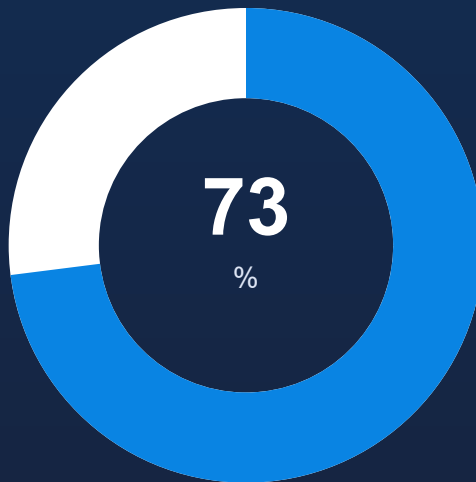


AI Citability Analysis Report

Search and Generative Engine Optimization Audit for Figma



Overall GEO Score

Good

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Executive Summary

This report presents the findings of a comprehensive Generative Engine Optimization (GEO) audit conducted on Figma (<https://www.figma.com/>). The site achieved an overall GEO Score of 73/100, a Good rating driven by a striking split between categories.

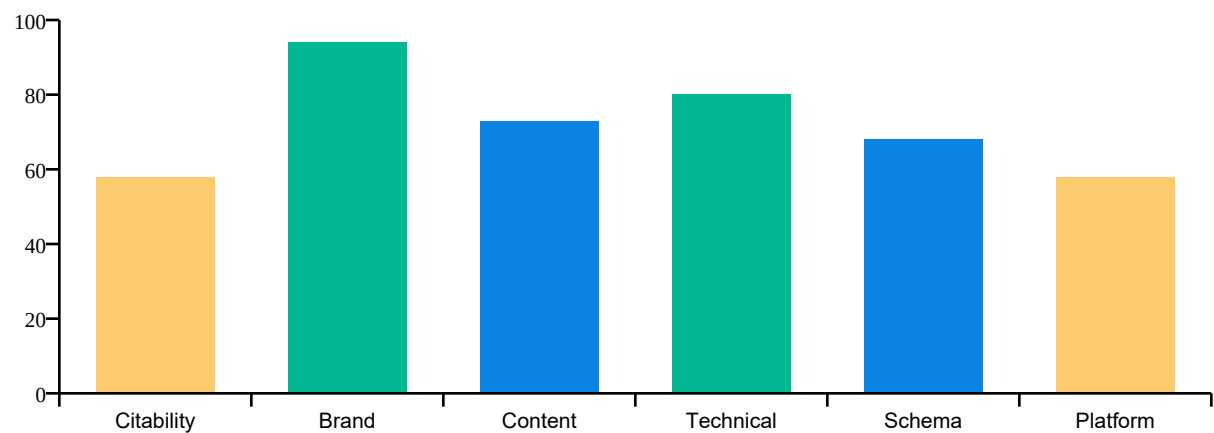
Brand Authority is near-maximal at 94/100, anchored by a dedicated Wikipedia page and strong LinkedIn, YouTube, G2, and Capterra presence, while AI Citability and Platform Optimization lag at 58/100 each. The gap is structural rather than content-driven: ChatGPT and Perplexity's live-citation bots are confined to a narrow robots.txt allow-list covering essentially only the homepage, pricing, and release-notes pages, cutting them off from Figma's richest content, including a data-backed annual research report.

Live search testing also confirms Figma is largely absent from its own "alternatives" and comparison narrative, a space a direct competitor, Penpot, currently owns.

No critical, site-breaking issues were found anywhere in the audit. Implementing the prioritized quick wins below - expanding the AI-bot allow-list, publishing an llms.txt file, and enriching entity-graph schema - could raise the score to approximately 85/100 within 30 days.

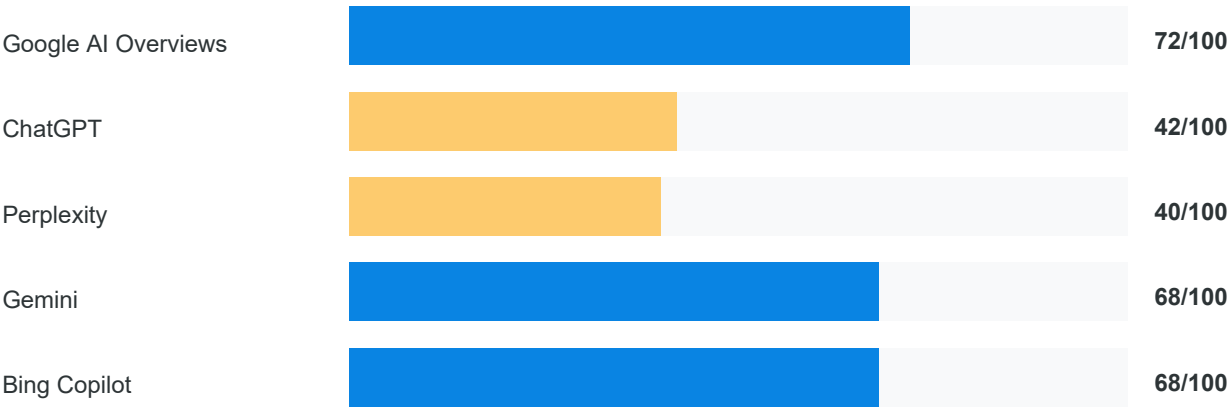
GEO Score Breakdown

Component	Score	Weight	Weighted
AI Citability & Visibility	58/100	25%	14.5
Brand Authority Signals	94/100	20%	18.8
Content Quality & E-E-A-T	73/100	20%	14.6
Technical Foundations	80/100	15%	12.0
Structured Data	68/100	10%	6.8
Platform Optimization	58/100	10%	5.8
OVERALL	73/100	100%	73



AI Platform Readiness

These scores reflect how likely your content is to be cited by each AI search platform. A score below 50 indicates significant barriers to citation on that platform.



AI Platform	Score	Status
Google AI Overviews	72/100	Good
ChatGPT	42/100	Poor
Perplexity	40/100	Poor
Gemini	68/100	Fair
Bing Copilot	68/100	Fair

AI Crawler Access Status

Blocking AI crawlers prevents AI platforms from citing your content. The table below shows which AI crawlers can currently access your site.

Crawler	Platform	Status	Recommendation
GPTBot	ChatGPT (training)	Blocked	Deliberate IP-protection stance - revisit periodically as a business decision
ChatGPT-User / OAI-SearchBot	ChatGPT (live search)	Restricted	Expand to pattern-based Allow rules covering /blog/, /customers/, /solutions/
PerplexityBot	Perplexity	Restricted	Same allow-list expansion as ChatGPT bots
Claude-SearchBot	Claude (search)	Restricted	Same allow-list expansion as ChatGPT bots
anthropic-ai	Claude (training)	Blocked	Deliberate IP-protection stance - revisit periodically
Google-Extended	Gemini (training)	Blocked	Doesn't affect current indexing; revisit for future model freshness
cohere-ai	Cohere (training)	Blocked	Deliberate stance - excludes Figma content from Cohere's training corpus
Googlebot	Google Search / AI Overviews	Allowed	Keep allowed
Bingbot	Bing Copilot	Allowed	Keep allowed
CCBot	Common Crawl (training)	Blocked	Deliberate stance - affects models trained on Common Crawl
ClaudeBot	Claude (live browsing)	Allowed	Falls under permissive wildcard rule - keep allowed
FacebookBot	Meta (link-preview crawler, distinct from Meta's AI crawlers)	Blocked	Not previously reported; confirmed via live re-verification on 2026-07-22 - revisit as a deliberate business decision

Emerging AI/agentive crawlers (2026)	OpenAI ads, Google agentive browsing, Perplexity agent mode, Meta AI, Mistral, You.com	Allowed (generic wildcard)	OAI-AdsBot, Google-Agent, Perplexity-User, meta-externalagent/fetcher/webindexer, MistralAI-User/Index, and YouBot are not individually named in robots.txt; confirmed 2026-07-22 they fall under the permissive User-agent: * rule with no hidden restriction
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Key Findings

HIGH

Live AI Search Bots Confined to a 3-Page Allow-List

ChatGPT-User, OAI-SearchBot, PerplexityBot, and Claude-SearchBot are restricted to a narrow robots.txt allow-list (essentially the homepage, /pricing/, and /release-notes/), so ChatGPT and Perplexity cannot retrieve Figma's deep feature pages or blog content - including the site's most citable asset, the 2026 AI Report - when answering live user queries.

HIGH

No llms.txt File

<https://www.figma.com/llms.txt> returns a 404. Given the scale of manual curation already invested in the robots.txt allow-list, publishing an llms.txt would provide a lower-maintenance, authoritative index of key content for AI systems.

HIGH

Five Major AI Training Crawlers Fully Blocked

GPTBot, anthropic-ai, Google-Extended, CCBot, and cohere-ai all carry a blanket Disallow: / directive, excluding Figma's content from the training corpora of OpenAI, Anthropic, Google, and Common-Crawl-derived models.

HIGH

Organization Schema Missing Wikipedia, Wikidata, and Crunchbase Links

The homepage's Organization JSON-LD correctly links six social platforms via sameAs, but omits Wikipedia, Wikidata, and Crunchbase - the three highest-value entity-disambiguation signals for a well-known public company.

HIGH

Blog Author Schema Lacks Credentials

Person objects in the BlogPosting schema carry name only, with no sameAs, jobTitle, or worksFor, even though the authors' credentials are clearly stated in the visible page text.

HIGH

Product Schema Missing Offers, Blocking Rich Results

The /design/ and /figjam/ Product schema blocks lack the required offers property and use the suboptimal Product type instead of SoftwareApplication, the type competitors like Canva and Miro use for software listings.

HIGH

No First-Party Comparison Content

Live search confirms Figma has no owned "Figma vs. [competitor]" or "Figma alternatives" content; a direct competitor, Penpot, currently owns and ranks the comparison narrative that AI systems cite instead.

MEDIUM

Highly Uneven Content Citability

The flagship blog research report scores 80-88/100 for AI citability, but the commercially important marketing pages (homepage, /design/, /figjam/) average under 30 - meaning the pages most visitors and AI queries land on are the least quotable.

MEDIUM**Sitemap Freshness Signal is Broken**

Every sampled sitemap URL carries an identical lastmod timestamp, which is the sitemap's build time rather than true per-page modification dates.

MEDIUM**Fragmented Company-History Narrative**

No single About/Company page exists; /about/ duplicates the homepage, and institutional facts such as founding year and headcount are scattered only across /newsroom/.

MEDIUM**Flagship Statistic is Stale**

The widely-used "95% of Fortune 500 uses Figma" claim is self-dated March 2025, roughly 16 months old as of this audit.

MEDIUM**Zero Structured Data on Blog Listing, Careers, and Legal Pages**

These page categories ship no JSON-LD at all, despite containing clearly structurable facts such as the company's legal address and open job postings.

Prioritized Action Plan

Quick Wins (This Week)

High impact, low effort - can be implemented immediately.

#	Action	Effort	Impact
1	Add Wikipedia, Wikidata, and Crunchbase URLs to the homepage Organization schema's sameAs array - the single highest-leverage, lowest-effort fix identified in this audit.	Low	High
2	Publish an llms.txt file at figma.com/llms.txt curating links to the site's highest-citability content (the AI Report, pricing FAQ, security page).	Low	High
3	Convert the ChatGPT-User/OAI-SearchBot/PerplexityBot/Claude-SearchBot robots.txt block from per-URL enumeration to pattern-based rules (e.g. Allow: /blog/*, /customers/*, /solutions/*) to unlock existing content for two AI platforms at once.	Low	High
4	Enrich blog post Person author schema with jobTitle, worksFor, and sameAs for existing bylines - the credential text already exists on-page.	Low	Medium
5	Fix sitemap lastmod values to reflect true per-page modification dates instead of the shared build timestamp.	Low	Medium

Medium-Term Improvements (This Month)

Significant impact, moderate effort - requires content or technical changes.

#	Action	Effort	Impact
1	Restructure the AI-search-bot robots.txt allow-list to pattern-based rules covering /blog/, /customers/, /solutions/, and /resource-library/ (full rollout following the quick-win pilot above).	Medium	High
2	Add hreflang annotations linking English pages to the 14 confirmed locale variants.	Medium	Medium
3	Publish 2-3 first-party "Figma vs. [competitor]" comparison pages, prioritizing Penpot and Sketch given confirmed competitor ownership of that narrative.	Medium	High
4	Consolidate a single About/Company page with founding story, leadership bios, and milestones, replacing the current homepage-duplicate at /about/.	Medium	Medium

5	Add SoftwareApplication schema (with offers) to /design/, /figjam/, and other product pages, replacing the incomplete Product type.	Medium	High
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Strategic Initiatives (This Quarter)

Long-term competitive advantage - requires ongoing investment.

#	Action	Effort	Impact
1	Establish a recurring content program for first-party competitive comparison and "alternatives" pages to defend high-intent evaluation queries against third-party and competitor-owned content.	High	High
2	Adopt a formal AI-crawler access policy (e.g. the IETF Content-Signal draft) that explicitly separates "no training" from "yes retrieval/citation" rather than relying on an informally-expressed allow-list.	Medium	Medium
3	Publish an explicit editorial standards / methodology / corrections policy for the site's original research (the AI Report), strengthening third-party and AI trust in cited statistics.	Low	Medium
4	Expand beyond the single confirmed homepage testimonial with a dedicated customer case-study hub to strengthen Experience signals.	Medium	Medium
5	Periodically revisit the blanket blocking of GPTBot, Google-Extended, and anthropic-ai as a conscious, business-level tradeoff between IP protection and future model freshness.	Low	Medium

Appendix: Methodology

This GEO audit was conducted on July 14, 2026 analyzing <https://www.figma.com/>.

The analysis evaluated the website across six dimensions: AI Citability & Visibility (25%), Brand Authority Signals (20%), Content Quality & E-E-A-T (20%), Technical Foundations (15%), Structured Data (10%), and Platform Optimization (10%).

Platforms assessed: Google AI Overviews, ChatGPT Web Search, Perplexity AI, Google Gemini, Bing Copilot

Standards referenced: Google Search Quality Rater Guidelines, Schema.org specification, Core Web Vitals, llms.txt emerging standard, RSL 1.0 licensing framework

Glossary

Term	Definition
GEO	Generative Engine Optimization - optimizing content for AI search citation
AIO	AI Overviews - Google's AI-generated answer boxes in search results
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness
SSR	Server-Side Rendering - generating HTML on the server for crawler access
CWV	Core Web Vitals - Google's page experience metrics (LCP, INP, CLS)
INP	Interaction to Next Paint - responsiveness metric (replaced FID March 2024)
JSON-LD	JavaScript Object Notation for Linked Data - preferred structured data format
sameAs	Schema.org property linking an entity to its profiles on other platforms
llms.txt	Proposed standard file for guiding AI systems about site content
IndexNow	Protocol for instantly notifying search engines of content changes