Decodability

Fairing
Documentation Audit

29 Oct 2026

Explore your priorities ↓

See your score



Documentation Discoverability Score

59 / 100

Based on 24 pages of your docs.

01 Report overview

We reviewed 24 pages of your docs, out of 107 we found.

Your top 3 fixes

1. 17 pages need links to related answers, like “Agentio”. Link to the prerequisites and the next relevant guide.
2. 14 pages need a useful next step, like “Connect Campaign Sources”. Link the answer to the next task in your product or docs.
3. 19 pages need clearer page titles, like “Analytics”. Name the task and product in each page title.

02 What this means for you

Help buyers answer these product questions.

Get Started: what should I know?

Connect this answer to its prerequisites, expected outcome and the next relevant task.

Your page ↗

How do I connect Campaign Sources?

Connect this answer to its prerequisites, expected outcome and the next relevant task.

Your page ↗

FAQs: what should I know?

Connect this answer to its prerequisites, expected outcome and the next relevant task.

Your page ↗

Book a walkthrough of this report

03 Documentation Discoverability Score

59/100.

Seven category scores

Assessment area	Score	What was assessed
Crawlability & indexability	15	Pages that buyers and search crawlers can open.
Information architecture	10	Clear navigation, page addresses and sections.
On-page search signals	8	Distinct titles, main headings and search summaries.
Answer & AI readability	10	Clear explanations, direct openings and step-by-step answers.
Internal linking	3	Useful links between related answers.
Reader next steps	3	Relevant next steps readers can take.
Content quality signals	10	Depth, practical examples and unique content.

What's working

- ✓ Reviewed pages returned HTTP 200, with no explicit noindex directives found.
- ✓ Crawler access, canonicals and readable documentation URLs were recognized.
- ✓ Collection navigation and focused answer regions were present in the sample.

04 Technical SEO findings

Descriptive page titles

19 of 24 pages need this fix.

Why it matters: Clear titles and headings help buyers recognize the right guide.

Example: Analytics ↗

19 pages

+18 more

> **Suggested fix:** Name the task and product in each page title.

Clear main topics

4 of 24 pages need this fix.

Why it matters: Clear titles and headings help buyers recognize the right guide.

Example: Daasity x Fairing Integration ↗

4 pages

+3 more

> **Suggested fix:** Give each page one heading that names the task.

▼ **How to implement**

1. Check the heading order on the published page.

Useful search summaries

4 of 24 pages need this fix.

Why it matters: Clear titles and headings help buyers recognize the right guide.

Example: Geographic Location ↗

4 pages

+3 more

> **Suggested fix:** Write a short summary of the answer and who it helps.

05 Documentation architecture

Useful contextual documentation links

17 of 24 pages need this fix.

Why it matters: Related answers help buyers complete a workflow without starting over.

Example: Agentio ↗

17 pages

+16 more

Suggested fix: Link to the prerequisites and the next relevant guide.

Descriptive sections

2 of 24 pages need this fix.

Why it matters: Clear organization helps buyers find the task they need.

Example: Data Dictionary ↗

2 pages

+1 more

Suggested fix: Break long explanations into sections named for the task.

06 Content gaps & missing opportunities

Practical explanation support

6 of 24 pages need this fix.

Why it matters: Practical detail helps buyers see how the product fits their needs.

Example: Alloy ↗

6 pages

+5 more

Suggested fix: Show a real example of the task and its result.

▼ **How to implement**

1. Check the example matches the current product.

Explanation depth

9 of 24 pages need this fix.

Why it matters: Practical detail helps buyers see how the product fits their needs.

Example: Customer View ↗

9 pages

+8 more

Suggested fix: Add the prerequisites, expected result and missing context.

07 GEO & AEO readiness

Structured answer support

10 of 24 pages need this fix.

Why it matters: A direct, self-contained answer helps buyers understand and use your product.

Example: Get Started ↗

10 pages

+9 more

Suggested fix: Add steps, a table or an example that helps readers follow the task.

Topic-specific answer openings

6 of 24 pages need this fix.

Why it matters: A direct, self-contained answer helps buyers understand and use your product.

Example: Google Sheets ↗

6 pages

+5 more

Suggested fix: Start with what the page helps the reader do.

Readable answer text

5 of 24 pages need this fix.

Why it matters: A direct, self-contained answer helps buyers understand and use your product.

Example: Add Pivot ↗

5 pages

+4 more

Suggested fix: Explain the task in readable page text.

08 Conversion opportunities

Task-appropriate next steps

14 of 24 pages need this fix.

Why it matters: A useful next step helps buyers put the answer into practice.

Example: Connect Campaign Sources ↗

14 pages

+13 more

> **Suggested fix:** Link the answer to the next task in your product or docs.

▼ **How to implement**

1. Check the link works and points to the right page.

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09 A practical improvement roadmap

17 pages need links to related answers, like “Agentio”. Link to the prerequisites and the next relevant guide.

14 pages need a useful next step, like “Connect Campaign Sources”. Link the answer to the next task in your product or docs.

19 pages need clearer page titles, like “Analytics”. Name the task and product in each page title.

1. Decode · Marketing + product: review the top fixes and decide which matter most to buyers.
2. Structure · Documentation + engineering: repair access problems and connect related collections.
3. Rebuild · Documentation + product: improve the answers with requirements, examples and expected outcomes.
4. Launch & Optimize · Marketing + engineering: publish the changes and run the audit again.

10 How to read this report

We review up to 25 pages of your public docs. Search numbers are estimates.

See how we score.

Independent Decodability analysis of public documentation. Fairing has not been a Decodability client for this work. This assessment does not imply a partnership, endorsement or completed client engagement.

11

Pages we reviewed

Useful contextual documentation links: 17 pages

Google Sheets · Agentio · Alloy · Products Purchased · Accessibility Statement · Add Pivot · AI Insights · Auto Advance · Geographic Location · Customer View · Data Dictionary · Data Sync · Disco · Daasity x Fairing Integration · Additional Configuration Options · Creating & Editing Questions · Discount Code Report

Task-appropriate next steps: 14 pages

Connect Campaign Sources · Google Sheets · Alloy · Products Purchased · Accessibility Statement · Add Pivot · Auto Advance · Geographic Location · Customer View · Data Dictionary · Disco · Daasity x Fairing Integration · Additional Configuration Options · Discount Code Report

Descriptive page titles: 19 pages

Get Started · Analytics · Advanced Attribution · Google Sheets · Agentio · Alloy · FAQs · Products Purchased · Accessibility Statement · Add Pivot · AI Insights · Auto Advance · Comparison Periods · Geographic Location · Customer View · Data Dictionary · Data Sync · Disco · Elevar

Clear main topics: 4 pages

Get Started · Agentio · Alloy · Daasity x Fairing Integration

Useful search summaries: 4 pages

Add Pivot · Geographic Location · Disco · Elevar

Descriptive sections: 2 pages

Get Started · Data Dictionary

Practical explanation support: 6 pages

Alloy · Geographic Location · Customer View · Disco · Elevar · Daasity x Fairing Integration

Explanation depth: 9 pages

Connect Campaign Sources · Alloy · Add Pivot · Geographic Location · Customer View · Data Sync · Disco · Elevar · Daasity x Fairing Integration

Structured answer support: 10 pages

Get Started · Alloy · Products Purchased · Accessibility Statement · AI Insights · Comparison Periods · Geographic Location · Customer View · Disco · Elevar

Topic-specific answer openings: 6 pages

Analytics · Google Sheets · Alloy · Data Dictionary · Disco · Daasity x Fairing Integration

Readable answer text: 5 pages

Add Pivot · Customer View · Data Sync · Disco · Elevar

Want this kind of review for your docs?

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