



CharlotteEAST — Full 100-Point AI Findability Scorecard

This assessment evaluates how easily large language models can *find, interpret, and trust* CharlotteEAST based on typical public-facing signals.

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42 Things (a division of ITC)

AI Transparency Note: This was researched, refined and edited by a human using manual
Procentic AI. AI may contain errors. Please validate the information.

Fiona S — Executive-Level Summary

Fiona S (Findable-by-AI Scorecard) evaluates how easily a brand, organization, or website can be **found, interpreted, and trusted by large language models (LLMs)** such as ChatGPT, Gemini, Claude, and search-engine AI systems.

It identifies structural, semantic, and trust signals that influence whether AI systems:

- recognize the entity,
- understand its purpose and activities,
- confidently reference it in answers,
- and retrieve it for relevant community, nonprofit, or industry topics.

Fiona scores entities on a **100-point framework**, weighted across four core dimensions:

Scoring Criteria (100-Point Framework)

1. Entity Clarity (25 pts)

How well the organization is defined for an AI system: identity, category, relationships.

2. Content Interpretability (35 pts)

How clearly and consistently the website's content can be parsed, summarized, and understood by LLMs.

3. Trust & Authority Signals (20 pts)

External references, transparency, credibility, and verification across the broader web.

4. Machine Accessibility (20 pts)

Metadata quality, schema markup, alt text, and technical clarity enabling AI systems to index the site.

The goal: Ensure organizations are *findable, accurately described, and highly retrievable* in AI-driven search and assistant contexts.

CharlotteEAST — Executive Score Introduction

CharlotteEAST presents a well-defined mission and strong human-readable content, but lacks key structured, technical, and external signals that AI systems rely on.

Its overall findability score is:



63 / 100 — Moderate AI Visibility

CharlotteEAST is findable, but not yet *AI-optimized*.

Enhancing structured data, external validation, leadership transparency, and metadata would meaningfully raise visibility.

CharlotteEAST — Full 100-Point AI Findability Scorecard

1. Entity Clarity (25 points)

1.1 Identity Clarity — 8/10

Strong mission definition and geographic identity; lacks explicit organizational identifiers (EIN, founding year, leadership).

1.2 Category Fit — 7/10

Clearly positioned as a community-focused nonprofit. Could better align with standard AI-recognizable terms (e.g., “community development nonprofit,” “place-based nonprofit”).

1.3 Relationship Signals — 2/5

Programs imply partnerships, but external links, citations, or validated cross-site connections are limited.

Subtotal: 17 / 25

2. Content Interpretability (35 points)

2.1 Structure & Navigation — 7/10

Simple, pillar-based structure is easy to interpret. No FAQ, glossary, or structured summaries.

2.2 Semantic Clarity — 7/10

Clear description of goals and audience. Could use more standardized keywords tied to economic development, education, or civic engagement.

2.3 Richness of Descriptions — 6/10

Concepts are clear, but programs lack examples, outcomes, and evidence—reducing depth for LLM summarization.

2.4 Technical Cleanliness — 3/5

Clean site presentation, but lacks schema markup and deeper metadata cues.

Subtotal: 23 / 35

3. Trust & Authority Signals (20 points)

3.1 Organization Transparency — 6/10

Mission is strong, but leadership details, board info, financials, and impact reporting are not visible.

3.2 External Validation — 4/10

Few backlinks, partner listings, press references, or structured third-party mentions.

Subtotal: 10 / 20

4. Machine Accessibility (20 points)

4.1 Metadata & Markup Quality — 4/10

Basic metadata present, but no schema.org, structured identifiers, or social profile integration.

4.2 Multimodal Signal Quality — 9/10

High-quality photography supports multimodal LLM understanding. Alt text could be more descriptive and contextual.

Subtotal: 13 / 20

⭐ Final Score: 63 / 100 — Moderate AI Visibility

CharlotteEAST communicates clearly to human readers but needs stronger structured data, verification signals, and descriptive depth to become confidently retrievable by AI systems.

Top Priority Recommendations (High-Impact First)

1. Implement Organization-Level Schema Markup

Use [NonprofitOrganization](#), [Place](#), and [Program](#) schema to define identity, geography, programs, and social links.

2. Publish Organizational Transparency Details

Create a page listing: leadership, board members, EIN, founding year, and partnerships.

3. Strengthen External Validation

Acquire backlinks from partners, schools, news outlets, and local directories.
Add CharlotteEAST to nonprofit databases and knowledge bases.

4. Add Descriptive Alt Text and Structured Metadata

Tie images to neighborhoods, events, community groups, and East Charlotte landmarks.

5. Expand and Standardize Program Descriptions

Include outcomes, examples, statistics, and community stories for each pillar.

AI Visibility Summary

CharlotteEAST has a **clear mission and strong community focus**, but lacks the structural and external cues AI systems depend on for confident retrieval.

By strengthening transparency, metadata, structured schema, and external links, CharlotteEAST can significantly improve its presence in AI-driven queries related to community development, East Charlotte, small business support, education partnerships, and civic engagement.