

INSTLY INTELLIGENCE LAYER

AI Visibility Audit

How confidently AI search engines can understand, trust, cite, and recommend instlytechnologies.com.

Website **instlytechnologies.com**

Industry **AI Infrastructure for Insurance & Financial Services**

Pages scanned **5**

AI Visibility Audit

16 Jul 2026



Moderate - fixable in ~30 days

5

Pages scanned

Complete

3

Priority risks

Action needed

1

Schema blocks

Found

Low

Secret exposure

Checked

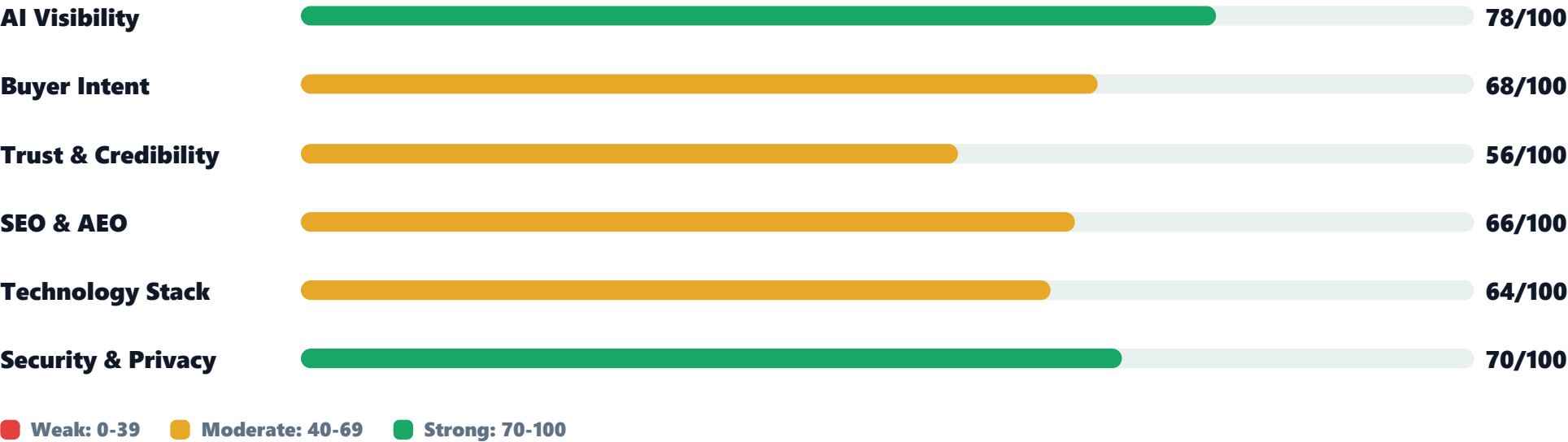
Executive Summary

Instly Technologies possesses a highly sophisticated, entity-rich semantic foundation with an exceptional FAQ section that makes it highly discoverable for niche industry queries. However, its AI recommendation potential is currently constrained by a lack of verifiable third-party trust signals, positioning dilution across multiple unrelated product verticals, and technical friction in its primary conversion paths. Addressing these gaps will significantly elevate its authority in AI-driven search results.

EXECUTIVE SNAPSHOT

Where the score comes from

The score reflects how much evidence, structure, trust, answer coverage, and conversion clarity Scout found during the scan.



COMPETITIVE BENCHMARK

Where instlytechnologies.com 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 the same category and region.

Category leaders

Strong proof, comparison pages,
schema

72-82



Niche content competitors

Win specific answer queries

62-74



Generic category pages

Established trust, weaker product
clarity

45-60



instlytechnologies.com

Strong base, optimisation
opportunities remain



74

HIGH

Effort Medium

AI engines prioritize entities with verifiable third-party validation. The complete absence of named client logos, case studies, or testimonials reduces the 'trustworthiness' dimension of E-E-A-T, making AI search engines less likely to recommend Instly over competitors with established public trust signals.

Evidence: While the homepage and product pages list impressive operational metrics ('22 insurers Â· 4,550 plans Â· 71,400 pricing configurations'), there are zero named client case studies, testimonials, or partner logos across the scanned pages to verify these claims.

Recommended fix: Develop a dedicated 'Case Studies' or 'Success Stories' section. Feature at least two detailed, anonymized or named brokerage case studies outlining the specific operational improvements (e.g., percentage reduction in quoting time) achieved by integrating the Instly Engine.

AI engines build semantic knowledge graphs to categorize businesses. When a site positions itself as 'AI Infrastructure for Insurance' on the homepage but lists products for Sports Science (Ubi), HR (Pooks HR), and Investment (Alan) on its product page, the AI's confidence in classifying the core business entity decreases, potentially diluting rankings for high-intent insurance queries.

Evidence: The homepage is hyper-focused on international health insurance brokerage infrastructure. However, the '/what-we-do' page lists 12 distinct products spanning completely unrelated industries, including 'Ubi' (Sports Science), 'Takumi' (Finance), 'Pooks HR' (HR), and 'Alan' (Investment).

Recommended fix: Restructure the '/what-we-do' page to clearly separate the core, live insurance infrastructure suite (Engine, CRM, Nomi) from experimental or multi-industry products. Group the latter under a clear sub-heading like 'Instly Labs' or 'Specialist AI Products' to preserve the primary entity focus.

HIGH

Effort Low

AI agents (such as GPTs or Claude) that browse the web to perform tasks or recommend next steps for users will fail to execute actions due to missing destination URLs, leading to lost lead generation opportunities and a high-friction user experience.

Evidence: Multiple primary call-to-action (CTA) elements, including 'Talk to us', 'Start a conversation', and 'Book a demonstration', have empty href attributes ('href: ') in the scanned page data.

Recommended fix: Replace all empty CTA link destinations with active, low-friction conversion paths, such as linking directly to an online calendar booking tool (e.g., Calendly), a dedicated contact form page, or a functional mailto link.

ANALYSIS BY DOMAIN

AI Visibility

78/100

- AI answer engines (like Perplexity, Gemini, and OpenAI Search) can easily parse Instly's core offering due to the highly specific, quantitative data points used throughout the copy (e.g., '355,000+ localised price points'). The site's clear explanation of how it normalizes unstructured insurer data (PDFs, rate sheets) into a standardized API is highly readable for LLMs. However, because AI engines cross-reference claims across the web, the lack of external citations, press mentions, or independent reviews limits the confidence score assigned to Instly, reducing its likelihood of being cited as a top-tier recommendation.

Buyer Intent

68/100

- The site provides excellent coverage for early-stage 'Awareness' and 'Evaluation' intent, particularly through its comprehensive FAQ page which defines complex terms like IPMI and co-insurance. However, 'Comparison' and 'Decision' stage intent are weak. There is no clear information regarding pricing models, implementation timelines, onboarding processes, or risk-reversal (such as service level agreements or data security guarantees), which are critical for buyers asking AI engines 'how much does Instly cost' or 'how long does it take to deploy Instly Engine'.

Trust & Credibility

56/100

- The site relies heavily on self-stated authority, citing 'operators with 25+ years inside insurance' and specific legal entity registrations in Thailand and Estonia. While these details are excellent for establishing basic entity legitimacy, they lack independent verification. AI engines look for trust signals such as SOC2 compliance, ISO certifications, client testimonials, and external industry directory listings. The absence of these elements represents a significant trust gap for enterprise buyers utilizing AI search.

SEO & AEO

66/100

- From an AEO perspective, the heading structure is logical and rich in entities. The FAQ page is a major asset, utilizing a clean Q&A format that maps perfectly to common natural language queries. However, the '/what-we-do' page suffers from repetitive heading structures and a lack of semantic hierarchy, which can confuse crawlers attempting to determine which products are active ('LIVE') versus those still in development.

Technology Stack

64/100

- The site is built on a modern, high-performance stack including Vercel, Supabase, and Railway, with integrations across major LLM providers (Anthropic, OpenAI, Gemini). While the technical foundation is clean, the site lacks advanced structured data (JSON-LD) for its software products. Implementing 'SoftwareApplication' or 'Product' schema would help search engines index individual products (like Nomi or Sage) more accurately.

Security & Privacy

70/100

- The site features a robust, PDPA-aligned privacy policy referencing its Thai incorporation (Instly Co., Ltd.) and EU-facing Estonian entity (Instly Group OÜ). No browser-visible secrets or private API keys were detected. However, for an enterprise-grade financial infrastructure provider, the site lacks a dedicated security or compliance statement (e.g., detailing data encryption, GDPR compliance, or hosting security), which AI engines frequently look for when evaluating enterprise software vendors.

30-DAY PRIORITY ROADMAP

1

WEEK 1

Crawlability

Quote-page fallback and unique metadata.

2

WEEK 2

AI structure

Schema and FAQ answer blocks.

3

WEEK 3

Trust proof

Reviews, compliance and proof assets.

4

WEEK 4

Conversion

Performance QA and measurement.

WHAT NEXT

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, objections, 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.

What Scout scanned

Scout reviewed **5 pages**, scoring evidence against the 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 **74 / 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 (**16 Jul 2026**) and are designed to be **re-measured after implementation.**

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 review ->