

36

OVERALL AUTHORITY

21

CONTENT

60

TECHNICAL

27

AI READY

CONTENT & QUALITY

Content Clarity

PARTIAL

Partially clear purpose

10/20 pts

⚡ Clearly state what you offer in first 100 words

Heading Structure

FAIL

Poor heading structure

0/10 pts

⚡ Use one H1 and multiple H2 headings

Content Length

FAIL

19 words (Thin content)

0/5 pts

⚡ Expand content to at least 500 words

Readability

PASS

Good readability

5/5 pts

Internal Links

FAIL

No internal links

0/10 pts

⚡ Add links to other relevant pages on your site

Content Freshness

FAIL

No freshness signals detected

0/15 pts

⚡ Add explicit published or updated date

Author & Accountability

FAIL

Missing Author or Trust signals

0/10 pts

⚡ Add specific Author bio or link to About/Contact pages

Experience Signals

FAIL

Generic / Impersonal tone

0/14 pts

⚡ Demonstrate experience: 'We tested...' + numbers/results

Evidence & Citations

PARTIAL

1 external links (add citation context)

6/11 pts

⚡ Cite authoritative sources with external links

TECHNICAL HEALTH

HTTP Status Code

PASS

Status: 200

10/10 pts

Redirect Chain

PASS

No redirects

5/5 pts

Canonical Tag

FAIL

Missing canonical tag

0/8 pts

⚡ Add

Indexability

PASS

Page is indexable

7/7 pts

Sitemap

FAIL

No sitemap detected

0/5 pts

⚡ Create and submit sitemap.xml

robots.txt

FAIL

No robots.txt

0/5 pts

⚡ Create robots.txt file

Performance Score

SKIP

Performance metrics not checked (0 pts)

0/12 pts

⚡ Enable performance check in options

Mobile Viewport

PASS

Viewport meta tag present
10/10 pts

HTTPS

PASS

Site uses HTTPS
8/8 pts

Title Tag

PARTIAL

Title length: 14 chars
8/10 pts

Meta Description

FAIL

Missing meta description
0/8 pts

⚡ Add

H1 Tag

PASS

Single H1 tag found
7/7 pts

Heading Hierarchy

PASS

Valid heading hierarchy
5/5 pts

Charset Declaration

INFO

Missing charset (Info)
0/0 pts

HTML Lang Attribute

INFO

Lang attribute present
0/0 pts

AI OPTIMIZATION

AI Crawler Access

PASS

Major AI crawlers allowed

25/25 pts

llms.txt File

PARTIAL

No llms.txt (optional but recommended)

2/5 pts

⚡ Create /llms.txt for enhanced AI discoverability

llms.txt Quality

SKIP

llms.txt not present (quality N/A)

0/10 pts

JSON-LD Schema

FAIL

No JSON-LD structured data

0/12 pts

⚡ Add JSON-LD schema for Organization, Product, or Article

Schema Types

FAIL

Schema types: none valuable

0/18 pts

⚡ Add Organization, FAQPage, or Product schema

Open Graph Tags

FAIL

Missing Open Graph tags

0/8 pts

⚡ Add og:title, og:description, og:image meta tags

Twitter Cards

FAIL

Missing Twitter Card tags

0/7 pts

⚡ Add twitter:card, twitter:title, twitter:description meta tags

Content Extractability

FAIL

Thin content (19 words)

0/15 pts

⚡ Add FAQ sections, structured summaries, or more content

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