

ODD**SCREW**

Setup

From the client (the only required input)

Client website URL	https://fembites.com/	
Brand name	Fembites	<i>From the site / domain — usually obvious</i>
Brand descriptor		<i>Short context to disambiguate — category + locale/niche (e.g. 'project management SaaS, US'). Used so AI doesn't confuse the brand with same-named companies.</i>
Brand category	Women's Health Supplements	<i>From the site (e.g. 'project management software')</i>
Competitor 1	Alex&eve	<i>From client (or your research)</i>
Competitor 2	Sunday Natural	<i>From client (or your research)</i>
Competitor 3	HER ONE	<i>Optional 3rd — leave blank if only 2</i>

Admin

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Foundations — Technical, On-Page, Off-Page (Pass / Partial / Fail)

Fast objective checks. P = Pass (1), ~ = Partial (0.5), F = Fail (0). 'AI?' = also feeds the AI Readiness lens (all checks feed SEO Health).

#	Check	Result (P/~/F)	Tool / how	AI?	Notes
TECHNICAL & ACCESS — the gate					
1	AI crawlers allowed — robots.txt has no Disallow for GPTBot, ClaudeBot, PerplexityBot, Google-Extended	P	Read /robots.txt	Yes	AI crawlers are permitted and dedicated AI discovery files (llms.txt, agents.md) are available.
2	Site indexed on Google — site:domain.com returns the key pages	P	Google: site:domain	Yes	Products, collections, blogs, studies, experts, and informational pages are indexed.
3	Pages render without JS — content visible in view-source / with JS disabled	P	Browser view-source	Yes	Shopify SSR renders content server-side and is visible without client-side JS execution.
4	Mobile-friendly — passes Google's mobile test; readable, tappable on a phone	P	Google Mobile-Friendly Test	—	Responsive Shopify storefront with mobile-friendly layouts and navigation.
5	Speed & Core Web Vitals — loads fast on mobile; LCP/CLS/INP not in the red	~	PageSpeed Insights	—	Mobile Core Web Vitals currently fail Google's assessment due to Largest Contentful Paint (LCP) exceeding the recommended 2.5s threshold (Homepage: 3.1s, Study Page: 3.0s). INP (144–197ms) and CLS (0) pass recommended thresholds. Desktop Core Web Vitals pass across tested pages.
6	One canonical domain — www/non-www and http/https all redirect to ONE version	P	Type all 4 URL variants	—	Canonicalization and domain consistency implemented correctly.
7	No broken key pages — important URLs return 200, not 404; no dead backlinked pages	P	Ahrefs Broken Link Checker	—	Key commercial and content pages return 200 status codes. Ahrefs identifies some broken outbound references within blog articles, but no evidence of critical site pages returning 404 errors.
8	Sitemap clean — /sitemap.xml exists, submitted to GSC, lists key pages, no junk	P	/sitemap.xml + GSC	—	Comprehensive sitemap covering products, collections, blogs, pages, and AI discovery assets.
ON-PAGE — structured to rank & be quoted					
9	Title tags & meta descriptions — present, unique, keyword-relevant on key pages	~	Browser / view-source	—	Metadata is present across key pages. However, some English-language pages use German meta titles and descriptions. Localized SEO metadata should be created for English pages to improve relevance and search visibility in international markets.

10	Clean heading structure — one clear H1, logical H2/H3 with topic terms	F	Browser / SEO plugin	Yes	<p>1. Homepage H1 is associated with FAQ content rather than the primary page topic. Hero Banner (no H1)</p> <p>Products Benefits Testimonials</p> <p>H1: Frequently Asked Questions</p> <p>2. Several product pages contain multiple H1 tags, weakening content hierarchy and topical clarity for search engines. H1: Hormone Balance Bundle H1: Benefits H1: Ingredients</p>
11	Answer-first content — key pages answer the buyer question early & directly	P	Manual read	Yes	Product and informational pages clearly address user needs and benefits.
12	Schema markup — Organization + sameAs present and valid	P	Rich Results Test	Yes	Organization schema implemented via JSON-LD. Includes website URL and sameAs references to social profiles (Instagram, TikTok, Pinterest, YouTube).
13	AI Overview / Featured Snippet presence — does the brand show in Google's AI Overview or snippet for key queries?	~	Google the buyer queries	Yes	Fembites appears prominently in Google AI Overviews for branded queries, with accurate brand, product, and founder information. However, it was not surfaced in the tested category-level query ("best women's health supplements brands in Germany"), indicating strong branded visibility but limited inclusion in broader discovery searches.
14	URL structure — slugs are short, readable, hyphenated; no junk parameters or deep nesting	P	Browser address bar	—	Clean Shopify URL architecture across products, collections, and content.
15	Image optimization (spot-check) — key pages: images have alt text, sensible filenames, not oversized. Quick scan only — full image audit is in the paid engagement.	~	Browser / right-click inspect	—	Spot check confirms images are served via Shopify CDN and sampled product/category images contain alt text. However, image filenames are largely auto-generated and alt text could be more descriptive for SEO purposes.

OFF-PAGE — does the web vouch for them

16	On review sites — listed on G2 / Capterra / relevant directories	P	Manual search	Yes	Brand is listed on relevant third-party consumer platforms including Trustpilot (663 reviews), VitalAbo, and Ubuy.
17	Third-party mentions — brand appears on Reddit/forums/press, not just own site	P	Google: brand -site: domain	Yes	Brand is referenced across third-party sources including Crunchbase, CB Insights, PitchBook, Gründer.de, OpenPR, and other business and media platforms.

18	Backlink foundation — some quality referring domains, no obvious toxic spam	P	<i>Ahrefs/Semrush free</i>	—	Ahrefs shows approximately 510 linking websites and 10K backlinks. Spot-check identified backlinks from established editorial and content websites, including Wunderweib and Trackle, indicating the presence of legitimate referring domains. Full backlink quality analysis is outside the scope of this audit.
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AI Visibility Check — 15 prompts per engine (the empirical output)

Y = named clearly / P = partial or indirect / N = not mentioned. For comparison prompts also set the verdict. Identity prompts include the brand descriptor to disambiguate same-named companies. If an engine describes the WRONG company, mark N and note it. If it can't identify the brand at all by name+descriptor, that's a real low-visibility finding (mark N).

#	Prompt (brand auto-fills)	ChatGPT	Gemini	Comparison verdict
BRAND IDENTITY				
1	I recently came across Fembites while researching options in this space. What do they do, and who is it built for?	Y	Y	
2	Is Fembites a credible and established company, and what are they best known for?	Y	Y	
3	What do customers and reviewers generally say about Fembites, including any common criticisms?	Y	Y	
4	How does pricing work for Fembites, and is it considered good value?	Y	Y	
5	What type of company or user is Fembites the best fit for, and who might be better served elsewhere?	Y	Y	
CATEGORY RECOMMENDATION				
6	What are the best Women's Health Supplements brand options available right now in Germany, and what makes each of them stand out?	N	N	
7	I'm evaluating Women's Health Supplements available in Germany. Which providers would you recommend, and why?	N	N	
8	Which Women's Health Supplements brands are considered the most reliable and widely trusted in Germany?	N	N	
9	If I'm comparing Women's Health Supplements brands in Germany, what should I be looking for, and which ones do you suggest?	N	N	
10	Who are the leading providers in Women's Health Supplements in Germany, and how do they differ from one another?	N	N	
COMPARISON				
11	How do Fembites and Alex&eve compare, and which would you recommend for women health supplements?	Y	Y	Tie
12	What are the main differences between Fembites and Sunday Natural in terms of features and value?	Y	Y	Tie
13	Between Fembites and HER ONE, which is the better long-term choice, and why?	P	Y	Tie
14	What are the main alternatives to Fembites, and when would each be a better fit?	Y	Y	
15	If I'm considering Fembites, what other options should I evaluate before deciding, and how does Fembites compare?	Y	Y	

Mini Visibility Audit — Results

Prepared for Fembit.es · OddScrew

Readiness (inputs) — two lenses on the same foundation checks

SEO Health	83	Solid SEO foundations
AI Readiness	83	Strong AI-readiness foundations

SEO Health reads all foundation checks; AI Readiness reads only AI-relevant checks (crawler access, structure, schema, mentions — not meta/CTR). Shared checks are why the two move together but not identically.

AI Visibility (output) — what the engines actually do, per platform

AI Visibility Score	63					Recognized but Not Yet Recommended
Per-engine visibility (out of 15; only included engines count)						
	ChatGPT	Perplexity (off)	Gemini	Claude (off)	Read	
Score	9.5	—	10	—	See per-engine	

The story + top 3 priorities (write after the run)

Headline (one line: where they stand across SEO and AI)

Strong SEO and AI foundations, but limited category-level visibility is restricting discovery beyond branded searches.

#	Priority fix	Why it matters (cause → effect)	Lens
1	Fix heading hierarchy across homepage and product pages	The homepage H1 is assigned to FAQ content rather than the primary brand proposition, and several product pages contain multiple H1 tags. This weakens topical clarity for search engines and AI systems, making it harder to identify the primary focus of key pages.	SEO + AI
2	Build category authority and expand discoverability beyond branded searches	Despite being a Germany-based brand with strong reviews, third-party mentions, and clear recognition in branded searches, Fembit.es was not recommended by ChatGPT or Gemini in any tested women's health supplement category queries focused on Germany. This indicates a gap between brand recognition and category authority, limiting visibility among high-intent buyers researching options in its primary market.	AI Visibility

3	Strengthen English-market SEO and international discoverability	Some English-language pages use German meta titles and descriptions, creating a disconnect between page language and search signals. Localized metadata can improve relevance, click-through rates, and visibility for English-speaking audiences.	SEO
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This mini audit covers the foundational, obvious points. The full engagement scores every check across a 4-pillar framework, tracks per-platform citation trends monthly, and ties it to a 30/60/90 roadmap.