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INDEPENDENT SEO AUDIT · SAMPLE REPORT

SEO & Competitor Audit

ScreenshotOne (screenshotone.com)

A screenshot API run by a small indie team, competing with Urlbox, ApiFlash and ScreenshotAPI.net for developers who are ready to pay.

Prepared 31 Oct 2026 · Competitors reviewed: urlbox.com, apiflash.com, screenshotapi.net

Unsolicited sample prepared from public information to show what a report looks like. ScreenshotOne did not commission it and is not affiliated with the author. Every figure comes from the public website, its sitemaps, a Lighthouse lab test, the Tranco list or the public pages cited, collected on 31 Oct 2026.

Executive summary

ScreenshotOne's site is technically very healthy and has the deepest content library in its niche (644 sitemap URLs vs 279, 149 and 19 for the three competitors). The gap is **competitive bottom-of-funnel content**: rivals publish 'X alternative' and 'X vs Y' pages that target ScreenshotOne's buyers, including one page aimed directly at ScreenshotOne, while ScreenshotOne has no comparison page against any of these three direct competitors.

What is working

- Clean technical base: every sampled page returned HTTP 200, had exactly one H1 and a self-referencing canonical; Lighthouse mobile SEO 100, Best Practices 100, Accessibility 97.
- Rich structured data (Organization, SoftwareApplication, Article, FAQPage, BreadcrumbList) on the homepage, blog and tools; the competitors' homepages carry 0 to 3 schema types.
- Broad coverage of developer topics: 31 Puppeteer URLs, 14 Playwright URLs, 19 Python URLs, 19 MCP/AI-agent URLs, 21 free tools, 50 use-case pages and 27 integration pages.
- Named in all 5 'best screenshot API' roundups we checked.

Biggest opportunities

- No pages comparing ScreenshotOne with Urlbox, ApiFlash or ScreenshotAPI.net. Urlbox has 24 'alternative' URLs and ScreenshotAPI.net has 13 alternative/vs posts, including '/blog/screenshotone-alternative-why-developers-choose-screenshotapi-net'.
- 3 of 5 roundup articles mention ScreenshotOne without linking to it (browserless.io, scrapingbee.com, derrick-app.com). These are easy link requests.
- Topic gaps that competitors cover: screenshots behind a login, Docker/Kubernetes self-hosting, scheduled screenshots, Twitter/X capture, Wayback Machine alternatives.
- Mobile LCP of 4.5 s in the lab test (Google's 'good' threshold is 2.5 s).

Top 3 moves for the next 30 days

1. Publish 3 honest comparison pages: ScreenshotOne vs Urlbox, vs ApiFlash, vs ScreenshotAPI.net (and answer the page aimed at you).
2. Ask the 3 roundups that mention but don't link to ScreenshotOne to add a link.
3. Write 'screenshot pages behind a login' and 'schedule daily website screenshots' guides, since both topics have competitor pages and no ScreenshotOne page.

Scope, method and data sources

This report is built **only from public data** that anyone can check. It contains **no** Domain Rating, estimated organic traffic, keyword rankings or backlink counts, because those figures come from paid SEO indexes. We invented none of those numbers. Everything below can be checked by the reader.

Data sources used

- **The websites themselves**: homepages, robots.txt and every URL in each site's XML sitemaps (ScreenshotOne: 644 URLs; Urlbox: 279; ScreenshotAPI.net: 149; ApiFlash: 19), fetched 31 Oct 2026.
- **On-page crawl**: the homepage plus a random sample of 20 sitemap URLs (fixed seed), checking status, title, meta description, H1, canonical, image alt text, word count and JSON-LD schema.
- **Link check**: every internal link on the homepage.
- **Lighthouse 12.8.2**: lab test of the homepage, simulated mobile.
- **Tranco list** (tranco-list.eu): a research ranking of popular domains, used only as a rough popularity signal.
- **Third-party roundups**: the top 5 web results for 'best website screenshot API 2026', checked for brand mentions and links.

How competitors were chosen

Urlbox, ApiFlash and ScreenshotAPI.net sell the same product (a hosted website-screenshot API) at similar entry prices, and appear alongside ScreenshotOne in independent 'best screenshot API' roundups. This list was not produced by a keyword-overlap tool.

What 'keyword gap' means here

Without a ranking index we measure **topic coverage**: whether each site has published URLs about a topic, based on the words in its sitemap URLs. A topic a competitor covers and ScreenshotOne doesn't is a content gap worth checking. It does not show that the competitor ranks for it.

Domain overview

METRIC	VALUE
Homepage status	**200**
Server response (HTML, from our test server)	**0.16 s**
Pages listed in XML sitemaps	**644**
Tranco top-sites rank (latest, lower = more popular)	**1,038,015**
Homepage title	**Website Screenshot API for Developers and AI Agents | ScreenshotOne**
Homepage H1	**The screenshot API for developers**
Structured data on homepage	**BreadcrumbList, ImageObject, Organization, Person, SoftwareApplication, WebPage, WebSite**
Homepage word count	**1,966**

Where the site's pages live

SITE SECTION	URLS IN SITEMAP	SHARE
/blog	187	29%
/changelog	171	27%
/docs	102	16%
/use-cases	50	8%
/contributors	42	7%
/integrations	27	4%
/tools	21	3%
/customers	11	2%
/screenshot-api	7	1%
/comparisons	2	0%
/ (home)	1	0%
/about	1	0%

Changelog entries make up 171 of 644 sitemap URLs (27%). 4 of the 5 changelog pages in our sample were short (404 to 483 words). That is fine for users, but it means about a quarter of the crawlable pages are thin, low-search-demand content. The blog (187 URLs), docs (102) and use cases (50) are where search demand sits.

Top 3 competitors at a glance

Side-by-side figures collected the same way for all four sites. Tranco ranks are from the 30 Oct 2026 list. 'HTML response' is the time to download the homepage HTML from our test server once, not a Core Web Vitals measurement.

DOMAIN	SITEMAP URLS	TRANCO RANK	HTML RESPONSE	TITLE LENGTH	SCHEMA TYPES	HOME WORDS
screenshotone.com	644	1,038,015	0.16 s	67	7	1,966
urlbox.com	279	1,342,174	0.2 s	41	3	1,804
apiflash.com	19	1,938,730	1.57 s	40	0	402
screenshotapi.net	149	3,006,921	0.4 s	57	0	3,261

Positioning (homepage title tags)

DOMAIN	TITLE TAG
screenshotone.com	Website Screenshot API for Developers and AI Agents | ScreenshotOne
urlbox.com	Full-Page Website Screenshot API | Urlbox
apiflash.com	Screenshot API for Developers | ApiFlash
screenshotapi.net	Website Screenshot API for Developers | ScreenshotAPI.net

ScreenshotOne has the largest site and the best Tranco rank of the four. ApiFlash's site is tiny (19 sitemap URLs), so it is weak on content. Urlbox is the most aggressive on comparison content, and ScreenshotAPI.net is building a blog of 'vs' and 'alternative' posts aimed at the leaders, ScreenshotOne included.

Keyword and topic gap

Number of sitemap URLs whose path contains each topic term. Column order: ScreenshotOne, then the three competitors. 'Gap' means a competitor has at least one URL and ScreenshotOne has none. 'Behind' means ScreenshotOne has fewer URLs than the strongest competitor.

TOPIC (URL CONTAINS)	SCREENSHOTONE.COM	URLBOX.COM	APIFLASH.COM	SCREENSHOTAPI.NET	STATUS
'alternative' pages	4	24	0	6	Behind
'X-vs-Y' pages	0	3	0	7	Gap
Screenshots behind login	0	2	1	1	Gap
Docker	0	1	0	1	Gap
Kubernetes	0	1	0	0	Gap
Scheduled screenshots	0	1	0	4	Gap
Twitter / X capture	0	3	0	1	Gap
Wayback Machine	0	1	0	2	Gap
HTML to PDF	1	3	0	1	Behind
Cookie banners	3	1	0	1	Covered
Bulk screenshots	5	2	0	2	Covered
Proxies	5	0	0	1	Covered
Puppeteer	31	8	0	5	Covered
Playwright	14	0	0	8	Covered
Python	19	5	0	2	Covered
MCP / AI agents	19	1	0	1	Covered
Zapier	4	2	0	2	Covered
Airtable	3	1	0	0	Covered

The most valuable gaps are the high-intent ones: people searching 'urlbox alternative', 'apiflash vs ...' or 'screenshotone alternative' are about to choose a vendor. Login-protected pages and scheduled screenshots are common buyer requirements that competitors already explain. ScreenshotOne leads on Puppeteer, Playwright, Python and AI-agent content and should keep investing there.

Comparison and 'alternative' pages

These pages target people choosing between vendors. ScreenshotOne's current comparison content is about self-hosted tools (Puppeteer, Playwright, Selenium) and two adjacent APIs (Microlink, ScrapingBee). It does not cover the three direct competitors.

screenshotone.com today (5 pages)

- /blog/comparing-puppeteer-versus-selenium-for-rendering-website-screenshots/
- /blog/microlink-alternative-for-screenshots/
- /blog/scrapingbee-alternative-for-screenshots/
- /comparisons/playwright-alternative-for-screenshots/
- /comparisons/puppeteer-alternative-for-screenshots/

Competitors (38 pages, first 26 shown)

COMPETITOR	URL PATH
urlbox.com	/alternative-to
urlbox.com	/alternative-to/phantomjs
urlbox.com	/alternative-to/puppeteer
urlbox.com	/alternative-to/screenshotlayer
urlbox.com	/alternative-to/url2png
urlbox.com	/apiflash-alternative
urlbox.com	/browserstack-alternatives
urlbox.com	/browshot-alternative
urlbox.com	/gallery/selenium-alternatives
urlbox.com	/getscreenshot-alternative
urlbox.com	/html2canvas-alternatives
urlbox.com	/html2canvas-vs-phantomjs-vs-urlbox
urlbox.com	/mirrorweb-alternative
urlbox.com	/pagepeeker-alternatives
urlbox.com	/pagescreen-alternatives
urlbox.com	/restpack-alternatives
urlbox.com	/screenshot-guru-alternative
urlbox.com	/screenshot-machine-alternatives-full-page-screenshots
urlbox.com	/selenium-alternatives
urlbox.com	/shrink-the-web-alternative
urlbox.com	/stillio-alternatives
urlbox.com	/urlbox-alternatives
urlbox.com	/urlscan-alternatives
urlbox.com	/visualping-alternatives
urlbox.com	/wayback-machine-alternatives
screenshotapi.net	/blog/apiflash-vs-screenshotapi-net-which-screenshot-api-should-you-use

Top pages and site structure

Traffic estimates need a paid SEO index, which this sample doesn't use, so pages are ranked by commercial importance and by the evidence collected rather than by traffic.

PAGE	WHY IT MATTERS	OBSERVATION
/ (homepage)	Main page for 'screenshot API' searches	Title 67 characters (may be cut off in Google results); 1,966 words; 7 schema types; 1 of 17 images has no alt text.
/pricing/	Buyers compare price before signing up	Returns 200. Competitors' roundups quote ScreenshotOne's $17/mo entry plan, so keep the pricing page consistent with those.
/screenshot-api/{language}/ (7 pages)	Language-specific landing pages (Python, Node.js, PHP, Go, Java, C#, Ruby)	Urlbox has 4 language pages (JavaScript, PHP, Python, Ruby). ScreenshotOne has more.
/tools/ (21 pages)	Free tools attract links and top-of-funnel traffic	ScreenshotAPI.net has an OG-image checker that ScreenshotOne lacks. ScreenshotOne has /tools/html-to-image/ but no /tools/html-to-pdf/ (ScreenshotAPI.net has one).
/use-cases/ (50 pages)	Matches 'how do I automate X' searches	10 of the 50 are font-related, which suggests uneven coverage. 3 URL slugs contain typos: 'dymaic-invoice-receipt-pdfs', 'live-dashboad-emails', 'website-archivation'.
/comparisons/ (2 pages)	Vendor-choice searches	Only Puppeteer and Playwright are covered. See Section 5b.
/docs/ (102 pages)	Developers evaluating the API	The 2 docs pages in our sample had no JSON-LD schema, while blog, tools and use-case pages all have it.

Backlink profile and link opportunities

Backlink counts and Domain Rating need a paid backlink index, which this sample didn't have access to (see Section 2). Instead, we checked something every buyer can verify: whether the articles that rank for 'best website screenshot API' mention each brand, and whether they link to it. A brand that is mentioned but not linked is the cheapest link to win: the author already recommends the product.

ROUNDUP PAGE	SCREENSHOTONE	URLBOX	APIFLASH	SCREENSHOTAPI.NET	CAPTUREKIT
thunderbit.com	mentioned + linked	mentioned + linked	mentioned + linked	☐ **mentioned, no link**	mentioned + linked
www.browserless.io	☐ **mentioned, no link**	☐ **mentioned, no link**	☐ **mentioned, no link**	—	—
www.firecrawl.dev	mentioned + linked	mentioned + linked	—	—	mentioned + linked
www.scrapingbee.com	☐ **mentioned, no link**	—	—	☐ **mentioned, no link**	☐ **mentioned, no link**
derrick-app.com	☐ **mentioned, no link**	—	☐ **mentioned, no link**	☐ **mentioned, no link**	mentioned + linked

ScreenshotOne is mentioned in all 5 roundups and linked from only 2 (thunderbit.com, firecrawl.dev). Asking browserless.io, scrapingbee.com and derrick-app.com to turn the existing mention into a link is low effort. Note: these roundups are written by companies selling competing or adjacent products, so some will decline. Link detection looked for direct links to the domain in the page HTML and may miss redirect or tracked links. Recheck by hand before sending requests.

Technical SEO observations

CHECK	FINDING	STATUS
HTTPS homepage	200 OK, served via Cloudflare, gzip compression on	OK
www to apex	https://www.screenshotone.com/ returns 301 to https://screenshotone.com/	OK
http:// to https:// redirect	Could not be tested: our test network blocks plain-HTTP requests. Check manually.	Check
404 handling	A made-up URL returns a real 404 status (not a 'soft 404')	OK
robots.txt	Allows all crawlers and points to /sitemap-index.xml	OK
XML sitemaps	Sitemap index resolves to 644 URLs; all homepage internal links are in the sitemap	OK
llms.txt	/llms.txt present (200), useful for AI assistants and agents	OK
HSTS header	No Strict-Transport-Security header on the homepage response	Minor
Canonical and indexing	Homepage and all 20 sampled pages are self-canonical and set to index, follow	OK
Language	<html lang="en"> set	OK
Structured data on docs	0 schema types on the 2 sampled /docs/ pages	Improve
URL slug typos	3 use-case URLs misspelled (dymaic, dashboad, archivation)	Minor
Homepage internal links	63 unique internal URLs checked; 0 returned a non-200 status	OK

Page speed (homepage, mobile)

Lighthouse 12.8.2 lab test, simulated mobile, run 2026-10-31 03:10 UTC. Lab results vary run to run; treat as directional.

LIGHTHOUSE CATEGORY (MOBILE)	SCORE
Performance	**83**
Accessibility	**97**
Best Practices	**100**
SEO	**100**

METRIC	VALUE
First Contentful Paint	**1.4 s**
Largest Contentful Paint	**4.5 s**
Total Blocking Time	**120 ms**
Cumulative Layout Shift	**0**
Speed Index	**2.4 s**

Flagged items

LIGHTHOUSE AUDIT	DETAIL
Preconnect to required origins	Est savings of 300 ms
Background and foreground colors do not have a sufficient contrast ratio.	
Serve static assets with an efficient cache policy	5 resources found
Eliminate render-blocking resources	Est savings of 0 ms
Reduce unused JavaScript	Est savings of 73 KiB
Avoid an excessive DOM size	2,219 elements
Use efficient cache lifetimes	Est savings of 10 KiB
Improve image delivery	Est savings of 16 KiB
Render blocking requests	Est savings of 170 ms

Mobile LCP of 4.5 s is the one Core Web Vitals metric outside Google's 'good' range (2.5 s) in this lab run. Lighthouse points to render-blocking requests (est. 170 ms), unused JavaScript (est. 73 KiB), missing preconnects (est. 300 ms) and a large DOM (2,219 elements). This is a single lab run. Confirm with field data in Google Search Console before prioritizing.

On-page review (random sample of 20 sitemap URLs)

PATH	HTTP	TITLE CHARS	META DESC CHARS	H1S	IMG NO ALT	WORDS	SELF-CANONICAL	SCHEMA TYPES
/blog/nemoclaw-by-nvidia/	200	56	198	1	0/5	1,599	yes	8
/blog/a-friendly-guide-on-how-to-render-html-or-site-scree	200	99	167	1	0/12	1,112	yes	7
/changelog/improved-dashboard-authentication/	200	49	116	1	0/15	1,818	yes	7
/changelog/error-on-click-selector-not-found/	200	36	108	1	0/3	483	yes	7
/changelog/change-ownership-for-subscribed/	200	58	83	1	0/4	465	yes	7
/blog/saaspo/	200	71	125	1	0/4	750	yes	7
/blog/lessons-from-the-aws-us-east-1-disruption/	200	39	108	1	0/6	946	yes	7
/report-a-security-issue/	200	23	56	1	0/0	711	yes	6
/blog/how-to-take-website-screenshots-with-crawl4ai/	200	45	167	1	0/3	2,415	yes	8
/use-cases/competitive-product-analysis/	200	51	94	1	0/1	583	yes	7
/docs/code-examples/python/	200	49	152	1	0/0	460	yes	0
/blog/automate-website-screenshots-airtable/	200	40	157	1	0/3	1,677	yes	7
/blog/ai-screenshot-analysis-for-finding-customers/	200	66	137	1	0/5	1,363	yes	7
/blog/how-to-use-proxy-per-page-with-puppeteer/	200	40	115	1	0/3	1,143	yes	7
/changelog/better-supabase-storage-support/	200	37	38	1	0/3	404	yes	7
/changelog/company-information-management/	200	48	153	1	0/4	433	yes	7
/docs/skills/	200	27	77	1	0/0	535	yes	0
/use-cases/font-legal-compliance/	200	50	78	1	0/1	551	yes	7
/blog/adcar/	200	41	121	1	0/7	925	yes	7
/tools/curl-converter/	200	33	243	1	0/9	2,034	yes	8

Healthy overall: 20/20 pages returned 200, all had one H1 and a self-canonical, and no sampled image was missing alt text. Fixes worth making: 3 of 20 titles are over 60 characters (71, 66 and 99 chars; the 99-char Google Sheets guide title will be truncated); 2 meta descriptions are over 160 characters (198 and 243) and 2 are under 60 (56 and 38); docs pages have no schema.

Prioritized 10-item action plan

#	ACTION	WHY (EVIDENCE)	IMPACT	EFFORT
1	Publish 'ScreenshotOne vs Urlbox', 'vs ApiFlash' and 'vs ScreenshotAPI.net' pages with honest feature and price tables	0 direct-competitor comparison pages; Urlbox has 24 alternative URLs, ScreenshotAPI.net has 13 alternative/vs posts	High	Medium
2	Publish a 'ScreenshotAPI.net alternative' page and a fair reply to their 'ScreenshotOne alternative' post	ScreenshotAPI.net targets your brand name directly	High	Low
3	Ask browserless.io, scrapingbee.com and derrick-app.com to link their existing ScreenshotOne mention	Mentioned but not linked in 3 of 5 roundups	Medium	Low
4	Write a guide to screenshotting pages behind a login (cookies, headers, sessions)	0 URLs vs 1 to 2 at each competitor; a common buyer requirement	Medium	Low
5	Write a scheduled/daily website screenshots guide and use-case page	0 URLs vs 4 at ScreenshotAPI.net and 1 at Urlbox	Medium	Low
6	Improve mobile LCP: preconnect to required origins, defer non-critical JS, trim unused JS	Lighthouse mobile LCP 4.5 s; flagged audits in Section 9	Medium	Medium
7	Add TechArticle/BreadcrumbList JSON-LD to /docs/ pages	Sampled docs pages have 0 schema types while the rest of the site has 6 to 8	Low to medium	Low
8	Add /tools/html-to-pdf and an OG-image checker tool	ScreenshotAPI.net has both; free tools attract links	Medium	Medium
9	Shorten long titles and fix meta descriptions over 160 or under 60 characters, starting with the blog	3 of 20 sampled titles over 60 chars; 4 of 20 descriptions outside 60 to 160	Low	Low
10	Fix the 3 misspelled use-case slugs with 301 redirects; add an HSTS header; check that http:// redirects to https://	dymaic / dashboad / archivation; no HSTS; plain-HTTP redirect untested	Low	Low

Appendix: sources and limits

- ScreenshotOne sitemap: https://screenshotone.com/sitemap-index.xml (644 URLs on 31 Oct 2026)
- Competitor sitemaps: urlbox.com/sitemap.xml and /docs/sitemap.xml; apiflash.com/sitemap.xml; www.screenshotapi.net/sitemap.xml
- Tranco ranks: https://tranco-list.eu/api/ranks/domain/<domain> (list dated 30 Oct 2026): screenshotone.com 1,038,015; urlbox.com 1,342,174; apiflash.com 1,938,730; screenshotapi.net 3,006,921
- Roundups checked: thunderbit.com/blog/best-screenshot-api-comparison-and-review; browserless.io/blog/best-screenshot-api; firecrawl.dev/blog/best-website-screenshot-apis; scrapingbee.com/blog/best-screenshot-apis/; derrick-app.com/data-enrichment-api/screenshot-api
- Lighthouse 12.8.2, mobile, one run on 31 Oct 2026

Limits

- No Domain Rating, traffic, ranking-keyword or backlink-count data (these need a paid SEO index).
- Topic coverage is measured from URL paths, so pages that cover a topic without naming it in the URL are missed.
- One-off measurements from one network location; plain-HTTP behavior could not be tested.

A paid report follows the same structure for your own site and the competitors you choose. Standard adds up to 3 competitors, a 40-page on-page review and one round of follow-up questions by email. The $79 tier adds a 30-day content calendar (8 to 12 pages) built from your gaps and ready-to-send link request drafts for each unlinked mention.