

Why build a website for search and AI visibility

The case for the person who decides.

THE EVIDENCE

Build high-ranking websites. The proof so far comes from one site.

One site, measured: genai-wednesday.de, launched on 27 March 2026.

- **Speed and search basics.** PageSpeed Insights on a simulated phone, 4 October 2026: 99, 100, 100 and 100 out of 100 for performance, accessibility, best practices and SEO.
- **Clicks from Google.** From 3 in the 28 days that include the launch (18 March 2026 to 14 April 2026) to a best 28 days of 99 (16 June 2026 to 13 July 2026), and 50 in the latest 28 days (2 September 2026 to 29 September 2026).
- **AI assistants.** On 8 October 2026, 16 of 18 answers given with web search named the site, and 0 of 24 given from memory. Google AI Mode and Google AI Overview were not run that day. [The proof page](#) says why the second number is zero.

It is one site, and it belongs to the maintainer of Croftweaver. Clicks have fallen from their best, and the cause is not established. [The proof page](#) has the sources, the daily numbers and what the figures do not show.

THE RECOMMENDATION

Choose a tool built for being found, not one that merely permits it.

1. Built in from the first build

Search basics, trust signals and readability for AI assistants are part of every page. Tests check what a machine can check.

2. Improved after launch

Real search data replaces guesswork about keywords. When there is enough of it, it helps pick two or three edits a week to look into.

3. Owned, with no platform fee

A static site in your repository, on your domain. Croftweaver is MIT-licensed and charges nothing.

WHAT THE TOOL IS FOR

A tool can hand you every control and still leave the work to you.

A tool that permits

- You decide what to do.
- You do it on every page.
- You keep it done, and a check that depends on memory can be forgotten.

A tool built for being found

- It does that work by default.
- It tests what can be tested.
- The result is meant to hold on the hundredth page, two years later.

None of this is a case against design. Being found helps people arrive; design helps them stay. If you use a website builder and like it, keep it, and ask what the site earns you in search.

REASON 1: BUILT IN

Search basics, trust signals and AI readability come with every page.

Search basics

Titles and descriptions within set limits, structured data that says what each page is, a sitemap, internal links that resolve.

Trust signals

The structure that carries your experience, expertise, authority and trust: named authors, profile links, legal pages, sources. It cannot earn the reputation for you.

AI answers

Pages are structured so that an AI assistant can read and quote them, and every site ships a file that maps it for assistants.

Shared links

Every content page gets its own share card, and a content page without one fails a test.

Tests check each change before it goes out.

12 test suites: accessibility, search, tone, links, images.

People can use it

- Accessibility
- Navigation
- Anchors
- Images

Search and AI can read it

- SEO
- lms.txt coverage
- Orphans

It says what you mean

- Positioning
- Tone

It is safe to publish

- Email
- Links
- Preview handling

A pass means the listed checks passed, nothing more. It does not prove that the positioning is good or that a page will rank. croftweaver.com/checks lists every suite, an example of a failure and what a pass does not prove.

REASON 2: IMPROVED AFTER LAUNCH

Real search data replaces guesswork about keywords.

Google Search Console collects data only from the day a site is verified, so that is done at launch. From then on the skills read the data and point at edits:

- **Searches with an average position around 8 to 20.** Candidates to look at first.
- **Pages seen but rarely clicked.** The skill checks the real results page before it suggests a new title or description.
- **Whether AI assistants name you.** An optional weekly check, run with your own API keys.

Runs of the tracker are recorded, so you can see what moved. Every edit goes back through the same tests.

REASON 3: OWNED

You own plain files, and Croftweaver charges no fee.

Plain files

The site is built once and served as static pages. There is no database to wait for or to keep alive.

No content system to run

Content is text files in your repository. The default setup has no login and no plugins.

Room for a second language

It can be added later without moving the addresses you already have.

No fee to Croftweaver

The licence is MIT. Your domain, your hosting and your AI assistant can still cost money.

HOW IT GOES

Four steps, and you decide at each.

1. Brief

A few questions about your audience, your offer and your tone.

2. Build

Positioning first, then content, pages and metadata.

3. Check

12 test suites:
accessibility, search, tone, links, images.

4. Launch

Live on your own domain, as static pages.

How long it takes depends on how much content you have and how fast the decisions are made. There is no honest number to print here.

Made for content sites, with its limits stated.

A good fit

- Event and community sites
- Landing pages for a startup
- Expert and personal profiles
- Resource hubs
- The site of a small studio or agency

Look elsewhere

- A shop
- A booking platform
- A web application
- A managed builder, if you want no code at all

croftweaver.com/compare sets Croftweaver beside its alternatives. If you already run a large site, croftweaver.com/established-sites lists the parts that work on established sites.

START THIS WEEK

Build one site, then decide whether to continue.

1. Install an AI coding assistant and build one site from the starter prompt at croftweaver.com/start.
2. Verify the site in Search Console on the first day. It collects no history before that.
3. Read the first weekly report together, then decide whether to continue.

Open source under the MIT licence: github.com/karero/croftweaver. The evidence in full: croftweaver.com/proof.