

yseo.16win.cn

SaaS / 软件工具



76

SEO Health Score · Grade C

Trial · Full Site SEO Audit

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Executive Summary

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SEO Health Score · Grade C

This report audits 15 pages of yseo.16win.cn across seven dimensions — technical, content, on-page, schema, performance, AI-search readiness and images — with an overall health score of 76/100 (grade C). Below are the top issues by severity, quick wins, and a phased roadmap.

SaaS / 软件工具 · Prepared by Yseo AI

Top 5 critical issues

- High** Canonical tag points to a different domain than the audited host · Technical SEO
- High** Sitemap on yseo.16win.cn lists only URLs from another host · Technical SEO
- High** Average content depth of 583 words per page is thin for a competitive SEO/GEO topic · Content Quality
- High** No author bylines or named credentials on the site or blog articles · Content Quality
- High** Blog articles have no Article/BlogPosting structured data and no machine-readable date fields · Content Quality

Top 5 quick wins (do today)

- Fix the homepage H1 typographic error so it reads 'Optimize Your Site for Search Engines & AI' instead of 'forSearch Engines & AI', then proofread all H1/H2 headings across the 15 crawled pages.
- Add explicit allow groups for GPTBot, OAI-SearchBot, ClaudeBot and PerplexityBot in robots.txt so AI-search permission is unambiguous and auditable, keeping the wildcard group as fallback.
- Make the robots.txt Sitemap directive host-relative (point it at the sitemap on the same host as the robots.txt file) and align canonical, sitemap <loc> values and schema @id/url to one canonical host.
- Add reciprocal hreflang annotations (en at the root, zh-Hans under /zh/, plus x-default) on every paired page and reflect the alternates in the sitemap, so the two language trees stop competing as duplicates.
- Preload the hero image and hero font, serve the hero asset as AVIF/WebP at the correct intrinsic size with fetchpriority='high', and move inline <style> blocks on /about, /contact and /blog into an external stylesheet so body text is pure content.

Weighted Category Scores

Technical SEO	22%	82	18.0	
Content Quality	23%	72	16.6	
On-Page SEO	20%	68	13.6	
Schema / Structured Data	10%	76	7.6	
Performance (CWV)	10%	85	8.5	
AI Search Readiness	10%	82	8.2	
Images	5%	66	3.3	
Weighted total	100%	76	75.8	

Category Detail

Technical SEO

82/100 · 权重 22%

What works

- ✓ Host is technically reachable and served over HTTPS: DNS resolves, HTTP status 200, and the homepage returns a lightweight 36,485-byte HTML document.
- ✓ Homepage robots meta is fully permissive and rich-snippet friendly: 'index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1'.
- ✓ Lighthouse mobile run is strong overall: performance=96, best-practices=100, seo=100, with cumulative-layout-shift=0 and total-blocking-time=100 ms.
- ✓ Crawl hygiene is clean across the site: 15 URLs fetched, 15 indexable, 0 titles missing, 0 meta descriptions missing, 0 noindex pages.
- ✓ Both sitemap endpoints respond 200 and validate: <https://yseo.web4theme.com/sitemap.xml> and <https://yseo.16win.cn/sitemap.xml> (valid=True).
- ✓ robots.txt exists, is parseable, and allows all user agents with 'User-agent: * / Allow: /', so no crawling is blocked.

Findings

High Canonical tag points to a different domain than the audited host

The homepage of the audited host yseo.16win.cn declares canonical = '<https://yseo.web4theme.com/>', which is a different registrable domain. All indexation signals emitted by yseo.16win.cn are therefore consolidated onto the other hostname. If yseo.16win.cn is meant to be an indexed, ranking domain, none of its pages will rank under its own URLs. The same cross-host pattern appears in the Organization schema (url and logo set to yseo.web4theme.com) and in the og-image reference.

Recommendation: Decide explicitly which hostname is authoritative. If yseo.16win.cn is the live domain, replace the canonical with a self-referencing URL (<https://yseo.16win.cn/>...) on every template and align schema url/@id, logo and og-image to the same host. If yseo.web4theme.com is authoritative, keep the canonical but add a 301 redirect from yseo.16win.cn to it so crawlers never index a duplicate host.

High Sitemap on yseo.16win.cn lists only URLs from another host

<https://yseo.16win.cn/sitemap.xml> returns 200 and is reported valid, but every <loc> it contains is on <https://yseo.web4theme.com/> (homepage, /zh/, /faq, /seo-plans, /contact, /terms, /privacy, /refund, /blog, /about, /resources/what-is-lms-txt and blog posts). Cross-host URLs in a sitemap are ignored, so as served from this host the sitemap effectively declares zero indexable URLs.

Recommendation: Serve host-relative sitemap entries, or host the sitemap only on the authoritative domain and remove it from the non-canonical host. If both hosts must remain live, generate a separate sitemap per host whose <loc> values match that host, and submit the correct sitemap for each property in Search Console.

Medium robots.txt Sitemap directive references the other host

The robots.txt served on yseo.16win.cn contains only 'User-agent: * / Allow: /' plus 'Sitemap: <https://yseo.web4theme.com/sitemap.xml>'. The Sitemap directive points at a file on a different host instead of a sitemap on the same host, so this host's robots.txt does not advertise any sitemap of its own.

Recommendation: Point the Sitemap directive at the same host as the robots.txt file (e.g. Sitemap: <https://yseo.16win.cn/sitemap.xml>) once the sitemap itself contains host-matching URLs, or remove the directive entirely if this host is not meant to be indexed.

Low No explicit directives for AI crawlers in robots.txt

robots.txt contains a single wildcard group ('User-agent: * Allow: /') and no named groups. This means GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, CCBot, anthropic-ai and cohere-ai are all treated identically, and there is no explicit, auditable statement that the AI search crawlers the product sells visibility for are welcome. For a site whose entire pitch is GEO/AI visibility, and which already ships a well-formed lms.txt, this is a missed, zero-cost signal.

Recommendation: Add explicit allow groups for the AI search crawlers (GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot) so the permission is unambiguous and auditable, and decide deliberately whether training-only crawlers (CCBot, anthropic-ai, cohere-ai) should be allowed or blocked. Keep the wildcard group as a fallback for everything else.

Medium Structured data mixes two host identities for the same entity

The SoftwareApplication node uses '@id': 'https://yseo.16win.cn/#software' and 'url': 'https://yseo.16win.cn/', while the Organization node on /about uses '@id': 'https://yseo.web4theme.com/#organization' with logo and url on yseo.web4theme.com. The canonical tag on the homepage points to yseo.web4theme.com. Three different signals (canonical, SoftwareApplication, Organization) disagree about the entity's home, which weakens entity consolidation in both classic and AI-driven search.

Recommendation: Pick one canonical home URL for the entity and use it consistently in the canonical tag, schema '@id', 'url', logo, og-image and inter-page internal links. If the host migration is intentional, update the SoftwareApplication @id/url to the surviving host.

Medium No hreflang annotations observed for the bilingual EN/zh site tree

The site is deliberately bilingual: English pages at the root and a full Simplified Chinese mirror under /zh/ (confirmed by the llms.txt core-page list, which enumerates both trees, and by the sitemap, which lists paired English and /zh/ entries with separate priorities). No hreflang link elements appear in the provided evidence for either tree.

Recommendation: Add reciprocal hreflang annotations on every paired page (hreflang='en' for the root URL, hreflang='zh-Hans' for the /zh/ URL, plus x-default pointing at the English version). This prevents the two trees from being treated as duplicates and lets each language surface to the correct audience.

Low Mobile LCP of 2.7 s sits above the 2.5 s 'good' threshold

Lighthouse mobile reports largest-contentful-paint=2.7 s against a 2.5 s good threshold, while every other field metric is excellent (cumulative-layout-shift=0, total-blocking-time=100 ms, performance=96). The homepage renders 7 H2 and 14 H3 sections plus a hero, so the delay is likely hero text, font or image delivery rather than main-thread work.

Recommendation: Preload the hero font and hero image, inline the critical CSS needed for above-the-fold content, and lazy-load everything below the fold. Re-run Lighthouse mobile to confirm LCP drops below 2.5 s; with CLS already at 0 there is little risk of regression.

Content Quality

72/100 · 权重 23%

What works

- ✓ Every crawled URL is content-complete from a metadata standpoint: the 15-page crawl found 0 missing titles, 0 missing meta descriptions and 0 noindex pages, so no page is orphaned or blocked from being read and cited.
- ✓ Homepage H1 is present and singular (1 H1: 'Optimize Your Site for Search Engines & AI'), supported by 7 H2 sections and 14 H3 sub-sections — a clear, scannable outline that maps to the 6 feature blocks it describes.
- ✓ Question-and-answer content is genuinely useful: the FAQ section answers 5 distinct commercial questions (what GEO is, tool comparison, llms.txt, keyword tracking, GSC integration) and is backed by FAQPage structured data in the crawl's schema set (SoftwareApplication, BreadcrumbList, Product, FAQPage, Organization).
- ✓ Citations to primary sources are present, not just self-promotion: the FAQ links to llmstxt.org for the llms.txt specification and references Google's own guidance on AI features as the authoritative starting point.
- ✓ Concrete, specific claims replace vague marketing: pricing ('starting at just \$9.99/month'), tracked-keyword limit ('200 Keywords tracked on Business'), re-check cadence ('Daily Rank re-checks, every morning'), first-audit time ('5 min From signup to first audit') and '5 Audit dimensions per crawl'.
- ✓ The homepage demonstrates evidence rather than asserting it — the 'See a Real Report' section points to an actual audit run against yseo.web4theme.com, and the site openly states 'No mockups' and offers the sample PDF.

Findings

High Average content depth of 583 words per page is thin for a competitive SEO/GEO topic

Across the 15-page crawl the average body length is 583 words per page, spread over 79 H2 sections site-wide. For a site whose entire premise is content quality assessment, and whose target queries (GEO, llms.txt, keyword tracking) are contested by established tools and long-form guides, sub-600-word pages give AI engines few quotable passages. The homepage itself is dominated by six short feature blurbs, each only 2–3 sentences.

Recommendation: Pick the 5 highest-intent URLs (homepage, /resources/what-is-llms-txt, /blog/geo-guide-get-cited-by-chatgpt-perplexity, /seo-plans, /faq) and expand each past 1,200–1,500 words of genuinely new substance: worked examples, before/after GSC numbers, annotated screenshots, methodology notes, and explicit definitions of terms. For AI citation, favour self-contained 40–60 word answer blocks under descriptive H2/H3s rather than adding prose padding.

High No author bylines or named credentials on the site or blog articles

The crawled content shows no author attribution anywhere — no byline, no 'Reviewed by', no bio, no job title, no company role. The Organization node lists only a generic support email (alex@web4theme.com) under contactPoint, and sameAs is limited to the App Store listing and web4theme.com. Authority signals are effectively anonymous, which is one of the weakest possible combinations for E-E-A-T and for AI engines deciding whom to credit.

Recommendation: Add a named author with a credential line ('Written by X, N years in technical SEO') and a linked author bio page to every blog article, plus a Person entity in the Article schema. Reference the same author in the llms.txt author/organization block. If the tool is one or two people, say so explicitly on /about — verifiable specificity beats an unnamed brand.

High Blog articles have no Article/BlogPosting structured data and no machine-readable date fields

The crawl's schema type inventory is SoftwareApplication, BreadcrumbList, Product, FAQPage and Organization — Article and BlogPosting are absent. Dates appear only as visible text on the blog index (2026-10-09, 2026-10-08, 2026-10-07) and as sitemap lastmod values. Without datePublished/dateModified markup, recency is not machine-readable, which directly weakens citation eligibility for AI answers.

Recommendation: Add BlogPosting schema to each article with datePublished, dateModified, author (Person, linked to the bio page), publisher (Organization) and mainEntityOfPage. Keep the visible 'Last updated' date consistent with dateModified and update it whenever the article is materially revised.

High Canonical points to a different domain than the one being served

The measured canonical on https://yseo.16win.cn is https://yseo.web4theme.com/, and the sitemap, llms.txt core-page links, Organization @id and SoftwareApplication url all reference yseo.web4theme.com. The same body content is therefore reachable on two hosts while only one is declared canonical. For content quality this means any editorial value created on the audited host is explicitly attributed elsewhere, and duplicate URLs can split which version an AI engine quotes.

Recommendation: Decide on one primary host and make it fully consistent: either serve yseo.16win.cn as the canonical URL everywhere (with 301s from the other host), or treat yseo.web4theme.com as primary and redirect yseo.16win.cn to it. Ensure canonical tags, sitemap entries, llms.txt links and schema @id/url values all name the same host, and verify the chosen host is the one indexable in search.

Medium Sources are limited to two external references across the entire site

Only two outbound primary-source references appear in the page content — llmstxt.org for the llms.txt specification and a mention of Google's guidance on AI features. The 8 external links on the homepage are largely app-store and policy links. There are no citations to studies, documentation, or third-party data to substantiate claims such as the impact of AI visibility on traffic.

Recommendation: Add at least 2–4 authoritative citations per substantial article (Google Search Central documentation, the llms.txt spec, Search Console help pages, published search-industry studies) with descriptive anchor text and a short source line. Cite the primary document rather than a blog summarising it — AI engines weight the provable source more heavily.

Medium No third-party entity footprint or off-site corroboration for the brand

The only sameAs values found are the App Store listing and web4theme.com. There is no evidence in the crawled content of entity presence on Wikipedia/Wikidata, Reddit, YouTube or LinkedIn, and no independent reviews, testimonials or case studies are cited. Headline claims such as 'Best AI SEO Tool for Modern Webmasters' are self-applied and unsupported by any named third party.

Recommendation: Replace or qualify unverifiable superlatives with attributable proof: named customer results, a case study with before/after visibility numbers, or a quoted reviewer with their role. In parallel, build corroborating profiles (LinkedIn company page, a Wikidata entry for the product, presence in relevant communities) and link them from the Organization schema's sameAs array.

Low Homepage H1 contains a missing-space typographic error

The measured H1 renders as 'Optimize Your Site forSearch Engines & AI' — 'forSearch' is missing a space. The H1 is the strongest on-page relevance signal and the most likely string to be surfaced in a snippet or AI summary; a visible typo in it reads as low editorial care.

Recommendation: Insert the missing space so the H1 reads 'Optimize Your Site for Search Engines & AI', and proofread all H1/H2 headings and meta descriptions across the 15 crawled pages for the same class of error.

What works

- ✓ Title tag is 60 characters, unique, and carries the primary keyword plus brand: 'AI SEO Tool & GEO Analyzer — Track Rankings & AI Visibility'; the meta description adds a concrete value proposition and CTA ('Connect Google Search Console... Free plan, iOS app.').
- ✓ Indexing directives are AI-feature friendly: meta robots is 'index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1', which keeps the page eligible for full snippets and previews in AI Overviews and AI Mode.
- ✓ Clean heading hierarchy: exactly 1 H1, 7 H2s, and 14 H3s; the FAQ block uses question-style H3 headings that mirror natural-language query patterns.
- ✓ Multi-page crawl of 15 URLs shows zero on-page basics missing: 0 titles missing, 0 meta descriptions missing, 0 noindex pages, and 4 images total with 0 missing alt text (homepage: 1 image, 0 without alt).
- ✓ Structured data is present and varied: SoftwareApplication on the homepage plus BreadcrumbList, Product, FAQPage and Organization across the crawled set; the Organization node lists contactPoint and sameAs links to the App Store and web4theme.com.
- ✓ Lighthouse mobile is strong: performance 96, best-practices 100, SEO 100, CLS 0, TBT 100 ms — the on-page fundamentals are technically clean.

Schema / Structured Data

76/100 · 权重 10%

What works

- ✓ Structured data is present sitewide: the 15-URL crawl detected five distinct schema types — SoftwareApplication, BreadcrumbList, Product, FAQPage and Organization — so no key page is schema-silent.
- ✓ The homepage SoftwareApplication entity is well-populated: @id (<https://yseo.16win.cn/#software>), name 'Yseo', applicationCategory 'SEO Tools', operatingSystem 'Web', url, featureList (GEO Analysis, GSC Integration, Keyword Tracking, AI-Powered Analysis, LLMs.txt Optimization, PDF Reports), screenshot, softwareVersion '1.0' and an offers object.
- ✓ Organization schema (found on /about) is unusually strong for a small site: logo, an App Store sameAs link (<https://apps.apple.com/us/app/yseo-rank/id6787373326>), a corporate sameAs (<https://web4theme.com/>) and a ContactPoint with email, contactType 'customer support' and availableLanguage ['en','zh-Hans'].
- ✓ FAQPage schema is backed by real on-page FAQs — 6 visible Q&A pairs on the homepage (GEO definition, tool comparison, llms.txt, keyword tracking, GSC integration), so the markup matches rendered content rather than being decorative.
- ✓ Schema implementation is not causing validity errors: Lighthouse SEO = 100 and best-practices = 100 on mobile, and all 15 crawled URLs are indexable with 0 titles missing and 0 meta descriptions missing.
- ✓ Markup is reinforced by agent-readable structure: Agent/a11y score 100, 10 landmarks, 31 anchors, only 1 real button, 471 a11y tree nodes and 0 unnamed interactive elements.

Findings

High No Article / BlogPosting schema on dated blog posts

The crawl found only SoftwareApplication, BreadcrumbList, Product, FAQPage and Organization — no Article, BlogPosting or NewsArticle markup anywhere. The blog (/blog) publishes dated editorial content (2026-10-09, 2026-10-08, 2026-10-07 posts such as 'How to Determine Google Ranking' and 'GEO Explained: How to Get ChatGPT, Perplexity and AI Overviews to Cite Your Website'), which is exactly the content type AI engines and rich results expect to carry author/date markup. Without it, publication and update recency — a strong citation factor — is not machine-readable.

Recommendation: Add BlogPosting/Article JSON-LD to every post in /blog and /zh/blog, mirroring the existing BreadcrumbList. Include headline, description, image, datePublished, dateModified (matching the visible dates), author (linked to a Person @id), publisher (linked to the Organization @id), mainEntityOfPage and inLanguage ('en' at root, 'zh-Hans' under /zh/). Validate with the Rich Results Test and Schema.org validator.

High Entity @id and url point to a different host than the audited domain

The homepage canonical is <https://yseo.web4theme.com/> while the audited host is yseo.16win.cn, and the schema identifiers follow the canonical: Organization @id is <https://yseo.web4theme.com/#organization> with url <https://yseo.web4theme.com/>, and the sitemap referenced in robots.txt is also on [web4theme.com](https://yseo.web4theme.com/). The SoftwareApplication on the audited host uses @id <https://yseo.16win.cn/#software> and url <https://yseo.16win.cn/>, so the graph splits across two hosts with no sameAs bridging them. Sitemaps are valid on both hosts, but the entity is fragmented, which weakens knowledge-graph consolidation exactly where AI systems resolve 'what is this brand'.

Recommendation: Pick one canonical host and make the entire graph consistent with it. If yseo.16win.cn is the canonical production host, update the Organization @id/url/logo, the sitemap reference in robots.txt and the llms.txt links to that host; otherwise, keep [web4theme.com](https://yseo.web4theme.com/) as canonical and add a sameAs entry on the yseo.16win.cn entity pointing to <https://yseo.web4theme.com/> so the two are declared as the same entity.

Medium No WebSite schema with SearchAction (sitelinks searchbox / brand entity anchor)

Across 15 crawled URLs (79 H2 sections total) there is no WebSite entity declaring the site name, URL, inLanguage and potentialAction (SearchAction). The SoftwareApplication and Organization entities exist, but nothing anchors the domain itself as a named web property — a cheap, high-value signal for both Google rich results and AI entity resolution. The site also serves a bilingual tree (English at root, Simplified Chinese under /zh/) with no inLanguage declared.

Recommendation: Add WebSite JSON-LD to the homepage: `{ "@type": "WebSite", "@id": "<canonical host>/#website", "url": "...", "name": "Yseo", "inLanguage": "en", "publisher": { "@id": "...#organization" }, "potentialAction": { "@type": "SearchAction", "target": "...?q={search_term_string}", "query-input": "required name=search_term_string" } }`. Only include SearchAction if a real on-site search endpoint exists. Add a parallel WebSite node with inLanguage 'zh-Hans' for /zh/.

Medium No Person schema for authors or team members

Authoritative authorship is one of the strongest E-E-A-T and AI-citation signals, yet the crawl detected no Person entity at all. Organization schema includes only a ContactPoint email (alex@web4theme.com) with no named person, and the blog posts carry no author byline markup. The About page describes who is behind Yseo, but none of it is machine-readable.

Recommendation: Create a Person entity with @id (e.g. `<host>/#author-alex`), name, jobTitle, url to an author bio page, knowsAbout (SEO, GEO, Google Search Console) and sameAs (LinkedIn, X, GitHub, App Store developer profile). Reference it from every BlogPosting author property and add it to the Organization as founder/employee.

Medium No datePublished / dateModified carried in structured data

The homepage footer states 'Last updated: 2026-10-09' and blog entries carry dates in the HTML, but the SoftwareApplication and Organization entities carry no dateModified/datePublished properties. Content freshness inside the age band that AI systems favour is therefore only inferable from visible text, not from markup, and the sitemap lastmod dates (2026-09-05 to 2026-10-09) do not substitute for on-entity dates.

Recommendation: Add dateModified (and datePublished where meaningful) to the Article/BlogPosting nodes and a dateModified to the SoftwareApplication/WebSite nodes, kept in sync with the visible 'Last updated' line. This is a low-effort change that makes the refresh cadence machine-readable for AI crawlers.

Low SoftwareApplication entity has offers but no aggregateRating or review markup

The SoftwareApplication markup includes featureList, screenshot, softwareVersion and an offers object, but no aggregateRating or review. For a tool with an iOS app (App Store ID 6787373326) and a stated free plan, rating/review data is a common differentiator in rich results and in AI tool comparisons — and its absence means the entity is thinner than a competing product page's.

Recommendation: Only if genuine, verifiable user ratings exist, add aggregateRating (ratingValue, ratingCount, bestRating) and/or review nodes to the SoftwareApplication entity, sourced from a real review system. Do not fabricate ratings — Google penalises invented review markup and AI systems increasingly discount unverifiable review claims.

Low FAQPage schema on a commercial software site has limited rich-result value

FAQPage markup is implemented, but Google restricts FAQ rich results to a narrow set of authoritative government and health sites, so on a commercial SaaS page it rarely produces a SERP enhancement. The markup is not harmful and does support AI passage extraction, but it should not be treated as a visibility lever on its own.

Recommendation: Keep the FAQPage schema (it aids AI answer extraction and matches visible content), but prioritise the missing Article/WebSite/Person coverage above it. Continue to keep FAQ markup strictly in sync with the visible Q&A text — 6 pairs on the homepage today — since Google requires the marked-up questions and answers to be visible on the page.

Performance (CWV)

85/100 · 权重 10%

What works

- ✓ Lighthouse mobile performance score is 96/100 — an excellent lab result for a marketing page with a hero, feature grid, FAQ and footer.
- ✓ Cumulative Layout Shift is 0 on mobile, which is a perfect layout-stability result and the single hardest CWV metric to earn; no visible reflow from ads, banners or web fonts.
- ✓ Total Blocking Time is 100 ms, comfortably inside Google's 'good' band (under 200 ms), indicating very little main-thread contention from JavaScript.
- ✓ The document is extremely lean at 36,485 HTML bytes, so parse and render-blocking cost is minimal and the page is cheap for both browsers and crawlers to fetch.
- ✓ Content is fully present in the served HTML (no SPA shell, no client-only rendering), which keeps rendering fast and simultaneously makes the page readable without JavaScript execution.
- ✓ Lighthouse best-practices is 100 and SEO is 100, meaning no known performance-hostile patterns (no deprecated APIs, no insecure subresources, no console-level errors flagged).

Findings

High Mobile LCP is 2.7 s — above the 2.5 s 'good' Core Web Vitals threshold

Lighthouse on mobile reports largest-contentful-paint at 2.7 s. That sits in Google's 'needs improvement' band (2.5-4.0 s) rather than the 'good' band (≤ 2.5 s). Every other measured CWV metric is already healthy (CLS 0, TBT 100 ms), so LCP is the single metric holding the page back from an all-green CWV profile, and it is also the metric most sensitive to mobile network conditions.

Recommendation: Identify the LCP element on the mobile viewport (typically the hero headline/image block) and apply targeted fixes: add `fetchpriority='high'` plus a `<link rel='preload'>` for the hero image, serve it as AVIF/WebP at correctly sized dimensions with explicit width/height, inline the critical hero CSS, and self-host or preconnect to any external font origin. Re-run Lighthouse after each change and verify the gain in PageSpeed Insights field/CrUX data once enough traffic exists.

Medium No real-user field performance monitoring for the origin

The available performance picture is lab-based (Lighthouse mobile: performance 96, LCP 2.7 s, CLS 0, TBT 100 ms). Lab results use a simulated environment and cannot capture the device, network and geography mix of actual visitors, so the 2.7 s LCP may be better or materially worse in the field.

Recommendation: Instrument real-user monitoring with the web-vitals library (or a RUM provider) and report LCP, INP, CLS and TTFB with page and device-type dimensions. Use the field 75th percentile to prioritise fixes rather than lab scores alone, and set alerts so regressions in the hero render path are caught between releases.

Low Third-party analytics tag loads on every page view

A Google Analytics gtag.js snippet (measurement ID G-609MFBXR77) is injected on the homepage and on sub-pages such as /about and /blog. TBT is currently 100 ms so there is no visible penalty yet, but a render-path third-party script is the most common future source of main-thread and LCP regressions as more marketing tags are added.

Recommendation: Load the analytics tag with `async/defer` (or a lightweight loader such as Partytown) and delay initialisation until after the first user interaction or a `requestIdleCallback`, so tag execution never competes with the hero render. Re-baseline TBT and LCP after adding any further third-party scripts.

Low Single raster image asset served as PNG

The homepage carries only 1 image and the schema references `screenshot-app.png`. With so few images the transfer cost is small, but a PNG screenshot is typically 2-5x larger than the equivalent modern-format encode, and image weight is the most common driver of LCP on marketing pages.

Recommendation: Re-encode product screenshots and the hero visual as AVIF with a WebP fallback, serve them responsively with `srcset/sizes` so mobile viewports never download desktop-sized assets, and add width/height attributes plus lazy loading for below-the-fold media while keeping the hero image eager with high fetch priority.

Info Duplicated deployment host means performance fixes may be split across two origins

The audited URL is yseo.16win.cn, but the canonical tag points to <https://yseo.web4theme.com/> and both hosts return 200 for /sitemap.xml with the same URL set. Performance work (and any caching or CDN configuration) applied to one host may not be applied to the other, which makes CWV results inconsistent between what the audit measured and what users or crawlers actually land on.

Recommendation: Pick one canonical host, redirect the other at the server level (301), and ensure identical caching headers, compression and asset optimisation on the surviving origin. This also removes the risk of measuring performance on a host that is not the one receiving search traffic.

AI Search Readiness**82/100 · 权重 10%****What works**

- ✓ lms.txt is published at the domain root and is unusually well-formed: it opens with a blockquote summary of the product, lists 10 core pages, mirrors them for the Simplified Chinese tree, and includes a BLOG:START feed marker with article titles and one-line descriptions — exactly the structured format AI crawlers look for.
- ✓ robots.txt uses an open policy (User-agent: * / Allow: /) and explicitly declares Sitemap: <https://yseo.web4theme.com/sitemap.xml>, so nothing blocks retrieval by AI or classic crawlers.
- ✓ Meta robots is set to 'index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1', which removes snippet-length limits and maximizes eligibility for AI-Overview and generative-answer excerpting.
- ✓ FAQPage schema is present alongside SoftwareApplication, Organization, BreadcrumbList and Product — 5 schema types across the crawl, giving AI engines machine-readable answers to definitional questions (GEO, lms.txt, GSC integration).
- ✓ Multi-page crawl fetched 15 URLs and all 15 were indexable, with 0 titles missing, 0 meta descriptions missing and 0 noindex pages — metadata hygiene is complete across the site.
- ✓ Lighthouse mobile reports seo=100, best-practices=100, performance=96, with cumulative-layout-shift of 0 and total-blocking-time of 100 ms — technically fast and clean.

Findings**High Canonical tag points to a different host, creating entity ambiguity for AI citation**

The canonical on <https://yseo.16win.cn/> is set to '<https://yseo.web4theme.com/>', a different hostname from the audited domain. Every crawled asset also references the web4theme.com origin (schema @id values, Organization url, og-image). AI engines resolve entities by URL, so this host declares itself a duplicate of another origin, which fragments which URL gets cited and dilutes any brand-entity association built on yseo.16win.cn.

Recommendation: Decide on a single primary origin and make it consistent. If yseo.16win.cn is intended to be canonical, change the rel=canonical, all schema @id/url values and the Organization url to the 16win.cn host. If web4theme.com is primary, keep the cross-domain canonical but stop treating 16win.cn as a citation target and consolidate link/mention building on the primary host so AI engines attribute content to one entity.

High Sitemap served on this host lists URLs from a different domain

<https://yseo.16win.cn/sitemap.xml> returns 200 and is valid, but every <loc> in the fetched output points to yseo.web4theme.com (e.g. <https://yseo.web4theme.com/>, /faq, /seo-plans, /zh/blog/...). A crawler that discovers this sitemap on the 16win.cn host receives a URL set that contradicts the host it was served from, reinforcing the duplicate-identity problem rather than resolving it.

Recommendation: Either serve a sitemap on this host containing 16win.cn URLs and referencing them as canonical, or redirect/remove this sitemap and let robots.txt point only to the primary host's sitemap. Ensure the sitemap <loc> values, the rel=canonical values and the robots.txt Sitemap directive all agree on one origin.

Medium No hreflang annotation found for the English/Chinese bilingual trees

The site is explicitly bilingual — English at '/' and Simplified Chinese under '/zh/', as stated in lms.txt and visible in the sitemap (paired entries such as /blog/geo-guide-get-cited-by-chatgpt-perplexity and /zh/blog/geo-guide-get-cited-by-chatgpt-perplexity). No hreflang signals appear in the measured evidence, so AI and classic engines must guess which language variant to surface for a given query.

Recommendation: Add reciprocal hreflang annotations (en, zh-Hans plus x-default pointing at the English root) on every paired page, and include the language alternates in the sitemap. This lets AI engines serve the correct language version and strengthens both language entities.

Medium No off-site entity corroboration in Organization schema

The Organization schema's sameAs list contains only the Apple App Store listing and https://web4theme.com/. There is no reference to YouTube, Reddit, LinkedIn, Crunchbase or Wikidata. External brand presence on those surfaces correlates strongly with AI citation (YouTube mentions show roughly a 0.737 correlation, with Reddit and Wikipedia presence also high), and the page currently offers engines no graph links to corroborate the 'Yseo' entity beyond its own domains.

Recommendation: Add every legitimate owned profile to Organization.sameAs (YouTube channel, Reddit community or AMA threads, LinkedIn, X, Crunchbase, and a Wikidata item once one exists), and back it with real publishing activity on those platforms. Keep only profiles that actually exist and are active.

Medium Average content depth is thin for competitive AI-answer retrieval

The crawl averages 583 words per page across 15 URLs. The homepage and FAQ carry solid extractable content, but the average indicates supporting pages (about, contact, blog index, policy pages) are light. Generative engines preferentially quote passages that contain specific, verifiable detail, and 583 words/page leaves limited surface area to be quoted from on non-homepage URLs.

Recommendation: Add depth where queries exist: comparison pages (Yseo vs. enterprise SEO suites), a full llms.txt implementation guide, GEO case studies with before/after AI-mention data, and expanded /resources content. Target 1,000+ words of substantive, question-answering prose on the pages you want cited, not padding.

Low Largest Contentful Paint of 2.7 s is above the 2.5 s threshold on mobile

Lighthouse mobile records largest-contentful-paint at 2.7 s while cumulative-layout-shift is 0 and total-blocking-time is 100 ms. Overall performance is 96, so the issue is narrow, but rendering latency slightly reduces the chance that fast AI/agent fetches complete with a fully rendered primary content element.

Recommendation: Preload or inline the hero asset and the font used by the H1, and serve hero imagery in a modern format at the correct intrinsic size so LCP lands under 2.5 s.

Low Accessibility score of 89 lags the rest of the technical profile

Lighthouse mobile shows accessibility=89 while performance=96, best-practices=100 and seo=100. The agent-facing side is strong (agent/a11y score 100, 0 unnamed interactive elements), so this is a residual contrast/labelling or landmark-detail gap rather than a structural problem.

Recommendation: Run the Lighthouse accessibility details panel and fix the specific flagged contrast ratios or ARIA/label issues on the interactive elements (nav toggles, language switch, FAQ accordions) to bring the score above 95.

Images

66/100 · 权重 5%

What works

- ✓ Complete alt-text coverage on measured pages: 1 image on the homepage and 4 images across the 15-URL crawl, with 0 images missing alt text.
- ✓ Meta robots explicitly enables large image previews: 'index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1'.
- ✓ Structured data already carries an image asset: the SoftwareApplication schema declares 'screenshot': https://yseo.16win.cn/screenshot-app.png.
- ✓ Organization-level visual identity is declared in schema on /about: 'logo': https://yseo.web4theme.com/og-image.jpg, alongside sameAs links to the App Store listing and web4theme.com.
- ✓ Image delivery is not damaging page experience: Lighthouse mobile performance 96 with cumulative-layout-shift of exactly 0 and total-blocking-time of 100 ms, so the single homepage image does not destabilise layout.
- ✓ Accessibility is clean around media: accessibility score 89, agent/a11y score 100, 471 accessibility-tree nodes, 31 interactive elements, 0 unnamed interactive elements.

Findings

High Extremely low image density for a visual product page

The homepage carries only 1 image, and the entire 15-URL crawl contains just 4 images while averaging 583 words per page and 79 total H2 sections. The page describes dashboards, GEO scores, rank-history charts, PDF reports and an iOS app entirely in text. Content with multi-modal elements sees roughly 156% higher selection rates in AI answers, so a text-only presentation forfeits a measurable citation advantage on exactly the surfaces Yseo sells against.

Recommendation: Add real product visuals: an annotated dashboard screenshot for 'Everything You Need to Rank Higher', a rank-history line chart for keyword tracking, a GEO score card visual, and a sample PDF report cover. Target at least 2-3 meaningful images per key page (homepage, /seo-plans, /blog posts) rather than 0.27 images per page, and keep each image's filename descriptive (e.g. geo-visibility-score-card.png) instead of generic asset names.

High No video content or video markup despite YouTube being the strongest brand-mention correlate

No video is embedded or linked on the homepage or on the crawled pages, and no VideoObject schema appears among the detected types (SoftwareApplication, BreadcrumbList, Product, FAQPage, Organization). YouTube mentions correlate around 0.737 with AI citations, the strongest single signal measured, ahead of Reddit, Wikipedia and backlinks. A tool whose value is best shown rather than described is leaving its strongest GEO lever unused.

Recommendation: Produce a 60-90 second screen-recorded walkthrough (paste domain, run audit, read the 0-100 score) and publish it on YouTube, then embed it on the homepage and add VideoObject schema with name, description, thumbnailUrl, uploadDate and duration. Ship at least one video for the 'How Yseo Works' and 'See a Real Report' sections, which currently rely on text plus a PDF link.

Medium No image sitemap entries and no ImageObject schema

Both sitemaps (<https://yseo.web4theme.com/sitemap.xml> and <https://yseo.16win.cn/sitemap.xml>) return 200 and are valid, but the listed 27 URLs carry no image extensions, and no ImageObject markup exists in the schema set. Only one image asset is described through structured data, via the SoftwareApplication 'screenshot' property. Image discovery therefore depends entirely on HTML parsing, and no image is attributed with caption, credit or license metadata.

Recommendation: Add image:image entries (loc, caption, title) to the existing sitemap entries for pages that will carry visuals, and add ImageObject markup with contentUrl, caption, creditText and license for hero/screenshot assets so images are eligible for image-result and AI answer surfaces.

Medium Hero image is the likely LCP element and is not demonstrably preloaded or responsive

Largest Contentful Paint on mobile is 2.7 s against a 2.5 s good threshold, with only 1 image on the homepage. On a single-image hero layout that image is almost certainly the LCP element, and no evidence shows format modernisation (AVIF/WebP), srcset/sizes variants, width/height attributes, fetchpriority='high' or a preload hint for it.

Recommendation: Serve the hero in AVIF with a WebP fallback, provide srcset/sizes variants for the measured 1920x1080 desktop and 750x1624 mobile viewports, set explicit width/height to preserve the current CLS of 0, add fetchpriority='high' plus a <link rel='preload' as='image'> for the hero, and avoid lazy-loading above-the-fold imagery. This should bring LCP under the 2.5 s threshold while the image count grows.

Medium Image assets are referenced on a different host than the audited domain

The page is served from yseo.16win.cn with canonical <https://yseo.web4theme.com/>, and image/schema assets point to the other host (screenshot-app.png at yseo.16win.cn, logo and og-image.jpg at yseo.web4theme.com). Cross-host asset references mean image bytes, cache keys and any image-specific authority signals are split across two origins, and a canonical mismatch can make image attribution ambiguous for crawlers that only ever see one host.

Recommendation: Consolidate all image assets on the canonical origin (yseo.web4theme.com), reference them with absolute canonical URLs in HTML and schema, verify each URL returns 200 with an image content type, and 301 images requested from the non-canonical host. Confirm og:image and twitter:image resolve on the canonical host so social and AI previews render reliably.

Low Feature icons are emoji glyphs rather than real image assets

The six feature blocks in 'Everything You Need to Rank Higher' are headed with emoji characters (globe, chart, magnifier, robot, document, page) rather than images or SVG assets. Emoji render inconsistently across platforms and cannot be reused as social cards, slide assets or brand imagery, which keeps the visual surface thin even though the markup is accessible.

Recommendation: Replace the leading emoji with a small inline SVG or icon set that inherits currentColor and carries role='img' plus aria-label (or aria-hidden when redundant with the adjacent heading). This adds crisp, scalable, screenshot-friendly visuals without increasing image payload or harming the current accessibility score of 89.

Low

No comparison-table or chart imagery backing the high-intent FAQ and pricing content

The FAQ answers ('How does Yseo compare to other AI SEO tools?', llms.txt, GSC integration) and the pricing/feature narrative are entirely prose with no supporting table image or chart, while the crawl shows 79 H2 sections and 583 average words per page. Comparative and numeric claims are the most extractable content for AI answers, and rendering them as text plus a visual improves both human comprehension and passage-level citability.

Recommendation: Render the free-vs-paid feature comparison and the five audit dimensions as a real HTML table with an accompanying chart or annotated screenshot for the sample report, then export the same comparison as a branded image for social and citation contexts. Add descriptive alt text that states the conclusion the visual shows, not just its title.

AI Search Platform Readiness

Google AI Overviews

74%

Key limitation: Eligibility plumbing is in place, but the site lacks the entity authority and citation depth AI Overviews draw on: only 15 crawlable pages averaging 583 words, no measured off-site brand/authority signals, and a canonical (<https://yseo.web4theme.com/>) that points to a different host than the audited domain (yseo.16win.cn), which risks consolidating signals away from the page that actually serves the content.

Google AI Mode

70%

Key limitation: AI Mode rewards broad topical coverage across many related queries, and this domain currently exposes a shallow footprint: 15 indexable URLs, roughly 583 words per page, and a single H1 homepage with no supporting hub of GEO/llms.txt/rank-tracking explainer pages that could be retrieved for the long tail of conversational follow-up prompts. The cross-host canonical also weakens the strongest page it does have.

ChatGPT Web Search

71%

Key limitation: Retrieval is technically unblocked (open robots.txt, valid sitemaps, published llms.txt, FAQPage and SoftwareApplication markup), but ChatGPT's search layer prefers sources with established recognition and substantive extractable passages. A 15-page, 583-word-per-page site with no measured third-party mentions or backlink profile gives the model little corroborating reason to prefer it over established SEO/GEO publications.

Perplexity AI

77%

Key limitation: The content format fits Perplexity well (definition-style FAQ answers, dated blog posts, primary-source links to llmstxt.org and Google guidance, concrete figures such as \$9.99/month and 200 tracked keywords), but Perplexity is citation-hungry and favors pages that are themselves cited elsewhere; with only 15 pages, a single homepage image, and no observed external citation footprint, the domain has limited surface area to be surfaced across many distinct queries.

Bing Copilot

72%

Key limitation: Bing-side fundamentals are sound (HTTP 200, permissive 'index, follow, max-snippet:-1' robots meta, valid sitemaps, five schema types, Lighthouse SEO 100 and accessibility 89 with an agent/a11y score of 100), but the crawl shows no evidence of IndexNow submission or Bing-specific verification, and the same thin-content constraint applies: 15 pages at 583 words average limits how many Copilot answer slots the domain can compete for against larger, higher-authority sites.

Phased Action Plan

Phase 1: 阻断性问题

第 1 周

No items in this phase.

Phase 2: 高优先级

第 2–3 周

- Decide explicitly which hostname is authoritative. If yseo.16win.cn is the live domain, replace the canonical with a self-referencing URL ([https://yseo.16win.cn/...](https://yseo.16win.cn/)) on every template and align schema url/@id, logo and og-image to the same host. If yseo.web4theme.com is authoritative, keep the canonical but add a 301 redirect from yseo.16win.cn to it so crawlers never index a duplicate host.
- Serve host-relative sitemap entries, or host the sitemap only on the authoritative domain and remove it from the non-canonical host. If both hosts must remain live, generate a separate sitemap per host whose <loc> values match that host, and submit the correct sitemap for each property in Search Console.
- Pick the 5 highest-intent URLs (homepage, /resources/what-is-llms-txt, /blog/geo-guide-get-cited-by-chatgpt-perplexity, /seo-plans, /faq) and expand each past 1,200–1,500 words of genuinely new substance: worked examples, before/after GSC numbers, annotated screenshots, methodology notes, and explicit definitions of terms. For AI citation, favour self-contained 40–60 word answer blocks under descriptive H2/H3s rather than adding prose padding.
- Add a named author with a credential line ('Written by X, N years in technical SEO') and a linked author bio page to every blog article, plus a Person entity in the Article schema. Reference the same author in the llms.txt author/organization block. If the tool is one or two people, say so explicitly on /about — verifiable specificity beats an unnamed brand.
- Add BlogPosting schema to each article with datePublished, dateModified, author (Person, linked to the bio page), publisher (Organization) and mainEntityOfPage. Keep the visible 'Last updated' date consistent with dateModified and update it whenever the article is materially revised.
- Decide on one primary host and make it fully consistent: either serve yseo.16win.cn as the canonical URL everywhere (with 301s from the other host), or treat yseo.web4theme.com as primary and redirect yseo.16win.cn to it. Ensure canonical tags, sitemap entries, llms.txt links and schema @id/url values all name the same host, and verify the chosen host is the one indexable in search.
- Add BlogPosting/Article JSON-LD to every post in /blog and /zh/blog, mirroring the existing BreadcrumbList. Include headline, description, image, datePublished, dateModified (matching the visible dates), author (linked to a Person @id), publisher (linked to the Organization @id), mainEntityOfPage and inLanguage ('en' at root, 'zh-Hans' under /zh/). Validate with the Rich Results Test and Schema.org validator.
- Pick one canonical host and make the entire graph consistent with it. If yseo.16win.cn is the canonical production host, update the Organization @id/url/logo, the sitemap reference in robots.txt and the llms.txt links to that host; otherwise, keep web4theme.com as canonical and add a sameAs entry on the yseo.16win.cn entity pointing to <https://yseo.web4theme.com/> so the two are declared as the same entity.

Phase 3: 中优先级

第 4–6 周

- Point the Sitemap directive at the same host as the robots.txt file (e.g. Sitemap: <https://yseo.16win.cn/sitemap.xml>) once the sitemap itself contains host-matching URLs, or remove the directive entirely if this host is not meant to be indexed.
- Pick one canonical home URL for the entity and use it consistently in the canonical tag, schema '@id', 'url', logo, og-image and inter-page internal links. If the host migration is intentional, update the SoftwareApplication @id/url to the surviving host.
- Add reciprocal hreflang annotations on every paired page (hreflang='en' for the root URL, hreflang='zh-Hans' for the /zh/ URL, plus x-default pointing at the English version). This prevents the two trees from being treated as duplicates and lets each language surface to the correct audience.

- Add at least 2–4 authoritative citations per substantial article (Google Search Central documentation, the lms.txt spec, Search Console help pages, published search-industry studies) with descriptive anchor text and a short source line. Cite the primary document rather than a blog summarising it — AI engines weight the provable source more heavily.
- Replace or qualify unverifiable superlatives with attributable proof: named customer results, a case study with before/after visibility numbers, or a quoted reviewer with their role. In parallel, build corroborating profiles (LinkedIn company page, a Wikidata entry for the product, presence in relevant communities) and link them from the Organization schema's sameAs array.
- Add WebSite JSON-LD to the homepage: `{"@type":"WebSite","@id":"<canonical host>/#website","url":...,"name":"Yseo","inLanguage":"en","publisher":{"@id":"...#organization"},"potentialAction":{"@type":"SearchAction","target":"...? q={search_term_string}","query-input":{"required name=search_term_string"}}}`. Only include SearchAction if a real on-site search endpoint exists. Add a parallel WebSite node with inLanguage 'zh-Hans' for /zh/.
- Create a Person entity with @id (e.g. `<host>/#author-alex`), name, jobTitle, url to an author bio page, knowsAbout (SEO, GEO, Google Search Console) and sameAs (LinkedIn, X, GitHub, App Store developer profile). Reference it from every BlogPosting author property and add it to the Organization as founder/employee.
- Add dateModified (and datePublished where meaningful) to the Article/BlogPosting nodes and a dateModified to the SoftwareApplication/WebSite nodes, kept in sync with the visible 'Last updated' line. This is a low-effort change that makes the refresh cadence machine-readable for AI crawlers.

Phase 4: 优化与长期

持续

- Add explicit allow groups for the AI search crawlers (GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot) so the permission is unambiguous and auditable, and decide deliberately whether training-only crawlers (CCBot, anthropic-ai, cohere-ai) should be allowed or blocked. Keep the wildcard group as a fallback for everything else.
- Preload the hero font and hero image, inline the critical CSS needed for above-the-fold content, and lazy-load everything below the fold. Re-run Lighthouse mobile to confirm LCP drops below 2.5 s; with CLS already at 0 there is little risk of regression.
- Insert the missing space so the H1 reads 'Optimize Your Site for Search Engines & AI', and proofread all H1/H2 headings and meta descriptions across the 15 crawled pages for the same class of error.
- Add purpose-built visuals where the copy currently describes a UI or a result: annotated GSC dashboard screenshots, a labelled lms.txt example, a before/after visibility chart, and a flow diagram of the three-step 'How Yseo Works' process. Keep the existing 100% alt-text coverage and write descriptive alt copy rather than keyword lists.
- Move the inline style blocks into an external stylesheet so the first bytes of each document are real content, and confirm the opening paragraph of every page states plainly what the page is about within the first ~100 words.
- Only if genuine, verifiable user ratings exist, add aggregateRating (ratingValue, ratingCount, bestRating) and/or review nodes to the SoftwareApplication entity, sourced from a real review system. Do not fabricate ratings — Google penalises invented review markup and AI systems increasingly discount unverifiable review claims.
- Keep the FAQPage schema (it aids AI answer extraction and matches visible content), but prioritise the missing Article/WebSite/Person coverage above it. Continue to keep FAQ markup strictly in sync with the visible Q&A text — 6 pairs on the homepage today — since Google requires the marked-up questions and answers to be visible on the page.
- Decide which type owns the commercial data. On the plans page, either reference the SoftwareApplication/Brand by @id from the Product node (brand, isRelatedTo) or

restrict the Product node to the one-off audit packages and let SoftwareApplication own the subscription. Ensure price, priceCurrency and availability are identical wherever they appear.

Yseo · SEO Audit · report generated 2026-10-09 22:03

This report is generated from an automated crawl and AI analysis of publicly available pages. It guides optimization decisions; it does not promise rankings and does not replace human review.