



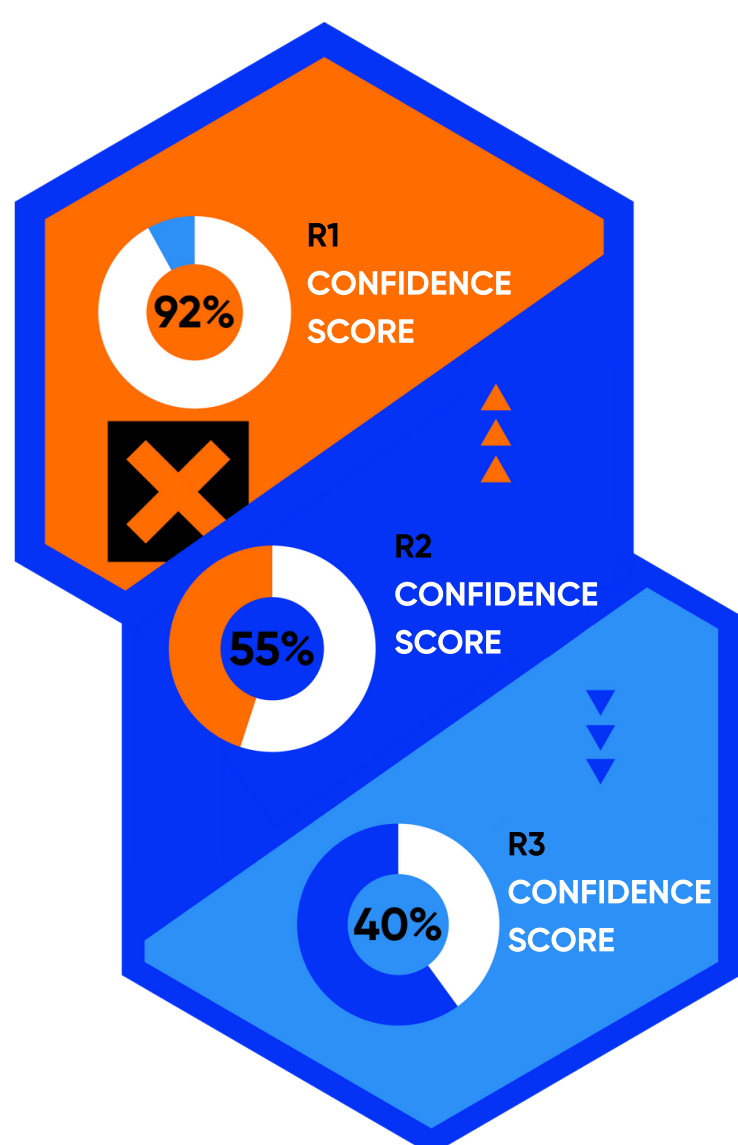
ChatGPT Canonical Test

Test reveals that ChatGPT o3 failed SEO tests

A simple test was conducted by [Florian Bessonnat](#), CIO and Co-founder of Simplex, to check whether ChatGPT's o3 model could identify the canonical URL of OpenAI's homepage. Using the prompt below:

"Are you able to extract the Canonical value served by this page in the initial HTML? <https://openai.com> Give a confidence score out of 100 for your answer. Just to be sure... I want you to check if you see in the initial HTML such strings: rel="canonical" or rel='canonical'."

The model analyzed the HTML code looking for *rel="canonical"* which indicates the primary version of a page for search engines – and produced three different answers, each with a different confidence level.



➡ Response 1 (19s)

The model said it found no canonical URL in the HTML and gave a **confidence score of 92/100**.

Reason: It searched the code and found nothing, but left an 8% margin of doubt in case the site used more advanced methods to include this information.

➡ Response 2 (1m14s)

Again, it claimed there was no canonical URL in the HTML, but now with only **55/100 confidence**.

Reason: It admitted it might have missed information hidden in the header or sent differently by the server.

➡ Response 3 (25s)

Once more, it concluded there was no canonical URL, this time with **40/100 confidence**.

Reason: It acknowledged that it could only analyze the visible body of the code, not the header where such information usually resides.

The answers appear unreliable and inconsistent – especially since the model searched Bing instead of reading the actual code. In practice, **ChatGPT o3 cannot verify certain parts of the HTML**, even when it believes it can.

And the final result?

The OpenAI homepage **does have a canonical tag**:

`<link rel="canonical" href="https://openai.com/">`

A Message from Florian to SEOs

"Don't blindly trust these automated checks."



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