Free guide

Your website is live. So why is nobody finding it?

You built a website, but nobody finds it, calls you or buys from it. It is easy to guess at the problem and redesign the whole site. This guide helps you check first instead, because checking is cheaper than guessing.

It goes with our short video of the same name. Inside, you will find plain meanings for every word used in the video, the three checks step by step, what a good score does and does not mean, and a one-page checklist you can print.

The real cause may be one of three things

One slow page, a competitor's lower price, or an advert that nobody understands. Three open-source tools can each help you check one of these.

1 · Shop front

Lighthouse

Scores one web page for speed and basic search engine advice, and explains how to fix what it finds.

2 · Neighbours

changedetection.io

Alerts you when a web page you choose changes, such as a competitor's price page.

3 · Signs

Marketing Skills

Gives an AI assistant written instructions for marketing jobs, such as writing adverts.

We read these tools' public documents and did not test the tools. Cenqora Labs does not make these tools and is not connected to their makers. Each tool has its own licence with conditions, so read it before you change or share the code. Sources were checked on 12 November 2026 and are listed on the last page.

The words, in plain English

Website
A set of web pages under one address that people open in a web browser, on a phone or a computer.

Web page and web address
One page of a website. Each page has its own address, also called a URL, such as the address of your contact page. Lighthouse checks one page at a time, by its address.

Search engine
A service such as Google Search that finds pages on the web and lists them when someone searches. Google says it uses programs called crawlers that explore the web to find pages.

Search results
The list of pages a search engine shows after someone types a search.

Ranking
The position of a page in the search results. The search engine decides the order. Google says that no one can guarantee a first-place ranking on Google.

SEO (search engine optimisation)
Work that helps search engines understand your pages, and helps people decide from the search results whether to visit your site. This is how Google's own starter guide describes it.

Open source
Software whose code anyone may use and change, under its licence. All three tools in the video are open source.

Licence
The written terms that the makers of the code set for using, changing and sharing it. Read the licence before you change or share the code.

Apache licence (Apache 2.0)
The licence used by Lighthouse and changedetection.io. It allows use in a business without a fee. If you share copies, you must include the licence, mark the files you changed and keep the original notices. The code comes "as is", with no promise that it works.

MIT licence
The licence used by Marketing Skills. It allows use in a business without a fee, as long as you keep its copyright and permission notice in any copies. It also comes "as is", with no promise that it works.

GitHub
A website where many open-source projects publish their code, licence and notes. The links for all three tools in this guide point to GitHub or to the makers' own pages.

Lighthouse
An open-source, automated tool that helps improve the quality of web pages. It checks speed, search engine basics and more, and its report explains how to fix each problem.

1 Words used in the video, part two

Chrome browser

Google's web browser. Lighthouse's own instructions start with Chrome for Desktop, which is why the video says "on a computer".

DevTools

Short for developer tools: a set of tools built into the Chrome browser for looking inside a web page. Lighthouse sits in DevTools as its own tab.

Performance or speed score

Lighthouse's score for how quickly the page loads. A low score points to a slow page, and the report shows what to improve.

SEO score in Lighthouse

Lighthouse's check that a page follows basic search engine advice. Lighthouse says many other factors that it does not score may still affect your search ranking.

Competitor

Another business that sells something similar to the same customers. In the video, this is your "neighbour".

Price page

The page on a website that lists prices. If a competitor changes theirs, you may want to know.

Change detection

Watching a web page and sending you an alert when its content changes. changedetection.io can send alerts by email, Slack, Telegram, Discord and other routes.

Self-hosting

Running your own copy of a tool on your own computer or server, instead of paying someone to run it for you.

Password and login

A password is a secret word, and a login is the screen that asks for it, so that only you can open the tool. A self-hosted copy of changedetection.io has no password until you set one.

Security update

A new version of software that fixes a known flaw. Projects list past flaws in public notices called security advisories.

AI assistant

A computer program you ask in plain words to write, answer or help with a task, such as Claude, made by Anthropic.

Instructions file or skills file

A file of written instructions, sometimes with small programs, that an AI assistant loads for one kind of job. Marketing Skills is a collection of these files.

Outside authors and hidden content

Outside authors are people who add work to a project they do not run. Hidden content is text in a file that a reader can easily miss, such as notes hidden from view.

Advert

A paid message that promotes your business, for example on Google, Facebook or Instagram. Marketing Skills has a file for writing advert headlines and text.

2 The three checks, **step by step**

First, check your shop front Lighthouse

Your home page and contact page are your shop front. Start with the pages your customers open most.

1. Open the Chrome browser on a computer, and go to the page you want to check.
2. Open DevTools. On a Mac, press Command, Option and C together. On Windows, press Control, Shift and C together.
3. Click the **Lighthouse** tab. Choose **Analyze page load**, and leave the listed categories ticked.
4. Click **Run audit**. Google's guide says the report usually takes 30 to 60 seconds.
5. Repeat for each important page, because Lighthouse checks one page at a time.

What to look for. Read the Performance and SEO sections first. Each problem in the report links to a page that explains why it matters and how to fix it. Fix one problem, then run the check again.

The catch. A good score does not promise a high place in search results. Lighthouse itself says there are many other factors it does not score that may affect your search ranking.

Second, watch your neighbours changedetection.io

Use it when you want to know quickly that a competitor has changed a price page.

1. Choose the few competitor pages that matter, such as their price page.
2. Decide how to run it. You can run your own copy, following the instructions on its GitHub page, or use the paid hosted version on the project's website.
3. If you run your own copy, set a password in its settings before you add any pages.
4. Add each page address, and choose how you want alerts, such as email.
5. Keep it updated, and check its security page now and then.

What to look for. An alert tells you that the page changed, so you can open it and see what changed.

The catch. A self-hosted copy has no password until you set one. Its security page lists past flaws, including a way round the login, rated Critical and fixed in version 0.54.8. Its own disclaimer says you are responsible for following the terms of every site you watch, and the law.

Third, fix your signs Marketing Skills

Your adverts are your signs. If people do not understand them, they walk past.

1. Open the Marketing Skills page on GitHub and read its introduction.
2. Find the file for the job you need. For adverts, it is the file named **ad-creative**.
3. Read that file and every other file in its folder, from top to bottom, before you add anything.
4. Leave out the optional small programs that connect to your marketing accounts unless you truly need them.
5. Only then add the file to your AI assistant, and read every advert it writes before you use it.

What to look for. Text you did not expect: hidden notes, long runs of empty lines, invisible characters, or commands that download and run a program. The project's owner listed these as signs of hidden content.

The catch. Its instructions come from outside authors. On 3 November 2026 its owner opened a request to add an automatic check for hidden content, and it was still open on 12 November. Anthropic, maker of the AI assistant Claude, advises using instruction files only from yourself or Anthropic, and checking every file in any others.

3 What a good score does and does not mean

A good score does mean

- The page did well on the checks Lighthouse ran on it, on the day you ran them.
- The page follows the basic search engine advice that Lighthouse checks.
- You have a list of problems, each with a page on how to fix it.

A good score does not mean

- A high place in search results. Lighthouse says many other factors that it does not score may affect ranking.
- That anyone can promise first place. Google says no one can guarantee a first-place ranking on Google.
- That every page is fine. Lighthouse checks one page at a time.

In short: use the score as a to-do list, not as a promise. If anyone promises you first place, Google's own advice is to look elsewhere.

4 Your checklist

Shop front

- [ ] I ran Lighthouse in Chrome on a computer on my home page.
- [ ] I ran it again on my contact page and my most visited page.
- [ ] I fixed one problem from the report and ran the check again.

Neighbours

- [ ] I chose the competitor pages I want to watch.
- [ ] If I run my own copy, I set a password before adding pages.
- [ ] I am on the newest version, and I follow the rules of every site I watch.

Signs

- [ ] I read every file in the instructions before adding them.
- [ ] I left out connections to my accounts that I do not need.
- [ ] I read every advert before it goes out.

Sources, all opened on 12 November 2026

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