conversion-page evidence are improved.

EXECUTIVE SNAPSHOT

Where the score comes from

The score isn't low because the idea is weak. It's low because the site doesn't yet expose enough evidence, structure, and quote-path clarity for AI systems to cite or recommend it confidently.



■ Weak · 0-39 ■ Moderate · 40-69 ■ Strong · 70-100

COMPETITIVE BENCHMARK

Where Swifthealth sits

An estimated AI-visibility benchmark based on scanned page evidence — not a live search ranking. In production, Scout replaces these bands with named competitors from your category and region.

Category leaders

Strong proof, comparison pages, schema

72-82

0 25 50 75 100

Niche content competitors

Win specific answer queries

62-74

Generic broker pages

Weaker product clarity, established trust

45-60

Swifthealth

Clear offer; crawlability & schema weak

54

ANALYSIS BY DOMAIN

58 AI Visibility

- Add entity-rich schema across homepage & product pages
- Create short answer blocks for common comparison questions
- Ensure conversion pages expose crawlable content

48 Buyer Intent

- Map content to awareness, comparison, objection & conversion
- Add answer sections for students, travelers, short-term, expats
- Make quote-flow expectations explicit before the form

36 Trust & Credibility

- Add broker license & compliance details
- Add customer proof & review snippets
- Explain how partner insurers are selected

46 SEO & AEO

- Create unique metadata per page
- Add FAQPage schema where answers are visible
- Use question-led headings, not product slogans

44 Technology Stack

- Ensure product & quote pages have SSR / pre-render
- Add fallback contact & explanation sections
- Keep structured data synced with visible text

70 Security & Privacy

- Summarise privacy handling near quote forms
- Add security reassurance around submitted data
- Keep API keys & provider secrets server-side

TOP PRIORITY ISSUES

 CRITICAL

Effort Medium ●●●

Primary conversion page isn't crawlable enough for AI recommendations

AI answer engines can't confidently recommend a quote flow if the destination page appears empty or client-rendered without useful fallback content.

Evidence: The scanned `/get-quote` page returned no visible text, headings, or crawlable CTA content.

Recommended fix: Add server-rendered quote-page copy, visible form labels, fallback contact routes, and concise text stating who the quote is for, what happens next, and what information is needed.

 HIGH

Effort Low ●●●

Missing structured data weakens entity understanding

AI systems and search engines lack machine-readable context for the business, product categories, parent company, and insurance services.

Evidence: The `structuredData` array was empty across all scanned pages.

Recommended fix: Implement `Organization`, `InsuranceAgency`, `Service`, `Product`, `FAQPage`, and `WebSite` JSON-LD where appropriate, keeping facts aligned with visible page content.

 HIGH

Effort Low ●●●

Duplicate metadata blurs page-level buyer intent

Student, travel, short-term, privacy, map, and homepage pages use similar metadata, making it harder for AI systems to distinguish each page's role.

Evidence: Multiple scanned pages used the same or highly similar title and meta description.

Recommended fix: Write unique page titles and descriptions for each product and intent page, using audience, product type, geography, and outcome language.

 HIGH

Effort Medium ●●●

Trust proof is thin for a high-consideration insurance category

Health insurance is a high-trust purchase. Without proof, reviews, licensing clarity, or case evidence, AI systems may avoid actively recommending the brand.

Evidence: Scanned pages relied mainly on product claims and partner logos, without direct testimonials, review ratings, case studies, or licensing details.

Recommended fix: Add a Trust & Compliance section with broker credentials, regulatory details, customer proof, partner context, and short claims/process reassurance.

30-DAY PRIORITY ROADMAP

1

WEEK 1

Crawlability

Quote-page fallback & unique metadata.

2

WEEK 2

AI structure

Schema & FAQ answer blocks.

3

WEEK 3

Trust proof

Reviews, compliance & review assets.

4

WEEK 4

Conversion

Performance QA & measurement.

WHAT NEXT

This audit is designed to become an action plan. The fastest path is to fix the blockers that stop AI systems from understanding the site, then add the proof and buyer-intent content that increases recommendation confidence.

Step	Priority	Outcome
1	Fix critical crawlability blockers	Make the quote path, key product pages, and high-intent CTAs readable to search engines and AI answer systems.
2	Add structured proof	Publish schema, trust signals, reviews, credentials, security reassurance, and visible evidence that supports the commercial claims.
3	Expand buyer-intent answers	Add concise FAQ and comparison content for eligibility, claims, pricing, coverage, pre-existing conditions, and next steps.
4	Rescan after implementation	Run Scout again after changes to measure score movement and identify the next layer of visibility improvements.
5	Move into implementation	Use the audit as a working backlog for content, technical SEO, schema, conversion, and trust improvements.

METHODOLOGY & SCOPE

◆ What Scout scanned

Scout crawled **8 pages** across the homepage, product, and quote-flow templates, scoring each against six dimensions AI answer engines rely on: **offer clarity, buyer intent, trust proof, AI readability, technical structure, and conversion path.**

Each dimension is weighted into the overall **54 / 100** AI-visibility score shown on the cover.

◆ How to read this report

Benchmark bands are **estimated from scanned-page evidence**, not live search rankings, and this is not a penetration test.

Scores reflect the evidence available at scan time (**12 Jul 2026**) and are designed to be **re-measured after implementation** to track movement.

Need this implemented?

Instly can turn this audit into a focused plan across content, schema, conversion pages, trust proof, security reassurance, and measurement — making the site easier for AI systems to understand, trust, cite, and recommend.

Book implementation →