

SEO Profi App

Official User Guide

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1. Quick Start

With the SEO Profi App you analyze and fix the SEO health of your website directly in your browser – completely offline, 100% local. Just follow these simple steps:

- 1 Unzip the ZIP file**
Right-click the ZIP file → "Extract All", or unzip with 7-Zip / WinRAR.
- 2 Open the HTML file**
Double-click "SEO-Profi-App.html" – it opens automatically in your browser.
- 3 Paste your HTML code**
Copy the source code of your website (right-click → "View Page Source") and paste it into the input field on the left.
- 4 Start the analysis**
Click the green "Start SEO analysis" button and get your SEO score instantly.
- 5 Auto-fix the issues**
Switch to the right panel and click "Optimize code for SEO" – the app fixes the found issues automatically.
- 6 Download the optimized code**
Download the fixed code and upload it to your server.

Tip: Don't have your own code handy yet?

Click "Demo" – the app loads sample HTML with typical SEO mistakes, perfect for getting to know the app before checking your own site.

2. Tool Overview

The interface is split into two columns:

Area	Description
Left column – SEO Analysis	Paste your HTML code here and start the analysis
Right column – SEO Fix	Choose fix options here and get the optimized code
Analysis options	10 categories you can toggle on or off individually
Score display	Shows your overall rating from 0–100 points after the analysis
Tabs: Issues / OK / All	Filters the found list by severity

The status badges explained:

Badge	Meaning
CRITICAL	An important SEO element is completely missing – should be fixed first.
WARNING	Element is present, but not set up optimally (e.g. too short/long).
NOTE	Optional improvement – not a must, but recommended.
GOOD	This point is already implemented perfectly.

3. Entering HTML Code and Starting the Analysis

Here's how to get your website's source code:

Copying the source code:

- Open your website in a browser
- Right-click an empty area → "View Page Source" (or Ctrl+U)
- Select all with Ctrl+A and copy with Ctrl+C
- Paste the code into the app's HTML input field (Ctrl+V)

Adjusting analysis options:

By default, all 10 categories are active. You can deselect individual categories if, for example, you want to focus only on meta tags or only on images – just click the relevant tile.

Tip: Larger websites

For very long HTML files (several thousand lines), the analysis may take a few seconds – that's normal. The app works entirely locally; no data is sent anywhere.

4. The 10 Analysis Categories Explained

Category	What is checked?
Meta tags	Title tag, meta description, and character set (charset)
Headings	Correct use of H1 (exactly once) and H2 structure
Images & alt texts	Missing or empty alt attributes on images
Links	Poor anchor texts ("click here") and missing rel="noopener"
Open Graph	og:title, og:description, og:image and Twitter Card for social media previews
Performance	Blocking scripts without async/defer attribute
Schema.org	Structured data (JSON-LD) for rich snippets in Google search
Accessibility	Accessibility basics – e.g. document language (lang attribute)
Security	Security risks on external links
Mobile	Viewport tag for mobile display

Why so many categories?

Google rates websites on over 200 factors. These 10 categories cover the most important technical basics that you, as a website owner, can influence yourself.

5. Reading the Analysis Results

After the analysis, you'll see an SEO score from 0 to 100 points at the top, plus a short assessment.

The three tabs:

Tab	Shows
Issues	Only critical points, warnings and notes – what you should improve
OK	All points that are already implemented correctly
All	The complete list of all checked points, regardless of status

Each card in the list shows you the issue title, a short description, and – where useful – a concrete fix suggestion with a code example.

Tip: Putting the score in context

A score of 80+ is very good. Values below 50 mean several important basics are missing – in that case, use the automatic fix in the right panel right away.

6. Automatic Fix – The 12 Fix Options

In the right panel, clicking "Optimize code for SEO" lets you automatically fix many of the issues found. The following 12 fixes are available:

Fix option	What happens?
Optimize title	Adds a missing title or shortens overly long titles to 60 characters
Meta description	Automatically generates a missing meta description from the page content
HTML lang attribute	Sets lang="de" if the language isn't declared
Viewport tag	Adds the viewport meta tag for mobile devices
Add alt texts	Generates alt texts from the image filename for images without an alt attribute
Fix H1	Converts extra H1s into H2s, or adds a missing H1
Canonical tag	Adds a canonical link (the URL must be adjusted manually afterwards)
Robots meta	Adds
Open Graph tags	Automatically generates og:title, og:description, og:locale and Twitter Card
Secure charset	Makes sure UTF-8 is the first tag in the
Link security	Adds rel="noopener noreferrer" to external links with target="_blank"
Schema.org	Adds a simple JSON-LD WebPage schema

Important: Double-check manually!

The automatic fix is a good starting point, but it doesn't replace a content review. Check the generated meta descriptions and alt texts, for example, and adjust them to match your content if needed.

7. Downloading and Uploading the Optimized Code

After the fix, you have three options:

- 1 Copy the code**
Click "Copy" and paste the code directly into your editor.
- 2 Download as a file**
Click "Download as .html" to download a ready-made file.
- 3 Re-check**
Click "Re-check" to immediately re-analyze the optimized code and see the new score.

Tip: Before-and-after comparison

Analyze the original code once, note the score, then optimize and re-check. This way you can see exactly how many points the optimization gained you.

8. SEO Basics Explained Simply

Title tag

The single most important SEO factor. Appears as the blue link text in Google search results. Optimal: 50–60 characters, containing your most important keyword and your brand name.

Meta description

The gray description text below the title in search results. Doesn't directly affect ranking, but strongly affects click-through rate. Optimal: 150–160 characters.

H1 heading

The main heading of your page – should appear exactly once per page and contain your main keyword.

Image alt texts

Describe the image content for search engines and visually impaired users. Important for Google Image Search and your page's accessibility.

Open Graph & Twitter Card

Control how your page looks when shared on Facebook, WhatsApp, LinkedIn or Twitter/X – including preview image and description.

Schema.org / JSON-LD

Structured data that helps Google better understand your content – can lead to rich snippets (e.g. star ratings) directly in search results.

9. Tips for Better Google Rankings

Check regularly

SEO isn't a one-time project. Re-check your most important pages every few months, especially after major changes to content or design.

Think mobile-first

Google primarily evaluates the mobile version of your page. Make sure all content is also easily readable on a smartphone.

Keep an eye on load time

Fast pages are indexed preferentially. Compress images and avoid unnecessary blocking scripts.

Quality over quantity

A single, well-optimized piece of content beats ten superficial pages. Invest time in the pages that matter most to your business.

Combine with SuchmaschinenEintrag Pro

After SEO optimization, use our SuchmaschinenEintrag Pro tool to actively submit your optimized page to 50+ search engines – the perfect complement!

Stay realistic

SEO improvements often only show up in your Google ranking after a few weeks. Patience pays off – stay consistent.

10. Frequently Asked Questions (FAQ)

F: Is my data sent anywhere?

A: No! The app works 100% locally in your browser. There's no internet connection involved – your code never leaves your computer.

F: Why doesn't my score reach 100 after the fix?

A: Some issues (e.g. content quality, load time due to large images) can't be solved automatically by the app. A score of 80+ is already considered very good.

F: Can I use the app on multiple computers?

A: Yes! The license allows use on your own devices. Just copy the ZIP file and unzip it on the other computer.

F: Does the app also work with WordPress sites?

A: Yes, you can analyze the HTML source code of any website, regardless of the CMS used. For WordPress, just use "View Page Source" like on any other site.

F: What does the canonical tag mean, and why do I need to adjust the URL?

A: The canonical tag tells Google which URL is the "official" version of a page. The app can't automatically detect your actual domain, so you need to replace the placeholder with your real URL.

F: What if the download doesn't work?

A: Write to us at bavariasepp66@gmail.com – we'll send you the file directly. We respond within 24-48 hours.

Support & Contact

If you have questions or problems, we're happy to help!

Email: bavariasepp66@gmail.com | Website: www.bayernseppi.net