

Website analysis

The site is fast and technically sound: Lighthouse 100 in all four categories on mobile.

The headline described a feeling, not the deliverable. A new visitor could not tell they get a report and a video.

No example of the deliverable was shown, so a buyer had to pay before judging the quality.

How an AI agent reads you

fetch sitedokai.com/ · 1 page, text only

found offer · price · audience · founder

missing a written report · an example of the result

"SiteDokAI makes short videos about a small business's website: what buyers, Google and ChatGPT see, and what to fix first. Free 60-second video, \$49 full video."

Our assessment what the page text supports

On Google

Search title. "SiteDokAI · See why buyers and ChatGPT skip your website" names ChatGPT, not the service. **Observed or measured**

Business Profile. No public profile found for SiteDokAI. **Could not be verified**

Findings

Observed or measured

Fast and technically clean

Lighthouse mobile: performance 100, accessibility 100, best practices 100, SEO 100. Largest content shown after 1.4 s, 128 KiB in total.

Our assessment

Fixed since the review

The headline did not name the product

"See your website like a buyer does." describes a feeling. Nothing above the fold said that the buyer gets a report and a video.

Observed or measured

Fixed since the review

No example of the deliverable

The page showed no part of a report or a sample video. The competitor page also embeds none.

Observed or measured

Fixed since the review

The form opened the mail program

Pressing the button opened the visitor's own mail app with a prefilled message. Nothing was sent until they pressed send.

Could not be verified

Google Business Profile

We could not confirm a public Google Business Profile for SiteDokAI. For an online service without a local shop it is a low priority.

Competitor comparison

Competitor: a landing-page video review service (anonymised). Figures measured on 15 Oct 2026 with Lighthouse 12, mobile preset, Chrome headless.

Key figures

Lighthouse performance (mobile) 100 vs 79	Largest content shown, mobile 1.4 s vs 3.8 s	Page weight 128 KiB vs 314 KiB	Example of the deliverable shown No vs No
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Side by side

What	sitedokai.com	Competitor
What is sold	Website and competitor review: PDF report and 2–3 minute video	Video review of one landing page
Price shown on the page	\$49 once, free review first	\$89 once
Delivery promise	24 hours after payment	4 days or less
Example of the deliverable on the page	None before this rewrite	None embedded
Competitor comparison included	Yes, one competitor	Not mentioned
Mobile performance (Lighthouse)	100	79
Largest content shown (LCP, mobile)	1.4 s	3.8 s
Page weight	128 KiB	314 KiB

The buyer test

Question	sitedokai.com	Competitor
What is it?	Partly H1 “See your website like a buyer does.” The line under it says “short videos”. A report is not mentioned.	Yes H1 “Get a video review of your landing page that helps improve your conversions”.
For whom?	Yes “For small businesses whose website has to convince buyers on its own.”	Partly Anyone with a landing page. No audience is named in the headings.
Price?	Yes Free first video, \$49 once, \$149 a month.	Yes \$89 per landing page.
Proof?	No No example of a review, no customers yet.	Partly A promise tied to conversion results, and a founder introduction. No sample review embedded.
Next step?	Partly A form, but it opens the visitor’s own mail program.	Yes Book the review for \$89.

Action plan

Do this first

- 1

Say what the buyer gets in the headline: a comparison, a report, a video, and the first fix.

Fixed since the review
- 2

Show a readable part of a real report and a real video before asking for payment.

Still open
- 3

Let the form send the request itself instead of opening the visitor's mail program.

Fixed since the review

Before and after

Homepage headline, sitedokai.com

Problem

~~"See your website like a buyer does."~~

Suggested fix

"See how your website compares. And what to fix first."

Why

It names the two things a buyer pays for: a comparison with a competitor, and a clear first fix. The old line could describe almost any website service.

Copy ready to paste

New headline (H1, one per page) See how your website compares. And what to fix first.	53 characters
New subheadline Discover what your website does well, where competitors outperform you, and the changes worth making first.	107 characters
Meta title Website and competitor review, PDF and video SiteDokAI	56 characters

Public demo of the report format. Customer reports follow the same structure and are written about the customer's own website and one relevant competitor. sitedokai.com was read from its public pages on 15 Oct 2026.