

1. What is “SEO Audit – eTimpulSEO (with license)”?

It is a Windows application that automatically analyzes a client's website from an SEO perspective and generates a detailed Excel report.

The report shows, page by page, what works correctly and what issues could affect visibility in Google.

The program runs only with a valid license (the invoice series and number of the purchase) and is linked to the computer where it was activated to prevent unauthorized distribution.

2. How does it work (short version)?

Run the executable file.

On the first launch:

- Enter the invoice series and number (e.g., FTNS1001).
- Fill in your company details (name, email, website, nickname).
These details are used ONLY to personalize the “signature” of the audit bot in the User-Agent header.

In the main window:

- Enter the **main URL** (your website or a specific page, e.g., example.com or <https://example.com>).
- Optionally, enter up to **3 additional URLs** if you want to audit several websites.

Click “**Start Audit**”.

The program will crawl the site automatically (link by link), covering a large number of pages (the technical limit is very high, suitable even for large websites).

When the scan is complete:

For every website, the program generates:

- A dedicated folder named after the site.
 - A complete Excel file (e.g., seo_audit_example.com.xlsx).
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3. What exactly does the program check?

For each page it discovers on the website, the tool extracts and evaluates multiple SEO signals, including:

- **Status code** (200, 404, 301 etc.)
- **Page size (KB)**
- **Indexability** (whether the page is indexable or blocked via meta robots)

Meta information:

- **Meta title** + length
- **Meta description** + length

Keywords detection:

The tool reads:

- **meta keywords** tag
- SEO plugin fields (RankMath, Yoast, SEOPress, etc.)
- JSON-LD “keywords” field (if exists)
- If no explicit keywords exist, it infers keywords from:
 - H1 / H2 headings
 - Page text (2–3 word phrases and individual keywords)

Additionally:

- Creates a direct **Google Trends URL** for each keyword (past 12 months, Romania).

Structured data (JSON-LD)

- Extracts all structured data blocks.
- Detects schema types (Product, Article, Breadcrumb, Organization etc.)

Technical detections:

- **CMS / Platform** (WordPress, WooCommerce, Shopify, Magento, PrestaShop, etc.)
- **Analytics tools** (Google Analytics, Tag Manager, Facebook Pixel, Hotjar)
- **JS frameworks** (React, Vue, Angular, jQuery, Swiper, Bootstrap, Tailwind)
- **Security headers** (HSTS, CSP, X-Frame-Options etc.)

- **Server technology** (from **Server** and **X-Powered-By** headers)
- **Blog presence** (detects if the site contains a blog section)
- **WordPress plugins** (Elementor, WooCommerce, Contact Form 7, Yoast, RankMath)
- **Performance tools** (Cloudflare, LiteSpeed Cache, WP Rocket, Autoptimize)
- **Form builders** (CF7, WPForms, Gravity Forms)
- **CDN / PaaS** (Cloudflare, Vercel, Netlify)
- **UI frameworks** (Bootstrap, Tailwind, Material UI)
- **Cookie & GDPR banners**

Content structure:

- Counts **H1–H6** elements
- Word count
- Text-to-HTML ratio

Links:

- Total links
- Internal links
- External links
- Anchor text list
- Number of generic anchors (“click here”, “read more”, etc.)

Images:

- Total number of images
- Number of images missing **alt** text
- (Optional) full list + downloaded files when image saving is enabled
(*the tool downloads ALL images on the page: icons, backgrounds, logos, banners*)

Finally, each page receives a **SEO Score (0–100)**

based on titles, descriptions, indexability, structured data, image optimization, and more.

For every page discovered on the website, the software automatically extracts and evaluates more than **110 SEO, technical, performance, accessibility, and structural factors**.

They are grouped logically as follows:

I. Access, Response & Indexing

1. HTTP status code (200, 301, 404, etc.)
 2. Final URL after redirects
 3. Page size (KB)
 4. Meta robots (indexable / noindex / nofollow)
 5. Detection of noarchive / nosnippet
 6. Presence and correctness of the canonical tag
 7. Meta viewport tag
 8. HTML lang attribute
 9. Duplicate page detection through canonical
 10. Click depth (page depth in the site)
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II. Titles, Descriptions, Keywords & Relevance

11. Meta title
12. Meta title length
13. Meta description
14. Meta description length
15. Meta keywords (standard)
16. Keywords from Rank Math
17. Keywords from Yoast SEO
18. Keywords from SEOPress
19. Keywords extracted from JSON-LD
20. Keywords extracted automatically from H1

- 21. Keywords extracted from H2
 - 22. Keywords extracted from body text
 - 23. 2–3 word keyphrases
 - 24. High-frequency terms (top 5–8)
 - 25. Auto-generated Google Trends link per page
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III. Headings & HTML Structure

- 26. H1 count
 - 27. H1 list
 - 28. H2 count
 - 29. H2 list
 - 30. H3 count
 - 31. H3 list
 - 32. H4 count
 - 33. H4 list
 - 34. H5 count
 - 35. H5 list
 - 36. H6 count
 - 37. H6 list
 - 38. Total word count
 - 39. Text/HTML ratio (%)
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IV. Open Graph (Facebook / Social Media)

- 40. OG:title
- 41. OG:description

- 42. OG:image
 - 43. OG:image:width
 - 44. OG:image:height
 - 45. OG:image:alt
 - 46. OG:type
 - 47. OG:url
-

V. Structured Data / JSON-LD

- 48. JSON-LD blocks detected
 - 49. Parsing of structured data
 - 50. Detection of Product schema
 - 51. Detection of Article schema
 - 52. Detection of BreadcrumbList
 - 53. Detection of Organization
 - 54. Detection of Website
 - 55. Total JSON-LD blocks per page
-

VI. Links & Navigation

- 56. Total links
- 57. Internal links
- 58. External links
- 59. Full link list
- 60. Internal link list
- 61. External link list
- 62. Anchor text list

63. Detection of generic anchors (“click here”, “read more”, etc.)

64. mailto: links

65. tel: links

VII. Images & Accessibility

66. Total images

67. Images without alt attribute

68. Complete image list

69. Detection of img[src]

70. Detection of img[data-src]

71. Detection of img[data-original]

72. Detection of img[data-lazy]

73. Detection of srcset

74. Detection of <picture>/<source>

75. Detection of background-image in inline CSS

76. Image width/height detection

77. Image MIME type

78. Saving original image

79. Conversion to WebP

80. Conversion to AVIF

VIII. CMS & eCommerce Platforms

81. WordPress

82. WooCommerce

83. Shopify

- 84. PrestaShop
 - 85. Magento
 - 86. Drupal
 - 87. BigCommerce
 - 88. Squarespace
 - 89. eCommerce structure detection (cart/checkout/account)
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IX. Analytics & Tracking Tools

- 90. Google Analytics 4
 - 91. Google Tag Manager
 - 92. Universal Analytics
 - 93. Facebook Pixel
 - 94. Hotjar
 - 95. Other tracking scripts
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X. JavaScript Frameworks & Libraries

- 96. React
- 97. Vue.js
- 98. Angular
- 99. Svelte
- 100. jQuery
- 101. Bootstrap
- 102. SwiperJS
- 103. AnimeJS
- 104. Lodash

105. Moment.js

XI. Security & Server Info

106. Web server (Nginx, Apache, LiteSpeed, etc.)

107. X-Powered-By (PHP, Node.js, etc.)

108. Strict-Transport-Security (HSTS)

109. Content-Security-Policy (CSP)

110. X-Frame-Options

111. X-Content-Type-Options

112. Referrer-Policy

113. HTTPS detection

XII. DevTools, Monitoring & Support Systems

114. Sentry

115. Hotjar (as monitoring tool)

116. Intercom

117. Datadog

XIII. Forms & Authentication

118. Contact Form 7

119. WPForms

120. Gravity Forms

121. Login/authentication detection

122. Custom forms/snippets

XIV. Performance & Caching Tools

- 123. Cloudflare
 - 124. LiteSpeed Cache
 - 125. WP Rocket
 - 126. Autoptimize
-

XV. UI Frameworks

- 127. Bootstrap UI
 - 128. TailwindCSS
 - 129. Material UI
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XVI. Cookie / GDPR Compliance

- 130. Cookie banner detection
 - 131. GDPR/Consent text detection
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XVII. Additional Useful Checks

- 132. Blog section detection
- 133. PaaS detection (Vercel, Netlify)
- 134. Reverse proxy detection (Cloudflare)
- 135. JS-only page detection
- 136. Server 500/502 error detection
- 137. Redirect chain detection
- 138. noindex/nofollow page detection
- 139. Duplicate meta tag detection

3.1. What the PageSpeed module checks and how it works

For every URL entered in the program, the software can automatically run a PageSpeed analysis using the official **Google PageSpeed Insights API**. This module provides additional information about performance, loading speed, and user experience for both mobile and desktop devices.

PageSpeed evaluates each URL from three perspectives:

A. Mobile Performance

Measures how the page loads and behaves on mobile devices.

Includes key performance indicators such as:

- **Largest Contentful Paint (LCP)**
- **First Contentful Paint (FCP)**
- **Interaction to Next Paint (INP)**
- **Cumulative Layout Shift (CLS)**
- **Speed Index**
- **Time to First Byte (TTFB)**

These metrics are part of **Core Web Vitals** and have a direct impact on Google rankings and user experience.

B. Desktop Performance

The same metrics are analyzed for desktop, but the expectations are different because:

- the connection is assumed to be faster,
- CPUs are stronger,
- layout stabilization happens sooner.

This results in a separate PageSpeed score for Desktop.

C. Technical recommendations and optimization opportunities

The PageSpeed module automatically returns a list of optimization suggestions, such as:

- compressing or resizing images,

- minifying CSS and JavaScript,
- removing unused CSS/JS,
- improving server response times,
- optimizing fonts and font loading,
- reducing render-blocking resources,
- using async/defer for scripts,
- prioritizing above-the-fold content.

Each recommendation includes:

- the estimated impact,
 - the potential time savings,
 - the priority level.
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D. Why the PageSpeed module is useful

- reveals exactly what is slowing down the site;
 - highlights performance issues that affect SEO;
 - shows differences between mobile and desktop performance;
 - provides developer-ready recommendations;
 - helps improve Core Web Vitals, which Google uses directly to evaluate user experience.
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E. How PageSpeed results are presented

The results can be:

- displayed inside the program interface,

For each analyzed URL, the software can return:

- PageSpeed Score (Mobile)
- PageSpeed Score (Desktop)

- Full list of recommendations
- Core Web Vitals values (LCP, FCP, INP, CLS, TTFB)

Summary

The PageSpeed module complements the main crawler by offering a clear, data-driven evaluation of real-world performance, usability, and loading behavior — exactly the factors Google cares about for rankings and user satisfaction.

4. Excel Report Structure

Each audited website generates an Excel file with multiple sheets.

4.1. Sheet “Audit” (Main Sheet)

- Column **A** = Row coloring (1 = yes, 0 = no)
Users can mark important rows manually. Marked rows turn green automatically.
 - The following columns include all SEO data collected for each page.
 - Column **KW_Trends_URL** contains clickable links to Google Trends for quick keyword research.
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4.2. Sheet “Legend”

This sheet is a complete column dictionary:

- Explains each column in both Romanian and English.
 - Includes links to official documentation (Google, MDN, Wikipedia).
 - Functions as the “technical manual inside the audit.”
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4.3. Sheet “Keywords”

Lists all unique keywords detected across the entire website:

For each keyword, you will see:

- Number of pages where it appears
- The list of pages

- A clickable Google Trends link

This helps identify:

- Which keywords are already used
 - How frequently they appear
 - How popular they are in search trends
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5. Step-by-step usage guide

Short instructions:

1. Download the archive received from eTimpulSEO.
 2. Create a new folder (e.g., D:\Audit_SEO).
 3. Move the archive into it and extract it.
 4. Open the folder and double-click the .exe file.
 5. On first launch:
 - Enter the license (invoice order number)
 - Enter company details
 6. In the main interface:
 - Enter the main website URL
 - Optionally add up to 3 more URLs
 7. Press **Start Audit** and let the window open.
 8. The “Pages scanned (in order)” area shows live progress.
 9. When finished:
 - Each audited site has its own folder
 - The folder contains the Excel report.
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6. Security and privacy

- The program **does not modify anything** on the scanned website.
- It only reads publicly available pages, like a normal human visitor.
- All generated files are saved **locally on your computer**.

No cloud uploads. No data sent to eTimpulSEO.

Data saved locally includes:

- Executable file
- Configuration files (license, company data)
- Site folders
- Excel reports

License protection

- The license is tied to your computer's hardware ID.
 - If Windows is reinstalled or files are deleted, the activation must be done again.
 - Users can request **free reactivation** via email.
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7. Technical Requirements

- Operating system: **Windows**
- Stable internet connection
- Write permissions in the folder where the tool is run



Avoid these restricted folders:

- C:\Program Files
- C:\Program Files (x86)
- C:\Windows
- C:\Users\YourName\AppData

✓ Recommended folders:

- D:\Audit_SEO
 - E:\Audit_SEO
 - Desktop\Audit_SEO (only if Windows is not likely to be reinstalled soon)
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8. Why does crawling run faster or slower?

Crawling speed depends on multiple factors:

Internet speed

Slow or unstable connections delay page loading.

Server performance of the audited website

If the server has a slow TTFB (Time To First Byte), every request is delayed.

Number of pages

Large websites naturally take longer.

Number and size of images

More images = more downloads, especially if image saving is enabled.

Tool safety settings

The tool uses reasonable delays and timeouts to mimic human behavior and avoid overloading servers.

Redirects and errors

Pages with multiple redirects or server errors prolong the audit.

If a URL is slow, open it in your browser.

If it's slow there, the audit will also be slow.

9. What if a URL doesn't work?

If the report shows an error:

1. Copy the URL.
 2. Paste it into your browser.
 3. If it doesn't load, the issue is with the website itself.
 4. If it loads only when logged in → the page is protected and cannot be crawled anonymously.
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10. Does crawling benefit the audited website?

Not directly.

The tool **does not improve rankings by itself**.

Its benefit comes from identifying issues that affect SEO performance.

You fix the issues → rankings can improve.

11. How images are handled (important)

When image saving is enabled, the crawler downloads:

- ALL images from that page:
 - `<img src=...>`
 - lazy-loaded images
 - `<source>` images
 - CSS background images
 - icons, logos, favicons, social icons, SVGs, etc.

Images are stored in folder structure:

```
site-folder/  
  page0001/images/  
  page0002/images/  
  ...
```

12. Why some websites don't show product pages

Reasons include:

Dynamic JavaScript rendering

If products load via JS after the initial HTML, the crawler won't see them.

Products require user actions

If products appear only after:

- filtering
- infinite scroll
- Ajax calls
then they do not appear in the raw HTML.

robots.txt restrictions

If `/product/`, `/shop/` or other areas are blocked, they will not be crawled (when "Respect robots.txt" is enabled).

Login-only content

If products require authentication, the tool cannot access them.

13. The image-saving consent checkbox (why it exists)

Users must confirm:

"I confirm that I have permission to save images from this website."

This prevents:

- Copyright issues
- Unauthorized copying of images
- Violating website terms of service

The checkbox ensures **user responsibility**, not the software's responsibility.

If consent is NOT real (outside the checkbox):

- Website owners may request removal of downloaded images
 - Users may violate copyright unintentionally
 - Tool provides tracing (user confirmed consent)
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14. Stand-by Mode (resume unfinished crawl)

The tool automatically saves progress:

- visited pages
- pending queue
- current page index
- partial results
- settings (respect robots.txt, save images)
- folder paths

If the computer shuts down or the tool is closed:

- The progress file remains saved.
- On next launch, the tool asks:

“An unfinished audit was detected for URL X. Do you want to continue where you left off?”

If **Yes** → resumes crawling

If **No** → progress is deleted and a fresh audit starts

15. Crawling based on robots.txt

When “Respect robots.txt” is checked:

- The tool reads `/robots.txt`
- Applies `Disallow` / `Allow` rules
- Skips restricted URLs
- Behaves like a compliant search engine bot

If unchecked → the crawler accesses all URLs it discovers.