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EMBARGO: FOR IMMEDIATE RELEASE | STATUS: NOVEMBER 2026

Evaluation of 10,648 German Websites: 94.1 Percent State Their Address in Visible Text - Yet 73.0 Percent Lack Machine-Readable Business Markup

Rheine, Germany. Nearly every examined website in Germany states its postal address clearly in visible page text or in its legal notice (94.1 %). In the underlying source code, however, almost three quarters of examined homepages (73.0 %, or 7,778 out of 10,648 domains) lack structured business markup using Schema.org (Organization or LocalBusiness). Even among the 2,870 German websites that do include such JSON-LD business markup on their homepage, only 21.3 % (611 domains) include a nested postal address (PostalAddress).

These findings stem from a technical evaluation conducted by German software provider MIRDAT, which inspected 13,710 technically reachable websites from public directories (including n = 10,648 in Germany) between September and October 2026.

Low Rate of Active Bot Blocking - Wide Gaps in Structured Markup
In current discussions surrounding AI search systems such as ChatGPT Search, Perplexity, or Google Gemini, it is frequently assumed that businesses actively block automated search crawlers. The inspection of /robots.txt files shows that this is rarely the case among German websites: Only 2.2 % of examined German domains (239 of 10,648) specifically disallow AI search and retrieval crawlers such as OAI-SearchBot, PerplexityBot, Applebot, or Claude-User (97.8 % or 10,409 domains unblocked). Slightly more domains - 4.3 % (453 domains) - disallow model-training crawlers such as GPTBot, CCBot, or Google-Extended. A global wildcard block (User-agent: * with Disallow: /) was found on 0.6 % (60 domains).

Technical Context: What Missing Markup Means - and What It Does Not
MIRDAT emphasizes that the absence of Schema.org markup or an /llms.txt file does not mean that a company is invisible in search engines or AI answers. Google explicitly notes in its documentation for AI features that neither specialized AI text files nor additional schema markup are mandatory requirements for indexing. However, structured JSON-LD markup helps automated systems unambiguously verify company name, physical location, industry branch, and opening hours; on 73.0 % of domains, this data is not additionally available in the audited structured form.

For the emerging /llms.txt file format - a concise Markdown overview for AI agents - the evaluation revealed a substantial gap between superficial HTTP availability and actual valid content: After filtering out soft-404 error pages, 4.7 % of examined German websites (497 of 10,648) provided a valid Markdown file (compared to 9.7 % or 1,030 domains before soft-404 filtering).

International Country Comparison: Anglo-American Markets Lead in Adoption
A cross-border comparison highlights substantial optimization potential: In the United Kingdom (54.1 %, n = 839) and the United States (53.8 %, n = 2,114), more than half of examined business websites implement machine-readable Schema.org markup. US websites also lead in structured postal addresses at 29.7 % (627 domains), well ahead of German sites (6.5 % of the total DE cohort, or 21.3 % of the subgroup with markup).

"In most businesses, location and service details are already written on the page for human visitors - they appear in the imprint or on the contact page. In the source code, however, structured Schema.org markup like PostalAddress or machine-readable overviews like llms.txt are frequently missing. Well-structured technical markup eliminates unnecessary guesswork for automated search and retrieval systems."

- Michael Röttger, Owner and Software Developer of MIRDAT in Rheine, Germany

Key Metrics Overview (Germany, n = 10,648 reachable homepages):

Postal address in visible text / legal notice:	**94.1 %**	Physical address readable for visitors
No Schema.org business markup in JSON-LD:	**73.0 %**	7,778 of 10,648 homepages without Organization/LocalBusiness
Schema.org business markup present:	**27.0 %**	2,870 of 10,648 homepages
Nested PostalAddress (within entity markup):	**21.3 %**	611 of 2,870 domains with markup
PostalAddress in JSON-LD (total cohort):	**6.5 %**	695 of 10,648 reachable DE websites
Valid /llms.txt file present:	**4.7 %**	497 of 10,648 domains (soft-404 filtered)
AI search crawlers blocked in robots.txt:	**2.2 %**	239 of 10,648 (97.8 % or 10,409 open)
AI training bots blocked in robots.txt:	**4.3 %**	453 of 10,648 domains
Global wildcard disallow (Disallow: /):	**0.6 %**	60 of 10,648 domains

About MIRDAT and the Developer:

MIRDAT was developed by Michael Röttger in Rheine (Münsterland, Germany) based on years of hands-on experience at the intersection of commercial operations, business workflows, and software development. MIRDAT performs automated external technical audits for small and medium-sized enterprise (SME) websites, monitoring discoverability, structured data integrity, and system health.

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Editorial Information & Media Assets:
- Charts & Raw Data: High-resolution vector graphics (SVG/PNG) and tabular factsheets available for download at https://www.mirdat.de/en/press (License: CC BY 4.0).
- Citation: 'Source: MIRDAT Website Study 2026 (mirdat.de/en/press)'
- Regional Benchmarks: Comparative data for Münsterland, Osnabrück, Euregio, and major German/international metropolitan areas freely accessible via the press portal.