

ODD**SCREW**

Setup

From the client (the only required input)

Client website URL	https://webhostpro.com/	
Brand name	Web Host Pro	<i>From the site / domain — usually obvious</i>
Brand descriptor		<i>Short context to disambiguate — category + locale/niche (e.g. 'project management SaaS US') Head so AI</i>
Brand category	Web Hosting	<i>From the site (e.g. 'project management software')</i>
Competitor 1	Bluehost	<i>From client (or your research)</i>
Competitor 2	Hostgator	<i>From client (or your research)</i>
Competitor 3		<i>Optional 3rd — leave blank if only 2</i>

Admin

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Foundations — Technical, On-Page, Off-Page (Pass)

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 Relevance?
TECHNICAL & ACCESS — the gate				
1	AI crawlers allowed — robots.txt has no Disallow for GPTBot, ClaudeBot, PerplexityBot, Google-Extended	P	Read /robots.txt	Yes
2	Site indexed on Google — site:domain.com returns the key pages	P	Google: site:domain	Yes
3	Pages render without JS — content visible in view-source / with JS disabled	P	Browser view-source	Yes
4	Mobile-friendly — passes Google's mobile test; readable, tappable on a phone	P	Google Mobile-Friendly Test	—
5	Speed & Core Web Vitals — loads fast on mobile; LCP/CLS/INP not in the red	~	PageSpeed Insights	—
6	One canonical domain — www/non-www and http/https all redirect to ONE version	~	Type all 4 URL variants	—
7	No broken key pages — important URLs return 200, not 404; no dead backlinked pages	~	Ahrefs Broken Link Checker	—
8	Sitemap clean — /sitemap.xml exists, submitted to GSC, lists key pages, no junk	~	/sitemap.xml + GSC	—

ON-PAGE — structured to rank & be quoted

9	Title tags & meta descriptions — present, unique, keyword-relevant on key pages	~	Browser / view-source	—
10	Clean heading structure — one clear H1, logical H2/H3 with topic terms	~	Browser / SEO plugin	Yes
11	Answer-first content — key pages answer the buyer question early & directly	P	Manual read	Yes
12	Schema markup — Organization + sameAs present and valid	P	Rich Results Test	Yes
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
14	URL structure — slugs are short, readable, hyphenated; no junk parameters or deep nesting	P	Browser address bar	—
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.	P	Browser / right-click inspect	—
OFF-PAGE — does the web vouch for them				
16	On review sites — listed on G2 / Capterra / relevant directories	P	Manual search	Yes
17	Third-party mentions — brand appears on Reddit/forums/press, not just own site	P	Google: brand -site: domain	Yes

18	Backlink foundation — some quality referring domains, no obvious toxic spam	P	<i>Ahrefs/Semrush free</i>	—
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/ Partial / Fail)

Notes
robots.txt allows all crawlers; no GPTBot/ClaudeBot restrictions.
388 URLs indexed via sitemap; site clearly discoverable.
Content visible in source and crawlable.
Mobile viewport configured correctly. Mobile Usability is good. TTFB measured ~830ms, slightly above Google's recommended threshold. Not currently a critical SEO issue, but worth optimizing after higher-impact crawlability and indexing problems are resolved
HTTP→HTTPS works, but trailing slash URLs generate 404s instead of canonical redirects i.e., https://webhostpro.com/web-hosting → 200 OK https://webhostpro.com/web-hosting/ → 404 Not Found It should instead redirect to https://webhostpro.com/web-hosting
Identified 3 broken outbound links on announcement pages pointing to retired blog content. No evidence of broken core service pages.
Sitemap includes cart/login URLs that should not be indexed. Knowledgebase articles form a large portion of the sitemap and may provide SEO value. Recommend sitemap cleanup and review of low-value archive pages.

Most key pages have unique, keyword-relevant titles and meta descriptions. Minor optimization opportunities exist. For example, the meta descriptions on Dedicated Servers (188 characters) and SEO Services (172 characters) exceed Google's recommended display length and may be truncated in search results.

Most service pages use a clear heading hierarchy, but a few issues were identified. The SEO Services page contains 2 H1 tags ("SEO Checklist For Beginners" and "Improve Your SEO Confidence"), which can dilute page focus. The About Us page uses the non-descriptive H1 "About.", missing an opportunity to reinforce brand expertise and relevant keywords. The SSL Certificates page uses the grammatically incorrect H1 "What is SSL Certificates", which should be revised to improve clarity and professionalism.

Service pages generally provide strong, comprehensive content.

Valid Organization schema detected with logo, founding date, contact details, address, and social profiles. Only optional recommendations (postalCode and streetAddress) were identified. Additional schema opportunities may exist on service and knowledge base pages.

Web Host Pro appears in Google's AI Overview for branded/entity-based research queries. However, the brand was not observed in AI Overviews for broader commercial hosting queries (e.g., "best web hosting for small businesses"), indicating limited category-level AI visibility.

URL structure is short, readable.

Another finding: .html URL variants correctly canonicalize to the primary service pages. However, WHMCS store URLs such as /index.php/store/web-hosting appear indexable and were not observed to contain canonical or noindex directives, creating the potential for duplicate indexable versions of closely related hosting pages.

Strong alt-text coverage. Some opportunities around lazy loading and WebP conversion.

Web Host Pro is listed across multiple relevant hosting review and comparison platforms, including Trustpilot (4.5/5), HostAdvice (23 reviews), Serchen (15 reviews), Website Planet, and Top10 Website Hosting. This demonstrates third-party validation and industry-specific directory presence.

Independent third-party mentions were identified across community and discussion platforms, including Reddit, Quora, Hacker News, and WHMCS Community forums. Additional brand references appear on platforms such as Crunchbase, ZoomInfo, and Glassdoor, indicating visibility beyond owned properties and review directories.

The domain has a strong backlink foundation with 921 referring domains, approximately 25K backlinks, and a DR of 64. Links originate from a mix of industry directories, review platforms, and business listing sites. No obvious signs of a predominantly spam-driven backlink profile were identified during the review.

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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-name 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
BRAND IDENTITY			
1	I recently came across Web Host Pro while researching options in this space. What do they do, and who is it built for?	Y	Y
2	Is Web Host Pro a credible and established company, and what are they best known for?	Y	Y
3	What do customers and reviewers generally say about Web Host Pro, including any common criticisms?	Y	Y
4	How does pricing work for Web Host Pro, and is it considered good value?	Y	Y
5	What type of company or user is Web Host Pro the best fit for, and who might be better served elsewhere?	Y	Y
CATEGORY RECOMMENDATION			
6	What are the best Web Hosting options available right now, and what makes each of them stand out?	N	N
7	I'm evaluating Web Hosting for my business. Which providers would you recommend, and why?	N	N
8	Which Web Hosting solutions are considered the most reliable and widely trusted?	N	N
9	If I'm comparing Web Hosting tools, what should I be looking for, and which ones do you suggest?	N	N

10	Who are the leading providers in Web Hosting today, and how do they differ from one another?	N	N
COMPARISON			
11	How do Web Host Pro and Bluehost compare, and which would you recommend for most teams?	Y	Y
12	What are the main differences between Web Host Pro and Hostgator in terms of features and value?	Y	Y
13	Between Web Host Pro and Bluehost, which is the better long-term choice, and why?	Y	Y
14	What are the main alternatives to Web Host Pro, and when would each be a better fit?	Y	Y
15	If I'm considering Web Host Pro, what other options should I evaluate before deciding, and how does Web Host Pro compare?	Y	Y

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Mini Visibility Audit — Results

Prepared for Web Host Pro · OddScrew

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

SEO Health	81	Solid SEO foundations
AI Readiness	89	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 together but not identically.

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

AI Visibility Score	61	Recognized but Not Yet Recommended		
	ChatGPT	Perplexity (off)	Gemini	Claude (off)
Score	10	—	10	—

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

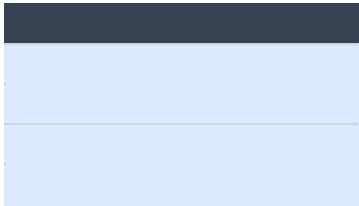
Headline (one line: where they stand across SEO and AI)

Strong SEO and AI-readiness foundations, but limited category-level AI visibility is preventing Web Host Pro from being recommended alongside

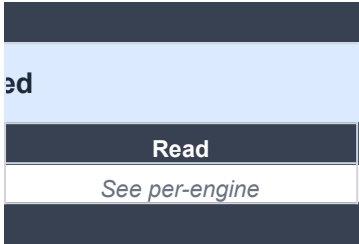
#	Priority fix	Why it matters (cause → effect)
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1	Increase category-level authority and AI visibility	Web Host Pro is recognized and cited for branded queries, but does not consistently appear in AI responses for high-intent category searches such as "best web hosting providers." More comparison content, third-party mentions, digital PR, and category-focused authority signals can improve recommendation visibility in AI search experiences.
2	Resolve indexation and duplication risks from WHMCS/store URLs	WHMCS-generated store URLs appear indexable and were not observed to use canonical or noindex directives. This can create duplicate versions of closely related hosting pages, diluting crawl efficiency and consolidating signals less effectively.
3	Improve sitemap and on-page hygiene	The sitemap includes transactional URLs (cart/login pages), while some pages have heading and metadata issues (multiple H1s, weak H1s, overly long meta descriptions). Cleaning these issues strengthens crawlability, relevance signals, and overall content quality.

This mini audit covers the foundational, obvious points. The full engagement scores every check across a 4-pillar framework, tracks per-platform citation trends r roadmap.



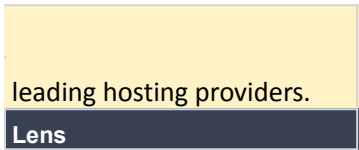
icks are why the two move



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Read

See per-engine



leading hosting providers.

Lens

AI-Visibility
SEO Health
SEO Health + AI Readiness

monthly, and ties it to a 30/60/90