

Run a site check and fix what it finds

Open the site check, read what it flags and fix the items one at a time, starting with the most important.

The site check looks over your site's search settings and lists what could be better. It's a quick way to spot things like a photo without a description or a link that goes nowhere. We can't promise rankings, traffic, calls or sales, but fixing what it flags helps Google understand your pages.

Steps

1. Log in to your site editor.
2. In the side panel, click **SEO/AEO**. The site check opens on a page called **Site Audit**.
3. Read the list. Each item has a status:
 - **High Priority** (red): fix these first.
 - **Medium Priority** (orange or yellow): fix when you have time.
 - **Optimized** (green): nothing to do.
 - **Notice** (grey): a suggestion, not a must. You'd see one if you have no blog, for example.
4. Click **View Details** or **Fix it** on an item. It takes you to the right screen, such as the list of photo descriptions.
5. Make the fix, then go back to the list.
6. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Blog items

The check also flags the blog: no blog yet, no posts, posts older than 3 months, or nothing published lately. On those items, **Fix It** may add a blog or start an AI-written post. Please don't use it. If your plan includes posts, send us the topic and the facts instead. See [How your site posts work](#).

Tips

- Start with red. Fix one item at a time.
- A **Notice** isn't a problem. Skip it if it doesn't fit your business.
- For help with common fixes, see [Set a page's search title and description](#), [Write alt text in plain words](#) and [Find and fix broken links](#).
- Run it again after big edits, such as a new page or a new batch of photos.
- Not sure what an item means? Send us a screenshot and we'll tell you.
- We also check your pages, forms and links every month and send a short note.

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Email hello@zossoz.com with your business name and a screenshot of the items you want help with, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Find and fix broken links](#) · [Set a page's search title and description](#) · [Write alt text in plain words](#) · [How Google finds and reads your site](#) · [What your monthly plan includes](#)

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