

Taylored Campervans · Agent Readiness

Invisible to AI in April. Named by it ever since.

Taylored build custom campervan conversions. Their customers research for months before they buy, and increasingly they start that research by asking an AI assistant rather than opening a search engine. Taylored's website, like almost every website, had been built to be read by people and indexed by Google. It had never been built to be read by an AI agent.

3x	+88%	+54%	£0
the monthly growth rate in AI-referred traffic after the work	AI-referred traffic in the five months since	above where the previous trend would have put them	new software, licences or migration

The situation

AI assistants do not crawl the web the way search engines do. They need to find a site, parse it efficiently, and understand what the business actually sells. The standards that make this possible are barely a year old and fewer than 4% of the top 200,000 websites have adopted any of them.

Taylored had no visibility into this at all. They could see traffic arriving from AI tools in their analytics, growing slowly, and had no idea whether that number could be influenced or whether it was simply weather.

What we did

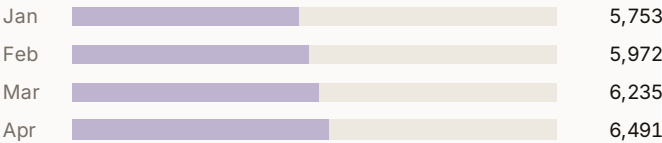
We audited the site against the emerging agent-readiness standards and found gaps across all four areas: how agents discover the site, how efficiently they can read it once they arrive, which AI systems were permitted to use the content and for what, and whether the structure let an agent understand the product range at all.

Then we fixed them. All of it inside the existing website. No migration, no new platform, no additional licences, and no disruption to a site that was actively selling.

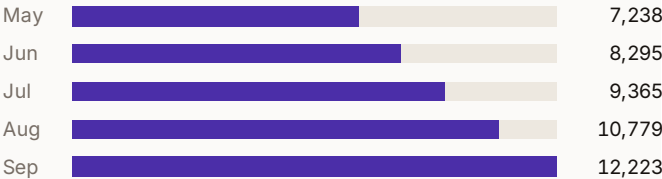
What we did not do

No content was written. No links were built. No marketing campaign ran off the back of it. This was technical work on the site itself, which is what makes the result legible: nothing else about how Taylored acquire customers changed at the same time.

AI-referred visits, 2026



Agent readiness work completed, end of April



Monthly growth ran 3.8%, 4.4% and 4.1% in the three months before the work. It has run 11.5%, 14.6%, 12.9%, 15.1% and 13.4% in the five months since.

AI still accounts for only about 4% of Taylored's website traffic. That is the point. It is a small share growing at double digits a month, and the businesses that get in front of it will not be the ones scrambling when it is 20%.

Honest notes

AI-SEO is one of several marketing strategies running at Taylored, so this is a strong correlation rather than a controlled experiment. The step change is sharp, it lands in the month the work was completed, and it has held for five consecutive months. We would rather say that plainly than overstate it.

Ask AI about your business.
See what it says.

Book a conversation
hello@avatechnologies.org
avatechnologies.org