

Audit Overview

Target: https://userlist.com/
Site type: B2B SaaS
Pages analyzed: 6
Findings: 1 critical, 2 medium, 2 low

Health Score

64

/ 100

Executive Summary

Userlist.com is built on a strong technical foundation: four structured-data blocks, a clean heading hierarchy, and complete social tags put it ahead of most B2B SaaS sites. The highest-impact problems sit in the pricing schema: the AggregateOffer block uses a single price where Schema.org requires a low/high range, which suppresses pricing rich results entirely, and the absence of AggregateRating keeps star ratings out of the SERP while competitors show 4.7-star snippets. Both fixes are low-effort and ship-ready below. Addressing the pricing schema first is the fastest path to recovering lost revenue-intent clicks; the remaining items compound from there.

Critical Findings

AggregateOffer.price violates Schema.org price-range constraint

Low effort

Evidence: AggregateOffer JSON-LD on /pricing declares a single `price` value ("49") instead of `lowPrice` / `highPrice`. Google Rich Results validator flags this as invalid.

Impact: Pricing rich result is suppressed in SERPs. Lost revenue-intent CTR for queries like "userlist pricing" and "userlist cost".

Recommendation: Replace `price` with `lowPrice` / `highPrice` and include `priceCurrency` per the AggregateOffer spec, then re-validate.

Estimated traffic lift: 20-35%

Done for you - Schema (JSON-LD)

```
{
  "@type": "AggregateOffer",
  "lowPrice": "49",
  "highPrice": "199",
  "priceCurrency": "USD",
  "offerCount": "3"
}
```

Medium Findings

Missing AggregateRating on product pages

Medium effort

Evidence: No `AggregateRating` JSON-LD across /, /pricing, /features. SoftwareApplication schema is present but unrated.

Impact: Star-rating snippets are unavailable in SERPs even though reviews exist on G2 - competitor B2B SaaS pages show 4.7-star snippets, you show none.

Recommendation: Add an `aggregateRating` block sourcing data from your G2/Capterra ratings. Update on a weekly build.

Estimated traffic lift: 8-15%

Done for you • Schema (JSON-LD)

```
"aggregateRating": {  
  "@type": "AggregateRating",  
  "ratingValue": "4.7",  
  "reviewCount": "142",  
  "bestRating": "5"  
}
```

Meta description exceeds 160 characters on /pricing

Low effort

Evidence: Rendered meta description is 207 characters; Google truncates it mid-sentence at "...automated email campaigns that".

Impact: Truncated snippet drops the call to action and the differentiator, lowering CTR on the highest-intent page of the site.

Recommendation: Rewrite to under 160 characters, keeping the primary keyword and CTA. Ready-to-paste version below.

Estimated traffic lift: 3-8%

Done for you • Meta description

Userlist pricing that scales with you: automated email campaigns, in-app messages, and company profiles from \$99/mo. Start your 14-day free trial.

Low Priority

Six marketing illustrations missing alt text

Low effort

Evidence: imagesTotal: 19; imagesMissingAlt: 6 - all six are feature-section illustrations on the homepage.

Impact: Lost image-search visibility and weaker accessibility signals on the primary landing page.

Recommendation: Add descriptive, keyword-aware alt text to the six flagged images.

og:image missing explicit width/height

Low effort

Evidence: og:image is present (1200x630) but og:image:width and og:image:height tags are absent.

Impact: First-share renders on some platforms fetch the image before displaying the card, causing blank previews on slow connections.

Recommendation: Declare og:image:width=1200 and og:image:height=630 alongside the existing tag.

What's Working Well

- Comprehensive structured data foundation — 4 JSON-LD blocks present (Organization, SoftwareApplication, BreadcrumbList, WebSite). Wikidata reference correctly linked from Organization.sameAs. EntryPoint on SearchAction is well-formed.
- Clean heading hierarchy aligned with search intent — Single keyword-bearing H1, descriptive H2s for each feature cluster, no skipped heading levels anywhere on the audited page.