

Website SEO Tool

What it checks, what the score means, and what to do about it

What this service does

Your site is fetched and audited automatically, and re-audited when the last check is more than seven days old. Each audit produces a score, a list of findings, and written advice.

It reads the page the way a search engine first sees it: the HTML that comes back from the server.

What it checks

- The page title, and whether one exists at all.
- The meta description, and its length. Too short wastes the space; too long is cut off in results.
- How many H1 headings the page has. None leaves the main topic unstated; several compete with each other.
- Every image, and how many are missing alt text. Alt text matters for accessibility first and search second.
- Whether a viewport meta tag is present, which is what makes a page behave on a phone.

Reading the score

The score summarises those findings into one number so you can see movement between audits. It is a measure of the things this audit can check, not a prediction of where you will rank.

Treat a falling score as a prompt to read the findings. Treat a perfect score as meaning the basics are in order, not that the work is finished.

What it deliberately does not do

It does not submit anything to a search engine, buy links, or promise a position. Anyone offering guaranteed rankings is selling something they cannot deliver.

It audits the URL on your subscription. Other pages on the same site are not fetched.

HostCommerceAI - questions about anything in this guide are worth a support ticket. This document describes the service as it works today; if something here does not match what you are seeing, tell us, because one of the two is wrong.