

SEARCHINTEL.IO

SEO + AEO + GEO INTELLIGENCE PLATFORM

# Website Audit Report

wan4ai.app

September 20, 2026



## SEO

How well search engines  
can find and rank your  
pages



## AEO

How well AI assistants can  
cite your content



## GEO

Your visibility in AI-  
generated search results



## SECURITY

SSL, headers, and  
vulnerability protection

Website Audit · wan4ai.app · Based on 50 pages analysed (5 crawled + 45 fetched) of 70 discovered

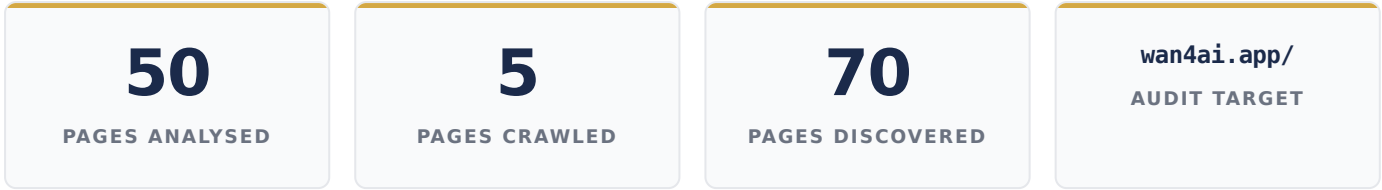
Report ID: af5b3ba6143f4998

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# Traffic Overview

A snapshot of your website's crawl data and audit scope

**What this audit covers:** the audit starts at your homepage and follows links across the whole website, plus every address listed in your sitemap — it is not limited to the home page. “Pages analysed” is the set we read in full for this report; “pages discovered” is every unique internal address we found on the site. When the two differ, the report says so and treats page-level counts as a sample.



### Traffic by Channel, City & Engagement Metrics

Detailed visitor data (Users, Sessions, Bounce Rate) broken down by channel (Organic, Direct, Social, Referral) and geographic location requires Google Analytics integration. Contact us to set up Google Analytics for comprehensive traffic reporting.

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# Executive Summary

Overall health scores for wan4ai.app across search, AI, and security



SEO SCORE



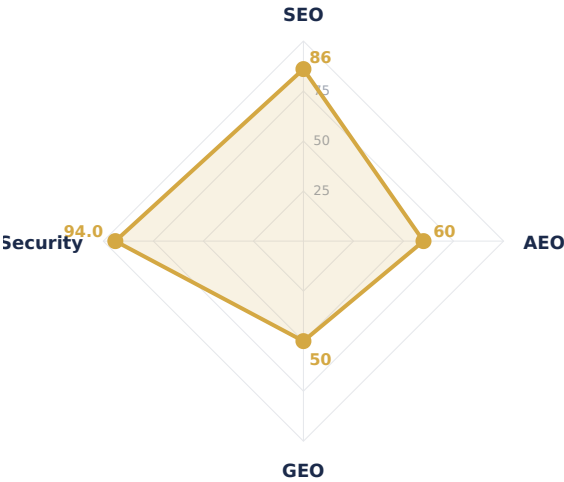
AEO SCORE



GEO SCORE



SECURITY



**SEO 86/100:** Your overall SEO score is strong, but 3 high-severity issues need attention — see the action plan below.

**AEO 60/100:** Your content could be better optimised for AI assistants like ChatGPT or Google's AI answers. Structured data and clear answers would help.

**GEO 50/100:** Your brand has limited visibility in AI-generated responses. Consider creating more authoritative content that AI models will reference.

**Security Grade A:** Your site has strong security measures in place. Visitors and search engines trust your site.

## Top Issues Found

| SEVERITY | ISSUE                                                                                                                                     | AFFECTED PAGES                                                                                          | RECOMMENDATION                                                                          |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| HIGH     | 5 pages have scripts or stylesheets that block the page from appearing -- visitors see a blank screen while these files download          | wan4ai.app/<br>wan4ai.app/de<br>wan4ai.app/fr<br>wan4ai.app/ja<br>wan4ai.app/zh                         | Defer or async-load render-blocking CSS/JS so visitors see the page faster              |
| HIGH     | Page elements shift around while loading (score 50/100) -- unexpected movement causes visitors to mis-click and hurts your Google ranking | Site-wide Core Web Vitals metric; no per-URL CLS rows were returned by the crawl.                       | Reserve space for images, ads, and dynamic content to eliminate cumulative layout shift |
| HIGH     | 12 pages share the same title - search engines cannot tell them apart, so they compete against each other instead of ranking separately   | wan4ai.app/about<br>wan4ai.app/blog<br>wan4ai.app/de/about<br>wan4ai.app/de/blog<br>wan4ai.app/es/about | Write unique title tags for each page to avoid keyword cannibalization                  |

**What this means for your business:** SEO determines how easily potential customers find you on Google. Each signal below directly impacts whether your website appears on page 1 or gets buried. Low scores in high-weight signals mean you are losing traffic — and revenue — to competitors who rank higher.

| SIGNAL                                                                                                     | WEIGHT | SCORE | BAR                    | ISSUES FOUND                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------|--------|-------|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Page Loading Speed</b><br><small>How fast your pages load for visitors</small>                          | 12%    | 81.4  | <div><div></div></div> | 5 pages have scripts or stylesheets that block the page from appearing -- visitors see a blank screen while these files download; Page elements shift around while loading (score 50/100) -- unexpected movement causes visitors to mis-click and hurts your Google ranking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Page Titles And Descriptions</b><br><small>The title and summary Google shows in search results</small> | 12%    | 79.4  | <div><div></div></div> | 12 pages share the same title -- search engines cannot tell them apart, so they compete against each other instead of ranking separately; 7 pages have titles longer than 60 characters -- Google will cut them off in search results, hiding important words; 21 pages have very short titles (under 30 characters) -- short titles miss the chance to include keywords that help people find your page; 10 pages have descriptions longer than 160 characters -- Google will truncate them in search results, cutting off your message; 6 pages have very short descriptions (under 70 characters) -- short descriptions waste the space Google gives you to convince searchers to click; 7 pages share the same description -- identical descriptions make search listings look repetitive and reduce click-through rates; 5 of 50 checked pages have no social sharing preview -- when shared on Facebook, LinkedIn, or WhatsApp, these pages will show a generic link instead of a rich preview with image and title |
| <b>Broken Links And Errors</b><br><small>Links on your site that lead to missing pages</small>             | 12%    | 100.0 | <div><div></div></div> | No issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

| SIGNAL                                                                                         | WEIGHT | SCORE | BAR                    | ISSUES FOUND                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------------------------------------|--------|-------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Search Result Enhancements</b><br>Rich snippets, star ratings, and extras in search results | 8%     | 71.0  | <div><div></div></div> | Structured data is on 16/50 pages but not all -- adding it to more pages could unlock additional rich results in search                                                                                                                                                                                        |
| <b>Mobile Friendliness</b><br>How well your site works on phones and tablets                   | 8%     | 100.0 | <div><div></div></div> | No issues                                                                                                                                                                                                                                                                                                      |
| <b>Website Navigation Links</b><br>How pages on your site link to each other                   | 8%     | 100.0 | <div><div></div></div> | No issues                                                                                                                                                                                                                                                                                                      |
| <b>Image Optimization</b><br>Whether images have descriptions and load efficiently             | 8%     | 94.0  | <div><div></div></div> | 3 images across 3 pages have an empty alt attribute -- correct for decorative images, but worth checking that no meaningful image (project photo, floor plan, elevation) was left undescribed; 5 images have no title attribute -- adding titles provides helpful tooltip text when visitors hover over images |
| <b>Content Readability</b><br>How easy your content is to read and understand                  | 8%     | 44.0  | <div><div></div></div> | Content is written at a grade 15.4 reading level -- aiming for grade 6-12 makes content accessible to a broader audience and keeps visitors on the page longer; 16/50 pages are very difficult to read -- complex language causes visitors to leave; simpler writing keeps people engaged and improves SEO     |
| <b>Content Quality And Depth</b><br>Whether your content is substantial enough to rank         | 8%     | 81.5  | <div><div></div></div> | 16/50 pages have very little text (under 300 words) -- thin pages rarely rank well because search engines see them as lacking useful information; 5/50 pages are mostly code with very little visible text -- search engines may view these as low-value pages                                                 |
| <b>Website Security (Https)</b><br>Whether your site uses a secure encrypted connection        | 6%     | 100.0 | <div><div></div></div> | No issues                                                                                                                                                                                                                                                                                                      |

| SIGNAL                                                                                    | WEIGHT | SCORE | BAR         | ISSUES FOUND |
|-------------------------------------------------------------------------------------------|--------|-------|-------------|--------------|
| <b>Duplicate Page Prevention</b><br>Avoiding multiple pages with the same content         | 5%     | 100.0 | <div></div> | No issues    |
| <b>Technical Configuration</b><br>Server settings that affect how Google crawls your site | 5%     | 100.0 | <div></div> | No issues    |

## 4 Page Speed and User Experience

How fast your pages load and how smooth they feel for visitors

Field-data (real visitor) measurements are not yet available for this domain — see Section 8 for lab-based Lighthouse measurements.

**What this means for your business:** Google uses page speed as a ranking factor. Slow-loading pages frustrate visitors — 53% of mobile users leave a page that takes longer than 3 seconds to load. Faster pages mean higher rankings, more visitors, and better conversion rates.

*Core Web Vitals data is not yet available for this domain. Google's CrUX dataset requires a minimum of real Chrome user traffic before it publishes field metrics, and our PageSpeed Insights fallback could not produce a complete reading on this audit. See Section 8 for synthetic Lighthouse measurements taken during the crawl.*

## Voice Search and AI Answers

How well your content appears in voice assistants and Google's direct answers

**What this means for your business:** When people ask Google or Siri a question, AEO determines whether your website gets featured as the direct answer. Winning the "featured snippet" or "position zero" can drive 2-3x more clicks than a standard #1 ranking. Poor AEO means your competitors answer your customers' questions instead of you.

### AEO / Voice-Search analysis — part of the AI & AEO bundle

This is part of the paid AI & AEO bundle. Unlock the full AEO & GEO breakdowns, AI-platform visibility, agent insights, and ready-to-write content briefs.

**Unlock AI & AEO insights — ₹499**

**What this means for your business:** AI tools like ChatGPT, Gemini, and Perplexity are becoming how people research products and services. GEO measures whether these AI tools cite and recommend your website. If your GEO score is low, AI-powered search will send potential customers to your competitors instead.

### AI Visibility / GEO analysis — part of the AI & AEO bundle

This is part of the paid AI & AEO bundle. Unlock the full AEO & GEO breakdowns, AI-platform visibility, agent insights, and ready-to-write content briefs.

**Unlock AI & AEO insights — ₹499**

**What this means for your business:** Security issues erode customer trust and can hurt your search rankings. Google actively demotes insecure sites. A poor security grade means browsers may warn visitors away from your site, directly reducing leads and conversions. Fixing security issues is often the fastest way to improve both rankings and credibility.

**How this grade is calculated:** we run the checks listed below against your live website; each one scores 0–100 and contributes its listed weight to a combined security score, which maps to the A–F grade (the exact score bands are in the “How We Calculate Your Scores” section at the end of this report). **“Browser Security Rules”** in particular checks the safety instructions your website sends to every visitor's browser — known technically as security headers. These are one-line rules such as “always use the encrypted connection”, “only run scripts this site approved” and “don't let other websites embed this page invisibly”. Browsers follow them automatically when present; your web developer can add them in the server settings, usually in under an hour, with no visible change to the site.



SECURITY GRADE



SECURITY SCORE

| CHECK                                                                                | WEIGHT | SCORE | BAR         | ISSUES FOUND                                                     |
|--------------------------------------------------------------------------------------|--------|-------|-------------|------------------------------------------------------------------|
| <b>Ssl Security Certificate</b><br>Encryption that keeps visitor data safe           | 25%    | 100.0 | <div></div> | No issues                                                        |
| <b>Secure Connection</b><br>Forces all traffic through a secure HTTPS connection     | 20%    | 100.0 | <div></div> | No issues                                                        |
| <b>Browser Security Rules</b><br>Headers that protect against common web attacks     | 25%    | 80.0  | <div></div> | No rules preventing malicious scripts from running on your pages |
| <b>Server Information Leaks</b><br>Hiding server details that hackers could exploit  | 10%    | 90.0  | <div></div> | No issues                                                        |
| <b>Sensitive File Protection</b><br>Blocking access to admin panels and config files | 10%    | 100.0 | <div></div> | No issues                                                        |

| CHECK                                                                   | WEIGHT | SCORE | BAR         | ISSUES FOUND |
|-------------------------------------------------------------------------|--------|-------|-------------|--------------|
| <b>Wordpress Security</b><br>Checks for known WordPress vulnerabilities | 10%    | 100.0 | <div></div> | No issues    |

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## Website Technical Health

Behind-the-scenes issues that affect how search engines read your site

### Crawl Details

| METRIC                                                                | VALUE               |
|-----------------------------------------------------------------------|---------------------|
| <b>Target URL</b><br>The website address that was scanned             | https://wan4ai.app/ |
| <b>Crawl Status</b><br>Whether the scan finished successfully         | finished            |
| <b>Max Crawl Limit</b><br>Maximum number of pages the scanner checked | 5                   |
| <b>Pages in Queue</b><br>Pages waiting to be scanned                  | 0                   |

### Site Configuration

Domain-level configuration checks: sitemap, robots.txt, redirects, and protocol settings.

| CHECK                                                                               | STATUS     |
|-------------------------------------------------------------------------------------|------------|
| <b>Sitemap.xml</b><br>A file that tells Google which pages to index                 | Found      |
| <b>Robots.txt</b><br>Rules that tell search engines what they can crawl             | Found      |
| <b>HTTP to HTTPS Redirect</b><br>Automatically sends visitors to the secure version | Configured |
| <b>WWW Redirect</b><br>Makes www and non-www versions point to the same site        | Configured |
| <b>HTTP/2</b><br>A faster protocol for loading your website                         | Enabled    |
| <b>Domain Canonicalization</b><br>Ensures one main version of your domain is used   | Passed     |

**cloudflare**

WEB SERVER

**188.114.97.3**

SERVER IP

**5**

TOTAL PAGES FOUND

## SSL Certificate

| PROPERTY                                                                        | VALUE                                 |
|---------------------------------------------------------------------------------|---------------------------------------|
| <b>Valid Certificate</b><br>Whether your SSL certificate is current and trusted | Yes                                   |
| <b>Issuer</b><br>The authority that issued your security certificate            | CN=WE1, O=Google Trust Services, C=US |
| <b>Subject</b><br>The domain name the certificate protects                      | CN=wan4ai.app                         |
| <b>Version</b><br>The version of the SSL/TLS protocol in use                    | 3                                     |
| <b>Expiration</b><br>When your certificate expires and needs renewal            | 2026-12-09 14:06:37 +00:00            |

## Page-by-Page Analysis

Per-URL breakdown of detected issues, grouped by category and sorted by severity.

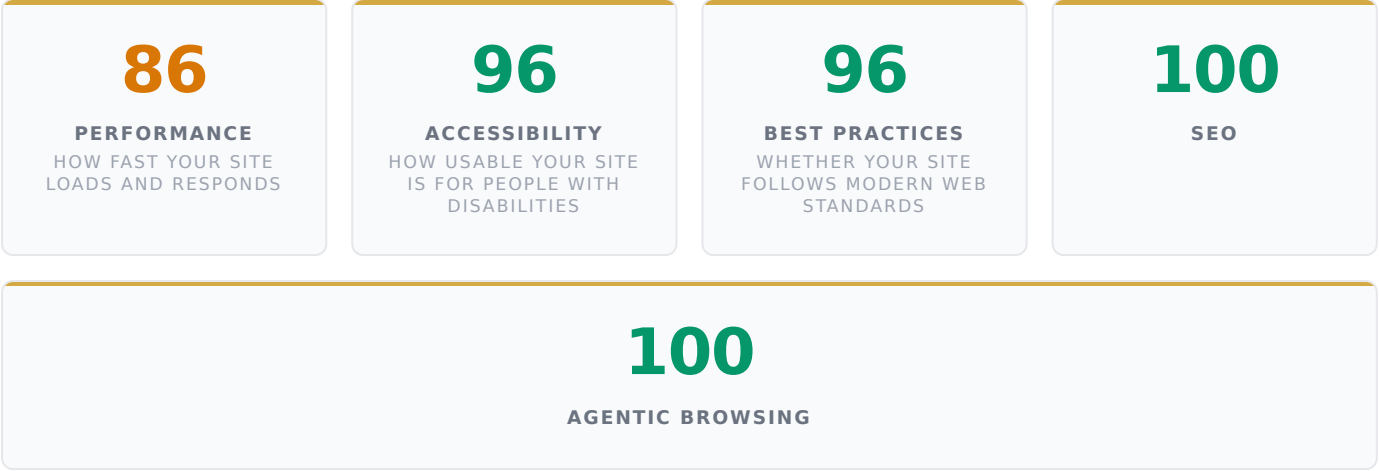
| URL           | STATUS | LOAD (MS) | WORDS | SCORE  | ISSUES BY CATEGORY                                                                                                                                                                                                  |
|---------------|--------|-----------|-------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| wan4ai.app/   | 200    | 74        | 1247  | 55/100 | <b>CONTENT</b> <ul style="list-style-type: none"><li>Images missing alt text</li><li>Low content-to-HTML ratio</li></ul> <b>TECHNICAL</b> <ul style="list-style-type: none"><li>Render-blocking resources</li></ul> |
| wan4ai.app/de | 200    | 121       | 1222  | 55/100 | <b>CONTENT</b> <ul style="list-style-type: none"><li>Images missing alt text</li><li>Low content-to-HTML ratio</li></ul> <b>TECHNICAL</b> <ul style="list-style-type: none"><li>Render-blocking resources</li></ul> |
| wan4ai.app/fr | 200    | 229       | 1461  | 55/100 | <b>CONTENT</b> <ul style="list-style-type: none"><li>Images missing alt text</li><li>Low content-to-HTML ratio</li></ul> <b>TECHNICAL</b> <ul style="list-style-type: none"><li>Render-blocking resources</li></ul> |
|               |        |           |       |        |                                                                                                                                                                                                                     |

| URL                         | STATUS | LOAD (MS) | WORDS | SCORE  | ISSUES BY CATEGORY                                                                                                                                                                                                       |
|-----------------------------|--------|-----------|-------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| wan4ai.app/ja               | 200    | 211       | 367   | 55/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Images missing alt text</li> <li>Low content-to-HTML ratio</li> </ul> <b>TECHNICAL</b> <ul style="list-style-type: none"> <li>Render-blocking resources</li> </ul> |
| wan4ai.app/zh               | 200    | 75        | 372   | 55/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Images missing alt text</li> <li>Low content-to-HTML ratio</li> </ul> <b>TECHNICAL</b> <ul style="list-style-type: none"> <li>Render-blocking resources</li> </ul> |
| wan4ai.app/blog             | 200    | 1201      | 192   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (192 words)</li> </ul>                                                                                                                                |
| wan4ai.app/de/blog          | 200    | 1601      | 172   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (172 words)</li> </ul>                                                                                                                                |
| wan4ai.app/de/text-to-video | 200    | 996       | 291   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (291 words)</li> </ul>                                                                                                                                |
| wan4ai.app/de/tools         | 200    | 966       | 197   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (197 words)</li> </ul>                                                                                                                                |
| wan4ai.app/es/blog          | 200    | 900       | 232   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (232 words)</li> </ul>                                                                                                                                |
| wan4ai.app/es/tools         | 200    | 222       | 269   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (269 words)</li> </ul>                                                                                                                                |
| wan4ai.app/fr/blog          | 200    | 946       | 221   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (221 words)</li> </ul>                                                                                                                                |
| wan4ai.app/fr/tools         | 200    | 193       | 255   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (255 words)</li> </ul>                                                                                                                                |
| wan4ai.app/it/blog          | 200    | 896       | 221   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (221 words)</li> </ul>                                                                                                                                |
| wan4ai.app/it/tools         | 200    | 177       | 257   | 85/100 | <b>CONTENT</b> <ul style="list-style-type: none"> <li>Thin content (257 words)</li> </ul>                                                                                                                                |

15 of the 15 pages shown above have issues. Another 5 issue-bearing pages are omitted for readability.

## Lighthouse Performance

Google Lighthouse audit results for **wan4ai.app**.



Key Audits

| AUDIT                                                                     | SCORE | DISPLAY VALUE               |
|---------------------------------------------------------------------------|-------|-----------------------------|
| First Contentful Paint                                                    | 73    | 2.3 s                       |
| Largest Contentful Paint                                                  | 85    | 2.7 s                       |
| Total Blocking Time                                                       | 78    | 300 ms                      |
| Max Potential First Input Delay                                           | 25    | 350 ms                      |
| Browser errors were logged to the console                                 | 0     |                             |
| Reduce initial server response time                                       | 0     | Root document took 1,100 ms |
| Background and foreground colors do not have a sufficient contrast ratio. | 0     |                             |
| Elements with visible text labels do not have matching accessible names.  | 0     |                             |
| Document request latency                                                  | 0     | Est savings of 1,000 ms     |
| Network dependency tree                                                   | 0     |                             |
| Render-blocking requests                                                  | 0     | Est savings of 260 ms       |

Links Analysis

| PAGE URL    | INTERNAL | EXTERNAL | BROKEN |
|-------------|----------|----------|--------|
| wan4ai.app/ | 19       | 8        | 0      |
|             |          |          |        |

| PAGE URL                            | INTERNAL | EXTERNAL | BROKEN |
|-------------------------------------|----------|----------|--------|
| wan4ai.app/de                       | 20       | 8        | 0      |
| wan4ai.app/fr                       | 20       | 8        | 0      |
| wan4ai.app/ja                       | 20       | 8        | 0      |
| wan4ai.app/zh                       | 20       | 8        | 0      |
| wan4ai.app/about                    | 7        | 2        | 0      |
| wan4ai.app/blog                     | 24       | 8        | 0      |
| wan4ai.app/blog/what-is-wan-4       | 26       | 14       | 0      |
| wan4ai.app/de/about                 | 7        | 2        | 0      |
| wan4ai.app/de/blog                  | 24       | 8        | 0      |
| wan4ai.app/de/blog/what-is-wan-4-de | 26       | 14       | 0      |
| wan4ai.app/de/image-to-video        | 27       | 8        | 0      |
| wan4ai.app/de/pricing               | 23       | 8        | 0      |
| wan4ai.app/de/text-to-video         | 27       | 8        | 0      |
| wan4ai.app/de/tools                 | 25       | 8        | 0      |

Showing the top 15 pages by link count out of 50 pages with link data.

## 8.5 Keyword Intelligence — Site Profile & Strategy

Auto-detected client archetype, service area, and the keywords most likely to make you money

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### Detected Site Profile

|                 |                                                                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Archetype       | <b>Healthcare</b> (25% confidence)                                                                                                                                  |
| Service area    | Not detected from site content. Add service-area schema only if this is a local business; otherwise treat the keyword strategy below as generic discovery guidance. |
| Confidence note | Low-confidence site profile. Recommendations below are candidate ideas until the site exposes clearer business type, service area, or structured-data signals.      |

*v2 keyword scoring is enabled but produced no results — DataForSEO has no indexed data for this domain yet.*

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# AI-Powered Insights

Site-specific findings synthesised by our investigation agent, grounded in your actual pages and keywords

## AI-Powered Insights — part of the AI & AEO bundle

This is part of the paid AI & AEO bundle. Unlock the full AEO & GEO breakdowns, AI-platform visibility, agent insights, and ready-to-write content briefs.

**Unlock AI & AEO insights — ₹499**

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## Keyword Rankings

Where your website currently ranks for important search terms

**What this means for your business:** These are the search terms where your website currently appears in Google results. Positions 1-3 get the most clicks. Moving from position 11 to position 8 can double your traffic for that keyword. Focus on keywords close to the top 10 for the biggest gains.

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## Keyword Opportunities

Untapped search terms that could bring new visitors to your website

*We could not identify enough reliable keyword opportunities for this audit yet. Connect GA4/GSC or re-run after the site has a larger search footprint for stronger keyword expansion.*

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## Content Plan: Briefs for Your Writers

Ready-to-publish blog briefs targeting the highest-opportunity informational keywords your audience is already searching

### Content Plan — part of the AI & AEO bundle

This is part of the paid AI & AEO bundle. Unlock the full AEO & GEO breakdowns, AI-platform visibility, agent insights, and ready-to-write content briefs.

**Unlock AI & AEO insights — ₹499**

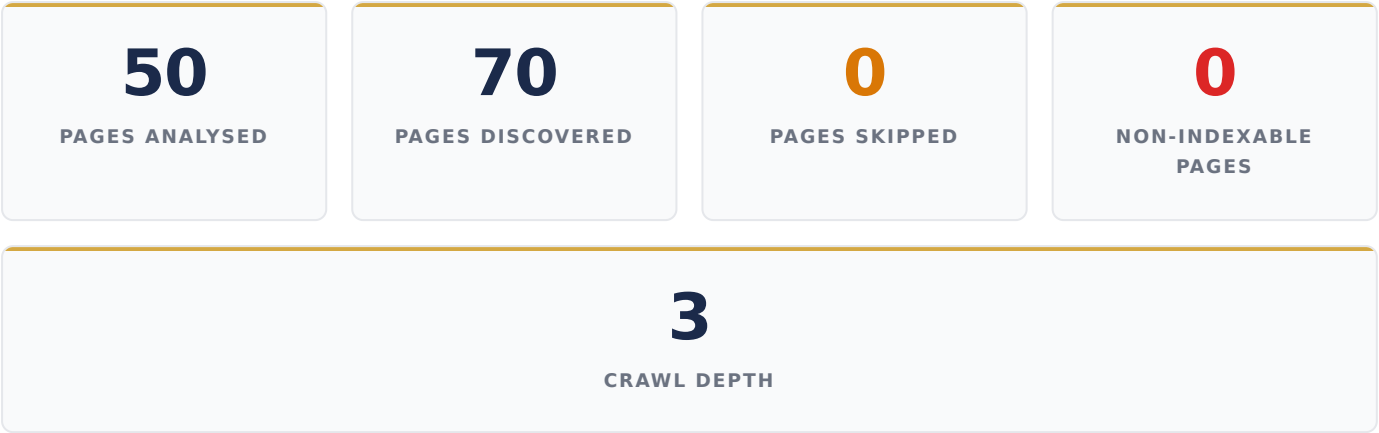


# Deep-Dive Findings & Action Plan

Affected URLs, crawl statistics, keyword segmentation, schema, authority, competitors

## Crawl Statistics

**What you're looking at:** the crawl scope and URL inventory for this audit. "Pages Analysed" is the set we read in full — the same figure the cover prints, and the denominator behind every page count and percentage in this report. "Pages Discovered" is the broader sitemap / index inventory when available.



**Detected archetype:** Healthcare / Hospital — keyword recommendations are tuned to this site type.

## Issues Discovered

**What you're looking at:** the same Ubersuggest / Ahrefs-style headline counts you're used to ("17 pages with duplicate meta descriptions", "11 pages missing an H1") — but with the affected URLs listed alongside each row so your team knows exactly where to start. Impact tags (High / Medium / Low) tell you which issues hurt rankings most.

10 of 35 catalogue categories found on 50 crawled pages. The remaining categories were checked and came back clean (no rows in the live crawl).

| PAGES | ISSUE                                               | IMPACT | SHARE OF SITE | SAMPLE AFFECTED URLS                                                                                                                                                                  |
|-------|-----------------------------------------------------|--------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 21    | 21 pages with title tags shorter than 30 characters | Medium | 42.0%         | <ul style="list-style-type: none"><li>wan4ai.app/about</li><li>wan4ai.app/blog</li><li>wan4ai.app/blog/what-is-wan-4</li><li>wan4ai.app/de/about</li><li>wan4ai.app/de/blog</li></ul> |
| 12    | 12 pages with duplicate title tags                  | High   | 24.0%         | <ul style="list-style-type: none"><li>wan4ai.app/about</li><li>wan4ai.app/blog</li><li>wan4ai.app/de/about</li><li>wan4ai.app/de/blog</li><li>wan4ai.app/es/about</li></ul>           |

| PAGES | ISSUE                                                     | IMPACT | SHARE OF SITE | SAMPLE AFFECTED URLS                                                                                                                                                                        |
|-------|-----------------------------------------------------------|--------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12    | 12 pages with duplicate H1 tags                           | Medium | 24.0%         | <ul style="list-style-type: none"> <li>wan4ai.app/about</li> <li>wan4ai.app/de/about</li> <li>wan4ai.app/blog</li> <li>wan4ai.app/de/blog</li> </ul>                                        |
| 7     | 7 pages with duplicate meta descriptions                  | High   | 14.0%         | site-wide                                                                                                                                                                                   |
| 7     | 7 pages with title tags longer than 60 characters         | Medium | 14.0%         | <ul style="list-style-type: none"> <li>wan4ai.app/</li> <li>wan4ai.app/de</li> <li>wan4ai.app/fr</li> <li>wan4ai.app/es</li> <li>wan4ai.app/es/pricing</li> </ul>                           |
| 5     | 5 pages with duplicate meta descriptions or titles        | High   | 10.0%         | <ul style="list-style-type: none"> <li>wan4ai.app/</li> <li>wan4ai.app/de</li> <li>wan4ai.app/fr</li> <li>wan4ai.app/ja</li> <li>wan4ai.app/zh</li> </ul>                                   |
| 5     | 5 pages with pages flagged as thin content                | Medium | 10.0%         | <ul style="list-style-type: none"> <li>wan4ai.app/blog</li> <li>wan4ai.app/de/blog</li> <li>wan4ai.app/de/text-to-video</li> <li>wan4ai.app/de/tools</li> <li>wan4ai.app/es/blog</li> </ul> |
| 5     | 5 pages with images without alt text                      | Medium | 10.0%         | <ul style="list-style-type: none"> <li>wan4ai.app/</li> <li>wan4ai.app/de</li> <li>wan4ai.app/fr</li> <li>wan4ai.app/ja</li> <li>wan4ai.app/zh</li> </ul>                                   |
| 5     | 5 pages with images without a title attribute             | Low    | 10.0%         | <ul style="list-style-type: none"> <li>wan4ai.app/</li> <li>wan4ai.app/de</li> <li>wan4ai.app/fr</li> <li>wan4ai.app/ja</li> <li>wan4ai.app/zh</li> </ul>                                   |
| 5     | 5 pages with pages with render-blocking scripts or styles | High   | 10.0%         | <ul style="list-style-type: none"> <li>wan4ai.app/</li> <li>wan4ai.app/de</li> <li>wan4ai.app/fr</li> <li>wan4ai.app/ja</li> <li>wan4ai.app/zh</li> </ul>                                   |

#### Catalogue categories checked, zero rows found on this site:

|                                                   |                                      |                                            |
|---------------------------------------------------|--------------------------------------|--------------------------------------------|
| missing title tags                                | missing meta descriptions            | title tags that don't reflect page content |
| meta descriptions that don't reflect page content | irrelevant meta keywords on the page | pages missing an H1 heading                |
| duplicate H1 tags                                 | pages with low readability score     | broken images / resources                  |
|                                                   |                                      | pages returning a 4xx error                |

- pages returning a 5xx error
- pages that redirect to another URL
- pages with links pointing to redirects
- pages with high load time
- pages with high server response (TTFB)
- pages larger than 3 MB
- pages with very small body size
- orphan pages with no internal links
- +7 more clean categories

Top Issues — Affected URLs, Impact, Priority

| Priority   | Problem                                                                                                                                   | Fix                                                                                     | Impact       | Affected URLs                                                                                                                                                                     |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Priority 1 | 5 pages have scripts or stylesheets that block the page from appearing -- visitors see a blank screen while these files download          | Defer or async-load render-blocking CSS/JS so visitors see the page faster              | Impact: High | <ul style="list-style-type: none"> <li>wan4ai.app/</li> <li>wan4ai.app/de</li> <li>wan4ai.app/fr</li> <li>wan4ai.app/ja</li> <li>wan4ai.app/zh</li> </ul>                         |
| Priority 2 | Page elements shift around while loading (score 50/100) -- unexpected movement causes visitors to mis-click and hurts your Google ranking | Reserve space for images, ads, and dynamic content to eliminate cumulative layout shift | Impact: High | Site-wide Core Web Vitals metric; no per-URL CLS rows were returned by the crawl.                                                                                                 |
| Priority 3 | 12 pages share the same title -- search engines cannot tell them apart, so they compete against each other instead of ranking separately  | Write unique title tags for each page to avoid keyword cannibalization                  | Impact: High | <ul style="list-style-type: none"> <li>wan4ai.app/about</li> <li>wan4ai.app/blog</li> <li>wan4ai.app/de/about</li> <li>wan4ai.app/de/blog</li> <li>wan4ai.app/es/about</li> </ul> |

Technical Health Score

84/100

TECHNICAL HEALTH

This score is independent of the overall SEO score above and isolates crawlability, site config, schema, links, and resource health.

Low-Hanging Keyword Opportunities

High-volume, low-difficulty keywords where you already rank 11-30 and a small content push could move you to page 1.

No non-branded keyword opportunities surfaced from this audit. The site's current keyword footprint is too small for DataForSEO Labs to suggest either strict low-hanging or emerging-opportunity rows. The Keyword Gap vs Competitors table below is the parallel growth lever.

## Keyword Gap vs Competitors

Keywords your competitors rank for where you do not — or where they out-rank you.

Gap-keyword data depends on DataForSEO Labs returning competitor SERP overlaps for your archetype — which currently requires the site to rank for 20+ commercial terms. Once your keyword footprint expands, this card will populate with terms each competitor wins that you don't.

## Content Recommendations

**What you're looking at:** the exact moves your content team should make next month. Blog topics are pulled from keywords your competitors rank for and you don't. Pages flagged as thin content or missing headings are quick wins your writers can fix this week.

### Blog Topics from Competitor Gaps

- **When to visit a specialist: symptoms, timing, and preparation** [archetype\_fallback]
- **Treatment cost and recovery FAQs for common procedures** [archetype\_fallback]

### Thin-Content Pages

| URL                         | WORD COUNT | REASON                    |
|-----------------------------|------------|---------------------------|
| wan4ai.app/                 | 1247       | Low content-to-HTML ratio |
| wan4ai.app/de               | 1222       | Low content-to-HTML ratio |
| wan4ai.app/fr               | 1461       | Low content-to-HTML ratio |
| wan4ai.app/ja               | 367        | Low content-to-HTML ratio |
| wan4ai.app/zh               | 372        | Low content-to-HTML ratio |
| wan4ai.app/blog             | 192        | Under 300 words           |
| wan4ai.app/de/blog          | 172        | Under 300 words           |
| wan4ai.app/de/text-to-video | 291        | Under 300 words           |
| wan4ai.app/de/tools         | 197        | Under 300 words           |
| wan4ai.app/es/blog          | 232        | Under 300 words           |

### Pages Missing Headings

Every crawled page has at least one H1 heading. No fixes needed in this bucket.

## Internal Linking Opportunities

| FROM                                | TO                    | SUGGESTED ANCHOR                                                   |
|-------------------------------------|-----------------------|--------------------------------------------------------------------|
| wan4ai.app/blog                     | wan4ai.app/es/pricing | Precios y créditos de generación de video en Wan 4 Studio   Wan 4  |
| wan4ai.app/blog/what-is-wan-4       | wan4ai.app/fr/pricing | Tarifs et crédits de génération vidéo Wan 4 Studio   Wan 4         |
| wan4ai.app/de/blog                  | wan4ai.app/it/pricing | Prezzi e crediti per generazione video Wan 4 Studio   Wan 4        |
| wan4ai.app/de/blog/what-is-wan-4-de | wan4ai.app/pricing    | Wan 4 Studio Pricing & Video Generation Credits   Wan 4            |
| wan4ai.app/es/blog                  | wan4ai.app/de/pricing | Wan 4 Studio Preise & Guthaben für Videogenerierung   Wan 4        |
| wan4ai.app/es/blog/what-is-wan-4-es | wan4ai.app/ja/pricing | Wan 4 価格とクレジット   Wan 4                                             |
| wan4ai.app/fr/blog                  | wan4ai.app/es         | Wan 4   Generador de video IA con control bilingüe y multiobjeto   |
| wan4ai.app/fr/blog/what-is-wan-4-fr | wan4ai.app/pt-BR      | Wan 4   Gerador de vídeo IA com controle bilíngue e multiobjeto    |
| wan4ai.app/it/blog                  | wan4ai.app/it         | Wan 4   Generatore video IA con controllo bilingue e multi-oggetto |
| wan4ai.app/it/blog/what-is-wan-4-it | wan4ai.app/fr         | Wan 4   Générateur vidéo IA avec contrôle bilingue et multi-objets |

## Schema Markup Validation

**What you're looking at:** structured data is the hidden language that tells Google what your pages are about (Organisation, FAQ, Product, Article, Breadcrumb, etc.). Sites with the right schema win richer search results (star ratings, FAQ accordions, breadcrumbs) and get cited more often by AI assistants. We split what's correctly implemented, what's missing and worth adding, and what's broken.

Distinguishes structured-data types that are valid on your site, recommended types that are missing, and types that are present but broken (validation errors).

|                          |                           |                    |
|--------------------------|---------------------------|--------------------|
| 13<br>VALID SCHEMA TYPES | 5<br>MISSING SCHEMA TYPES | 0<br>BROKEN SCHEMA |
|--------------------------|---------------------------|--------------------|

## Valid Schema Types

- **Organization** on [wan4ai.app/](#)
- **ImageObject** on [wan4ai.app/](#)
- **ContactPoint** on [wan4ai.app/](#)
- **WebSite** on [wan4ai.app/](#)
- **WebPage** on [wan4ai.app/](#)
- **SpeakableSpecification** on [wan4ai.app/](#)
- **SoftwareApplication** on [wan4ai.app/](#)
- **AggregateOffer** on [wan4ai.app/](#)
- **Offer** on [wan4ai.app/](#)
- **UnitPriceSpecification** on [wan4ai.app/](#)
- **FAQPage** on [wan4ai.app/](#)
- **Question** on [wan4ai.app/](#)
- **Answer** on [wan4ai.app/](#)

## Missing Schema Types

- **MedicalOrganization** — Homepage and service/department pages
  - [wan4ai.app/](#)
- **Hospital** — Homepage and hospital/location pages
  - [wan4ai.app/](#)
- **Physician** — Doctor profile and speciality pages
  - [wan4ai.app/](#)
- **LocalBusiness** — Homepage, contact, and location pages
  - [wan4ai.app/about](#)
  - [wan4ai.app/de/about](#)
  - [wan4ai.app/es/about](#)
  - [wan4ai.app/fr/about](#)
- **BreadcrumbList** — Inner pages with navigational hierarchy
  - [wan4ai.app/de](#)
  - [wan4ai.app/fr](#)
  - [wan4ai.app/ja](#)
  - [wan4ai.app/zh](#)

## FAQ & Featured Snippet Opportunities

**What you're looking at:** the questions your audience actually asks Google about your business. Answering these in a dedicated FAQ section (or marking them up with FAQPage schema) makes you eligible for Google's expandable FAQ snippets and ChatGPT-style AI summaries — both of which capture clicks before users ever scroll.

### FAQ Recommendations

- **What conditions does wan4ai.app treat?** — Departments + key specialities offered. → [wan4ai.app/faq](#)
- **Who are the specialists at wan4ai.app?** — Doctor names + qualifications. → [wan4ai.app/faq](#)
- **How do I book an appointment at wan4ai.app?** — Online booking, phone, walk-in options. → [wan4ai.app/faq](#)
- **What insurance does wan4ai.app accept?** — List of empanelled insurance providers. → [wan4ai.app/faq](#)
- **What are the visiting hours at wan4ai.app?** — OPD timings + emergency / IPD hours. → [wan4ai.app/faq](#)

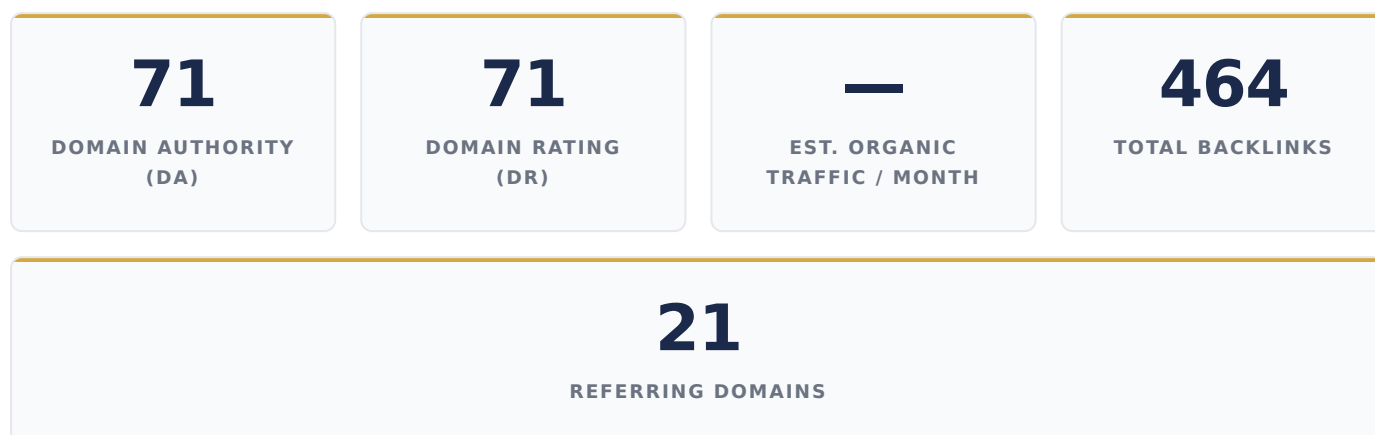
- **Is wan4ai.app accredited (NABH / NABL / JCI)?** — List held accreditations. → [wan4ai.app/faq](#)
- **How much does treatment at wan4ai.app cost?** — Indicative procedure costs + estimate process. → [wan4ai.app/faq](#)

## Featured Snippet Opportunities

*No live featured-snippet opportunities were detected on this audit. A snippet target needs you to rank 4-15 for the query AND the live SERP to expose a snippet-eligible feature (paragraph, list, table, or PAA). For now, format the FAQ answers above as direct 40-60 word responses — Google often promotes well-structured FAQ answers into snippets even from sites that don't rank in the top 3.*

## Authority & Traffic

**What you're looking at:** the authority and discovery signals available for this audit. **Domain Authority / Rating** are shown only when an authority/backlink source returns them. **Organic Traffic** is an estimate of monthly visits Google currently sends. **Organic Keywords** is how many search terms you already rank for. **Backlinks** are inbound links from other sites — every reputable one strengthens authority.



## Competitive Benchmarking

**What you're looking at:** the sites you actually compete with for the same searches, side-by-side. DA / DR / Traffic show how strong each rival is. Keyword Overlap is how many search terms you share. Content Gaps is how many ranking terms they have that you don't — your fastest path to catching up.

*Neither DataForSEO Labs nor the live SERP returned measured competitor metrics for this audit. The Labs `competitors_domain` endpoint requires the site to already rank for enough keywords for the index to find overlaps, and the SERP fallback found no other domains out-ranking you on tracked queries. Once your keyword footprint expands, this card will populate automatically.*

**Suggested competitors for manual review** (industry peers for your site type — no measured metrics were returned for these, so they are listed as starting points rather than benchmarked): [practo.com](#) · [apollohospitals.com](#) · [manipalhospitals.com](#) · [narayanahealth.org](#) · [maxhealthcare.in](#)

## Strategic SEO Roadmap

**What you're looking at:** strategy recommendations that stay useful even when third-party gap/backlink data is sparse. These are labelled as planning guidance, not measured metrics.

## Keyword Intent Map

| INTENT        | FOCUS                                                                 | ACTION                                                                                                         |
|---------------|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Commercial    | doctor, treatment, hospital, appointment, cost, and emergency queries | Create treatment pages with symptoms, procedure, recovery, cost factors, doctor profiles, and appointment CTA. |
| Informational | symptom, recovery, preparation, and risk questions                    | Publish medically reviewed FAQs and link them to service pages.                                                |

## Keyword Research Opportunities

- Long-tail treatment terms: laparoscopic surgery cost Pune, emergency hospital near me, specialist doctor in Pune.
- Local/landmark terms: hospital near Kharadi, clinic near Viman Nagar, emergency care near Pune station.
- Question/FAQ/voice terms: symptoms, recovery time, preparation, cost factors, insurance, and appointment questions.

## Local SEO Actions

- Keep Google Business Profile department, phone, address, hours, and appointment links aligned with the site.
- Add location/landmark copy and parking/emergency instructions to contact pages.

## Local Citation Targets

Check NAP consistency and profile completeness on these citation sources.

- Practo
- JustDial
- Google Business Profile
- Sulekha
- Lybrate
- Bajaj Finserv Health
- Healthgrades-style doctor directories
- Local medical association directories

## E-E-A-T Trust Actions

- Show named doctors, qualifications, reviewer dates, and medical disclaimers on health content.
- Add accreditations, facilities, emergency contact, and patient-care policies.

## Content Strategy Roadmap

- Build treatment/service pillar pages with doctor-reviewed FAQs and internal links to appointment/contact pages.
- Create condition, procedure, recovery, insurance, and patient-guide topic clusters.
- Add E-E-A-T proof blocks to health content: named doctor, qualification, reviewer date, disclaimer, and source date.

## SERP and AI Answer Opportunities

- Add FAQPage schema to treatment FAQs.
- Structure recovery/treatment pages with concise answer boxes and bullet lists.

## AI Search Optimization Depth

- Clarify entity optimization: hospital name, doctors, specialties, departments, addresses, and appointment routes.
- Improve knowledge graph presence with Organization, MedicalOrganization, Physician, MedicalClinic, BreadcrumbList, and FAQPage schema.
- Track AI citation sources, brand sentiment, and semantic relationships across doctor, treatment, location, and emergency-care pages.
- Improve LLM crawlability and answer extraction with concise, medically reviewed Q&A sections.

## Visual SEO Actions

- Use original facility and doctor photos with descriptive alt text.
- Compress hero/facility images and reserve dimensions for stable loading.
- Create indexable doctor, facility, before-care/after-care, and procedure-image sections where medically appropriate.

## Backlink Profile Gaps

- Anchor text profile and link relevance: review the distribution of branded, exact-match, partial-match, and generic anchors.
- Check the dofollow vs nofollow ratio: aim for a natural split rather than a skewed all-dofollow or all-nofollow pattern.
- High-authority backlinks: list which links come from strong domains and which need replacement or reinforcement.
- Audit toxic backlinks and spam score: identify low-quality referring domains and consider disavow if the toxic share is material.
- Track lost backlinks, new backlinks, and broken backlinks week over week so regressions are caught early.
- Competitor backlink gap: export referring domains that link to competing hospitals, clinics, or doctors but not to this brand.
- OpenLinkProfiler returns a partial referring-domain list; the items above still need a paid backlinks data source to be answered with full coverage (anchor distribution, spam scoring, dofollow split, and historical deltas).

## Link-Building Opportunities

- Prioritise healthcare directory profiles, doctor/department profile citations, local news PR, partner links, and verified patient-education references.
- Use competitor backlink gap exports to find sites already linking to competing hospitals or clinics but not to this brand.

## Competitor Analysis Checklist

- Domain Authority vs comparable hospitals/clinics
- Traffic comparison
- Keyword overlap
- Backlink gap
- Top-ranking treatment pages
- Content gap
- SERP visibility
- Featured snippets competitors own
- Competitor schema usage

- Competitor Core Web Vitals
- Competitor local SEO and review strategy

Real Traffic Data Limitation

- Exact real traffic requires GA4 and Google Search Console access; without GA4 + GSC the report can only show third-party/modelled SEO traffic estimates.
- When GA4/GSC is not connected, traffic numbers must be read as directional estimates rather than first-party analytics.

Advanced Technical Crawl Gaps

- Crawl budget analysis
- JavaScript rendering issues
- Index bloat
- Parameter URLs
- Faceted navigation
- Pagination
- XML sitemap segmentation
- Log file analysis
- Mobile-first indexing checks
- Crawl-depth visualization

Report generated at **2026-09-20T15:33:32Z**. Each new audit produces a unique report\_id and a fresh generated\_at — historical reports are never overwritten.

12

Who Links to You

Other websites pointing to yours — this builds trust with Google

**What this means for your business:** Backlinks are like votes of confidence from other websites. More high-quality backlinks means Google trusts your site more, which directly improves your rankings. A weak backlink profile is one of the hardest SEO problems to fix — but also one of the most impactful when addressed.

464

TOTAL BACKLINKS

TOTAL NUMBER OF LINKS FROM OTHER WEBSITES TO YOURS

21

REFERRING DOMAINS

NUMBER OF UNIQUE WEBSITES LINKING TO YOU

23

REFERRING IPS

NUMBER OF UNIQUE SERVER ADDRESSES LINKING TO YOU

71

DOMAIN RANK

YOUR WEBSITE'S OVERALL AUTHORITY SCORE

| METRIC                                     | COUNT |
|--------------------------------------------|-------|
| Dofollow Links                             | 464   |
| Links that pass ranking power to your site |       |

| METRIC                                                                       | COUNT |
|------------------------------------------------------------------------------|-------|
| <b>Nofollow Links</b><br>Links that don't pass ranking power                 | 0     |
| <b>Total Backlinks</b><br>Total number of links from other websites to yours | 464   |

## What to Fix First

Your prioritized to-do list, sorted by business impact

| # | PRIORITY | WHAT TO DO                                                                                                                                | AREA                      | EXPECTED IMPACT                                                                 |
|---|----------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------------------------------------------------------------|
| 1 | HIGH     | No rules preventing malicious scripts from running on your pages                                                                          | SECURITY                  | Improves visitor trust and prevents Google ranking penalties                    |
| 2 | HIGH     | Defer or async-load render-blocking CSS/JS so visitors see the page faster                                                                | SEARCH ENGINE PERFORMANCE | Directly hurting your Google rankings — fixing this can improve search position |
| 3 | HIGH     | Reserve space for images, ads, and dynamic content to eliminate cumulative layout shift                                                   | SEARCH ENGINE PERFORMANCE | Directly hurting your Google rankings — fixing this can improve search position |
| 4 | HIGH     | Write unique title tags for each page to avoid keyword cannibalization                                                                    | SEARCH ENGINE PERFORMANCE | Directly hurting your Google rankings — fixing this can improve search position |
| 5 | MEDIUM   | 5 pages have scripts or stylesheets that block the page from appearing -- visitors see a blank screen while these files download          | SEARCH ENGINE PERFORMANCE | Incremental improvement to search visibility                                    |
| 6 | MEDIUM   | Page elements shift around while loading (score 50/100) -- unexpected movement causes visitors to mis-click and hurts your Google ranking | SEARCH ENGINE PERFORMANCE | Incremental improvement to search visibility                                    |
| 7 | MEDIUM   | 12 pages share the same title -- search engines cannot tell them apart, so they compete against each other instead of ranking separately  | SEARCH ENGINE PERFORMANCE | Incremental improvement to search visibility                                    |
| 8 | MEDIUM   | Only 4/50 pages have FAQ markup -- adding it to your key landing pages helps them appear in search answer boxes                           | VOICE SEARCH & AI ANSWERS | Helps your content appear in Google's answer boxes and voice results            |

| #  | PRIORITY | WHAT TO DO                                                                                                                                                                                                               | AREA                      | EXPECTED IMPACT                                                      |
|----|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------------------------------------------------|
| 9  | MEDIUM   | No How-To markup detected in the HTML of the pages analysed -- search engines cannot display your step-by-step instructions as rich results                                                                              | VOICE SEARCH & AI ANSWERS | Helps your content appear in Google's answer boxes and voice results |
| 10 | LOW      | No pages include facts or statistics -- AI search tools are more likely to reference content that contains verifiable numbers and data                                                                                   | AI VISIBILITY             | Increases chances of AI tools citing your brand in responses         |
| 11 | LOW      | Your brand is not mentioned by any of the 5 AI platforms we checked -- AI search tools do not yet know about your site, so improving content quality and building authority will help you appear in AI-generated answers | AI VISIBILITY             | Increases chances of AI tools citing your brand in responses         |
| 12 | LOW      | Only ~1/50 pages contain original data like tables or lists -- adding unique data to more pages makes your site a go-to reference for AI tools                                                                           | AI VISIBILITY             | Increases chances of AI tools citing your brand in responses         |

## Critical Issues to Fix

| CATEGORY | SIGNAL                                                                                    | SCORE | ISSUES                                                                                                                                                                                                                   |
|----------|-------------------------------------------------------------------------------------------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AEO      | <b>How-To Markup For Search</b><br>Step-by-step instructions formatted for search engines | 20.0  | No How-To markup detected in the HTML of the pages analysed -- search engines cannot display your step-by-step instructions as rich results                                                                              |
| GEO      | <b>Facts And Statistics</b><br>Concrete numbers and data points AI can reference          | 10.0  | No pages include facts or statistics -- AI search tools are more likely to reference content that contains verifiable numbers and data                                                                                   |
| GEO      | <b>Original Data And Tables</b><br>Unique charts, tables, or research only you have       | 29.5  | Only ~1/50 pages contain original data like tables or lists -- adding unique data to more pages makes your site a go-to reference for AI tools                                                                           |
| GEO      | <b>Ai Platform Mentions</b><br>Whether ChatGPT, Gemini, etc. mention your brand           | 10.0  | Your brand is not mentioned by any of the 5 AI platforms we checked -- AI search tools do not yet know about your site, so improving content quality and building authority will help you appear in AI-generated answers |

## Your Roadmap Forward

### Immediate (This Week)

Focus on the **critical issues** listed above. Start with security-related items — they have the highest impact on trust and rankings.

### Short-Term (2-4 Weeks)

Address all **medium-priority action items**. Implement meta tag and content improvements from the Search Engine Performance section.

### Ongoing (Monthly)

Begin publishing **content ideas** to capture search traffic. Track keyword rankings and re-audit monthly to measure improvement.

### Need Help Implementing?

SearchIntel.io offers implementation support. Contact us for a custom action plan with hands-on guidance for your team.

Visit [searchintel.io](https://searchintel.io) or reply to your report delivery email.

| TERM                    | WHAT IT MEANS                                                                                                         |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>SEO</b>              | Search Engine Optimization — making your website easier for Google to find and rank                                   |
| <b>AEO</b>              | Answer Engine Optimization — structuring your content so voice assistants and AI answer boxes use it                  |
| <b>GEO</b>              | Generative Engine Optimization — making sure AI tools like ChatGPT and Perplexity mention your brand                  |
| <b>Backlinks</b>        | Links from other websites pointing to yours — Google treats these as votes of trust                                   |
| <b>Meta Tags</b>        | Hidden labels on your pages that tell Google what each page is about                                                  |
| <b>SSL Certificate</b>  | A digital security certificate that encrypts data between your site and visitors (the padlock icon)                   |
| <b>Core Web Vitals</b>  | Google's speed and usability metrics: how fast your page loads, how quickly it responds, and how stable the layout is |
| <b>Structured Data</b>  | Special code that helps Google understand your content and display rich results (star ratings, FAQs, etc.)            |
| <b>Crawling</b>         | When Google's software visits your pages to read and index them                                                       |
| <b>Indexing</b>         | When Google adds your page to its search database so it can appear in results                                         |
| <b>Canonical Tag</b>    | A tag that tells Google which version of a page is the "official" one (prevents duplicate content issues)             |
| <b>301 Redirect</b>     | A permanent forwarding address — sends visitors and Google from an old URL to a new one                               |
| <b>Sitemap</b>          | A file that lists all your pages, helping Google discover and crawl your entire site                                  |
| <b>Robots.txt</b>       | A file that tells search engines which parts of your site they are allowed to visit                                   |
| <b>Featured Snippet</b> | The answer box at the top of Google search results — getting here means maximum visibility                            |
| <b>Domain Authority</b> | A score predicting how likely your site is to rank in search results                                                  |

| TERM                       | WHAT IT MEANS                                                                                    |
|----------------------------|--------------------------------------------------------------------------------------------------|
| <b>Keyword Difficulty</b>  | How hard it is to rank on Google's first page for a particular search term                       |
| <b>Search Volume</b>       | How many times per month people search for a particular keyword                                  |
| <b>Dofollow / Nofollow</b> | Dofollow links pass ranking credit; nofollow links tell Google not to count them as endorsements |
| <b>Open Graph</b>          | Hidden tags that control how your page looks when shared on Facebook, LinkedIn, or WhatsApp      |
| <b>JSON-LD</b>             | A way to add structured data using a small block of code — helps Google understand your content  |
| <b>Viewport</b>            | A browser setting that tells your page how to fit on different screen sizes                      |
| <b>Mixed Content</b>       | When a secure (HTTPS) page loads some resources over insecure (HTTP) connection                  |
| <b>HTTP/2</b>              | A faster version of the protocol browsers use to load your website                               |
| <b>Redirect Chains</b>     | When one URL forwards to another, which forwards to another — each hop slows your page           |
| <b>Crawl Health</b>        | How easily Google's software can visit and read all your pages                                   |
| <b>H1/H2/H3 Hierarchy</b>  | The system of headings on a page, like chapters and subchapters in a book                        |

## 15 How We Calculate Your Scores

The factors behind each score, so you know exactly what to improve

The weights below are the standard weights for each signal. When a signal cannot be measured for your site (for example, when a page could not be read), it is shown as **N/A** in the tables above, excluded from the score entirely, and its weight is spread across the signals that were measured — a signal we could not check never raises or lowers your score.

### SEO Score (12 Weighted Signals)

| SIGNAL            | WEIGHT | WHAT IT MEASURES                               |
|-------------------|--------|------------------------------------------------|
| <b>Page Speed</b> | 12%    | Core Web Vitals and page load performance      |
| <b>Meta Tags</b>  | 12%    | Title, description, and Open Graph tag quality |

| SIGNAL                 | WEIGHT | WHAT IT MEASURES                               |
|------------------------|--------|------------------------------------------------|
| <b>Crawl Health</b>    | 12%    | Broken links, redirect chains, crawl errors    |
| <b>Structured Data</b> | 8%     | Schema.org markup presence and validity        |
| <b>Mobile</b>          | 8%     | Mobile-friendliness and viewport configuration |
| <b>Internal Links</b>  | 8%     | Internal linking structure and depth           |
| <b>Images</b>          | 8%     | Alt tags, optimization, modern formats         |
| <b>Readability</b>     | 8%     | Content readability (Flesch-Kincaid, ARI)      |
| <b>Content Depth</b>   | 8%     | Word count, heading structure, consistency     |
| <b>HTTPS</b>           | 6%     | HTTPS enforcement and mixed content            |
| <b>Canonicals</b>      | 5%     | Canonical tag correctness and consistency      |
| <b>Site Config</b>     | 5%     | Sitemap, robots.txt, redirects, HTTP/2         |

### AEO Score (6 Weighted Signals)

| SIGNAL                          | WEIGHT | WHAT IT MEASURES                           |
|---------------------------------|--------|--------------------------------------------|
| <b>FAQ Schema</b>               | 20%    | FAQ structured data (JSON-LD / Microdata)  |
| <b>Q&amp;A Heading Patterns</b> | 20%    | Question-style headings for answer engines |
| <b>HowTo Schema</b>             | 15%    | HowTo structured data presence             |
| <b>Featured Snippet Ready</b>   | 15%    | Content formatted for featured snippets    |
| <b>Direct Answer</b>            | 15%    | Concise direct-answer paragraphs           |
| <b>Heading Hierarchy</b>        | 15%    | Proper H1 → H2 → H3 hierarchy              |

### GEO Score (6 Weighted Signals)

| SIGNAL                       | WEIGHT | WHAT IT MEASURES                            |
|------------------------------|--------|---------------------------------------------|
| <b>Factual Claim Density</b> | 20%    | Statistics, numbers, and verifiable claims  |
| <b>Content Chunks</b>        | 20%    | Well-structured content with clear headings |
| <b>Source Attribution</b>    | 15%    | Citations, references, authority links      |

| SIGNAL           | WEIGHT | WHAT IT MEASURES                          |
|------------------|--------|-------------------------------------------|
| Unique Data      | 15%    | Tables, lists, original statistics        |
| Author Authority | 15%    | Author markup and credential signals      |
| Freshness        | 15%    | Content recency and last-modified signals |

Security Grade

| GRADE | SCORE RANGE |
|-------|-------------|
| A     | 90 - 100    |
| B     | 80 - 89     |
| C     | 65 - 79     |
| D     | 50 - 64     |
| F     | 0 - 49      |

Generated by **SearchIntel.io** — SEO + AEO + GEO Intelligence Platform

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