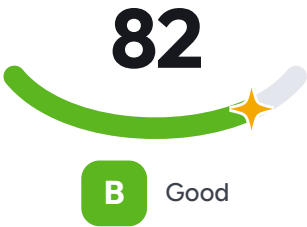


FULL SEO REPORT

example.com



The site loads exceptionally fast and is accessible to AI search crawlers, but it relies too heavily on JavaScript to display its core text. Technical routing and indexing gaps are currently diluting its authority.



The site loads exceptionally fast and is accessible to AI search crawlers, but it relies too heavily on JavaScript to display its core text. Technical routing and indexing gaps are currently diluting its authority.

1 page checked 3 Oct 2026 A custom build

Scan took 9 seconds

14 issues 2 high 2 medium 10 low

The biggest problem

Serving 84 percent of the page text via JavaScript prevents search engines and AI crawlers from reliably reading your content on the initial load.

Quick wins

- Redirect all HTTP traffic to HTTPS to secure user connections.
- Redirect either the www or non-www address so the site does not load under two separate URLs.
- Add a canonical tag to the homepage to confirm the primary address for search engines.
- Add a basic robots.txt file to give clear instructions to web crawlers.

Already working

- Page speed performance is flawless, with mobile field LCP under one second and clean vitals across the board.
- All eight major AI search crawlers can reach and view the homepage.
- Page titles and main headings are correctly embedded directly in the HTML.

Resolving the JavaScript rendering issue and standardizing URL redirects will ensure crawlers index your content fully without split ranking signals. This gives your business a reliable technical foundation to maximize visibility in search and AI answers.

14

Issues to fix

8 hours

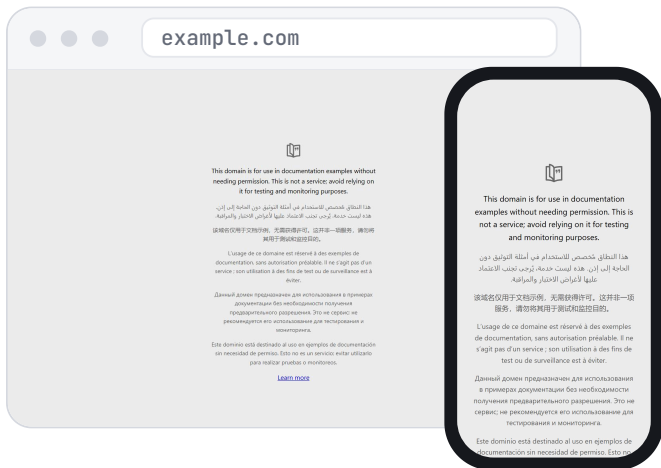
To fix the top 10, roughly

96

Checks passed of 182

82/100

siseo score



- 

HTTPS

Valid certificate, 83 days left


- 

On a phone

Fits the screen


- 

Main content appears

962 ms on mobile (real visitors)


- 

AI search crawlers

8 of 8 can read your homepage


- 

Indexable pages

1 of 1 page crawled


- 

Built with

A custom build

What changed

Since the first scan on 3 Oct 2026.

86 → 82
Score down 4

1
Issues fixed

0
New issues

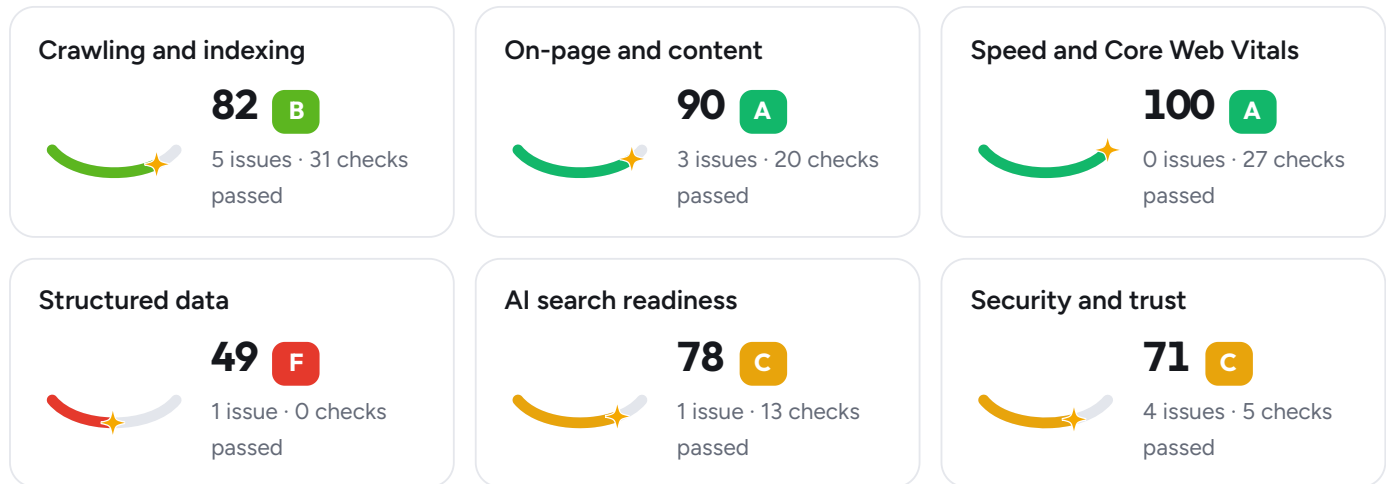
14
Still to fix

Fixed

 Chained critical requests

Scorecard

Six areas, each scored out of 100 from the checks in it. The overall score weights them by how much they matter for search.



Where the points went

Points each issue costs the overall score

No structured data on the page checked		-5.1
1 page shows 84% of its text only after JavaScript runs		-3.3
The http:// version of your site doesn't redirect to HTTPS		-2.1
Your site loads at both example.com and www.example.com		-1.5
1 page has no H1 heading		-0.8
1 page has no canonical tag		-0.7
1 page has no links to the rest of your site		-0.7
Your site has no robots.txt file		-0.7
No XML sitemap was found for your site		-0.7
1 page has no meta description		-0.6
1 page is missing Open Graph tags for link previews		-0.6
Your site doesn't tell browsers to always use HTTPS (no HSTS)		-0.3

Weights: Crawling and indexing 25%, On-page and content 20%, Speed and Core Web Vitals 20%, Structured data 10%, AI search readiness 15%, Security and trust 10%. The score is siseo's own measure; search engines don't publish scores.

Action plan

The fixes that matter most, in order. Start at the top: each one links to its evidence and step-by-step fix below.

1	1 page shows 84% of its text only after JavaScript runs AI search readiness · Developer · about 4 hours	● High	+3.3
2	The http:// version of your site doesn't redirect to HTTPS Security and trust · Developer · about 20 min	● High	+2.1
3	Your site loads at both example.com and www.example.com Crawling and indexing · Developer · about 20 min	● Medium	+1.5
4	1 page has no canonical tag Crawling and indexing · Developer · about 30 min	● Low	+0.7
5	1 page has no links to the rest of your site Internal links · Content editor · about 10 min	● Low	+0.7
6	Your site doesn't tell browsers to always use HTTPS (no HSTS) Security and trust · Developer · about 15 min	● Low	+0.3
7	1 page has no meta description On-page and content · Content editor · about 5 min	● Low	+0.6
8	1 page is missing Open Graph tags for link previews On-page and content · Site owner · about 20 min	● Low	+0.6
9	Your site has no robots.txt file Crawling and indexing · Developer · about 15 min	● Low	+0.7
10	No structured data on the page checked Structured data · Developer · about 1.5 hours	● Low	+5.1

Everything else, by when to do it

This month

1

1 page has no H1 heading

On-page and content · about
10 min

Later

3

Your site doesn't send 3 recommended security headers

Security and trust · about 20
min

No XML sitemap was found for your site

Crawling and indexing · about
30 min

No links found to an About page, a Contact page, or a privacy policy

Security and trust · about 1
hour

Crawling and indexing

Whether search engines can reach, read and keep your pages: status codes, redirects, robots.txt, sitemaps, canonicals and duplicates.

1 Pages checked	1 Can be indexed	0 Kept out of the index	0 Addresses that redirect	0 Errors and failures
---------------------------	----------------------------	-----------------------------------	-------------------------------------	---------------------------------

Every page we could reach was checked. This scan covers up to 1,000 addresses.

How the addresses answered 2xx · page 1	robots.txt and sitemap ⓘ No robots.txt: every page is open to crawlers ⊗ No sitemap found
---	--

● Medium CRAWLING AND INDEXING

#3

Your site loads at both example.com and www.example.com

Affects the whole site

+1.5 points if fixed

Your homepage opens at both the www and the non-www address, and neither redirects to the other. To Google these are two addresses for every page, so links and other signals can be split between them, and the version shown in search may not be the one you prefer. A single permanent redirect from one to the other fixes it for every page at once.

★ **On your site:** The site serves identical content at both <https://www.example.com/> and <https://example.com/>. Choose either the www or the non-www hostname as the primary address, then route all traffic from the alternate host to it.

🔧 How to fix it

Pick one version, www or non-www, and 301-redirect every address on the other to the same path on it.

- 1 Choose the version to keep: usually the one already shown in Google and used in your links and ads.
- 2 Set up a site-wide 301 redirect from the other version that keeps the rest of the address, so example.com/about goes to www.example.com/about, not to the homepage.
- 3 Make sure your HTTPS certificate covers both names, so the redirect works without a security warning.
- 4 Check that canonical tags, the sitemap and internal links all use the chosen version.
- 5 Test a few pages on the other version; each should redirect in one hop.

Steps for WordPress, Shopify, Wix, Webflow, Squarespace

WordPress

- 1 Set both addresses in Settings → General to your chosen version; WordPress then redirects the other version itself, as long as your host sends both names to the same site. If the other version still loads without redirecting, ask your host to add the redirect at server level.

Shopify

- 1 In Settings → Domains, set your preferred domain as primary; Shopify redirects the other connected domains to it. Make sure both the www and non-www names are connected.

Wix

- 1 Once your domain is connected, Wix redirects between the www and non-www versions itself. If both load, check the domain's connection in your Wix domain settings or with your domain provider.

Webflow

- 1 In Site settings → Publishing, set your preferred custom domain as the default; Webflow redirects the other domains to it. Then republish.

Squarespace

- 1 In your Squarespace domain settings, set the primary domain; the other version then redirects to it.

WHAT WE FOUND

Also opens at: www.example.com **Main address:** example.com

For your developer

The twin host answered 200 on its own host instead of a 301 to the main host. Add a host-level 301 that preserves path and query, ideally at the edge or CDN, and serve a certificate valid for both names. A rel=canonical alone is only a hint and doesn't stop visitors and links from landing on the duplicate host.

Send the bare domain to www, keeping the path (nginx)

```
server {  
    listen 443 ssl;  
    server_name example.com;  
    # ssl_certificate and ssl_certificate_key for example.com go here  
    return 301 https://www.example.com$request_uri;  
}
```

🕒 about 20 min 👤 Developer 📄 Google: What is URL canonicalization

📄 Google: Redirects and Google Search

● Low CRAWLING AND INDEXING

#4

1 page has no canonical tag

1 page of 1 checked · 100%

+0.7 points if fixed

A canonical tag tells Google which address is the main one for a page. Google says sites usually do fine without it, but the same page is often reachable at several addresses (with tracking codes, filters, or http and https), and a tag naming the main address keeps Google from picking the wrong one. It's low priority and usually quick to fix for the whole site at once.

★ **On your site:** The homepage at <https://example.com/> lacks a canonical link element in its document header. Add a tag referencing <https://example.com/> to confirm this address as the standard indexing target.

🔧 How to fix it

Add a self-referencing canonical tag with the page's full preferred address to the `<head>` of every indexable page.

- 1 Check whether your platform or SEO plugin can add canonical tags automatically, and turn that on.
- 2 Otherwise, add a `<link rel="canonical">` tag to the page template, using each page's own full address with https and your preferred host.
- 3 Make sure the tag sits in the `<head>` and appears only once per page.
- 4 Spot-check a few pages in the page source.

Steps for WordPress, Shopify, Webflow

WordPress

- 1 WordPress adds canonical tags to single posts and pages itself; Yoast SEO and Rank Math add them to category and other archive pages too. If posts are missing them, the theme may be missing the `wp_head()` call, which also breaks plugins.

Shopify

- 1 Shopify themes include the canonical tag in `theme.liquid`. If it's missing, add `<link rel="canonical" href="{{ canonical_url }}">` inside the `<head>` of `theme.liquid`, or compare with a fresh copy of your theme.

Webflow

- 1 In Site settings → SEO, set the Global canonical tag URL to your main address (for example `https://www.example.com`, with no trailing slash); Webflow then adds a canonical tag to every page. Publish afterwards.

WHAT WE FOUND

PAGE
Homepage

For your developer

Output an absolute, self-referencing `rel=canonical` in `<head>` on every indexable 200 page, normalized to the preferred scheme, host and trailing-slash form, without tracking or session parameters. Keep it consistent with sitemap URLs and internal links.

In the `<head>` of each page, naming its own preferred address

```
<link rel="canonical" href="https://www.example.com/services/web-design/">
```

🕒 about 30 min 👤 Developer 📖 Google: How to specify a canonical URL

📖 Google: What is URL canonicalization

Your site has no robots.txt file

Affects the whole site

+0.7 points if fixed

Without a robots.txt file, search engines simply crawl everything, so nothing is blocked and this is not an error. But the file is the standard place to point crawlers at your sitemap, and to keep them out of pages with no search value, such as internal search results, cart or login pages. If `yoursite.com/robots.txt` shows a normal web page instead, crawlers find no rules in it and treat it the same as a missing file.

★ **On your site:** A request to `https://example.com/robots.txt` shows that no crawl instructions file exists at the root. Create this file to define crawl rules and reference the location of your XML sitemap.

How to fix it

Publish a short robots.txt file at the root of your domain that allows crawling and lists your sitemap.

- 1 Decide what, if anything, crawlers should skip: usually only internal search results, cart, checkout and account pages. Never block pages you want in Google, or the CSS and JavaScript files they use.
- 2 Create a plain text file named robots.txt with a "User-agent: *" line, your Disallow lines (or an empty "Disallow:" to allow everything), and a "Sitemap:" line with the full address of your sitemap.
- 3 Upload it to the root of your domain so it loads at `yoursite.com/robots.txt` as plain text.
- 4 If that address showed a web page before, fix the server rule that sends unknown addresses to a page, so robots.txt is served as a file and missing pages return 404.
- 5 Check the file in a browser and in the robots.txt report in Google Search Console.

Steps for WordPress, Shopify, Wix, Squarespace

WordPress

- 1 WordPress normally serves a robots.txt by itself. If yours is missing, the server isn't passing `/robots.txt` to WordPress (common on nginx setups): ask your host to fix the rule, or upload a real robots.txt file to the site's root folder (Yoast SEO → Tools → File editor can create one).

Shopify

- 1 Shopify serves a robots.txt for every store automatically, so if it's missing, contact Shopify support. To change its rules, add a robots.txt.liquid template in Online Store → Themes → Edit code.

Wix

- 1 Wix serves a robots.txt automatically for published sites. If it's missing, check that the site is published and connected to your domain, then review the file in the Robots.txt Editor in the SEO section of your dashboard.

Squarespace

- 1 Squarespace serves a robots.txt automatically and doesn't let you edit it, so if it's missing, contact Squarespace support.

WHAT WE FOUND

Status: 404

For your developer

Google treats a 4xx response other than 429 as "no robots.txt" and crawls without restrictions, which is safe, unlike a 5xx. Serve the file as text/plain in UTF-8 at the root of each protocol and host you use; <https://www.example.com/robots.txt> covers only that host. A catch-all route that answers /robots.txt with HTML yields no rules, because Google ignores lines it can't parse.

A simple robots.txt: adapt the Disallow lines to your own private areas, or keep a single empty "Disallow:" to allow everything

```
User-agent: *  
Disallow: /cart/  
Disallow: /checkout/  
  
Sitemap: https://www.example.com/sitemap.xml
```

- 🕒 about 15 min
- 👤 Developer
- 📄 Google: Create and submit a robots.txt file
- 📄 Google: Introduction to robots.txt

● Low CRAWLING AND INDEXING

#12

No XML sitemap was found for your site

Affects the whole site

+0.7 points if fixed

A sitemap is a file listing the pages you want in Google. Without one, Google has to find every page by following links, so new pages, and pages with few links pointing to them, are found later or missed. Google says small sites of about 500 pages or fewer that link to all their pages may not need one, but for a shop or a growing site it's worth the few minutes it takes.

How to fix it

Turn on your platform's sitemap or generate one, then list it in robots.txt and submit it in Google Search Console.

- 1 Check whether you already have one at another address: we looked in robots.txt and at /sitemap.xml, /sitemap_index.xml and /wp-sitemap.xml. If you have one, add a Sitemap line for it to robots.txt and skip to the last step.
- 2 If not, turn on your platform's or SEO plugin's sitemap, or have your developer generate one that updates itself when pages change.
- 3 Include only pages you want in Google: final addresses that load normally, with no redirects, errors or noindex pages.
- 4 Add "Sitemap:" followed by the sitemap's full address to robots.txt.
- 5 Submit the sitemap in Google Search Console (under Sitemaps) and in Bing Webmaster Tools.

Steps for WordPress, Shopify, Wix, Webflow, Squarespace

WordPress

- 1 WordPress has a built-in sitemap at /wp-sitemap.xml. It switches it off while Settings → Reading → "Discourage search engines" is ticked, and plugins can disable it too.
- 2 Yoast SEO and Rank Math replace it with /sitemap_index.xml: turn it on in Yoast SEO → Settings → Site features → XML sitemaps, or enable the Sitemap module in Rank Math.

Shopify

- 1 Shopify publishes /sitemap.xml automatically and you can't turn it off. If it doesn't load, the store may still be password-protected (Online Store → Preferences); remove the password when you launch.

Wix

- 1 Wix creates and updates /sitemap.xml automatically for published sites. If it's missing, check that the site is published and that its pages are allowed in search ("Let search engines index this page" in each page's SEO settings).

Webflow

- 1 In Site settings → SEO, turn on the auto-generated sitemap and publish; Webflow then serves it at /sitemap.xml.

Squarespace

- 1 Squarespace creates /sitemap.xml automatically and you can't edit it. If it's missing, check in the site availability settings that the site is public, not private or password-protected.

18 checks passed in this area

✓ The homepage can be indexed

✓ robots.txt responds normally

✓ Every linked page loads

For your developer

✓ No server errors

✓ Every page responds

✓ No redirect chains

✓ No redirect loops

✓ Every redirect reaches a working page

✓ Redirects are permanent where they should be

✓ No meta refresh redirects

✓ Missing pages return a real 404

✓ No pages are set to nofollow

A minimal sitemap; generate yours automatically rather than by hand

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://www.example.com/</loc>
    <lastmod>2026-09-28</lastmod>
  </url>
  <url>
    <loc>https://www.example.com/services/</loc>
    <lastmod>2026-08-14</lastmod>
  </url>
</urlset>
```

🕒 about 30 min

👤 Site owner

📖 Google: Learn about sitemaps

📖 Google: Build and submit a sitemap

Internal links

How your pages link to each other: what's broken, what detours through redirects, and how deep pages sit.

Clicks from the homepage

Pages more than three clicks deep get crawled and found less

Homepage



1

Most linked pages

Where your internal links point most

Only one page was checked, so there are no links between pages to rank.

No links to other sites were found on the pages checked.

● Low INTERNAL LINKS

#5

1 page has no links to the rest of your site

1 page of 1 checked · 100%

+0.7 points if fixed

These pages don't link to any other page on your site. A visitor who lands on one from Google has nowhere to go next except the back button, and search engines can't follow anything onward from it. They are often landing pages built without the site's header and footer.

★ **On your site:** The homepage at <https://example.com/> contains no internal links leading visitors or search engines to other sections of the site. Add standard site navigation or links to key pages so users have a clear path forward.

🔧 How to fix it

Give each page the site's normal navigation, or at least links to related pages and a clear next step.

- 1 Open each page in the list below and check whether the header menu and footer appear.
- 2 If they're missing, switch the page to the site's standard template or layout, which includes them.
- 3 Add links in the content too: related services, products or articles, and a clear next step such as your contact or pricing page.
- 4 If the page does show a menu in your browser, the menu is added by JavaScript after loading. Google can usually see those links, but many other crawlers, including most AI crawlers, can't, so ask your developer to put the menu in the page's HTML.

Steps for WordPress

WordPress

- 1 Page builders such as Elementor offer a "Canvas" layout that drops the header and footer; switch the page to the default or full-width layout in its page settings.

WHAT WE FOUND

PAGE

Homepage

For your developer

The check counts <a href> elements in the server-delivered HTML that point anywhere on the same site (subdomains included); indexable pages with none are flagged. Besides headerless templates, a common cause is navigation rendered client-side, which Googlebot sees after rendering but crawlers that don't run JavaScript miss; server-render the primary navigation and footer links.

10 checks passed in this area

🕒 about 10 min

👤 Content editor

📄 Google: Link best practices

📄 Google: JavaScript SEO basics

✓ Every internal link leads to a working page

✓ Internal links point straight at final pages

✓ Every page is within 3 clicks of the homepage

✓ Internal links don't use nofollow

✓ Link text describes where each link goes

✓ Every link has readable text

✓ Links use real, crawlable addresses

✓ No dead outbound links found

✓ Internal links all use https://

✓ Internal links use one host name

On-page and content

What each page tells people and search engines: titles, descriptions, headings, text and images.

Types of page we found

Homepage



1

Your homepage in search results

An approximation; Google may rewrite either line



example.com

example.com

Example Domain

No meta description, so Google writes this line from the page text.

● Low ON-PAGE AND CONTENT

#7

1 page has no meta description

1 page of 1 checked · 100%

+0.6 points if fixed

A meta description is a short summary you write for search results. Google writes most snippets from the page itself and uses your description when it describes the page better, so a missing one is low priority. It is still worth writing them for the homepage and key product or service pages, where a clear summary can win the click, and many social apps fall back to it when a link is shared.

★ **On your site:** The homepage at <https://example.com/> does not have a meta description tag in its code. Supplying a short summary prevents search engines from auto-generating snippets from miscellaneous text on the page.

🔧 How to fix it

Write a one- or two-sentence description for your most important pages first.

- 1 Start with the homepage and the pages that bring in customers: main services, best-selling products and key categories.
- 2 In each page's SEO settings, write one or two sentences that say what the page offers and why it is worth a visit.
- 3 Use concrete details, such as prices, locations, opening hours or what is included, rather than slogans.
- 4 Give each page its own description; don't paste the same text everywhere.

- 5 Leave lower-value pages, such as tags, archives and old posts, for later: Google will write their snippets from the page.

Steps for WordPress, Shopify, Wix, Webflow, Squarespace

WordPress

- 1 Write the description in the Yoast SEO or Rank Math panel below the editor; the same panel appears on WooCommerce products.

Shopify

- 1 Fill in the description under "Search engine listing" on each product, collection or page, and set the homepage one in Online Store → Preferences.

Wix

- 1 Open the page's SEO settings and fill in the meta description under SEO basics.

Webflow

- 1 Fill in "Meta description" in Page settings → SEO settings; on CMS templates, insert a field such as the item's summary.

Squarespace

- 1 Fill in the SEO description in each page's Page settings → SEO.

SUGGESTED REWRITES

PAGE	NOW	SUGGESTED
/	(none)	This domain is established for use in documentation examples without permission. Learn how this address functions and why it is not for testing.

WHAT WE FOUND

PAGE
Homepage

For your developer

The check looks for a non-empty `<meta name="description">` in `<head>`. Google sets no length limit and may still write its own snippet for a given query; for large catalogs, generate descriptions from structured fields (type, key specs, price, location) rather than leaving them empty.

One description per page, inside <head>

```
<meta name="description" content="Hand-made wedding and birthday cakes in Austin. Order online for pick up or delivery, with free tastings every Saturday.">
```

🕒 about 5 min 👤 Content editor 📄 Google: Control your snippets and write meta descriptions

● Low ON-PAGE AND CONTENT

#8

1 page is missing Open Graph tags for link previews

1 page of 1 checked · 100%

+0.6 points if fixed

Open Graph tags, chiefly og:title and og:image, set the title and picture shown when someone shares your page on Facebook, LinkedIn, WhatsApp, iMessage, Slack and similar apps. Without them, each app guesses, often picking a logo, a random image or no picture at all, and a bare link tends to get fewer clicks than a rich preview. These tags don't affect search rankings; this is about how your links look when shared.

★ **On your site:** The page at <https://example.com/> is missing social metadata tags, specifically og:title and og:image. Supplying these tags ensures links shared on social networks display an accurate title and preview graphic.

🔧 How to fix it

Add og:title and og:image, plus og:description and og:url, to every page, usually by turning on your platform's or SEO plugin's social settings.

- 1 Check whether your platform or SEO plugin can output Open Graph tags; most can, and it is usually a setting.
- 2 Set a default share image for the site, used when a page has no image of its own; 1200 × 630 pixels works well across apps.
- 3 Give key pages, such as products, services and articles, their own share image and title.
- 4 Test a page with a preview tool such as Facebook's Sharing Debugger or LinkedIn's Post Inspector, which also refreshes cached previews.

Steps for WordPress, Shopify, Wix, Squarespace, Webflow

WordPress

- 1 Yoast SEO and Rank Math output Open Graph tags; make sure the feature is on, set a default share image in the plugin's settings, and give each post a featured image.

Shopify

- 1 Themes output Open Graph tags for you; set the fallback image in Online Store → Preferences (social sharing image) and give every product a featured image.

Wix

- 1 Set the share title and image in each page's SEO settings, on the social share tab; Wix writes the tags.

Squarespace

- 1 Add a social sharing image in each page's settings, and a default one for the site; Squarespace builds the tags from them.

Webflow

- 1 Fill in the Open Graph settings (title, description and image) in each page's Page settings; on CMS templates, bind them to fields.

WHAT WE FOUND

PAGE	MISSING
Homepage	og:title, og:image

For your developer

A page is flagged when og:title or og:image is missing or empty. Use an absolute https URL for og:image (1200 × 630 px suits most apps), and add og:url, og:type and og:description; X falls back to Open Graph tags when twitter: tags are absent.

In the <head> of each page

```
<meta property="og:title" content="Wedding cakes in Austin">
<meta property="og:description" content="Hand-made cakes, delivered across Austin.">
<meta property="og:image" content="https://www.example.com/images/share-wedding-cakes.jpg">
<meta property="og:url" content="https://www.example.com/wedding-cakes/">
<meta property="og:type" content="website">
```

🕒 about 20 min 👤 Site owner 📄 The Open Graph protocol

1 page has no H1 heading

1 page of 1 checked · 100%

+0.8 points if fixed

The H1 is the main heading at the top of a page, telling visitors at a glance that they are in the right place. Google uses the main visible heading as one of its sources when it writes the headline for your search result, and its guidance suggests putting the page's title in the first visible H1. Screen reader users also jump to the H1 to find where the content starts.

How to fix it

Give each page one visible main heading, marked up as an H1, that says what the page is about.

- 1 Open a listed page and look at the main heading at the top of the content.
- 2 If there is no heading, add one that names the page's topic, product or service.
- 3 If there is a heading but it isn't an H1 (it is styled text or an H2), change its level to Heading 1 in your editor.
- 4 If every page of one type lacks an H1, the template is the cause, for example a theme that shows the title as plain text; fix the template once.
- 5 View the page source and confirm one `<h1>` appears with the right text.

Steps for WordPress, Shopify, Wix, Squarespace, Webflow

WordPress

- 1 Most themes print the page or post title as the H1. If yours doesn't, check whether the title is hidden on that page (a common page-builder option) or, in a block theme, whether the template's Title block is set to H1 in the Site Editor.
- 2 In Elementor and similar builders, set the main heading widget's HTML tag to H1.

Shopify

- 1 Themes normally print the product, collection or page title as the H1. If it is missing, a customized template has removed or replaced the title; restore it in the theme editor, or ask your developer to change the heading tag in the section's code.

Wix

- 1 Select the main heading text and set it to Heading 1 in its text settings.

Squarespace

- 1 Edit the text block, select the main heading and choose Heading 1 from the text format menu.

Webflow

- 1 Select the main heading element and set its tag to H1 in the element settings panel.

WHAT WE FOUND

PAGE

Homepage

For your developer

The check reads the HTML as served, so a heading inserted only by client-side JavaScript counts as missing; render it on the server. An H1 that wraps only an image without alt text is reported separately as empty, and styled `<div>` or `<p>` elements that look like headings don't count.

One visible main heading at the top of the content

```
<main>
  <h1>Wedding cakes in Austin</h1>
  <p>Hand-made to order, from tasting to delivery.</p>
</main>
```

14 checks passed in this area

🕒 about 10 min



Content editor



Google: Influencing title links in Google Search

✓ Every page has a title

✓ Titles describe their pages

✓ One title tag per page

✓ One meta description per page

✓ No empty H1 headings

✓ Heading levels run in order

✓ No empty pages

✓ No placeholder text

✓ No leftover default content

✓ Every page declares its language

✓ Language codes are valid

✓ Every page declares its character encoding

✓ Every page has a doctype

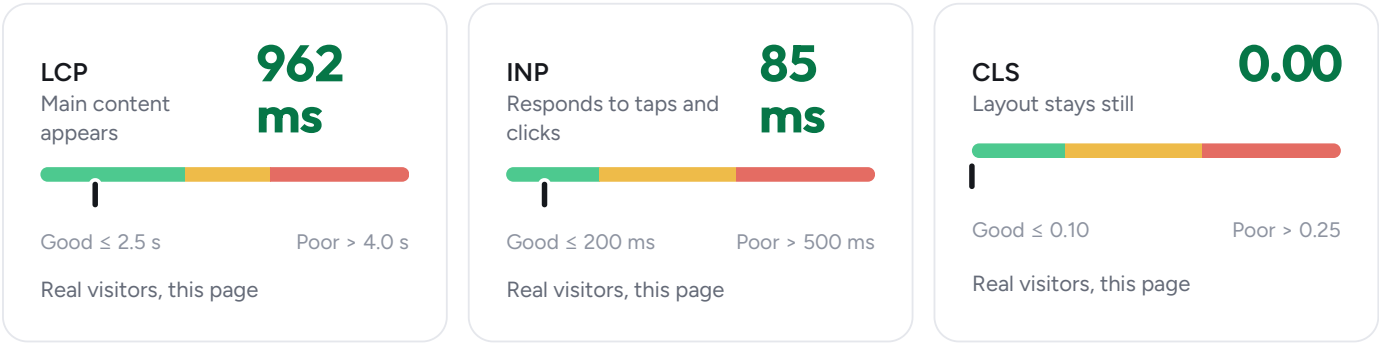
✓ The site has a favicon

Speed

How fast pages load and respond for real visitors, and what slows them down, page type by page type.

Core Web Vitals on mobile

Google's page experience measures, from Chrome users over the last 28 days



Lab tests by type of pageLighthouse 13 through PageSpeed Insights, one representative page each

PAGE	MOBILE SCORE	DESKTOP SCORE	LCP (MOBILE)	TBT (MOBILE)	CLS (MOBILE)
Homepage /	100	100	758 ms	0 ms	0.00

Lighthouse's experimental agentic-browsing check scored the homepage 100/100: how easily an AI agent could use the page. It doesn't count towards your score.

✔ No issues in this area. 27 checks passed.

27 checks passed in this area

- ✔ No page has a poor LCP (over 4 s) for real visitors

✔ No page in LCP's "needs improvement" range (2.5–4 s)

✔ No page has a poor INP (over 500 ms) for real visitors
- ✔ No page in INP's "needs improvement" range (200–500 ms)

✔ No page has a poor CLS (over 0.25) for real visitors

✔ No page in CLS's "needs improvement" range (0.1–0.25)
- ✔ The server responds in under 1.8 s for real visitors

✔ Every page started responding within 1.5 s

✔ Page HTML stays under 500 KB
- ✔ The server supports HTTP/2

✔ Images are well compressed and sized

✔ No files hold up the first view
-

✓ The server answers quickly, without redirects ✓ No significant layout shifts in the lab test	✓ Static files have long cache lifetimes ✓ No unnecessary code for old browsers	✓ Text shows while web fonts load ✓ No duplicated JavaScript
✓ Page structure is a manageable size	✓ No costly forced reflows	✓ Pages load little unused JavaScript
✓ Pages load little unused CSS	✓ Pages are a reasonable download size	✓ Pages are light on the processor
✓ Images have explicit dimensions	✓ JavaScript is minified	✓ Critical files load without long chains

Structured data

The structured data that earns rich results in Google, checked against Google's own requirements.

Structured data by type of page

Schema.org types found in JSON-LD, microdata or RDFa

TYPE OF PAGE	PAGES	WITH DATA	TYPES FOUND
Homepage	1	0%	None

• Low STRUCTURED DATA

#10

No structured data on the page checked

Affects the whole site

+5.1 points if fixed

Structured data is code that tells search engines exactly what a page is: your business and its logo, a product with its price and stock, an article with its date and author. Google uses it to understand pages, and most rich results, such as prices and star ratings under a product listing, depend on it. Google says its AI features, such as AI Overviews, don't need special markup, so treat this as an upgrade for regular search results, not an AI fix.

★ **On your site:** There is no structured data detected on the homepage at <https://example.com/>. Adding schema markup helps search engines interpret core details about the entity operating the domain.

🔧 How to fix it

Start with Organization (or LocalBusiness) and WebSite markup on the homepage, then add the type that matches your main pages, such as Product, Article or BreadcrumbList.

- 1 Check whether your platform, theme or SEO plugin can add structured data for you; most can, once configured.
- 2 Add Organization markup (or LocalBusiness, if customers visit you) and WebSite markup to the homepage, with your name, logo and web address.
- 3 Add markup for your main page type: Product for products, Article or BlogPosting for posts, BreadcrumbList where pages show breadcrumbs.
- 4 Describe only what visitors can see on the page, and keep it accurate.
- 5 Test pages in the Rich Results Test, then follow the structured data reports in Search Console.

Steps for WordPress, Shopify, Wix, Squarespace, Webflow

WordPress

- 1 Install Yoast SEO or Rank Math and complete its setup; both add Organization, WebSite, Article and breadcrumb markup, and WooCommerce adds Product markup to product pages. Let one tool handle schema so you don't get conflicting copies.

Shopify

- 1 Most current themes add Product markup to product pages and Organization markup to the homepage; an old or custom theme may not. Update the theme, add the markup in theme code, or use an app.

Wix

- 1 Wix adds markup to some page types automatically, such as store products and blog posts; for other pages, add JSON-LD in the page's SEO settings, in the structured data option of the advanced section.

Squarespace

- 1 Add JSON-LD through Squarespace's code injection, either site-wide or in a page's settings.

Webflow

- 1 Add JSON-LD in each page's Page settings → Custom code (inside <head>); on CMS templates, insert fields so each item gets its own values.

WHAT WE FOUND

Pages Checked: 1

For your developer

No JSON-LD, microdata or RDFa was found on any page crawled. Google recommends JSON-LD; generate it on the server from the same data that renders the page, so names, prices and dates always match what visitors see.

A starting point for the homepage

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Organization",
      "@id": "https://www.example.com/#organization",
      "name": "Example Bakery",
      "url": "https://www.example.com/",
      "logo": "https://www.example.com/images/logo-512.png"
    },
    {
      "@type": "WebSite",
      "name": "Example Bakery",
      "url": "https://www.example.com/",
      "publisher": { "@id": "https://www.example.com/#organization" }
    }
  ]
}
</script>
```

🕒 about 1.5 hours 👤 Developer 📖 Google: Introduction to structured data

📖 Google: Structured data that Google Search supports 📖 Google: AI features and your website

AI search readiness

Whether AI search engines and assistants can fetch, read and quote your site, and whether they mention you.

Which AI crawlers can read your homepage				Your site runs through Cloudflare
CRAWLER	USED FOR	PURPOSE	ROBOTS.TXT	LIVE TEST
OAI-SearchBot OpenAI	ChatGPT search results	AI search	✔ Allows	Gets the page
Claude-SearchBot Anthropic	Claude search results	AI search	✔ Allows	Gets the page
PerplexityBot Perplexity	Perplexity answers	AI search	✔ Allows	Gets the page
Applebot Apple	Siri, Spotlight and Safari suggestions	AI search	✔ Allows	Gets the page
DuckAssistBot DuckDuckGo	DuckDuckGo AI answers	AI search	✔ Allows	Gets the page
ChatGPT-User OpenAI	Pages ChatGPT opens when a user asks	Assistant fetch	✔ Allows	Gets the page
Claude-User Anthropic	Pages Claude opens when a user asks	Assistant fetch	✔ Allows	Gets the page
Perplexity-User Perplexity	Pages Perplexity opens when a user asks	Assistant fetch	✔ Allows	Gets the page
GPTBot OpenAI	OpenAI model training	Model training	✔ Allows	Gets the page
ClaudeBot Anthropic	Anthropic model training	Model training	✔ Allows	Gets the page
Google-Extended Google	Gemini training and grounding (not Google Search or AI Overviews)	Model training	✔ Allows	Not testable
Applebot-Extended Apple	Apple model training	Model training	✔ Allows	Not testable

CRAWLER	USED FOR	PURPOSE	ROBOTS.TXT	LIVE TEST
CCBot Common Crawl	The Common Crawl dataset many models train on	Model training	✔ Allows	Gets the page
Meta-ExternalAgent Meta	Meta AI model training	Model training	✔ Allows	Gets the page
Bytespider ByteDance	ByteDance model training	Model training	✔ Allows	Gets the page
Amazonbot Amazon	Alexa answers and Amazon model training	Model training	✔ Allows	Gets the page

Blocking training crawlers is your choice and costs nothing here. Search and assistant crawlers decide whether AI answers can find, quote and link your pages. Our live test sends each crawler request from siseo's servers; firewalls that block crawlers' network addresses may treat the real ones differently.

What crawlers that skip JavaScript see

Words in the HTML your server sends, against the page after JavaScript runs



Do AI assistants mention you?

A blind test: an AI model answered questions your customers might ask, without being told your name

6 of 6 answers named Example Domain

QUESTION	NAMED YOU	BUSINESSES NAMED
What is the best reserved domain name to use for technical documentation examples?	✔ Yes	Internet Assigned Numbers Authority (IANA), Internet Engineering Task Force (IETF), example.com, example.net, example.org
Which domain name should I use in software tutorials so I don't accidentally link to a real website?	✔ Yes	IANA, example.com, example.net, example.org
What are the official IANA reserved domains for sample URLs and user manuals?	✔ Yes	IANA, example.com, example.net, example.org
How can I safely include a placeholder URL in API documentation without asking for permission?	✔ Yes	IANA, example.com, example.net, example.org
What is the standard dummy URL recommended for mockups and developer docs?	✔ Yes	IETF, IANA, example.com
Are there pre-approved sample domain names I can use in instructional design books and articles?	✔ Yes	IANA, example.com, example.net, example.org

One model, one moment: answers vary between assistants and over time. Treat this as a sample of how visible the brand is in AI answers, not a ranking.

llms.txt: not present. It's optional: Google doesn't use it, and most AI crawlers don't request it, so it isn't scored.

● High AI SEARCH READINESS

#1

1 page shows 84% of its text only after JavaScript runs

1 page of 1 checked · 100%

+3.3 points if fixed

A large share of the words on these pages appears only after JavaScript runs in the browser; the HTML your server sends contains much less. Most AI crawlers, including GPTBot, ClaudeBot and PerplexityBot, read only that raw HTML and don't run JavaScript, so they see a thin page and can't quote or recommend what isn't there. Google does run JavaScript, but later and when it has the resources, so new or changed content can take longer to show up in Search.

★ **On your site:** On the homepage at <https://example.com/>, only 25 words exist in the initial HTML while 157 words appear after scripts execute. This leaves 84 percent of the text dependent on client-side rendering. Delivering this copy directly in the server response ensures search crawlers read the full message immediately.

🔧 How to fix it

Render the main content on the server so it is in the HTML of the first response.

- 1 Open one of the listed pages, choose "View page source" and search for a sentence from the main text; if it isn't there, JavaScript adds it.
- 2 Find what injects it: a JavaScript framework rendering in the browser, tabs or accordions filled from an API, or a reviews or product widget.
- 3 Switch those pages to server-side rendering or static generation (most frameworks support both), or have the CMS output the text directly.
- 4 Keep JavaScript for interactivity, not for putting the main text, headings and links on the page.
- 5 Re-scan to confirm the text appears in the raw HTML.

Steps for WordPress, Shopify, Wix, Squarespace, Webflow

WordPress

- 1 WordPress themes normally output content in the HTML; JavaScript-only content usually comes from a widget (reviews, tabs, product grids, sliders) or a headless front end, so check that plugin's settings for a server-rendered option or replace it.

Shopify

- 1 Liquid themes render on the server; content that needs JavaScript usually comes from apps (reviews, FAQs, size guides), so prefer apps that output their content in the page, or ask the app developer.

Wix

- 1 Wix renders pages on its servers; content inside custom code embeds, iframes or third-party widgets isn't, so move important text into regular text elements.

Squarespace

- 1 Squarespace renders pages on its servers; check code blocks and third-party embeds, which load in the browser.

Webflow

- 1 Webflow publishes static HTML; content added by custom code embeds or client-side scripts (such as a CMS filtering library) is the likely cause.

WHAT WE FOUND

Worst: 84%

PAGE	RAW HTML WORDS	WORDS AFTER JAVASCRIPT	HIDDEN FROM AI CRAWLERS	HEA
Homepage	25	157	84%	—

For your developer

We compared the server's HTML with the DOM after rendering in headless Chromium; at least 30% of the rendered words were missing from the raw HTML (examples and JavaScript-only headings are listed). Use SSR, SSG or streaming SSR with hydration (Next.js, Nuxt, Astro, SvelteKit, Remix) or prerender at build time, and don't rely on client-side fetches for primary content.

🕒 about 4 hours 👤 Developer 📖 Google: JavaScript SEO basics 📖 web.dev: Rendering on the web

1 note worth knowing (no points lost)

Your site uses Cloudflare, whose AI crawler controls we can't see from outside

Your site runs through Cloudflare, which can allow or block AI crawlers using checks our test can't reproduce, such as confirming that a crawler really comes from OpenAI's or Google's network. Cloudflare now has separate settings for search, AI training and AI agents. Since September 15, 2026, choosing Block (or Block on pages with ads) for training also stops Googlebot, Bingbot and Applebot, because the same crawlers collect pages for both search and AI, and that takes you out of Google, Bing and Apple search. Disallow AI Training refuses training through robots.txt and keeps those search crawlers, so check which one your domain uses.

How to fix it

Review Cloudflare's crawler settings so they refuse only what you intend, and use Disallow AI Training rather than Block if you want to stay in search.

- 1 Log in to Cloudflare, open your domain and go to Security → Settings to see the Search, Training and Agent crawler controls.
- 2 If Training is set to Block or Block on pages with ads, switch it to Disallow AI Training, unless you also mean to leave Google, Bing and Apple search.
- 3 In AI Crawl Control → Crawlers, allow the search and assistant crawlers you want to appear in (OAI-SearchBot, ChatGPT-User, Claude-SearchBot, Claude-User, PerplexityBot, Perplexity-User); refuse training crawlers only if that is your choice.
- 4 Confirm Google can still crawl you: run a live URL Inspection test in Search Console and check Settings → Crawl stats for a rise in 403 responses.
- 5 Open [yoursite.com/robots.txt](#) and check that the rules Cloudflare adds match your choices.

WHAT WE FOUND

Cdn: Cloudflare **Managed Robots:** No

For your developer

Cloudflare's AI policies act on verified-bot categories (crawlers confirmed by IP address or signed requests), and Bot Management adds further detection, so a spoofed user-agent test from our servers can't reproduce what the real crawlers get; user-agent blocks in AI Crawl Control do show up in our firewall check. Check AI Crawl Control's per-crawler request metrics, Security Events filtered by user-agent, any WAF custom rules on `cf.verified_bot_category` or crawler user-agents, and the managed robots.txt and Content-

Signal lines Cloudflare can prepend to robots.txt.

10 checks passed in this area

- | | | |
|--|---|-----------------------------------|
| ✓ AI search crawlers can reach your homepage | ✓ AI crawlers get the same homepage as browsers | ✓ Every page title is in the HTML |
| ✓ Main headings are in the HTML | ✓ Structured data is in the HTML | ✓ Internal links are in the HTML |

✓ Robots rules are the same with and without JavaScript

✓ Canonical URLs are the same with and without JavaScript

✓ No page blocks snippets

✓ No page limits snippets to a few words

Security and trust

HTTPS, certificates, mixed content, security headers, malware flags and the pages that show who runs the site.

Connection

- ✓ **HTTPS:** the site is served securely
- ✓ **Certificate:** valid, from SSL Corporation, until 25 Dec 2026
- i **Protocol:** TLSv1.3, HTTP/2

Security headers on the homepage

- ✗ **Strict-Transport-Security:** not set
- ✗ **X-Content-Type-Options:** not set
- ✗ **Framing protection:** not set
- ✗ **Referrer-Policy:** not set

● **High** SECURITY AND TRUST

#2

The http:// version of your site doesn't redirect to HTTPS

Affects the whole site

+2.1 points if fixed

Anyone who types your address without https://, or follows an old link or bookmark, reaches the insecure version of your site, which browsers mark "Not secure". Google can also end up with both versions in its index, splitting ranking value between two copies of every page. One permanent redirect from http:// to https:// fixes both problems for the whole site.

- ★ **On your site:** Visitors and crawlers requesting http://example.com/ are not routed to the secure protocol. Configure the web server to send an immediate permanent redirect from this insecure address to https://example.com/.

🔧 How to fix it

Redirect every http:// address to the same page on https:// with a single 301 redirect.

- 1 Check that https:// works on every page first: it should load without certificate or mixed-content warnings.
- 2 Turn on your host's or CDN's "force HTTPS" or "always use HTTPS" option, or add a 301 redirect rule on the server (example below).
- 3 Make sure your site's own address setting uses https://, so canonical tags, sitemaps and links point at the secure version.
- 4 Test by opening http:// plus your domain, and a few inner pages: each should land on the https:// version of the same page in one step.

Steps for WordPress, Shopify, Wix, Squarespace, Webflow

WordPress

- 1 Set both addresses in Settings → General to `https://`, then turn on your host's force-HTTPS option or let Really Simple Security add the redirect.

Shopify

- 1 Shopify redirects to HTTPS automatically for domains connected to it. If `http://` isn't redirecting, check Settings → Domains and your DNS records: the domain may not point at Shopify directly.

Wix

- 1 Wix redirects to HTTPS automatically for connected domains. If it doesn't, check how the domain is connected in your Wix dashboard; a domain forwarded from another provider, rather than pointed at Wix, can cause this.

Squarespace

- 1 In your site settings, open the SSL panel and choose the secure option; Squarespace then redirects `http://` to `https://` for you.

Webflow

- 1 With SSL switched on in your site's publishing settings, Webflow redirects `http://` automatically; check that setting and republish.

WHAT WE FOUND

Status: 200 **Ends at:** `http://example.com/`

For your developer

The homepage requested over `http://` did not end up on `https://`: it served content, returned an error, or redirected elsewhere on `http`. Add a 301 for every path (not just the homepage), preserving path and query, in a single hop to the canonical HTTPS host. Behind a proxy or CDN, base the rule on `X-Forwarded-Proto` or redirect at the edge, or the origin may loop.

Apache (`.htaccess`): send every `http://` address to the same address on `https://`

```
RewriteEngine On
RewriteCond %{HTTPS} off
RewriteRule ^ https://%{HTTP_HOST}%{REQUEST_URI} [L,R=301]
```

Your site doesn't tell browsers to always use HTTPS (no HSTS)

Affects the whole site

+0.3 points if fixed

HSTS (HTTP Strict Transport Security) is a header that tells browsers to always use the secure version of your site, even when someone types `http://` or follows an old link. Without it, that first request goes out unprotected before your redirect kicks in, a small window an attacker on public Wi-Fi could exploit. It's a security safeguard, not a ranking factor, so treat it as worthwhile hygiene rather than an urgent fix.

★ **On your site:** The secure response from `https://example.com/` does not include an HSTS header. Adding the Strict-Transport-Security header will instruct supported web browsers to only connect over HTTPS.

🔧 How to fix it

Send a Strict-Transport-Security header on every HTTPS response, starting with a short max-age.

- 1 Make sure every page and subdomain you use works on `https://` first: once a browser has seen HSTS, it refuses plain `http://` for as long as the header says.
- 2 Add the header with a short lifetime first, such as `max-age=86400` (one day), through your host, CDN or server settings.
- 3 After a week with no problems, raise it to `max-age=31536000` (one year).
- 4 Add `includeSubDomains` only if every subdomain works on HTTPS, and consider the browser preload list only once you're sure, because getting removed from it takes months.

Steps for WordPress, Shopify, Wix, Squarespace, Webflow

WordPress

- 1 WordPress itself doesn't set this header: add it in your host's control panel, at your CDN (Cloudflare has an HSTS setting in its SSL/TLS options), or with a security-headers plugin.

Shopify

- 1 Shopify's Online Store already sends HSTS, and you can't change Shopify's headers. If this appears, the scanned address isn't being served by Shopify directly, for example because a proxy sits in front of it.

Wix

- 1 Wix controls the response headers on its servers and site owners can't add their own. If this appears, check that your domain is connected to Wix directly rather than through another service.

Squarespace

- 1 In your site settings, open the SSL panel, choose the secure option and turn on HSTS Secure.

Webflow

- 1 Webflow sends HSTS automatically on its standard hosting; on Enterprise plans it's a switch in the advanced publishing options. If it's missing, check whether a proxy or CDN in front of Webflow strips the header.

For your developer

Send Strict-Transport-Security on HTTPS responses only (browsers ignore it over http). Ramp max-age from a day to a year, add includeSubDomains once every subdomain serves HTTPS, and only then consider preload, which also requires includeSubDomains and a max-age of at least one year.

The end state; start with max-age=86400, and leave out includeSubDomains if any subdomain lacks HTTPS

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

🕒 about 15 min 👤 Developer 📖 MDN: Strict-Transport-Security

● Low SECURITY AND TRUST

#11

Your site doesn't send 3 recommended security headers

Affects the whole site

+0.3 points if fixed

Security headers are short instructions your server sends with each page, switching on protections built into browsers: not guessing file types, not letting other sites show your pages inside a frame (a trick used to fool people into clicking), and limiting how much of your page addresses other sites can see. They don't affect rankings, and modern browsers already use a sensible referrer default, so this is basic hygiene rather than an urgent fix. Most take a few minutes to add.

How to fix it

Add the missing headers listed below to every response from your site.

- 1 Check which headers are missing in the evidence below.
- 2 X-Content-Type-Options: set it to nosniff; it's safe on any site.
- 3 Frame protection: send Content-Security-Policy: frame-ancestors 'self' (or X-Frame-Options: SAMEORIGIN). If another site you own embeds your pages, list it in frame-ancestors.
- 4 Referrer-Policy: strict-origin-when-cross-origin matches what most browsers already do by default and makes it explicit.
- 5 Add them where your site's headers are set (host control panel, CDN rules, server configuration or a headers plugin), then check the response headers in your browser's developer tools, on the Network tab.

Steps for WordPress, Shopify, Wix, Squarespace, Webflow

WordPress

- 1 WordPress doesn't add these to your pages by default. Ask your host to add them, add them as response header rules at your CDN (Cloudflare can do this with a Transform Rule), or use a security-headers plugin.

Shopify

- 1 Shopify sets the response headers on its Online Store and store owners can't add their own, so there's nothing to change here.

Wix

- 1 Wix sets the response headers on its servers and site owners can't add their own, so there's nothing to change here.

Squarespace

- 1 Squarespace sets the response headers on its servers and doesn't let site owners add their own, so there's nothing to change here.

Webflow

- 1 Webflow sets the headers on its hosting. Turning on secure frame headers in the advanced publishing options adds frame protection; other custom headers need an Enterprise plan.

For your developer

Checked on the homepage response: X-Content-Type-Options: nosniff, X-Frame-Options or a CSP with frame-ancestors, and Referrer-Policy. None of these are ranking signals. Prefer CSP frame-ancestors for new work (X-Frame-Options is the legacy equivalent, and browsers ignore its ALLOW-FROM form), and set headers at the edge so they cover every response, including errors and redirects.

The three headers, ready to add (add only the ones the evidence lists as missing)

```
X-Content-Type-Options: nosniff
Content-Security-Policy: frame-ancestors 'self'
Referrer-Policy: strict-origin-when-cross-origin
```

⌚ about 20 min 👤 Developer 📖 MDN: X-Content-Type-Options 📖 MDN: CSP frame-ancestors
📖 MDN: Referrer-Policy

● Low SECURITY AND TRUST

#14

No links found to an About page, a Contact page, or a privacy policy

Affects the whole site

+0.2 points if fixed

Before buying or getting in touch, people look for who runs a site, how to reach them, and how their data and money will be handled. We couldn't find links to some of those pages, so visitors may not find them either, and some will leave rather than take the risk. Google says trust matters most when it assesses quality; these pages aren't a ranking factor in themselves, but they are part of what makes a site trustworthy to people and to Google's quality raters.

🔧 How to fix it

Create any missing pages and link to all of them from the footer of every page.

- 1 Check which pages we couldn't find in the evidence below. If a page exists, it may simply not be linked, or its link may use wording we didn't recognize.
- 2 Write what's missing: an About page that says who you are, a Contact page with a form, email, phone or address, and a privacy policy that explains what data you collect and why.
- 3 If you sell online, also publish your terms of sale and a returns and refunds policy, plus delivery details.
- 4 Link them all from the site footer, with plain names such as "About us", "Contact" and "Privacy policy".
- 5 Privacy and consumer laws in many places, including the EU, the UK and California, require some of these pages when you collect personal data or sell online, so have the wording checked.

Steps for WordPress, Shopify

WordPress

- 1 WordPress can create a starter privacy policy in Settings → Privacy; edit it to match your site, then add it and your other pages to the footer menu.

Shopify

- 1 Add your refund, privacy, terms of service and shipping policies in Settings → Policies (each can start from a template), then add them, with your About and Contact pages, to the footer menu.

For your developer

5 checks passed in this area

The check scans link text and URLs on up to 50 crawled pages for About, Contact (or support)

✓ The site is served over HTTPS

✓ The security certificate is valid

✓ The security certificate isn't close to expiring

JavaScript can be missed, and policies hosted on another domain count as missing; confirm in

✓ Secure pages load everything over HTTPS

✓ No software versions on show

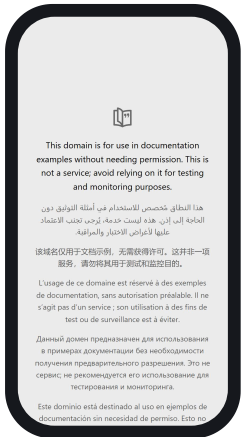
🕒 about 1 hour

👤 Content editor

📋 Google: Creating helpful, reliable, people-first content

Mobile

Google indexes the mobile version of every site, so a page that doesn't adapt to a phone is a ranking problem.



- 📱 The homepage fits a phone screen without sideways scrolling.
- 📄 Google indexes the mobile version of every site, so what a phone shows is what Google ranks.



No issues in this area. 4 checks passed.

4 checks passed in this area



Every page has a mobile viewport tag



Viewport tags use the device width



Visitors can zoom on every page



The homepage fits a phone screen

Every page

Each address we checked, with its status, whether it can be indexed, and the issues that list it.

PAGE	STATUS	INDEXABLE	WORDS	LINKS IN	DEPTH	ISSUES
/ Example Domain	200	✓ Yes	25	0	0	11

Method and glossary

How this report was made, what it covers and what it doesn't.

How we checked

- SiseoBot crawled 1 page of example.com, starting at example.com and following links, plus addresses from the sitemap. It respected robots.txt.
- 182 checks ran on what it found; each records a pass, a fail or why it didn't apply.
- Speed comes from Google's PageSpeed Insights (Lighthouse 13) on one page of each type, on mobile and desktop, and from Chrome's real-visitor data where Google has enough.
- A headless browser rendered a sample of pages to compare them with the HTML crawlers receive, and AI crawlers' access was tested live.
- The summary and the site-specific notes were written by an AI model (Google Gemini) from the measured facts only, and checked against the same accuracy rules as the rest of the report.

How the score works

Each issue costs points by how serious it is, how much of the site it touches and how sure the check is. Each area starts at 100, and an area where every check we could run failed scores at most 49; the overall score weights the six areas. A few site-wide failures, such as a homepage search engines are told not to index, cap the overall score whatever else is right. Grades: A from 90, B from 80, C from 65, D from 50.

What this report doesn't cover

- Pages behind a login, and pages beyond 1,000 addresses.
- Your Google Search Console data, rankings over time and conversions: those live in your own accounts.
- Off-site factors such as reviews and local listings, except where noted.

Glossary

Canonical

The address a page names as its main version, so search engines know which of several near-copies to show.

Core Web Vitals

Google's page experience measures from real Chrome users: LCP (how fast the main content appears, good under 2.5 s), INP (how fast the page responds to taps and clicks, good under 200 ms) and CLS (how much the layout jumps, good under 0.1).

Crawl

A program following links from page to page and reading each one, as search engines do.

Field and lab data

Field data is measured on real visitors' devices over 28 days; lab data is one test on a simulated phone or computer. Field data decides Core Web Vitals.

Index

A search engine's store of pages it can show in results. A page can be crawled and still be kept out of the index.

Noindex

A robots meta tag or header that asks search engines not to show a page in results.

Redirect

An address that sends visitors and crawlers on to another one. 301 means moved for good; 302 and 307 mean temporarily.

robots.txt

A file at the root of a site that tells crawlers which paths they may visit.

Sitemap

An XML file listing the pages a site wants search engines to find.

Structured data

Code (usually JSON-LD) that describes a page's content in a standard vocabulary (schema.org), so

search engines can show rich results such as prices and ratings.

AI search crawler

A crawler that collects pages for AI answers (ChatGPT search, Perplexity, Claude). A training crawler collects pages to train models; blocking one says nothing about the other.

Rendering

Running a page's JavaScript to build what visitors see. Google renders pages; most AI crawlers read only the HTML the server sends.

TTFB

Time to first byte: how long the server takes to start answering.