Launch check: SaaSolution (saasolution.io)

Date: 13 November 2026
Pages checked: the homepage (with search and category chips), /page/2/, /submit/, /about/, /legal/, /privacy/, /blog/, /blog/nobody-is-coming/, /tools/, /category/education-lifestyle/, several product pages, robots.txt, the sitemap, /feed.xml and /llms.txt. I also opened every "Visit" link on the site.

The short version

Checking your own site is like a dentist looking into his own mouth with a small mirror. The angle is awkward, and there's nobody to blame. So here goes. The basics are in good shape: every page is plain HTML that Google and AI tools can read, the legal pages are real, and each listing opens with what the reader gets done. The biggest problem is the homepage. A reader who came to find software sees a mascot, a slogan and three blog posts, and the directory itself starts almost two screens down.

The ten changes, most important first

1. Show the directory in the first screen

What I saw: On a 1440x900 laptop screen, the first view shows the logo, a winking mascot, the label "DIRECTORY & BLOG", the headline "New software. And why the hell you'd need it." and the start of "From the blog". The search box ("Search 939 products...") begins 1,320 pixels down. The first product begins at 1,534 pixels. On a 390x844 phone, the search box begins at 1,506 pixels, almost two screens down. Three blog teasers sit between the headline and the directory. The homepage doesn't say who runs the site.

Why it matters: The product here is the directory, and before scrolling a reader sees no product and no search. The headline says "new software", but it doesn't say that this is a free list you can search, or that makers can list for free.

What to change: Move the block "The directory" (search box, chips, first listings) right under the headline. Put the blog teasers after the first page of listings, or shrink them to one line of links. On phones, make the mascot smaller (about 96 pixels high). Rewrite the line under the headline, for example: "A free directory of new software. Search by the problem you have, or list your own product for free." Add a small line below it: "Run by Rade Kolbas in St. Gallen, Switzerland."

2. Send every visitor to the https address

What I saw: `http://saasolution.io/` answers "HTTP/1.1 200 OK" and stays on http. So does `http://saasolution.io/submit/`. The submit form sends its data to the relative address `/api/submit/`, so on the http page it goes out unencrypted. The https pages send no `Strict-Transport-Security` header. `www.saasolution.io` has no DNS record and doesn't load at all.

Why it matters: Someone who types the address without "https", or follows an old link, sends their email address in plain text. Browsers also label http pages "Not secure", right above the email field.

What to change: In the Cloudflare dashboard, turn on "Always Use HTTPS" (under SSL/TLS, Edge Certificates). When that works, add the header `Strict-Transport-Security: max-age=31536000`. It tells browsers to use https on their own next time. Add a `www` DNS record that redirects to `https://saasolution.io/`.

3. Catch dead products before readers do

What I saw: I opened all 939 "Visit" links. 927 answered normally. Ten refused my automatic check (status 403 or 429), which usually means bot protection. I opened four of those in a browser, and all four were there. Two links are dead. One ends in an endless redirect (`ERR_TOO_MANY_REDIRECTS`). The other shows "Deployment Paused | This deployment is temporarily paused" with status 402. Their facts boxes say "Last checked Oct 21, 2026" and "Last checked Oct 24, 2026". The about page says "We check from time to time whether listed products are still online."

Why it matters: A directory is only as good as its last click. A "Last checked" date next to a dead site makes readers doubt every other date on the site.

What to change: Check all "Visit" links once a week, and move "Last checked" forward only when the site passes. Count status 402, redirect loops and parked domains as failures. Archive a listing after two failed checks a week apart. I've sent you the two addresses separately.

4. Make the search forgive word forms

What I saw: "remove background" finds 3 products. "background remover" finds none. "invoice" finds 29, "invoices" finds 19. For "background remover", the page says only "Nothing found. Know a product that belongs here?"

Why it matters: Readers type the name of the thing they want, in their own words. When the right products exist but the search shows nothing, the shelf looks empty.

What to change: Reduce words to their stem before comparing ("remover" and "remove" both become "remov"). Count a product as a hit when most of the search words match. On zero results,

add a line for readers above the one for makers: "Try fewer words, or pick a category:" followed by the chips.

5. Promise only what a listing page delivers

What I saw: The homepage title is "SaaSolution.io: New Software, Reviewed One by One". The meta description says: "We visit every product, write a short plain-English review and list it with the facts you need and alternatives." /llms.txt promises "alternatives in the same category". The legal notice says: "we do not test the products". On the AuraShot page (dating photos made from selfies), the box under the review is "More in Design, Photo & Video". It lists LookRecipe, Normal Map Generator, Photo to GIF, Stem Split AI and Stitchidy. None of them makes dating photos.

Why it matters: A reader who expects alternatives gets the newest products from a broad category. "Reviewed" next to "we do not test" leaves them guessing what a review means here. Google and AI tools repeat your description, so the promise travels further than the page.

What to change: Drop "and alternatives" from the meta description and from llms.txt. Bring it back once the box shows products that solve the same problem. Say what the review is, for example: title `SaaSolution.io: New Software, Explained One by One`, description `A free directory of new software. We read each product's website and explain in plain English what it does and who it's for. Free to list, no ads.`

6. Tell makers when they will hear back

What I saw: The submit page says: "If we list it, we send you one email with the link." The thank-you message in the page source says: "We don't send a confirmation email." I found no time frame anywhere. Nothing says what happens to a product you don't list. The post "We said no to hundreds of products. Here's why." exists, but the submit page doesn't link to it.

Why it matters: A maker who hears nothing can't tell "still in the queue" from "turned down". Some will submit again. Others will give up on you quietly.

What to change: Add two sentences under the button: "We read submissions in order, usually within N days. If we don't list your product, you won't get an email; write to hello@saasolution.io and we'll tell you why." Fill in N with what you can keep. Link "What we turn down, and why" to /blog/we-said-no/. Link one finished listing as an example of what makers get.

7. Give "Submit" a place in the phone header

What I saw: On a 390-pixel phone, every page shows the logo, a large red "DONATE" badge and the menu icon. "Submit" is inside the menu. On the homepage, the "Submit your product" button sits at the very bottom, about 6,000 pixels down.

Why it matters: Makers are one of your two audiences, and many arrive from a link on their phone. The only button they see in the header asks for money, and the way in is hidden behind the

menu.

What to change: On phones, show "Submit" as a small text button next to the menu icon. If space is tight, move "Donate" into the menu and keep "Submit" outside. On the homepage, add a link under the headline: "Built something? List it for free →".

8. Split up "Education & Personal"

What I saw: It's the second-largest category, with 167 products. Its description reads "Learn new skills and organize life outside of work." Under that label I found Loppee ("Find a US plumber or roofer whose licence was checked"), GameStatusNow ("Find out if the game is down or just your Wi-Fi"), Lurialab ("Take the questionnaires clinicians use for anxiety, ADHD or burnout") and Night Gaze Camp (campgrounds by the night sky).

Why it matters: Category chips help only when readers can guess what's inside. A label that holds plumbers, games and health tests works like a kitchen drawer full of odd things, and people stop opening it.

What to change: Split it into labels a reader would guess, for example "Learning", "Health & Wellbeing", "Home & Family" and "Games & Hobbies". Give each one its own one-sentence description, and move the products over.

9. Keep the one-liner readable on phones

What I saw: On a 390-pixel phone, the homepage list cuts each product's one-liner after about 30 characters: "Turn a handful of selfies into dating …" and "Map addresses, fill a calendar and pr…". On the MakeMyEstimate page, the product name is cut to "MakeMyEstima" at the screen edge. The label "939 PRODUCTS, NEWEST FIRST" runs into the edge too.

Why it matters: The homepage promises "Every listing starts with the problem the product solves." On the phone, that sentence is the part you can't read.

What to change: On small screens, let the one-liner wrap to two lines (`-webkit-line-clamp: 2` instead of a single line with an ellipsis). Let long product names wrap (`overflow-wrap: anywhere`), and use a smaller heading size below about 400 pixels. Put "939 products, newest first" on its own line under "The directory".

10. Let descriptions end on a full sentence

What I saw: 864 of the 939 product pages have a meta description that stops in the middle of a sentence with "…". AuraShot ends with "and you download only…". Nine of the 16 blog posts do the same, and so does /blog/: "and notes for the people…".

Why it matters: The meta description is a short summary in the page code that Google and AI tools often show under your title. A sentence that stops halfway looks like a mistake.

What to change: Keep each description under about 155 characters, or cut at the last full sentence that fits. For AuraShot, for example: `AI photos for Tinder, Bumble and Hinge, made from your own selfies. Each one gets a realness score, so you keep only the ones that look like you.`

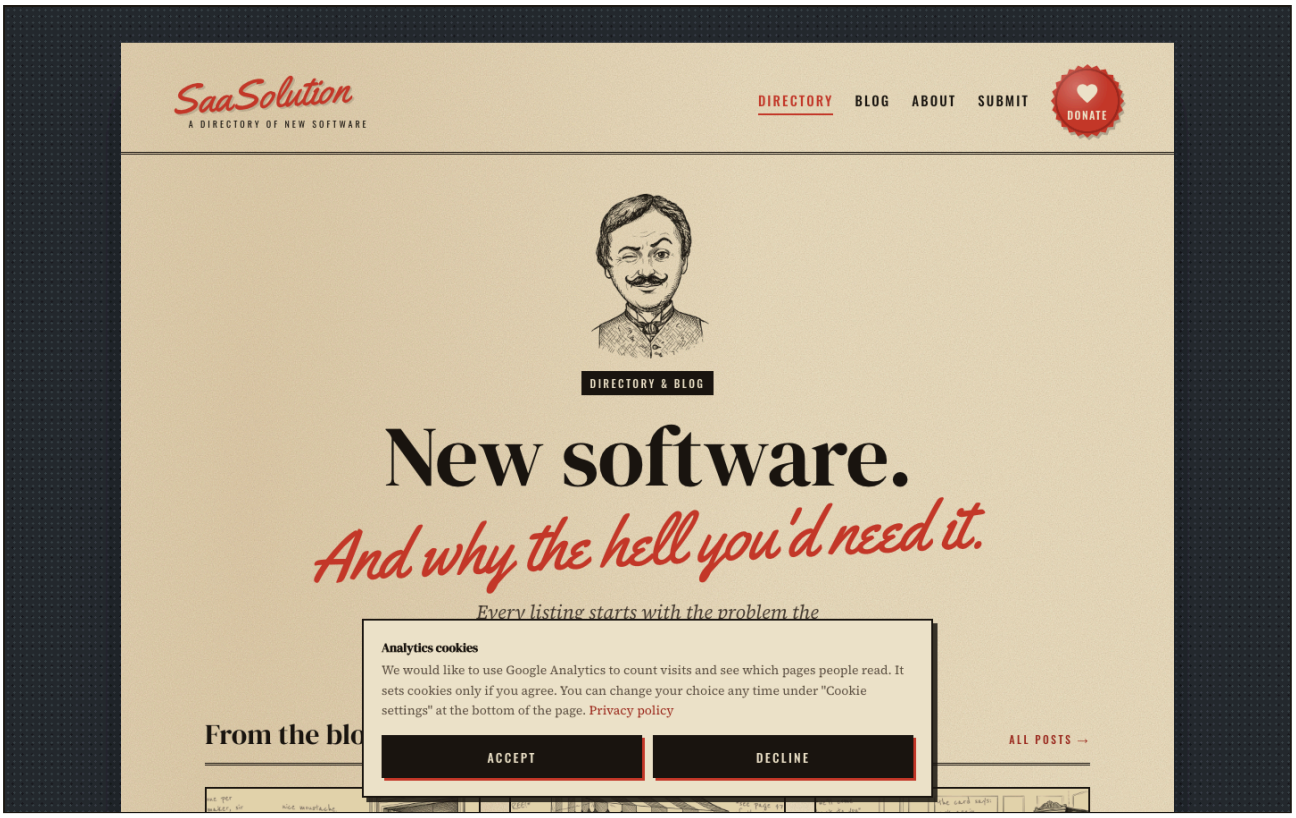
What already works

- Each listing opens with what the reader gets done, in everyday words: "Find out if the game is down or just your Wi-Fi, from the publisher's own status data."
- Search engines and AI tools get the full text. Every page is plain HTML. GPTBot, ClaudeBot, PerplexityBot and Googlebot all get the same page as a browser. All 1,007 sitemap addresses answer with status 200.
- Before anyone clicks the cookie banner, the browser talks only to saasolution.io. "Accept" and "Decline" are the same size. The privacy policy explains in plain words what the submit form stores, including a one-way hash of the IP address.
- The submit form has three fields and needs no account. The list "What we don't list" tells makers the rules before they type anything.
- The legal notice gives a full name and street address. Every page carries "A listing is not a recommendation" with a link to what that means.

Screenshots

Taken in a fresh browser, so the cookie banner shows the way a first-time visitor sees it.

Laptop, 1440x900:



Phone, 390x844:

SaaSolution

A DIRECTORY OF NEW SOFTWARE

DONATE

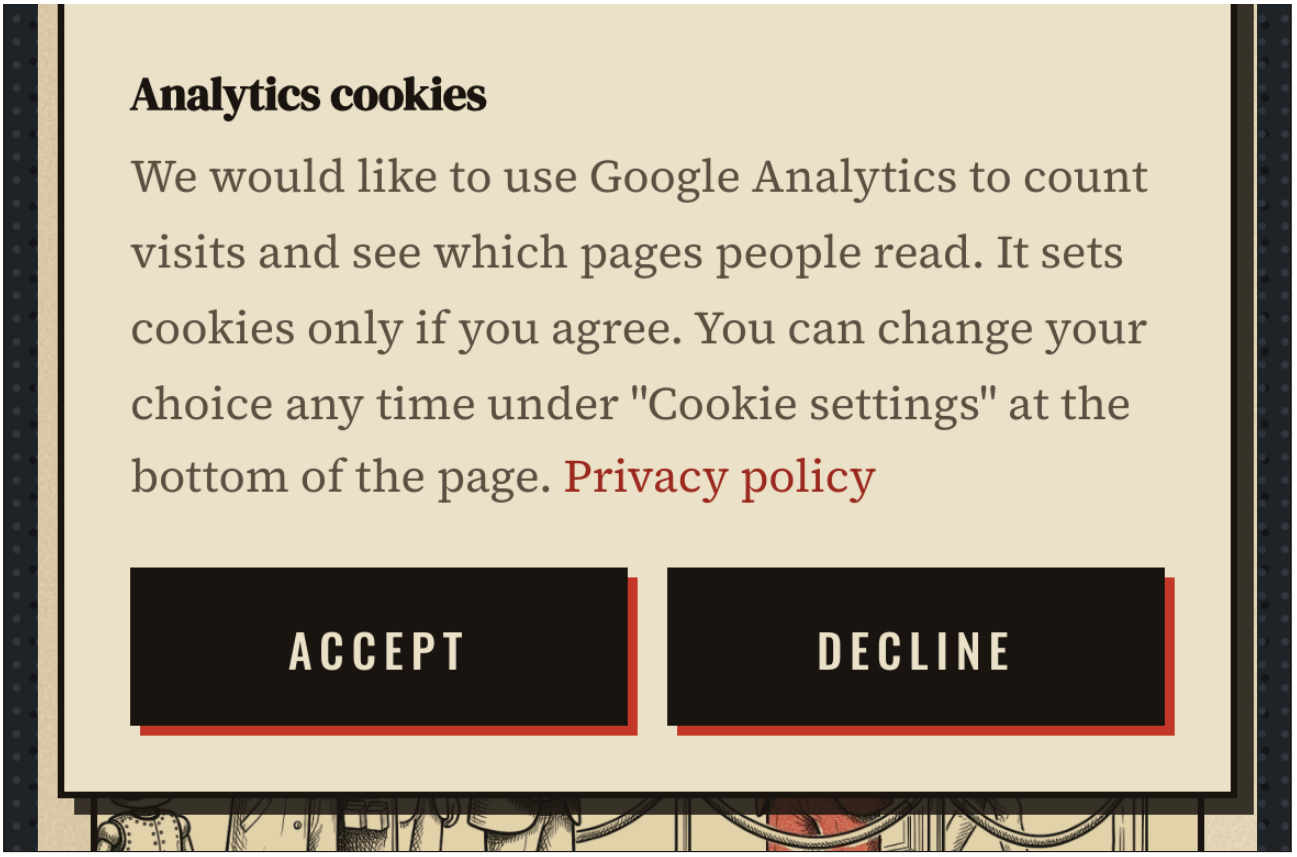


DIRECTORY & BLOG

New software.

And why the hell you'd need it.

Every listing starts with the problem the product solves. Free to list, free of ads, newest first.



Technical notes

Item	What I found
Status codes	`https://saasolution.io/` 200 for a normal browser, GPTBot, ClaudeBot, PerplexityBot and Googlebot (same 95,258 bytes). `/submit` 307 to `/submit/`. Old `/problems/…` 301 to `/`. Unknown pages 404.
http and www	`http://` answers 200 with no redirect. No `Strict-Transport-Security` header. `www.saasolution.io` has no DNS record.
Title	`SaaSolution.io: New Software, Reviewed One by One` (49 characters). Product and blog pages have their own titles.
Meta description	Present on all 1,007 pages. Cut with "…" on 864 product pages, 9 blog posts, /blog/ and three category pages.
Canonical	Present, absolute https, self-referencing on every page I checked, including /page/2/.
Robots meta	`index, follow, max-snippet:-1, max-image-preview:large` on all pages checked.
robots.txt	`User-agent: *` `Allow: /`, blocks `/api/` and `/admin/`. No separate rules for GPTBot, ClaudeBot or PerplexityBot, so all are allowed. Links the sitemap, llms.txt and the feed.
Sitemap	`/sitemap-index.xml` → `/sitemap-0.xml` with 1,007 URLs, all 200, with real `lastmod` dates.

Item	What I found
Open Graph / X	Title, description, `og:image` (1200x630, loads), type, URL, locale and `summary_large_image` are all present. Product pages have their own image.
Structured data	Homepage: Organization, WebSite with a search action (`/?q=` works), CollectionPage with ItemList. Product pages: WebPage, SoftwareApplication, BreadcrumbList. Blog posts show "By Rade Kolbas" but name the organization as author in the data. AuraShot is marked `BusinessApplication`, which doesn't fit a dating photo app.
hreflang	None. The site is English only, with `<html lang="en">`, so none is needed.
Raw HTML vs JavaScript	All text, listings and links are in the raw HTML. Search and filters add to it in the browser.
Weight and speed	Homepage HTML 95 KB. Total about 1.2 MB on a laptop and 1.45 MB on a phone, around 40 files. Page loaded in about 0.5 s from Zurich. The largest files are product logos: 512x512 PNGs of up to 182 KB, shown at about 48 pixels. 106 logo files are over 50 KB. Phones load blog images in 1200-pixel width (up to 290 KB).
Favicon	Own icon as SVG, ICO and apple-touch-icon.
Internal links	112 different internal links on seven main pages, all 200.
Outbound links	939 "Visit" links: 927 fine, 10 bot protection, 2 dead (see change 3).
Third parties	None before consent. Google Analytics loads only after "Accept". Donate buttons link to an outside payment page.
Feeds	`/feed.xml` and `/llms.txt` both 200.
Submit form	Website, email, optional one sentence, plus a hidden spam trap. Sends by JavaScript to `/api/submit/`. Not submitted.

Good luck with SaaSolution, Rade