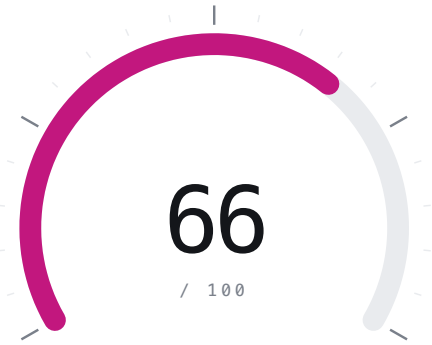
SAMPLE · SELF-ASSESSMENT · 19 NOVEMBER 2026

✦ TRUE SOUTH

AGENT READINESS REPORT

# True South (this site)

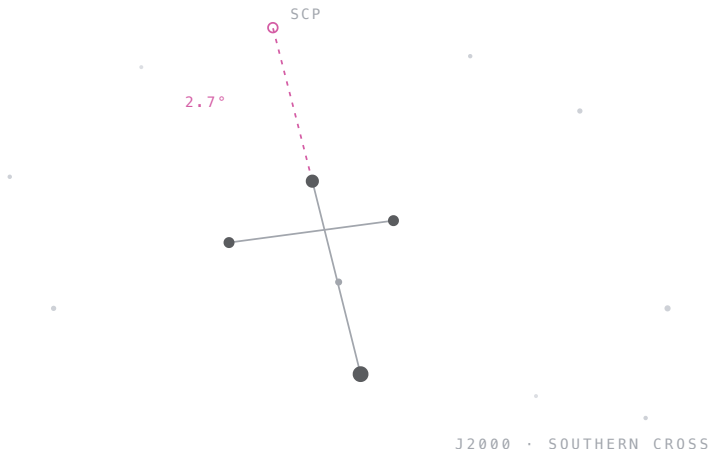
https://truesouth.tamirlevin.dev/




True South (this site) scores 66/100, which puts it at Legible. Strongest: discover (100). Weakest: verify (40).

LEGIBLE




J2000 · SOUTHERN CROSS

THE CROSS, WITH ITS AXIS EXTENDED TO THE SOUTH CELESTIAL POLE.
REAL POSITIONS, CHECKED BY CONSTRUCTION.

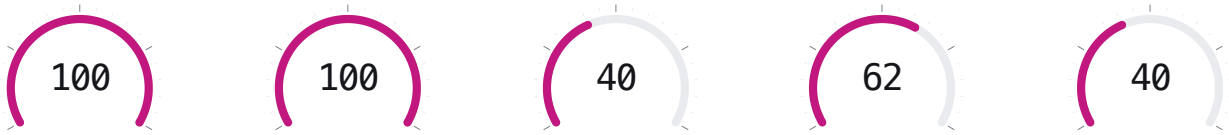
*True south is the real direction, not the convenient one.*

| SCANNED | PREPARED BY | METHOD |
|---|---|---|
| 2026-11-19 | True South | 25 checks · 5 dimensions · v0.1 |

# What we found

Across 25 checks, 14 passed, 5 were partial, 5 failed and 1 did not apply. The three fixes below carry the most weight; each is scored against a written pass condition, and the evidence for every result is in the dimension sections.

This is True South's own site, measured with the paid 25-check method. The public Cloudflare scan (47/100) is published at /scores.json; the two numbers use different methods and are not compared.




| DIMENSION | QUESTION | SCORE | PASS | PARTIAL | FAIL | N/A |
|---|---|---|---|---|---|---|
| Discover | Can an agent find you? | 100 | 5 | 0 | 0 | 0 |
| Read | Can it read you? | 100 | 5 | 0 | 0 | 0 |
| Verify | Can it verify you? | 40 | 1 | 2 | 2 | 0 |
| Act | Can it act? | 62 | 2 | 1 | 1 | 1 |
| Control | Can you govern it? | 40 | 1 | 2 | 2 | 0 |

14 PASS · 5 PARTIAL · 5 FAIL · 1 N/A

# Fix these first

Three changes, ordered by severity. Each is scored against a written pass condition; the evidence sits in the dimension sections.

### V1 — Named entity or principal FAIL · CRITICAL

**Pass means:** A named entity or person, plus a location, is on the site.

**Evidence:** Brand only; no legal entity, ABN or named principal · Founder-led is stated but unnamed

### A1 — Agent-usable contact path PARTIAL · CRITICAL

**Pass means:** A form endpoint, email or booking URL that works and is monitored.

**Evidence:** Form writes a local draft; no endpoint receives it · Email domain not registered

### V2 — Working contact facts PARTIAL · CRITICAL

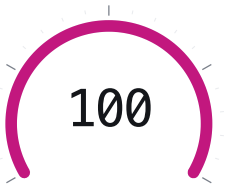
**Pass means:** At least two independent, working channels, consistent across the site.

**Evidence:** hello@truesouth.cc not live; form copies a draft; no second channel · Blocks agent and human contact

A partial counts as half a pass. Fixing all three moves the score more than any other combination of checks.

# Discover — 100/100

Can an agent find you?



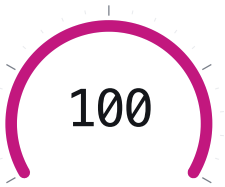

## All 5 checks passed. This is the strongest part of the surface.

What good looks like: Agents find the site through robots, a sitemap, structured data and a machine index.

| ID | CHECK AND EVIDENCE | STATUS |
|---|---|---|
| D1 | **robots.txt is present and valid**<br>critical · auto<br>/robots.txt 200, valid syntax, wildcard group and sitemap reference<br>No named AI crawler rules; that is tested separately as C1 | PASS |
| D2 | **Sitemap exists and is referenced**<br>high · auto<br>/sitemap.xml 200, one URL, referenced from robots.txt | PASS |
| D3 | **Discovery Link headers**<br>medium · auto<br>Link: alternate text/markdown, describedby llms.txt, service-desc pricing.json | PASS |
| D4 | **Entity and service structured data**<br>high · auto<br>JSON-LD ProfessionalService plus four Service offers; parsed cleanly | PASS |
| D5 | **Machine index**<br>low · auto<br>/llms.txt and /index.md 200, links resolve | PASS |

# Read — 100/100

Can it read you?



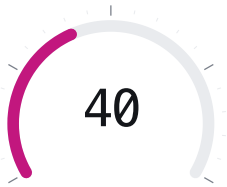

## All 5 checks passed. This is the strongest part of the surface.

What good looks like: The same facts are available as HTML and as markdown, without JavaScript.

| ID | CHECK AND EVIDENCE | STATUS |
|---|---|---|
| R1 | **Markdown negotiation**<br>high · auto<br>Accept: text/markdown returns text/markdown with Vary: Accept | PASS |
| R2 | **Key facts without JavaScript**<br>critical · manual<br>Services, prices and contact are in the HTML; chart degrades without JS | PASS |
| R3 | **Semantic structure**<br>high · auto<br>One h1, ordered headings, landmarks; Lighthouse accessibility 100 | PASS |
| R4 | **Token weight of key pages**<br>medium · auto<br>index.md 5.5 KB, about 1.4k tokens | PASS |
| R5 | **Freshness and versioning**<br>low · manual<br>Score dated 19 Nov 2026; prices valid to 30 June 2027 | PASS |

# Verify — 40/100

Can it verify you?



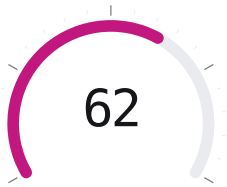

1 of 5 checks passed. The largest gap is named entity or principal (fail), worth about 20 points here.

What good looks like: A named entity, working contact channels, evidence for claims and external corroboration.

| ID | CHECK AND EVIDENCE | STATUS |
|---|---|---|
| V1 | **Named entity or principal**<br>critical · manual<br>Brand only; no legal entity, ABN or named principal<br>Founder-led is stated but unnamed | FAIL |
| V2 | **Working contact facts**<br>critical · manual<br>hello@truesouth.cc not live; form copies a draft; no second channel<br>Blocks agent and human contact | PARTIAL |
| V3 | **Claims have evidence**<br>high · manual<br>No case studies or testimonials; no fabricated claims either<br>Evidence is the site's own measurements | PARTIAL |
| V4 | **security.txt**<br>medium · auto<br>/.well-known/security.txt 200, expires 2027-11-19, URL contact | PASS |
| V5 | **External corroboration**<br>medium · manual<br>No registry, industry body or LinkedIn profile linked | FAIL |

# Act — 62/100

Can it act?



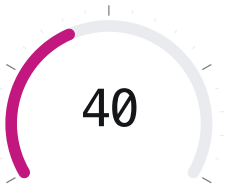

2 of 4 checks passed. The largest gap is booking or response commitment (fail), worth about 25 points here.

What good looks like: A price, a contact path, and a booking or API an agent can complete.

| ID | CHECK AND EVIDENCE | STATUS |
|---|---|---|
| A1 | **Agent-usable contact path**<br>critical · manual<br>Form writes a local draft; no endpoint receives it<br>Email domain not registered | PARTIAL |
| A2 | **Prices or ranges published**<br>high · auto<br>Scan AUD 4,900 + GST; sprint tiers; retainer tiers; validity stated | PASS |
| A3 | **Booking or response commitment**<br>high · manual<br>No booking link and no stated response time | FAIL |
| A4 | **API, catalog or MCP endpoint**<br>medium · auto<br>/mcp 200, five read-only tools; server card live | PASS |
| A5 | **Agent commerce readiness**<br>low · manual<br>No online goods; advisory engagements only | NA |

# Control — 40/100

Can you govern it?




1 of 5 checks passed. The largest gap is rate limits and abuse controls (fail), worth about 20 points here.

What good looks like: Explicit crawler rules, content signals, and limits on anything public that can be abused.

| ID | CHECK AND EVIDENCE | STATUS |
|---|---|---|
| C1 | **Explicit AI bot rules**<br>high · auto<br>Wildcard allow plus Content-Signal; no named AI crawler rules | PARTIAL |
| C2 | **Content Signals**<br>medium · auto<br>Content-Signal: search=yes, ai-input=yes, ai-train=yes | PASS |
| C3 | **Rate limits and abuse controls**<br>medium · manual<br>No rate limit or abuse control on /mcp or future /api/check | FAIL |
| C4 | **Agent traffic is observable**<br>low · manual<br>Cloudflare logs available; no documented agent-traffic method or privacy note | PARTIAL |
| C5 | **Agent identity policy**<br>low · manual<br>No stated policy on signed agents or Web Bot Auth | FAIL |

# What agents say

The full scan records five buyer prompts across three assistants, with answers recorded verbatim.

Not included in this run.

# Competitor benchmark

The full scan runs the same prompts and checks against two named competitors.

Not included in this run.

# Method and limits

This report measures the surface an AI agent meets when it arrives: whether it can find the business, read the facts, verify the claims and complete an action. Each check has a written pass condition, and every result carries its evidence.

- 25 checks across five dimensions: discover, read, verify, act and control.
- Weights: discover 15%, read 20%, verify 25%, act 25%, control 15%.
- Status values: pass, partial (half credit), fail, or n/a (excluded and renormalised).
- Stages: Blind (<25), Visible (<50), Legible (<75), Verifiable (<90), Actionable (90+).

Limits: point-in-time; no penetration testing; no legal advice; no model fine-tuning; results reflect what a public request can see, not what an authenticated user or a signed agent sees.

## Next

Fix the three priorities, then re-scan at day 30. The re-scan is included in the engagement. If the fixes need shipping rather than describing, the Remediation Sprint takes the top of this list and does the work.

`truesouth.tamirlevin.dev · contact form`