PloneConf 2026 · Maastricht

Keep It In-House

Privacy-First SEO, Accessibility & Content Audits for Plone 6

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WHY CHECK YOUR CONTENT ?

Why SEO and accessibility checks are useful

Be found

The title and the description decide **how your page looks in search engines**.



Be accessible

Alt texts, link texts, headings and table headers decide **if a page works with a screen reader**.



Follow the law

Public sector: **EU Web Accessibility Directive**. Many companies: **European Accessibility Act**, since June 2025.



Tools can help editors to improve their content.

PROBLEMS WITH COMMON SEO TOOLS.

How most tools work, and what this means

HOW THE TOOLS WORK

External server
Your page content is sent to **an external service**. Sometimes **before the page is published**.

External crawler
A crawler reads all your pages from outside.

THE RESULT

For many organisations this is difficult.

1. **Legal:** a new data processing agreement
2. **Security:** a new vendor to check
3. **Money:** a yearly licence

THE PRINCIPLES .

OUR APPROACH

NO AI.

NO EXTERNAL SERVICE.

WHAT FOLLOWS

Clear results
Fixed rules. Same page, same result. You can see which rule found the problem.

Your data stays with you
No content leaves your Plone. Drafts stay private.

Nothing to buy, nothing to approve
No agreement, no vendor check, no licence.

TWO ADD-ONS:
PAGE AND SITE .

THE PAGE



SEO-Check Lite

For editors, while they edit

SEO and accessibility checks

A button on the page in Volto

Result: **a score from 0 to 100**

THE WHOLE SITE



Sitemap Audit

For site managers, for all content

Copies, old pages, bad URLs, missing translations

A control panel in Plone

Result: **a to-do list** you can sort and export

SEO-CHECK LITE:
A CHECK FOR EDITORS .

WHAT IT CHECKS

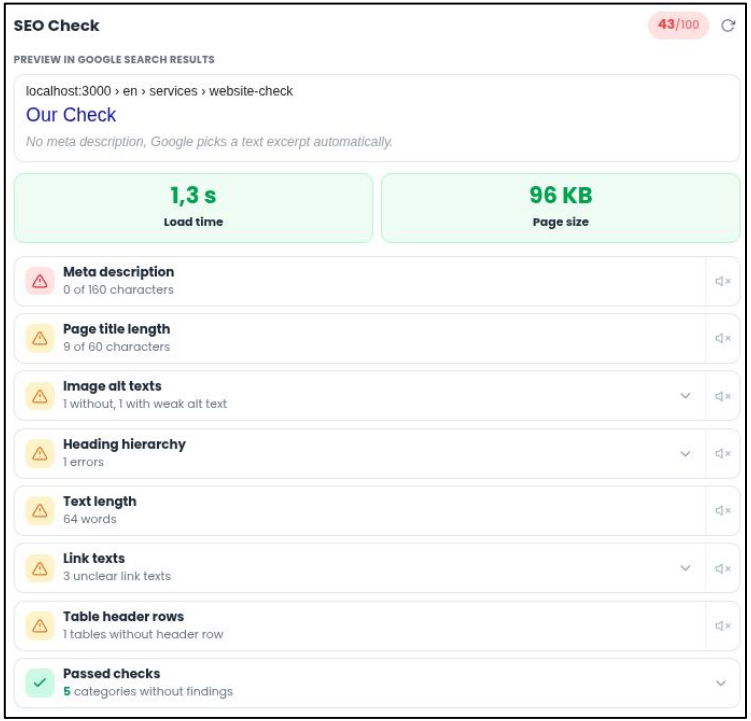
SEO

meta description · title · links · search preview

Accessibility

alt texts · link texts · table headers · headings

Result: a score from 0 to 100



DEMO 1:
SEO-CHECK LITE

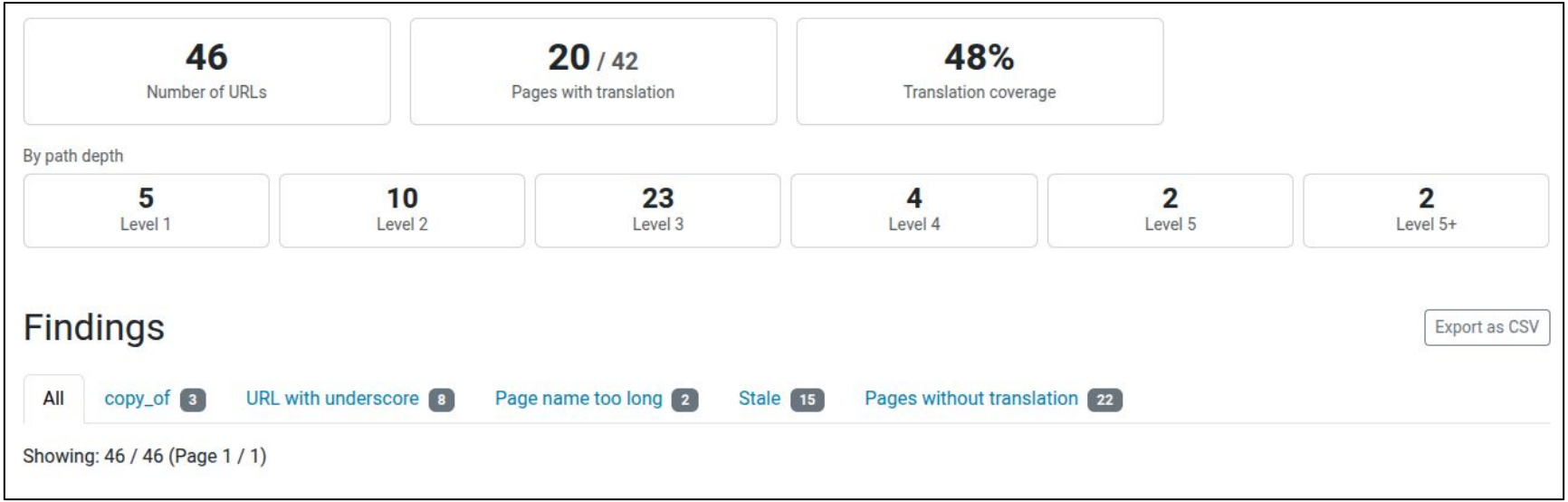
WHAT YOU WILL SEE

A page that looks fine

Search preview, alt texts, link texts, headings, tables

We fix one problem and the score goes up

SITEMAP AUDIT:
A CHECK FOR THE WHOLE SITE .



Admins see content statistics for the whole site.

DEMO 2:
SITEMAP AUDIT

WHAT YOU WILL SEE

46 URLs, path depth, translations

Five types of problems, one filter for each

Sort the list, change the limits, export as CSV

WHAT THE TOOLS CANNOT DO .

1 **Not a full WCAG audit**

No check of colour contrast or keyboard use.

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2 **Not a full site scan**

Only published pages. No private drafts, no broken links.

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3 **Not a replacement for the editor**

The tool finds a missing alt text. You write the good one.

CHECK YOUR CONTENT,
BUT KEEP IT IN-HOUSE .

1 **Check before you publish**

Description, alt texts, link texts, headings: on the page, while you edit.

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2 **Check the whole site regularly**

Copies, old pages, bad URLs, missing translations.

Do both without data leaving your system.

Thank you
for listening.