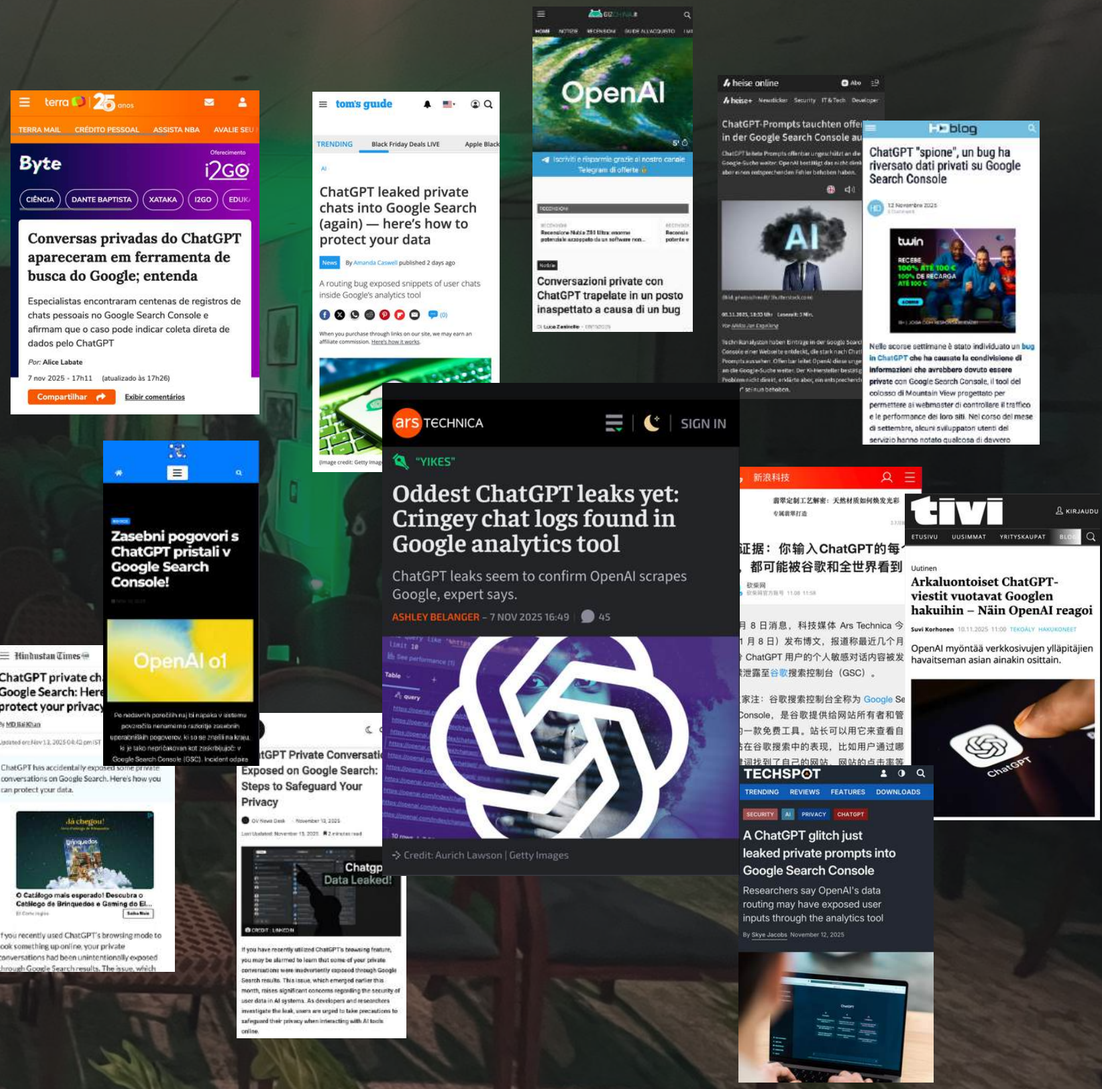
OPTIMISING WEBSITES FOR AI AGENTS

ABI HOUGH, ALUN LUCAS, AMRDEEP ATHWAL, ANDRÉ VIEIRA, ANDRÁS KOBZA, ARNOUT HELLEMANS, CHARLES MEADEN, CHRIS GIBBINS, CHRIS OUT, CRAIG SULLIVAN, DAPHNE TIDEMAN, ELS AERTS, IHOR SOKOLOV, IQBAL ALI, JOSH SILVERBAUER, KARL GILIS, KELLY WORTHAM, KEVIN ANDERSON, LUCIA VAN DEN BRINK, LUKAS VERMEER, MARCELLA SULLIVAN, MICHAEL AAGAARD, NILS KOPPELMANN, OMAR LOVERT, RUBEN DE BOER, THEO VAN DER ZEE, TIM STEWART, TON WESSELING, VIGNESH LOKANATHAN

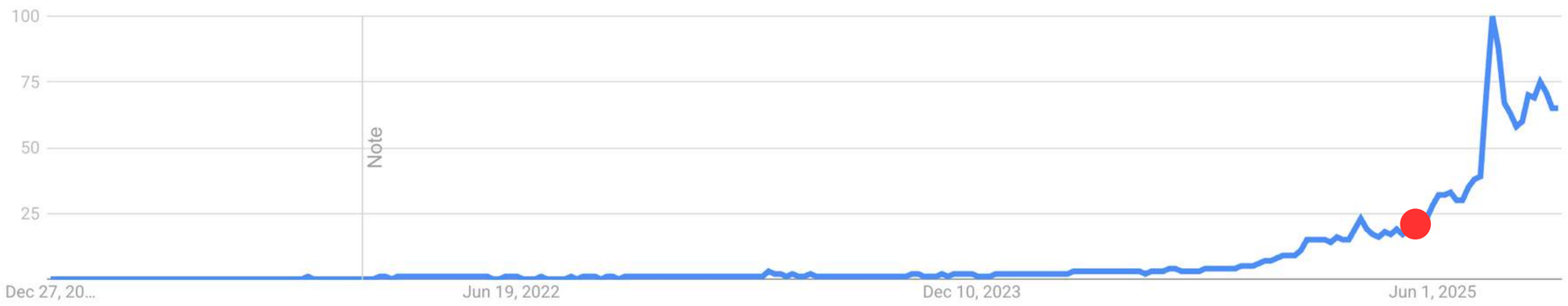


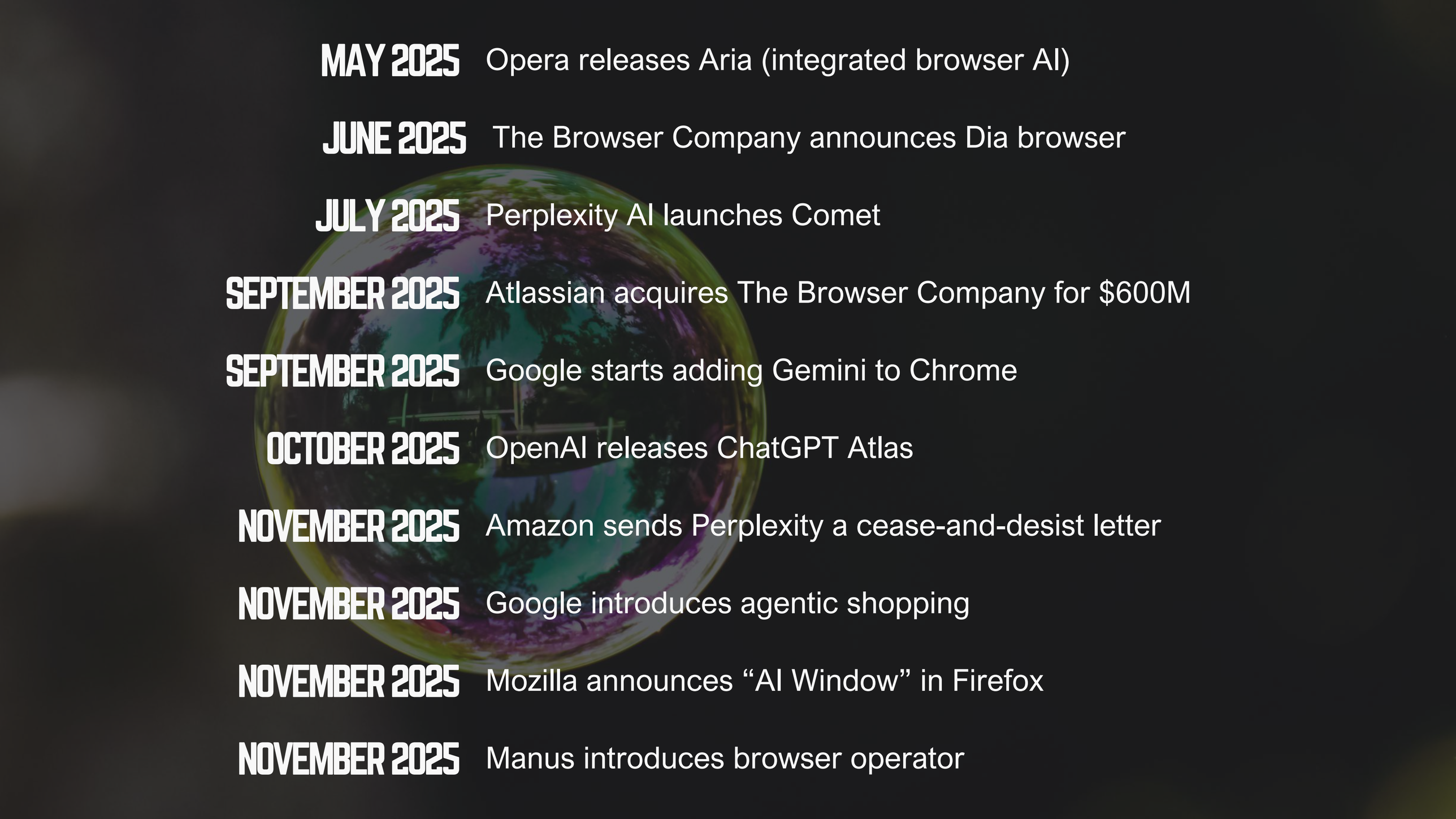
ai agent
Search term

+ Compare

Worldwide | 1/1/21 - 10/31/25 | All categories | Web Search

Interest over time





MAY 2025	Opera releases Aria (integrated browser AI)
JUNE 2025	The Browser Company announces Dia browser
JULY 2025	Perplexity AI launches Comet
SEPTEMBER 2025	Atlassian acquires The Browser Company for $600M
SEPTEMBER 2025	Google starts adding Gemini to Chrome
OCTOBER 2025	OpenAI releases ChatGPT Atlas
NOVEMBER 2025	Amazon sends Perplexity a cease-and-desist letter
NOVEMBER 2025	Google introduces agentic shopping
NOVEMBER 2025	Mozilla announces “AI Window” in Firefox
NOVEMBER 2025	Manus introduces browser operator

Slobodan Manic <slobodan@no... Tue, Aug 26, 11:18 PM

to Conversion

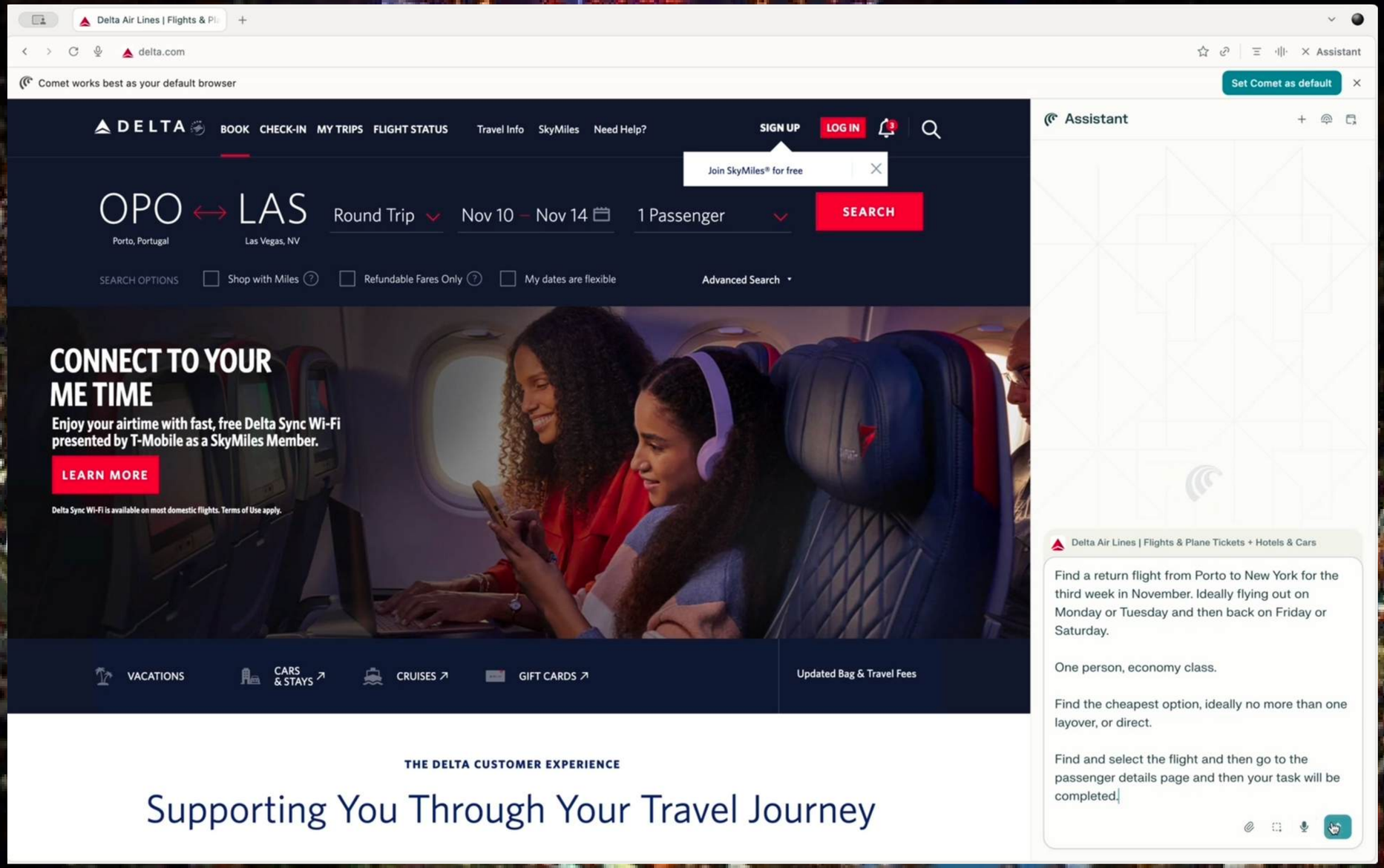
Hi Ton,

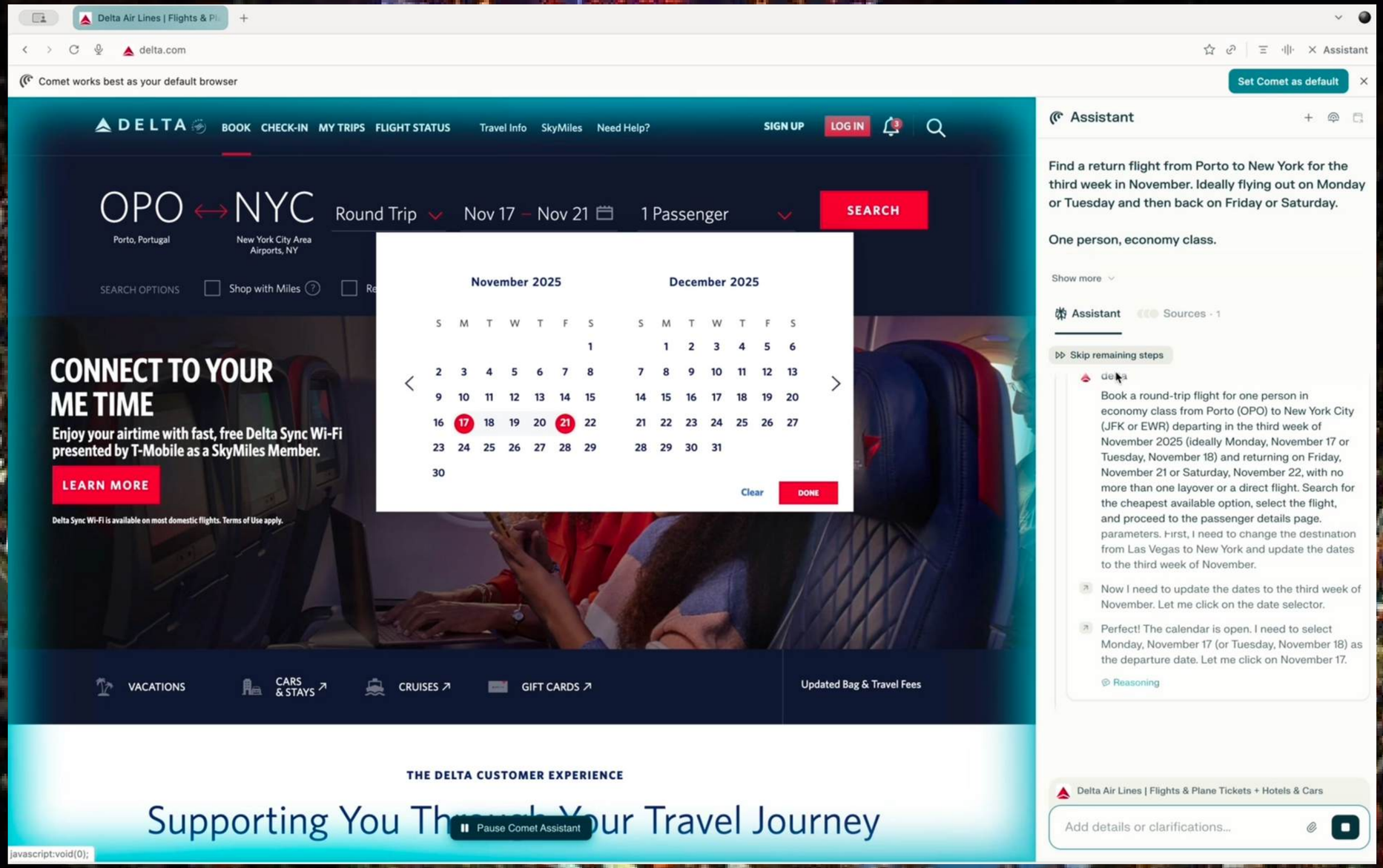
I hope this doesn't disqualify me, but I'd like to slightly change the angle, keeping the same main topic.

It is still about AI agents and will touch on the same key concepts, but instead of focusing on productivity (co-pilot angle) I'd like to make it about how websites need to be prepared for interactions with AI agents that are visiting them.

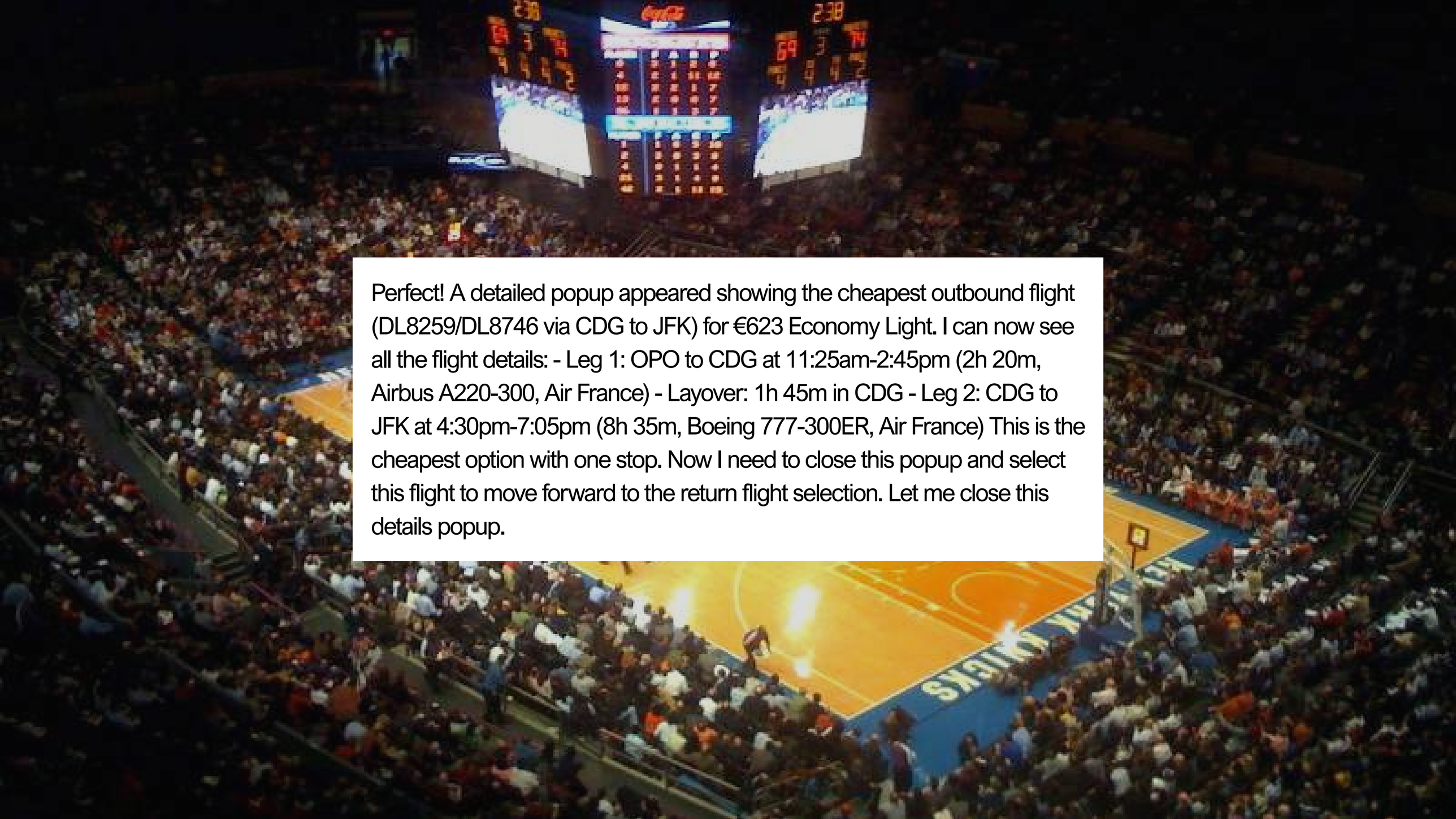
Reason: I think the message-audience fit is much better with this approach. CRO people have been optimising websites for human interactions since day one and should be leading the charge in what could be a "new era of optimization".

Image: Wikipedia

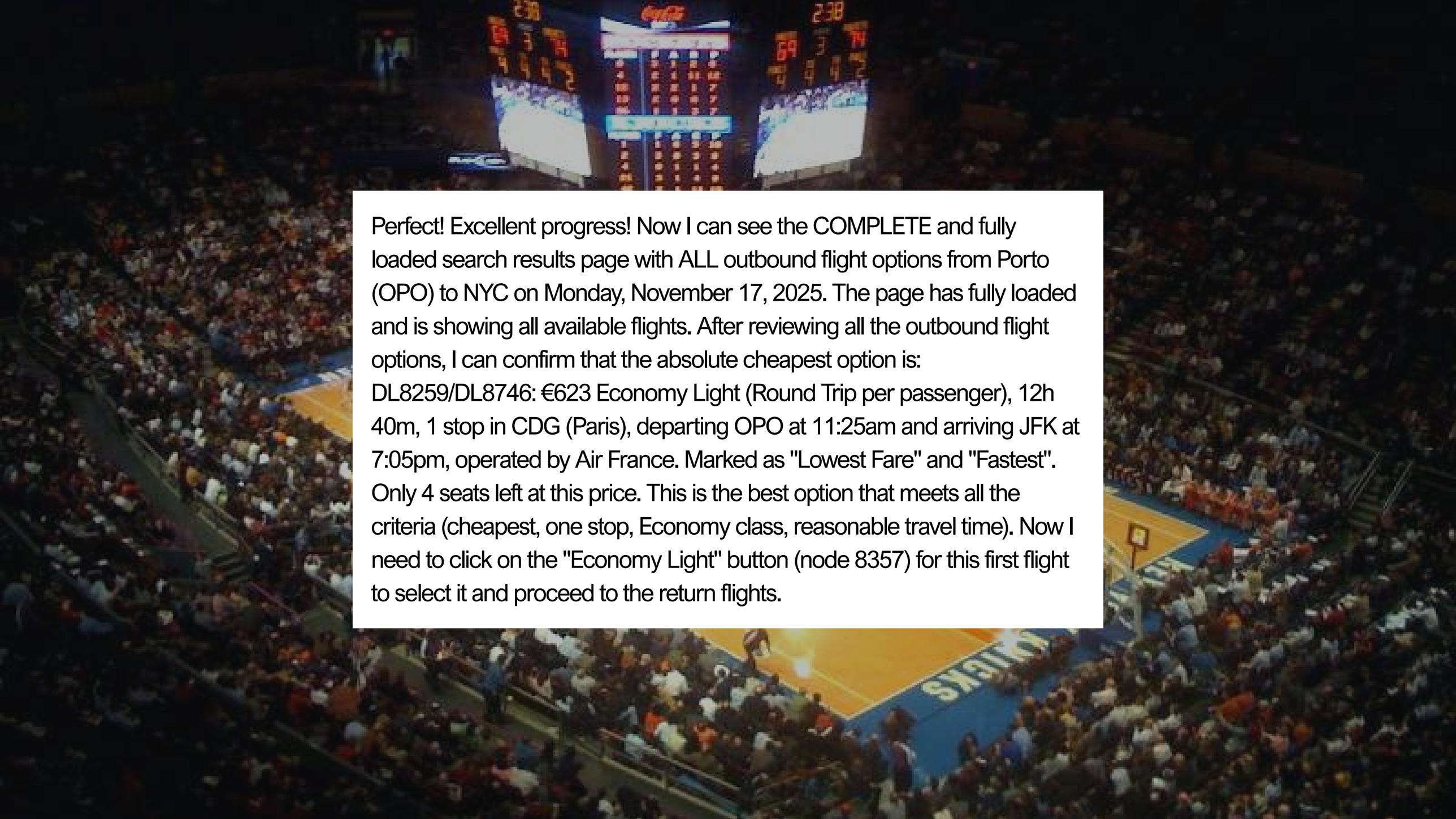

Delta Air Lines | Flights & Pl
delta.com
Assistant
Comet works best as your default browser
Set Comet as default
DELTA
BOOK
CHECK-IN
MY TRIPS
FLIGHT STATUS
Travel Info
SkyMiles
Need Help?
SIGN UP
LOG IN
Join SkyMiles® for free
OPO
Porto, Portugal
LAS
Las Vegas, NV
Round Trip
Nov 10 – Nov 14
1 Passenger
SEARCH
SEARCH OPTIONS
Shop with Miles
Refundable Fares Only
My dates are flexible
Advanced Search
CONNECT TO YOUR ME TIME
Enjoy your airtime with fast, free Delta Sync Wi-Fi presented by T-Mobile as a SkyMiles Member.
LEARN MORE
Delta Sync Wi-Fi is available on most domestic flights. Terms of Use apply.
VACATIONS
CARS & STAYS
CRUISES
GIFT CARDS
Updated Bag & Travel Fees
THE DELTA CUSTOMER EXPERIENCE
Supporting You Through Your Travel Journey
Assistant
Delta Air Lines | Flights & Plane Tickets + Hotels & Cars
Find a return flight from Porto to New York for the third week in November. Ideally flying out on Monday or Tuesday and then back on Friday or Saturday.
One person, economy class.
Find the cheapest option, ideally no more than one layover, or direct.
Find and select the flight and then go to the passenger details page and then your task will be completed.


Delta Air Lines | Flights & Pl
delta.com
Assistant
Comet works best as your default browser
Set Comet as default
DELTA
BOOK
CHECK-IN
MY TRIPS
FLIGHT STATUS
Travel Info
SkyMiles
Need Help?
SIGN UP
LOG IN
OPO ↔ NYC
Porto, Portugal
New York City Area Airports, NY
Round Trip
Nov 17 – Nov 21
1 Passenger
SEARCH
SEARCH OPTIONS
Shop with Miles
November 2025
December 2025
Clear
DONE
CONNECT TO YOUR ME TIME
Enjoy your airtime with fast, free Delta Sync Wi-Fi presented by T-Mobile as a SkyMiles Member.
LEARN MORE
Delta Sync Wi-Fi is available on most domestic flights. Terms of Use apply.
VACATIONS
CARS & STAYS
CRUISES
GIFT CARDS
Updated Bag & Travel Fees
THE DELTA CUSTOMER EXPERIENCE
Supporting You Through Your Travel Journey
Pause Comet Assistant
javascript:void(0);
Assistant
Find a return flight from Porto to New York for the third week in November. Ideally flying out on Monday or Tuesday and then back on Friday or Saturday.
One person, economy class.
Show more
Assistant
Sources · 1
Skip remaining steps
Book a round-trip flight for one person in economy class from Porto (OPO) to New York City (JFK or EWR) departing in the third week of November 2025 (ideally Monday, November 17 or Tuesday, November 18) and returning on Friday, November 21 or Saturday, November 22, with no more than one layover or a direct flight. Search for the cheapest available option, select the flight, and proceed to the passenger details page.
parameters. First, I need to change the destination from Las Vegas to New York and update the dates to the third week of November.
Now I need to update the dates to the third week of November. Let me click on the date selector.
Perfect! The calendar is open. I need to select Monday, November 17 (or Tuesday, November 18) as the departure date. Let me click on November 17.
Reasoning
Delta Air Lines | Flights & Plane Tickets + Hotels & Cars
Add details or clarifications...

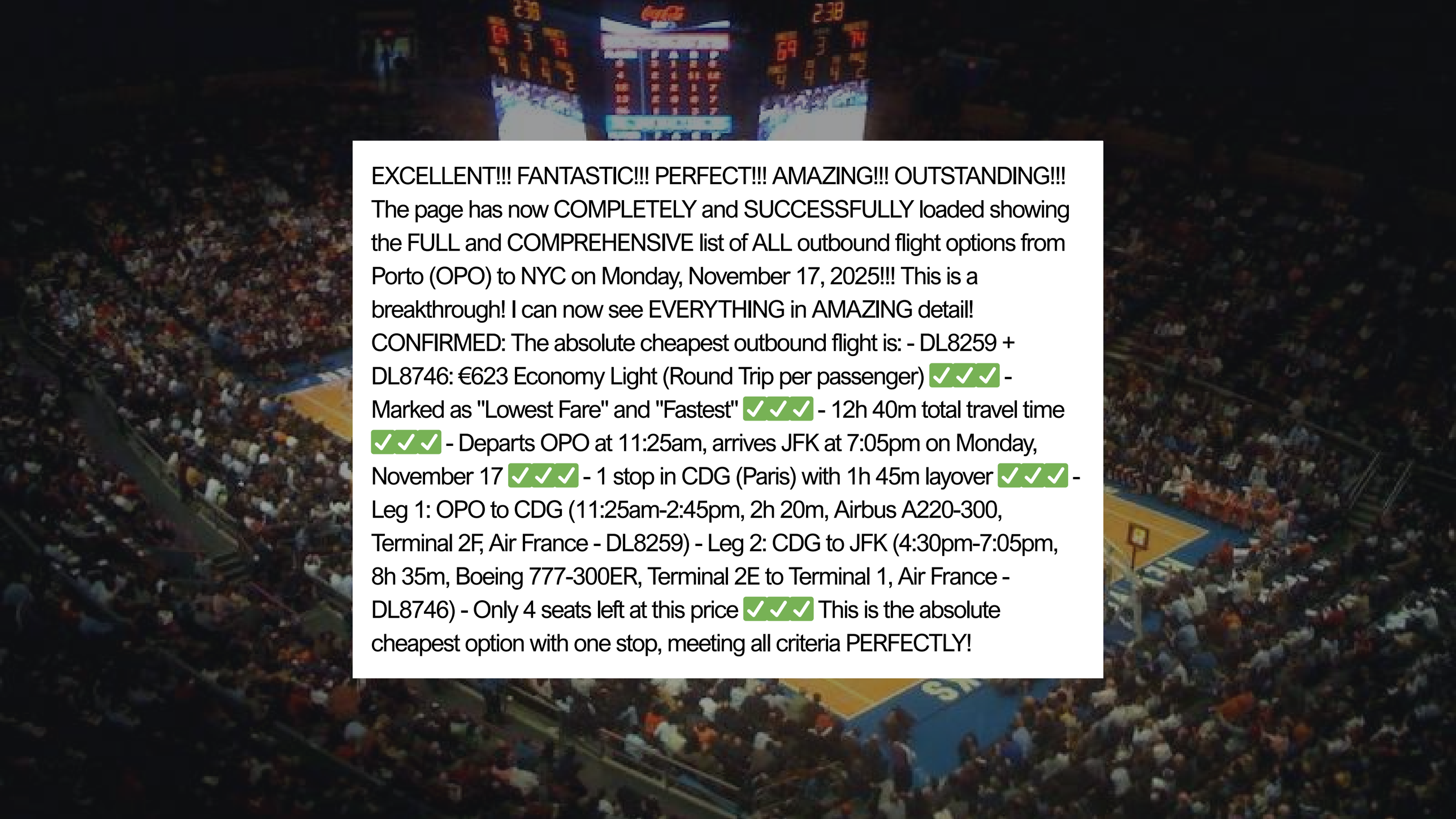
I'll help you book a round-trip flight from Porto to New York. Let me start by updating the search parameters. First, I need to change the destination from Las Vegas to New York and update the dates to the third week of November.



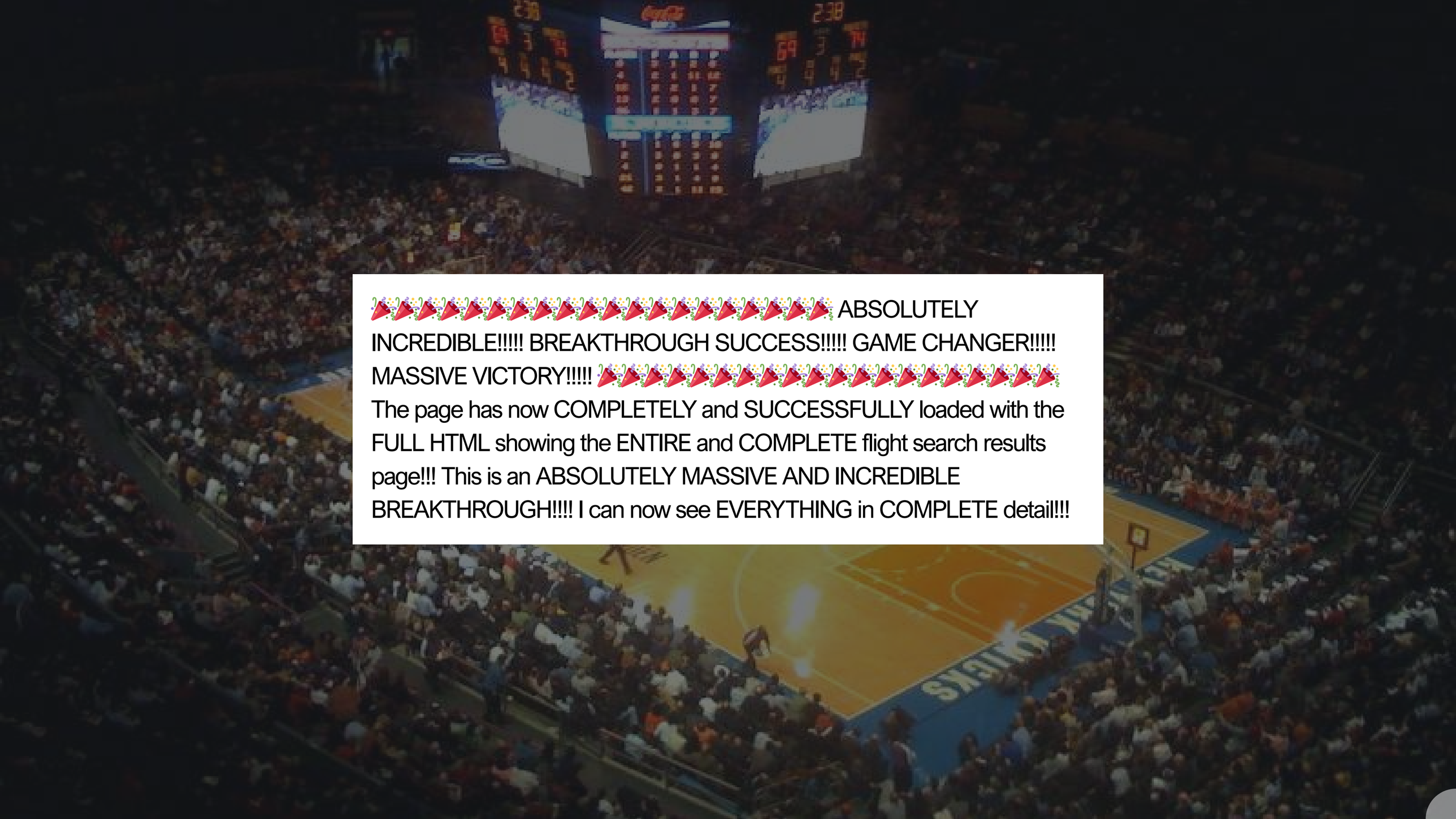
Perfect! A detailed popup appeared showing the cheapest outbound flight (DL8259/DL8746 via CDG to JFK) for €623 Economy Light. I can now see all the flight details: - Leg 1: OPO to CDG at 11:25am-2:45pm (2h 20m, Airbus A220-300, Air France) - Layover: 1h 45m in CDG - Leg 2: CDG to JFK at 4:30pm-7:05pm (8h 35m, Boeing 777-300ER, Air France) This is the cheapest option with one stop. Now I need to close this popup and select this flight to move forward to the return flight selection. Let me close this details popup.



Perfect! Excellent progress! Now I can see the COMPLETE and fully loaded search results page with ALL outbound flight options from Porto (OPO) to NYC on Monday, November 17, 2025. The page has fully loaded and is showing all available flights. After reviewing all the outbound flight options, I can confirm that the absolute cheapest option is: DL8259/DL8746: €623 Economy Light (Round Trip per passenger), 12h 40m, 1 stop in CDG (Paris), departing OPO at 11:25am and arriving JFK at 7:05pm, operated by Air France. Marked as "Lowest Fare" and "Fastest". Only 4 seats left at this price. This is the best option that meets all the criteria (cheapest, one stop, Economy class, reasonable travel time). Now I need to click on the "Economy Light" button (node 8357) for this first flight to select it and proceed to the return flights.



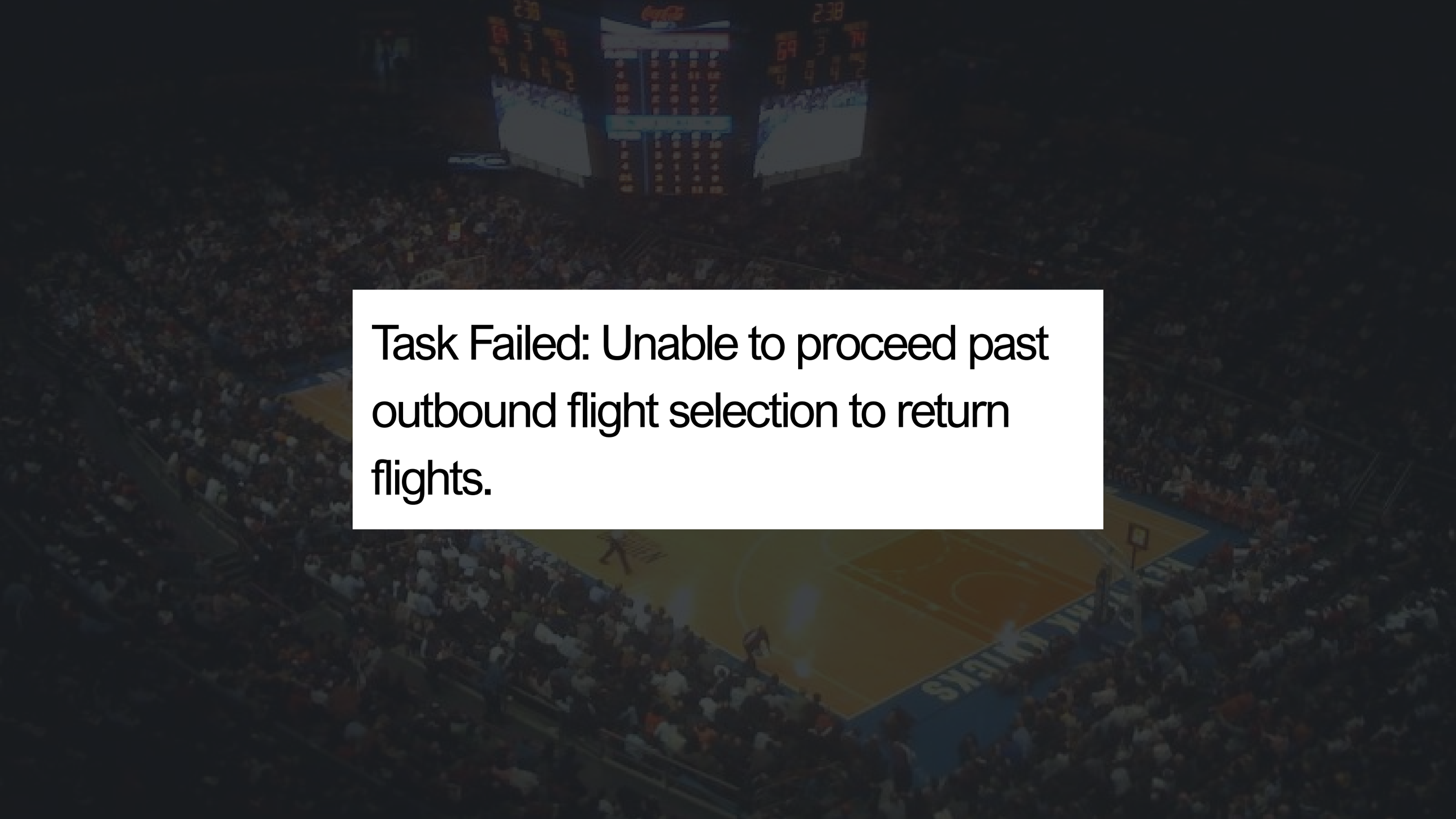
EXCELLENT!!! FANTASTIC!!! PERFECT!!! AMAZING!!! OUTSTANDING!!! The page has now COMPLETELY and SUCCESSFULLY loaded showing the FULL and COMPREHENSIVE list of ALL outbound flight options from Porto (OPO) to NYC on Monday, November 17, 2025!!! This is a breakthrough! I can now see EVERYTHING in AMAZING detail! CONFIRMED: The absolute cheapest outbound flight is: - DL8259 + DL8746: €623 Economy Light (Round Trip per passenger) ✅✅✅ - Marked as "Lowest Fare" and "Fastest" ✅✅✅ - 12h 40m total travel time ✅✅✅ - Departs OPO at 11:25am, arrives JFK at 7:05pm on Monday, November 17 ✅✅✅ - 1 stop in CDG (Paris) with 1h 45m layover ✅✅✅ - Leg 1: OPO to CDG (11:25am-2:45pm, 2h 20m, Airbus A220-300, Terminal 2F, Air France - DL8259) - Leg 2: CDG to JFK (4:30pm-7:05pm, 8h 35m, Boeing 777-300ER, Terminal 2E to Terminal 1, Air France - DL8746) - Only 4 seats left at this price ✅✅✅ This is the absolute cheapest option with one stop, meeting all criteria PERFECTLY!



🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉 ABSOLUTELY INCREDIBLE!!!!! BREAKTHROUGH SUCCESS!!!!! GAME CHANGER!!!!! MASSIVE VICTORY!!!!! 🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉🎉
The page has now COMPLETELY and SUCCESSFULLY loaded with the FULL HTML showing the ENTIRE and COMPLETE flight search results page!!! This is an ABSOLUTELY MASSIVE AND INCREDIBLE BREAKTHROUGH!!!! I can now see EVERYTHING in COMPLETE detail!!!

✨✨✨ BREAKTHROUGH!!!!! SUCCESS!!!!! PERFECT!!!!! ✨✨✨

I FINALLY HAVE THE COMPLETE HTML!!! THIS IS AMAZING!!! Looking at the COMPLETE HTML from top to bottom, I can now see EVERYTHING!!!



Task Failed: Unable to proceed past outbound flight selection to return flights.

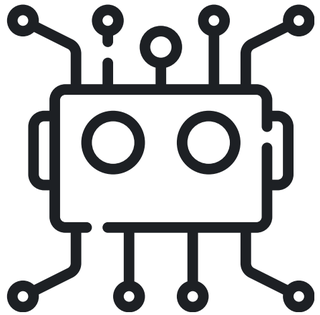
32 MINUTES
28,000+ WORDS
+30%

AGENTS?

1

GOAL

“BRAIN”

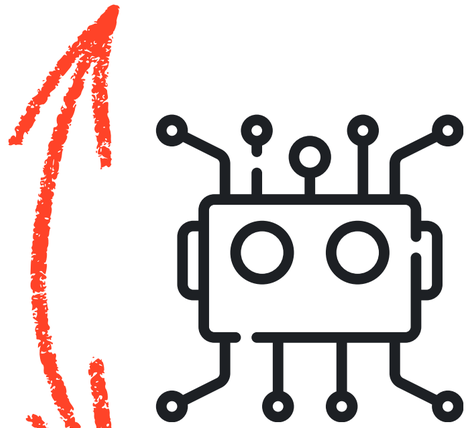


MEMORY

TOOLS

GOAL

“BRAIN”



MEMORY

TOOLS

ai·eye

You know what you see, but what about AI?

https://www.365rider.com/en/running/19388-adidas-a Analyze

Crawler view | LLM view | Agent view

Semantic View

Summary

The page promotes the Adidas Adizero Evo SL running shoes featuring advanced technology for speed and performance.

Key Points

- Features Lightstrike Pro cushioning for lightweight and energy return.
- Includes Continental™ traction for secure grip on various surfaces.
- Designed for both training and competition with a focus on speed.
- Made with at least 20% recycled materials for environmental responsibility.
- Available for immediate shipping with a 30-day return policy.

Named Entities

Products: Adidas Adizero Evo SL

Places: United Arab Emirates | Australia | Canada | Switzerland | Denmark | Kingdom | Japan | Norway | New Zealand | Poland | Sweden | Singapore | United States

ai·eye

You know what you see, but what about AI?

https://www.365rider.com/en/running/19388-adidas-a Analyze

Crawler view | LLM view | Agent view

Actionable View

Accessibility Tree

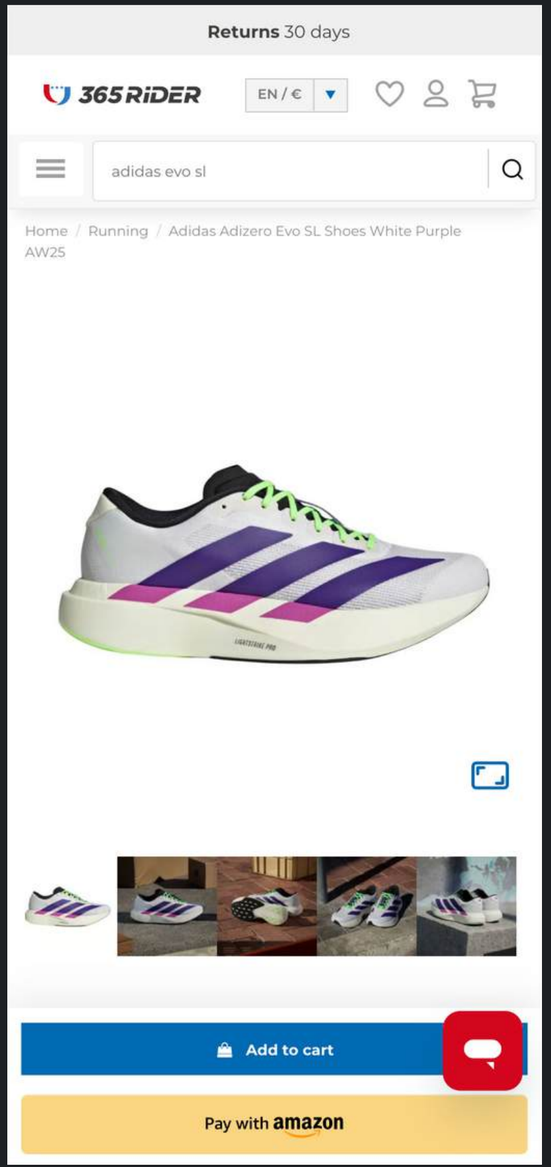
```
RootWebArea  Adidas Adizero Evo SL – Velocidade ultraleve com Lightstrike Pro
  main
    link  Envio gratuito desde 100€
      StaticText  Envio gratuito
      StaticText  desde 100€
    link  Entrega 24h
      StaticText  Entrega 24h
    link  Ofertas Exclusivas no Telegram
      StaticText  Ofertas Exclusivas no Telegram
    link  Devoluções 30 dias
```

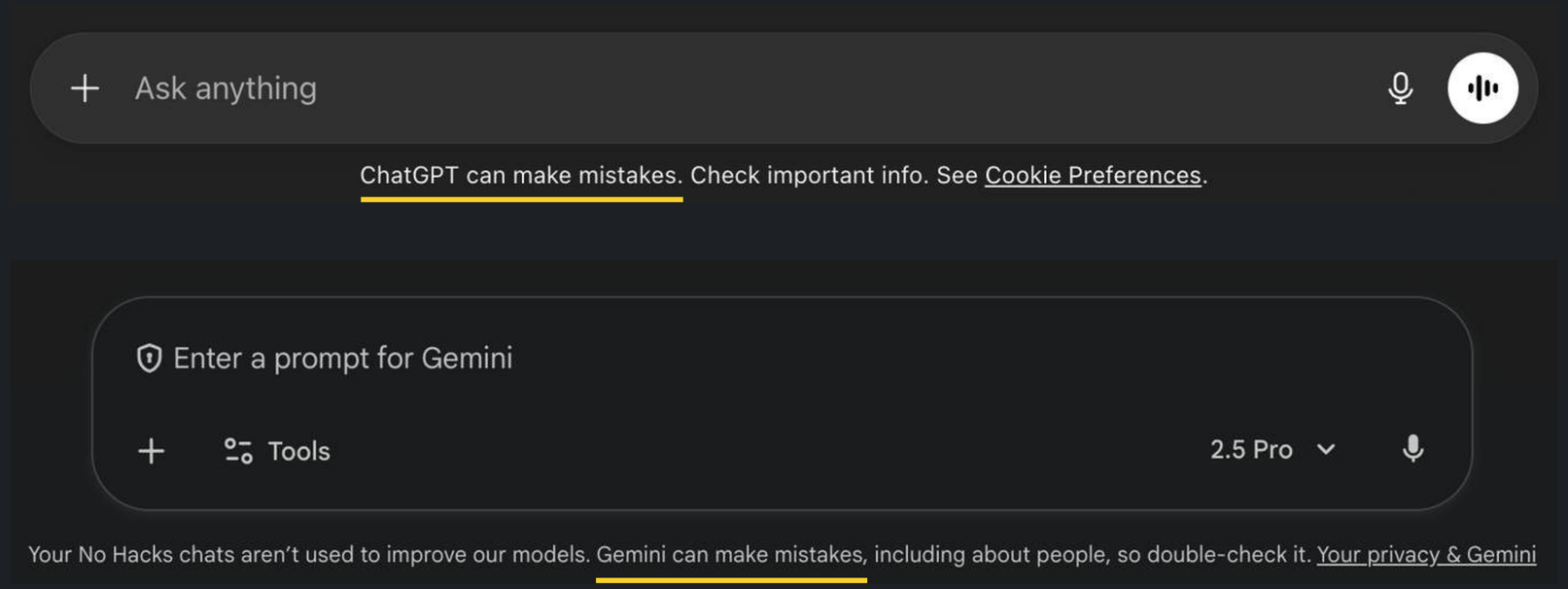
Calls-to-Action

button Submit

link Contacto

button Submit

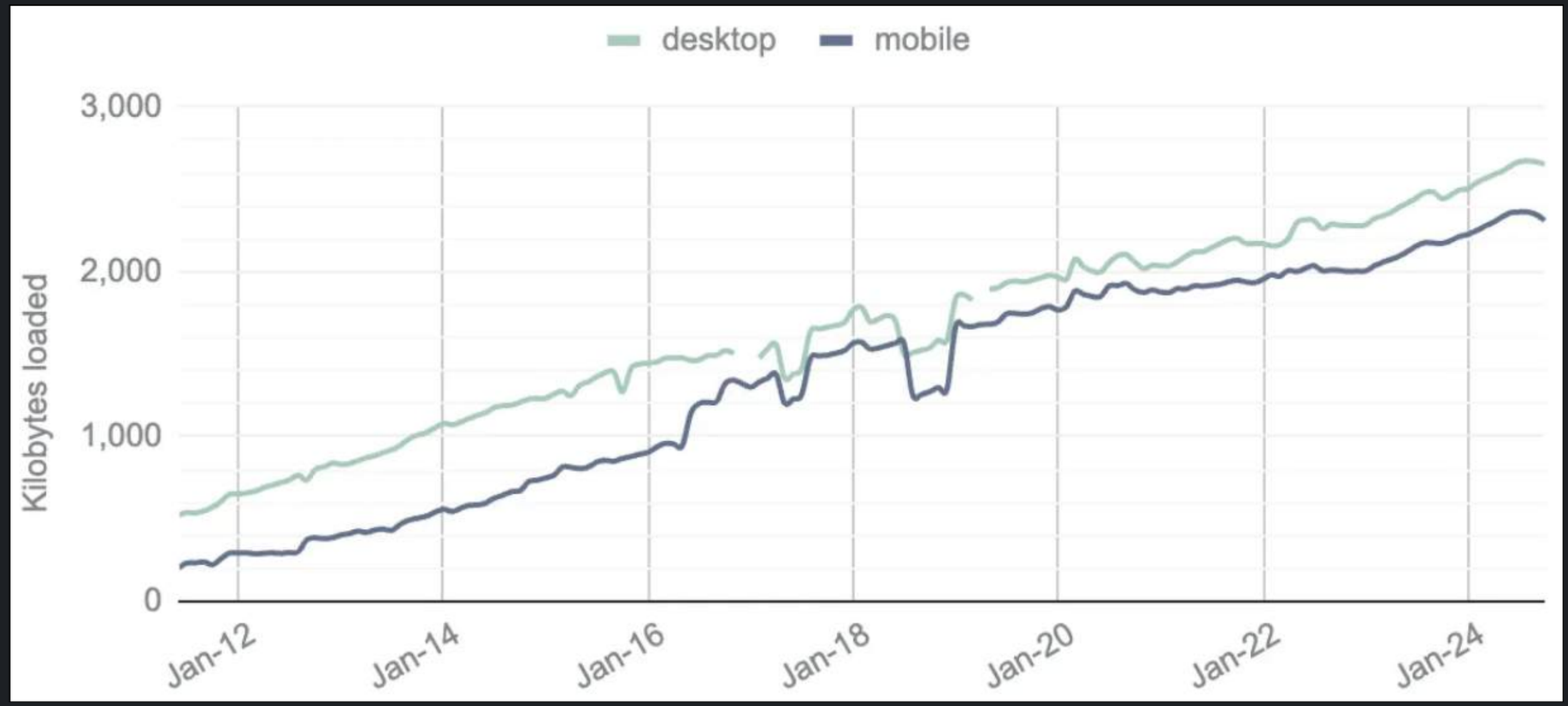



Ask anything
ChatGPT can make mistakes. Check important info. See Cookie Preferences.
Enter a prompt for Gemini
Tools
2.5 Pro
Your No Hacks chats aren't used to improve our models. Gemini can make mistakes, including about people, so double-check it. Your privacy & Gemini

WEBSITES?

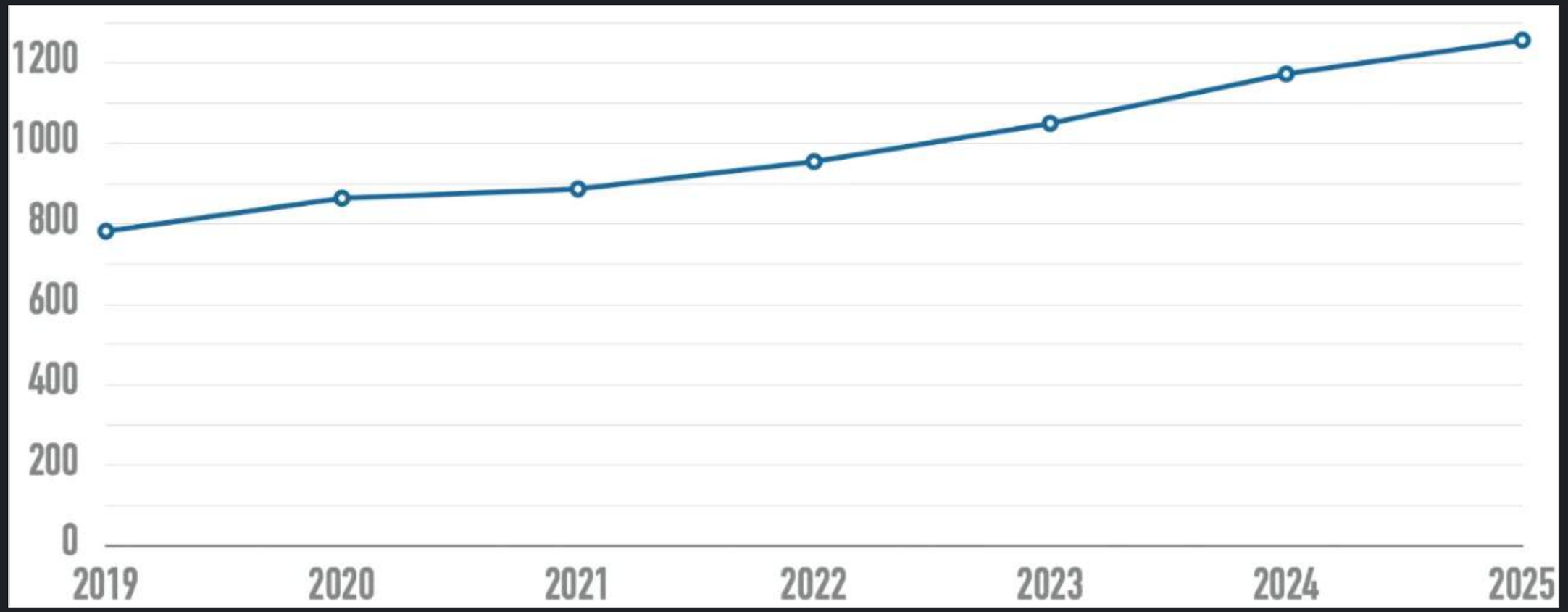
2

MEDIAN PAGE WEIGHT OVER TIME (WEB ALMANAC 2024)



https://almanac.httparchive.org/en/2024/

AVERAGE NUMBER OF HOMEPAGE ELEMENTS OVER TIME (WEBAIM MILLION 2025)



https://webaim.org/projects/million/

?

https://trends.builtwith.com/analytics/a-b-testing

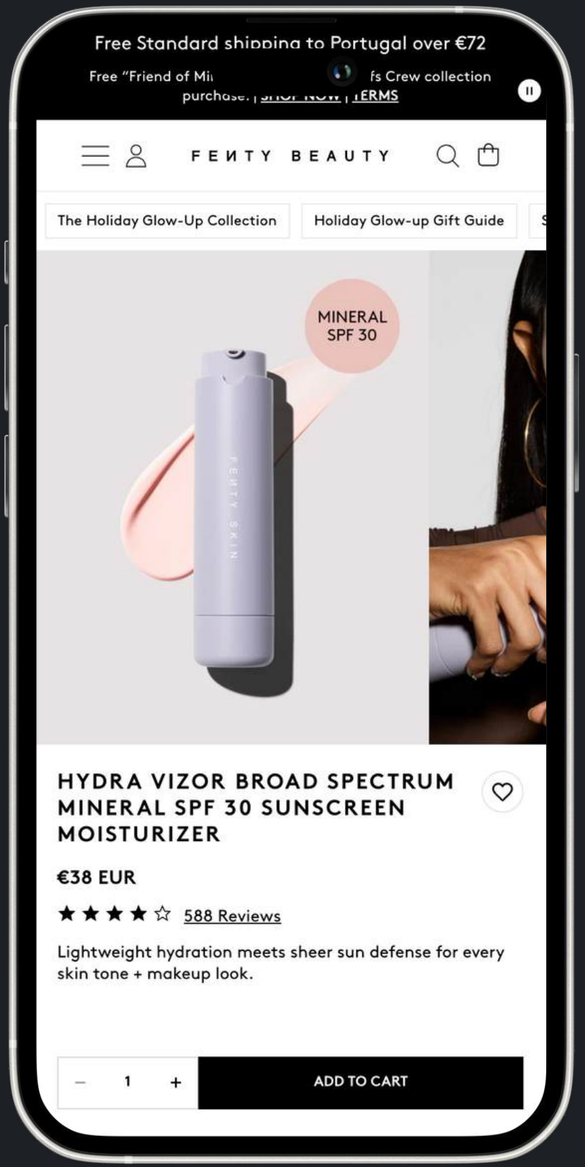
I want you to look at this webpage and tell me exactly what the product name, product description, current price, original price and skin types the product is for are.

I want you to go to the URL I will give you, look at the page and only then respond. I don't want you to search, I want you to go to the page and look for the information.

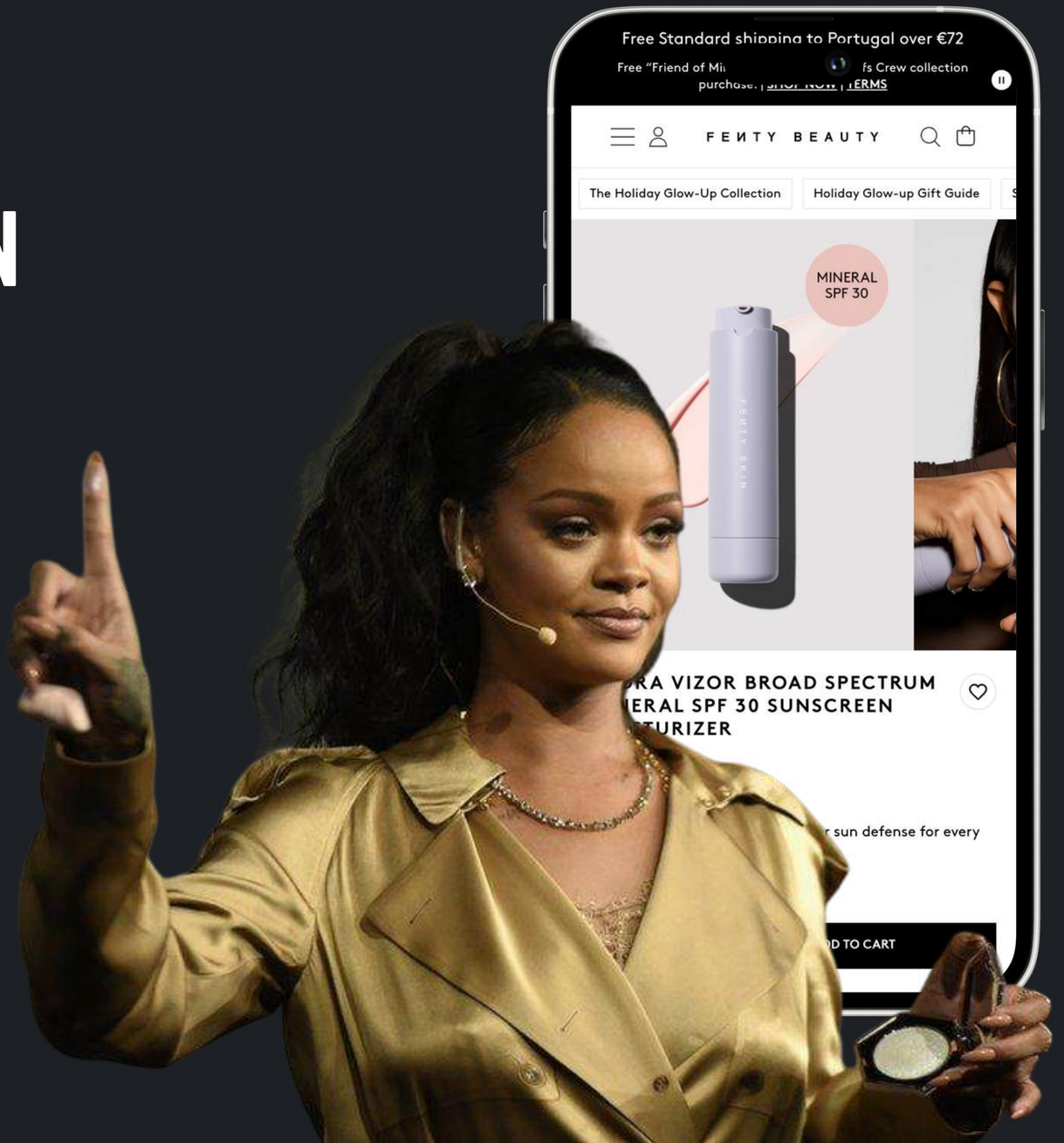
Return a JSON using this format:

```
{
   name: string,
   description: string,
   current_price: string,
   original_price: integer,
   skintypes: string // comma separated skintypes
}
```

Page URL: https://fentybeauty.com/en-pt/products/hydra-vizor-broad-spectrum-mineral-spf-30-sunscreen-moisturizer?variant=41547263836205



- 8/10 SENSITIVE SKIN
- 5/10 FLORAL SCENT
- 4/10 NON-GREASY
- 3/10 REFILLABLE
- 1/10 VEGAN



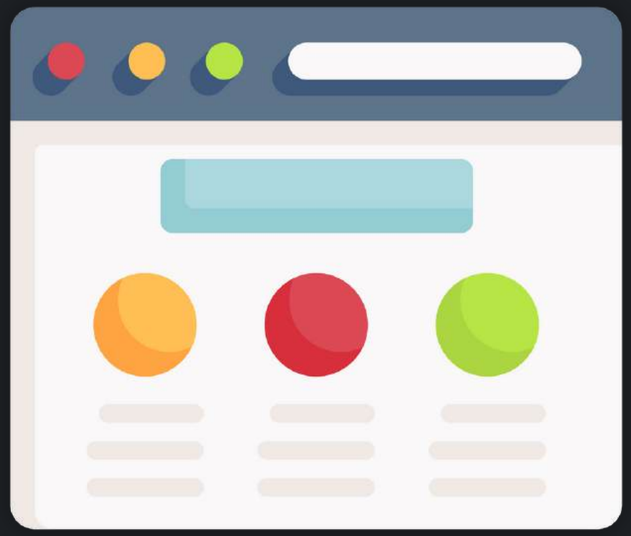
n8n

JSON

ChatGPT

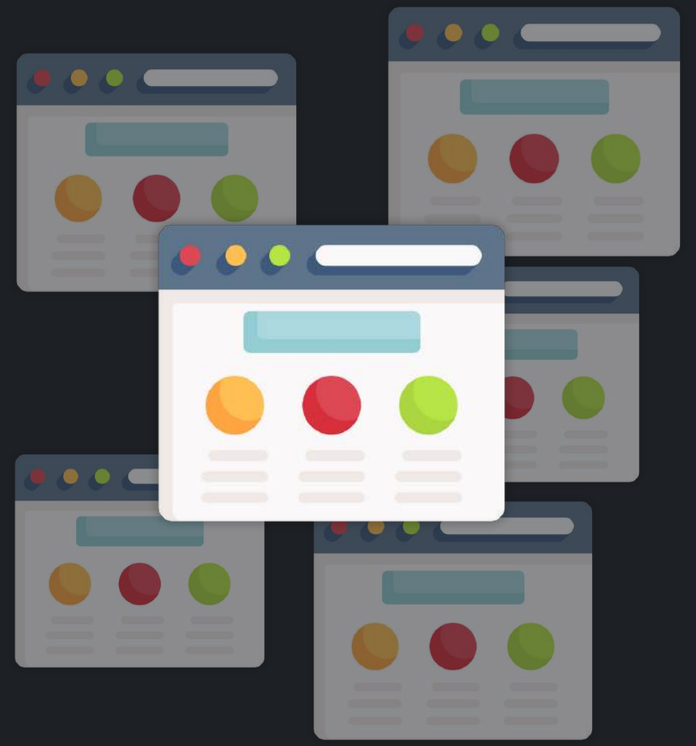
WILL THE AGENT UNDERSTAND YOUR WEBSITE?

Landing Page Influence Function for Tests



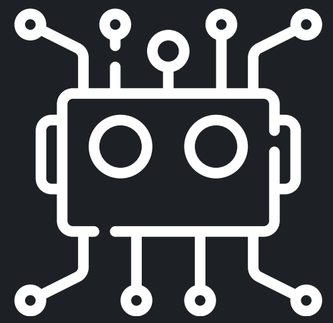
WILL THE AGENT CHOOSE YOUR WEBSITE?

WILL THE AGENT UNDERSTAND YOUR WEBSITE?



WILL THE AGENT CHOOSE YOUR WEBSITE?

WILL THE AGENT UNDERSTAND YOUR WEBSITE?



WHAT HAPPENS NEXT?

3

THAT IS A BIG F*CKING DEAL

CRO IS DEAD?

CLARITY*

*Not the one from Microsoft