

AKASEO

User Manual

A complete guide to the platform, plus a quick reference at the end

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Quick Reference

1. Introduction

1.1 What AKASEO is, and who it's for

AKASEO is a platform built for people who do SEO for a living: independent professionals, freelancers and agencies who manage several clients at once. It combines real technical data, collected from public sources such as Google PageSpeed, Mozilla Observatory and Open PageRank, with two AI models that interpret that data and return a report ready to present to a client.

It's not built for a single occasional check, but for recurring use: repeated analyses over time, a searchable history, and support tools always available beyond the single audit.

1.2 What you can get out of it

- A complete technical audit, with a score and priority-ranked actions to fix
- A page-by-page evaluation of your site's content quality, with assisted rewriting on request (section 4)
- A check of a piece of content before it goes live
- Ready-to-use technical files (robots.txt, structured data, title, description)
- A history of every job you've run, available for 12 months
- Free calculators and image tools, usable even without having analyzed a site

1.3 Getting started

- Sign up: you get welcome credits to try the platform at no cost
- Analyze your first site with "Analyze Site" (section 2)
- Pick a preset and generate your first report, or jump straight into evaluating the site's content (sections 3 and 4)
- Explore the calculators and image tools whenever you like: they're free and don't require having analyzed anything

On first login the tool offers a short slide introduction on its own, followed, if you want it, by a guided tour of the interface. Both remain available at any time from the button in the bottom-left corner.

1.4 Using it professionally

A few practical tips for fitting AKASEO into day-to-day client work:

- Use presets to speed up recurring requests: Quick Audit for a first commercial assessment, Pre-launch Content before publishing something for a client
- Use the page-by-page content evaluation (section 4) as a first step with a new client: instantly spot which pages deserve attention before proposing work
- Use Certified Analysis when a formal, point-by-point verifiable deliverable is needed
- Use the archive (section 12) to show a client progress over time, comparing two audits run months apart
- Remember every report stays available for 12 months: it's part of the documentation you can hand over, useful for later revisions too

2. Analyze site and pages to read

2.1 The automatic scan

Right under the title is the field for the site address to examine, with the "Analyze Site" button next to it. The scan is automatic, free, and consumes no credits.

While scanning, progress is shown for each individual check. Once it's done, the left column of the page shows:

- an overall score and a score for each area (performance, accessibility, best practice, SEO, security, domain authority)
- two summary charts
- a panel with all the raw data collected, which can be opened on request with "Show performance details"

This scan should always run first: it feeds real data into the commands generated in the next step, so the AI doesn't have to estimate or invent information about the site.

2.2 Other important pages to analyze

Next to the address field is an always-available dropdown, "Other important pages to analyze." Opening it lets you specify up to five extra pages for the AI to actually read — for example a product page, the blog, or an "About" page.

The homepage is already read automatically on every generation: don't re-enter it in this panel.

For commands that evaluate text quality (Content, Copywriting, Brand Identity, Brand Strategist, User Journey, and similar), if no page is specified in this panel the system tries to discover them on its own by reading the site's sitemap.xml, up to a maximum of six pages. If the site has no valid sitemap, these commands state that explicitly in the report instead of guessing.

3. SEO Command Generator

Overview

This is the section where you choose the areas to analyze or the content to generate, and where you start the AI report generation.

3.1 Quick presets

At the top of the right-hand column, visible immediately with no need to scroll, are a number of ready-made combinations built for the most common use cases. Clicking a preset automatically selects every command it contains; you can still add or remove individual commands afterward.

Preset	What it's for
Quick Audit	A fast first look at a site, with the essential checks
Full Audit	Every available audit command in a single generation
Local	Built for businesses with a physical location or a local service area
E-commerce	Built for online stores
Content	Built for people who mainly work on copy and editorial strategy

Preset	What it's for
Full Technical Audit	All technical checks on the site (speed, security, structure, sitemap, redirects)
Pre-launch Content	Use before publishing a new piece of content: checks copy, FAQ, accessibility
Authority & Security	Evaluates backlinks, domain authority and security in a single generation
On-Page Generators	Selects all five generator commands together (see section 3.5)

3.2 Finding commands: tree or filter

With over a hundred commands available, the platform offers two ways to navigate them, selectable with the "Tree" and "Filter" buttons above the command grid. The Tree view is the one shown by default when the page opens.

- **Tree:** categories become clickable rows that expand and collapse. Some very large categories (for example Schema & Technical and Content) open into more specific sub-categories before showing individual commands.
- **Filter:** a row of buttons, one per category (Audit, Content, Schema & Technical, Strategy, Local, E-commerce, Backlink, Marketing, Brand, Legal, and more). Clicking one shows only the commands in that category.

There's no right or wrong choice between the two views: Tree helps you explore when you're not sure where a command lives, Filter is faster when you already know the category you're looking for.

3.3 Keyword search

A search field is available above the command grid. Typing a term filters the list in real time in both Filter and Tree view; in Tree view, branches containing a match open automatically.

3.4 Selecting commands

Clicking a command card selects it (highlighted with a colored border); a second click deselects it. You can select as many commands as you like, even across different categories, before generating a report: the count of chosen commands and their credit weight are always visible in the summary bar above the grid, which stays fixed at the top as you scroll.

3.5 Audit commands and generator commands

Commands fall into two families that behave differently:

Type	What it returns	Examples
Audit	An analysis with a score, issues found, and recommended actions	SEO Audit, Technical Audit, SEO Local, Backlinks...
Generator	Ready-to-use content, to copy and use right away	Robots.txt, llms.txt, Schema Markup, Title Tag, Description

A single generation cannot contain both audit commands and generator commands: they are two different, incompatible result types. If you try to select both together, the interface shows a warning and blocks the selection. Just generate one type first, then the other in a separate generation.

3.6 Commands not yet available

Some commands appear in the grid labeled "Coming soon" and can't be selected: they require a paid data source not yet connected to the platform (for example DataForSEO, for real ranking and search-volume data). They stay visible because they're part of the catalog, and unlock automatically the day that data source is activated — no action needed from you.

4. Page-by-page content evaluation

How it works

A dedicated button in the right-hand column, right above the quick presets (section 3.1), starts an evaluation kept separate from everything else: "Evaluate the site's content, page by page." Unlike other commands, it doesn't produce a single report but a list of pages, each with its own scores, from which you choose what to improve.

On click, the homepage is always included as the first page evaluated, automatically — you don't need to specify it. The other pages (up to ten in total) are the ones listed in the "Other important pages" panel if filled in, or — if that panel is empty — are discovered on their own from the site's sitemap.xml; if the site has no reachable sitemap, the system falls back to reading the links present on the homepage itself.

Each page receives five scores from 0 to 100:

Score	What it measures
Text quality	Clarity, structure, originality of the content
Search intent	Whether the copy truly answers what people arriving on that page are looking for
Conversion	Presence and clarity of calls-to-action, whether the copy drives toward an action
Engagement	The copy's ability to catch and hold the reader's attention
Target congruence	Whether tone and language fit the declared type of business

These scores are the AI's judgment on the page's actual text, not a measured data point: they're not tied to a real conversion rate or actual traffic data. The report always states this explicitly.

4.1 Rewriting a page

Every page in the list has a "Rewrite this page" button. Clicking it, the system downloads that page's real text again and asks the AI to rewrite it, focusing on improving the lowest scores while staying faithful to the facts already present (products, services, specific information are never invented). The result appears right below the chosen page, with:

- the rewritten text, ready to be reviewed and pasted onto the site, with a "Copy text" button to copy it straight to the clipboard
- a short explanation of what changed and why
- the previous scores and the new five scores, side by side, for comparison against the starting point

Rewriting a page has a credit cost separate from the initial evaluation, shown before you proceed.

Always re-read the rewritten text before publishing it: it's AI-generated and, like any generated text, may contain inaccuracies.

5. Advanced settings

Where to find them

In the bar at the top, which stays fixed as you scroll, are the options for fine-tuning generation beyond the basic settings (defaults: AI Standard, Essential report). Next to the "AI Model" and "Detail level" labels, an info icon shows an explanation on hover.

5.1 Business type

A dropdown between the commands and the advanced settings lets you specify the type of business the analyzed site belongs to (Generic, SaaS, Local Business, E-commerce, Publisher/Blog, Agency). The AI adjusts the report's priorities accordingly — for example, giving more weight to Google Business Profile for a local business, or to Product schema for an e-commerce site; the same setting is also used to judge target congruence in the content scorecard (section 4).

5.2 AI Model

Option	When to use it	Cost
AI Standard	Most audits	Base
AI Pro	Large sites or complex cases, where deeper reasoning is needed	3× base cost

5.3 Detail level

Level	What it includes	Cost
Essential	Scores and priority actions only, no extended explanations	Base
Detailed	Explains every below-threshold issue and how to fix it, with code snippets where useful	2× base cost
Certified Analysis	Standardized protocol with 65+ control panels and 300+ formal checks, structured scores and criteria	5× base cost

Certified Analysis is only available on a subset of audit commands, and never on generator commands. Each account's first Certified Analysis is free — but only for the first command generated: if several commands are selected together, the benefit covers the first one in the sequence, the rest are billed normally (see section 6).

When Certified Analysis is chosen, an "Include diagnostic log" option also appears, adding a detailed breakdown of the criteria evaluated and rules applied, for an extra cost of 20 credits.

6. Generating the report

The process

Once commands are selected (and advanced settings adjusted, if needed), the "Generate AI Report" button starts generation. The estimated credit cost is shown before you confirm.

If several commands are selected together, generation happens one command at a time: each result appears in the "Result" panel as soon as it's ready, instead of waiting for every command to finish. This

makes the first result visible right away, but also means the total wait time is the sum of each command's time, not the time of the slowest one.

If a command in the sequence fails (for example, credits run out mid-generation), the results of commands already completed remain visible: you don't lose work you've already paid for and received.

During generation, a loading animation shows which command in the sequence is currently being processed.

7. Reading the results

7.1 Free-form report (Essential or Detailed)

The result is shown as formatted text, with an overall score, a score per area, and recommended actions in priority order.

For content, copywriting and brand commands, the report may include a few suggested keywords based on the site's topic: these are a suggestion based on the AI's general knowledge, not keywords verified against real search volumes, and they're always labeled as such.

7.2 Certified Analysis

The result is shown in structured form, one panel per command analyzed, with:

- a score from 0 to 100
- a one-line risk-level summary
- the list of criteria evaluated, each with a colored dot showing its outcome
- the issues found
- a table of recommended actions with priority (Critical, High, Medium, Low) and reasoning

8. Targeted follow-up

The two icons

After a Certified Analysis, every individual criterion evaluated shows two small icons:

Icon	Function	When to use it
Re-check	Re-evaluates that specific point with updated data	After you've fixed the reported issue on the site
Detailed explanation	Provides a deeper explanation of how to fix it	When the recommended action isn't clear enough

To use "Re-check" you must first re-run "Analyze Site," so the follow-up works on genuinely up-to-date data and doesn't risk flagging an already-fixed issue as unresolved.

You can select several criteria at once, even from different commands: the estimated cost appears in a dedicated bar, and is calculated per criterion, not on the whole command.

9. Credits and top-ups

How they work

The top bar always shows your available credits, split into two types: free credits (bonus) and real credits. Free credits are consumed first in every generation.

The "+ Top up" button opens the window with the credit packages available for purchase.

The credit cost of every generation is always calculated and verified at the moment of generation: the estimate shown in the interface before you confirm is indicative but matches the real calculation. With several commands selected together, each is charged individually as it's generated (see section 6).

10. Calculators

What you'll find

Further down the page is a section with over twenty marketing and e-commerce calculators: ROI, ROAS, CPC, CTR, margin, LTV, CAC, discounts, PayPal / eBay / Etsy / Amazon / Stripe fees, and more, split into four groups (Advertising, E-commerce & Fees, Business, Performance). The Performance group gathers calculators whose result is purely a percentage (CTR, Conversion Rate, Churn Rate, Engagement Rate).

The calculators are completely free: the calculation happens in the browser, consumes no credits, and doesn't require having analyzed a site. You can use them at any time, even without having run a single scan.

Clicking a calculator's name opens it and shows the fields to fill in. The result updates on its own as you type, with no confirm button needed. A few calculators (for example PayPal or Stripe fees) come with percentages pre-filled as a starting point: they're editable, since real rates vary case by case.

Several calculators can stay open at the same time, so you can compare two results without losing the one you already calculated when opening another. Some fields that represent the same data across different calculators (for example "Clicks" in CPC and in CTR, or "Sale price" in Margin and in Amazon FBA Fees) fill in on their own once entered in one of the two, so you don't have to retype them.

If the entered data is inconsistent (for example more clicks than impressions, or a fee that exceeds the amount received), an orange warning appears below the result flagging it, without blocking the calculation.

Choosing a "Business type" other than Generic (section 5.1) automatically narrows the calculators shown to the relevant ones (for example, with E-commerce, calculators built for Publisher/Blog stay hidden). A notice with a "Show all" button lets you cancel that filter at any time.

11. Image Tools

What you'll find

The same area also has a section with nine tools for working on images, split into four groups: Batch Process, Resize & Compress, Format Conversion, Branding & Colors.

Tool	What it's for
Batch-process multiple images	Upload several images at once and apply a sequence of steps (resize, change format/quality) to all of them, instead of one at a time
Resize	Change an image's dimensions, in exact pixels or as a percentage

Tool	What it's for
Compress	Reduce a file's size by adjusting quality, showing the savings achieved
Optimize (all-in-one)	Resize and compress in a single step, also stripping the original photo's metadata
WebP converter	Converts to or from WebP
PNG ↔ JPG	Converts between the two formats; going from PNG to JPG turns transparent areas white
SVG converter	Turns a vector SVG file into a raster image (PNG, JPG or WebP) at the chosen size
Generate favicon	From a single image, creates the favicon.ico file and the PNGs for site and app icons, with ready-to-paste HTML code
Color palette	Generates a harmonious color palette from a chosen color, or extracts the dominant colors from an uploaded image

These tools also work entirely in the browser: no image is sent to a server, no credit is consumed. Images stay on the user's device the whole time.

Every tool requires uploading a file before you can proceed; the generate button stays disabled until a file has been chosen. For "Generate favicon," the browser downloads several files in sequence: if the browser blocks multiple downloads, it needs to be manually allowed for the site.

12. My Jobs

The archive

Every generation you run is saved in full, not just as a summary line: it stays available for 12 months from the date it was generated. After that period, the job is no longer visible in this section.

A search field at the top lets you filter by site. Clicking an entry in the list reopens the report exactly as it appeared at the time of generation, scores and actions included. The trash icon on each entry lets you delete it individually from the archive, with a confirmation prompt since the action can't be undone.

Page-by-page content evaluations and individual rewrites (section 4) are also saved here, each as a separate entry.

This is built especially for ongoing professional use: it lets you find a job already delivered to a client in seconds, or compare two audits run months apart on the same site to show progress achieved (see section 1.4).

13. Frequently asked questions

Why can't I select two commands together?

You're probably trying to combine an audit command with a generator command (see section 3.5): that's not possible in the same generation.

Why do some commands say "Coming soon" and can't be selected?

They require a paid data source not yet connected to the platform (see section 3.6). They unlock on their own once that source is activated.

Do I need to run "Analyze Site" again before every generation?

No — only if the site has changed and you want to verify that with "Re-check" (see section 8), or if a long time has passed since the last scan.

What's the difference between the extra pages and the homepage?

The homepage is always read automatically. Extra pages are optional: if you don't specify them, for commands that need pages the system tries to discover them on its own from the site's sitemap (see section 2.2).

Are the content-evaluation scores (section 4) real data or AI estimates?

They're the AI's judgment on the page's actual text, not a measured data point: no real conversion rate or traffic data is involved. The report always states this explicitly.

Are the keywords suggested in reports verified against real search data?

No: they're a suggestion based on the AI's general knowledge and the site's actual topic, not on real search volumes or competition data. They're always labeled as such in the report.

Do the calculators and image tools consume credits?

No, never: they're free tools, calculated directly in the browser, independent of the rest of the platform, and usable without limits.

Are the images I upload to the tools stored anywhere?

No: processing happens entirely in the user's browser, the image is never sent to a server.

What happens to a job after 12 months?

It's no longer available in the "My Jobs" section. For special needs, contact support.

Can I delete a job from the archive?

Yes, with the trash icon on each entry in "My Jobs" (section 12). You'll be asked to confirm, since deletion can't be undone.

Why do some calculator fields fill themselves in?

Some fields represent the same data across different calculators (for example "Clicks" in CPC and CTR): typing it in one auto-fills the other, so you don't have to re-enter it (section 10).

Can I revisit the slide introduction or the guided tour after first login?

Yes, at any time: the button in the bottom-left corner opens a menu with both options.

Quick Reference

A fast lookup schema: if you already know AKASEO and just need to double-check a detail, start here.

Getting started in 4 steps

- 1. Sign up → welcome credits included
- 2. "Analyze Site" → free scan, always run first
- 3. Pick a preset or individual commands → "Generate AI Report"
- 4. Calculators & Image Tools → always free, no scan required

The 9 presets

Preset	Main use
Quick Audit	Fast first look
Full Audit	Every audit command
Local	Physical location / local service area
E-commerce	Online stores
Content	Copy and editorial strategy
Full Technical Audit	Speed, security, structure, sitemap, redirects
Pre-launch Content	Before publishing new content
Authority & Security	Backlinks, domain authority, security
On-Page Generators	All 5 generator commands together

Audit vs Generator

Type	Returns	Combinable together?
Audit	Score + issues + actions	Only with other Audits
Generator	Ready-to-use content	Only with other Generators

AI Model and Detail level

Parameter	Options	Cost multiplier
Model	AI Standard / AI Pro	×1 / ×3
Detail	Essential / Detailed / Certified	×1 / ×2 / ×5
Diagnostic log	Certified only	+20 fixed credits

First Certified Analysis per account: free (only the first command in the selected sequence).

Content evaluation — the 5 scores

- Text quality

- Search intent
- Conversion
- Engagement
- Target congruence

Homepage always included automatically. Up to 10 pages total (manual or discovered from sitemap.xml).

Certified Analysis — follow-up

- Re-check → requires a fresh "Analyze Site" first
- Detailed explanation → no new scan required

Calculators (free, 4 groups)

- Advertising
- E-commerce & Fees
- Business
- Performance (percentage-only results: CTR, Conversion Rate, Churn Rate, Engagement Rate)

Image Tools (free, 4 groups)

- Batch process
- Resize & Compress
- Format conversion (WebP, PNG ↔ JPG, SVG)
- Branding & Colors (favicon, palette)

Credits

- Two types: free (bonus, consumed first) and real
- Top up: "+ Top up" button at the top
- Cost verified at the real moment of generation, not just estimated

Archive (My Jobs)

- Every report stays available for 12 months
- Search by site, one-click reopen, individual deletion with confirmation