



brand
intelligence
for creative
industries

SCHEMA RESEARCH

we read your brand, fix what's broken, and build what's next

our automated research engine reads your brand and ships a one-page brief. it fixes what it finds and feeds data back into a closed loop system educating itself

it keeps an eye on the digital surface of your brand, as well as your competitors'.

The problem

**48% of the brands we scored return
nothing in ai search for their own name**

check yours in 48 seconds at research.schematheory.org

**ai search is rewriting
brand discovery. Most
brands don't know
they're invisible**

brands invest in look, voice, and product. they do not always invest in continuous observation of their own digital surface — what google sees, what chatgpt thinks, what competitors ship, what visitors do after the click. we've built the layer that tracks all these things.

What we built

reader v.0

eight watchers — each reads one surface, every weekday before sunrise.

one brief — a synthesizer collapses all eight readings into one page. lands in your inbox at 9 am.

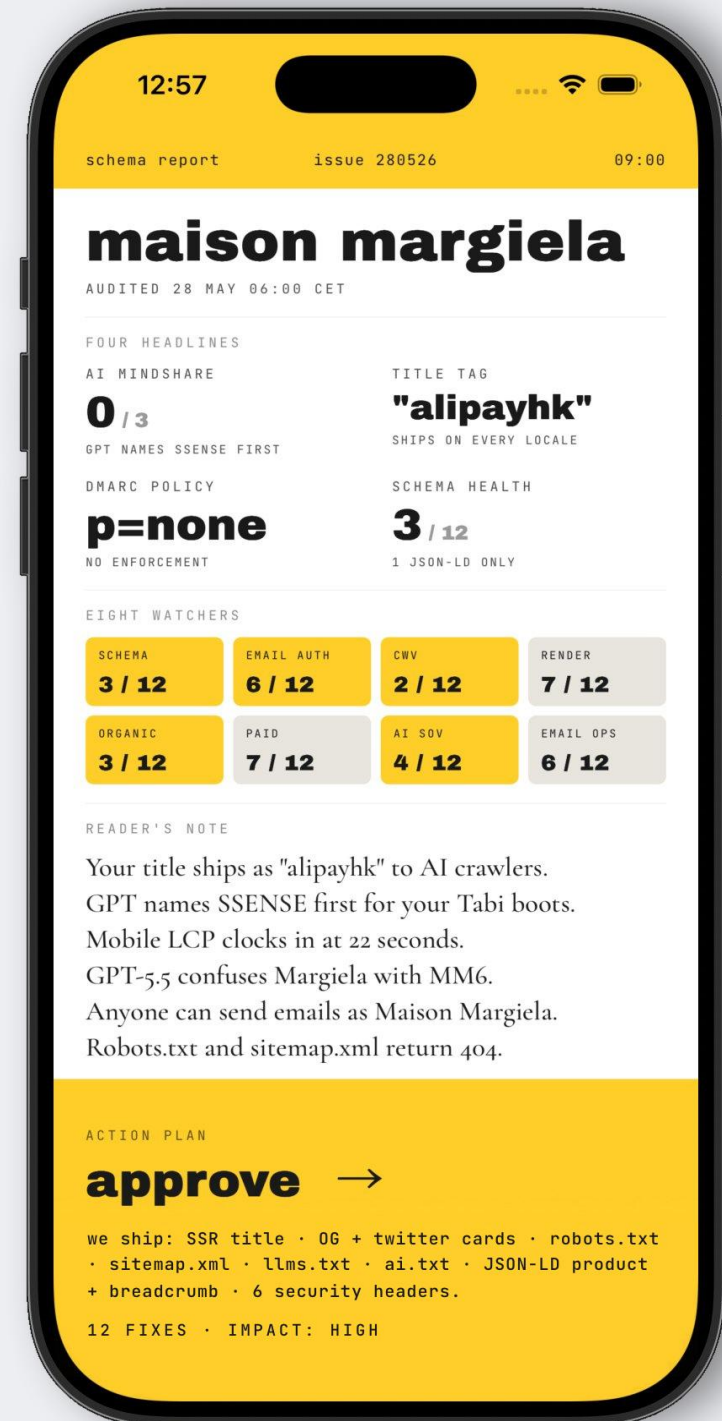
schema
email auth
performance
render
organic
secret
ai surface
brand-safety

Deliverables

one page every weekday.

- Search visibility on owned surface
- Position in ai recommendation engines
- Competitive activity: paid, earned, creative
- On-site behavior and conversion telemetry

A sixty-second read. Action plan at the foot. **Then we fix it.**



What happens then?

approve

deploy

- Every brief finding ships with the fix pre-drafted
- One click to approve; we deploy at the edge
- DNS, schema, headers, structured data, llms.txt
- Campaigns and rebuilds stay with your team

Logged. Versioned. Reversible. Nothing without your sign-off.

```

20 locale: str
21 url: str
22 raw_title: str | None
23 canonical: str
24 matched: bool
25 sha: str = field(default="")
26
27 @register(name="title", weight=12, cadence="daily")
28 class TitleWatcher(Watcher):
29     """Static-HTML <title> check across every locale of the brand domain.
30     Bypasses JS render – this is the surface the LLM crawlers see."""
31
32     @asynccontextmanager
33     async def _client(self):
34         limits = Limits(max_connections=16, max_keepalive_connections=8)
35         async with AsyncClient(
36             http2=True, follow_redirects=True, timeout=Timeout(12.0),
37             limits=limits, headers={"User-Agent": UA, "Accept-Language": "*"},
38         ) as c:
39             yield c
40
41     async def _probe(self, client: AsyncClient, locale: str) -> TitleProbe:
42         url = self.brand.url_for(locale)
43         r = await client.get(url)
44         r.raise_for_status()
45         tree = HTMLParser(r.text)
46         node = tree.css_first("head > title")
47         raw = (node.text() if node else None) or None
48         canon = canonical_title_for(self.brand, locale)
49         matched = (
50             raw is not None
51             and not _BAD_TITLE_RX.match(raw.strip())
52             and canon.lower() in raw.lower()
53         )
54         sha = hashlib.shal((raw or "").encode("utf-8")).hexdigest()[:12]
55         return TitleProbe(locale, url, raw, canon, matched, sha)
56
57     async def run(self) -> Sequence[Finding]:
58         async with self._client() as c:
59             probes = await asyncio.gather(*(self._probe(c, l) for l in LOCALES))
60             bad = [p for p in probes if not p.matched]
61             if not bad:
62                 return [Finding.ok(self.name, score=12)]
63             return [
64                 Finding(
65                     watcher=self.name,
66                     severity=Severity.CRITICAL if len(bad) == len(LOCALES) else Severity.HIGH,
67                     score=max(0, 12 - 3 * len(bad)),
68                     summary=f"static <title> ships as {bad[0].raw_title!r} on {len(bad)} locale(s)",
69                     evidence={p.locale: {"url": p.url, "raw": p.raw_title, "sha": p.sha} for p in bad},
70                     fix="ship canonical SSR title at the edge via Worker html-rewrite stream",
71                 )
72             ]

```

The stack

131 protocols we read, check, or write to:

Discovery — JSON-LD, microdata, RDFa, OG, Twitter Card, sitemap.xml, sitemap-index, llms.txt, ai.txt, robots.txt, canonical, hreflang, .well-known/security.txt

Email auth — SPF, DKIM, DMARC (p=reject · rua · ruf), BIML + VMC, ARC, MTA-STS, TLS-RPT, DANE, List-Unsubscribe-Post (RFC 8058), DNSBL

Performance — LCP, INP, CLS, TTFB, FCP, TBT, Speed Index, PSI, CrUX, Lighthouse, WebPageTest

Transport — HTTP/3, QUIC, Brotli, 103 Early Hints, stale-while-revalidate, preconnect, preload, DNS-prefetch, ETag

Hardening — TLS 1.3, HSTS preload, CSP, COOP, COEP, CORP, Permissions-Policy, Referrer-Policy, SameSite cookies, CAA, CRT logs, DNSSEC, SRI, NEL, Reporting API

Analytics — GA4, GSC, UTM, server-side GTM, Measurement Protocol, Consent Mode v2, BigQuery export

AI surface — MCP, AI-SOV, llms.txt, RAG, Vectorize, OpenAI embeddings, Perplexity API, Gemini Grounding, Vertex AI Search

Paid — Google Ads API, Meta Marketing API, CAPI, TikTok Marketing, LinkedIn Ads, Topics API, Privacy Sandbox

Commerce — Shopify Admin, Shopify Storefront, Stripe webhooks, Klaviyo, Resend, Postmark, IMAP IDLE

Identity — OAuth 2.0, OIDC, JWT, mTLS, WebAuthn, Passkeys, SCIM, SAML 2.0, FAPI

Media — AVIF, WebP, JPEG XL, responsive srcset, loading="lazy", decode="async", IntersectionObserver, aspect-ratio

Schema types — Product, Article, Organization, Event, BreadcrumbList, FAQPage, Recipe, HowTo, VideoObject, AggregateRating

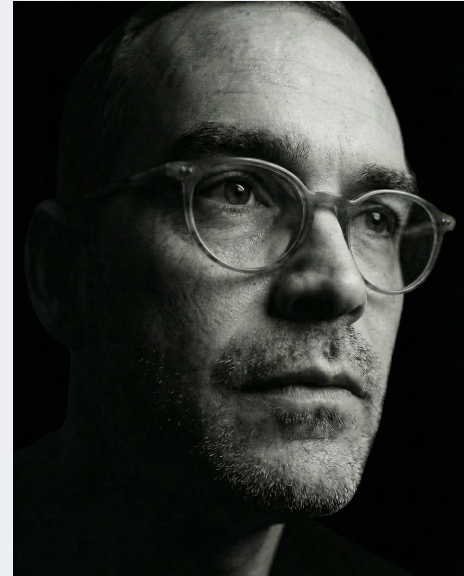
Compliance — GDPR, CCPA, LGPD, CNIL, SCCs, DPF (EU-US 2023), DPA Art. 28, TCF v2.2, IAB GPP, AADC

— A11y — WCAG 2.2 AA, ARIA, semantic HTML, color contrast, Lighthouse a11y, axe-core

TEAM

mikhail galustov

founder + cd



26 years in storytelling for television and editorial. this craft has just become a very valuable input layer in marketing.

2x

emmy awards

1x

alfred i. dupont–
columbia university award

1x

edward r. murrow award

1x

bayeux-calvados
grand prix

26 years across documentary, brands, and editorial · hbo · bbc · national geographic · arte · vice · the new yorker · dior · xiaomi

JOIN.

The founding ten

first ten brands sign at €2,200 a month — founding rate, locked for the life of the engagement. It's €4500 a month thereafter, twelve-month default.

24 hours from yes to first brief
no setup fees, no hidden fees or upsells

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