



USER MANUAL

WINKING TOAD

THE SEO FIXER

Operation, diagnosis and remediation

Manual WT-UM-001, Revision A

September 2026

WINKING TOAD

User Manual - Operation

First Edition, September 2026

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PUBLICATION NOTICE

This manual describes the operation of Winking Toad as available on the publication date. The service, plan limits, provider availability, user interface and supported CMS operations may be revised without prior notice.

The examples and screenshots in this publication are illustrative. Account names, balances, websites and crawl results shown in them are not instructions and must not be copied into a live environment without review.

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SAFETY AND OPERATIONAL PRECAUTIONS

WARNING

Direct CMS actions can change a live website. Connect only a site you own or are authorised to manage. Back up the site, confirm restore access and review every proposed value before applying it.

CAUTION

Do not use Select All for a large batch until you have applied and verified a small sample. An apparently valid title, description, alt text or redirect can still be factually wrong or unsuitable for the page.

NOTICE

Treat CMS tokens, application passwords, client secrets and MCP keys as passwords. Never place them in screenshots, public repositories, ordinary support messages or shared documents.

NOTICE

Crawl only public websites that you are authorised to inspect. Do not use the crawler to evade access controls, ignore applicable policies or overload another website.

NOTICE

AI drafts and external-data estimates require human review. Verify product facts, regulated claims, geographic assumptions, brand voice and the actual page or image before publication.

REVISION HISTORY

Revision	Description	Issue date	Remarks
A	First edition	September 2026	Formal customer operations manual

PREFACE

Thank you for using Winking Toad. This manual explains how to create an account, crawl a website, interpret findings, prioritise work, connect supported platforms, review and apply selected fixes, use research tools and monitor results.

The primary audience is a website owner, marketer, SEO practitioner or developer who understands the website being audited. Direct platform changes should be approved by a person responsible for that website.

Read the safety and operational precautions before connecting a CMS or applying changes.

DEFINITIONS OF TERMS

Term	Meaning in this manual
Audit / crawl	Automated retrieval and analysis of website pages and links.
Occurrence	One instance of an issue on one page, link or asset.
Issue type	A distinct category such as Missing Meta Description or Broken Link.
Fix Priorities	A ranked starting sequence based on technical severity and reach, with search-performance context where available.
Direct fix	A reviewed change sent to a connected CMS by Winking Toad.
Usage credits	The balance used for selected provider-backed AI and external-data actions.
MCP	Model Context Protocol, used by compatible AI clients to query crawl reports.
GSC	Google Search Console, a source of clicks, impressions and search-position data.

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CHAPTER 1 GENERAL INFORMATION

1.1 Purpose of the product

Winking Toad crawls a website, identifies technical and on-page SEO problems, explains the supporting evidence and helps the operator decide what to address first. Supported fixes can be reviewed and applied through a connected CMS. Other findings are accompanied by copy-paste guidance or manual instructions.

1.2 Operating model

Stage	Operator activity	System result
Find it	Enter a public website URL and run a crawl.	Pages, links, status codes, SEO fields and issues are collected.
Fix it	Review evidence and proposed remediation.	Approved direct fixes are sent to a connected CMS, or instructions are copied for manual use.
Check it	Re-crawl with comparable settings.	The operator can confirm resolved findings and identify regressions.

1.3 Requirements

- A current web browser and internet connection.
- A verified Winking Toad account.
- The complete public URL of the site to be audited.
- Authorisation to crawl the site and, when applicable, change it.
- Suitable CMS credentials for direct-fix functions.

1.4 Product limitations

An audit is a measured snapshot, not a guarantee. External providers maintain independent datasets; performance tests vary; AI answers are non-deterministic; and search engines control crawling, indexing and ranking.

NOTICE
Do not treat severity, a third-party metric or an AI recommendation as an automatic instruction. Check the purpose and business value of the affected page.

CHAPTER 2 ACCOUNTS, PLANS AND FIRST ACCESS

2.1 Creating an account

1. Open <https://winkingtoad.com> and select Start free or Register.
2. Enter a username, an email address and a password.
3. Submit the registration form.
4. Open the verification email and follow its link.
5. Return to Winking Toad and log in.

If the verification email is not visible, check spam and promotions folders. Use the contact form if verification cannot be completed.

2.2 Account capabilities

Capability	Free account	Active paid account
View crawl diagnosis	Yes	Yes
Pages per crawl	Up to 500	Up to 50,000
Simultaneous crawls	1	Up to 3
Export reports	No	Yes
MCP access	No	Yes
Provider-backed tools	Restricted	Uses available credits

The interface may display the internal label guest for a free account and user for a paid account. Billing is the authoritative screen for the currently available plan, allowance and features.

2.3 Signing out

Open Workspace and select Log out. Sign out before leaving a shared computer. Do not allow a browser or password manager to save CMS secrets on an untrusted device.

CHAPTER 3 STARTING AND CONTROLLING A WEBSITE AUDIT

3.1 Main workspace

The workspace contains a navigation rail, website URL input, crawl controls, account actions, summary cards, issue filters and the current result panel.

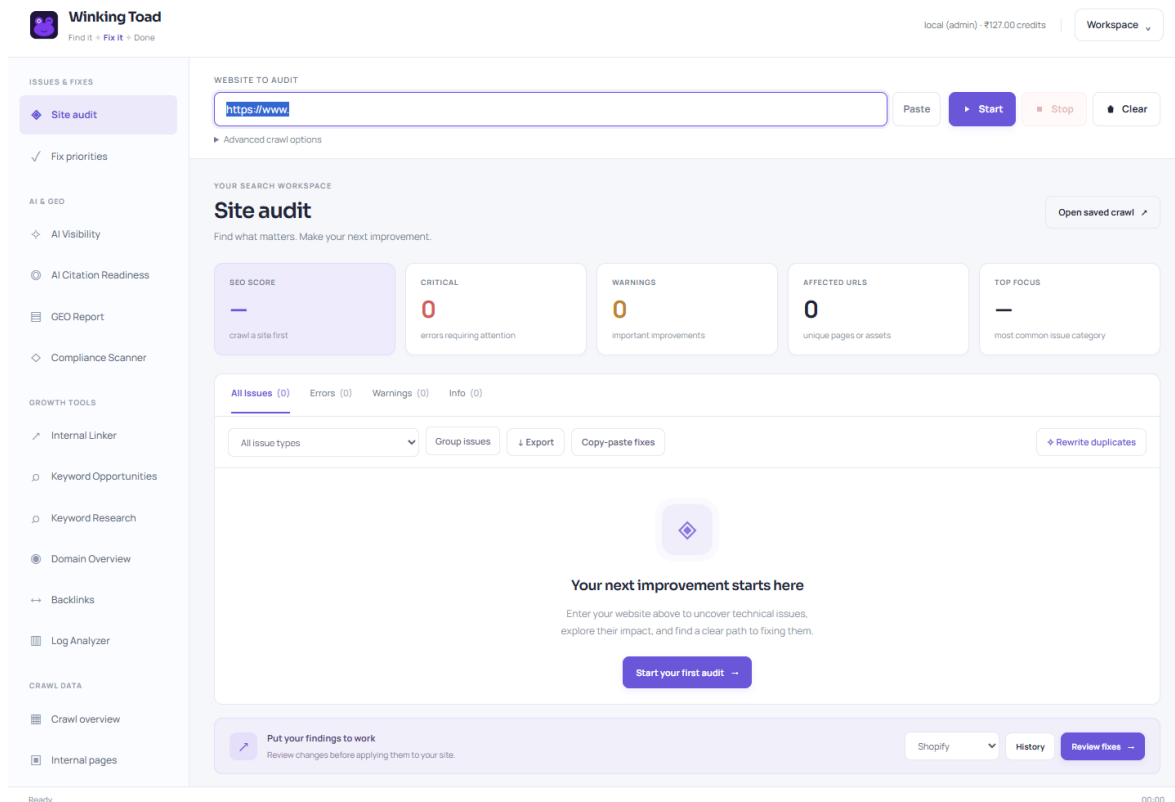


Figure 3-1 Winking Toad audit workspace

3.2 Starting a crawl

1. Enter the complete starting URL, including https://. Normally use the canonical home page.
2. Review Advanced crawl options or Settings if the site needs special filters or JavaScript rendering.
3. Select Start.
4. Allow the progress display to complete. Large, slow or JavaScript-heavy sites require more time.
5. Open Workspace and select Save crawl when the result should be retained.

CAUTION

Do not start duplicate copies of the same crawl in several browser tabs. Free accounts may run one crawl at a time; paid accounts may run up to three.

3.3 Stop and Clear

Stop requests that the current crawl end. Clear removes the current result from the working screen. Clearing the screen is not the same as deleting a saved crawl from the Dashboard.

3.4 Why pages can be missed

- The page is not linked from the crawled area and is absent from a discoverable sitemap.
- robots.txt, authentication or access controls prevent retrieval.
- An inclusion or exclusion filter removes the URL.
- A crawl-depth or page limit is reached.
- Links appear only after JavaScript runs and rendering is disabled.
- Redirect or canonical behaviour moves the crawler to a different host or URL form.

CHAPTER 4 READING CRAWL RESULTS

4.1 Issues

The Issues view is the main post-crawl working area. It presents distinct problem types, individual occurrences, affected URLs, supporting evidence and suggested remediation.

Severity	Meaning	Normal response
Error	Comparatively serious technical problem.	Investigate promptly, beginning with important pages.
Warning	Important improvement or possible problem.	Review context and schedule an appropriate change.
Info	Lower-priority observation or optimisation.	Consider after higher-impact work or when editing the page.

4.2 Issue controls

- Filter by All Issues, Errors, Warnings or Info.
- Use Ready-made filters for common investigations.
- Group similar issues to collapse repeated occurrences.
- Open Evidence before changing the site.
- Use Download Issues on an eligible paid account.

4.3 Distinct issues and occurrences

A single issue type can affect many pages. For example, Missing Meta Description is one issue type even if it appears on 64 pages. The distinct count and occurrence count therefore answer different questions and can both be correct.

4.4 Crawl-data views

View	Use
Overview	Broad inventory of crawled URLs and important extracted fields.
Internal	Pages and assets belonging to the audited site.
External	Destinations outside the audited site.
Links	Source-to-destination relationships used to find where a broken or weak link appears.

4.5 Response codes

2xx responses normally succeeded; 3xx responses redirected; 4xx responses represent client-side failures such as missing pages; and 5xx responses represent server failures. A response code is evidence, not the entire diagnosis - inspect the URL role and the links pointing to it.

CHAPTER 5 FIX PRIORITIES AND REPORTS

5.1 Purpose of Fix Priorities

Fix Priorities answers where to start. It groups related findings and orders them using technical severity and the number of affected pages. When Search Console data is available, real search visibility can provide additional context.

NOTICE

Priority order does not mean lower-ranked findings should be ignored. It does not automatically know page revenue, conversion rate, strategic importance or the real implementation effort.

5.2 Recommended use

1. Review the first ranked group and its affected pages.
2. Confirm that the pages are important and the finding is not intentional.
3. Estimate whether one template change or many page edits are required.
4. Select the safe remediation method: connected CMS, copy-paste guidance or developer work.
5. Verify the result with a new crawl.

5.3 Printable audit report

The report summarises the site-health score, pages checked, pages affected, critical findings, improvements and a recommended next step.

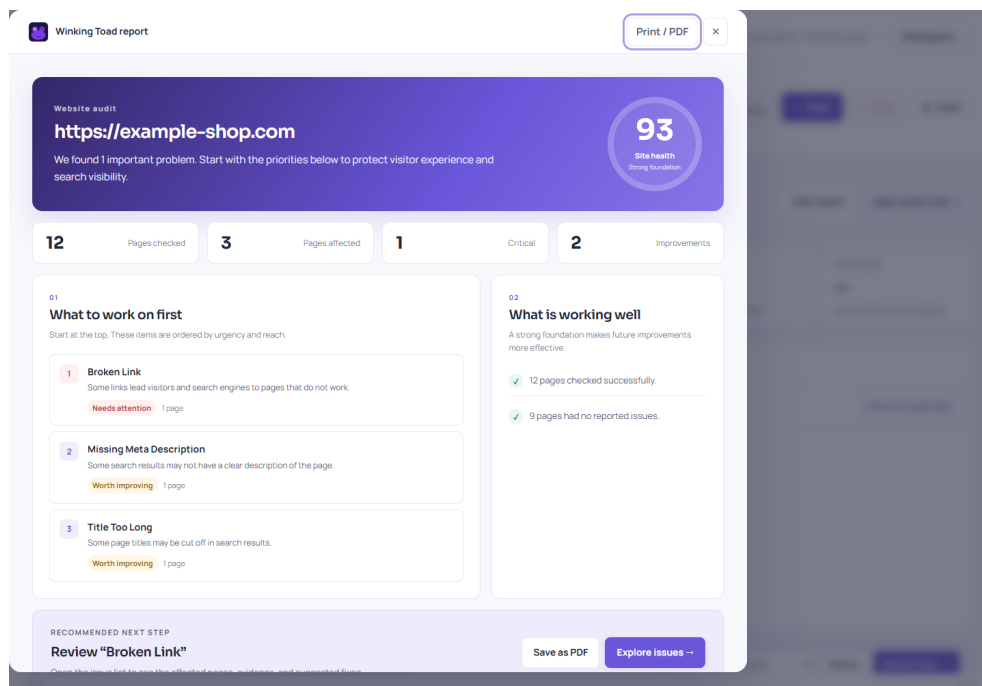


Figure 5-1 Example Winking Toad audit report

5.4 Performance report

The performance report presents response time, page size, mobile performance and failed requests together with prioritised improvements. Laboratory measurements vary between runs and should be interpreted as ranges rather than permanent facts.

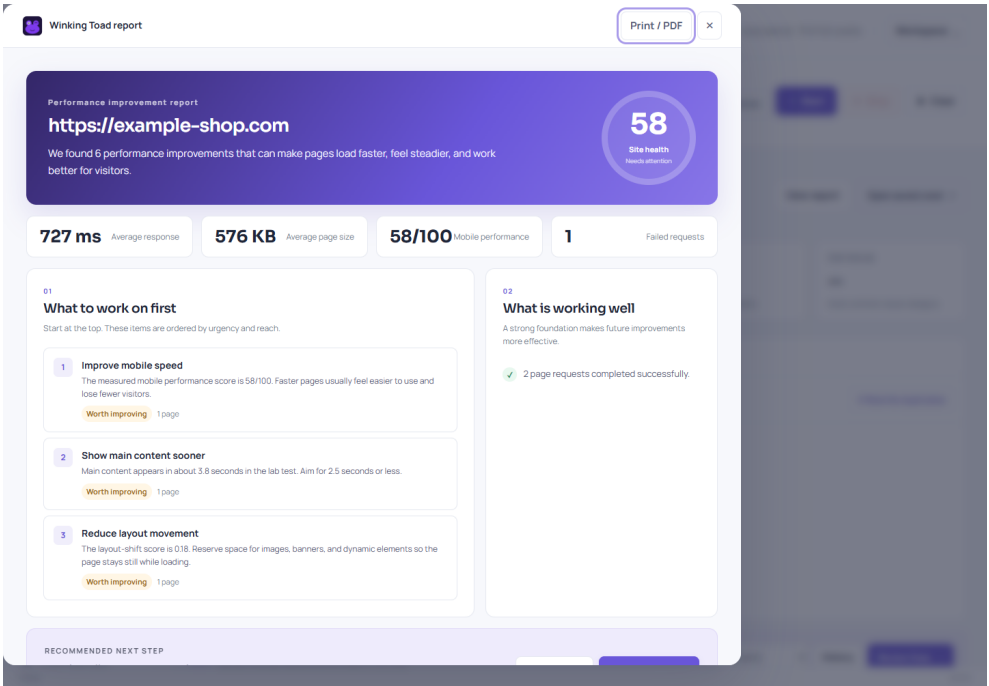


Figure 5-2 Example performance improvement report

CHAPTER 6 APPLYING AND REVERSING FIXES

6.1 Standard review procedure

1. Create a current platform backup or export and confirm restore access.
2. Connect and test the correct CMS account in Settings.
3. Open Issues, then Apply and history, and select the applicable Review Fixes action.
4. Confirm that every row points to the intended live page or product.
5. Compare current and proposed values, editing the proposal when necessary.
6. Select only approved rows and apply a small batch first.
7. Open the changed pages on the live website and check content and layout.
8. Re-crawl with comparable settings.

WARNING

A direct fix writes to the live CMS. Winking Toad does not publish an unreviewed recommendation automatically. The operator is responsible for the approved content and destination.

6.2 Supported direct-fix coverage

Platform	Current coverage
Shopify	Product SEO titles, meta descriptions and product-image alt text. Separate reviewed flows support AI description drafts and suggested redirects.
WordPress	Page/post titles, supported meta descriptions, image alt text and selected broken internal links when a confident replacement exists.
Webflow	Static Page SEO titles and descriptions. CMS Collection item SEO is not included.
BigCommerce	Product SEO titles and meta descriptions.
Magento	Product meta titles and meta descriptions.

6.3 Fix History and Undo

Use the platform-specific Fix History to inspect applied changes and Undo where supported. Undo is a convenience, not a backup. It can fail after credential changes, page deletion, later edits or platform restrictions.

6.4 Copy-Paste Fixes

Copy-Paste Fixes is the platform-neutral fallback. Some entries contain ready-to-use HTML or text. Others are guidance only because a safe page-specific value cannot be generated from the crawl alone.

6.5 AI drafts

AI-generated descriptions and alt text are proposals. Verify product facts, spelling, brand voice, image relevance, legal claims and duplication. Provider-backed drafts may use credits; check the displayed price before running a batch.

6.6 Redirects and IndexNow

A suggested Shopify redirect should be applied only when the destination has the same user intent. IndexNow requests re-crawling by participating search engines; it does not guarantee immediate crawling, indexing or ranking.

CHAPTER 7 CONNECTING CONTENT-MANAGEMENT SYSTEMS

7.1 Opening integration settings

Open Workspace, select Settings, then choose Shopify, WordPress, Webflow, BigCommerce or Magento. Enter the required values, use Test Connection and save only after the correct site is confirmed.

7.2 Shopify

- Enter the shop domain.
- Use the Client ID and Client Secret for the installed Shopify app, or a supported Admin API access token.
- Grant only the product and optional order-reading permissions needed for the intended functions.
- Test the connection before opening Review Shopify Fixes.

7.3 WordPress

- Enter the WordPress site URL, username and an Application Password.
- Meta-description editing depends on writable fields exposed by the site and supported SEO plugins such as Yoast or Rank Math.
- Some pages still require direct editing in WordPress.

7.4 Webflow, BigCommerce and Magento

Platform	Required connection information	Important limitation
Webflow	Site ID and API token	Static pages only; CMS Collection items are excluded.
BigCommerce	Store Hash and store-level API access token	The token needs appropriate product permissions.
Magento	Store URL and Integration access token	Current direct fixes target product meta fields.

7.5 Credential management

- Use dedicated credentials and the minimum necessary permission scopes.
- Revoke credentials that are no longer used.
- Replace a credential immediately if exposure is suspected.
- Do not send secrets through ordinary email or support forms.

CHAPTER 8 AI, GEO AND GROWTH TOOLS

8.1 AI Visibility

AI Visibility asks a selected AI provider a buyer-style question and checks whether the brand or named competitors appear. The result is a snapshot and can change with the provider, prompt, location and time.

Figure 8-1 AI Visibility workspace and treatment plan

8.2 AI Citation Readiness and GEO Report

AI Citation Readiness scores structural and content signals that can make a page easier for an AI system to understand. The GEO Report combines relevant findings into a generative-engine-optimisation view. Neither proves that an AI system will cite the page.

8.3 Compliance Scanner

The Compliance Scanner highlights detectable page signals. It is not legal advice and cannot establish full compliance with a law, regulation or industry requirement.

8.4 Growth tools

Tool	Purpose	Interpretation note
Internal Linker	Suggest relevant internal links.	Confirm contextual relevance before adding a link.
Keyword Opportunities	Extract possible topics from crawled pages.	Optional external enrichment can use credits.
Keyword Research	Return location-specific search metrics.	Volumes and competition are provider estimates.
Domain Overview	Estimate domain traffic and ranking distribution.	Not a live crawl and not exact analytics.
Backlinks	Return a provider sample of known inbound links.	No provider sees every backlink.
Log Analyzer	Analyse supported web-server logs.	Logs may contain personal and operational data.

CHAPTER 9 PERFORMANCE AND SEARCH CONSOLE

9.1 PageSpeed

PageSpeed presents available mobile and desktop performance results from Google's service. Network, server and laboratory conditions cause natural variation between runs.

9.2 Connecting Google Search Console

1. Open Workspace, Settings and Search Console.
2. Select Connect Google Search Console.
3. Sign in to the Google account that can access the intended property.
4. Approve the requested read-only permission.
5. Return to Winking Toad and select the property matching the crawled website.
6. Save the setting.

The connection provides clicks, impressions and position context. It does not allow Winking Toad to change the site through Search Console.

NOTICE
Newly verified properties may require several days before useful data appears. Choose the exact domain or URL-prefix property matching the crawled site.

9.3 Search Performance

Search Performance displays available Search Console metrics for relevant pages and queries. Google may delay, aggregate or privacy-filter the data; figures can therefore differ from analytics platforms.

9.4 Disconnecting

Use Disconnect in Search Console settings when the account should no longer be linked. Reconnect if authorisation expires or the wrong Google account was selected.

CHAPTER 10 SAVED CRAWLS, SCHEDULES AND EXPORTS

10.1 Save and load

Use Workspace - Save crawl after an important run. Open Load crawl or the Dashboard to restore a saved audit. Archiving preserves a crawl while removing it from the primary working list; deleting is a separate action.

10.2 Comparing crawls

Comparison can reveal new findings, resolved findings, response-code changes and changes in site composition. Use the same starting URL and comparable settings for a meaningful comparison.

10.3 Scheduled crawls

1. Open Workspace and Schedules.
2. Enter the public website URL.
3. Choose Weekly or Monthly.
4. Create the schedule.
5. Enable or disable email summaries as required.

A schedule can be paused, resumed or deleted. The target site must be publicly reachable when the scheduled task runs.

10.4 Exporting

Exports require an active paid subscription. Choose the default format and fields in Settings - Export, then use Workspace - Export data. Available formats include CSV, Excel, JSON and XML.

Use Download Issues in the Issues view when only the findings are required. Excel is preferable when a structured Summary and All Issues presentation is needed.

NOTICE
Spreadsheet applications can automatically transform long numbers, dates and URLs in CSV files. Inspect imported values or use Excel format when presentation fidelity matters.

CHAPTER 11 BILLING, CREDITS AND MCP

11.1 Billing

Open Billing in the header or Workspace - Billing and plan. The in-product Billing screen is authoritative for the active subscription, current terms and available features.

11.2 Usage credits

Selected provider-backed actions draw from the account's displayed usage-credit balance. These can include AI Visibility, keyword data, domain overview, backlink lookups and selected AI content drafts.

- Check the displayed action cost before submitting.
- Do not repeatedly click while a paid request is processing.
- Review the balance before running a large per-item AI batch.
- Record the time, feature and error if a charge appears without a usable result.

11.3 MCP access

MCP access is available to eligible active paid accounts and allows a compatible client such as Claude Code or Cursor to query Winking Toad crawl reports.

1. Open Workspace, Settings and MCP Access.
2. Generate a key with a recognisable label.
3. Copy the endpoint and example configuration into the compatible client.
4. Store the key as a secret and revoke it when no longer needed.

WARNING
Never place an MCP key in a public repository, screenshot or support request. Paid access is checked when the key is used.

CHAPTER 12 SETTINGS, TROUBLESHOOTING AND SECURITY

12.1 Crawler settings

Settings area	Use	Risk of incorrect configuration
Crawler	Depth, limits, delay and discovery behaviour.	Excessive scope increases time and load.
Requests	User agent, timeout, proxy and robots behaviour.	Can cause failures or inappropriate access behaviour.
Filters	Include or exclude file types and URL patterns.	A broad exclusion can hide important pages.
JavaScript	Render content produced by browser scripts.	Substantially slower and more resource-intensive.
Issue Exclusion	Suppress intentional or irrelevant findings.	Hides the finding without repairing the page.
Advanced	Specialist operational controls.	Can materially change crawl results.

12.2 Common problems

Problem	Checks
Crawl does not start	Use a complete URL; confirm public reachability; stop an existing crawl; review limits and filters.
Too few pages	Inspect sitemap and links, robots rules, filters, depth, page limit and JavaScript requirements.
Crawl is slow	Disable unnecessary JavaScript, reduce scope, review delays and check target-server speed.
CMS test fails	Confirm the exact site identifier, credential, permission scopes, expiry and firewall or plugin rules.
Search Console is empty	Confirm the selected property and access; allow time for a newly verified property to collect data.
Export is blocked	Confirm the account has an active paid subscription. Status refreshes automatically within about a minute of a change; reload the page if it still looks wrong.

12.3 Security rules

- Use only authorised targets and integrations.
- Keep independent backups before live changes.
- Protect CMS credentials, API tokens and MCP keys.
- Minimise personal or confidential data in uploaded logs.
- Remove integrations and keys that are no longer required.
- Review third-party and AI output before acting.

12.4 Getting help

Use the contact form on winkingtoad.com. Include the account email, affected feature, approximate time, non-confidential starting URL and exact error. Attach a screenshot only after removing passwords, tokens, personal data and confidential content.

CHAPTER A QUICK REFERENCE

A.1 Audit checklist

- Enter the canonical https:// URL.
- Review crawl settings and filters.
- Complete and save the crawl.
- Review Errors, then Warnings and Info.
- Use Fix Priorities as a starting sequence.

A.2 Fix checklist

- Back up the website or export platform data.
- Test the correct CMS connection.
- Review current and proposed values.
- Apply a small batch and inspect live pages.
- Use Fix History if reversal is necessary.

A.3 Verification checklist

- Re-crawl with comparable settings.
- Compare with the previous saved crawl.
- Confirm that the intended issue disappeared.
- Check that no new issue was introduced.
- Schedule monitoring where appropriate.

A.4 Free SEO tools

The public Free Tools area contains a Page Checker, Robots.txt and AI Bot Checker, Redirect Chain Checker, SERP Simulator, Domain Age Checker, Backlink Checker, Spam Score Checker, Broken Link Checker and AI Visibility Checker. These are quick diagnostics; use the main application for full-site crawling, history, prioritisation and remediation.

NOTICE
End of manual. Retain this manual for reference and check the in-product Billing and Settings screens for current account-specific information.