



Citation Gap

Audited URL: <https://runrepeat.com/guides/best-flat-feet-running-shoes> · Competitors: 4 URLs

Audited Query: **best running shoes for flat feet**

SUMMARY

Overall Citation Gap Score



Moderate Gaps



Actions to do

24

0 high · 2 medium · 13 low · 9 to get ahead



Best Practice Gaps

6

No key-takeaways / TL;DR block · No table of contents ·
No comparison table · No entity sameAs links · No
llms.txt · No EntityMap published



Technical Issues

5

Issues affecting crawlability, indexing and trust



Missing High-Value Elements

4

Elements the competitors have that this page doesn't

KEY INSIGHT

The page proves its picks with lab metrics (torsional rigidity, shock absorption scores) but never helps the reader diagnose their own flat-foot type first, while the competitors that build trust (Doctors of Running, Solereview) lead with diagnosis or personal flat-feet experience before recommending anything.

Quick Wins



- ✓ Add “What real buyers say” – 2/4 competitors cover it
- ✓ Add “Which stability category fits your flat feet?” – 1/4 competitors cover it
- ✓ Add “Related buying guides” – 1/4 competitors cover it
- ✓ Add “Why we’re qualified to test flat-feet shoes” – 1/4 competitors cover it
- ✓ Add “What runners with flat feet are actually saying” – 1/4 competitors cover it

Optimisation score history

68/100

Your first measured score – the line starts from zero (no prior data). Re-audit after changes and it continues from here.



What the competitors have that you don't

Authority Signals	llms.txt	2/4 competitors
Data & Evidence	Expert quotations	1/4 competitors
Content Depth	TL;DR block	1/4 competitors
Content Depth	Table of contents	1/4 competitors

Ranked by how many of the competitors already have it. Elements none of them carry are left out.

Signal-by-signal comparison

Signal	runrepeat.com	www.solereview.com	www.doctorsofrunning.com	www.reddit.com	www.macys.com
Target phrase used verbatim	✓ H1: "Best Running Shoes For Flat Feet"	✓ title: "Best running shoes for flat feet"	⚠️ "Shoes for Flat Feet Runners"	⚠️ "suggestions for flat feet"	— title names only the Brooks product
Plain definitional sentence in opening	— opens with a brand promise, no definition	— opens with changelog, no definition	— opens with personal anecdote	— opens with a removed-post notice	— opens with product tagline
Sourced/attributed statistic	✓ 13 lab stats, e.g. "0.72 traction score"	⚠️ only 1 stat, a share count (5.7K)	— no numeric stats in excerpt	⚠️ 6 numbers, mostly mileage in comments	✓ "4.4 rating, 9,842 reviews"
Concrete pricing	— no price visible in excerpt	— no price shown	— no price shown	— no price shown	✓ product page with live price
Named case study / personal experience	⚠️ "flat footers among us" testers, unnamed	— no personal narrative, product-only	✓ author's own flat-foot running story	✓ commenters share their own shoe picks	— no personal narrative
Trust/authority signals	✓ "Why trust us" + lab methodology link	⚠️ named editors, dated changelog	⚠️ author name + "Content Manager" role	⚠️ community upvotes only	✓ 9,842 ratings, 646 customer photos
FAQ block	✓ "Are there lightweight shoes for flat feet?"	✓ FAQ present per audit	✓ FAQ present per audit	⚠️ open questions in comments, not structured	⚠️ shipping/returns FAQ only
Visible freshness/updated date	⚠️ byline "Jul 20, 2020" vs title "2026"	✓ "updated ... for November 2023"	✓ "June 26, 2023"	✓ "9mo ago"	— no visible publish/update date

✓ present ⚠️ partial — missing · each cell shows that page's own specific, grounded in the rendered pages.

Declarative language 53%

Share of sentences that state a fact cleanly enough to quote — a plain “X is Y / X does Y” an answer engine can lift and attribute. You **53%** vs competitor median **51%**. Of 217 sentences: 192 statements, 8 questions, 17 calls-to-action — but only 116 state a fact cleanly enough to quote, which is the 53%.

About half the page's sentences are plain declarative statements, but the rest lean on soft transitional phrasing (“however”, “note that”) rather than direct claims, which slightly weakens how quotable individual sentences are.

QUOTABLE STATEMENTS ON YOUR PAGE (an engine could lift these)

- “We want to make sure that every flat-footed runner receives the right kind of support from their next pair of shoes.”
- “Your browser does not support the video tag.”
- “All shoes are purchased with our own funds to help us stay transparent and honest.”

DO THIS

1. “However, it lacks the bounce for tempo running.” -> “The SS3 lacks bounce for tempo running.”
2. “However, there’s much to improve in terms of weight.” -> “The Adrenaline GTS 25 is heavier than most daily trainers at 10.4 oz.”
3. “However, an issue we have is its limited ventilation.” -> “The Arahi 8’s upper has limited ventilation.”

Entity grounding

Whether the page links its key entities to a knowledge graph (a sameAs to Wikidata/Wikipedia) so answer engines can resolve and attribute them. Your page **doesn't yet link its entities to the knowledge graph**. 0 of 4 competitors do. Almost no page does this, so it's a cheap, ownable edge.

The page names several real shoe brands and models (adidas, Saucony, Brooks, HOKA, ASICS) plus its own testing methodology, but none of these are grounded to the knowledge graph, and there's no entitymap.json linking the brand, its methodology, or the shoe models to verifiable external identities.

GROUND THESE – FROM YOUR SUGGESTED ENTITYMAP

RunRepeat

Best Running Shoes For Flat Feet guide

Flat feet ✓

adidas Supernova Solution 3

Saucony Hurricane 25

Brooks Adrenaline GTS 25

ASICS Gel Kayano 33

Adidas ✓

Saucony

Brooks ✓

ASICS ✓

None of these are grounded on your page yet – this is the fix, not the current state. ✓ = a Wikidata match is ready to use in the suggested EntityMap; unmarked = you still need to find a sameAs. These come from the EntityMap in the fixes below – paste it into your JSON-LD or entitymap.json.

DO THIS

1. Add a sitewide Organization JSON-LD node for RunRepeat with a stable @id and a sameAs link to its Wikidata/Wikipedia entry, referenced from every page
2. On this article, add an author Person node (or a testing-team node) with its own sameAs where available
3. Publish /entitymap.json as a richer layer grounding the shoe brands and the 'shoe testing lab' concept to Wikidata
4. Ground the highest-value entities first: the brand names and the 'flat feet' / 'overpronation' medical concepts
5. Link each shoe model name to its manufacturer's own product page as an external reference

Answer extractability

How cleanly an answer engine can lift a self-contained answer or definition from the page.

The page never states in one plain sentence what a 'flat feet running shoe' actually is before diving into product picks, and several paragraphs open with "However" or "It" rather than naming the shoe, which makes them harder to lift as standalone answers.

– **No plain definition ✗**

– **Self-contained passages: 83%** (competitor median 89%)

DO THIS

1. Add a one-sentence definition near the top: "Running shoes for flat feet are stability or motion-control shoes built with firmer arch-side support to control overpronation."
2. Rewrite "However, it lacks the bounce for tempo running..." to open with the shoe name: "The Supernova Solution 3 lacks bounce for tempo running..."
3. Rewrite "However, there's much to improve in terms of weight..." to open with: "The Adrenaline GTS 25 carries extra weight..."

**Next step**

Open the action plan for every item with its fix.

Need help implementing this?

I can apply the fixes below for you, from the schema and structured data to the content and technical changes, so the page is ready to be cited, not just diagnosed.

Have it done for you →

Your action plan — 24 to do

Grouped by priority — technical, competitor and content gaps together. Where a ready-made fix exists, open the ► link beneath the item for paste-ready code, wording or an example; the rest describe what to change. “Get ahead” is what none of the competitors do yet.

MEDIUM (2)

MED

⚙ On-page

Entities not grounded at all

No knowledge-graph grounding at all — no Organization JSON-LD, no sameAs, no EntityMap. Add a sitewide Organization node with an @id and a sameAs to Wikidata/Wikipedia so answer engines can resolve and attribute your entities.

► Fix — paste-ready

The durable fix — add this block to every page (put it in your site-wide template), inside <head>. The @id is a permanent tag your other pages reuse to point at “this is us”; the sameAs links tell answer engines exactly which real-world company you are — replace the placeholders with your real Wikipedia and Wikidata page URLs:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "@id": "https://runrepeat.com/#organization",
  "name": "RunRepeat",
  "url": "https://runrepeat.com",
  "logo": "https://runrepeat.com/logo.png",
  "sameAs": [
    "https://en.wikipedia.org/wiki/RunRepeat",
    "https://www.wikidata.org/wiki/Q_____"
  ]
}
</script>
```

MED

✦ Content · Information gain

Cover: Aggregate customer review counts and star ratings 2/4

Macy's shows 4.4 stars from 9,842 ratings plus 646 customer photos; Reddit shows genuine upvote-based consensus. RunRepeat has star icons but no AggregateRating schema or visible review count.

Competitors covering it: Macy's, Reddit

► How to cover it

Suggested heading: What real buyers say

- Add AggregateRating schema with a review count and source platform for each shoe
- Surface the count visibly next to the score, not just an icon
- Name the platform the ratings come from

LOW (13)

LOW

✕ vs Competitors

Add an expert quotation

Quote a named expert or authority relevant to the topic.

You: no uses quotations · Competitors: 1/4 have it

Adding quotations lifted visibility 30–40%.

— Aggarwal et al., "GEO", KDD 2024

LOW

⚙ On-page

Meta description too wide

At ~1337px it may be cut off.

► Fix — paste-ready

Now: The 7 best running shoes for flat feet based on extensive wear and lab testing. We award the best overall, best shock absorption, best energy return, best daily trainer, best lightweight, best traction and best durability.

```
<meta name="description" content="The 7 best running shoes for flat feet based on extensive wear and lab testing.">
```

LOW

⚙ On-page

Heading levels skip

Headings jump levels (e.g. H2 to H4).

Fix: Use headings in order (no skipped levels).

LOW

On-page

No key-takeaways / TL;DR

No key-takeaways / TL;DR block near the top — a compact, highly quotable summary.

► Fix — paste-ready

Drop this near the top of the page:

```
<p class="tldr"><strong>TL;DR:</strong> RunRepeat's guide ranks the 7 best running shoes for flat feet in 2026 using in-lab wear testing rather than opinion. It awards category winners for overall support, shock absorption, energy return, daily use, weight, and traction, each backed by measured data like torsional rigidity and outsole grip scores from testers who have flat feet themselves.</p>
```

LOW

On-page

No plain definition of the topic

No plain “X is a Y” definition near the top — the sentence answer engines lift to say what this is.

Fix: State plainly what the page is about near the top: “X is a Y that...”.

LOW

On-page

Images missing alt text

2 of 379 images missing alt.

► Fix — paste-ready

Add descriptive alt text to each image — say what it shows, skip “image of” (replace the sample wording):

Now: ``

```

```

Now: `
```

```

```

LOW

⚙ On-page

## Images without width/height

1 images missing width/height.

### ► Fix — paste-ready

Add each image's real pixel width and height so the browser reserves space — replace WIDTH and HEIGHT with the image's actual dimensions:

Now: ``

```

```

LOW

⚙ On-page

## Render-blocking script(s)

1 render-blocking script(s) in <head>.

### ► Fix — paste-ready

Add defer so each head script loads without blocking the first paint:

Now: `<script type="module" src="https://assets.runrepeat.com/_nuxt/C6x0Wjt2.js" crossorigin="">`

```
<script type="module" src="https://assets.runrepeat.com/_nuxt/C6x0Wjt2.js"
crossorigin="" defer>
```

LOW

⚙ On-page

## Large DOM (over 1500 elements)

2349 DOM elements.

**Fix: Reduce the number of DOM elements — flatten deep nesting and split very long pages.**

LOW

⚙ On-page

### Unsafe target=\_blank links

1 target=\_blank links without rel=noopener.

► **Fix — paste-ready**

Add rel="noopener" to each target="\_blank" link so the new tab can't reach back into your page:

Now: `<a href="/about" target="_blank" data-v-f190972e="">`

```

```

LOW

⚙ On-page

### Missing Content-Security-Policy

CSP helps guard against cross-site scripting.

► **Fix — paste-ready**

Set on your server, or add a Cloudflare Transform Rule (Modify Response Header):

```
Content-Security-Policy: default-src 'self'; img-src 'self' data: https:; style-src 'self' 'unsafe-inline'; script-src 'self' (tailor to your site; test in report-only first)
```

LOW

⚙ On-page

### Missing secure Referrer-Policy

Prevents URLs leaking on downgrade.

► **Fix — paste-ready**

Set on your server, or add a Cloudflare Transform Rule (Modify Response Header):

```
Referrer-Policy: strict-origin-when-cross-origin
```

LOW

✂ vs Competitors

### Publish an /llms.txt file

2 of the competitors publish an /llms.txt and you don't — it points AI crawlers straight at your key pages.

## ► Fix — paste-ready

Save as `llms.txt` at your site root (<https://runrepeat.com/llms.txt>):

```
RunRepeat

> Independent running and sneaker review site that lab-tests shoes and publishes data-backed buying guides.

Guides
- [Best Running Shoes For Flat Feet](https://runrepeat.com/guides/best-flat-feet-running-shoes): Lab-tested picks for flat-footed runners, ranked by category (overall, shock absorption, energy return, daily trainer, lightweight, traction, durability)

About
- [How We Test](https://runrepeat.com/how-we-test): Methodology for lab and wear testing
- [About RunRepeat](https://runrepeat.com/about): Site background and testing lab
```

## GET AHEAD — pull in front of the field (9)

GET AHEAD

✦ Net-new

### Flat-foot self-diagnosis wet-footprint test FACT-CHECK

A simple at-home wet-footprint test readers can do before buying, showing how to tell flexible vs rigid flat feet from the footprint shape.

#### ► How to build it

- Describe the wet-test method step by step
- Show what a flexible vs rigid flat-foot print looks like
- Link the result to which of the 7 shoe picks fits each type

GET AHEAD

✦ Net-new

### Cost-per-mile durability calculator FACT-CHECK

Combine the guide's own durability testing with price to show a rough cost-per-mile for each shoe, a value metric none of the competitors calculate.

#### ► How to build it

- Take the guide's existing durability data per shoe
- Divide typical price by expected mileage before replacement
- Present as a simple sortable table

GET AHEAD

✦ Net-new

## Width and half-size availability table across brands FACT-CHECK

A table showing which of the 7 picks come in narrow/wide widths and half sizes, since flat-footed runners often need a wider toe box.

### ► How to build it

- List width options (narrow, standard, wide) per shoe
- Note which brands offer half sizes
- Flag any picks that run small or large

### GET AHEAD

✦ Net-new

## Podiatrist-reviewed injury-risk context FACT-CHECK

Brief, sourced context on the actual injury risks associated with untreated flat feet in runners (e.g. plantar fasciitis, shin splints), reviewed or quoted by a podiatrist.

### ► How to build it

- Cite a recent sports-medicine source on flat-feet running injury rates
- Add one short podiatrist quote or review credit
- Tie the risk context back to why stability shoes matter

### GET AHEAD

## Add a comparison table

A table with clear headers is a format AI answers pull directly for “best/compare/vs” queries.

Comparison tables are among the content formats most frequently cited by AI search.

— HubSpot AI-search research

### ► Fix — paste-ready

Add a real HTML `<table>` (not an image or a set of divs) with a clear header row — engines lift these directly for “compare / vs / best” queries. Put the things you're comparing as columns and the features as rows:

```
<table>
 <thead>
 <tr><th>Feature</th><th>Option A</th><th>Option B</th></tr>
 </thead>
 <tbody>
 <tr><td>What it covers</td><td>Yes</td><td>No</td></tr>
 <tr><td>Price / from</td><td>...</td><td>...</td></tr>
 </tbody>
</table>
```

#### GET AHEAD

### Add a key-takeaways / TL;DR block

A short summary of the main points near the top gives AI a clean, quotable answer.

You: not on your page · Competitors: 1/4 have it

Front-load the conclusion — users decide in seconds whether to keep reading.

— Nielsen Norman Group

► Fix — paste-ready

Drop this near the top of the page:

```
<p class="tldr">TL;DR: RunRepeat's guide ranks the 7 best running shoes for flat feet in 2026 using in-lab wear testing rather than opinion. It awards category winners for overall support, shock absorption, energy return, daily use, weight, and traction, each backed by measured data like torsional rigidity and outsole grip scores from testers who have flat feet themselves.</p>
```

#### GET AHEAD

### Add an in-page table of contents

Jump-links help both readers and AI segment and cite the right section.

You: not on your page · Competitors: 1/4 have it

In-page navigation helps scanning readers jump straight to the part they need.

— Nielsen Norman Group

#### GET AHEAD

### Publish an EntityMap (entitymap.json)

None of your competitors publish an EntityMap yet — doing it now puts you in front of the field. It's a machine-readable index of your key concepts, each linked to Wikidata, that AI answer engines read directly.

Publishing an EntityMap lifted AI-visibility scores by as much as 26 points within 48 hours, and the EntityMap was cited 2.2–3.0× more often than the site's own About page.

— Waikay — EntityMap case study, [waikay.io](https://waikay.io)

► Fix — paste-ready

A complete EntityMap for your site, ready to publish — each Wikidata/Wikipedia sameAs link has been checked and any that didn't resolve were removed. Save it as `entitymap.json` at your site root

(<https://runrepeat.com/entitymap.json>) and link it from your homepage. Spec: [entitymap.org](https://entitymap.org).

```
{
 "version": "1.0",
```

```
"schema": "https://entitymap.org/spec/v1.0",
"publisher": {
 "name": "RunRepeat",
 "url": "https://runrepeat.com",
 "sameAs": []
},
"generated": "2026-08-13",
"entities": [
 {
 "entityId": "e_001",
 "@type": "Organization",
 "name": "RunRepeat",
 "description": "Independent running shoe and sneaker review site that lab-tests footwear and publishes data-driven buying guides.",
 "sameAs": "",
 "relations": [
 {
 "predicate": "publishes",
 "targetId": "e_002",
 "targetName": "Best Running Shoes For Flat Feet guide"
 }
],
 "hasChunks": []
 },
 {
 "entityId": "e_002",
 "@type": "DefinedTerm",
 "name": "Best Running Shoes For Flat Feet guide",
 "description": "RunRepeat's annually updated buying guide ranking running shoes for flat-footed runners based on lab and wear testing.",
 "sameAs": "",
 "relations": [
 {
 "predicate": "about",
 "targetId": "e_003",
 "targetName": "Flat feet"
 }
],
 "hasChunks": []
 },
 {
 "entityId": "e_003",
 "@type": "DefinedTerm",
 "name": "Flat feet",
 "description": "A foot condition where the arch is low or absent, often associated with overpronation during running.",
 "sameAs": "https://www.wikidata.org/wiki/Q844839",
 "relations": [],
 "hasChunks": []
 },
 {
 "entityId": "e_004",
 "@type": "Product",
 "name": "adidas Supernova Solution 3",
```

```
 "description": "RunRepeat's overall top pick for flat feet, a mild stability shoe with the Guide Your Ride system.",
 "sameAs": "",
 "relations": [
 {
 "predicate": "madeBy",
 "targetId": "e_008",
 "targetName": "Adidas"
 }
],
 "hasChunks": []
 },
 {
 "entityId": "e_005",
 "@type": "Product",
 "name": "Saucony Hurricane 25",
 "description": "RunRepeat's pick for best shock absorption among flat-feet running shoes, a maximalist stability trainer.",
 "sameAs": "",
 "relations": [
 {
 "predicate": "madeBy",
 "targetId": "e_009",
 "targetName": "Saucony"
 }
],
 "hasChunks": []
 },
 {
 "entityId": "e_006",
 "@type": "Product",
 "name": "Brooks Adrenaline GTS 25",
 "description": "RunRepeat's pick for best daily trainer for flat feet, featuring Brooks' GuideRails support system.",
 "sameAs": "",
 "relations": [
 {
 "predicate": "madeBy",
 "targetId": "e_010",
 "targetName": "Brooks"
 }
],
 "hasChunks": []
 },
 {
 "entityId": "e_007",
 "@type": "Product",
 "name": "ASICS Gel Kayano 33",
 "description": "RunRepeat's pick for best traction among flat-feet running shoes, using Hybrid ASICSGRIP rubber.",
 "sameAs": "",
 "relations": [
 {
 "predicate": "madeBy",
```

```

 "targetId": "e_011",
 "targetName": "ASICS"
 }
],
"hasChunks": []
},
{
 "entityId": "e_008",
 "@type": "Organization",
 "name": "Adidas",
 "description": "German sportswear and footwear manufacturer.",
 "sameAs": "https://www.wikidata.org/wiki/Q3895",
 "relations": [],
 "hasChunks": []
},
{
 "entityId": "e_009",
 "@type": "Organization",
 "name": "Saucony",
 "description": "American running shoe manufacturer.",
 "sameAs": "",
 "relations": [],
 "hasChunks": []
},
{
 "entityId": "e_010",
 "@type": "Organization",
 "name": "Brooks",
 "description": "American running shoe and apparel manufacturer.",
 "sameAs": "https://www.wikidata.org/wiki/Q4977969",
 "relations": [],
 "hasChunks": []
},
{
 "entityId": "e_011",
 "@type": "Organization",
 "name": "ASICS",
 "description": "Japanese sports equipment and footwear manufacturer.",
 "sameAs": "https://www.wikidata.org/wiki/Q286485",
 "relations": [],
 "hasChunks": []
}
]
}

```

#### GET AHEAD

### Answer the questions the competitors answer

Your page already answers questions of its own. These 3 are covered by the competitors and not by yours — adding them widens the range of searches you can be the answer to.

► See the 3 questions

Questions the competitors answer that yours doesn't — with how many of them cover each one:

- **Anyone else run better alone than with other people?** — 1/4: [reddit.com](#)
- **What made the biggest difference to your running progress?** — 1/4: [reddit.com](#)
- **Anyone else find the run home from work harder to skip than the morning run?** — 1/4: [reddit.com](#)

ALREADY STRONG (19)

✓ Keyword in title · ✓ Keyword in H1 · ✓ Keyword in opening · ✓ Keyword in meta · ✓ Keyword in a subheading · ✓ Covers the shared topics · ✓ Good content depth · ✓ Short-answer opening · ✓ Step list · ✓ Structured data · ✓ Meta description · ✓ Canonical tag · ✓ HTTPS · ✓ Publish/updated date · ✓ Internal linking · ✓ AI crawlers allowed · ✓ Uses statistics · ✓ Cites sources · ✓ Author entity

Your goal — this is what getting cited by AI answers looks like:

## How it looks in citations

A mock of how answer engines cite this page — the layout AI answers use, with your page as the source. Sample wording, not the real answer.

◆ AI Overview

1 source

We buy shoes ourselves. We earn commissions when you buy through us, at no extra cost. [Why trust us](#)



7 Best Running Shoes For Flat Feet in 2026 | RunRepeat

 runrepeat.com

◆ ChatGPT

The 7 best running shoes for flat feet based on extensive wear and lab testing. We award the best overall, best shock absorption, best energy return, best daily trainer, best light...  runrepeat.com +1

ChatGPT also links your brand inline: "...explore [RunRepeat](#) at runrepeat.com."

# Full detail & evidence

The raw signal readouts and detail behind the report — expand what you want to dig into.

## AI answer-engine (GEO) signal readout

Whether AI answers (Google AI Overviews, ChatGPT, Perplexity) would cite this page — the signals that make content quotable.

### ANSWER STRUCTURE

|                               |         |
|-------------------------------|---------|
| Question-style headings       | 13      |
| ...answered with a full block | 12      |
| H2 subheadings present        | Yes     |
| FAQ questions found           | 0       |
| FAQ full answers (40+ words)  | 0       |
| Avg FAQ answer length         | 0 words |
| FAQ marked up with schema     | No      |
| Short-answer opening          | Yes     |
| Lists / tables                | 25 / 5  |

### GEO CONTENT SIGNALS

|                          |                |
|--------------------------|----------------|
| Statistics / data points | 13             |
| Statistic density        | 0.2 /100 words |
| Citations to sources     | 3              |
| Authoritative citations  | 1              |
| Expert quotations        | 0              |
| Hedging density          | 0.1 /100 words |

### STRUCTURE, ENTITY & CRAWLABILITY

|                             |    |
|-----------------------------|----|
| Key-takeaways / TL;DR block | No |
| Table of contents           | No |

|                                       |              |
|---------------------------------------|--------------|
| Comparison tables                     | 0            |
| Definition lists                      | 0            |
| Semantic HTML5 (article/main/section) | Yes          |
| Author entity (Person schema)         | Yes          |
| Entity sameAs links                   | No           |
| Content freshness                     | 1 months old |
| AI crawlers (robots.txt)              | All allowed  |
| llms.txt present                      | No           |
| EntityMap published                   | No           |

### Keyword gap — missing words, differentiators, shared, only-you

#### MISSING WORDS

— none —

#### DIFFERENTIATORS — SOME RIVALS HAVE THESE

- balance
- models
- runninglifestyle
- comments
- upvotes
- sneakers
- finish
- running sneakers
- finish line
- solereview
- vongo
- doctors
- marathon
- training
- 10k
- monday
- shakeout
- monday shakeout
- suggestions
- shoe suggestions
- fresh
- fresh foam
- anyone
- men

#### SHARED — YOU AND THE COMPETITORS BOTH COVER

- shoes
- running
- shoe
- feet
- flat
- flat feet
- brooks
- runners
- arch
- running shoes
- run
- ago
- adrenaline
- stability
- gts
- adrenaline gts
- saucony
- running shoe
- review
- post
- neutral
- buy
- long
- first

#### ONLY ON YOUR PAGE

- cons
- shock
- absorption
- lab
- durability
- flares
- rigidity
- shock absorption
- sole flares
- video tag
- torsional rigidity

Full comparison — you vs the competitors

CONTENT DEPTH

| Signal                | You  | Competitors |
|-----------------------|------|-------------|
| Word count            | 5715 | 1628        |
| Paragraphs            | 137  | 46          |
| Reading ease (Flesch) | 66   | 65          |
| Avg sentence length   | 15w  | 21w         |
| Text-to-HTML ratio    | 38%  | 24%         |

HEADINGS & STRUCTURE

| Signal                  | You | Competitors |
|-------------------------|-----|-------------|
| Subheadings (H2)        | 30  | 2           |
| Sub-subheadings (H3)    | 21  | 14          |
| Question headings       | 13  | —           |
| ...answered (40+ words) | 12  | —           |
| Lists (ul/ol)           | 25  | 5           |
| Tables                  | 5   | —           |

ON-PAGE GEO

| Signal           | You      | Competitors |
|------------------|----------|-------------|
| Title length     | 54 chars | 72 chars    |
| Meta description | Yes      | 3/4         |
| H1 count         | 1        | 2           |
| Canonical tag    | Yes      | 3/4         |
| Mobile viewport  | Yes      | 4/4         |
| HTTPS            | Yes      | 4/4         |

FAQ QUALITY

| Signal | You | Competitors |
|--------|-----|-------------|
|--------|-----|-------------|

|                          |    |     |
|--------------------------|----|-----|
| FAQ questions            | 0  | —   |
| Full answers (40+ words) | 0  | —   |
| Avg answer length        | 0w | —   |
| FAQ schema               | No | 0/4 |

#### GEO CONTENT SIGNALS

| Signal                   | You      | Competitors |
|--------------------------|----------|-------------|
| Statistics / data points | 13       | 4           |
| Citations to sources     | 3        | 3           |
| Authoritative citations  | 1        | —           |
| Expert quotations        | 0        | —           |
| Hedging density          | 0.1/100w | —           |

#### TRUST & ENTITY

| Signal                 | You | Competitors |
|------------------------|-----|-------------|
| Key-takeaways / TL;DR  | No  | 1/4         |
| Table of contents      | No  | 1/4         |
| Comparison tables      | 0   | —           |
| Author entity (Person) | Yes | 2/4         |
| Entity sameAs          | No  | 0/4         |
| Content age (months)   | 1   | 17          |

#### LINKS, MEDIA & AI CRAWLABILITY

| Signal               | You | Competitors |
|----------------------|-----|-------------|
| Internal links       | 78  | 131         |
| External links       | 3   | 17          |
| Video / media embeds | 8   | —           |
| AI crawlers blocked  | 0   | —           |
| llms.txt present ▲   | No  | 2/4         |

EntityMap published

No

0/4

▲ = the competitors clearly out-do you. "Competitors" = the median (numbers) or count (yes/no) across the set.

## Full technical data (appendix)

### OVERVIEW

|                  |                                                                                                                                   |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Address          | <a href="https://runrepeat.com/guides/best-flat-feet-running-shoes">https://runrepeat.com/guides/best-flat-feet-running-shoes</a> |
| Status code      | 200                                                                                                                               |
| Indexability     | Indexable                                                                                                                         |
| Content type     | text/html;charset=utf-8                                                                                                           |
| Server response  | 78 ms                                                                                                                             |
| URL folder depth | 2                                                                                                                                 |
| Generator (CMS)  | —                                                                                                                                 |
| Last modified    | —                                                                                                                                 |

### HEADINGS

|                |                                            |
|----------------|--------------------------------------------|
| H1             | 7 Best Running Shoes For Flat Feet in 2026 |
| H1 / H2 / H3   | 1 / 30 / 21                                |
| Total headings | 55                                         |

### DIRECTIVES & INTERNATIONAL

|               |                                                                                                                                          |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Meta robots   | max-image-preview:large                                                                                                                  |
| Canonical     | <a href="https://runrepeat.com/guides/best-flat-feet-running-shoes">https://runrepeat.com/guides/best-flat-feet-running-shoes</a> (self) |
| hreflang tags | 5 (x-default set)                                                                                                                        |
| Language      | en                                                                                                                                       |

### META & SOCIAL

|                    |                    |
|--------------------|--------------------|
| Character encoding | Declared           |
| Favicon            | Declared in <head> |

|                                         |                               |
|-----------------------------------------|-------------------------------|
| Meta keywords                           | —                             |
| Open Graph complete                     | Yes                           |
| Twitter card                            | Yes                           |
| AMP page                                | No                            |
| Forms                                   | 1                             |
| iframes                                 | 0                             |
| <b>CONTACT &amp; BOOKING (detected)</b> |                               |
| Phone                                   | —                             |
| Email                                   | —                             |
| WhatsApp                                | —                             |
| Postcode                                | —                             |
| Opening hours                           | No                            |
| Chatbot                                 | Smartsupp · medium confidence |
| Booking mechanism                       | Chat only (booking via agent) |
| <b>REVIEWS &amp; TRUST (detected)</b>   |                               |
| Star ratings shown                      | Yes                           |
| Testimonials / reviews                  | No                            |
| Video testimonials                      | No                            |
| AggregateRating schema                  | No                            |
| Review platforms                        | —                             |
| <b>CONTENT QUALITY</b>                  |                               |
| Word count (rendered)                   | 5715                          |
| Source word count (raw)                 | 15514                         |
| Sentences                               | 369                           |
| Avg sentence length                     | 15 words                      |

|                            |                                                                     |
|----------------------------|---------------------------------------------------------------------|
| Reading ease (Flesch)      | 66 (Easy)                                                           |
| Paragraphs                 | 137                                                                 |
| JS-reliance ratio          | 0.37                                                                |
| Text-to-HTML ratio         | 38%                                                                 |
| LINKS & MEDIA              |                                                                     |
| Internal outlinks          | 78 (62 unique)                                                      |
| External outlinks          | 3 (3 unique)                                                        |
| Nofollow links             | 0                                                                   |
| Broken jump-links          | 0                                                                   |
| Images                     | 379 · alt coverage 99%                                              |
| Image formats              | 0 next-gen (WebP/AVIF) · 378 lazy-loaded · 0 decorative (empty alt) |
| Structured data            | 3 JSON-LD (WebPage, BreadcrumbList, Article) · RDFa                 |
| SECURITY                   |                                                                     |
| HTTPS                      | Yes                                                                 |
| Mixed content              | 0                                                                   |
| HSTS                       | Yes                                                                 |
| Content-Security-Policy    | No                                                                  |
| X-Content-Type-Options     | Yes                                                                 |
| X-Frame-Options            | Yes                                                                 |
| Referrer-Policy            | No                                                                  |
| VALIDATION                 |                                                                     |
| HTML size                  | 1377 KB                                                             |
| <head> / <body> count      | 1 / 1                                                               |
| Invalid elements in <head> | 0                                                                   |
| Bad content-type           | No                                                                  |

DOM size

**2349 elements**

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Citation Gap — by John Lawson | [johnlawson.dev](https://johnlawson.dev)