SEO Site Analyst

google.com

https://google.com

38/100

Overall SEO Score: Grade F

57	39	18	6
Total Checks	Passed	Failed	Title Length

Ai_Seo

[PASS] **AI Crawler Access** +10 pts

All 13 major AI crawlers (GPTBot, ClaudeBot, PerplexityBot……

[PASS] **Answer-Ready Structure** +10 pts

Content is answer-engine friendly: 0 question heading(s), 4…

[FAIL] **Citation-Ready Schema** +0 pts

No JSON-LD structured data found.

[FAIL] **Entity Clarity** +0 pts

No Organization/Person/WebSite schema — LLMs cannot confide…

[FAIL] **Freshness Signals** +2 pts

No machine-readable dates (article:published_time, datePubl…

[FAIL] **Semantic HTML for AI** +3 pts

Weak semantic structure — AI parsers struggle to isolate th…

[FAIL] **llms.txt** +2 pts

No llms.txt file found.

Content Analysis

[PASS] **Content Length** +6 pts

Moderate content (396 words)

[PASS] **H1 Heading** +10 pts

Single H1 found: "Bevor Sie zu Google weitergehen"

[FAIL] **Heading Structure** +4 pts

Incomplete heading hierarchy

[FAIL] **Image Alt Tags** +0 pts

10 of 12 images missing alt text

[FAIL] **Keyword Consistency** +0 pts

Primary keyword not in title or H1

[PASS] **Keywords Cloud** +5 pts

Top keywords: und, sie, google, english, die

[FAIL] **Text/HTML Ratio** +0 pts

Low text ratio: 1.2%

Domain Info

[PASS] **Domain Age** +5 pts

Domain is 28 years old (established)

[PASS] **Domain Expiry** +5 pts

Expires in 2 year(s)

[PASS] **Domain Registrar** +3 pts

Registrar: MarkMonitor Inc.

[PASS] **Domain Variations** +3 pts

Consider securing: google.net, google.org, google.io

[PASS] **Name Servers** +3 pts

4 name server(s): ns1.google.com, ns2.google.com, ns3.googl…

External Metrics

[FAIL] **Backlinks** +0 pts

Moz API not configured (optional)

[FAIL] **Domain Authority** +0 pts

Moz API not configured (optional)

Links

[PASS] **Broken Links** +5 pts

No broken links detected (sample check)

[PASS] **External Links** +5 pts

14 external links found

[PASS] **Internal Links** +8 pts

11 internal links found

[PASS] **NoFollow Links** +3 pts

0 nofollow links

Meta Tags

[FAIL] **Meta Description** +0 pts

Missing meta description.

[PASS] **Meta Keywords** +2 pts

No meta keywords (not required)

[FAIL] **Title Tag Length** +5 pts

Title length is 6 chars (recommended: 30-60).

Mobile Optimization

[FAIL] **Mobile Friendly** +3 pts

Mobile issues: Missing viewport meta tag

[FAIL] **Viewport Tag** +0 pts

Missing viewport tag.

Performance

[PASS] **GZIP Compression** +8 pts

GZIP compression enabled

[PASS] **Page Size** +10 pts

Excellent page size (277 KB)

[PASS] **PageSpeed Insights** +2 pts

PageSpeed API key not configured

[PASS] **Server Response Time** +10 pts

Excellent response time (0.18s)

[PASS] **Speed Tips** +4 pts

1 optimization(s) suggested

Security

[PASS] **Email Privacy** +5 pts

No exposed email addresses

[PASS] **Safe Browsing** +2 pts

Safe Browsing API key not configured

Server Info

[PASS] **Hosting Provider** +3 pts

Hosted by: Google LLC

[PASS] **Server IP** +3 pts

Server IP: 142.250.154.138

[PASS] **Server Location** +3 pts

Server located in Mountain View, United States

Technical SEO

[FAIL] **Analytics Detection** +0 pts

No analytics tools detected

[FAIL] **Canonical Tag** +5 pts

Missing canonical tag.

[PASS] **Character Encoding** +3 pts

Encoding declared: UTF-8

[PASS] **Custom 404 Page** +5 pts

Custom 404 error page configured

[PASS] **Doctype** +2 pts

Doctype declared (older HTML)

[PASS] **Embedded Objects** +3 pts

No embedded objects (Flash/Java)

[PASS] **HTTP Status** +5 pts

Page returns 200 OK

[PASS] **IP Canonicalization** +3 pts

Domain resolves to IP: 142.250.154.113

[PASS] **Iframe Detection** +3 pts

No iframes found

[PASS] **Robots.txt** +5 pts

Robots.txt found and accessible

[PASS] **SSL Certificate** +10 pts

Valid SSL certificate (HTTPS)

[PASS] **Sitemap.xml** +5 pts

Sitemap found

[PASS] **URL Length** +3 pts

Good URL length (23 chars)

[PASS] **URL Rewrite** +5 pts

Clean, SEO-friendly URL structure

[PASS] **URL Underscores** +3 pts

URL uses SEO-friendly format

[FAIL] **W3C Validity** +2 pts

8 HTML errors found

[PASS] **WWW Consistency** +3 pts

Using www version

Priority Recommendations

- Add JSON-LD schema (FAQPage, Article, Organization). AI engines rely on it to u…
- Add Organization JSON-LD with name, logo, description and sameAs social links.
- Expose publish and last-updated dates via meta tags or schema. AI answer engine…
- Wrap primary content in <main>/<article> tags and keep paragraphs under ~100 wo…
- Add an llms.txt file (markdown index of your key pages) so LLMs can understand …
- Use H1 followed by H2, H3 for proper structure.
- Add descriptive alt text to all images for accessibility and SEO.
- Include your target keyword in title and H1.
- Add more text content. Aim for 25%+ text-to-HTML ratio.
- Add MOZ_ACCESS_ID and MOZ_SECRET_KEY to enable.