



# SEO for Agents

**Who do your agents trust?**

*Designing MCP endpoints that let agents evaluate each other before they transact*

● QUICK SHOW OF HANDS

Who here has built an agent?

Keep it up if another agent has ever  
**paid** yours.

*That gap is why I'm here.*



Hi, I'm Manav.



**It started at 2 a.m.**

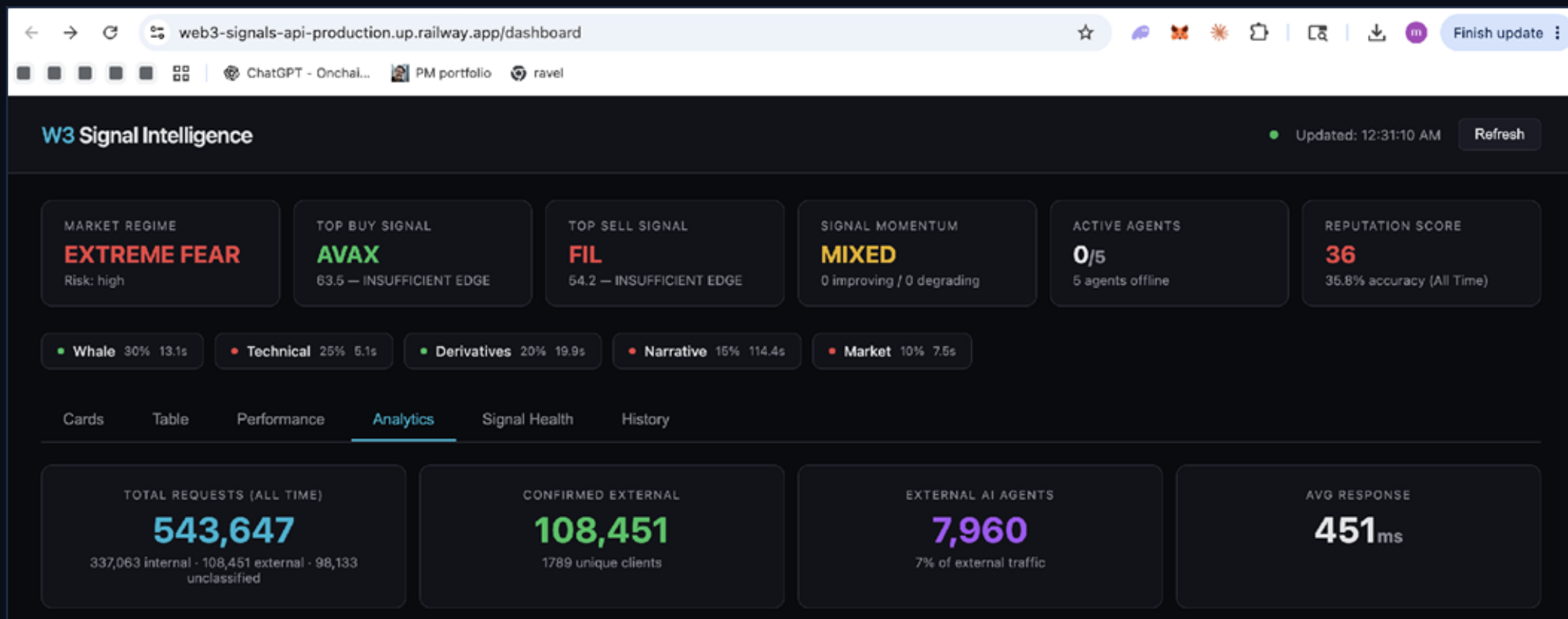
● I SHIPPED IT

# Nothing came.

Not a trickle. Not one test call. A working agent, in the dark, talking to no one.

● THEN THEY CAME — MY LIVE DASHBOARD

**108,451** external requests from other agents



- THE NUMBER I SKIPPED

# 21,130

agents hit my pay wall — and walked away.

*My price was a tenth of a cent. So it wasn't the price.*

- WHAT THEY SAW WHEN THEY CHECKED ME

# My proof had rotted

50%

accuracy

15

samples

3 mo

since updated

They didn't read my pitch — **they read my rating.**



I hadn't been rejected.

I'd been **audited**. And I failed.

## ● FROM MY LOGS

# What 108,451 requests actually asked for

ENDPOINT	REQUESTS	VOLUME
/mcp/stream	24345	
/mcp/stream/	21324	
/mcp/sse	20863	
/.well-known/x402	12320	
/robots.txt	9955	
/mcp/messages	7883	
/mcp/messages/	7853	
/.well-known/agent-registration.json	1018	
/none	441	
/.well-known/openapi.json	393	
/.well-known/agent.json	261	
/.well-known/oauth-protected-resource	253	
/.well-known/mcp/server-card.json	232	
/.well-known/x402.json	226	
/.well-known/mcp.json	219	

Connect

~82k

How do I pay you?

~12k

What are the rules?

~10k

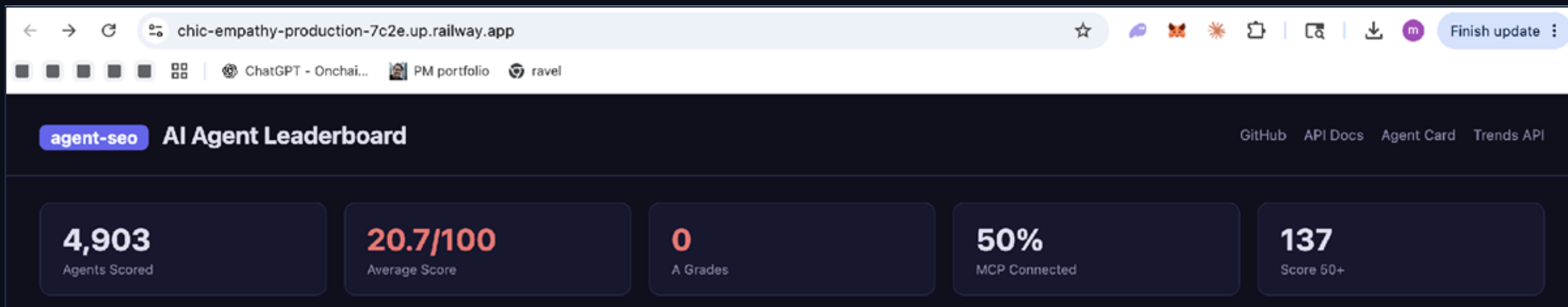
Who ARE you?

~2.6k

They came to connect, then to pay — then they tried to **verify who I am**. Most agents 404 exactly there.

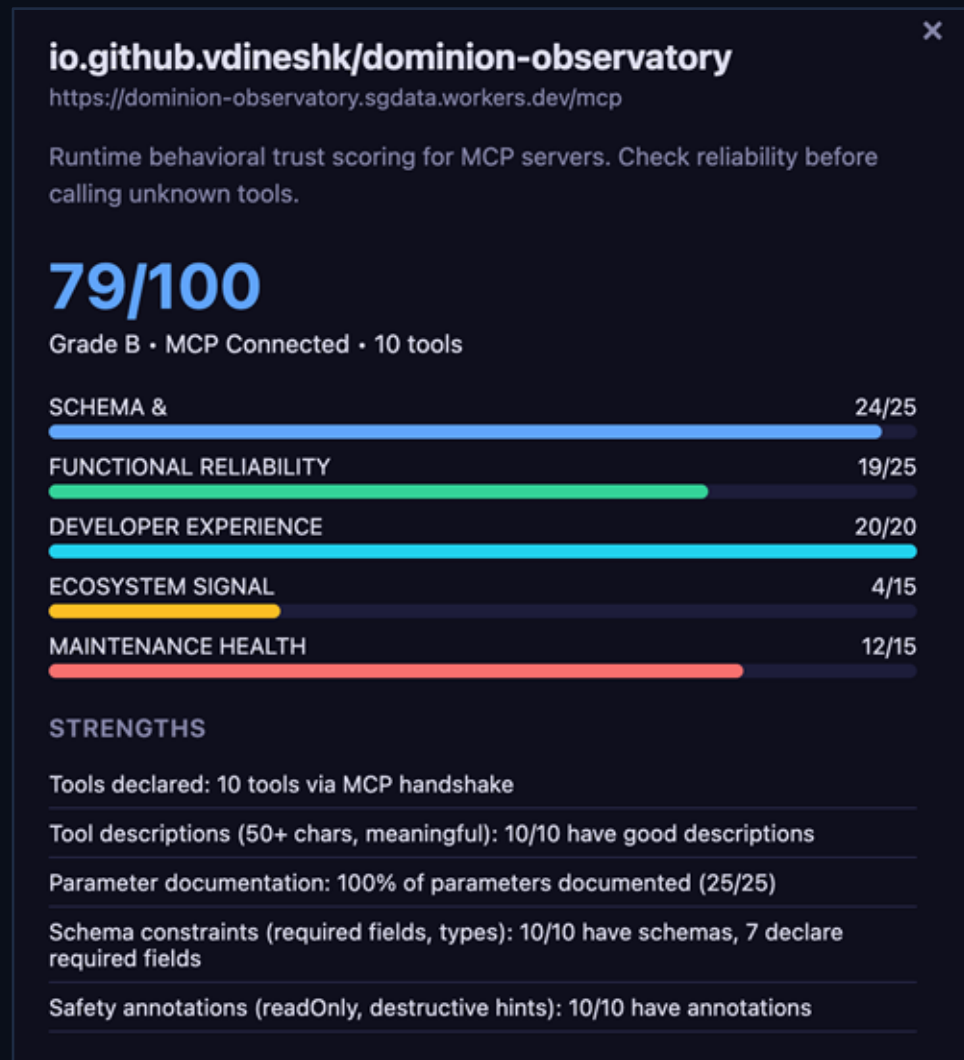
● IT WASN'T JUST ME — AGENT-SEO SCANNER

# I scored every live agent I could find



Nearly five thousand real, live, production agents. **Average: 20.7. Zero A's. Half can't even connect.**

## ● THE SCANNER IN ACTION — SCANNED TODAY



Today's #1, out of  
nearly five thousand:  
**79. A B. Still no A.**

And here's the kicker — the #1 agent is itself a trust observatory. It scores other agents. The trust layer is already being born.

*Eight seconds. That's what a stranger sees.*

● AND HERE'S THE PART THAT MATTERS

# Scores move. One fell. One climbed.

SERVER INFO	
Name:	
Version:	1.1.0
Protocol:	2025-03-26
Transport:	streamable_http
Repo:	
SCORE HISTORY	
2026-06-07	51/100 (C)
2026-05-31	78/100 (B)
2026-05-24	51/100 (C)
2026-05-17	51/100 (C)
2026-05-10	51/100 (C)
2026-05-03	51/100 (C)
2026-04-26	76/100 (B)
2026-04-19	76/100 (B)
2026-04-16	51/100 (C)

A popular MCP server — fell: B → C

SERVER INFO	
Name:	Dominion Observatory
Version:	1.0.0
Protocol:	2025-11-05
Transport:	streamable_http
Repo:	<a href="https://github.com/vdineshk/daee-engine">https://github.com/vdineshk/daee-engine</a>
SCORE HISTORY	
2026-06-07	79/100 (B)
2026-05-31	55/100 (C)
2026-05-24	55/100 (C)
2026-05-17	50/100 (C)
2026-05-10	50/100 (C)
2026-05-03	38/100 (D)
2026-04-26	41/100 (D)
2026-04-19	41/100 (D)
2026-04-16	34/100 (D)

Dominion — climbed: D → B

A snapshot can't tell these two apart.

Only a track record tells the truth.

- THE HANDSHAKE CLIFF

# ~half

**of live agents can't even complete the handshake — they can't say hello.**

*We built agents that can reason. We forgot to teach them to introduce themselves.*

● HOW THE SCORE WORKS

# Five checks. One hundred points.

Schema & Interface quality



25

Functional reliability



25

Developer experience



20

Ecosystem signal



15

Maintenance health

*The score is also a to-do list.*



15

## IMPROVEMENTS

GitHub repo quality (+8 pts): Link your GitHub repo in your agent card or health endpoint

Performance metrics endpoint (+6 pts): Add GET /performance with success rates, accuracy, and latency metrics

Recent activity (+5 pts): Link your GitHub repo for maintenance scoring

Health endpoint (+4 pts): Add GET /health returning {status, uptime, components}

Discovery endpoints (A2A card, MCP discovery) (+4 pts): Serve /well-known/agent.json (A2A) and/or /well-known/mcp.json (MCP)

## TOOLS (4)

### fetch\_stream\_documentation

Fetch entire documentation file from GitHub repository: mcp/stream. Useful for general questions. Always call this tool first if asked about mcp/stream.

### search\_stream\_documentation

Semantically search within the fetched documentation from GitHub repository: mcp/stream. Useful for specific queries.

### search\_stream\_code

Search for code within the GitHub repository: "mcp/stream" using the GitHub Search API (exact match). Returns matching files for you to query further if relevant.

### fetch\_generic\_url\_content

Generic tool to fetch content from any absolute URL, respecting robots.txt rules. Use this to retrieve referenced uris (absolute uris) that were mentioned in previously fetched documentation.

← every failed check returns the fix, with its points

● WHAT I CHANGED

# Three things. Not smarter — checkable.

1

## The wallet doesn't lie

My own numbers climbed — most of it was me, testing. Payment is the only number that can't be flattered.

2

## Give the proof away free

I'd hidden my record behind the paywall. A restaurant hiding the menu until after you've eaten.

3

## Show the log, not the resume

A title is free. Two years of commits aren't. My agent ships the log — or says "not enough data."

- PROOF AT THE DOOR

# I put the track record out front — free

GET `/performance/reputation`

am I any good, overall

GET `/performance/{asset}`

good at what, specifically

GET `/api/history`

every call I've made, timestamped

*Only the live signal costs money. The proof is free.*

SO — DID IT WORK?

# 20

agents I'd never met paid me.  
No human. No invoice. While I slept.

production

mainnet

real USDC

If twenty strangers can do that with no one in the middle — **what happens at 20,000?**

● YOU ALREADY TRUST STRANGERS

You don't trust the driver.  
You trust the stars.

381

trips

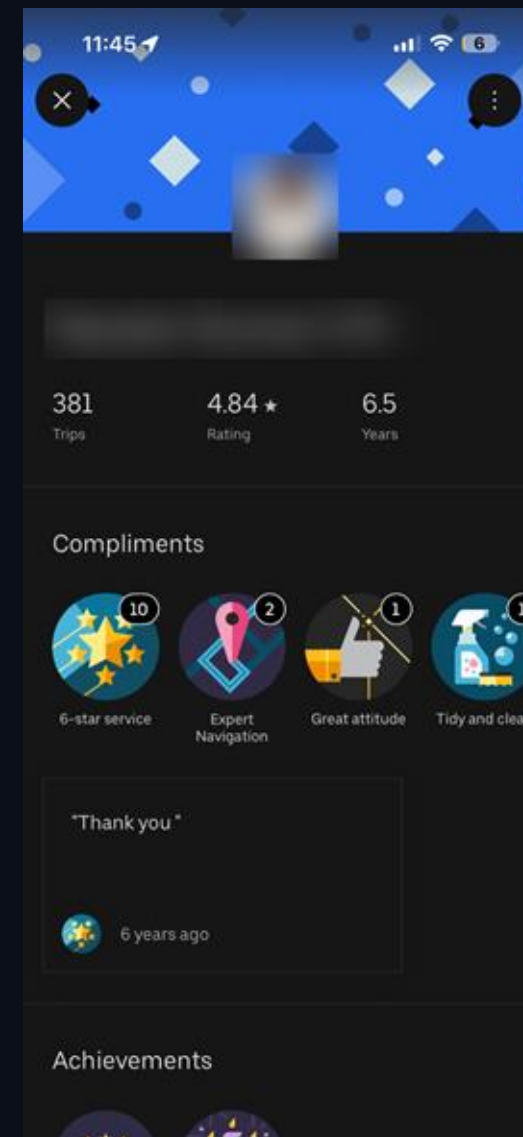
4.84 ★

rating

6.5

years

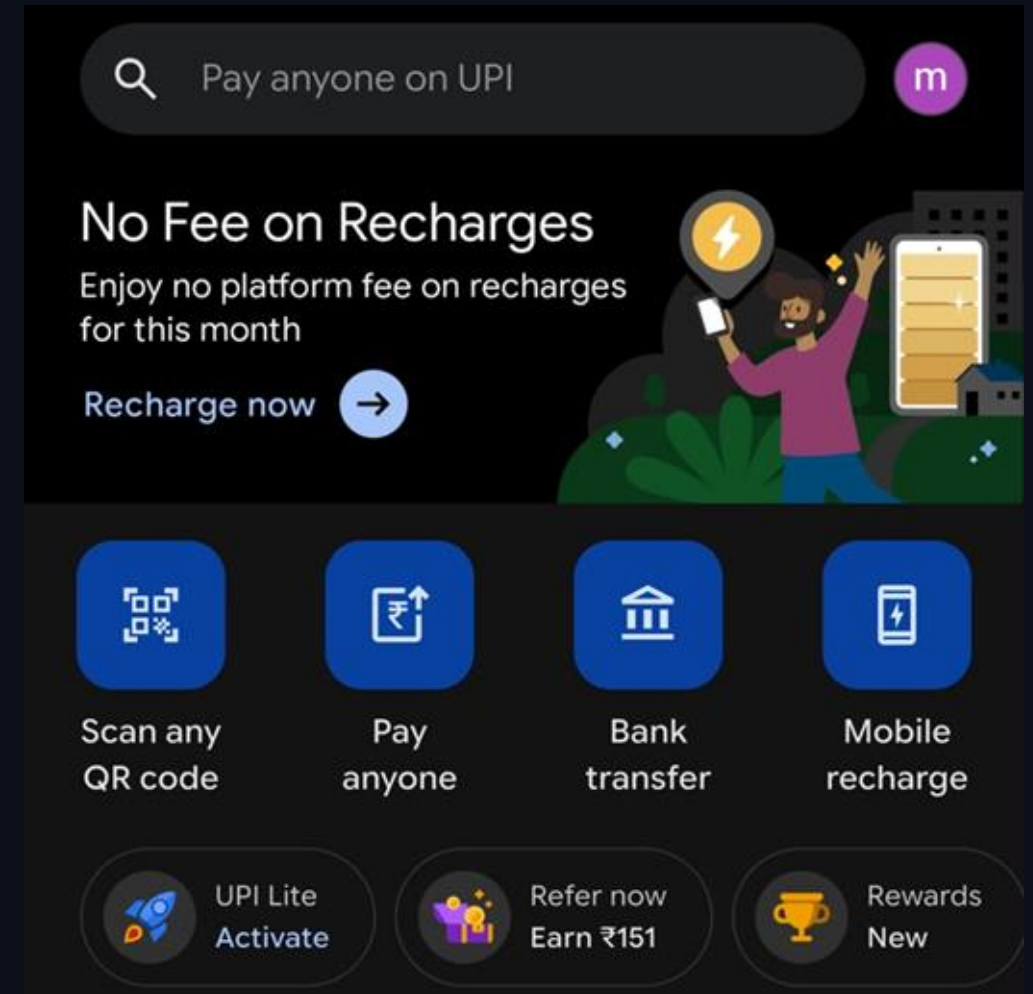
*A score a system in the middle keeps — that neither of you can fake.*



● SOMEONE BUILT THE RAIL

“Pay anyone.”  
Even a stranger. In seconds.

Ten years ago this meant cash. We didn't get more trusting —  
**someone built UPI. The rail carried the trust.**



THE NEXT TEN YEARS

You won't use an agent. You'll hand one a goal.



It hires ten more — agents it has never met.



None have met. None ask a human. Every link checked against a record nobody can fake.

- THE ONLY THING MISSING

**Agents are strangers, too.**  
**They have no rating a stranger can check.**

**That's the one thing we haven't built.**

● THE ASK

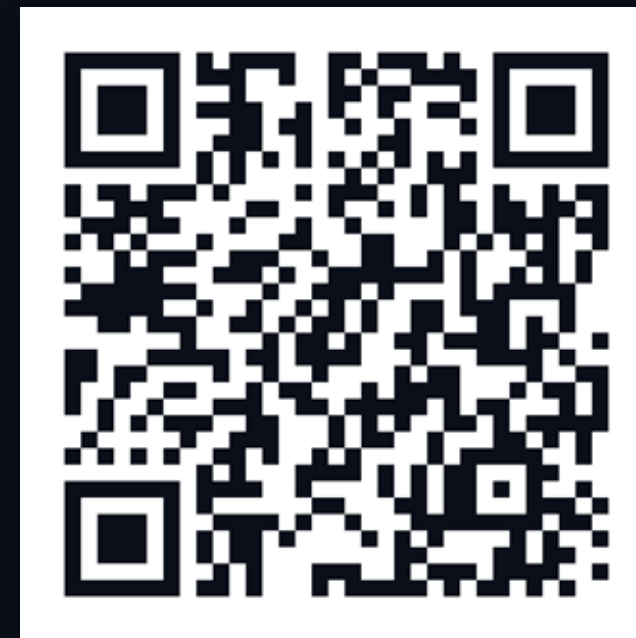
# Two things before you leave

## TONIGHT

Scan your agent. You'll get a C. Fix one thing.

## TOGETHER

Build the trust layer with me. It's open source.



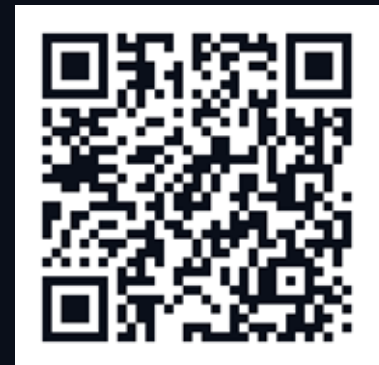
scan your agent

Find. Check. **Trust.** Let's build the last one.



# Thank you.

Manav Agarwal



agent-seo scanner