Pynn × FrejFund — Technical & SEO Field Audit (Concise Report)

Findings, conclusions & recommendations

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Key takeaways

- Subdomain is not the core SEO issue; content/metadata/robots are.
- Analytics is not stitched across hosts; configure GA4 cross-domain.
- Clean redirects; add marketing pages; improve mobile LCP.

Executive Summary

• The original concern is partially valid. Subdomains are acceptable for SEO; the practical issues observed are: (a) very limited indexable content on pynn.ai, (b) missing SEO fundamentals (robots/sitemaps, metadata, schema), (c) lack of analytics stitching across pynn.ai → angelhive.pynn.ai, and (d) avoidable redirect hops.

• Key risks:

– pynn.ai offers minimal indexable surface (home, terms, a PDF) while key narratives live off-domain (Figma, Loom, Roundtable, Calendar).

– Analytics is not unified: GA4 loads on pynn.ai but no GA4 hits are seen on angelhive.pynn.ai; no cross-domain configuration → broken funnels.

– Redirect chains: CTAs traverse app.angelhive.io then http://angelhive.pynn.ai → https://angelhive.pynn.ai (extra hop + transient http).

– Mobile performance: AngelHive login/new-tenant LCP ≈ 5–6s; pynn.ai home ~3.0s; frejfund.com home ~6.4s in the latest measurements.

• Recommended path: clean redirects, ship robots/sitemaps, add essential metadata/schema, publish 5–8 HTML pages on pynn.ai, deploy GA4 cross-domain, and execute focused mobile LCP improvements (fonts, images, third-party scripts).

Evidence Highlights

Redirect behavior (observed):

• app.angelhive.io/auth/signup/startup → 301 → http://angelhive.pynn.ai/auth/signup/startup → 301/307 → https://angelhive.pynn.ai/auth/signup/startup → 200

• app.angelhive.io/new-tenant → 301 → http://angelhive.pynn.ai/new-tenant → 301/307 → https://angelhive.pynn.ai/new-tenant → 200

Head & indexability:

• pynn.ai: <title> present; meta description/canonical/OG/Twitter/schema absent.

• angelhive.pynn.ai (/auth, /new-tenant): description/canonical/OG/schema absent; routes are currently indexable (should be noindex if not intended to rank).

Robots & sitemaps:

• pynn.ai/robots.txt contains custom “content signals” text but no standard directives or sitemap; /sitemap.xml returns 404.

• angelhive.pynn.ai/robots.txt allows all; /sitemap.xml returns 404; app host robots/sitemap redirect to AngelHive (still 404).

Analytics:

• pynn.ai loads GA4 (G-B9GBQX20XG). No GA4 collect hits observed on angelhive.pynn.ai; no evidence of cross-domain measurement.

Content & IA:

• pynn.ai crawlable URLs: /, /terms, /img/Pynn_AI_1Pager.pdf. Primary actions occur off-domain.

• frejfund.com keeps product flows on-domain with sections such as /vc, /vc/analytics, /vc/swipe, etc.

Performance Snapshots (Mobile) — latest PSI measurements

pynn.ai (home): Performance 84; LCP ~3.0s; TBT 340ms; CLS 0.007.

• Issues: Google Fonts CSS is render-blocking (~750ms); no preconnect; large payload (~3.17MB); missing explicit image sizes; unused JS (gtag ~55KB).

angelhive.pynn.ai:

• /auth/login: Performance 66; LCP ~6.1s.

• /new-tenant: Performance 71; LCP ~5.1s.

• Issues: PostHog recorder/surveys add legacy/unused JS; unused CSS (~23KB); caching opportunities; no preconnect hints.

frejfund.com (home): Performance 68; LCP ~6.4s; SEO 100.

• Issues: render-blocking Google Fonts; no preconnect; large image payload (~1.5MB); H1 render delay ~2.5s.

Final Conclusions

1) Subdomain choice is not the root SEO issue. The primary gaps are limited on-domain content at pynn.ai and missing SEO hygiene (metadata, robots, sitemaps, schema).

2) Analytics fragmentation is the main stakeholder pain: without GA4 on the app and cross-domain configuration, sessions break at the handoff.

3) Redirect chains introduce unnecessary latency and complexity; link directly to the final HTTPS destinations and maintain a single permanent redirect for legacy URLs.

4) Mobile LCP is the principal performance bottleneck for AngelHive and FrejFund; pynn.ai home needs lighter fonts and image handling.

Recommendations by Area (implementation approach intentionally unspecified)

Redirect hygiene

• Update pynn.ai CTA hrefs to the final https://angelhive.pynn.ai/… destinations.

• Keep app.angelhive.io as one permanent redirect (308/301) to the final HTTPS URL; remove any http step in the chain.

Robots & sitemaps

• Provide standard robots.txt and a sitemap.xml on pynn.ai and angelhive.pynn.ai.

• Include only public, indexable marketing URLs in each sitemap and submit both properties to Google Search Console.

Head metadata & structured data

• Add meta description, self-canonical, OG/Twitter tags to pynn.ai (and any public AngelHive marketing pages).

• Implement Organization and, if applicable, SoftwareApplication/Product schema; add VideoObject for the CEO video on an on-domain page.

Indexability controls

• Apply <meta name="robots" content="noindex, nofollow"> to /auth/* and /new-tenant (unless they are intended to rank).

• Provide indexable marketing landers (e.g., /for-startups, /for-clients) that route into the app.

On-domain content

• Publish 5–8 evergreen HTML pages on pynn.ai: /our-story, /for-startups, /for-clients, /investors (deck+video), /product, and optionally /insights.

• Mirror key Figma/PDF narratives into HTML while keeping assets downloadable.

Analytics & attribution

• Deploy GA4 (or GTM + GA4) on angelhive.pynn.ai and configure cross-domain measurement for pynn.ai ↔ angelhive.pynn.ai (and any legacy app host).

• Configure unwanted referrals to eliminate self-referrals; instrument events such as cta_click, signup_view, signup_submit, tenant_created.

Mobile performance

• Fonts: self-host or use framework tooling (e.g., next/font); use font-display: swap; preconnect to fonts.gstatic.com; restrict to needed weights.

• Images: serve AVIF/WebP; specify width/height; lazy-load below the fold; set fetchpriority="high" (or Next <Image priority />) for the LCP asset.

• Caching: long TTL for static assets (e.g., /_next/static/*).

Third-party governance

Recommendations by Area (implementation approach intentionally unspecified) (cont.)

• Defer or disable heavy third-party scripts on acquisition/auth pages (e.g., PostHog recorder/surveys); sample aggressively if recording is required.

JavaScript & CSS diet

• Reduce render-blocking JS; defer non-critical scripts; remove unused CSS; keep GTM/gtag async and load heavy tags after first interaction.

Success Metrics (to verify outcomes)

• Redirects: each CTA resolves to final HTTPS in ≤1 hop.

• Google Search Console: both hosts verified; sitemaps submitted; no coverage errors for marketing pages.

• Indexable surface: pynn.ai increases from ~2 pages to 8+ high-quality HTML pages.

• Analytics: cross-domain sessions are stitched; self-referrals ≈ 0%; funnels show pynn.ai → angelhive.pynn.ai within a single session.

• Mobile LCP: pynn.ai home < 2.5s; angelhive login/new-tenant < 2.5–3.0s; frejfund.com home < 2.5–3.0s.

Appendix — Observed snippets from manual testing

• pynn.ai <head>: GA4 gtag present; Google Fonts via fonts.googleapis.com (render-blocking); no meta description/canonical/OG/schema.

• angelhive.pynn.ai <head>: Next.js CSS chunks and image preloads; no GA4 observed; no meta description/canonical/OG/schema.

• PSI (pynn.ai): render-blocking fonts (~750ms); unused JS (gtag ~55KB); payload ~3.17MB; missing explicit image sizes.

• PSI (angelhive /auth/login): legacy/unused JS from PostHog; unused CSS ~23KB; caching improvements flagged; no preconnect.

• PSI (frejfund.com): render-blocking Google Fonts; large image payload (~1.5MB); H1 render delay ~2.5s.