

SEO Site Analyst

google.com

https://google.com

38/100

Overall SEO Score: Grade F

57

Total Checks

39

Passed

18

Failed

6

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.

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