Steyer.
Studio

WEBSITE AUDIT

steyer.studio

SEO, visibility in AI search (GEO), usability and performance of your website, checked on 17 October 2026.



OVERALL GRADE

Your website is very good

A+ On-page SEO	A+ GEO: visibility in AI search	A+ Links	A+ Usability
A+ Performance	C Social media	F+ Local SEO	

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At a glance

We checked 78 points the way search engines, AI assistants and your visitors see your site. This page shows the grade for each area and how we grade; the fixes follow on the next page, then each area in detail.

Checked address: https://steyer.studio/ Date: 17 October 2026

A+ **On-page SEO**
Your visibility on Google (on-page SEO) is very good

A+ **GEO: visibility in AI search**
Your visibility in AI search (GEO) is very good

A+ **Links**
Your link structure is very good

A+ **Usability**
Your usability is very good

A+ **Performance**
Your performance is very good

C **Social media**
Your social media presence is decent but could be better

F+ **Local SEO**
Your visibility in local search (local SEO) needs urgent work

How we grade

A very good
90–100 points
A+ from 97
A from 93
A– from 90

B good
80–89 points
B+ from 87
B from 83
B– from 80

C decent
70–79 points
C+ from 77
C from 73
C– from 70

D clear gaps
60–69 points
D+ from 67
D from 63
D– from 60

F needs urgent work
below 60
F+ from 50
F from 40
F– below

Each area is made up of several checks, and the important ones count more. The points reached, from 0 to 100, give the grade; plus and minus split each grade into three steps. The overall grade weighs on-page SEO most and links and social media least. Most well-kept websites land in the A or B range. The fixes start on the next page.

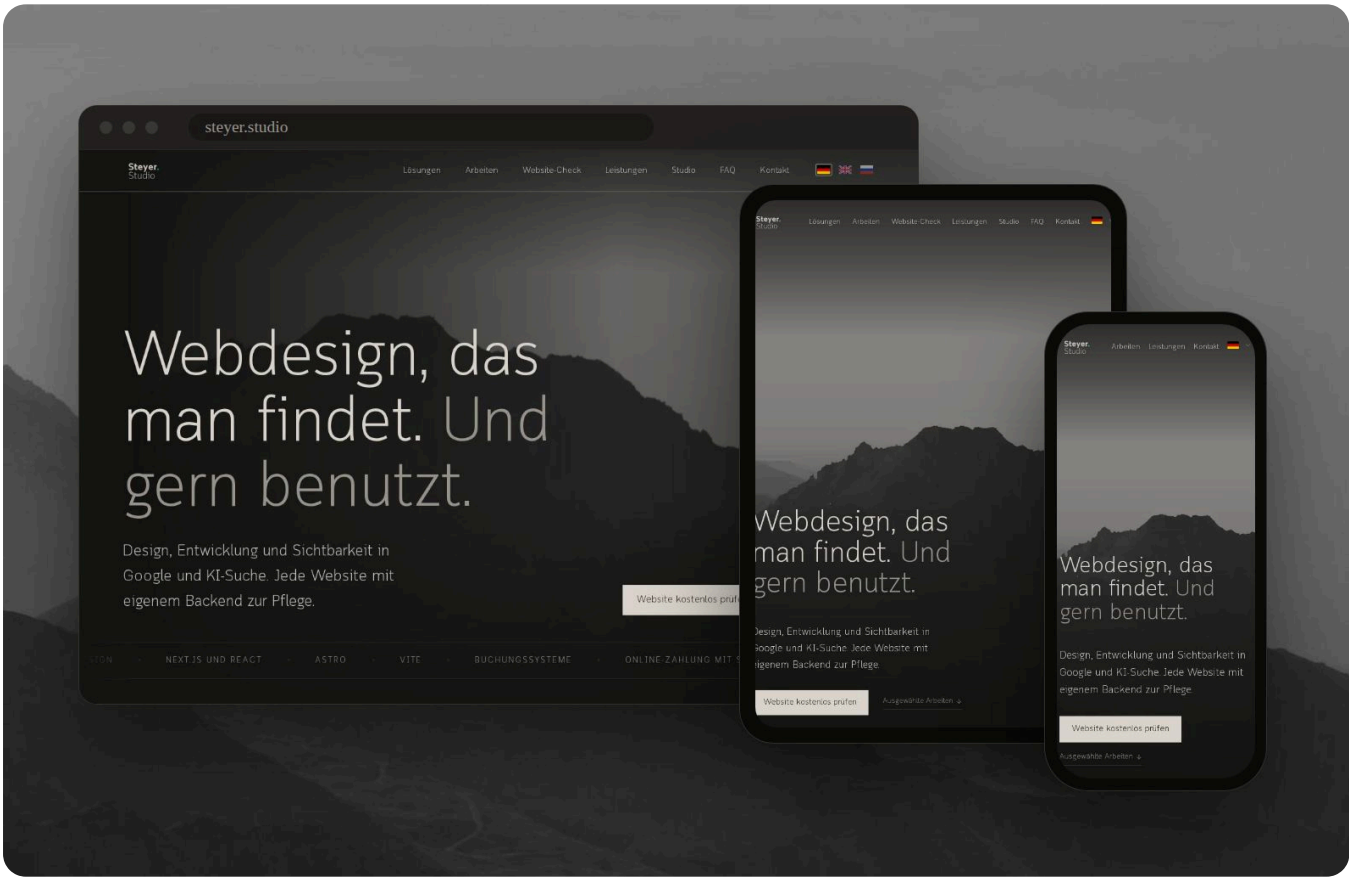
What to fix

Open points, most important first.

Medium	Local SEO	No Google Business Profile was found for your website.
Low	Social media	Your page does not link to a Facebook page.
Low	Social media	Your page does not link to an X profile.
Low	Technology and email	Your DMARC record only monitors (p=none) and does not yet protect against forged emails.

How your site looks

Most visitors arrive on a phone. The site has to look right and work on every screen size.



On-page SEO

A+

Your visibility on Google (on-page SEO) is very good

What search engines read from your page's HTML and crawl files: title, description, headings, content, and the technical signals that decide whether a page gets indexed.

Title tag

Your title tag has the optimal length of 53 characters.

> Steyer Studio – Website und Webdesign mit SEO und GEO

Length: 53 characters

WHY IT MATTERS

The title is the blue line in Google's results and the name on the browser tab. It's the clearest hint you give search engines about what the page is about.

WHAT TO DO

Give every page its own title of 50 to 60 characters. Put the main search term first and your company name at the end.

Meta description

Your meta description has the optimal length of 152 characters.

> Webdesign-Studio für Ihre Website mit eigenem Backend, SEO und GEO: sichtbar in Google und KI-Suche. Festpreis ab 3.200 € netto, ohne versteckte Kosten.

Length: 152 characters

WHY IT MATTERS

Google often shows the description as the text under your title. It's a big part of whether someone clicks.

WHAT TO DO

Write 120 to 160 characters that say what you offer and give people a reason to click: a price, a place, something that sets you apart.

Meta descriptions of other pages

All 12 sitemap pages we sampled have a meta description of a good length.

WHY IT MATTERS

Search engines judge every page on its own. Bing flags short descriptions explicitly when many pages have them, even if the home page is fine.

WHAT TO DO

Give every page in the sitemap its own description of 120 to 160 characters, language versions included.

Google preview

This is how your page may appear in Google's search results.

steyer.studio
https://steyer.studio/

Steyer Studio – Website und Webdesign mit SEO und GEO

Webdesign-Studio für Ihre Website mit eigenem Backend, SEO und GEO: sichtbar in Google und KI-Suche. Festpreis ab 3.200 € netto, ohne versteckte Kosten.

WHY IT MATTERS

This is roughly how your listing looks in the search results. Google may still shorten or rewrite the title and text.

WHAT TO DO

Write the title and description so that together they answer the search.

Language versions (hreflang)

Your page lists 4 language versions with hreflang.

LANGUAGE	ADDRESS
de	https://steyer.studio/
en	https://steyer.studio/en
ru	https://steyer.studio/ru
x-default	https://steyer.studio/

WHY IT MATTERS

On a multilingual site, hreflang tells Google which page is meant for which language, so visitors land in theirs.

WHAT TO DO

List every language version on every page, the page itself included, plus an x-default version.

Page language

Your page declares its language (de).

```
de
```

WHY IT MATTERS

The lang attribute tells browsers, screen readers and search engines which language the page is written in.

WHAT TO DO

Set the language on the html tag, for example lang="en".

H1 heading

Your page has exactly one H1 heading.

Webdesign, das man findet. Und gern benutzt.

WHY IT MATTERS

The H1 is the page's main heading. Search engines and screen readers take it as the topic of the page.

WHAT TO DO

Use exactly one H1 per page, visible near the top, with your most important term in it.

Subheadings

Your page organises its content with several heading levels.

TAG	COUNT
H2	9
H3	51
H4	35
H5	0
H6	0

WHY IT MATTERS

H2 to H6 break the text into parts. Search engines use them to spot subtopics, and readers find what they need faster.

WHAT TO DO

Start sections with an H2 and subsections with an H3, using the words your customers search for.

Heading outline

Your headings form a clean outline with no skipped levels or empty headings.

- H1 Webdesign, das man findet. Und gern benutzt.
  - H2 Lösungen
    - H3 Mitglieder, Events und Inhalte in einem System
    - H3 Buchung und Admin-Panel live ausprobieren
  - H2 Arbeiten
    - H3 APELSIN INTERIOR
    - H3 Joint Chamber of Commerce
    - H3 ApaThai Massage & Spa
    - H3 Vivaldi Hotel & Spa
    - H3 Men's Care Cabinet
    - H3 Fishing Camp Serravalle
    - H3 Steyer Engineering
  - H2 Wie gut ist Ihre Website für Google und ChatGPT?
  - H2 Webdesign, SEO und GEO
    - H3 Konzept
      - H4 Wen
      - H4 Wie
    - H3 Software und Design
    - H3 Umsetzung
    - H3 Pflege und Optimierung
      - H4 Betrieb
      - H4 Service
  - H2 DSGVO und Cookie-Consent im Webdesign
    - H3 Vor dem Cookie
    - H3 Die Entscheidung
    - H3 Danach erst
    - H3 Nichts Fremdes
    - H3 Formulare
    - H3 Backend und Text
  - H2 Preise für Websites
    - H3 Einmalig
      - H4 Website
    - H3 Module zur Website
      - H4 Online-Buchung
      - H4 Online-Zahlung
      - H4 Kunden- und Mitgliederbereich
      - H4 Gutscheine und Rabattcodes
      - H4 News und Newsletter
      - H4 Anbindung
      - H4 KI-Funktionen
      - H4 Weitere Sprache
    - H3 Bestehende Plattformen
      - H4 Plattform für Spas und Massagesalons
      - H4 Plattform für Kammern und Berater
      - H4 Plattform für Campingplätze
      - H4 Plattform für Hotels
    - H3 Zuschläge zur Plattform
      - H4 Online-Buchung
      - H4 Online-Zahlung
      - H4 Gäste- oder Mitgliederkonto
      - H4 Shop
      - H4 News und Blog
      - H4 Anbindung
      - H4 KI-Assistent
    - H3 Beispiele
      - H4 Spa auf der Plattform, Gutscheine auch online kaufbar
      - H4 Campingplatz auf der Plattform, mit Online-Zahlung und Gästekonto
      - H4 Hotel auf der Plattform, mit Online-Zahlung und Gästekonto
      - H4 Website für ein Beratungsbüro
      - H4 Neu gebautes Hotel oder Camp mit Buchung, Zahlung und Gästekonto
    - H3 Laufend
      - H4 Betrieb
      - H4 Service
      - H4 Google-Ads-Betreuung: Einrichtung
      - H4 Google-Ads-Pflege und -Optimierung (optional)
    - H3 Nach Aufwand
      - H4 Inhalt und Design
      - H4 Entwicklung und Architektur
  - H2 Studio
  - H2 Häufige Fragen zum Webdesign

and 26 more

WHY IT MATTERS

Skipped levels and empty headings confuse screen readers and the AI systems that read a page by its outline.

WHAT TO DO

Go down the levels in order (H1, H2, H3) and pick a level by meaning, not by font size. Leave the look to CSS.

Main terms

Your most important terms also appear in the title and headings.

TERM	TITLE	DESCRIPTION	HEADINGS	COUNT
website	✓	✓	✓	25
backend	✗	✓	✓	21
plattform	✗	✗	✓	19
google	✗	✓	✓	15
anfragen	✗	✗	✗	15
geo	✓	✓	✓	15
design	✗	✗	✓	13
buchung	✗	✗	✓	13

WHY IT MATTERS

The words used most often on the page show what it wants to be found for. When they also appear in the title and headings, the signal is clear.

WHAT TO DO

Check whether these are the terms you want to rank for, and work them naturally into the title, description and headings.

Amount of text

With 3,498 words, your page has enough text to rank well.

3,498
Words

WHY IT MATTERS

Pages with more well-organised content answer more questions and show up for more searches.

WHAT TO DO

Give your important pages at least around 500 words that answer real customer questions. A contact page can be shorter.

Image alt text

All 16 images on your page have an alt attribute.

WHY IT MATTERS

Alt text describes images for screen readers and search engines. You need it for accessibility, and it brings visitors in through image search.

WHAT TO DO

Give every meaningful image a short description in its alt attribute. Purely decorative images get alt="".

Canonical tag

Your page states its main URL with a canonical tag.

https://steyer.studio/

WHY IT MATTERS

A page can often be reached at several addresses (with or without www, with parameters). The canonical tag tells Google which one is the real one.

WHAT TO DO

Add a canonical link on every page pointing to its preferred full address.

SSL encryption

Your website is encrypted with SSL (HTTPS).

WHY IT MATTERS

HTTPS protects your visitors' data. Browsers warn about pages without it, and Google prefers encrypted pages.

WHAT TO DO

Set up an SSL certificate. With most hosts it's free (Let's Encrypt).

Redirect to HTTPS

Your website redirects from HTTP to HTTPS.

WHY IT MATTERS

If the site still answers over plain HTTP, visitors and search engines can end up on the unencrypted version.

WHAT TO DO

Send every HTTP request to HTTPS with a 301 redirect.

robots.txt

Your website has a robots.txt file.

https://steyer.studio/robots.txt

WHY IT MATTERS

robots.txt is the first file search engines read on a site. It says which areas they may crawl and where the sitemap is.

WHAT TO DO

Put a robots.txt in the root folder, list your sitemap in it, and only block areas that really are private.

Blocked for search engines

Your robots.txt allows Google and Bing to crawl this page.

WHY IT MATTERS

One wrong line in robots.txt can keep whole pages out of Google, and it often goes unnoticed after a relaunch.

WHAT TO DO

Go through the Disallow rules and remove any that block pages you want people to find.

Noindex tag

Your page does not stop search engines from indexing it (no noindex tag).

WHY IT MATTERS

A noindex tag in the HTML tells search engines to leave the page out. It's often left behind by accident after development.

WHAT TO DO

Remove the robots meta tag with noindex from every page that should be found.

Noindex header

Your server does not send a noindex header.

WHY IT MATTERS

The server can also block indexing with the X-Robots-Tag header. You won't see that in the HTML.

WHAT TO DO

Check the server configuration and remove X-Robots-Tag: noindex from public pages.

XML sitemap

Your website has an XML sitemap with 63 addresses.

https://steyer.studio/sitemap.xml (63)

WHY IT MATTERS

The sitemap lists every page search engines should know about, so new or deeply linked pages are found sooner.

WHAT TO DO

Generate an XML sitemap, keep it current, list it in robots.txt and submit it in Google Search Console.

Visitor analytics

An analytics tool is installed on your page (Google Analytics).

Google Analytics

WHY IT MATTERS

Without measuring, you can't tell where visitors come from or which pages bring in enquiries.

WHAT TO DO

Add an analytics tool. In the EU, either with consent (a cookie banner) or a privacy-friendly one that needs no cookies.

Structured data (Schema.org)

Your page describes itself with structured data (JSON-LD).

Organization ProfessionalService PostalAddress Place OfferCatalog Offer PriceSpecification UnitPriceSpecification QuantitativeValue Country Person ContactPoint EducationalOccupationalCredential WebSite WebPage FAQPage Question Answer ItemList ListItem

WHY IT MATTERS

Structured data describes your business, offers, prices or FAQs in a form machines can read. Google and AI systems use it for rich results and answers.

WHAT TO DO

Add Schema.org types as JSON-LD: at least Organization or LocalBusiness, then Service, Product, FAQPage or Article depending on the page.

GEO: visibility in AI search

A+

Your visibility in AI search (GEO) is very good

Whether ChatGPT, Perplexity, Claude and Google's AI Overviews can read your page, and whether it says clearly who you are, with answers and facts they can quote.

Readable for AI crawlers

Almost all text is in the HTML already (0% only via JavaScript); AI crawlers can read it.

Share: 0 %

WHY IT MATTERS

Most AI crawlers only read the HTML the server sends. They don't run JavaScript, so text that only appears in the browser is invisible to them.

WHAT TO DO

Deliver important content from the server (static HTML or server rendering) instead of loading it in with JavaScript.

llms.txt

Your website has an llms.txt file for AI systems.

https://steyer.studio/llms.txt

WHY IT MATTERS

llms.txt is a proposed standard: a short Markdown file that tells AI systems what's on your site and where to find it.

WHAT TO DO

Put an llms.txt in the root folder: who you are, what you offer, and links to your most important pages.

AI crawlers in robots.txt

Your robots.txt allows the major AI crawlers.

WHY IT MATTERS

ChatGPT, Claude, Perplexity and Google each send their own crawler. If robots.txt blocks them, they can't read or quote your site.

WHAT TO DO

If you want to show up in AI answers, remove Disallow rules for GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot and Google-Extended.

Identity in schema

Your page states who is behind it with schema (Organization, ProfessionalService, Person).

Organization · ProfessionalService · Person

WHY IT MATTERS

An Organization or Person schema tells search engines and AI exactly who is behind the site, so you don't get mixed up with someone else.

WHAT TO DO

Add an Organization schema with name, logo, address, contact details and sameAs links to your profiles.

Who runs the site

Your page makes clear who runs it (Steyer Studio).

Steyer Studio

WHY IT MATTERS

AI systems only recommend what they can pin down. Your name, what you do and where you are need to be stated clearly and the same way everywhere.

WHAT TO DO

Use your name consistently in the title, main heading and text, and add a short About section.

Contact and company details

Your page gives contact options and company details.

- ✓ Phone
- ✓ Email or form
- ✓ Address
- ✓ Legal notice
- ✓ Company or tax number

WHY IT MATTERS

Full details build trust and help AI check your business and name it correctly.

WHAT TO DO

Show name, address, phone, email and company number in the footer and on a contact page, plus a legal notice.

Questions and answers

Your page directly answers 51 questions of the kind people ask AI assistants.

WHY IT MATTERS

People ask AI assistants questions. Content written as questions and answers matches those queries directly and is more likely to be quoted.

WHAT TO DO

Add an FAQ with real customer questions and short answers that stand on their own, marked up as FAQPage schema.

Quotable facts

Your page contains quotable facts and figures (43 places).

> Technik Astro 7, React 19, TypeScript, Node.js, PostgreSQL Zum ProjektWebsite ansehen Joint Chamber of Commerce jointchambers.ch · Schweiz · online seit Juli 2026 Die Plattform der Handelskammer für eurasische Unternehme

> Technik React 18, Vite, TypeScript, Express, PostgreSQL, Stripe Zum ProjektWebsite ansehen ApaThai Massage & Spa apathai.com · Almaty · online seit Februar 2026 Thai-Massage und Day Spa im Zentrum von Almaty.

> Technik Next.js 15, TypeScript, PostgreSQL Zum ProjektWebsite ansehen Vivaldi Hotel & Spa vivaldialmaty.com · Almaty · online seit Juni 2026 Hotel mit 92 Zimmern, Spa, Karaoke, Konferenzsälen und Restaurant.

WHY IT MATTERS

AI answers lean on concrete statements: numbers, prices, years, results. Marketing language rarely gets quoted.

WHAT TO DO

State concrete facts in clear sentences that still make sense when read on their own.

Content structure

Your content is well structured with headings, lists and short paragraphs.

95	12	0	0
Subheadings	Lists	Tables	Long paragraphs

WHY IT MATTERS

Short paragraphs, lists and tables are easier for people and AI to take in and reuse in an answer.

WHAT TO DO

Split long blocks of text, use lists and tables, and give each section a heading that says what's in it.

Freshness

Your page shows that its content is up to date.

- ✓ Current year in the text
- ✓ Last-modified date set
- ✓ "Updated" or "as of"

WHY IT MATTERS

AI search prefers content that is visibly current. A date on the page is a simple way to show it.

WHAT TO DO

Show an "updated" date, keep prices and details current, and keep dateModified up to date in your structured data.

Trust signals

Your page shows trust signals such as references, certificates or reviews.

- ✓ References or projects
- ✓ Reviews or testimonials
- ✓ Named people
- ✓ Certificates or awards
- ✓ Linked profiles (sameAs)

WHY IT MATTERS

Sources that show they know their stuff get quoted more often: references, certificates, reviews, people named with their role.

WHAT TO DO

Show references and customer quotes, mention certificates and memberships, and introduce the founder or team by name and role.

Links

A+

Your link structure is very good

How your page links to your own subpages and to other sites, and what the link texts say. Links from other websites to yours (backlinks) are not part of this report.

Links on the page

40 links on your page: 23 internal, 17 external (0 of them nofollow).

23	17	0
Internal	External	Nofollow

ADDRESS	TYPE	FOLLOW
https://steyer.studio/	Internal	✓
https://steyer.studio/en	Internal	✓
https://steyer.studio/ru	Internal	✓
https://jointchambers.ch/	External	✓
https://steyer.studio/arbeiten/bs-partners	Internal	✓
https://steyer.studio/arbeiten/q-partners	Internal	✓
https://demo.steyer.studio/	External	✓
https://demo.steyer.studio/admin?view=dashboard	External	✓
https://demo.steyer.studio/zimmer	External	✓
https://demo.steyer.studio/spa	External	✓
https://demo.steyer.studio/anfrage	External	✓
https://demo.steyer.studio/blog	External	✓
https://steyer.studio/live-demo	Internal	✓
https://steyer.studio/arbeiten/apelsin-interior	Internal	✓
https://apelsin.group/	External	✓
https://steyer.studio/arbeiten/jcc	Internal	✓
https://steyer.studio/arbeiten/apathai	Internal	✓
https://apathai.com/	External	✓
https://steyer.studio/arbeiten/vivaldi	Internal	✓
https://vivaldialmaty.com/	External	✓
https://steyer.studio/arbeiten/mens-care	Internal	✓
https://menscabinet.care/	External	✓
https://steyer.studio/arbeiten/fishing-camp	Internal	✓

ADDRESS	TYPE	FOLLOW
https://fishing-camp.eu/	External	✓
https://steyer.studio/arbeiten/steyer-engineering	Internal	✓
https://www.steyer-engineering.com/	External	✓
https://steyer.studio/datenschutz	Internal	✓
https://steyer.studio/shots/website-check-sample-de.pdf?v=19	Internal	✓
https://steyer.studio/webentwicklung-astro-nextjs	Internal	✓
https://steyer.studio/website-kosten	Internal	✓

and 10 more

WHY IT MATTERS

Internal links pass your page's strength on to subpages and help search engines find all your content.

WHAT TO DO

Link your important subpages from the navigation and the text. Keep external links few and deliberate.

Link text

Your internal links have descriptive link texts.

WHY IT MATTERS

Link text tells search engines and screen readers what's behind the link. "Click here" tells them nothing.

WHAT TO DO

Use link text that describes the target. Give icon-only links a name with aria-label or the image's alt text.

Readable addresses

Your link addresses are short and readable.

WHY IT MATTERS

Short addresses made of words are easier to remember and share, and they give search engines extra context.

WHAT TO DO

Use short paths of words joined by hyphens, without IDs, parameters or underscores.

Usability

A+

Your usability is very good

How your page comes across on different devices, and what gets in visitors' way while it loads or while they read.

Rendering on devices

This is how your page looks on desktop, tablet and phone.

WHY IT MATTERS

Most visitors arrive on a phone. The site has to look right and work on every screen size.

WHAT TO DO

Build it responsive and test it on real devices, from a small phone up to a large monitor.

Viewport

Your page adapts to the screen width with a viewport setting.

```
width=device-width, initial-scale=1
```

WHY IT MATTERS

Without a viewport setting, phones show a shrunk-down desktop view and the text is hard to read.

WHAT TO DO

Add a viewport meta tag with width=device-width, initial-scale=1 to the head.

Image sizes in the HTML

Your images have fixed widths and heights; nothing shifts while loading.

WHY IT MATTERS

Without width and height, the browser doesn't know how much room an image needs. Content jumps while the page loads, which Google counts as layout shift (CLS).

WHAT TO DO

Give every image width and height attributes, or a CSS aspect-ratio.

Render-blocking files

Your page has no significant render-blocking files.

WHY IT MATTERS

Scripts and stylesheets in the page head hold up the first paint until they've loaded, so the page stays blank for longer.

WHAT TO DO

Load scripts with defer or async, inline the critical CSS and load the rest later.

Flash

Your page does not use Flash.

WHY IT MATTERS

No current browser plays Flash any more, so that content is invisible to every visitor.

WHAT TO DO

Replace Flash content with HTML, CSS, video or JavaScript.

Iframes

Your page does not use iframes.

WHY IT MATTERS

Embedded pages from other sites add load time, often set cookies, and their content doesn't count for your page.

WHAT TO DO

Only use iframes where you need them, and load them with loading="lazy" and, for maps and videos, after consent.

Favicon

Your page has a favicon.

https://steyer.studio/favicon.ico?764cb24df4f72c5b

WHY IT MATTERS

The little icon on the browser tab and in Google's results makes your site easy to recognise.

WHAT TO DO

Add a favicon as ICO plus PNG or SVG, and an Apple touch icon.

Plain-text email addresses

No plain-text email addresses appear on your page.

WHY IT MATTERS

Spam bots collect any email address that sits in the page source in one piece.

WHAT TO DO

Obfuscate addresses or use a contact form.

Performance

A+

Your performance is very good

How fast your page loads, how heavy it is, and whether the server delivers it efficiently. Measured from our server.

Google PageSpeed (phone)

Google PageSpeed gives your page 91 out of 100.

91

METRIC	RESULT
First Contentful Paint	1.3 s
Largest Contentful Paint	2.5 s
Total Blocking Time	290 ms
Cumulative Layout Shift	0
Speed Index	2.6 s

WHAT COSTS TIME

METRIC	POSSIBLE SAVING
Reduce unused JavaScript	0.3 s
Avoid serving legacy JavaScript to modern browsers	0.15 s

Measured with Lighthouse on our server, using PageSpeed Insights' settings.

WHY IT MATTERS

The PageSpeed score sums up how fast a page loads on an average phone over a mobile network. Google uses load speed as a ranking signal, and most visitors are on their phones.

WHAT TO DO

Start with the items under "What costs time". Usually that means smaller images, less unused JavaScript and a faster server response.

Google PageSpeed (desktop)

Google PageSpeed gives your page 100 out of 100.

100

METRIC	RESULT
First Contentful Paint	0.4 s
Largest Contentful Paint	0.5 s
Total Blocking Time	40 ms
Cumulative Layout Shift	0
Speed Index	0.7 s

Measured with Lighthouse on our server, using PageSpeed Insights' settings.

WHY IT MATTERS

The same test on a computer with a fast connection. If even the desktop score is low, the problem is usually in the page's code, not the connection.

WHAT TO DO

Look at heavy scripts and plugins, optimise images and let files be cached.

Core Web Vitals (real visitors)

Core Web Vitals from real visitors were not looked up.

WHY IT MATTERS

Google measures, for real Chrome users, how fast the main content shows up (LCP), how quickly the page reacts to taps and clicks (INP) and whether things jump around (CLS). These numbers feed straight into rankings.

WHAT TO DO

Green means LCP under 2.5 seconds, INP under 200 milliseconds and CLS under 0.1. Load the main image early, split up long scripts and give images fixed sizes.

Load time

Your page loads quickly (server response 0.09 s, fully loaded after 0.53 s).

0.09 s	0.14 s	0.53 s
Server response	Page built	Fully loaded

WHY IT MATTERS

Every second of loading costs visitors and enquiries. Google also ranks slow pages lower.

WHAT TO DO

Keep the server response under 0.8 seconds (caching, a good host, a CDN) and keep the page lean.

Page weight

At 1.07 MB your page is pleasantly light.

1.07 MB
Total



WHY IT MATTERS

Heavy pages load slowly, especially on mobile data, and eat into people's data plans.

WHAT TO DO

Compress images and serve them as WebP or AVIF, and remove unused JavaScript and CSS.

Number of files

Your page loads 42 files.

1	0	9	31	1	0
HTML	CSS	JavaScript	Images	Fonts	Other

WHY IT MATTERS

Each file is a separate request. Small files, trackers and plugins add up.

WHAT TO DO

Bundle files and remove scripts and plugins you don't need.

Browser caching

Your files may be cached by the browser.

WHY IT MATTERS

With caching, the browser doesn't download images, scripts and stylesheets again on the next visit, and the page opens noticeably faster.

WHAT TO DO

Set long cache times for static files (Cache-Control max-age, a year for versioned files).

Compression

Your server compresses the page (br).

br

WHY IT MATTERS

Gzip or Brotli shrink HTML, CSS and JavaScript by 60 to 80 percent, and the page loads that much faster.

WHAT TO DO

Turn on Brotli or gzip for all text files on the web server or CDN.

JavaScript errors

No JavaScript errors occur on your page.

WHY IT MATTERS

JavaScript errors can break menus, forms or bookings without anyone noticing.

WHAT TO DO

Reproduce the errors in the browser console, fix them, and check again after every update.

Minified files

Your JavaScript and CSS files are minified.

WHY IT MATTERS

Unminified scripts and stylesheets carry spaces and comments that only cost load time.

WHAT TO DO

Minify JavaScript and CSS when the site is built.

Image optimisation

Your images are optimised in size and format.

WHY IT MATTERS

Images are usually the heaviest part of a page. Modern formats are much smaller at the same quality.

WHAT TO DO

Serve images at the right size as WebP or AVIF, with srcset for different screens.

HTTP/2

Your server supports HTTP/2.

WHY IT MATTERS

HTTP/2 loads many files at once over a single connection, so it's faster than the old HTTP/1.1.

WHAT TO DO

Turn on HTTP/2 or HTTP/3 with your host or CDN.

Outdated HTML

Your page uses no deprecated HTML tags.

WHY IT MATTERS

Tags like font or center date from the 1990s. They point to old code and browsers no longer render them reliably.

WHAT TO DO

Replace them with semantic HTML and CSS.

Inline styles

Your page uses no inline styles.

WHY IT MATTERS

Styles written straight into HTML tags bloat the code and make design changes slow.

WHAT TO DO

Move styling into stylesheets and use classes.

Social media

C

Your social media presence is decent but could be better

Linked profiles, and what your page looks like when someone shares it.

Facebook

Low

Your page does not link to a Facebook page.

WHY IT MATTERS

A linked Facebook page shows the business is active and ties the website to the profile.

WHAT TO DO

Link the page in your footer and add it to sameAs in your Organization schema.

X (Twitter)

Low

Your page does not link to an X profile.

WHY IT MATTERS

If you post on X, linking the profile ties it to your website.

WHAT TO DO

Link the profile in the footer and add it to sameAs in your schema. Only worth it if the account is active.

Instagram

Your page links to an Instagram profile.

https://www.instagram.com/steyer.studio/

WHY IT MATTERS

For hotels, restaurants and leisure businesses, Instagram is often the most important channel after the website.

WHAT TO DO

Link the profile and add it to sameAs in your schema.

LinkedIn

Your page links to a LinkedIn profile.

https://www.linkedin.com/company/steyer-studio/

WHY IT MATTERS

For service providers and B2B businesses, LinkedIn is an important trust signal.

WHAT TO DO

Link your company page and add it to sameAs in your schema.

YouTube

Your page links to a YouTube channel.

https://www.youtube.com/@steyer.studio

WHY IT MATTERS

Videos explain what you offer and show up in Google and in AI answers.

WHAT TO DO

Link your channel if you have one, and embed relevant videos on the page.

Open Graph tags

Your page has complete Open Graph tags for shared links.

TAG	VALUE
og:title	Steyer Studio – Websites, die man findet
og:description	Webdesign-Studio für Ihre Website mit eigenem Backend, SEO und GEO: sichtbar in Google und KI-Suche. Festpreis ab 3.200 € netto, ohne versteckte Kosten.
og:url	https://steyer.studio
og:site_name	Steyer Studio
og:locale	de_DE
og:image	https://steyer.studio/og.png?v=3
og:image:width	1200
og:image:height	630
og:image:alt	Steyer Studio – Websites, die man findet. Und gern benutzt.
og:locale:alternate	en_GB
og:type	website

WHY IT MATTERS

Open Graph decides the image, title and text people see when your page is shared on WhatsApp, LinkedIn or Facebook.

WHAT TO DO

Set og:title, og:description, og:image (1200 × 630 pixels), og:url and og:type on every page.

X cards

Your page has X cards (summary_large_image).

TAG	VALUE
twitter:card	summary_large_image
twitter:title	Steyer Studio – Websites, die man findet
twitter:description	Webdesign-Studio für Ihre Website mit eigenem Backend, SEO und GEO: sichtbar in Google und KI-Suche. Festpreis ab 3.200 € netto, ohne versteckte Kosten.
twitter:image	https://steyer.studio/og.png?v=3

WHY IT MATTERS

The twitter:card tag decides how shared links look on X, for example with a large image.

WHAT TO DO

Set twitter:card to summary_large_image. X takes the title and image from Open Graph.

Facebook pixel

No Facebook pixel was found on your page.

WHY IT MATTERS

The pixel tracks ad results on Facebook and Instagram. In the EU it needs consent.

WHAT TO DO

Only add it if you advertise there, and only load it after consent.

Local SEO

F+

Your visibility in local search (local SEO) needs urgent work

Whether Google can tie your business to a place: address, phone, structured data and your Google Business Profile.

Address and phone

Your address and phone number are on your page.

+77079979525 · +4915292604621 · +7 707 9979 525 · +49 152 92604621 · 0002361

WHY IT MATTERS

A visible address and phone number help Google place your business and help customers reach you.

WHAT TO DO

Show your address and phone number in the footer of every page, with the number as a tappable tel: link.

Local business schema

Your page describes your business with its address in schema (Organization, ProfessionalService).

TAG	VALUE
@type	Organization, ProfessionalService
name	Steyer Studio
telephone	+77079979525
email	hello@steyer.studio
url	https://steyer.studio
priceRange	3.200 €–9.500 €
streetAddress	Microdistrict Asa 41
postalCode	080004
addressLocality	Taraz
addressCountry	KZ

WHY IT MATTERS

A LocalBusiness schema with an address connects your website, your location and your Google Business Profile.

WHAT TO DO

Add LocalBusiness or a fitting subtype (Hotel, Restaurant …) with address, phone, opening hours and coordinates.

Google Business Profile

Medium

No Google Business Profile was found for your website.

WHY IT MATTERS

Your profile shows up in Google Maps and next to the search results. For local searches it often matters more than the website itself.

WHAT TO DO

Create a profile at business.google.com, verify it and add your website.

Profile completeness

Cannot be checked without a Google Business Profile.

- ✕ Address
- ✕ Phone
- ✕ Website
- ✕ Opening hours
- ✕ Photos
- ✕ Category
- ✕ Description

WHY IT MATTERS

Complete profiles with photos, opening hours and a description get shown and clicked more often.

WHAT TO DO

Fill in every field, add photos regularly and keep opening hours current.

Google reviews

Cannot be checked without a Google Business Profile.

WHY IT MATTERS

The number of reviews and the average rating affect whether Google shows you locally and whether customers get in touch.

WHAT TO DO

Ask happy customers for a review and reply to every one.

Technology and email

What your website is built with, and whether your domain protects its email against spoofing. None of this affects the grade.

Technology found

Technology detected: Next.js, React, Cloudflare.

Next.js · React · Cloudflare

WHY IT MATTERS

What a site is built with decides how much upkeep it needs, how secure it is and how fast it runs.

WHAT TO DO

Keep systems, plugins and libraries up to date, and remove what you don't use.

Server IP

Server IP: 104.21.91.235, 172.67.181.233, 2606:4700:3035::ac43:b5e9, 2606:4700:3031::6815:5beb.

104.21.91.235 · 172.67.181.233 · 2606:4700:3035::ac43:b5e9 · 2606:4700:3031::6815:5beb

WHY IT MATTERS

The address of the server or CDN your website is delivered from.

WHAT TO DO

Nothing to do.

DNS servers

DNS servers: samara.ns.cloudflare.com, aiden.ns.cloudflare.com.

samara.ns.cloudflare.com · aiden.ns.cloudflare.com

WHY IT MATTERS

The name servers run your domain. A reliable provider keeps your website and email reachable.

WHAT TO DO

Nothing to do.

Web server

Web server: cloudflare.

WHY IT MATTERS

The software that delivers your pages.

WHAT TO DO

Nothing to do.

Character set

Your page declares its character set (utf-8).

WHY IT MATTERS

Without a declared character set, accented letters and special characters can come out garbled.

WHAT TO DO

Declare UTF-8 in the HTML (meta charset) and in the HTTP header.

SPF record

Your domain has an SPF record.

```
v=spf1 include:_spf.mail.hostinger.com include:_spf.reach.hostinger.com ~all
```

WHY IT MATTERS

SPF says which servers may send email for your domain. Without it your mail lands in spam more often and is easier to fake.

WHAT TO DO

Add a TXT record starting with v=spf1 that lists your mail providers.

DMARC record

Low

Your DMARC record only monitors (p=none) and does not yet protect against forged emails.

```
v=DMARC1; p=none; rua=mailto:hello@steyer.studio
```

WHY IT MATTERS

DMARC tells receiving servers what to do with forged mail in your name, which protects you against phishing.

WHAT TO DO

Add a DMARC record and, after a monitoring period, set the policy to quarantine or reject.

Steyer.
Studio

What next?

Steyer Studio rebuilds websites. They are fast, come with their own backend for your content, and have SEO and GEO built in from day one, at a fixed price. We don't patch up existing WordPress or site-builder sites. Rebuilding them is quicker and costs less. If your site runs on React, Next.js or Vite, we look at the code first. Happy to talk your results through on a short call.

Talk through your results ↗

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