SCHALL AI

Schall AI SEO Suite

User Guide

> The SEO system that understands your website, collects the data itself and tells you what to do next – with an AI that has to back up every figure.

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1. What the AI SEO Suite is

Schall AI SEO Suite is an SEO controller for WordPress. It collects data, understands your website, finds opportunities, ranks them by importance and prepares decisions. It works entirely inside the WordPress admin; visitors to your website notice nothing of it.



> The screenshots come from a demo website of the fictitious company Nordwind Logistics with sample data.

- **Insight instead of data overload:** The suite does not show a hundred metrics but the few opportunities that are worth it now – each with the rule that found it and the figures behind it.
- **Evidence required:** Every figure the AI mentions comes from your data. It does not claim causes: it shows what was measured and keeps findings and recommendations apart.
- **Multilingual from the ground up:** With TranslatePress, the suite analyses every language version as a market of its own.
- **No replacement for Yoast or Rank Math:** Sitemaps, meta tags and structured data stay with those plugins. The suite changes nothing on your website unless you ask it to.

2. Requirements

WordPress	Version 6.9 or later, as a single site or multisite
PHP	Version 8.1 or later
Database	MySQL or MariaDB
AI	Your own key for Anthropic, OpenAI, DeepSeek or Ollama Cloud – or Ollama on your server, or on your own computer through the Schall AI Local Connector. Your provider bills the AI costs to you directly.
Google	Access to your website in Google Search Console and a free project in the Google Cloud Console
Optional	TranslatePress for multilingual websites, Independent Analytics, Google Analytics 4 or Matomo for visitor numbers, a key from Serper.dev for research

> The suite also works without AI: it collects data and finds opportunities with fixed rules. What is missing then is the draft of the website profile, the explanations of the opportunities and the chat.

3. Installation and license

1. After your purchase you receive an e-mail with the address of the Schall customer area. Sign in there with the same e-mail address via a sign-in link, download the suite's ZIP file and copy the license key.
2. In WordPress, go to Plugins › Add Plugin › Upload Plugin, choose the suite's ZIP file and install it.
3. Activate the plugin. The suite immediately starts scanning your content in the background and opens the setup (chapter 4).
4. Activate the license: Settings › Schall AI › **SEO Suite** › **License**, enter the key in the **License key** field and choose **Activate license**.

The license key is sent once, directly to the Schall license service, and is never stored in WordPress. Without a license, the suite works as a demo with full insight and limited work (chapter 10). Wherever the demo draws a limit, **Enter key** leads straight to this field.

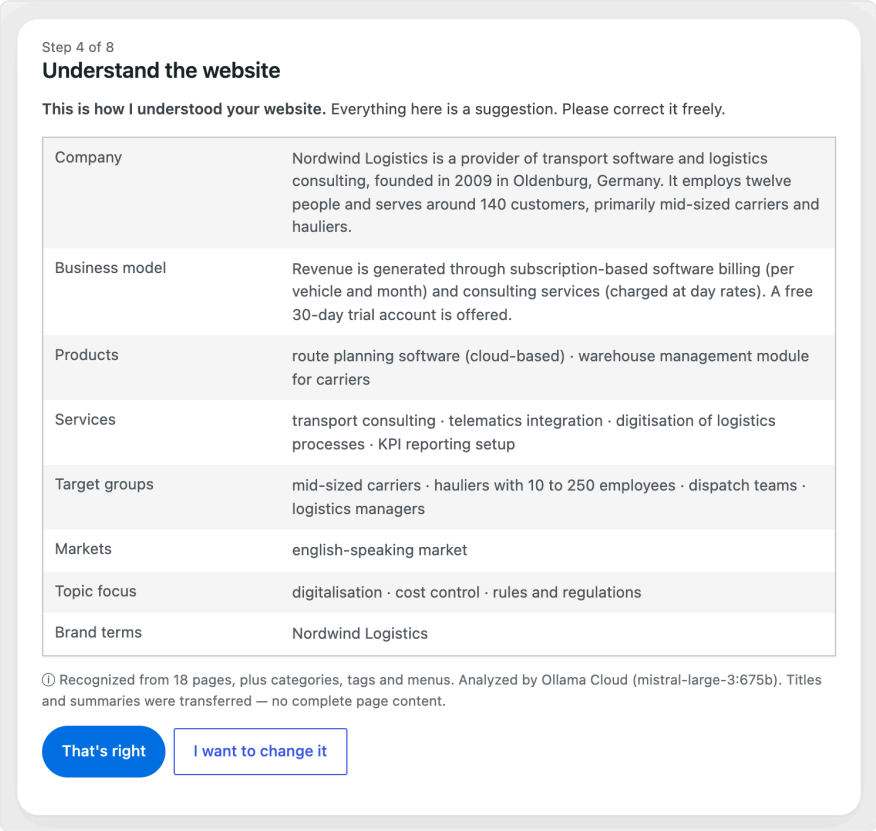
Several websites and test environments

Depending on the plan, a license covers one, three or any number of websites. A staging copy of your website and up to three local development installations do not use an extra seat. A multisite counts as one installation.

4. The setup

The setup is at the top of the menu under **AI SEO Suite** › **Setup**. A coloured marker shows whether anything is still missing. It takes about ten minutes; every step except the scan can be skipped and completed later.

Welcome	What the suite does and what it does not. **Start setup** gets you going.
AI provider	Choose between an AI provider and Ollama on your server – or **Continue without AI**. Details in chapter 5.
Scan content	The suite reads posts and pages in all languages and the links between them. Depending on the size, this takes a few minutes. After that, it scans new and changed posts when they are saved.
Understand the website	The AI drafts a website profile from titles and summaries: business model, positioning, target groups, offering, goals and markets. You confirm with **That's right** or correct it with **I want to change it**.
Short interview	Five to ten questions, one after the other. For each, the suite shows what it already assumes; you confirm or correct. Every question can be skipped.
Search Console	The connection to Google (chapter 6). The suite then fetches the history of the last 16 months.
Choose keywords	The suite collects the search queries your website is found for, rates them and suggests keywords to track.
Done	From now on, the suite works in the background. The overview is under **Today**.



The **Understand the website** step: the AI has drafted a profile from titles and excerpts. You confirm it with **That's right** or correct it.

> The website profile determines which pages and search queries count as important. It pays to check the draft carefully. You can change it at any time under **AI SEO Suite** › **Website profile**.

5. AI providers

The AI settings are under Settings › Schall AI › **SEO Suite** › **AI provider**.

Operating mode

Economical	Small, fast models. Analyses remain more superficial.
Balanced	Strong models for analyses, economical ones for bulk tasks. The default.
Best quality	The strongest available models throughout, at higher cost.
Local only	Only Ollama on your server. No AI request leaves the house; analyses turn out simpler.

Providers and keys

Enter the API key for the provider you want, choose **Load models** and then **Test connection**. The key is stored encrypted. Under **Privacy & data**, **Share credentials** lets the suite also use the keys of other Schall plugins.

Model per task and budget

If you like, you can set a fixed model for each task; otherwise the operating mode decides. The **Daily budget** limits, in characters, how much goes to the AI each day. Once it is used up, AI work pauses until the next day; all other analyses continue.

AI on your own computer

With the Schall AI Local Connector, the suite will also be able to use Ollama on your own Mac or Windows PC – end-to-end encrypted and without opening any ports. The Connector will follow; as soon as it is available for download, an update of the suite will show its address under Settings › Schall AI › Local AI. An active license will be required.

> Larger models produce better profiles and answers. Small local models answer questions about your data noticeably worse.

6. Connecting Google Search Console

Search Console is the most important data source: it is the only one that provides real search data – search queries, impressions, clicks and positions. The connection is under **AI SEO Suite** › **Connections**. There are two ways; the suite only reads and writes nothing to Search Console.

Way 1: Sign in with Google

1. Create a project in the Google Cloud Console or choose an existing one.
2. Under “APIs & Services”, enable the “Google Search Console API”.
3. Set up the OAuth consent screen (in newer consoles “Google Auth Platform”): with Google Workspace, choose the user type “Internal”, otherwise “External”, and then publish the app (status “In production”).
4. Under “Credentials”, create an OAuth client ID of the type “Web application” and enter, as the redirect address, the address the suite shows under **Connections**.
5. Save the client ID and client secret in the suite (**Save application credentials**) and choose **Sign in with Google** – with the account that has access to the website in Search Console.
6. Choose your website’s property and click **Use property**.

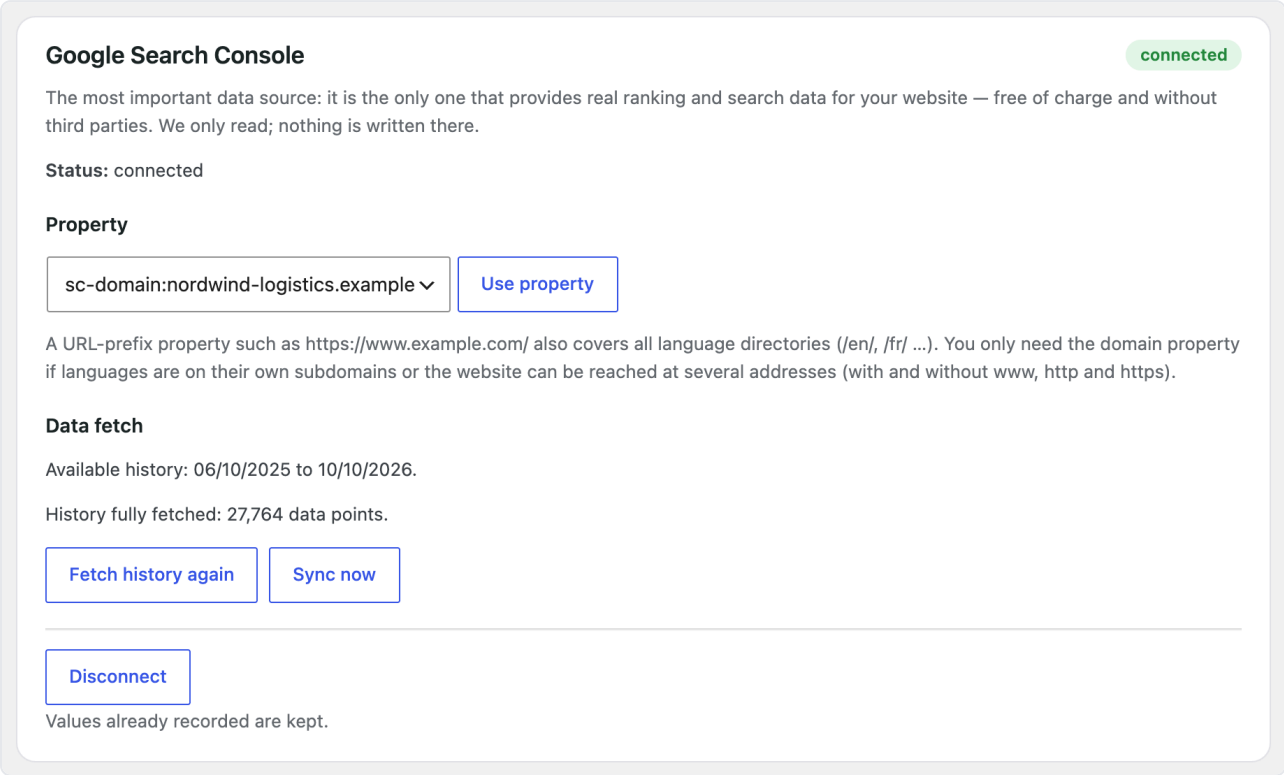
> For an app in the status “Testing”, the sign-in ends after seven days. So publish the app. The notice “Google hasn’t verified this app” during sign-in is normal for your own app: continue via “Advanced”.

Way 2: Service account

1. Enable the “Google Search Console API” in the Google Cloud Console (as above).
2. Under “IAM & Admin” › “Service Accounts”, create a service account and a key in JSON format.
3. Paste the content of the JSON file into the suite and choose **Save service account**.
4. In Search Console, under “Settings” › “Users and permissions”, add the service account address shown as a user.
5. Choose the property and click **Use property**.

After connecting

The suite fetches the history of the last 16 months once and then the new days every day. Google delivers data with a delay of two to three days. What Google deletes after 16 months is gone – the sooner the connection is in place, the more history is kept.



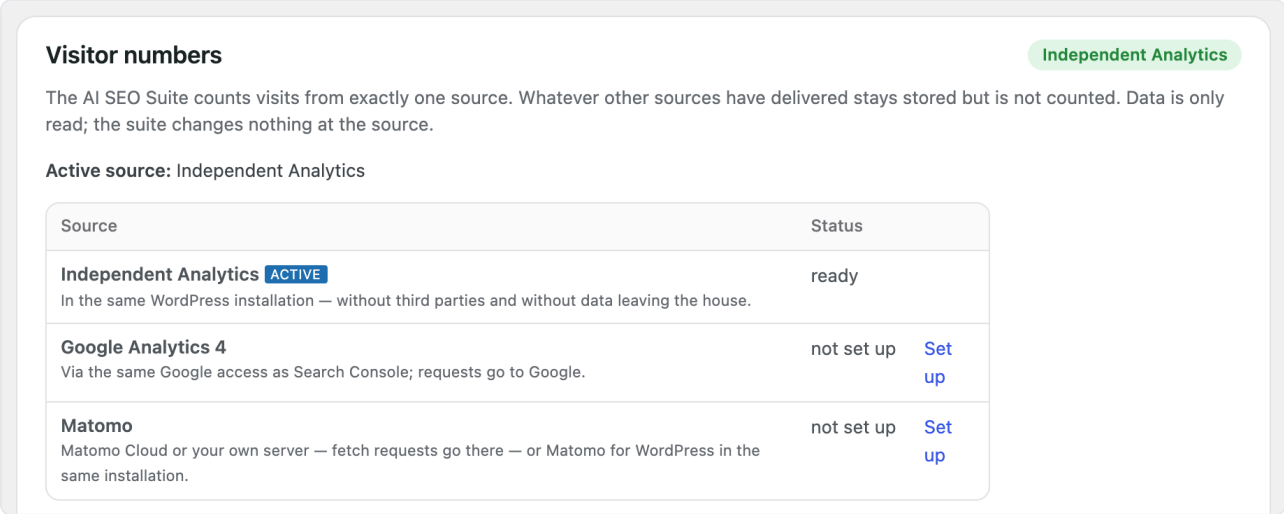
Connections after the first import: the selected property and the fully retrieved history.

7. Visitor numbers and further data sources

The suite counts visits from exactly one visitor source. Which one it is and how the others stand is shown under **AI SEO Suite** › **Connections** in the **Visitor numbers** section. The suite only reads there; it changes nothing at the source.

Independent Analytics	A plugin in the same WordPress installation, without third parties. There is nothing to set up: as soon as it records visits, the suite takes them over. Goal completions come only with the Pro version.
Google Analytics 4	Via the same Google access as Search Console. Goal completions are the key events, counted per entry page.
Matomo	Matomo Cloud, your own Matomo server or the Matomo for WordPress plugin in the same installation. Goal completions are the Matomo goals, counted per entry page.

What another source has delivered stays stored but is not counted. This way visits never double, even if two sources know the same days. Unless you choose otherwise, Independent Analytics counts as soon as it records visits. From the referrers of these visits, **Pages** › **AI visitors** shows how many came from ChatGPT, Perplexity, Gemini, Copilot or Claude.



Visitor numbers under **Connections**: Independent Analytics counts; Google Analytics 4 and Matomo can be added with **Set up**.

Setting up Google Analytics 4

The connection to Search Console is required (chapter 6). Under **Visitor numbers**, choose **Set up** next to Google Analytics 4; the suite shows three steps:

1. Grant access. With a service account: in Google Analytics, add its address under Admin › Property access management with the “Viewer” role and choose **Set up Google Analytics**. With sign-in with Google: choose **Sign in with Google and allow Google Analytics**; the account also needs the “Viewer” role in the property.

2. In the Google Cloud Console, enable the “Google Analytics Data API”, and for the list of properties also the “Google Analytics Admin API”. Without it, you enter the property ID by hand.
3. Choose the property, decide which key events count as goal completions and choose **Save and check**.

> The property ID is a number, found in Google Analytics under Admin › Property details – not the measurement ID starting with “G-”. With a cookie banner, Google Analytics usually counts only visits with consent; its numbers are therefore often lower than those of counting without cookies.

Setting up Matomo

Under **Visitor numbers**, choose **Set up** next to Matomo and decide on the connection:

Matomo for WordPress in this installation	The suite reads the plugin’s reports directly – without credentials, and no data leaves the server. This option appears only when the plugin is active.
Matomo Cloud or your own Matomo server	The address at which Matomo can be reached in the browser, the website ID (in Matomo under Administration › Websites › Manage) and a token (under Administration › Personal › Security). Ideally the token belongs to a dedicated user who may only view this website.

Then **Save and check**. After the first check you can choose which goals count; the default is **All goals of the website**. Counting is per entry page, as in Matomo under Goals › Entry pages.

> The token is stored encrypted and never shown again; an empty field keeps the stored one. Matomo delivers only what it has already archived. If browser-triggered archiving is turned off – usual with Matomo for WordPress –, new days appear only after Matomo’s scheduler has run.

Checking, comparing, switching

Save and check tests the access step by step. If a step fails, the suite names the way out – for example the missing role, the disabled API with a link or a rejected token. If the check succeeds, a preview shows the visits of the last 28 days next to those of the active source, plus **Of these, assigned to a page** and the most frequent entry pages. If this share is well below 90 %, the source’s addresses do not match your pages.

Only then does **Switch to Google Analytics 4** or **Switch to Matomo** appear. After the switch, the suite imports the new source’s history in the background, recalculates opportunities and language markets and records the switch in the **Timeline**. For ten minutes, **Undo** reverses it; later, **Use as source** takes you back to the previous source.

> Every tool counts differently – with or without consent, with its own rules for bots and sessions. After a switch, the visit numbers therefore almost always change. Compare in the preview first.

Deleting a source’s data

What a source that is not currently counting has delivered is removed from the suite with **Delete this source’s data**. Everything stays in the source itself, as do its settings; a later switch fetches the history again. The data of the active source cannot be deleted.

Further data sources

TranslatePress	The suite detects the languages itself and analyses each language version as a market of its own (**Language markets**). WPML and Polylang are not supported. Visits from Independent Analytics apply to all languages of a post, because it keeps only one address per post.
Research	With a key from Serper.dev under Settings › Schall AI › **SEO Suite** › **Research**, the assistant can include search results and public third-party pages. On request, the suite also shows once a week who ranks ahead of you for your keywords (Keywords › Competitors).
Schall Internal Links AI	If the plugin is installed, the suite can request internal link suggestions for a page.
Schall AI Banner Studio	If the plugin is installed, **Create a banner in Banner Studio** in the page dossier opens a new banner with this page as its target. Newer versions of Banner Studio already fill in texts, topic and language from the page, from 0.18.0 also categories, tags and the strongest search queries, and create three AI drafts right away. It is saved only there.
Your own applications	Under **Connections**, **Create key** creates a REST key for the **Interface for SchallOS**.

8. Day to day

The working views are in the **AI SEO Suite** menu:

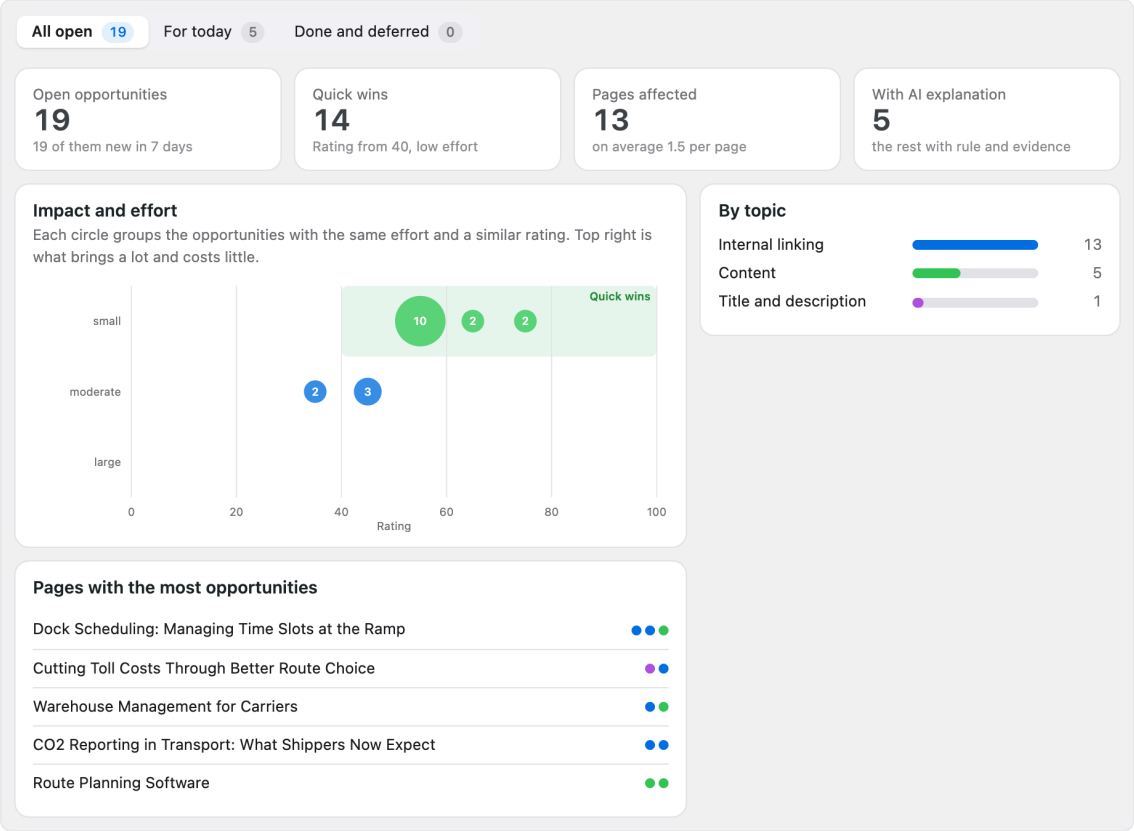


Today: the key figures for the selected period compared with the period before, with the trend below. The dot on the time axis marks a content change.

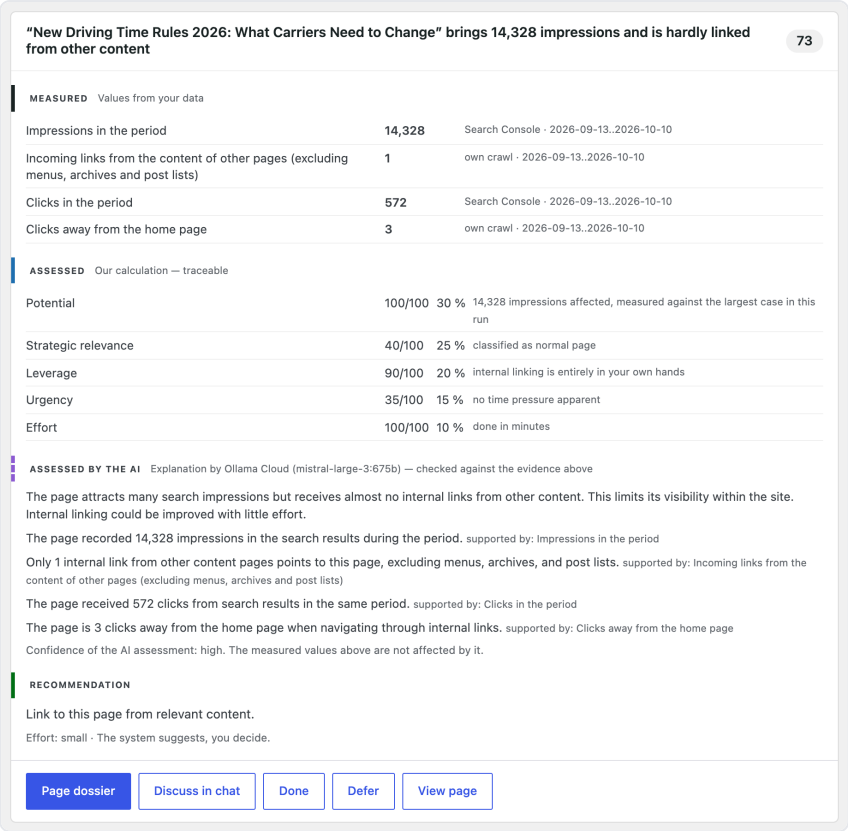
Today	The overview in tiles: metrics, charts and lists on clicks, impressions, visits, visibility, opportunities and actions. At the top right you choose the period, from 7 days to 16 months. With **Customize** you switch tiles on or off, arrange them and decide whether to compare with the previous period or the previous year; **Restore default** brings back the default.
Opportunities	Possibilities found with fixed rules, each with its evidence, often a possible click gain, and an explanation by the AI. **All open** shows them as a list with an overview, filters and search, **For today** the five picked for today, **Done and deferred** the rest. With **Done** or **Defer** you record what you do with them – also for many at once with the checkboxes and **Select all**; **Reopen** brings one back. Below the list you can save it as a CSV file with the same filters.

Pages	All scanned pages with metrics and the trend of the last 16 weeks; **losing for 3 months** marks three months of decline in a row. A click opens the **Page dossier** with a 16-month trend including the previous year, search queries, language versions and links.
Watch	A tab under **Pages**, only with Content Radar: your own pages whose topic is worth watching, each with its importance and the measured reasons. **Hand over for watching** creates a draft in Content Radar; nothing is searched until you approve it there. The most important open suggestions also appear on **Today**; **Don't show here again** hides one there.
Keywords	All search queries week by week — position groups, visibility, click-through rate by position, brand, cannibalization, competitors, winners and losers — plus tracked terms and candidates. Under **All search queries** you choose the language right at the list.
Links	Internal linking: editorial and structural links, pages without links from content and the click depth; plus the tabs **Videos** with all embedded videos and **Broken links** with the broken links.
Language markets	The comparison of the language versions, with each market's share of all clicks per month. Only on multilingual websites.
Timeline	The timeline of measurements and actions with a click chart; every action shows the clicks 28 days before and after. You record your own actions as a note.
Reports	Monthly report with an AI summary, as a PDF or by e-mail.
Website profile	Your website's profile and the interview.
Status	The technical status: database, queue, AI provider and data sources.

In the **Cockpit** under Settings › Schall AI, the suite shows its open opportunities and confirmed link defects. Under **Needs you** it reports a drop in Google Search, an incomplete setup, broken links, recommended opportunities with little effort and an expired Google sign-in; one click leads to the matching page. Under **Running now** its running and waiting jobs are listed with the reason for waiting; runs with several steps, such as importing the Search Console history, appear as one job with progress.



Opportunities with the **All open** tab: the overview above the list – open opportunities, quick wins, pages affected, impact and effort, topics and the pages with the most opportunities. Clicking a part filters the list below.



One opportunity under **Opportunities**: the measured values with their source, the traceable scoring, the AI's explanation and the recommendation.

> The suite names no causes. If clicks drop while a title was changed at the same time, both events appear side by side in the timeline – whether one caused the other is for you to decide.

Competitors

With a Serper.dev key (chapter 7), the suite checks once a week, for every tracked keyword, who ranks ahead of you on Google – from a location in the language's country, without signing in. You switch this on under Keywords › Competitors with **Switch on**. The queries are spread over the daily runs of the week, with a daily limit and room for other Schall plugins in the shared quota; one query costs about 0.1 US cent at Serper.dev, and the week's cost is shown in the status panel. **Who ranks ahead of you** lists the domains with their share of the top 10 and the change from the previous week. If a domain belongs to you, such as a second website, **Exclude** removes it – retroactively too; all of them are listed under **Excluded domains**.

Sorting lists and favorites

A click on the title of a column sorts any list; a second click reverses the order, and an arrow shows the direction. Rows without a value stay at the bottom either way, and lists with several pages are sorted across all pages. Under Keywords › **Tracked**, the star ☆ in a row marks a keyword as a favorite: a small window shows the categories as emojis, with the suggestion outlined in dashes – **Brand**, in the

top 3 **Defend**, at positions 4 to 15 **Springboard**, otherwise by intent **Business**, **Guide** or **Other**. The bar above the table shows only **Favorites** or one category; below the table, **Edit favorite categories** changes emoji and name and adds your own. Favorites apply to all users of the site.

Videos

Under Links › **Videos** the suite lists every embedded video on your website: YouTube with Shorts, live streams and playlists, Vimeo, ARTE, ARD, ZDF and 3sat, your own video files, other players in an iframe and embeds made with WP YouTube Lyte. Each video appears once in the list, even if it is used in several posts; **Used** counts the places where it appears. Switch the module on under Settings › Schall AI › **SEO Suite** › **Videos** with **Collect videos**; the suite then reads all published posts and pages once in the background and later each post that is saved.

The suite fetches a video's title, together with the channel, from YouTube and Vimeo; otherwise it takes the title from the credit line below the video, such as "Title | Programme | Channel", or from the caption of an embed block – the information from the post is kept even if the video disappears one day. Clicking the title shows every place where the video is used, with the heading before it and the text around it. **Leave as is** marks videos that should stay as they are; **Download as CSV** saves the filtered list. The suite does not change any posts.

The **Preview** column shows the official thumbnail from YouTube or Vimeo. The suite fetches it in the background, stores it in two sizes in the uploads folder and refreshes it weekly; your visitors load none of it from YouTube. Below it, the origin is shown: "official", "still frame" or "no image". In the detail view, **Watch live** shows the real player only on click – so you can see whether the video plays today; **Refresh preview** fetches image and title again right away. For your own video files, **Create still frame** makes a thumbnail from the video. If you do not want any requests to YouTube and Vimeo, go to Settings › Schall AI › **SEO Suite** › **Videos** and untick **Fetch titles and thumbnails from YouTube and Vimeo**.

The suite checks in the background whether a video still plays, at a fixed interval, weekly by default: it asks YouTube and Vimeo via oEmbed and looks for your own video files in the uploads folder. The **Status** column shows "available", "problematic" – the video does not play for everyone, for example because embedding is not allowed –, "gone" – deleted, private or removed – or "not yet clear". The suite only accepts a negative result once a second check at least 20 hours later gives the same result; until then the list says "Confirmation pending". The detail view names the reason, the latest checks and every change; **Check again** asks right away. If you have played the video with **Watch live**, record what you saw with **Plays** or **Does not play**. The **Check log** tab shows how many checks ran today and the latest changes of all videos; **Check due videos now** starts the next round immediately. The timeline reports gone and restricted videos under "Since your last visit", and under Links › **Broken links** they are listed in the **Broken videos** section.

Under Settings › Schall AI › **SEO Suite** › **Videos**, you switch the check on or off with **Check videos regularly** and choose the **Check interval** and the **Checks per day**. If the daily budget is not enough to check all videos within the chosen interval, this page and the status page name the budget needed; due confirmations of gone videos always come first. Without a key, the suite cannot tell on YouTube whether a video is private or embedding has been disabled. With a free key from the Google Cloud

Console – enable YouTube Data API v3, create an API key and restrict it to this API – it names the exact reason and checks 50 videos with one request. Enter it under **YouTube Data API key**; it is stored encrypted and never shown again. No visitor data leaves your site.

Preview on the website

Under Settings › Schall AI › **SEO Suite** › **Videos** › **Preview on the website**, the suite replaces the YouTube and Vimeo players in your posts with their thumbnail and a play button – just as WP YouTube Lyte does. The image comes from your site's uploads folder; only a click loads the player, YouTube via youtube-nocookie.com. Until then, no connection is made to YouTube, Google or Vimeo. It recognizes regular iframes, addresses alone on a line, embed blocks and Lyte's notations, that is `httpv://` lines and the `[lyte]` shortcode. A gone video shows **This video is no longer available.**, a video that cannot be embedded becomes a link to the provider. In the feed, the image appears with a link to the post; excerpts leave the video out.

The preview is off by default. In trial mode only logged-in administrators see it, all other visitors see the videos as before – so you can compare on real posts. If WP YouTube Lyte is running, the suite takes over its work on every page view with its preview; Lyte itself and its settings stay untouched. If the videos look right, switch the preview on for everyone, clear the page cache and then deactivate Lyte. **Note below the video** holds a short privacy note; if a privacy policy is set in WordPress, a link to it follows. To take over your previous text from Lyte, use **Take over the note from WP YouTube Lyte and save**.

Switch Lyte embeds

WP YouTube Lyte stores videos as an `httpv://` line or as the shortcode `[lyte]`. The suite's preview understands both even without Lyte – but if the suite were removed one day too, the post would only contain text. If there are such spots, the tab **Switch Lyte** appears under Links › **Videos**. The **Dry run** shows every spot of every post old → new: in the block editor, a paragraph, shortcode or HTML block that only holds the Lyte line becomes an embed block; in the classic editor, the line becomes the YouTube URL on its own line; start time and playlist are kept. Spots in the middle of the text and audio-only embeds (`httpa://`) stay as they are. Only **Switch selected posts** changes the selected posts – in the background and with a revision of each post first – and the timeline records "Lyte embeds switched". Nothing changes for visitors.

Broadcaster libraries

The suite checks videos from ARTE, the ARD Mediathek, ZDF and 3sat using the broadcasters' own information: whether a video can be played and embedded, whether it only runs in the evening or requires a login – and how long it stays available. The list shows "until …", the detail view **Available until** and the broadcasters' **Terms**: embedding only for non-commercial use and only with their unchanged code. Fourteen days before expiry, the timeline reports the video so you can look for a replacement in time. The suite also fetches title and thumbnail from the broadcaster; the preview on the website also covers their players, and the click loads the broadcaster's unchanged player, which you then start

once more. Under Settings › Schall AI › **SEO Suite** › **Videos** › **Broadcaster libraries (beta)** you switch each broadcaster on or off. The broadcasters' interfaces are undocumented: if one responds three times in a row in an unknown format, its check pauses until the next update.

Replacements for gone videos

If a video is gone or restricted, its detail view shows the **Replacement** section. **Find replacement** first has the AI determine the role the video plays in the article – such as interview, speech or tutorial – and what a replacement must keep. Then the research web search (Serper.dev) looks on YouTube, ARTE, ARD and ZDF, the suite checks each hit like an embedded video, and the AI judges whether it can take over the role. The best five appear as suggestions: with thumbnail, channel, date, length, language, a score out of 100 in five parts and the reasoning. Warnings name what you should check before using one, such as a different channel than the original or an expiry date in the broadcaster library. A search needs up to three web searches and two AI requests; it never runs on its own, and in the demo once a day. You select several videos at once in the list; the **Replacement suggestions** tab shows all open suggestions.

Use … shows for each post and each spot what changes; you choose the spots and whether the credit line below the video is updated too. Only **Replace now** changes the post: only the embed is exchanged and its form stays – an iframe stays an iframe, a Lyte line a Lyte line. Beforehand, the suite saves the previous state as a revision, and the timeline records "Video replaced". If revisions are not turned on for the post type, or the post was changed since it was indexed, the suite changes nothing. **Reject** removes a suggestion from the list; a new search will not suggest it again.

Videos across the suite

On "Today" you can show the **Videos** tile: gone and restricted videos as a number, below it videos unchecked for a long time and those with replacement suggestions; a click leads to the inventory. Under "Opportunities", pages with a video that no longer plays appear as "Replace video" and pages with errors in the VideoObject as "Fix VideoObject", both under the theme **Videos**. The monthly report has the **Maintenance** section with the videos gone during the month, broadcaster videos expiring in the next 30 days and newly broken links. With **Instant maintenance alert by e-mail** under "Reports", an e-mail arrives as soon as a video is confirmed gone or five links are newly broken – at most one per day.

In its **Videos** section, the page dossier shows every video on the page with its state and, below, how Google sees the video: once a week the suite reads the page as a search engine fetches it and checks the VideoObject – required fields, player address, thumbnail, expiry and whether it describes a gone video. If the video supplements a longer text, it says that Google shows no video result here and that this is normal. **Check VideoObject now** repeats the check immediately. The pages list has the **Video hints** column. In the WordPress dashboard, a widget shows the clicks of the period you last chose on "Today", warnings – or **All good** – and the three **Most important opportunities**; it only reads precomputed data and makes no outgoing request. In the chat, the suite answers questions like "Which videos are gone?".

Broken links

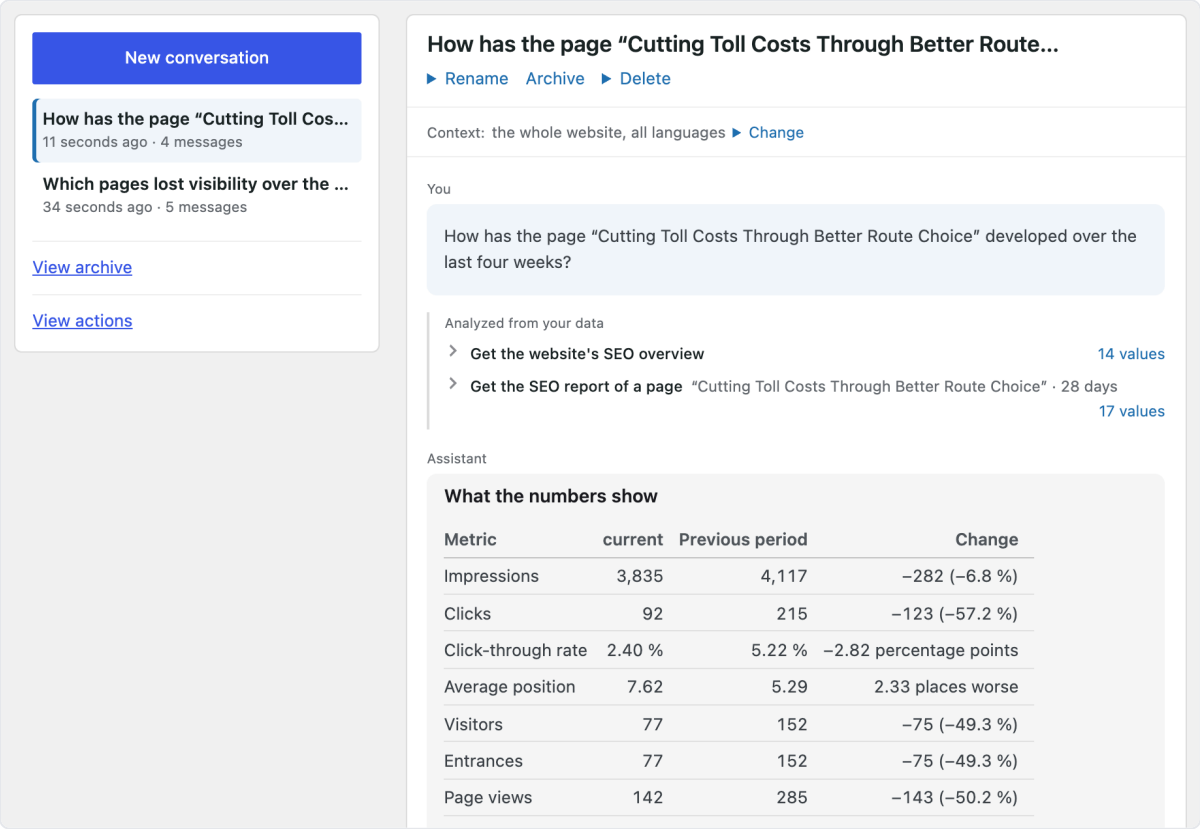
Under Links › **Broken links**, the suite automatically checks whether the linked addresses can still be reached: healthy links every 30 days, broken and unclear ones every 3 days, new ones within an hour of saving. Each address is listed once, even if it appears in many posts and language versions. **Broken** means confirmed: a page that does not exist only counts once a second check at least 24 hours later gives the same result, a server without a response only after three days. If a server does not allow automated requests, the address is listed under **Refused or unclear** – open it yourself and mark it as **Not broken** if it works. **Redirects** work, but the target has moved; the new address is shown below.

Found in lists every post with the link. **View page** and **Open in editor** open a new tab. **Remove link** first shows the spots with the text before and after and, after confirmation, takes out only the link, the link text stays; WordPress saves the previous state as a revision. **Change link** shows the same spots and, after confirmation, puts in a new target address; if the link redirects, its target is already in the field. Both also work in custom HTML blocks, changing also in button and image blocks. Only where a block stores the address in its own settings, such as an embed, change it in the editor. Under Settings › Schall AI › **SEO Suite** › **Link check** you set the intervals, switch off the automatic check, or enter under **Never check** the domains that should never be requested.

9. Chat and questions

Under **AI SEO Suite** › **Chat** you talk with the assistant about your website. It retrieves the suite's analyses and says for every answer what it is based on: your data, expert knowledge or both.

- **From any view:** The **Discuss in chat** button on Today, on opportunities, in the page dossier and on the links prepares a suitable question. It is only sent when you send it.
- **By voice:** The microphone at the input field uses your browser's speech recognition.
- **Suggest, not act:** If you ask the assistant for a change – such as tracking a keyword – it suggests it. It is only carried out with **Carry out**; with **Discard** everything stays as it is. **View actions** shows all actions.
- **Organising conversations:** Conversations can be renamed, archived and deleted. They belong to the user account that held them.



A question in **Chat**: the assistant retrieves the page report and answers from those values – marked "from your data".

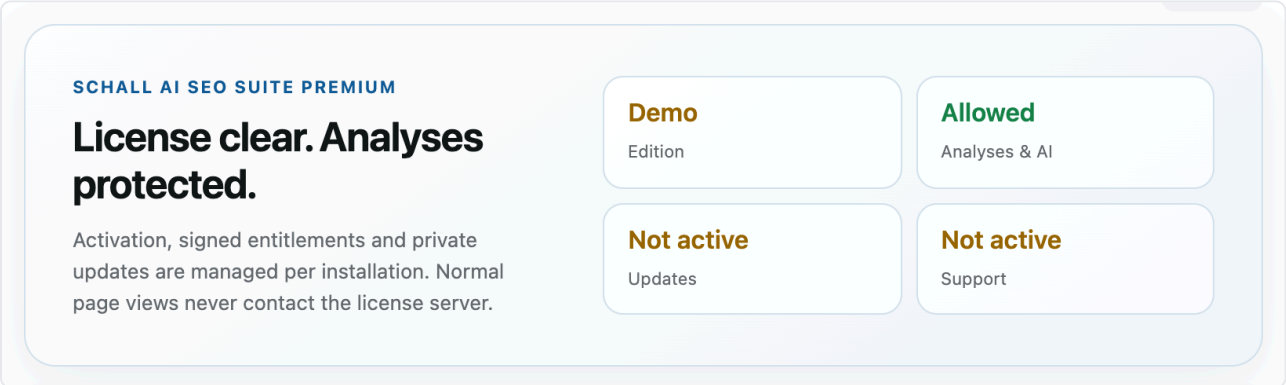
Under **AI SEO Suite** › **Chat** › **Questions** there are eight ready-made questions with a fixed procedure, such as which pages are losing visibility or which search queries you are found for. You can ask your own questions there as well.

10. Demo, license and updates

Without an active license, the suite works as a demo: it shows everything but limits the daily work and what builds up over weeks.

Area	Demo	With license
Overview, page analysis, data sync	complete	complete
Questions to the assistant	5 per day	unlimited
Explanations for opportunities	3 per day	all
Tracked keywords	10	200
Language markets	1	all
Timeline	last 14 days visible	complete
Checked videos	10	all
Videos with preview on the website	10	all
Checked links	200	all
Replacement search for videos	1 per day	unlimited

Everything is recorded in the demo too; after activation, the whole timeline is available retroactively. Nothing is deleted. Wherever the demo draws a limit, **Buy a license** leads to the product page. Next to it, **Enter key** leads straight to the field for the license key.



Top of the license page in the demo: analyses and AI are allowed, updates and support are not active.

Updates

With an active license, updates appear as usual under Dashboard › Updates. Every package is signed and checked before installation. Automatic updates are switched off for the suite – you decide when an update is installed.

After the term ends

When an annual license ends, the last version you were entitled to keeps working without demo limits; new updates and support end. A lifetime license receives updates permanently and twelve months of support from purchase. If a purchase is refunded, the suite works as a demo again; collected data is kept.

Moving a license

Deactivate license on this website frees the seat; then activate the license on the new website. **Check license now** compares the status with the license service immediately; otherwise this happens once a day in the background. The Schall customer area lists every website that uses a seat and can free a seat as well, for example when the old website no longer runs. It also holds the license key, the download and your invoices; in the suite, **Open customer area** takes you there.

11. Privacy and uninstalling

The suite collects no data about visitors and sets no cookies. The chosen AI provider receives page titles, summaries, metrics and search queries, plus the questions to the assistant and the answers in the interview – no full page content and no visitor data. If Google Analytics 4 or your own Matomo server is the visitor source, the website fetches visit numbers from there, aggregated per page and day; with Matomo for WordPress nothing leaves the server. The complete list is under Settings › Schall AI › **SEO Suite** › **Privacy & data**. It only sends e-mails if you switch on the monthly report or the drop alarm under **Reports**.

- **Privacy policy:** The suite adds a suggestion for your privacy policy to the WordPress Privacy Policy Guide (Settings › Privacy).
- **Access and erasure:** The WordPress tools export or erase the conversations, interview answers and notes of individual users (Tools › Export Personal Data or Erase Personal Data).
- **User guide:** Under Settings › Schall AI › **SEO Suite** › **Documentation** shows this user guide as a PDF in eleven languages. Your web server loads it from markus-schall.de at most once a day and keeps a copy in the uploads folder – without the site address and without personal data. Uninstalling always removes the copies.
- **Uninstalling:** By default, all collected data is kept, because search data older than 16 months cannot be fetched again. Uninstalling always removes credentials – the Google connection, the Matomo token, AI provider keys and REST keys. With **Irrevocably delete all collected data** under **Privacy & data**, everything is deleted and an active license is released.

12. Troubleshooting

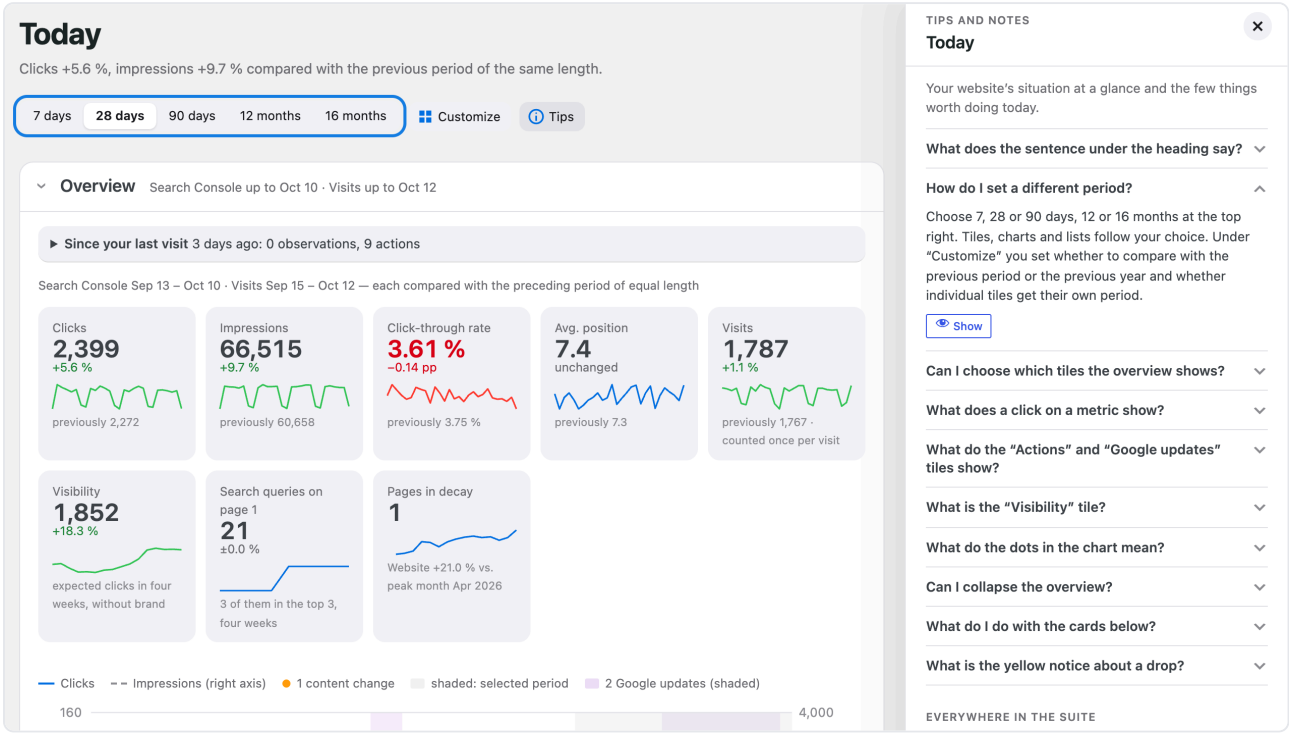
Observation	Solution
“Schall AI SEO Suite: The Google sign-in has ended.”	Your own Google Cloud app is probably in the status “Testing”. Publish it and choose **Sign in to Google again** under **Connections**. The values collected so far are kept.
No property appears after signing in.	The signed-in account or the service account has no access to the website in Search Console. Add it there under “Users and permissions”.
The chat answers without analyses.	Under **Status**, **Analyses for the chat** shows where the problem is. The most common cause is a WordPress version older than 6.9.
No visitor numbers appear.	No source is active under **Connections** › **Visitor numbers**, or the active one reports an error. The section shows each source’s status and the way out; setting up is described in chapter 7.
The Google Analytics 4 check reports missing permissions.	The service account or the signed-in Google account needs the “Viewer” role in the property. After granting it in Google, choose **Save and check** again.
Matomo does not accept the token.	Create a new token in Matomo and enter it. The token’s user needs at least the “View” permission for the website.
Visits from Matomo end a few days before today.	Matomo has not yet archived the last days. Check whether Matomo’s scheduler (the cron job for archiving) is running.
After switching the visitor source, the numbers are different.	That is expected: every tool counts differently (chapter 7). **Undo** or **Use as source** takes you back to the previous source.
The AI has stopped working.	Usually the **Daily budget** is used up. Raise it or wait until the next day. **Test connection** checks the key and the provider.

Scanning and sync make no progress.	The suite works through the WordPress scheduler. Some hosts switch it off; in that case, set up a real cron job. The **Queue** under **Status** shows what is pending. Under Settings › Schall AI › **Activity** every background process is listed with its state and reason, such as **Waiting** or **Check**. Under **Queue** each job is listed individually; failed ones can be retried.
“All website seats of this license are already in use.”	Deactivate the license on a website that no longer needs it and activate it again.
Updates do not appear.	Check under **License** whether the license is active and choose **Check license now**.
The menu shows no language markets.	The view only appears when the website has several languages (TranslatePress).

More help, plans and the changelog are on the product page: *www.markus-schall.de/schall-seo/*

13. Tips and tricks for the AI SEO Suite

You will find the same tips in the suite behind the **Tips** button at the top right of every screen; there, **Show** takes you straight to the place described. First comes what applies everywhere, then the screens in the order of the menu.



Tips on **Today**: one question is expanded, and **Show** highlights the period selection.

Everywhere in the suite

What works the same on every screen.

What do green and red percentages mean?

Green means better, red means worse than in the comparison period. For position, a lower number is better — so a position going from 8 to 5 is green, even though the number falls.

What is the comparison against?

Unless stated otherwise, against the preceding period of equal length: 28 days against the 28 days before. Decay compares with the peak month, the monthly report with the previous month and the same month last year. If the comparison reaches back before the data begins, this is noted.

Why does Search Console end two or three days before today?

Google delivers search data with a delay of two to three days. The date up to which data has been measured is shown below the figures. In weekly trends, the first and last weeks may be partial — their total is then lower without anything having dropped.

What is the avg. position?

The average across all appearances in search results according to Search Console, weighted by impressions. A search query at avg. 9.6 was sometimes on the first page, sometimes on the second — the number shows the direction, not every ranking.

How do I sort a list?
Click the title of a column; a second click reverses the order, and an arrow shows the direction. Rows without a value stay at the bottom either way. Lists with several pages are sorted across all pages.

How do I read exact values from a chart?
Move the mouse over the chart: the values for that day or week appear next to it, along with the number of content changes and any updates confirmed by Google. All values are also available in a table for screen readers.

How do I switch the language?
On multilingual websites, the language menu is at the top right. It applies to the whole screen; “Compare languages” opens the language markets side by side.

Who calculated this number — the AI?
No. Counting and calculating are done without AI, by fixed rules from your data. The AI explains and phrases; its texts are labeled as such and checked against the evidence. The suite does not claim causes — it shows what was measured.

How do I ask if something is unclear?
“Discuss in chat” opens a conversation that already knows the context of this screen — page, language, period. The assistant says where every figure comes from.

Where can I see whether everything is running?
Under “Status”: data sources, AI provider, queue and daily maintenance. If something there is shown in red, the way out is right next to it.

Today

Your website’s situation at a glance and the few things worth doing today.

What does the sentence under the heading say?
It sums up the situation in one sentence — calculated from the same figures as the tiles, not written by an AI.

How do I set a different period?
Choose 7, 28 or 90 days, 12 or 16 months at the top right. Tiles, charts and lists follow your choice. Under “Customize” you set whether to compare with the previous period or the previous year and whether individual tiles get their own period.

Can I choose which tiles the overview shows?
Yes, with “Customize” at the top right. There you switch each tile on or off and arrange them with the arrows; at most 12 metrics and 12 charts and lists are visible. The selection applies only to your user account, and “Restore default” brings the default back.

What does a click on a metric show?
Clicks, impressions, click-through rate, position and visits can be clicked: the chart then shows only that line, with the comparison dashed. A second click or “Back to clicks and impressions” shows both again.

What do the “Actions” and “Google updates” tiles show?
“Actions” lists the latest changes to your website with clicks and impressions 28 days before and after; “Google updates” shows the entire website 28 days before the start and after the end of the latest confirmed updates. The figures only stand side by side: whatever else happened in between is not in them. You can switch both on under “Customize”.

What is the “Visibility” tile?
The clicks your impressions can be expected to bring at their positions — with the click-through rate your website usually reaches there, excluding search queries containing your brand. If it falls, you have lost positions or demand; if only clicks fall, people are clicking less often.

What do the dots in the chart mean?
Each dot marks a day with content changes. This lets you see whether something happened after a revision — and whether it didn’t. The changes are listed individually under “Timeline”.

Can I collapse the overview?
Yes, by clicking “Overview”. The suite remembers this for your user account; the day’s tasks below remain visible.

What do I do with the cards below?
They are sorted by rank: the most important first. “View” takes you to the right place; “Done” and “Defer” clear the card away. New cards appear on their own as soon as the data changes.

What is the yellow notice about a drop?
It appears when a week falls well below the average of the four weeks before — clicks down 30%, impressions down 40%. Under “Reports”, you can switch on the same alert by e-mail.

Setup

The steps the suite needs in order to work, and how far along they are.

Do I have to complete all the steps?
No. Except for scanning the content, every step can be skipped and done later. Without Search Console, however, most opportunities are missing.

What does the traffic light at the top mean?
Red: not set up yet. Yellow: almost done — the missing items are shown next to it and in the list below, along with how to get there. Green: everything necessary is set up.

Can I repeat the setup?
Yes, at any time with “Go through from the start”. Your details are kept.

Chat › Conversations

Talk to your website: the assistant knows your data and says where every figure comes from.

How can I tell whether an answer comes from my data?
Every answer is labeled: “from your data”, “from professional knowledge, not from your data” or “from your data and from professional knowledge”.

How do I narrow a conversation down to one page or language?
Via “Context” at the top of the conversation: “Change” selects language and period. If you come from a page or opportunity via “Discuss in chat”, it is already included as context.

How do I ask for more detail about a suggestion?
If the assistant suggests several steps, a button such as “Go deeper into step 1” appears below for each step. One click asks specifically: how to proceed, what to watch out for, and how to recognize the effect.

Does the assistant change anything on my website?
Only with your approval. An action appears as a suggestion with “Carry out” and “Discard”; nothing happens until you approve it. All suggestions are listed under “View actions”.

Can I dictate?
Yes, with the microphone next to the input field. Speech recognition is handled by your browser; nothing is sent until you send it.

Where do I find old conversations?
In the list on the left, which you can search. Archived conversations are under “View archive” and can be restored.

Chat › Questions

Fixed analyses for questions — without a conversation, with evidence.

How is this different from a conversation?
Here, each question runs stored analyses and shows their result; the AI only writes the text that goes with it. The example questions work even without any AI provider.

What happens to a freely worded question?
A model maps it to the matching analysis; the calculation is still done here. With small models, it is mapped to the most similar example question.

Opportunities

What is worth doing on your website — found by fixed rules, scored and backed by evidence.

Where do I see all opportunities?
Under “All open”: as a list with search, topic, effort and sorting. “For today” shows the five the system picks for today, “Done and deferred” your decisions — each one can be reopened there.

Can I defer many opportunities at once?
Yes: tick the boxes in the list and choose “Defer” or “Done” below; “for all matches of this selection” takes everything the filters show, not just the page. For many at once “Defer” usually fits better — the monthly report counts “Done” as work done.

Can I export the list?
Yes, as CSV with the button below the list — with the same filters as the list, separated by semicolons so that Excel, Numbers and LibreOffice open the file directly.

How is the score from 0 to 100 calculated?
From five weighted components: potential, strategic relevance of the page, leverage, urgency and effort. The “Assessed” section of each card shows the calculation; if a value is missing, the remaining components are reweighted without lowering the score.

What is the possible click gain?
An estimate of how many clicks per month carrying it out could bring — based on the click-through rates your website usually reaches at these positions. Where the data for this is still missing, “estimated with an industry curve” is shown alongside.

How do I read a card?
From top to bottom: “Measured” is your data, “Assessed” our calculation, “Assessed by the AI” the explanation, and at the very bottom the recommendation. The AI does not change what has been measured.

What do I do with an opportunity I have dealt with?
Choose “Done”. The monthly report counts completed opportunities, and the timeline shows whether anything moved afterwards. “Defer” hides an opportunity for now.

Why is the explanation in the website’s language?
Headings, evidence and explanations are created in the background before anyone opens the page — which is why they are in the website’s language, not yours.

Pages › Overview

All content with its metrics, per language.

How do I quickly find the problem pages?
The “Declining” tile or “Declining only” shows pages that have been losing clicks or impressions for three months in a row.

Can I show and hide columns?
Yes, via “Columns” above the table. The selection applies to your user account.

How do I sort?
Click a column heading; a second click reverses the order.

What is in a page’s dossier?
Clicking the title opens it: the trend over 16 months with the previous year, search queries, links, language versions, opportunities and the AI’s assessment.

Pages › Decay

Pages that are far below their best month.

When is a page considered to be in decay?
When it had at least 30 clicks in its peak month and now gets at most half of that. The peak month is the strongest full month of the last 16 months; now is the last 28 days — both converted to 30 days.

What does the “Type” column say?
“found less often”: impressions have fallen too — position or demand was lost. “clicked less often”: the page is still shown almost as often but clicked less often; then the title and description are worth

working on.

Is all decay a problem?
No. Seasonal and news topics naturally fade. The page dossier shows the comparison with the previous year.

Pages › AI visitors

Visits that came from ChatGPT, Perplexity, Gemini, Copilot or Claude.

Why are the figures a lower bound?
What counts is what the visitor counting records as the referrer. Anyone who copies an address from an answer or uses an app without a referrer arrives as a direct visit.

Where do the figures come from?
From the visitor counting under “Connections”: Independent Analytics, Google Analytics 4 or Matomo. The suite reads up to 16 months back.

What do the landing pages tell me?
Which of your content AI assistants link to in their answers. That is where it pays to keep facts up to date and easy to quote.

Pages › Scan

How completely the suite knows your content and addresses.

Do I need to restart the scan?
Rarely. New and changed posts are picked up automatically when they are saved; a fresh scan is only worthwhile after major restructuring.

What are open URLs?
Addresses from the measurement data that could not yet be matched to a page. The suite does not guess; it lists them as open. Archives, feeds and media files are deliberately excluded.

Is a gap in language coverage an error?
Not necessarily — some content is meant to appear in only one language. Coverage compares each language with the source language.

Pages › Watch

Your own pages that are worth watching with Content Radar.

How is the importance calculated?
From reach, movement in search, the time reference of the search queries, the age of the content and open opportunities. “How the suggestions are made” lists the points in detail.

What happens when I hand a page over?
Content Radar creates a watch with search queries as a draft. Nothing is searched until you approve the draft there; nothing changes in your content.

Keywords › Search queries

All search queries for which Google shows your website — from Search Console's weekly snapshot.

What do the position groups show?
How many search queries per week rank in positions 1–3, 4–10 and further down. If the top group grows, the website is gaining ground — even if clicks don't show it yet.

What does the "Click-through rate by position" curve reveal?
How often your website is actually clicked at each position, next to the industry value. If your curve is below it, titles and descriptions are worth working on. It is also the expectation behind visibility and click gain.

What is the point of brand vs. non-brand?
Clicks via your name come from people who already know you; the rest from people who find you through your topics. The brand terms are in the website profile.

How do I find a specific search query?
Search in "All search queries", filter by brand and sort by clicks, impressions, click-through rate, position or change.

Why are some search queries missing?
Google does not list rare search queries individually. Search queries with at least three impressions in the week are counted; the share of clicks they account for is shown below the tiles.

Keywords › Cannibalization

Search queries for which Google considers two of your pages.

When is a search query considered shared?
When, in the same language, at least two pages each get at least a fifth of its impressions and are at most 15 positions apart — excluding your brand.

What is the health score?
The share of search queries that only one page carries. 100% means: no overlap.

What do I do with a page pair?
Decide which page should carry the topic, and link the other one to it, set the two apart or merge them. Shared does not mean harmed — only your decision makes it clear.

Keywords › Competitors

Who ranks ahead of you for your most important keywords.

What do I need for this?
A Serper.dev key under Settings › Schall AI › Research, and tracked keywords. Then "Switch on" here.

Why does the position differ from Search Console?
The query is a snapshot: Google, queried once from a location in the language's country, without sign-in. Search Console averages over all impressions.

What does it cost?
One query per keyword per week. The suite keeps to a daily limit and leaves room in the shared quota for other Schall plugins; this week's costs are shown in the status panel.

My second website shows up as a competitor — what do I do?
"Exclude" in its row, or enter it below under "Excluded domains", one per line. It then no longer counts as a competitor, not in past weeks either; your own position stays.

Keywords › Tracked

The terms whose positions the suite fetches daily.

How do I add a keyword manually?
Via "Add keyword": enter a term, or several separated by commas, and choose the language. The suite fetches the history of the last 16 months in the background.

How do I edit many at once?
Tick rows or "Select all", then choose the action under "With selection".

What does the rating say?
How well a keyword fits your business — based on demand, search intent and closeness to the website profile. "Derivation" shows the calculation.

Does every keyword use up quota?
Yes, the daily fetch per keyword. Use "Stop tracking" to move what you no longer need back to the candidates.

How do I mark a keyword as a favorite?
Click the star ☆ in its row and choose a category. The suggestion has a dashed outline: Brand; in the top 3 "Defend"; at positions 4 to 15 "Springboard"; otherwise by intent. The bar above the table shows only favorites or one category.

Can I change the categories?
Yes, below the table under "Edit favorite categories": change emoji and name, add your own, remove unused ones. Favorites of a removed category move to "Other". Favorites apply to all users of the site.

Keywords › Candidates

Possible keywords from Search Console, content, website profile and SEO plugins.

What is the difference between "Suggestions" and "All candidates"?
"Suggestions" are the ones the AI considers strategically relevant; "All candidates" shows every collected term.

How are new candidates added?
With "Collect again" at the top right. Collecting runs in the background; the AI then classifies the new terms.

What does "Not relevant" mean?
The term moves to "Ignored" and is no longer included in any preselection. You can bring it back from there at any time.

Keywords › Ignored

Terms that are neither tracked nor suggested.

Why is something here that I never ignored?
Search queries that clearly do not come from people — with search operators such as “site:” or phrased as a whole instruction — are moved here by the suite automatically.

How do I bring a term back?
With “Move back to candidates” in its row.

Keywords › Diverging intent

Keywords for which a different page ranks than intended.

How does the suite know which page is intended?
From the focus keywords in Yoast or Rank Math. Without them and without Search Console data, this list stays empty.

Is this an error?
Not always — sometimes the ranking page is the better fit. Often, though, it is a sign that two pages are competing for the same term; then the “Cannibalization” tab helps too.

Links › Internal

How your pages link to each other.

Why do editorial links count more than menus?
Navigation and footer appear on every page and say nothing about what belongs together. A link from within the text is a statement — which is why it is the meaningful figure.

What do I do with pages without editorial links?
For important pages, link to them from suitable content. If Internal Links AI is active, “Link suggestions” searches there for suitable places; nothing is placed until you have reviewed it.

What is click depth?
How many clicks a page is away from the home page, via scanned links. Archives and the theme’s post lists are not counted — a page may still be reachable through them.

Links › External

Links to other websites and how they are checked.

Why does the check take so long?
It deliberately runs slowly, with at least one second between requests per server, so that neither your server nor others are burdened. You can pause and resume it under Broken links.

Do I have to start the check?
No. Since version 1.10 the suite checks automatically: healthy links every 30 days, broken and unclear ones every 3 days, new ones shortly after saving. The intervals are under Settings › Schall AI › SEO Suite › Link check.

Links › Videos

All embedded videos on your website — one row per video with every place where it appears.

Which videos does the suite find?
YouTube with Shorts, live streams and playlists, Vimeo, ARTE, ARD, ZDF and 3sat, your own video files and other players in an iframe — whether embedded as an embed block, a URL on its own line, an iframe, a shortcode or via WP YouTube Lyte. Links to videos are included too, marked “linked only”.

What do the statuses mean?
Available means the video plays. Problematic means it does not play for everyone — for example embedding not allowed, blocked in your countries or age-restricted. Gone means deleted, private or removed. Not yet clear means the provider does not respond or responds contradictorily; the suite keeps checking.

Why does a video appear only once although it is used in several posts?
Each video is one entry; “Used” counts the places where it appears. Clicking the title shows all posts with the heading before it and the text around the video.

Where does a video’s title come from?
From YouTube or Vimeo once the preview has been fetched; otherwise from the credit line below the video, such as “Title | Programme | Channel”, or from the caption of an embed block. The information from the post is kept even if the video disappears one day.

Where do the thumbnails come from?
They are the official thumbnails from YouTube and Vimeo, fetched in the background, stored in two sizes on your server and refreshed weekly. Their origin is shown below them. They are never a screenshot of the player — YouTube does not allow automated captures.

What does “Watch live” show?
In a video’s detail view, the provider’s real player — only on click and in a separate window. This shows you whether a video plays today. For your own video files, “Create still frame” makes a thumbnail from the video.

Does the scan change my posts?
No. Only the stored content is read; nothing is changed. For titles and thumbnails, the site asks YouTube and Vimeo — your visitors load none of it from there.

What does “Leave as is” mean?
You mark a video that should stay the way it is. It remains in the list and can be filtered out there.

Links › Videos › Check log

How the video check is running and which videos recently changed their status.

How often does the suite check?
At the set interval, weekly by default, spread over the days. It checks new videos within an hour, “Check due videos now” checks immediately, and the daily budget limits the number.

Why does a video still show its old status?
A negative result only counts once a second check at least 20 hours later gives the same result; until then it says “Confirmation pending”. It counts immediately only when two independent pieces of evi-

dence agree, for example when YouTube does not know the video and its thumbnail is missing too.

What does “Pause at” a provider mean?
The provider refused requests, usually because there were too many in a short time. The suite waits for the stated time, and the status of the videos stays as it was.

What does a YouTube key change?
With a key, the suite queries up to 50 videos at once from the YouTube Data API and names the exact reason: private, deleted, embedding not allowed, blocked in your countries or age-restricted. Without a key, it checks via oEmbed and cannot tell private from not embeddable.

Where else do gone videos appear?
In the timeline under “Since your last visit”, in the Broken links tab and in the video’s detail view with its history.

Links › Videos › Replacement suggestions

For gone and restricted videos, the suite searches for an equivalent replacement at the push of a button — nothing is replaced until you use a suggestion.

How does the suite search for a replacement?
The AI reads what is known about the original and where it sits in the article, and determines its role — such as interview, speech or tutorial. Then the web search looks on YouTube, ARTE, ARD and ZDF, the suite checks each hit like an embedded video, and the AI judges whether it can take over the role.

How is the score calculated?
From five parts: role in the article (35), meaning kept (25), language (15), available and embeddable (15) and date (10). The AI provides the partial judgements, the suite calculates the number. An interview, speech or news report from a different occasion reaches 40 points at most, a video that cannot be embedded 50 at most.

What do the warnings mean?
They show what you should check before using a suggestion: a different channel than the original (the rights are then unclear), a clearly different length, a reaction video or compilation, an expiry date in the broadcaster library or the broadcasters’ terms.

What happens when you use a suggestion?
For each post and spot you see what changes and choose the spots. Only the embed is exchanged, its form stays; on request also the credit line below it. Beforehand, the suite saves the state as a revision, and the timeline records the action.

What does a search cost?
Up to three web searches from the shared research quota and two requests to your AI provider. It never searches on its own; in the demo once a day.

Links › Videos › Switch Lyte

Videos saved with WP YouTube Lyte sit in the post as an “httpv://” line or a [lyte] shortcode. Here you rewrite them into embeds that WordPress understands itself — first a dry run, then post by post with a revision.

Why switch if the preview works anyway?
The suite's preview understands Lyte lines even without Lyte. But if the suite were removed one day too, the post would only show "httpv://…" as text. After the switch, WordPress embeds the videos itself.

What becomes what?
In the block editor, a paragraph, shortcode or HTML block that only holds the Lyte line or the [lyte] shortcode becomes an embed block. In the classic editor, the line becomes the YouTube URL on its own line. Start time and playlist are kept.

What stays as it is?
Lyte lines in the middle of the text (an embed needs its own line), audio-only embeds (httpa://) and posts whose post type has no revisions. The dry run names the reason for each spot.

How do I get the old state back?
Before changing anything, the suite saves each post as a revision and records the switch in the timeline. Use the post's revisions to restore the old state; when you save, the suite records the videos again.

Links › Broken links

Broken links and videos — each address once, with the posts in which they appear.

When does a link count as broken?
When the page does not exist (404 or 410) and a second check at least 24 hours later gives the same result, when the domain can no longer be found or the certificate is invalid, or when a server does not respond, or only with errors, for three days. Until then it says "Confirmation pending".

What does "refused" mean?
The server does not allow automated requests — for example bot protection or "access denied". That is not a defect: open the target yourself. If it works, mark it as "Not broken".

How do I fix a broken link?
Under "Found in" you see every post with the link. "Change link" puts in a new target address after a confirmation; if the link redirects, its target is already suggested. "Remove link" takes out only the link, the text stays. The previous state is kept as a revision either way.

Why is an address listed only once, although it appears often?
Each address is checked and shown once. "Found in" counts the posts; language versions of the same post do not count separately, they are noted alongside.

What is a redirect?
The link works, but the target has moved. A link directly to the new address is better — it is shown below the old one. "Only reachable via https" means: change http:// to https://.

Language markets

Your languages side by side, measured against the source language.

What is listed under “What stands out”?
Markets that differ markedly from the source language — for example, weaker internal linking or lower positions. Counted and calculated; the figures do not say what causes a difference.

What does the share of clicks show?
What share of all clicks each language brings, per month over 16 months. When a market grows, you see it here first.

Why is the table empty?
The language markets are aggregated from daily values. “Aggregate now” below catches up on this.

Trend

Clicks and changes on a timeline — what happened, and what came after.

What is the difference between an action and an observation?
Actions were taken by you or a plugin, such as revising a post. Observations were measured by the suite, such as a marked decline. Confirmed Google updates appear as shaded bands in the chart.

What does “28 days before and after” mean?
For a change, the clicks of the 28 days before and after are shown side by side. That shows a connection in time, not a cause.

How do I add something that happened outside WordPress?
Below, under “Add something that is missing here”: the date, what happened and, optionally, the affected page. A server move or a campaign then appears on the same timeline.

Reports

The monthly report and the suite’s e-mails.

When is the monthly report created?
Automatically, as soon as Search Console has measured a full month — a few days after the end of the month. “Create now” does it right away.

How do I get a PDF?
“Save as PDF” opens the browser’s print dialog; choose “Save as PDF” there. Menus and buttons are left out.

Who receives the e-mails?
The recipients under “By e-mail”, several separated by commas. Empty means: the website’s e-mail address. If nothing arrives, WordPress often lacks a mail delivery service.

Is the summary written by the AI?
Yes, and it is labeled as such. The figures below it are measured and calculated; the summary can be rewritten without changing anything about them.

Page dossier

Everything about a page in one place.

How do I read the trend?
Clicks and impressions per week over 16 months; the pale blue line shows the previous year's clicks. This lets you tell seasonal swings from real losses.

What does "new" mean for a search query?
The search query had no impression on this page in the twelve weeks before. New search queries show what Google is just discovering the page for.

Why do the analysis and the events differ?
They compare periods of different lengths. That is not a contradiction; the periods are stated in each case.

Can I ask the AI for a new assessment?
Yes, with "Assess again". The measured values and the analysis above remain unaffected.

Website profile › Profile

What the suite knows about your business — the basis of every assessment.

Why is a well-maintained profile worthwhile?
It determines which keywords and pages count as important. The more accurately offering, target groups and goals are described, the more relevant the suggestions and opportunities become.

What is the difference between "Suggestion" and "Confirmed"?
Suggestions come from the analysis. Whatever you confirm or change stays as it is and is not over-written by future analyses.

Where do I enter my brand terms?
In the "Brand" group. With them, the suite separates searches for your name from all others.

Website profile › Interview

A short conversation about what cannot be read from the website.

Do I have to answer all the questions?
No, every question can be skipped, and you can finish with the answers given so far at any time.

What happens to my answers?
You see them once more before they are applied. When applying them, the AI assigns them to the matching profile details; what you said takes precedence over the analysis.

Website profile › Versions

Every change to the profile as a version of its own.

Can I restore an old version?
Yes, with "Restore". This creates a new version with the old state — nothing is lost.

Connections

Where the suite gets its data from.

Which way of connecting to Google is the right one?
Signing in with Google is more convenient. The service account takes more effort, but no sign-in process runs through third-party servers. Both deliver the same data.

Why should I fetch the history right away?
Search Console provides about 16 months of history. Whatever is not fetched now is lost after that — the sooner you fetch it, the more is kept.

Which visitor counting should I use?
Visits are counted from exactly one source. Independent Analytics keeps everything in-house; with a consent banner, Google Analytics 4 usually counts only part of the visits. A switch can be undone.

What is the interface for SchallOS for?
It lets a higher-level AI read your analyses — read-only, and only with a key that you create and revoke here.

Status

Whether everything is running, and if not, where it is stuck.

The queue isn't moving — what do I do?
The suite works through the WordPress scheduler. If WP-Cron is disabled, a system service must trigger it regularly; otherwise everything stalls.

Why does the chat answer without my figures?
"Analyses for the chat" shows what is missing — often a WordPress version older than 6.9.

What does the daily maintenance do?
It clears out old jobs and events and condenses old daily values into weeks, so that the database stays lean.

Settings › Overview

The suite's settings under Settings › Schall AI.

Why aren't the settings in the suite's menu?
All Schall plugins share one settings page: you set up AI providers, keys and research there once for all of them. The analyses stay in the "AI SEO Suite" menu.

Settings › AI provider

Which AI does the work, and how much it may do.

Which quality should I choose?
Exactly one provider is active at a time; the suite chooses a suitable model for each task. "Economical" uses small, fast models, "Best quality" the strongest — "Balanced" sits in between and usually fits.

Can I assign a specific model to a task?
Yes, under "Per task": for example, a fast model for "Keywords and chat selection" and a strong one for "Opportunities, dossiers and answers". "Measure models" shows how quickly each one responds.

What happens when the daily budget is used up?
AI runs pause until the next day; data collection and all calculations continue.

What does the suite send to an AI provider?
Titles, summaries and metrics — no full page content and no visitor data. With Local AI via the Schall AI Local Connector, nothing leaves your premises.

Settings › Research

Web search and page fetching for all Schall plugins.

What does the suite need a Serper.dev key for?
For the competitors under “Keywords”. One key applies to all Schall plugins on this website, with a shared daily quota.

Can the key be kept out of the database?
Yes: if it is set as a constant in wp-config.php, a key entered here is not used.

Settings › Table of contents

A table of contents built from the headings of your posts.

How do I add a table of contents?
Write [toc] where you want it in the post. It only appears automatically if you switch it on here for content types; a [toc] in the text always takes precedence.

How do I leave out a heading?
Give the heading the CSS class no-toc. Whatever other plugins insert when the page is output, such as post titles from Display Post Types, stays out anyway.

What does the preview display show?
Initially closed: the first entries, then “… show all”. You set how many under “Entries in the preview”.

How do I exclude individual pages?
Tick the page under “Without table of contents”; enter posts as address, title or ID, one per line. Next to each page you see how many headings it has. The home page never gets a table of contents automatically; a [toc] in the text always works.

Settings › Link check

How often the suite checks links and which addresses never.

What goes out during the check?
One request per linked address. The target servers see the address of your server and your website, no data about your visitors. There is at least one second between two requests to the same server.

What is “Never check” for?
For domains that dislike automated requests or are never reachable, such as an internal network. The suite does not request these links; they are listed as “excluded”.

How much does the suite check per day?
Whatever is due, at most 3,000 requests per day. Healthy links are spread over their interval so that not all of them fall due on the same day.

Settings › Videos

Configure the video module, its thumbnails, the check and the preview on the website.

What happens when I switch it on?
The suite reads all published posts and pages once in the background and after that each post that is saved. The list is under AI SEO Suite › Links › Videos.

What happens when I switch it off?
Collecting stops; the inventory stays saved. When you switch it on again, it is brought up to date.

How often are the videos checked?
At the check interval, weekly by default. The checks are spread over the period and limited by the daily budget; anything beyond that is handled the next day.

Do I need a YouTube key?
No, but it makes the check more precise: it names the reason why a video does not play and checks 50 videos with one request. The key is stored encrypted and never shown again.

What goes out for the thumbnails?
One request per video to YouTube or Vimeo for the title, channel and image, then once a week. The providers see the address of your server and the video ID, no data about your visitors. Without the tick, the inventory stays, just without the providers' images and titles.

What does the preview on the website show?
Instead of the YouTube or Vimeo player, the thumbnail from your own server with a play button. Only a click loads the player; until then, no connection is made to the provider. This also applies to iframes, httpv:// lines and [lyte] from WP YouTube Lyte.

What does the suite check at ARTE, ARD, ZDF and 3sat?
Whether the video can be played and embedded and how long it stays in the broadcaster library. Fourteen days before expiry, the timeline reports the video so you can look for a replacement in time. Each broadcaster has its own switch.

When can I deactivate WP YouTube Lyte?
First switch on trial mode and look at a few posts as a logged-in administrator. If the videos look right, set it to "On", clear the page cache and then deactivate Lyte. The preview keeps understanding its notations.

Settings › Privacy & data

What leaves your server, and what happens when you uninstall.

Is my data deleted when I uninstall?
Only if you switch this on here — the default is off, because time series cannot be restored. Uninstalling always removes access credentials.

What do I write in the privacy policy?
The suite adds a suggestion to the WordPress Privacy Policy Guide.

Settings › License

Edition, updates and the binding to this website.

Does the suite contact the license server on every page view?
No. The check runs once a day in the background; if the service is down, the last confirmed status remains valid for up to 14 days.

Where do I find my license key?
In the Schall customer area, together with the download, site slots and invoices. The key is not stored in WordPress when you activate.

I'm moving to a new website — what do I do?
Choose "Deactivate license on this website" here; the slot is released and collected data is kept. Then activate on the new website.

Settings › Documentation

This user guide as a PDF, in eleven languages.

Which language does the guide use?
The language of your WordPress profile if the guide exists in it, otherwise English. The selection above the guide switches only the guide, not the interface.

How do I keep or print the guide?
"Download PDF" saves the file; it then opens in your default PDF app. "Open in new tab" shows it full size in the browser, where you can also print it.

Where does the guide come from?
Your web server loads the current guide from markus-schall.de at most once a day and keeps a copy; no personal data is sent. If markus-schall.de cannot be reached, the last copy is shown.

Glossary

The key terms of the suite and its data sources, briefly explained.

Action	A change to the website, such as a new title. In the timeline it appears next to the measurements; you record your own actions as a note.
Actions	Changes the assistant suggests in the chat, such as tracking a keyword. They only take effect once you carry them out; every action is logged (chapter 9).
AI provider	The service that supplies the language models: Anthropic, OpenAI, DeepSeek or Ollama Cloud with your own API key, Ollama on your server, or the Local Connector on your computer (chapter 5).
Cannibalization	Two of your pages in the same language appear for the same search query and share its impressions. The suite shows such pairs under Keywords › Cannibalization, with a health score.
Click depth	How many clicks a page is away from the home page. Deeply buried pages are found less often.
Clicks	How often someone clicked a page of your website in Google's search results.
Click-through rate	The share of impressions that led to a click: clicks divided by impressions, as a percentage.
Daily budget	The upper limit, in characters, of how much text goes to the AI each day. Once it is reached, AI work pauses until the next day.
Decay	A page gets at most half of the clicks of its peak month in the last 16 months – it is found less often or clicked less often (Pages › Decay).
Demo	The suite without an active license: it analyzes everything but limits daily AI work and the visible timeline (chapter 10).
Entry page	The page on which a visit begins. The suite assigns visits and goal completions to it.
Evidence	A measured value with its source and period, such as a page's impressions from Search Console. Opportunities and the AI's explanations rely on evidence only.
Goal completion	A reached goal, such as a submitted form – from Independent Analytics (Pro), the key events of Google Analytics 4 or the goals of Matomo, counted per entry page.
Google Analytics 4	Google's service for visitor statistics. The suite reads visits and key events from it via the same Google access as Search Console (chapter 7).

Google Search Console	Google's free service with your website's search data: search queries, impressions, clicks and positions. The suite's most important data source (chapter 6).
Impressions	How often a page was shown in Google's search results – whether or not anyone clicked it.
Independent Analytics	A WordPress plugin for privacy-friendly visitor statistics. The suite takes its visits from it (chapter 7).
Interview	Five to ten questions during setup that let you confirm or sharpen the website profile (chapter 4).
Key event	In Google Analytics 4, an action that counts as a success, such as a submitted form. It used to be called a conversion.
Keyword	A search term. The suite checks tracked keywords daily, including their history; candidates are suggestions from your website's search queries. You add your own under Keywords › Tracked.
Language market	A language version of the website that the suite analyzes like a market of its own. Only on multilingual websites.
Link health	The state of your website's links: links to targets that no longer exist and other errors that lead visitors nowhere.
Matomo	Open-source visitor statistics, formerly Piwik – as Matomo Cloud, on your own server or as the Matomo for WordPress plugin (chapter 7).
OAuth	Google's sign-in method. With it you give the suite read access to Search Console without handing over a password (chapter 6).
Ollama	Software that runs language models – on your own server, on your computer, or as the Ollama Cloud service.
Operating mode	Determines which models the suite chooses for which task – from low-cost to best quality, or local only (chapter 5).
Opportunity	An improvement found by fixed rules – with evidence, traceable scoring, the AI's explanation and a recommendation (chapter 8).
Page dossier	The detail view of a page: development, search queries, language versions, links and open opportunities.
Position	The average ranking of a page in Google's search results. 1 is the top result; a lower value is better.
Property	A website in Google Search Console, registered as a domain or as a URL prefix.
Queue	The tasks the suite works through in the background, such as data sync and the AI's explanations. Status shows where they stand.

REST key	An access key that lets your own applications, such as SchallOS, read the suite's analyses (chapter 7).
Schall AI Local Connector	An app for Mac and Windows that lets the suite use Ollama on your own computer – end-to-end encrypted and without opening ports (chapter 5).
Search query	The words someone typed into Google when your page appeared in the results.
Service account	A Google account for programs rather than people. One of the two ways to connect Search Console; it is added there as a user with read access (chapter 6).
Table of contents	A list of a post's headings with jump links. With [toc] in the text the suite places it there; display and automatic insertion are set in the Table of contents tab of the settings. Whatever other plugins add when the page is output stays out. Individual pages and posts are excluded there under "Without table of contents"; the home page never gets one automatically.
Timeline	Your website's timeline of measurements and actions. It shows what happened in sequence – not what caused what.
Visibility	The clicks that a week of impressions can be expected to bring at their positions – calculated with the click-through rate your website usually reaches there. It falls when positions or demand decline.
Visitor source	The tool from which the suite takes visits and goal completions: Independent Analytics, Google Analytics 4 or Matomo. Exactly one counts at any time (chapter 7).
Visits	Views of your website according to the active visitor source, counted once per visit. Unlike clicks, they include every way onto the website, not just Google Search.
Website profile	The description of your website – business model, target groups, offering, goals and markets – on which scoring and the AI build (chapter 4).

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