• AI-POWERED SEO AUDIT

SEO Audit Report

https://rapidapi.com/

Generated 2026-11-07 • HTTP 200

46/100	0/100	11	7	1
LIGHTHOUSE	GEO / AI-CITATION	PASSED CHECKS	WARNINGS	FAILURES

Executive Summary

The RapidAPI homepage has critical SEO issues: it is essentially a JavaScript-rendered shell with no visible text, no H1, no canonical tag, and very short title/meta description. Core Web Vitals are poor, with LCP at 4.9s (field) and 20.3s (lab), and INP at 295ms (needs improvement). Lighthouse performance is 46/100, driven by excessive unused JavaScript. The page is listed in the sitemap and has good accessibility/best-practices scores, but the lack of content and technical SEO fundamentals severely limit search visibility.

Executive Summary

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Metric	Value
Title tag	API Hub
Meta description length	17 chars
H1 count	0
Word count	0
Internal / external links	0 / 0
Images missing alt text	0 / 0
Structured data types	none

Core Web Vitals & PageSpeed Insights

Lab data (Lighthouse, mobile):

Metric	Value
Lighthouse performance score	46/100
LCP (lab)	20306 ms
CLS (lab)	0
Total Blocking Time (lab)	388 ms
Speed Index (lab)	11246 ms
Time to Interactive (lab)	24850 ms

Field data (Chrome UX Report, real users — scope: url):

Metric	p75	Category
LCP (ms)	4899	SLOW
INP (ms)	295	AVERAGE
CLS	0	FAST
FCP (ms)	2716	AVERAGE
TTFB (ms)	1020	AVERAGE

INP (Interaction to Next Paint) commentary:

Real-user INP is "needs improvement" at p75=295ms (good: <=200ms, poor: >500ms). This is a confirmed Google ranking signal (Core Web Vitals) — pages feel sluggish to interact with for real users.

• Break up long JavaScript tasks (>50ms) with yielding (setTimeout/scheduler.yield) so the main thread can respond to input between chunks of work.
• Reduce or defer third-party scripts (ads, analytics, chat widgets, A/B testing tags) that run on page load and compete with user interactions for the main thread.
• Debounce/throttle expensive event handlers (scroll, input, resize) and avoid synchronous layout work inside them.
• Use CSS containment or virtualization for large lists/tables so a single interaction doesn't trigger a full-page re-render.
• Re-measure after each change; INP is a p75 of real-user interactions, so improvements may take time to show in CrUX field data (28-day rolling window).

Top improvement opportunities (Lighthouse):

• Reduce unused JavaScript — potential savings: 9270 ms
• Reduce unused CSS — potential savings: 300 ms

AI Discoverability

llms.txt

No llms.txt found. This is an emerging, optional convention for guiding AI agents/LLMs to a site's key content — not yet required, but worth adopting as AI-driven search grows.

AI Crawler Access (robots.txt)

AI Crawler	Access
GPTBot	partially blocked
OAI-SearchBot	partially blocked
ChatGPT-User	partially blocked
Google-Extended	partially blocked
PerplexityBot	partially blocked
Perplexity-User	partially blocked
ClaudeBot	partially blocked
anthropic-ai	partially blocked
Claude-User	partially blocked
Claude-SearchBot	partially blocked

XML Sitemap

Sitemap found at https://rapidapi.com/homepage-sitemaps.xml via robots.txt directive (71 URL(s)).

The audited URL is listed in the sitemap.

Security & Trust Headers

Strict-Transport-Security: HSTS enabled with max-age=31536000s.

Content-Security-Policy: No Content-Security-Policy header. CSP is the primary defense-in-depth control against XSS and data-injection attacks by restricting which script/style/resource sources the browser will execute or load.

X-Content-Type-Options: nosniff is set.

X-Frame-Options: Set to SAMEORIGIN.

Referrer-Policy: No Referrer-Policy header. Without one, the browser default may leak the full referring URL (including any sensitive query parameters/paths) to third-party sites linked from this page.

Permissions-Policy: No Permissions-Policy header. Without one, the page (and anything embedded in it) can request powerful browser features (camera, microphone, geolocation, etc.) with no explicit restriction from the server.

Broken Links (Spot Check)

No links were found on the page to check.

Multi-Page Crawl

Multi-page crawl was not requested for this audit (opt-in feature).

Structured Data

No JSON-LD structured data found on the page.

GEO / AI-Citation Readiness

Heuristic scoring of how citable this content is for AI answer engines (ChatGPT, Perplexity, AI Overviews) — a distinct, newer discipline from classic search ranking. These are best-practice heuristics, not a verified or vendor-published ranking algorithm.

Score: 0/100 (0/9 checks passed)

[GAP] Direct-answer structure: No short, self-contained paragraph found in the first few paragraphs — content may be too fragmented or too dense to quote directly.
[GAP] Heading/question alignment: 0/0 H1-H3 headings are phrased as questions.
[GAP] Structured data for entities: No entity-relevant structured data (Article/FAQPage/Organization/Person/Product) found.
[GAP] Statistical/factual density: 0/0 sentences contain a number/date/statistic.
[GAP] Author/source credibility signals: 0/3 credibility signals present (byline, visible date, outbound citations).
[GAP] Clean semantic HTML: semantic container: false, H1 count: 0, heading hierarchy has no skipped levels: true.
[GAP] llms.txt presence: No llms.txt found.
[GAP] Content freshness: No freshness signal found (no Last-Modified header, no article:modified_time meta tag, no visible updated date).
[GAP] Paragraph conciseness: Average paragraph length: 0 words across 0 paragraphs.

WebAssembly (WASM)

No WebAssembly usage detected on this page.

Language & International SEO

Declared language: en. Detected content language: unknown (not enough text to detect reliably).

hreflang (international targeting)

No hreflang tags found on this page (expected for a single-language site; a problem only if this site has language/region variants elsewhere).

What's Working Well

• HTTPS and HTTP 200 status are correctly configured.
• Mobile viewport tag is present, and the page is listed in the XML sitemap.
• Lighthouse accessibility (90) and best-practices (96) scores are strong.
• Server response time is fast (311ms).

What's Not Working

• Page has no visible text content (~0 words), no H1 or any headings, and no internal/external links — it is a JavaScript shell.
• Title tag is only 7 characters ('API Hub') and meta description is only 17 characters — both far too short for SEO.
• No canonical tag, no JSON-LD structured data, and incomplete Open Graph tags (missing og:type and og:url).
• Core Web Vitals are poor: field LCP is 4.9s (slow), lab LCP is 20.3s, and Lighthouse performance is 46/100 due to 9.27s of unused JavaScript.
• INP is 295ms (needs improvement), indicating sluggish interactivity for real users.

Content Quality Assessment

The page contains no visible text content — it is a JavaScript-rendered shell. This is a critical failure for content quality and SEO: there is no descriptive copy, no headings, no links, and no E-E-A-T signals (no author, no date, no citations). The content does not match any user intent because it is effectively empty. To improve, the page must be server-side rendered with substantive, well-structured content that explains the platform's value, includes statistics, and provides clear navigation.

Prioritized Suggestions

Priority	Area	Issue	Recommendation
high	content	No visible text content on the page	Implement server-side rendering (SSR) or prerendering to ensure the homepage contains meaningful HTML text describing RapidAPI's value proposition, key features, and popular APIs. This will also help search engines and AI crawlers index the page.
high	on_page	Title and meta description too short	Rewrite the title tag to be descriptive and keyword-rich (e.g., 'RapidAPI Hub - Discover, Connect, and Manage 1000s of APIs') and expand the meta description to 150-160 characters summarizing the platform's benefits.
high	technical	Missing canonical tag	Add a self-referencing canonical tag to the homepage (e.g., <link rel='canonical' href='https://rapidapi.com/'>) to consolidate ranking signals and avoid duplicate content issues.
high	performance	LCP is 4.9s (field) and 20.3s (lab) — poor	Reduce unused JavaScript (Lighthouse estimates 9.27s savings) by code-splitting, deferring non-critical scripts, and lazy-loading below-the-fold content. Prioritize rendering the largest contentful element (likely a hero image or text) faster.
high	performance	INP is 295ms (needs improvement)	Break up long JavaScript tasks (>50ms) with yielding (e.g., setTimeout or scheduler.yield), defer third-party scripts, and debounce expensive event handlers to reduce main-thread blocking and improve interaction responsiveness.
medium	on_page	No H1 or heading structure	Add a single H1 that clearly states the page's purpose (e.g., 'The World's Largest API Hub') and use H2/H3 headings to structure sections like 'Popular APIs', 'Why RapidAPI', and 'Get Started'.
medium	technical	No JSON-LD structured data	Add JSON-LD structured data, such as Organization, WebSite, and SearchAction (for site search), to help search engines understand the entity and potentially earn rich results.
medium	on_page	Incomplete Open Graph tags	Add og:type and og:url properties to the existing Open Graph tags to ensure complete and accurate social sharing previews.
medium	technical	Missing security headers (CSP, Referrer-Policy, Permissions-Policy)	Add Content-Security-Policy, Referrer-Policy, and Permissions-Policy headers to improve security and trust signals, which can indirectly support SEO.
low	search_visibility	No search visibility data available for 'API Hub'	Conduct keyword research to identify high-value terms (e.g., 'API marketplace', 'REST API directory') and optimize the homepage and category pages to target those queries, since the current title 'API Hub' is too generic.

Detailed Technical Findings

Status	Category	Check	Detail
PASS	technical	HTTP status	Page returned 200 OK.
PASS	technical	HTTPS	Page is served over HTTPS.
WARN	on_page	Title tag	Title is very short (7 chars): "API Hub"
WARN	on_page	Meta description	Meta description is short (17 chars).
WARN	technical	Canonical tag	No canonical link tag found.
PASS	technical	Robots meta	No noindex directive found on page.
INFO	technical	robots.txt	robots.txt is reachable; verify it doesn't block important paths.
FAIL	on_page	H1 heading	No H1 tag found on the page.
INFO	on_page	Heading structure	Heading counts: {"h1":0,"h2":0,"h3":0,"h4":0,"h5":0,"h6":0}

INFO	on_page	Image alt text	No <img> tags found on page.
INFO	on_page	Link profile	0 internal links, 0 external links, 0 links with no visible anchor text.
WARN	technical	Structured data	No JSON-LD structured data found.
WARN	on_page	Open Graph tags	3 Open Graph tags found, but missing required properties: og:type, og:url. Social platforms render an incomplete/generic preview without these.
PASS	on_page	Twitter Card tags	twitter:card="summary_large_image" with a usable title and image (via twitter: tags and/or the Open Graph fallback).
PASS	technical	Mobile viewport tag	Viewport meta tag present.
WARN	content	Content length	Body text is thin: ~0 words.
INFO	performance	HTML size	Raw HTML size: 208.7 KB.
PASS	performance	Server response time	Fetch time: 311 ms.
INFO	ai_discoverability	llms.txt	llms.txt not found (HTTP 404). This is an emerging, optional convention — not yet required for AI search visibility.
INFO	ai_discoverability	AI crawler access (partial)	Partially restricted for: GPTBot, OAI-SearchBot, ChatGPT-User, Google-Extended, PerplexityBot, Perplexity-User, ClaudeBot, anthropic-ai, Claude-User, Claude-SearchBot (some paths disallowed, but the site root is reachable).
PASS	technical	XML sitemap	Sitemap found at https://rapidapi.com/homepage-sitemaps.xml via robots.txt directive (71 URL(s)).
PASS	technical	Audited URL in sitemap	The audited URL is listed in the sitemap.
PASS	technical	Strict-Transport-Security	HSTS enabled with max-age=31536000s.
WARN	technical	Content-Security-Policy	No Content-Security-Policy header. CSP is the primary defense-in-depth control against XSS and data-injection attacks by restricting which script/style/resource sources the browser will execute or load.
PASS	technical	X-Content-Type-Options	nosniff is set.
PASS	technical	X-Frame-Options	Set to SAMEORIGIN.
INFO	technical	Referrer-Policy	No Referrer-Policy header. Without one, the browser default may leak the full referring URL (including any sensitive query parameters/paths) to third-party sites linked from this page.
INFO	technical	Permissions-Policy	No Permissions-Policy header. Without one, the page (and anything embedded in it) can request powerful browser features (camera, microphone, geolocation, etc.) with no explicit restriction from the server.
INFO	technical	Broken links	No links were found on the page to check.
INFO	ai_discoverability	Structured data types	No JSON-LD structured data found. Adding schema.org markup (Article, Organization, Product, etc. as applicable) helps search engines and AI systems understand the page's content and entities.
INFO	ai_discoverability	GEO: Direct-answer structure	Consider adding a short (1-3 sentence) direct-answer paragraph near the top of the content — content with an extractable summary tends to be favored by AI answer engines for quoting/citation.
INFO	ai_discoverability	GEO: Heading/question alignment	No H1-H3 headings found to evaluate.
INFO	ai_discoverability	GEO: Structured data for entities	No entity-describing structured data found. Schema.org markup (Article/Organization/Person) gives AI crawlers an explicit signal about what the page is about, beyond parsing raw text.
INFO	ai_discoverability	GEO: Statistical/factual density	Not enough body text to evaluate factual density.

INFO	ai_discoverability	GEO: Author/source credibility signals	Only 0/3 credibility signals found (byline, visible date, outbound citation links). Adding a visible author byline, a published/updated date, and links to primary sources tends to increase trust signals AI engines weigh before quoting.
INFO	ai_discoverability	GEO: Clean semantic HTML	Semantic structure could be improved: no <article>/<main>/<section> container found; 0 H1 tags found (want exactly 1); cleaner semantic HTML helps AI crawlers parse structure reliably.
INFO	ai_discoverability	GEO: llms.txt presence	No llms.txt found. This emerging convention gives AI crawlers a curated, machine-readable summary of the site's most important content — see the llms.txt section for detail.
INFO	ai_discoverability	GEO: Content freshness	No clear freshness signal found (Last-Modified header, article:modified_time meta tag, or a visible 'last updated' date). Adding one may help for time-sensitive topics.
INFO	ai_discoverability	GEO: Paragraph conciseness	No <p> paragraphs found to evaluate.
WARN	search_visibility	Search ranking lookup	Could not retrieve ranking data for "API Hub" (SearchApi request failed).

Search Visibility & Competitive Landscape

Keywords: API Hub (auto-derived from page title — pass explicit keywords for higher-quality results)

Keyword	Our Position	Top Competitors	SERP Features
API Hub	lookup failed		

Lighthouse Audit (Headless Chrome)

Category	Score
Performance	46/100
Accessibility	90/100
Best Practices	96/100
Seo	100/100

5 failing audit(s) (worst first):

Audit	Score	Description
Browser errors were logged to the console	0.00	Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns.
`button`, `link`, and `menuitem` elements do not have accessible names.	0.00	When an element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. .
Elements with visible text labels do not have matching accessible names.	0.00	Visible text labels that do not match the accessible name can result in a confusing experience for screen reader users. .
Lists do not contain only `<li>` elements and script supporting elements (`<script>` and `<template>`).	0.00	Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. .
Background and foreground colors do not have a sufficient contrast ratio.	0.00	Low-contrast text is difficult or impossible for many users to read. .

AI Commentary on Lighthouse Results

Lighthouse performance is 46/100, which is poor and driven by a massive LCP of 20.3s and TTI of 24.8s. The top opportunity is reducing unused JavaScript (potential savings of 9.27s), which is the single highest-impact fix — trimming or deferring unused JS will directly improve LCP, TBT, and Speed Index. Accessibility (90) and best-practices (96) are strong, but the failing audits (missing accessible names on buttons/links, list structure issues, and low contrast) should be fixed to maintain inclusivity. The SEO score is 100/100, but that is misleading because the page has no content — Lighthouse's SEO checks don't penalize for missing text. The console errors also need investigation as they can indicate broken functionality.