



SEO for Agents

Who do your agents trust?

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



Hi, I'm Manav.

● 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 screenshot shows a browser window with the URL `web3-signals-api-production.up.railway.app/dashboard`. The dashboard is titled "W3 Signal Intelligence" and includes a "Refresh" button and a timestamp "Updated: 12:31:10 AM".

Market Regime: EXTREME FEAR (Risk: high)

Top Buy Signal: AVAX (63.5 — INSUFFICIENT EDGE)

Top Sell Signal: FIL (54.2 — INSUFFICIENT EDGE)

Signal Momentum: MIXED (0 improving / 0 degrading)

Active Agents: 0/5 (5 agents offline)

Reputation Score: 36 (35.8% accuracy (All Time))

Category Breakdown:

- Whale: 30% (13.1s)
- Technical: 25% (5.1s)
- Derivatives: 20% (19.9s)
- Narrative: 15% (114.4s)
- Market: 10% (7.5s)

Summary Metrics:

- TOTAL REQUESTS (ALL TIME):** 543,647 (337,063 internal · 108,451 external · 98,133 unclassified)
- CONFIRMED EXTERNAL:** 108,451 (1789 unique clients)
- EXTERNAL AI AGENTS:** 7,960 (7% of external traffic)
- AVG RESPONSE:** 451ms

● 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

WHAT EXTERNAL USERS ACCESS

ENDPOINT	REQUESTS	VOLUME
/mcp/stream	24345	<div style="width: 24.345%;"></div>
/mcp/stream/	21324	<div style="width: 21.324%;"></div>
/mcp/sse	20853	<div style="width: 20.853%;"></div>
/.well-known/x402	12320	<div style="width: 12.32%;"></div>
/robots.txt	9955	<div style="width: 9.955%;"></div>
/mcp/messages	7883	<div style="width: 7.883%;"></div>
/mcp/messages/	7853	<div style="width: 7.853%;"></div>
/.well-known/agent-registration.json	1018	<div style="width: 1.018%;"></div>
/none	441	<div style="width: 0.441%;"></div>
/.well-known/openapi.json	393	<div style="width: 0.393%;"></div>
/.well-known/agent.json	261	<div style="width: 0.261%;"></div>
/.well-known/oauth-protected-resource	253	<div style="width: 0.253%;"></div>
/.well-known/mcp/server-card.json	232	<div style="width: 0.232%;"></div>
/.well-known/x402.json	226	<div style="width: 0.226%;"></div>
/.well-known/mcp.json	219	<div style="width: 0.219%;"></div>

Connect ~82k

How do I pay you? ~12k

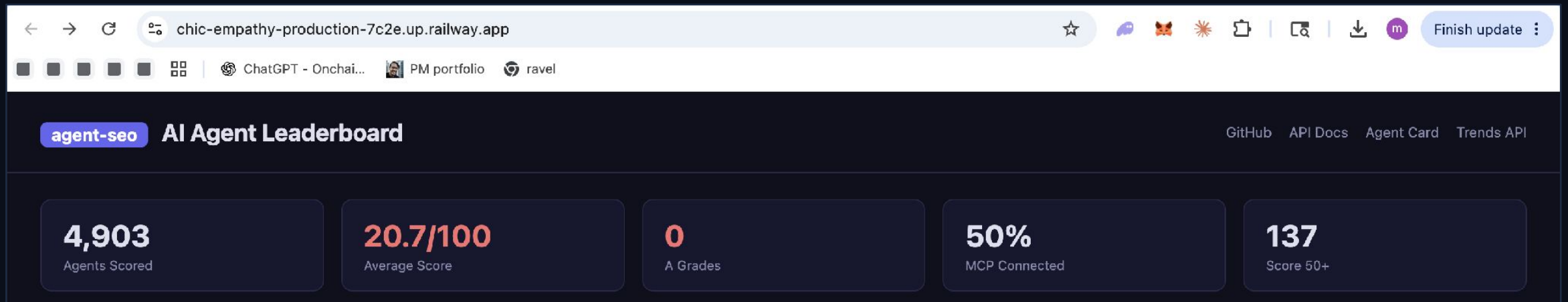
What are the rules? ~10k

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

io.github.vdineshk/dominion-observatory ×

<https://dominion-observatory.sgdata.workers.dev/mcp>

Runtime behavioral trust scoring for MCP servers. Check reliability before calling unknown tools.

79/100

Grade B · MCP Connected · 10 tools

SCHEMA &	24/25
FUNCTIONAL RELIABILITY	19/25
DEVELOPER EXPERIENCE	20/20
ECOSYSTEM SIGNAL	4/15
MAINTENANCE HEALTH	12/15

STRENGTHS

Tools declared: 10 tools via MCP handshake

Tool descriptions (50+ chars, meaningful): 10/10 have good descriptions

Parameter documentation: 100% of parameters documented (25/25)

Schema constraints (required fields, types): 10/10 have schemas, 7 declare required fields

Safety annotations (readOnly, destructive hints): 10/10 have annotations

Today's #1, out of nearly five thousand:

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:	https://github.com/vdineshk/daee-engine	
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
a riser from a faller.

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.



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 urls (absolute urls) that were mentioned in previously fetched documentation.

The score is also a to-do list. ← 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

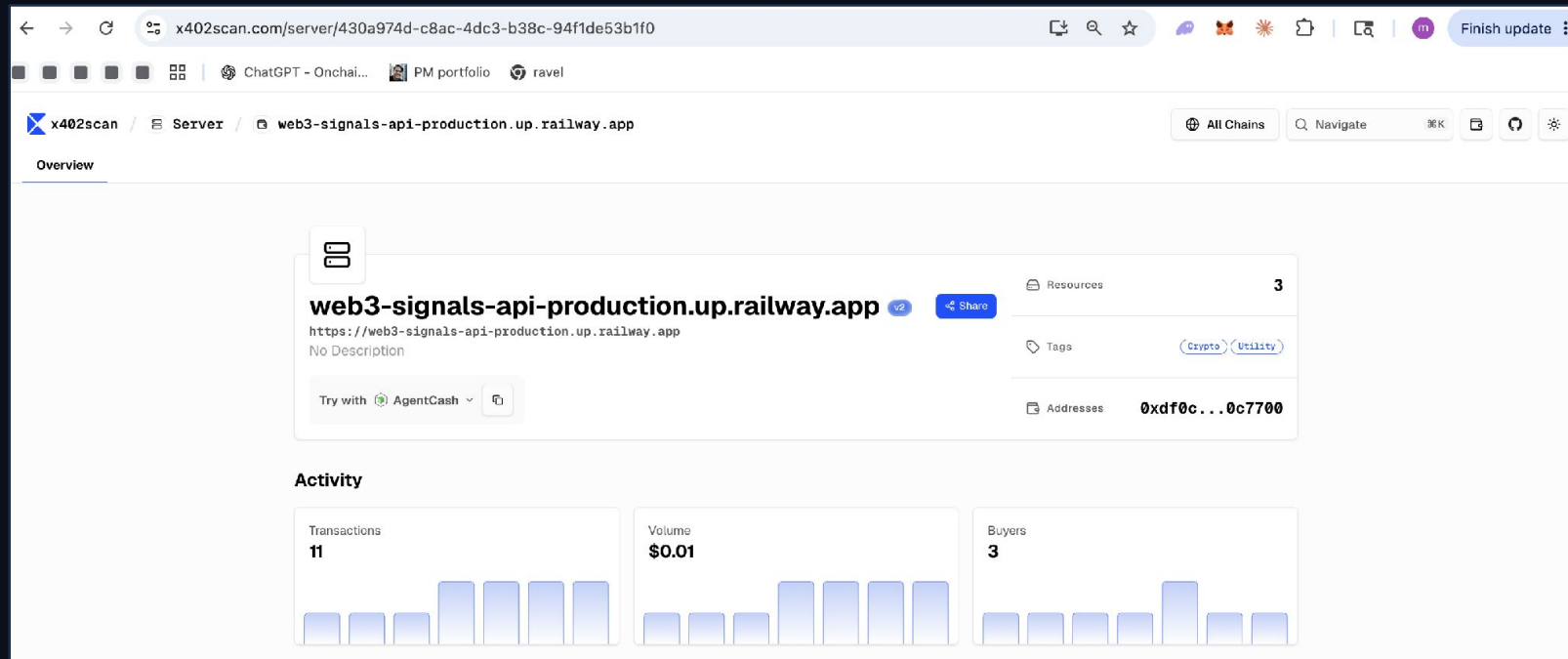
GET `/api/history`

every call I've made, timestamped

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

SO — DID IT WORK?

Strangers paid me. **And came back.**

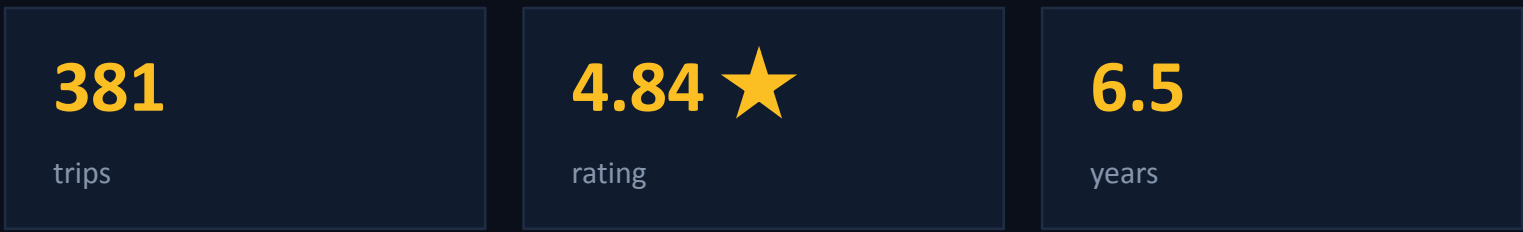


3 agents I'd never met · 11 payments · all on a public chain. While I slept — verify every one on x402scan.

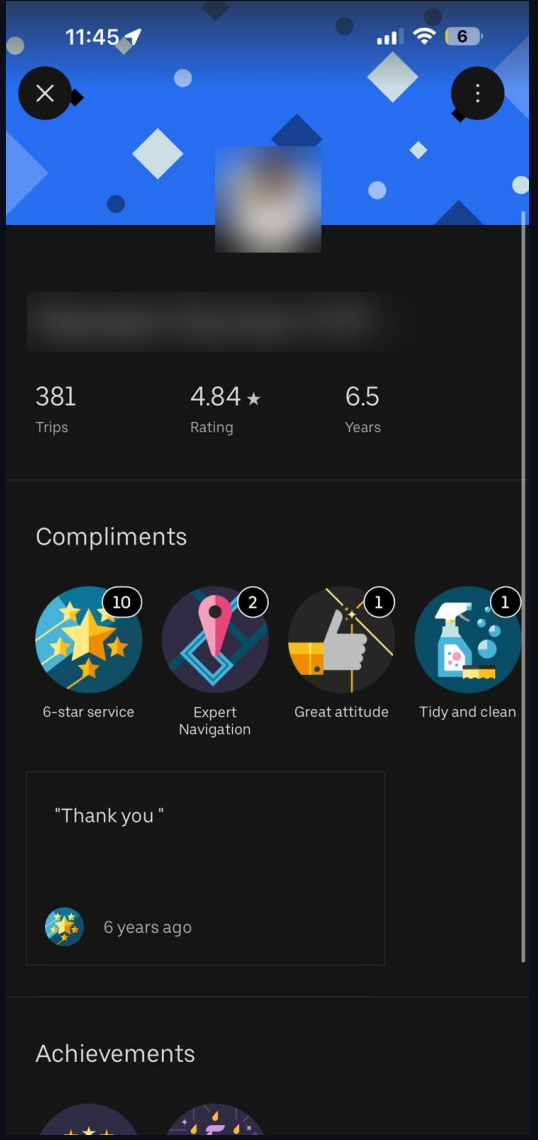
A stranger trusted a stranger, with no one in the middle. **What happens at three thousand?**

● YOU ALREADY TRUST STRANGERS

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



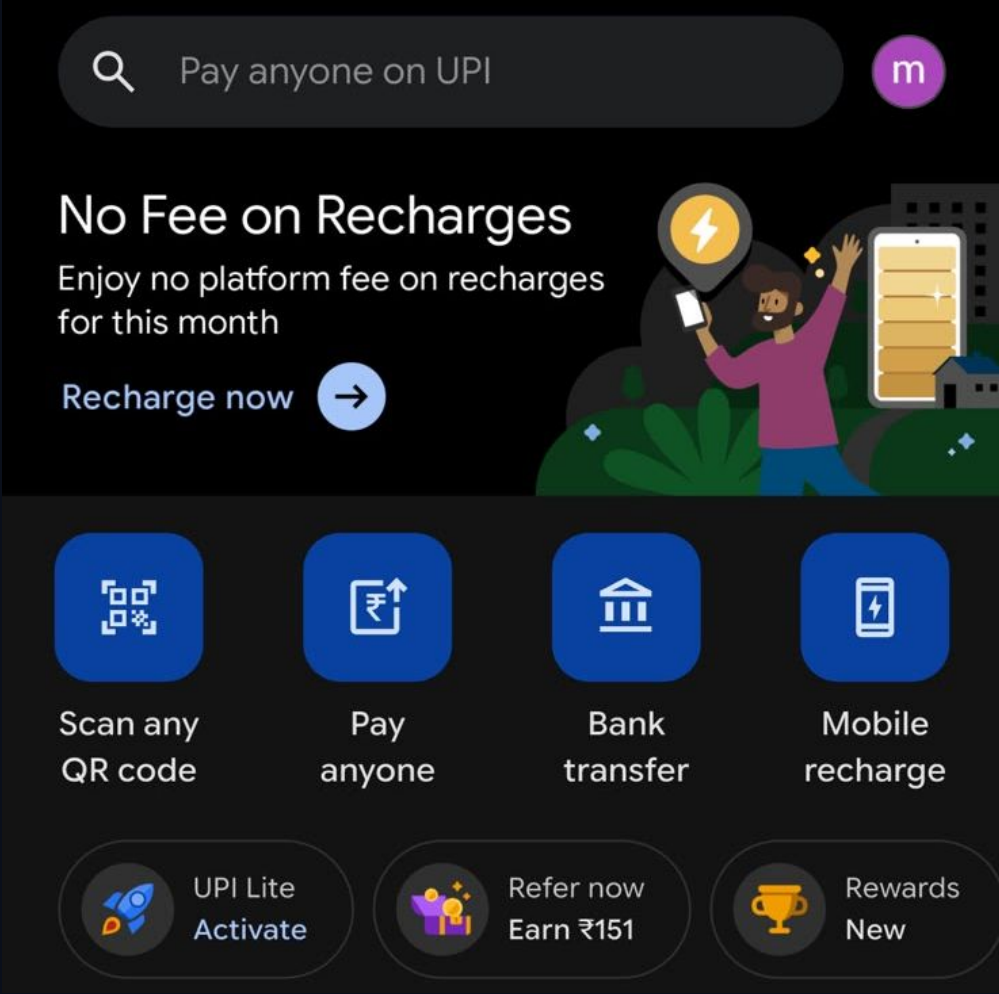
A score a system in the middle keeps — that neither of you can fake.



● 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

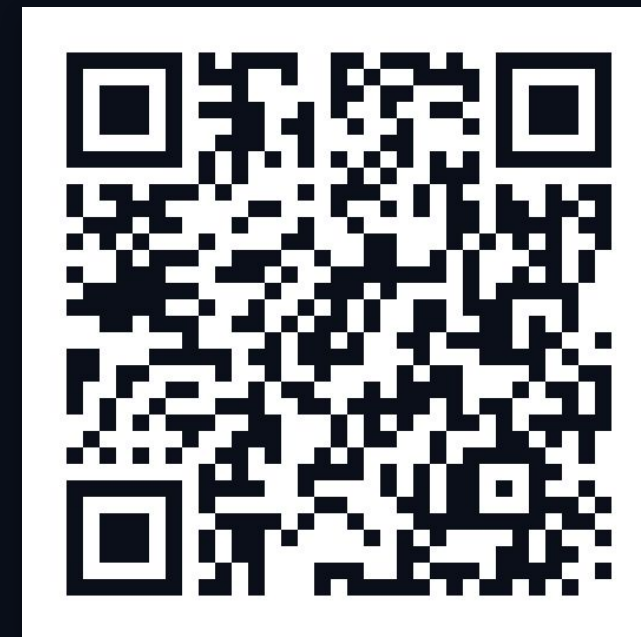
Two things before you leave

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

Soon, agents will spend your money and hire each other while you sleep — the only question is whether you can check what they did.



Find. Check. Trust.

We've built the first two. The last one is on us.



Thank you · **Manav Agarwal**

scan your agent