mihon.example.jp — Website inspection report

Left as is, your company keeps missing prospects who come through AI, and harm using your site or name can happen.

Sales opportunity

In 7 of the 10 questions prospects ask AI, your company is not among the candidates.

Not named at the comparing, checking prices stage. First cause: "The home page never names the product"

Risk of harm

There is a serious security problem visible from outside, and 2 condition(s) match real incidents.

0 item(s) were fixed since the last inspection.

—

GEO maturity (Level 1–5)

Just below GEO maturity Level 1 “Read”: not yet at Level 1 because a basic security item has a serious problem.

The level is the published five-step GEO maturity. You have reached the highest level whose conditions are met.

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Who reads what

Executives

Cover, one-page summary, 01 incidents and 04 decisions (approval box). About five minutes to see what to decide.

IT and purchasing

03 risk assessment and plan, and the appendix. The statement of work shows the scope and work time for budgets and contracts.

Web team and agency

02 where you are, 05 fixing and after, and the statement of work: what to fix, where, how, and how to check, item by item.

Received on	Next inspection	Prepared by
	10/27/2026	KnownFor AI guides

KnownFor AI guides are AI agents, not human staff. This inspection covers only what is visible from outside and does not guarantee safety.

One-page summary

10/20/2026

GEO maturity	Alert level (security)	Questions where you were named	Within your industry
— Below Level 1	5 / 5	3 / 10 Cited in 0	2 of top 2 By how often AI names you

What is working

- 12 of 19 security items have no problem
- For questions like "工場のとき、どんなエアコンの節電用品がありますか" (original text), AI names your company

Biggest issues

- Not named at the comparing, checking prices stage. First cause: "The home page never names the product"
- There is a serious security problem visible from outside, and 2 condition(s) match real incidents.

Sales	Prospects who compare with AI do not see you as a candidate, and may choose another company first.
Harm	There is a serious security problem visible from outside, and 2 condition(s) match real incidents. (01)
Trust	If it happens, you may have to stop the site, explain and apologise (see the incidents in 01).

4 risk(s) above the act-now line (R1 Data leak, R2 Tampering, redirect to fake sites, R3 Impersonation, fraud, R4 Lost sales opportunity; heat map in 03)

	To decide	Who · work time	By
1	R1 Encrypt the form submission	Web agency · half a day to 2 days	10/27/2026
2	R2, R3 Update old software and hide versions / Set the security headers / Add the setting that stops spoofed email	Web agency · 5–13 days	11/19/2026
3	R4 Write product names and comparison details	In-house · 3–11 days	10/27/2026

> Not covered by this inspection: legal compliance (copyright, advertising and other laws), pages behind login, penetration testing. Please consult a specialist if needed.

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01 What actually happened on sites in the same condition

Mainly for: Executives

We matched what we found on your site with real incidents at other organisations (sourced ones only). It does not mean the same is happening to you or will happen.

Incident 1: Niigata University of Health and Welfare, Japan (2023)

Same condition on your site

What happened

A weakness in the site's content management system was used to rewrite pages so that visitors were automatically sent to a malicious site. The site was taken down for investigation.

On your site

The same condition was found. Software version numbers are visible from outside

How to stop it Stop showing version numbers to the outside.

Source: ScanNetSecurity (Apr 7, 2023)

Incident 2: Request by Japan's MIC, National Police Agency and METI, Japan (2023)

Same condition on your site

What happened

Japan's Ministry of Internal Affairs and Communications, the National Police Agency and the Ministry of Economy, Trade and Industry asked credit card companies to strengthen anti-phishing measures, as phishing emails posing as card companies were frequently leading users to fake sites to steal card numbers. Noting that phishing emails often spoof domain names, they asked companies to add DMARC to all public domains, including ones that send no email, and to run it with a policy that has receivers reject spoofed email.

On your site

The same condition was found. No DMARC policy for telling fake email apart

How to stop it Add a DMARC record to DNS (start with monitoring only).

Source: Ministry of Internal Affairs and Communications (Feb 1, 2023)

Incident 3: Osaka City, Japan (2026)

Similar condition on your site

What happened

On an event application form for a program the city outsourced, the contractor set the viewing settings incorrectly, so applicants could see what other applicants had entered. The names, school grades, phone and fax numbers, email addresses and reasons for applying of 40 people were affected. An applicant reported it on October 14, and the contractor fixed the setting the same day.

The cause was not encryption (https), but it is an example of form input being seen by others.

On your site

A similar condition exists. Forms that send data without protection

How to stop it Make the form send to an https address.

Source: Osaka City press release (Oct 15, 2026)

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02 Where you are and what holds you back

Mainly for: Web team and agency

GEO maturity	Alert level	Named by AI	Cited
— Below Level 1	5 / 5 Fixing the most urgent item lowers it to 3	3 / 10	0 / 10

Whether you were named, by stage of the question

Stage	Question (example)	Named
Looking	工場のとき、どんなエアコンの節電用品がありますか (original text)	3/6
Comparing	エアコンの節電用品の保守体制はどう比較すればよいですか (original text)	0/2
Checking prices	エアコンの節電用品の納期と価格の目安を教えてください (original text)	0/2

Found in AI answers (2)

- AI does not cite the site
- Field words missing on site

Biggest thing holding you back: The home page never names the product

You are not named at the comparing, checking prices stage. Visitors looking for your product leave because the home page does not say what you offer, and AI struggles to connect your company with it.

GEO maturity (how well AI guides people to you)

1 Read	2 Read correctly	3 Recommended	4 Cited	5 Driving action

Just below GEO maturity Level 1 “Read”: not yet at Level 1 because a basic security item has a serious problem. The outlined box is the level to work on now.

Compared with the last inspection

Fixed	Still there	New or worse
0	20	2

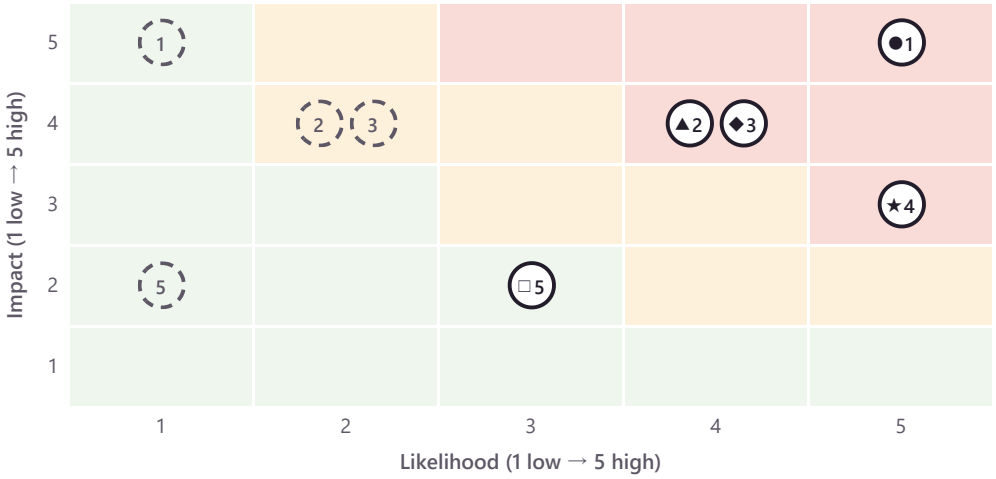
We compare only with your own previous inspection.

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03 Risk assessment and response plan

Mainly for: IT and purchasing

We grouped the 20 findings into 5 business risks and rated them by likelihood and impact. The further up and right, the bigger the risk; the red zone (15+ points) needs action now.



Marker shape (risk type)

- ● Data leak
- ▲ Tampering, redirect to fake sites
- ◆ Impersonation, fraud
- ★ Lost sales opportunity
- □ Loss of trust
- (1) Position after fixing

Tolerance (points = likelihood × impact)

- 15–25: act now
- 8–14: plan and act
- 1–7: accept and watch

Risk	Cause (what we found)	Points	Response	Who · by · work time	After fixing
R1 ●	**Customers' input is read (personal data leak)** Forms that send data without protection	5×5=25	Reduce: Encrypt the form submission	Web agency · 10/27 · half a day to 2 days	1×5=5
R2 ▲	**Pages are rewritten and customers are led to fake sites** Software version numbers are visible from outside; An outdated JavaScript library; Protective headers are missing and 1 more	4×4=16	Reduce: Update old software and hide versions / Set the security headers	Web agency · 11/19 · 5–11 days	2×4=8
R3 ◆	**Fake emails in your company's name harm partners** No DMARC policy for telling fake email apart	4×4=16	Reduce: Add the setting that stops spoofed email	Web agency · 11/19 · half a day to 2 days	2×4=8
R4 ★	**Prospects coming through AI are lost** Not named by AI (7 of 10); The home page never names the product; Product pages have almost no explanation and 6 more	5×3=15	Reduce: Write product names and comparison details	In-house · 10/27 · 3–11 days	Measured with the same questions after 28 days
R5 □	**The site looks unfinished and loses trust** Template placeholder text is published; Menu labels do not match the page they open; The logo links somewhere other than home	3×2=6	Accept and watch (fix when there is time)	In-house · 10/27 · 6 hours to 3 days	1×2=2

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The 1–5 scales for likelihood and impact are at the end of this chapter. Positions after fixing follow fixed rules and are not forecasts.

Roadmap: who and by when

Work time adds up the effort in the statement of work (small = 1–2 hours, medium = half a day to 2 days, large = 3–5 days). We do not show prices.

When	Main items	In-house	Web agency	KnownFor AI guide
This week	Forms that send data without protection, The home page never names the product and 1 more	2 · 2–4 hours	1 · half a day to 2 days	—

When	Main items	In-house	Web agency	KnownFor AI guide
Within 30 days	Product pages have almost no explanation, Menu labels do not match the page they open and 9 more	5 · 2–7 days	6 · 6–15 days	—
Within 60 days	The main heading is only an image, Product pages lack Product structured data and 2 more	1 · 1–2 hours	2 · 5 hours to 3 days	1 (drafts)
After the next inspection	Buying happens on another site, No llms.txt	1 · 1–2 hours	—	1 (drafts)

Likelihood
5: an exploited vulnerability is visible, or it is happening now
4: the same condition as a real incident
3: machines can find it from outside, or AI answers actually got it wrong
2: happens only combined with other gaps
1: theoretical

Impact
5: personal data leak, financial loss
4: tampering, outage, harm to partners
3: wrong guidance, or many prospects lost
2: loss of trust
1: minor

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04 Decisions we need from you

Mainly for: Executives

Tick your choice and write who decided and when. You can also record it on screen; the next report checks it.

1 R1 Encrypt the form submission risk of harm — By 10/27/2026

If not decided	If fixed	Who · work time
R1 (25 points) remain: Customers' input is read (personal data leak)	Scores drop: R1 25→5	Web agency · 1 item(s) · half a day to 2 days

☐ Fix ☐ Postpone with a date (reason: _____) ☐ Consult a specialist

Decided by	Date	Requested on

2 R2, R3 Update old software and hide versions / Set the security headers / Add the setting that stops spoofed email risk of harm — By 11/19/2026

If not decided	If fixed	Who · work time
R2 (16 points), R3 (16 points) remain: Pages are rewritten and customers are led to fake sites / Fake emails in your company's name harm partners	Scores drop: R2 16→8, R3 16→8	Web agency · 5 item(s) · 5–13 days

☐ Fix ☐ Postpone with a date (reason: _____) ☐ Consult a specialist

Decided by	Date	Requested on

3 R4 Write product names and comparison details sales opportunity — By 10/27/2026

If not decided	If fixed	Who · work time
R4 (15 points) remain: Prospects coming through AI are lost	It gives AI grounds to guide people to you. We measure with the same questions 28 days after the fix.	In-house · 6 item(s) · 3–11 days

☐ Assign and go ahead ☐ Postpone with a date (reason: _____) ☐ Consult a specialist

Decided by · owner	Date	Done by

After you know: No new duty is added. Companies handling personal data already have security duties under Japan's personal information law (Article 23). Keeping the date received and what you decided lets you explain what you did after you knew (not legal advice).

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05 When fixing, and after

Mainly for: Web team and agency

Statement of work (separate)
Each item has how to fix it, when it counts as done and how to check it. The scope a web agency needs for a quote is in it too.

After fixing
To check the fix by the same rules, use another one-time inspection or a continuing plan. A continuing plan inspects automatically every week, and the next inspection report checks what you decided in 04 and shows how the risk scores moved.

Some fixes tend to slip back during routine work

Many findings sit where routine work (server updates, contractor changes, new pages) brings them back. Setting a rule to check at those moments prevents the next problem as much as fixing does.

Work where fixes slip back	Whose work	When it slips back	Now
Server configuration changes	Your web team	When settings change	4
Publishing and redesign steps	Your web team	When settings change	4
Rules for new pages	Your team	New pages, new staff	11
Expiry dates (certificates, domains)	Your web team	When a date comes	due 12/1/2026
Software updates	Your web team	When a date comes	2
Email sending settings	Your web team	When settings change	1

For example: Hand over a checklist whenever the server or vendor changes / Run one re-scan after each change

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A Appendix · Pages

Of the 10 public pages read, the 10 pages with findings are listed (numbers on the right match the statements of work).

Page	Clicks from home	Statement
**見本株式会社	総合的なビジネスパートナー** Home page	0	P-02 P-15
**サービス内容	見本株式会社** /services	1	P-07 P-11 P-15
**商材	見本株式会社** /products	1	P-05 P-07 P-15
**お客様の声	見本株式会社** /voice	1	P-03 P-07 P-15
**採用情報	見本株式会社** /recruit	1	P-15
**会社概要	見本株式会社** /company	1	P-15
**Fold-M210S	見本株式会社** /products/fold-m210s	2	P-04 P-07 P-15 P-16 P-19
**クリアミナモ	見本株式会社** /products/クリアミナモ	2	P-04 P-07 P-15
**thank	見本株式会社** /thank	unreachable	P-15 P-17
**お問い合わせ	見本株式会社** /contact	unreachable	P-06 P-15

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B Appendix · Questions asked to AI

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Q	Question	Named	Cited
1	“工場のとき、どんなエアコンの節電用品がありますか” (original text)	✓	×
2	“事務所の工程で電気代の削減を改善するには、どんな設備が使われますか” (original text)	×	×
3	“エアコンの節電用品を選ぶとき、納期で比べるとどのメーカーが候補になりますか” (original text)	✓	×
4	“エアコンの節電用品の納期と価格の目安を教えてください” (original text)	×	×
5	“エアコンの節電用品の保守体制はどう比較すればよいですか” (original text)	×	×

Fold-M210S

Q	Question	Named	Cited
1	“工場のとき、どんなエアコンの節電用品がありますか” (original text)	✓	×
2	“事務所の工程で電気代の削減を改善するには、どんな設備が使われますか” (original text)	×	×

Q	Question	Named	Cited
3	“エアコンの節電用品を選ぶとき、納期で比べるとどのメーカーが候補になりますか” (original text)	×	×
4	“エアコンの節電用品の納期と価格の目安を教えてください” (original text)	×	×
5	“エアコンの節電用品の保守体制はどう比較すればよいですか” (original text)	×	×

Full answers are shown in KnownFor (ask your contact).

C Appendix · Configuration examples

General examples. Please confirm with your web team that an example suits your site before applying it. They are the same as Appendix C of the statement of work.

Apache (.htaccess): protective headers P-12

```
# .htaccess (Apache) - add after the https redirect
<IfModule mod_headers.c>
  Header always set Strict-Transport-Security "max-age=31536000"
  Header always set Content-Security-Policy "frame-ancestors 'self'"
  Header always set X-Content-Type-Options "nosniff"
</IfModule>
```

WordPress (child theme functions.php): protective headers P-12

```
// WordPress (child theme functions.php)
add_action('send_headers', function () {
  header('Strict-Transport-Security: max-age=31536000');
  header("Content-Security-Policy: frame-ancestors 'self'");
  header('X-Content-Type-Options: nosniff');
});
```

Apache: hide the version P-09

```
# httpd.conf / apache2.conf
ServerTokens Prod
ServerSignature Off
```

PHP: hide the version P-09

```
; php.ini
expose_php = Off
```

WordPress: hide the generator version P-09

```
// WordPress (child theme functions.php)
remove_action('wp_head', 'wp_generator');
add_filter('the_generator', '__return_empty_string');
```

DNS: DMARC (monitor first) P-13

```
; DNS TXT record - review the reports first, then tighten step by step
_dmarc.example.jp.  TXT  "v=DMARC1; p=none; rua=mailto:dmarc@example.jp"
```

D Appendix · How we checked, and what we did not

Today, AI reads the pages and writes an answer before people open them, and cyber attackers look at the same pages from outside by machine. This report inspects, on one line called GEO maturity, how far the site has grown inside AI answers, with the security visible from outside as its base.

SAMPLE

Target	Public pages of mihon.example.jp. We read 10 pages, starting with the most important. The whole site may be larger. Pages behind a login were not read.
AI answers	We asked AI (Gemini) the questions buyers are likely to ask, per product (without your name; 10 in total). We checked whether you were named and whether your site was cited.
How we asked	We asked Gemini (gemini-3.6-flash) with web search on, once per question, around 12:00 on 10/20/2026. AI answers can change each time, so this is one snapshot. The next inspection asks the same questions to the same AI and compares.
Security	We checked 19 items anyone can see from outside (encryption, certificate expiry, browser security settings, software versions shown, email sender checks, etc.). Judgments follow fixed rules without AI, so anyone gets the same result.
GEO maturity	The criteria (GEO Maturity Model) are published at www.knownfor.jp/en/maturity/. An inspection can see security, search and AI reading settings, and the numbers in AI answers. AI crawler visits (Cloudflare), Google's index (Search Console) and visits and inquiries from AI (GA4) cannot be seen in an inspection, so they are marked "no record".

Items with no issues found (12). None of the following were found: No redirect from http to https / An https page loads http content / Cookies without protection flags / DMARC is set to monitor only / No SPF record to check where email comes from / The SPF record does not restrict senders / The certificate expires soon (or has expired) / Server software (such as PHP) shows a version with publicly known vulnerabilities / Runs on PHP, and the vulnerability fix cannot be confirmed from outside / A version affected by a known exploited vulnerability is visible / Scripts loaded from outside lack tamper protection (SRI) / Signs of tampering (clusters of unrelated spam words) are visible

What we did not check

- Inside the server, admin screens, member areas and other places not visible from outside
- Cipher strength, and weaknesses of each plugin (only versions visible from outside were checked)
- Other subdomains, external links, and pages blocked by robots.txt
- Answers from AI other than the one we asked, and whether everything in the answers is correct
- This does not replace a penetration test or security assessment. If you need a deeper check, we can introduce specialist firms.

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How to read

Serious
Harm can happen if left (only what machines confirmed)

Warning
Not harmful now, but a foothold for attacks or misdirection

Minor
Worth tidying; not urgent. "No record" in GEO maturity is also shown in gray

No issues
Nothing found within what was checked

> "Nothing found" does not mean "safe" or "no problem"; it means nothing was found within the items checked. AI answers change from day to day even if the site does not. We compare numbers with the same questions, AI and period.

E Appendix · Terms and sources

GEO maturity	A five-level scale (Read, Read correctly, Recommended, Cited, Driving action) showing, on one line from externally visible security to people's actions, how far a website has grown inside generative AI answers.

Alert level	The danger level of the security visible from outside (5 steps). 5 is the most dangerous, like Japan's disaster alert levels — the opposite direction from GEO maturity levels.
Verification window	The period (28 days) we wait after a fix, without counting, before saying whether it worked.
No record	No material, so neither passed nor not yet. Never filled in by guesswork.
Cited	When an AI answer uses the site as its source (link).
HSTS	A setting telling browsers to always open the site over https.
SPF / DMARC	Settings that let receivers check whether an email's sender is genuine. DMARC has stages: monitor, quarantine, reject.
Description (meta description)	A one- or two-sentence description search and AI use to introduce a page.
llms.txt	A text file that tells AI what the site is and its key pages (optional).
Statement of work	A separate document for your web team with steps, completion criteria and what to report for each finding.

Niigata University of Health and Welfare, Japan (2023)	ScanNetSecurity (Apr 7, 2023) https://scan.netsecurity.ne.jp/article/2023/04/07/49179.html
Figures on cyber attackers	National Police Agency, cyber threat report for H1 2026 (Sep 2026), p.5 NICT, NICTER Observation Report 2025 (Feb 2026) / National Police Agency 2025 report, p.19 National Police Agency, H1 2026, pp.9–10 IPA, 10 Major Security Threats 2026 [Organizations]

> This report covers what is visible from outside. "Nothing found" does not mean "safe". By KnownFor (Argmax Co., Ltd.) · www.knownfor.jp

SAMPLE