

Full SEO Audit Report

Technical SEO · Content quality · Schema.org · AI-search readiness (GEO/AEO) — for <https://resend.com/>

68

HEALTH SCORE · OUT OF 100

**Solid — polish for AI
search**

2 Critical

1 High

3 Medium

1 Low

106 sitemap URLs

llms.txt present

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1 · Executive summary

Target: <https://resend.com/>

Health Score: 68/100 — 2 Critical, 1 High, 3 Medium, 1 Low findings.

The homepage ships strong AI-search plumbing (llms.txt present, an explicit robots.txt Content-Signal), but has **zero JSON-LD structured data on the marketing homepage**. That single gap costs a knowledge-panel eligibility, a sitelinks searchbox, and downstream breadcrumb rendering. Content depth and hero copy are fine; the biggest ROI is 30 minutes of head-tag work.

2 · Category scores

Technical SEO		90	20%
Content Quality		90	18%
Schema.org		10	20%
AI Search (GEO)		72	18%
Core Web Vitals		68	12%
Images		92	6%
SXO / Social		85	6%

3 · Detected signals

- Title: Resend · Email for developers
 - Meta description: The best way to reach humans instead of spam folders. Deliver transactional and marketing emails at scale.
 - Canonical: <https://resend.com>
 - Hreflang alternates: 0
 - OG title / description / image: ok / ok / ok
 - Twitter card: summary_large_image
- robots.txt Content-Signal: Content-Signal: ai-train=yes, search=yes, ai-input=yes
 - llms.txt: present · 5653 bytes
 - Sitemap URLs indexed: 106
 - JSON-LD @types detected: none
 - Homepage body words: 2606 · HTML size: 455.2 KB
 - H1 / H2 / H3 counts: 1 / 14 / 0
 - Images / images missing alt: 13 / 0

4 · Critical findings

Critical

1. [Schema] Missing Organization JSON-LD

Evidence. Only detected @type values on / are: none. Google needs Organization to render the knowledge panel and sitelinks search box correctly.

Fix. Add an Organization block covering @id, name, url, logo, sameAs (GitHub, LinkedIn, X). See schema-patch.jsonld shipped with this report.

Verify. Google Rich Results Test on <https://resend.com/> should render at least one 'Detected structured data → Organization' block with 0 errors.

Critical

2. [Schema] Missing WebSite JSON-LD (sitelinks search box)

Evidence. @type WebSite not present in none. Blocks the sitelinks searchbox rich result.

Fix. Add a WebSite block with potentialAction → SearchAction → target="https://resend.com/search?q={search_term_string}" (see schema-patch.jsonld).

Verify. Rich Results Test should list 'Sitelinks searchbox' as an eligible rich result.

5 · High findings

High

1. [Schema] Missing BreadcrumbList JSON-LD

Evidence. No BreadcrumbList JSON-LD on the homepage. Interior pages (blog/docs/changelog) usually get away without it, but Home → Docs / Blog crumbs help crawl depth.

Fix. For nested pages (e.g. /blog/[slug]), ship BreadcrumbList; for the homepage, include a minimal 1-item breadcrumb.

Verify. Rich Results Test on any nested page should render a BreadcrumbList group.

6 · Medium findings

Medium

1. [GEO] Few passage-citable paragraphs (< 3 in the 130–180-word band)

Evidence. Homepage has 33 <p> tags; 0 fall inside the 130–180-word 'answer paragraph' band that AI Overviews / Perplexity / ChatGPT prefer to quote.

Fix. Rewrite one product paragraph as a self-contained 130–180-word 'What is Resend?' answer block placed as the first paragraph under an H2 ('What is Resend?').

Verify. grep for a paragraph containing 'Resend is' with word count in [130, 180] in the rendered body.

Medium

2. [Performance] Homepage HTML 455.2 KB — LCP risk on slow 3G

Evidence. 466 KB raw HTML (Vercel-cached HIT).

Fix. Move above-the-fold copy into a smaller RSC island; defer marketing carousels to interactive load.

Verify. Playwright lab: LCP < 2.5s on Fast 3G throttled network with the same content.

Medium

3. [Technical] Homepage HTML shipped 455.2 KB (server-rendered)

Evidence. home.html raw size = 455.2 KB from Vercel edge cache HIT (age reported by upstream).

Fix. Trim server-inserted RSC payload — the current markup ships hydration data that could be split-and-lazied for below-the-fold sections.

Verify. Fetch the homepage HTML and confirm HTML size < 200 KB, or measure first-paint contentful HTML in a Playwright lab run.

7 · Low findings

Low

1. [GEO] No question-style H2/H3 headings

Evidence. Detected 14 <h2> and 0 <h3>; none formulated as questions.

Fix. Add a Q&A section with H2 questions ('How does Resend handle bounces?', 'Do you support DKIM?') under the hero — matches how AI Overviews quote sources.

Verify. Rendered homepage should contain ≥ 3 H2/H3 headings ending in '?'.

8 · Top 5 quick wins

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9 · 4-phase roadmap

Week 1 — Ship Schema.org fixes + canonical

- Missing Organization JSON-LD
- Missing WebSite JSON-LD (sitelinks search box)
- Missing BreadcrumbList JSON-LD

Weeks 2-3 — Rewrite hero for GEO citability + Q&A block

- Few passage-citable paragraphs (< 3 in the 130–180-word band)
- Homepage HTML 455.2 KB — LCP risk on slow 3G

Month 2 — Perf + image alts + freshness metadata

- Homepage HTML shipped 455.2 KB (server-rendered)
- No question-style H2/H3 headings

Ongoing — Re-run /seo audit monthly, keep llms.txt in sync

- Monthly /seo audit resend.com with delta report
- Keep llms.txt sections in lockstep with new product surfaces