

OEJ · WEBSITE SECURITY CHECK

Search and AI readiness overview

oej.ee

27 October 2026, 02:11 (Tallinn time, UTC+02:00) · Read-only collection of public pages

Main finding Your instructions for AI crawlers contradict each other. Your robots.txt gives AI crawlers mixed instructions: some may use your content, some may not. Each crawler then decides for itself.

Summary 2 findings need work. There are also 3 suggestions. A finding does not mean anyone has attacked your site. It shows what is worth putting right.

What is in good shape

- ✓ All checked pages opened correctly.
- ✓ The homepage and sitemap pages are open to search engines.
- ✓ Every checked page has a title.
- ✓ Page language is declared.
- ✓ Internal links lead to existing pages.
- ✓ A made-up address got the proper “page not found” answer (HTTP 404 or 410).
- ✓ A working sitemap is in place.
- ✓ Structured data is readable.
- ✓ Pages fit on a phone screen.

Plan

When	What to do
Start within two weeks	• Your instructions for AI crawlers contradict each other • Your site opens on two addresses
Within a month	• A guide's author or date isn't shown • Your machine-readable data is incomplete • Some page titles are too short or too long

When the fixes are done, run your free re-check (until 26.11.2026). You'll see in writing whether the fixes work.

Findings in detail

Review next

Your instructions for AI crawlers contradict each other

robots.txt

What it means

Your robots.txt gives AI crawlers mixed instructions: some may use your content, some may not. Each crawler then decides for itself.

Why fix it

A clear instruction means you decide how AI uses your content.

What to do

Decide whether AI may use your content for training. Ask your web administrator to write the same instruction for every crawler.

Who and how long

you with your web administrator · minutes

Like a door sign: "Photos yes, copying no." With an unclear sign, everyone decides for themselves.

Review next

Your site opens on two addresses

www · 301

What it means

Your site opens both with and without www (for example www.oej.ee and oej.ee). Visitors, links and Google then split between the two.

Why fix it

One main address gathers every link and visit in one place.

What to do

Ask your web administrator to permanently redirect (301) one address to the other.

Who and how long

web administrator or DNS administrator · minutes

Like two identical doors on different streets: visitors and search engines split between them.

Content suggestion

A guide's author or date isn't shown

author · date

What it means

Guide and article pages don't show who wrote them or when they were last reviewed.

Why fix it

Readers and AI trust signed text more.

What to do

Add an author and a review date to guides where it makes sense.

Who and how long

you · minutes

Like the signature and date under an opinion piece: someone stands behind the text.

Content suggestion

Your machine-readable data is incomplete

JSON-LD · schema.org

What it means

Some useful fields, such as address or contact, are empty. Google and AI then miss some answers.

Why fix it

Every filled field is an answer machines can pass on to customers.

What to do

Fill the missing fields with real information only. Don't invent reviews or offers.

Who and how long

you with your web administrator · a few hours

A half-filled form beats an empty one, but every empty box is an unanswered question.

Content suggestion

Some page titles are too short or too long

title · 30–65

What it means

The title is the page's name in search results and in the browser tab. A very short title doesn't say what the page is about; a very long one gets cut off in search.

Why fix it

A clear title of the right length helps people pick the right page in search.

What to do

Give each listed page a title of about 30–65 characters that names the page topic and your business.

Who and how long

you · minutes

Like a book's spine on a shelf: too short says nothing, too long doesn't fit.

What we did not look at

- We read up to 20 pages; the rest were not looked at.
- This check does not measure your actual position in search results.

OEJ OÜ · Meelis Sootalu · info@oej.ee · [+372 5846 0000](tel:+37258460000)

Want us to make the fixes for you? Write or call – we send a quote within one business day.

2 topics need technical review in this sample; the rest are content suggestions.

Scope: sampled public HTML and static layouts. Exact coverage is below; actual indexing and AI recommendations are not measured.

We read 20 of the 79 internal links we found; the check reads up to 20 pages. Pages we did not read are not assessed.

2 static pages rendered · 5 topics

What to do first

Your next step

Instructions for AI crawlers need review: Decide which uses of the content you want to allow. Ask the website administrator to review the GPTBot, ClaudeBot groups and the instructions each provider supports, then publish consistent rules. Search-crawler access is a separate decision; allowing it does not ensure indexing or citations.

2

Technical findings

3

Content suggestions

20

HTML pages reviewed

Each number counts topics; one topic may cover several pages. These numbers do not measure rankings or traffic.

Color key:

 **Fix first**

 **Review next**

 **Content suggestion**

Owner: confirm content intent. Developer: verify and implement confirmed template fixes. Not assessed does not mean a problem.

 **Review next**

Review next · Pages affected: 2

Instructions for AI crawlers need review

 **Review next**

Review next · Pages affected: 2

The site opens on both the www and the bare address

 **Content suggestion**

Content suggestion · Pages affected: 1

Guide author or update information needs review

 **Content suggestion**

Content suggestion · Pages affected: 3

Structured-data completeness needs review

 **Content suggestion**

Content suggestion · Pages affected: 4

Some page titles are too short or too long

Priorities guide review, not a ranking forecast. Content suggestions are recommendations, not proven search-engine defects. No overall SEO or AI-visibility score is calculated.

Technical details

Instructions for AI crawlers need review

What we found

Instructions for AI crawlers need review. The general crawler group declares ai-train=no. Separate named groups without that signal: GPTBot, ClaudeBot

Affected pages:

- <https://oej.ee/robots.txt>
- <https://www.oej.ee/robots.txt>

Detailed steps for the administrator

Decide which uses of the content you want to allow. Ask the website administrator to review the GPTBot, ClaudeBot groups and the instructions each provider supports, then publish consistent rules. Search-crawler access is a separate decision; allowing it does not ensure indexing or citations.

How to verify the fix

Re-read the published rules for each named crawler and compare them with the owner's chosen preference and the provider's supported instructions. This checks the declarations, not actual collection, training use or citations.

[Exact evidence and administrator details · appendix 1](#)

The site opens on both the www and the bare address

What we found

The site opens on both the www and the bare address. <https://www.oej.ee/> opens the website (HTTP 200) instead of redirecting to <https://oej.ee/>.

Affected pages:

- <https://www.oej.ee/>
- <https://oej.ee/>

Detailed steps for the administrator

Confirm whether <https://oej.ee/> should be the main address. If so, ask the website administrator to redirect <https://www.oej.ee/> permanently (301) to <https://oej.ee/>, keeping each page path, and align internal links and the sitemap. Check intentional exceptions before changing anything.

How to verify the fix

Open <https://www.oej.ee/> again: it answers 301 to <https://oej.ee/>, and a deeper path keeps its path.

[Exact evidence and administrator details · appendix 2](#)

Content suggestion

Guide author or update information needs review

What we found

Guide author or update information needs review. Author marker (HTML or JSON-LD): not found; visible update date: not found; machine-readable date (`<time datetime>`, `datePublished` or `dateModified`): not found

Affected pages:

- <https://oej.ee/juhendid/andmefilter/>

Detailed steps for the administrator

For guidance pages, show the responsible author/editor and a meaningful review date when appropriate. Check the evidence, not just the presence of a label.

How to verify the fix

Review the named signal on the actual page. Use truthful authors, dates and claims only; this is not a ranking test.

[Exact evidence and administrator details · appendix 3](#)

Structured-data completeness needs review

What we found

Structured-data completeness needs review. Suggested fields not declared: publication date; no visible update date on the page

Affected pages:

- <https://oej.ee/juhendid/ai-eesti-keel/>
- <https://oej.ee/juhendid/palgaanaluus-ai/>
- <https://oej.ee/juhendid/parem-paring/>

Detailed steps for the administrator

Review the listed editorial fields against the actual entity and visible page. Do not invent people, offers, reviews or FAQ content just to fill markup.

How to verify the fix

See "[Guide author or update information needs review](#)": the check is the same.

[Exact evidence and administrator details · appendix 4](#)

Some page titles are too short or too long

What we found

Some page titles are too short or too long. Titles shorter than 30 or longer than 65 characters: <https://oej.ee/privaatsus/> — 28 characters ("Privaatsuspoliitika | OEJ OÜ"); <https://oej.ee/tingimused/> — 26 characters ("Kasutustingimused | OEJ OÜ"); <https://oej.ee/en/privacy/> — 23 characters ("Privacy policy | OEJ OÜ"); <https://oej.ee/en/terms/> — 29 characters ("Terms and conditions | OEJ OÜ").

Affected pages:

- <https://oej.ee/privaatsus/>
- <https://oej.ee/tingimused/>
- <https://oej.ee/en/privacy/>
- <https://oej.ee/en/terms/>

Detailed steps for the administrator

Give each listed page a title of about 30–65 characters that names the page topic and the business. This is an editorial guideline: search engines may shorten or rewrite any title.

How to verify the fix

Open each listed page and count the characters of its title (the text in the browser tab, or the <title> element in the page source): it has about 30–65 characters and names the page topic.

[Exact evidence and administrator details · appendix 5](#)

Coverage and useful evidence

Sampled page classes: entry (2), guide/article (6), about/contact (2), content (6), policy/terms (4).

Bounded sample: 20/20 page attempts; 20 usable HTML pages. 10 discovered guide/contact/policy pages were not read. It is a sample, not a review of the whole site.

Uncrawled examples: <https://oej.ee/en/guides/accounting-with-ai/>,
<https://oej.ee/en/guides/better-prompts/>, <https://oej.ee/en/guides/chatbot-or-agent/>,
<https://oej.ee/en/guides/deploy-your-own-personal-agent/>, <https://oej.ee/en/guides/estonian-for-ai/>

Observed in this sample: 20/20 pages with a title, 20/20 with a description, 20/20 with one canonical link.

Observed structured-data types: Answer, Article, BreadcrumbList, CollectionPage, ContactPoint, FAQPage, ListItem, Organization, Person, PostalAddress, ProfessionalService, Question, Service, WebPage, WebSite. JSON parsing and local field hints do not establish Google eligibility.

Pages with question-shaped headings: 13. Presence does not prove answer quality or AI citation likelihood.

Additional information (does not affect the result)

llms.txt: the file /llms.txt exists. Structure: 5 sections, 21 linked entries; links were not followed. Search engines do not use llms.txt as a standard. This proposal is not a ranking requirement. Decide intended crawler access in robots.txt; these declarations do not measure AI citations.

Company details (we looked on the home page and the about, contact and policy pages we read: 8 pages): registry code found (17394015, <https://oej.ee/>); street address found (Toompuiestee 21, 10137 Tallinn, <https://oej.ee/>).

Page size, <https://oej.ee/>: 77 KB (HTML 34 KB and 4 captured style, image or font files 42 KB); time to receive the page: 134 ms.

Page size, <https://oej.ee/juhendid/ai-eesti-keel/>: 117 KB (HTML 60 KB and 6 captured style, image or font files 57 KB); time to receive the page: 154 ms.

Scripts and other sites' files were not downloaded, so the real page is probably heavier. The time to receive the page is one measurement from our check server, not what visitors experience.

Traffic and rendering limits

35 target HTTP requests, 4 DNS-over-HTTPS requests, 0.8 MB received, 37 s.

Limits for this check (Standard): 20 page attempts, 4 sitemaps, 24 assets; 64 combined HTTP/DNS requests, 12 MiB received, 180 s. Two static documents only; zero live browser requests.

Collection stop: document attempt ceiling reached.

What this does not establish

- Actual Google/Bing indexing, rankings or AI recommendations. No search-account access was used.
- Full live JavaScript behaviour, forms, login or payments. Static replay can differ from the working site; verify findings before changes.
- Full accessibility compliance or field Core Web Vitals. axe results and five Tab presses are a limited automated sample; offline load time is not network performance.
- Factual accuracy, expertise, answer usefulness and business suitability require manual review. No crawling of external or private addresses.

Detailed evidence is available as a separate appendix download.

Credentials and CSP nonces redacted. Hashes refer to the original evidence kept privately.

Technical details for your administrator

Each finding’s exact values, evidence references and instructions are retained here. These are not additional findings.

Finding 1

Technical details

MKT-GEO-04

Affected address `https://oej.ee/robots.txt`

Recorded observation (unchanged)

```
{
  "condition": "ai_train_signal_not_in_named_groups",
  "star_signal": [
    "search=yes,ai-train=no,use=reference"
  ],
  "agents": [
    "GPTBot",
    "ClaudeBot"
  ]
}
```

Affected address `https://www.oej.ee/robots.txt`

Recorded observation (unchanged)

```
{
  "condition": "ai_train_signal_not_in_named_groups",
  "star_signal": [
    "search=yes,ai-train=no,use=reference"
  ],
  "agents": [
    "GPTBot",
    "ClaudeBot"
  ]
}
```

Observation time

```
[
  "2026-10-27T00:10:05.738200Z",
  "2026-10-27T00:10:42.958265Z"
]
```

How it was found `measurement`

Guidance source `https://www.rfc-editor.org/rfc/rfc9309`

Finding 2

Technical details

MKT-SEO-11

Affected address	<code>https://www.oej.ee/</code>
Recorded observation (unchanged)	<pre>{ "condition": "host_twin_serves_200", "twin": "https://www.oej.ee/", "primary": "https://oej.ee/", "same_body": false }</pre>
Observation time	<pre>["2026-10-27T00:10:05.738200Z", "2026-10-27T00:10:42.958265Z"]</pre>
How it was found	measurement
Guidance source	https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls

Finding 3

Technical details

MKT-GEO-01

Affected address	<code>https://oej.ee/juhendid/andmefilter/</code>
Recorded observation (unchanged)	<pre>{ "html_author_marker": false, "time_elements": [], "visible_dates": [], "schema_types": ["BreadcrumbList", "ListItem", "WebPage", "WebSite"] }</pre>
Observation time	<pre>["2026-10-27T00:10:05.738200Z", "2026-10-27T00:10:42.958265Z"]</pre>
How it was found	editorial rule
Guidance source	https://developers.google.com/search/docs/appearance/ai-features

Finding 4

Technical details

MKT-SCHEMA-02

Affected address `https://oej.ee/juhendid/ai-eesti-keel/`

Recorded observation (unchanged)

```
{
  "hints": [
    {
      "type": "Article",
      "missing_editorial_fields": [
        "datePublished"
      ]
    }
  ],
  "visible_dates": []
}
```

Affected address `https://oej.ee/juhendid/palgaanaluus-ai/`

Recorded observation (unchanged)

```
{
  "hints": [
    {
      "type": "Article",
      "missing_editorial_fields": [
        "datePublished"
      ]
    }
  ],
  "visible_dates": []
}
```

Affected address `https://oej.ee/juhendid/parem-paring/`

Recorded observation (unchanged)

```
{
  "hints": [
    {
      "type": "Article",
      "missing_editorial_fields": [
        "datePublished"
      ]
    }
  ],
  "visible_dates": []
}
```

Observation time

```
[
  "2026-10-27T00:10:05.738200Z",
  "2026-10-27T00:10:42.958265Z"
]
```

How it was found editorial rule

Guidance source `https://schema.org/Article`

Finding 5

Technical details

MKT-SEO-14

Affected address `https://oej.ee/privaatsus/`

Recorded observation (unchanged)

```
{
  "condition": "title_length",
  "min": 30,
  "max": 65,
  "page_count": 4,
  "pages": [
    {
      "url": "https://oej.ee/privaatsus/",
      "title": "Privaatsuspoliitika | OEJ OÜ",
      "length": 28
    },
    {
      "url": "https://oej.ee/tingimused/",
      "title": "Kasutustingimused | OEJ OÜ",
      "length": 26
    },
    {
      "url": "https://oej.ee/en/privacy/",
      "title": "Privacy policy | OEJ OÜ",
      "length": 23
    },
    {
      "url": "https://oej.ee/en/terms/",
      "title": "Terms and conditions | OEJ OÜ",
      "length": 29
    }
  ],
  "affected_urls": [
    "https://oej.ee/privaatsus/",
    "https://oej.ee/tingimused/",
    "https://oej.ee/en/privacy/",
    "https://oej.ee/en/terms/"
  ]
}
```

Observation time

```
[
  "2026-10-27T00:10:05.738200Z",
  "2026-10-27T00:10:42.958265Z"
]
```

How it was found editorial rule

Guidance source <https://developers.google.com/search/docs/appearance/title-link>