Website report

mailchimp.com

https://mailchimp.com/

Email & SMS Marketing Platform | Mailchimp

No AI Detected

No meaningful signs of AI generation were found.

0%

AI likelihood



Confidence	Domain authority	Scanned
High	9.2/10	Nov 7, 2026 18:03

Site health

Grade B

88

SEO	Security	Speed	Accessibility
97 A	86 B	70 C	98 A

Why this score

Raised the AI score

Nothing pointed to AI.

Lowered the AI score

-6 **Domain registered in 2001**

Platform / Builder	0%
Code & Design	0%
Written Content	0%
Images	0%

SEO audit

97/100

- **Main heading (H1)** — 6 H1 headings. One per page is clearest.

16 other checks passed.

Speed and page weight

C 70/100

Response	HTML size	Scripts	Images	Other domains
42 ms	435 KB	8	161	4

- **Render-blocking scripts** — 4 scripts in the head load without async or defer and delay the first paint.
- **Image dimensions** — 48 images have no width and height, which makes the layout shift as they load.
- **HTML size** — 435 KB of HTML. Large pages take longer to download and render.
- **Modern image formats** — 44 images are JPEG, PNG or GIF. WebP or AVIF are usually 25 to 50% smaller.
- **Page complexity** — 2,375 HTML elements. Very large pages are slow to style and update.

6 other checks passed.

Security

Grade B 86/100

- **Content Security Policy** — No Content-Security-Policy. It is the main defence against injected scripts (XSS).
- **MIME sniffing** — No X-Content-Type-Options: nosniff header.
- **Referrer policy** — No Referrer-Policy header.
- **Permissions policy** — No Permissions-Policy header.
- **Cookie flags** — 2 of 2 cookies are missing Secure, HttpOnly or SameSite.
- **DNSSEC** — DNS records are not signed (DNSSEC off), so they can be spoofed.

7 other checks passed.

Privacy and trackers

Heavy tracking

Session recording	FullStory
Privacy policy	https://mailchimp.com/gdpr/
Cookie consent tool	OneTrust
Cookies set by the server	_abck, bm_sz

Accessibility

A 98/100

- **Unique IDs** — 11 IDs are used more than once, which can break labels.

9 other checks passed.

Content

Words	Reading time	Reading ease	School grade
13,822	58 min	0 (Very difficult)	20.6

24 links on the home page checked: 24 working, 0 broken.

Domain and hosting

Domain age	25 years (Registered Jun 29, 2001)
Registrar	MarkMonitor Inc.
Expires	Jun 29, 2029
Server IP	184.28.148.81

DNS hosted by	Akamai: a1-205.akam.net, a14-66.akam.net, a4-65.akam.net
Email	Own mail server
Email protection	SPF present, DMARC present, DKIM present

Evidence

Human signals (1)

Domain registered in 2001

The domain predates mainstream AI website generators, so the site has likely existed (in some form) before AI tools. It may still have been rebuilt with AI since.

About this result

AI detection is probabilistic. This report is based on signals the site exposes publicly (code, metadata, text patterns, images). It cannot see a site's development history, and well-edited AI work can look human-made. Use the result as an indication, not proof.