**Reviews of Websites**

**Hemingwayapp**

* They want to establish what is "good and concise" writing but this is subjective! If it's well applied, there is no problem with having a writing style that fails to meet these rules. it relies 100% on every correction and suggestion might worsen your writing style. [Review Reference](https://www.youtube.com/watch?v=GeyH4GK-AIQ)

Feature: We can Implement AI-driven writing tools that can be customised to different writing styles and contexts.

Solution: Allow users to select their preferred writing style (formal, casual, creative) and tailor feedback accordingly.

* No save or import/export functions in the free version.

Feature: Allow users to save, import, and export their work for free.

Solution: Enable cloud storage integration (e.g., Google Drive, Dropbox) and local save options to improve usability and accessibility.

* It focuses on only a handful of grammar choices

Soln: can use grammar tools such as grammarly.

* It rarely offers suggestions for how to fix the problem they’ve identified

[Review Reference](https://blog.reedsy.com/hemingway-app-review/)

Soln: can Include detailed examples and tutorials on how to implement suggested fixes.

**Yoast**

* Yoast's SEO analysis overly emphasises exact keyword matches, making it less useful for targeting multiple focus keywords with partial matches.[Link](https://www.isitwp.com/wordpress-plugins/yoast-seo/)

Feature: Allow targeting of multiple focus keywords with partial matches.

Solution:

Instead of focusing strictly on exact keyword matches, our tool will analyse content for broader relevance and context. It will understand variations of keywords and their semantic relationships within the content. This approach ensures that your content ranks well for a variety of related search queries, not just exact matches, enhancing its visibility and relevance across different search intents.

* Yoast's algorithm still depends on keyword density.[Link](https://www.clairepaniccia.com/yoast-seo-review/)

Feature: Provide thorough content analysis focusing on overall quality and relevance, rather than strict adherence to keyword density.

* Sometimes the bulk editor has a hard time finding all the pages and posts on the site. So one needs to go in manually and hunt those pages down.[Link](https://www.getapp.com/marketing-software/a/yoast-seo/reviews/f8fa55da21/)

Feature: Develop a robust indexing system that quickly identifies and updates all pages and posts, minimising manual intervention.

* The least helpful thing about Yoast is its off-page SEO offerings. Moreover, off-page and technical SEO options are being offered in a paid version only. [Link](https://www.g2.com/products/yoast-yoast/reviews/yoast-review-9635846)

Feature : Offer functionalities such as backlink analysis, social media integration, and competitor analysis to enhance off-page SEO strategies

**Accuranker**

* It has a limitation of keywords for tracking so sometimes you will be stuck due to limitations.

Features: Develop a system that allows for tracking an unrestricted number of keywords, ensuring comprehensive monitoring without limitations.

* Sometimes the ranking is not accurate compared with manual search.

Features: Continuously refine algorithms to achieve more accurate ranking results, aligning closely with manual search accuracy benchmarks.

* The arrows and colours for the rankings are sometimes confusing.

Features: Redesign UI elements such as icons and colour codes to clearly represent rankings.

* It can sometimes be a pain not being able to filter all results with multiple filters.[Link](https://www.softwareadvice.com/marketing/accuranker-profile/reviews/)

Features: Develop customizable filters based on location, device type, date range, etc., to enhance data relevance.

**SpyFu**

* Performance and Reliability Concerns

Features: Implement performance monitoring tools. Upgrade server capacity, optimise database queries, and utilise caching mechanisms to reduce load times and improve response rates.

* Need a larger database of keywords

Features: Enhance backend infrastructure to accommodate a larger volume of keywords for comprehensive research and analysis.

* It provides data from limited countries and sometimes data is inaccurate.

Features: Implement automated checks to verify data quality and consistency across all sources,

* The user interface is very lacking and somewhat confusing to navigate.

Features: Redesign UI for better usability.

* The UI is a bit convoluted, and not the most intuitive [Link](https://www.g2.com/products/spyfu/reviews?utf8=%E2%9C%93&filters%5Bnps_score%5D=4)

Features: Upgrade backend systems for faster data retrieval and processing, ensuring smooth user experience even during peak usage.

**Google adsense**

* Verifying First site is difficult.

Feature : Streamline the website verification process by providing step-by-step guidance and automated checks.

* Reports are sometimes too thin
* Data takes time to update

Feature : Ensure real-time data updates within the SEO tool. This feature keeps information current and accurate, providing users with instant insights into their website's performance metrics without delays.

* Sometimes not in real-time which should not happen
* Not much explanation or opportunity to use matched content and native content ads[Link](https://www.trustradius.com/products/google-adsense/reviews)

Feature : Provide concise instructions and tips for maximising the impact of matched content and native ads on websites within the SEO tool

* difficult to verify your website for ads.
* Customer support is less active.[Link](https://www.g2.com/products/adsense/reviews/adsense-review-7554055)

Feature: Implement an integrated customer support system directly within the SEO tool interface. This feature allows users to access help resources, submit queries, and receive prompt responses and solutions from support staff, ensuring timely assistance and enhanced user satisfaction.

**Hotjar**

* Missing one important feature to analyse user vs content performance which is the a/b testing feature.
* With the angular Js website, the form system of Hotjar doesn’t work which is a great disadvantage.
* Lack of Customer Support.
* Hotjar is not equipped to analyse all forms and increased load times on some sites.[Link](https://www.getapp.com/business-intelligence-analytics-software/a/hotjar/reviews/?rating_rounded%5B%5D=4&page=2)
* The filtering of the recordings can be done better.
* Interface confusing.[Link](https://www.trustradius.com/products/hotjar/reviews?f=25#reviews)

**Silktide**

* Pricing information is not available on their website, requiring direct contact for a quote. [Link](https://growthsupermarket.com/seo-tools/silktide/)
* SEO rank checking could be broader.

**WebpageTest**

* Challenges for users without strong technical backgrounds in implementing recommended optimizations.[Link](https://moz.com/blog/the-seo-experts-guide-to-web-performance-using-webpagetest#next-time:-diagnosing-performance-problems-with-webpagetest)
* Limited Automation: Setting up automation through WebPageTest's API requires more effort and coding knowledge compared to tools with built-in automation.[Link](https://kinsta.com/blog/webpagetest/)
* Lack of Implementation Instructions.

**Mozilla Observatory**

* Some users reported low security scores. [Link](https://wordpress.org/support/topic/its-good-but-gives-me-very-low-security-scores-on-mozilla-observatory/)

**VirusTotal**

* File scanning can be very slow sometimes.[Link](https://www.trustradius.com/reviews/virustotal-2021-12-15-09-05-07)
* It depends on other security vendor analysis. So, it fails to detect a zero-day attack and fails to detect URLs with 100% accuracy.[Link](https://www.g2.com/products/virustotal/reviews/virustotal-review-9632443)
* It does not provide all details for your analyses but provides the basic things.

**Adroll**

* Dynamic Campaign Photos Problem
* Logo Issues Problem.
* The dashboard is overly complex and not user-friendly.
* Data in the dashboard is incorrect, and not trustworthy.
* Not even able to add/remove/edit your recipient list.

[Link](https://apps.shopify.com/adroll-retargeting/reviews?ratings%5B%5D=2)

**Media.net**

* The ads require double clicks from your website visitors. In other words, your site visitors have to click on an advert twice for you to earn.
* They do not update the revenue in real time. You will have to wait for one day to see the day’s earnings.
* Requires website traffic from three countries only – UK, US and Canada. If your website has been getting traffic from other countries, you will not earn.

[Link](https://www.binpress.com/media-net-review/)