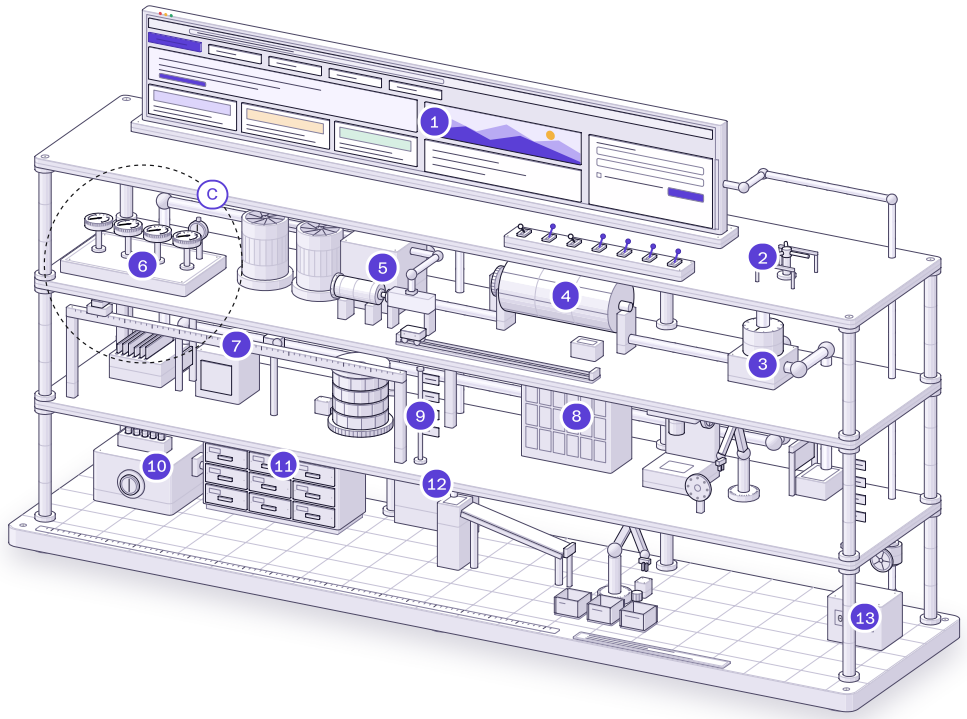
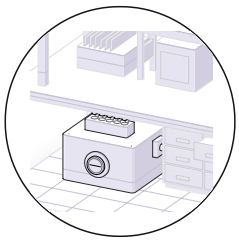
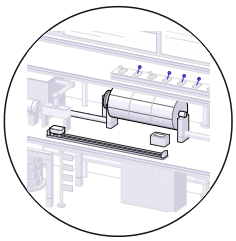
The website machine



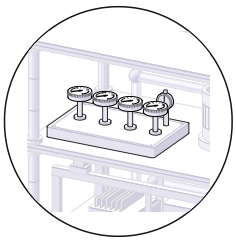
CLOSE-UPS



A **The lock**
Five pins, one per check.



B **The cache drum**
Eight pockets; a hit answers at once.



C **The performance station**
Four gauges against Google's limits.

What happens when someone opens your site?

A request comes in at the gate, drops to the router and is answered from the cache, or built by the server with a record from the database. Search engines and AI crawlers fetch the same way, but read the page differently.

PARTS

01 **The browser**
The page itself: menu, hero, cards and contact form.

02 **The gate**
The turnstile every request passes.

03 **The router**
Sends the request to the cache first.

04 **The cache drum**
A hit gives a stored copy at once.

05 **The server turbines**
Build the page on a miss; the press compresses it.

06 **The performance station**
TTFB, LCP, INP and CLS against Google's limits.

07 **The Googlebot line**
robots.txt, render oven, scanner and catalog.

08 **The AI line**
Stamps passages with their address out of the HTML.

09 **The outcome flags**
Discovered, indexed, can be mentioned, can be cited.

10 **The lock**
Five checks before the database opens.

11 **The database**
Twelve drawers; the request's record is in one.

12 **API and automation**
The form's jobs are sorted to the CRM and e-mail.

13 **The consent valve**
Analytics count only with consent.