Check your website's SEO with Claude

Here's how to do what I showed in my video. You install a free Claude skill called Claude SEO, point it at your website, and get a report with a score and a list of fixes. Then you decide how much of the fixing Claude does. You won't write any code.

What you need

- A paid Claude plan. Claude Code comes with Pro, Max and Ultra (and with Team and Enterprise). It isn't in the free plan. The skill is free, Claude Code isn't.
- The Claude desktop app. The skill runs in **Claude Code**, which is the **Code** tab of the app, not the regular chat.
- A computer. I ran this on a Mac. The project says it supports Windows and Linux too, but I haven't tried them.

- Python 3.11 to 3.14. Step 2 tells you if yours is missing or too old.
- Your website's address.

Using Codex instead? The steps are at the end of this guide.

What it does

Claude SEO is a free plugin for Claude Code, made by Agrici Daniel: https://github.com/AgriciDaniel/claude-seo. It's open source under the MIT licence. A plugin is a bundle of skills, and a skill is a saved set of instructions Claude follows when you call it.

When you run it, a team of AI agents checks your website at the same time: whether Google can read it, your pages and content, the hidden labels Google reads (called structured data), speed, images, and how ready you are to show up in AI answers. It only reads your public pages. The audit changes nothing on your website.

You get three things:

- A score out of 100, with a score for each area.
- A full report: what's wrong, your content, and the keywords your pages seem to go after.
- An action plan sorted from most urgent to least, with a section on showing up when people ask ChatGPT, Perplexity, Gemini and Google's AI answers.

On my company's website it scored 62 out of 100 and caught three broken links we were still sending Google to. The project says an audit takes 10 to 15 minutes. Mine took about 21, on a website with 167 pages.

Step 1: open Claude Code

1. Download the Claude desktop app from claude.ai/download, install it and sign in.
2. Click **Code** at the top of the sidebar.
3. Make a new folder for the report, for example "Website audit" in your Documents.

4 In the row under the message box, choose **Local**, then click the folder control, choose **Open folder...** and pick that folder.

5 In the same row, choose **Auto**, so Claude can keep going without stopping to ask at every step. An audit has a lot of them.

> Keep an eye on it. In Auto, Claude can install programs and edit or change files without asking first. If you'd rather approve each step, choose **Manual**.

Step 2: install the skill

Paste this into the message box and press Enter:

```
Install the Claude SEO skill from
https://github.com/AgriciDaniel/claude-seo for
me. It's a Claude Code plugin. Then run its
setup and tell me if it's ready.
```

Claude installs it, then builds its own private copy of the tools it needs, including an invisible browser, without touching anything else on your computer. It took me about five minutes, because Claude

read through the code first, and it didn't ask me anything. The tools take about 1.3 GB of space on your computer.

If it says it needs Python 3.11 to 3.14, install a supported version from python.org, then ask it again.

When it's done, type `/seo` in the message box to see that it's there. If nothing comes up, start a new session in the Code tab so the skill loads. To check that everything is ready at any time, type `/seo doctor`.

Rather click through it yourself? In the desktop app:

1. Click **Customize** in the sidebar.
2. Select **Plugins**, open **Add**, then choose **Add marketplace**.
3. Choose **Add from a repository**.
4. In **URL**, paste this, then click **Sync**:

   ```
   https://github.com/AgriciDaniel/claude-seo
   ```

5. Find **claude-seo** in the marketplace you just added, and install it. Adding the marketplace alone doesn't install it.

6 Go back to **Code**, start a new session and type `/seo setup`.

The app warns you that Anthropic doesn't check plugins. That warning is fair for any plugin. This one is open source, so its code is public on its GitHub page. If you don't see these controls, update the Claude app.

Using Claude Code in a terminal? The project's GitHub page gives the three commands to type, under "Install". In a terminal, a Console API key works in place of a paid plan.

Step 3: run the audit

Type `/seo` and pick what comes up, then add `audit` and paste your website's link. It should look like this:

```
/seo audit https://www.yourwebsite.com
```

Press Enter. If Claude says it doesn't know that command, start a new session and try again. If it still doesn't, use the skill's full name, `/claude-seo:seo audit`, followed by your link.

Leave the app open while it works. Several agents run at once, so it uses more of your plan than a normal chat. I didn't measure how much.

When it's done, you'll have a new folder named after your website, ending in `-audit`, with two files to read: `FULL-AUDIT-REPORT.md` and `ACTION-PLAN.md`. To go through them, paste this:

```
Walk me through ACTION-PLAN.md in the audit
folder in plain English. Start with what
matters most for my business, and tell me what
each fix is for.
```

Claude's last message may end with links to the skill maker's paid community. That's an ad, not part of your report, so leave it out if you forward anything.

Step 4: know what the report can't see

- **It has no Google data unless you connect it.** Out of the box, it can't say how much traffic a page gets, what you rank for, how many people search for a keyword, or how many websites link to you.

So the keywords in the report are worked out from your pages.

- **The scores are Claude's judgement,** except where the report gives a number it counted. On mine, the speed score was an estimate, because Google's speed tool refused the request without a key.
- **The ChatGPT plan tells you what to fix, not how often you get named.** My report suggested asking about 10 fixed questions in each AI tool every month and writing down whether you come up.
- **Check a few things yourself before you act.** Click the broken pages it lists. Read the numbers it says are wrong.

Want real Google data? It's optional and it doesn't cost anything, but it takes a Google Cloud project and a key. I didn't connect mine. This walks you through it:

```
/seo google setup
```

Step 5: get the fixes made

Claude can only change your website if it can reach your website. What that takes depends on what your website is built on.

I ran the audit for real. I did not let Claude change my live website. My company's website runs on Webflow, and I took it as far as the last step: Claude listed 15 changes and stopped before the first one. Six were ready to make, each with what's there now and what it would become. The other nine needed a person first, and it said so. It never connected to Webflow. So treat this step as a first try on anything that matters.

If your website is code, in a folder or on GitHub: in the Code tab, open that folder instead of your audit folder. Claude edits the files there and shows you each change. It goes live the same way it always does.

If you use a website builder with a Claude connector: Webflow, Wix, Shopify and WordPress.com each have one. Click **+** next to the message box, choose **Add connectors**, search for

your builder (you may need **All** instead of **Featured**), click **Connect**, sign in and pick your website. Claude can only do what the connector allows and what your own login is allowed to do. Squarespace's connector is described as being for your store and domains, so check before you count on it for your pages.

I only read the details for Webflow, from its docs. You need a Webflow login that can edit the website. The connector can change:

- Page titles, descriptions and social previews.
- Structured data on a page.
- Blog post fields, as drafts you publish separately.
- Text, heading levels and links on your pages.
- The code in your pages' head and footer.
- Which pages are in your sitemap.

It can't do everything. Canonical tags, which tell Google the main address of a page, are yours to set in Webflow's settings. Redirects and robots.txt need Webflow's Enterprise plan to go through the connector, so otherwise you do those in Webflow yourself. Your domain's settings are outside Webflow. And only you know the true publish date, the right

number, or whether a dead page should come back. For Wix, Shopify and WordPress.com, ask Claude what its connector can change before you count on it.

Using ChatGPT for the fixes? Webflow's docs list ChatGPT as supported too, through its own connector. Connect Webflow there, add `ACTION-PLAN.md` to the chat and use the same messages below. I haven't tried it.

If Claude can't reach your website, because someone else runs it or there's no connector, Claude writes the fixes and you or your web person paste them in. Paste this, with your builder's name in it:

```
Claude can't change my website directly. Read
ACTION-PLAN.md in the audit folder and turn it
into a checklist I can do myself in [what your
website is built on]. For each fix, give me
the page, what's there now, the exact text or
code to put in, and where to find it. Put the
quickest, safest fixes first. If a fix needs a
fact only I know, ask me.
```

However Claude reaches it, make it show you first. Take a backup before anything changes. On

Webflow that's in Site settings, under Backups, and the connector can't do it for you. Then choose **Manual** in the row under the message box, so Claude asks before each change. When it asks, allow that one action and not everything: on Webflow, allowing a tool allows all of it, publishing included. Then paste this:

```
Read ACTION-PLAN.md in the audit folder. Sort the fixes into the ones you can make with the access you have and the ones you can't. For each one you can make, show me the page, what's there now and what you'd change it to. Change nothing yet and publish nothing. If a fix needs a fact only I know, like a real date or which number is right, ask me instead of guessing.
```

Read the list. Then tell it which ones to make:

```
Make fixes 1, 2 and 3 from your list. Stop before publishing and tell me where to check them.
```

- Start with fixes that need no judgement, like broken links and page titles.

- Publish it yourself, after you've looked. On Webflow, you can ask Claude to publish to your webflow.io address first, so you can check it before your real domain. A full publish sends everything that's waiting live, including anyone else's unfinished edits.
- Each item in the action plan says how you'd know it failed. When you're done, run the audit again and compare.

A better score doesn't promise more traffic. My report said so itself: it had no Google data to promise anything with.

Using Codex instead of Claude Code

Claude SEO is written for Claude Code. The project says Codex can use it by reading the instructions in its `AGENTS.md` file, but I haven't run an audit there, so treat this as a first try. You'll need a ChatGPT account and the ChatGPT desktop app.

1. Download the ChatGPT desktop app from chatgpt.com/download, install it and sign in.

2. Choose **Codex** from the ChatGPT dropdown, then open a new folder for your audit.
3. In the permissions control below the message box, choose **Approve for me**, so it can keep going without stopping to ask. Keep an eye on it, because it can install programs and change files.
4. Paste this into the message box and press Enter:

```
Download https://github.com/AgriciDaniel/
claude-seo into this folder, read its
AGENTS.md, then run its setup and tell me
if it's ready.
```

5. Then ask for the audit by name:

```
Follow AGENTS.md and the seo-audit skill to
run a full SEO audit of
https://www.yourwebsite.com.
```

Then follow Steps 4 and 5.

I ran the audit on 9 November 2026 with version 2.5.0 of Claude SEO, on a Mac. Claude changes fast: if a menu has moved, look for the same words in the app.