



## SEO Audit for example.seooptimizer.com

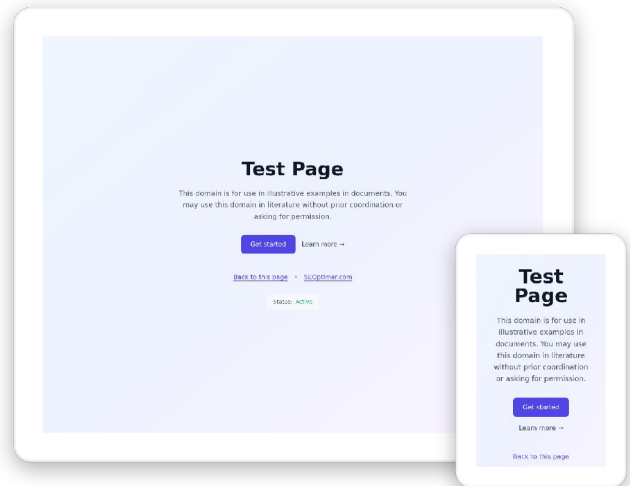
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

### Audit Results



Your page could be better

Recommendations: 26



On-Page SEO



GEO



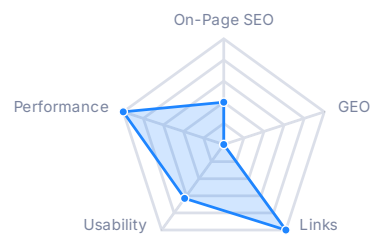
Links



Usability



Performance



### Recommendations

Implement a Redirect to HTTPS

On-Page SEO

Medium Priority

Add a Meta Description Tag

On-Page SEO

Medium Priority

Increase length of Title Tag

On-Page SEO

Medium Priority

|                                               |             |                 |
|-----------------------------------------------|-------------|-----------------|
| Make greater use of Header Tags               | On-Page SEO | Medium Priority |
| Add Contact & Business Details                | GEO         | Medium Priority |
| Add FAQ / Q&A Content                         | GEO         | Medium Priority |
| Add Freshness Signals                         | GEO         | Medium Priority |
| Add Authority & Trust Signals                 | GEO         | Medium Priority |
| Add Identity Schema                           | GEO         | Low Priority    |
| Increase Page Text Content                    | On-Page SEO | Low Priority    |
| Reduce Rendered Content                       | GEO         | Low Priority    |
| Defer Render Blocking Resources               | Usability   | Low Priority    |
| Clarify the Entity                            | GEO         | Low Priority    |
| Add Citable Facts & Data                      | GEO         | Low Priority    |
| Create Google Business Profile                | Other       | Low Priority    |
| Add DMARC Mail Record                         | Other       | Low Priority    |
| Add SPF Mail Record                           | Other       | Low Priority    |
| Add Business Address and Phone Number to site | Other       | Low Priority    |
| Add a Favicon                                 | Usability   | Low Priority    |
| Implement an Analytics Tracking Tool          | On-Page SEO | Low Priority    |
| Create and link Facebook Page                 | Other       | Low Priority    |
| Create and link X Profile                     | Other       | Low Priority    |
| Create and link Instagram Profile             | Other       | Low Priority    |
| Create and link LinkedIn Profile              | Other       | Low Priority    |
| Create and link YouTube Channel               | Other       | Low Priority    |
| Implement a llms.txt File                     | GEO         | Low Priority    |

## On-Page SEO Results



### Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

#### Title Tag



You have a Title Tag, but ideally it should be between 50 and 60 characters in length (including spaces).

---

This is an example page

---

Length : 23

Title Tags are very important for search engines to correctly understand and categorize your content.

The Title Tag is an important HTML element that tells users and Search Engines what the topic of the webpage is and the type of keywords the page should rank for. The Title will appear in the Header Bar of a user's browser. It is also one of the most important (and easiest to improve) On-Page SEO factors.

We recommend setting a keyword rich Title between 50–60 characters. This is often simple to enter into your CMS system or may need to be manually set in the header section of the HTML code.

#### Meta Description Tag



Your page appears to be missing a Meta Description Tag.

A Meta Description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

Meta Description is another important HTML element that explains more descriptively to Search Engines what your page is about. Meta Descriptions are often used as the text snippets used in Search Engine results (though Search Engines are increasingly generating these themselves) and can help further signal to Search Engines what keywords your page should rank for.

Make sure your page has a Meta Description included, and is at an optimum length (between 120 and 160 characters). Make your Meta Description text interesting and easy to comprehend. Use phrases and keywords relevant to the page and user that you would like to rank for. Meta Description is normally available to be updated in your CMS.

## SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



This is an example page

<https://example.seoptimizer.com> :

**This is an example page**

The SERP Snippet illustrates how your page may be shown in Search Results for a particular query. Typically the page's Title, URL and Meta Description have been the main components utilized here, and hence could be carefully dictated, though Search Engines are more frequently building these snippets themselves to better represent the page content to their searchers.

It's important that the SERP Snippet is enticing for your searchers to click on, and accurately represents your content to avoid bounces or heavy re-writing by the Search Engine. You should keep these factors in mind when populating the page Title, Meta Description and URL.

## H1 Header Tag Usage



Your page has a H1 Tag.

| TAG | VALUE |
|-----|-------|
|-----|-------|

|    |           |
|----|-----------|
| H1 | Test Page |
|----|-----------|

The H1 Header Tag is one of the most important ways of signaling to Search Engines the topic of a page and subsequently the keywords it should rank for. The H1 Tag normally appears as visible text in the largest font size on the page.

We recommend adding a H1 Header Tag near the top of your page content and include important keywords you would like to rank for. You should have one, and only one H1 tag on each page. If you are using a CMS, this would normally be entered into the core content section of the page.

## H2-H6 Header Tag Usage



Your page is not making use of multiple levels of Header Tags.

HTML Header Tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

| HEADER TAG | FREQUENCY |
|------------|-----------|
|------------|-----------|

|    |   |
|----|---|
| H2 | 0 |
|----|---|

|    |   |
|----|---|
| H3 | 0 |
|----|---|

|    |   |
|----|---|
| H4 | 0 |
|----|---|

|    |   |
|----|---|
| H5 | 0 |
|----|---|

|    |   |
|----|---|
| H6 | 0 |
|----|---|

The H2-H6 Header Tags are an important way of organizing the content of your page and signaling to Search Engines the longer tail topics your page should rank for.

We recommend including at least 2 other Header Tag levels on your page (such as H2 and H3) in addition to the H1. It is useful to also include important keywords in these Header Tags. These would be added to the core content section of your page.

## Heading Structure



Your heading tags appear to be well structured, with no skipped levels or empty headings.

H1 Test Page

Heading tags should form a logical outline of the page: levels should not skip downwards (an H2 followed directly by an H4), and every heading should contain actual text. Search engines and LLMs use the heading hierarchy to understand how your content is organized, and screen readers use it for navigation - a broken outline makes the page harder to parse for both.

Structure headings sequentially: the page title as H1, main sections as H2, subsections as H3, and so on. Never pick a heading level for its font size - style it with CSS instead. Remove or fill any headings that contain no text, and give image-only headings alt text so the image can act as the heading.

## Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 38

It has been well researched that higher text content volumes are related to better ranking ability in general.

Numerous studies have shown that there is a relationship between the amount of content on a page (typically measured in word count) and it's ranking potential - generally longer content will rank higher. Obviously content also needs to be topically relevant, keyword rich and highly readable for the visitor. Note, in our assessment, we look at all selectable text on the page at load time, not hidden content.

As a general guideline, it is recommended to have atleast 500 words of content on a page to give it some ranking potential. However this should be considered on a case by case basis. It may not be relevant for particular pages like 'contact us' pages for example.

## Image Alt Attributes



You do not have any images missing Alt Attributes on your page.

Alternate Image Text or Alt Text is descriptive text that is displayed in place of an image if it can't be loaded, as well as a label on an image when it is moused over in the browser, to give more information to the visitor. Additionally, Search Engines use provided Alt Text to better understand the content of an image. Image SEO is not widely known, but having your image rank for image searches is an overlooked way of gaining traffic and backlinks to your site.

We recommend adding useful and keyword rich Alt Text for pages's main images, in particular those that could have ranking potential. This should be considered on a case-by-case basis. Often there may be imagery such as UI components or tracking pixels where it may not be useful to add Alt Text, though we have tried to filter a number of these out in our analysis.

## SSL Enabled



Your website has SSL enabled.

SSL or Secure Socket Layer, is a security technology that encrypts data between your website and a visitor. It ensures that the transfer of sensitive data like passwords and credit cards are done securely. Using SSL on all pages is a modern standard, and Search Engines have made it a ranking signal in recent years.

SSL can often be switched on quite simply in systems like Wordpress, Wix etc. Often in more custom websites though, it may require the help of a technical resource to install and configure this on your website. After installation, test that your website loads successfully at a HTTPS:// location.

## HTTPS Redirect



Your page does not redirect to a HTTPS (SSL secure) version.

SSL is a security technology which ensures sensitive data like passwords and credit cards are sent securely between your website and visitors. If you have SSL enabled, it is also very important to ensure that your page is actually forcing usage of HTTPS by redirecting from a non-secure HTTP version to secure HTTPS version. Not doing this means users and Search Engines may continue to access insecure versions, which can also reduce your ranking ability.

Often systems like Wix or Shopify will make it easy to enable, and redirect to SSL versions. If you have Wordpress, or a custom built site, you may require a developer's involvement to ensure that pages are being redirected to their new HTTPS versions. This can be done within a site's configuration or htaccess rules.

## Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Tag, when used on pages, tells Search Engines to ignore a page, and can destroy out it's ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.

If you want the page to rank and it's using a Noindex Tag, you will need to remove the tag from your page's HTML entirely. This may require access to the frontend HTML code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

## Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Header is another Noindexing method that tells Search Engines to ignore a page, and can destroy out it's ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.

If you want the page to rank and it's using a Noindex Header, you will need to remove the Noindex Header from your page. This may require access to the backend code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

## Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

Web Analytics Tools like Google Analytics allow you to analyze your website's performance and understand your visitors better.

We recommend using an analytics tool on your site. Analytics tracking code can be installed manually into page code with the help of a developer or enabled as a feature of your CMS.

# Generative Engine Optimization (GEO)



Your Generative Engine Optimization needs improvement.

Your page is not well positioned for Generative Engine Optimization (GEO). GEO is important to ensure LLMs and AI Search Engines can effectively crawl your content and understand the underlying entity structure. Consider additional enhancements or you may be missing out on traffic from LLMs which are rapidly growing as a traffic source.

## Rendered Content (LLM Readability)



Your page has a high level of rendering (changes to the HTML).

Rendering Percentage: 353%

Dynamically rendering a lot of page content risks some important information being missed by LLMs that generally do not read this content.

LLMs and AI Crawlers predominantly read the raw HTML of a website instead of the completed, dynamically rendered HTML produced in a web-browser, that may have been updated by Javascript. This stems from LLMs being naturally optimized to parse static content like documents and files as well as the fact that rendering website Javascript at scale is expensive, slow, and can be less consistent.

You should ensure that important site content is always present in the raw HTML of your site and minimize the usage of plugins and Javascript components known to add content dynamically. This requires a moderate technical understanding to achieve and test.

## Llms.txt



We have not detected or been able to retrieve a llms.txt file successfully.

Llms.txt is a proposed standard file for websites to help large language model (LLM) crawlers understand a site's content more efficiently. The file offers brief background information, guidance, and links to documentation sources.

We suggest adding a llms.txt markdown file to your site. This can be automatically created with a free utility, plugin, or by your website CMS automatically.

## AI Crawlers Blocked by Robots.txt



Your robots.txt allows the major AI crawlers to access your site.

Generative engines like ChatGPT, Google AI Overviews, Perplexity and Claude use their own crawlers to read and cite web content. If your robots.txt blocks these AI crawler user-agents, those engines cannot access your pages and are far less likely to surface or cite your business.

Review your robots.txt for Disallow rules that target AI crawler user-agents (such as GPTBot, Google-Extended, ClaudeBot, PerplexityBot and CCBot). If you want to be visible in AI answers, remove those rules so the crawlers can access your content.

## Identity Schema



No Organization or Person Schema identified on the page.

The absence of Organization or Person Schema can make it harder for Search Engines and LLMs to identify the ownership of a website and confidently answer brand, company or person queries.

Organization and Person Schema is a type of Structured Data that helps clearly signal to Search Engines and LLMs 'who you are'. This helps them to more confidently answer brand, company or person queries, recommend your services and avoid mixups with similarly named people or organizations.

The approach for adding Organization or Person Schema depends on your website's capabilities. Your CMS may have the ability to input this directly, or you may need to install a Schema app or plugin. Alternatively you can manually create your Schema through the use of an online Schema Generator tool and copy this into the code of your site.

## Entity Definition



Your page only weakly defines the entity it represents.

The page identifies a test page and illustrative domain purpose, but does not define an actual business or organization.

LLMs and AI Search Engines need to clearly identify the entity (business, organization, or person) a page represents in order to attribute, trust and recommend it confidently.

Make the entity name and what it does prominent and unambiguous through clear headings, an intro or about section, and consistent naming, so both people and AI can identify who you are.

## Contact Transparency



Business details and contact points are missing or hard to find.

The page provides no address, phone, email, social profiles, contact form, registration details, or meaningful verification information.

Explicit business details such as legal name, registration numbers, address and contact methods build trust and help AI verify, attribute and cite the business.

Publish clear company and contact information (name, address, phone, email, and registration or VAT numbers where applicable), typically in the footer and on a dedicated contact page.

## Answer Alignment



Your page lacks question-and-answer style content such as an FAQ.

No question-and-answer format, FAQ section, or question-style headings with accompanying answers are present.

Content in explicit question-and-answer format (such as an FAQ) maps directly to the queries people ask LLMs, making it easier for your content to be surfaced and cited.

Add an FAQ section, or structure relevant content as clear questions with concise, self-contained answers beneath them.

## Citation Readiness



Your page contains few citable facts, quotes or statistics.

The page offers one self-contained statement about illustrative domain usage, but little substantive information beyond it.

Self-contained, factual snippets such as statistics, quotes and data points are the kind of content LLMs prefer to quote and cite when answering questions.

Include concrete facts, statistics and quotable statements written as clear, self-contained sentences that still make sense when cited on their own.

## Content Structure



Your page is reasonably well structured, though it could be made more scannable.

The page uses a clear heading, concise explanatory paragraph, and distinct links, though content volume is minimal.

Well-structured, scannable content - with clear headings, lists and short paragraphs - is far easier for LLMs to parse, chunk and reuse when answering questions.

Break content into a clear heading hierarchy with sub-headings, bulleted or numbered lists, tables and short digestible paragraphs rather than dense blocks of text.

## Content Freshness



Your page shows no visible signals that its content is current.

No publication date, update date, current year, pricing, event, or other meaningful recency signal is visible.

Generative engines favour content that appears current. Visible recency signals such as dates and recent information make your page more likely to be surfaced and cited.

Show publish or "last updated" dates, reference the current year and recent information, and keep details such as prices and events up to date.

## Authority & Trust Signals



Your page lacks visible authority and trust signals.

The page displays no author credentials, certifications, awards, press references, memberships, sources, or substantive trust indicators.

LLMs prefer to cite sources that appear credible. Visible authority and trust signals - author credentials, certifications, awards, trust badges and press mentions - make your page a more citable source.

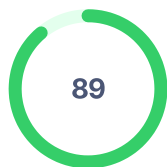
Surface author names and credentials, certifications, awards, recognisable trust badges, press or "as featured in" mentions, and cite your sources.

## Links

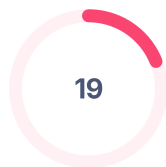
### Backlink Summary



You have a very strong level of backlink activity to this page.



Domain  
Strength



Page  
Strength



0

Total Backlinks



0

Referring Domains

0

Nofollow  
Backlinks

0

Dofollow  
Backlinks

0

Edu  
Backlinks

0

Gov  
Backlinks

0

IPs

0

Subnets

Backlinks are links to your site from another site. Search Engines can see these interconnections and use them as a strong signal of the importance and authority of your page or content. Backlinks are one of the most important ranking factors, and in general, more links from authoritative websites will improve the ranking ability of your site. Building Backlinks can be a difficult and time consuming activity, though the rewards are large when done successfully.

We recommend having a strategy in place for Building Backlinks to your site. Some common methods including adding your site to relevant online directories, asking other sites to link to you, performing outreach and guest blogging on other websites or creating 'lead magnet' content that encourages linking.

### Descriptive Anchor Text



The internal links on your page appear to use descriptive anchor text.

Anchor text is the visible, clickable text of a link. Search engines use it to understand what the destination page is about, so descriptive anchors like "pricing plans" pass far more relevance than generic ones like "click here" or "read more". Links with no text at all (for example unlabeled icon links) pass no signal and are also unusable for screen reader users, and raw URLs used as the visible text are hard to read and waste the same opportunity.

Rewrite generic anchors to describe the destination page, ideally using its target keywords naturally. Give icon-only links an accessible name via image alt text or an aria-label, and replace raw URLs shown as link text with a readable phrase.

## Usability



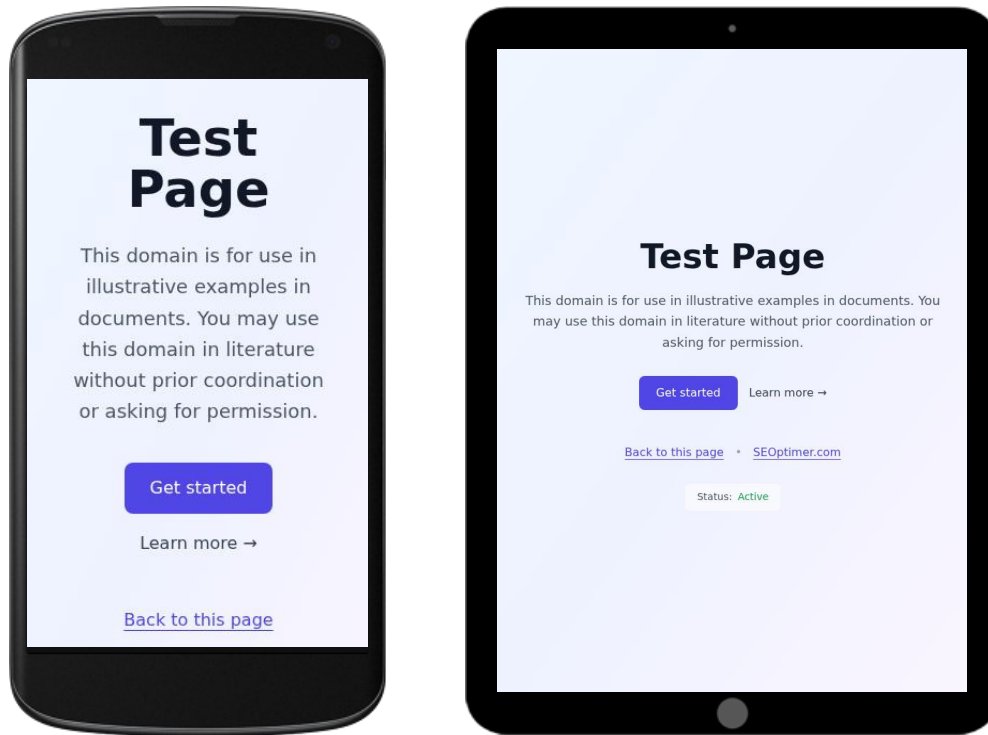
### Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

### Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

*i*



A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of how the site looks on some popular device resolutions to help identify obvious issues. Note, our method will load a website and resize it's portlet to several dimensions, as opposed to loading the site multiple times directly in different devices.

In general a website should be designed and tested to be responsive across a large variety of desktop and mobile device resolutions, as well as being able to transition smoothly (for example when resizing a browser or flipping a tablet from vertical to horizontal).

## Use of Mobile Viewports



Your page specifies a Viewport matching the device's size, allowing it to render appropriately across devices.

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

The Viewport is a Meta Tag within the page's HTML which gives the browser instructions for how to control the page's dimensions and scaling. Setting the Viewport is particularly important for mobile and tablet device responsiveness, as without it, the page can appear incorrectly sized and require zooming or scrolling to view content.

Make sure you include one Meta Viewport tag in the Head section of page HTML.

## Google's Core Web Vitals



Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Core Web Vitals are UI Metrics designed by Google that measure the overall quality of user experience on your site. They assess things such as the appearance of content, interactivity of the page and visual stability from the moment of page load. Core Web Vitals are gathered from real world usage data of a website (hence some smaller websites that haven't been well sampled may not return an appropriate result). Google has made Core Web Vitals a ranking factor for pages with increasing importance.

To improve your Core Web Vitals scores, you may need to read Google's documentation on the topic and follow the recommendations provided in the Google's PageSpeed Insights assessment.

## Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring well on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.



| LAB DATA                 | VALUE | OPPORTUNITIES            | ESTIMATED SAVINGS |
|--------------------------|-------|--------------------------|-------------------|
| First Contentful Paint   | 2.2 s | Render-blocking requests | 1.55 s            |
| Speed Index              | 2.7 s |                          |                   |
| Largest Contentful Paint | 2.2 s |                          |                   |
| Time to Interactive      | 2.2 s |                          |                   |
| Total Blocking Time      | 0 s   |                          |                   |
| Cumulative Layout Shift  | 0     |                          |                   |

PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a more important ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

## Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.

99

| LAB DATA                 | VALUE  | OPPORTUNITIES            | ESTIMATED SAVINGS |
|--------------------------|--------|--------------------------|-------------------|
| First Contentful Paint   | 0.6 s  | Render-blocking requests | 0.45 s            |
| Speed Index              | 0.6 s  |                          |                   |
| Largest Contentful Paint | 0.6 s  |                          |                   |
| Time to Interactive      | 0.8 s  |                          |                   |
| Total Blocking Time      | 0.09 s |                          |                   |
| Cumulative Layout Shift  | 0      |                          |                   |

PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a larger ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

## Image Dimensions



The images on your page appear to have explicit dimensions set.

Images without explicit width and height attributes force the browser to guess how much space they will occupy. When the image finally loads, the surrounding content jumps to make room - a "layout shift" that makes the page feel unstable and hurts the Cumulative Layout Shift metric within Core Web Vitals.

Add width and height attributes (or CSS aspect-ratio) to the flagged images so the browser can reserve the correct space before each image loads. The values only need to describe the image's proportions - responsive CSS can still scale the rendered size.

## Render-Blocking Resources



Your page has resources that are blocking the first paint of the page.

Deferring or inlining these files can make your page render noticeably faster.

| RESOURCE                                                                            | SIZE     | EST. DELAY |
|-------------------------------------------------------------------------------------|----------|------------|
| <a href="https://cdn.tailwindcss.com/3.4.17">https://cdn.tailwindcss.com/3.4.17</a> | 124.12KB | 0.77s      |

Render-blocking resources are stylesheets and scripts that the browser must fully download and process before it can draw anything on the screen. Every render-blocking file adds a delay between a visitor requesting your page and actually seeing content, which directly worsens load-speed metrics like First Contentful Paint and Largest Contentful Paint.

Review the flagged files and move them out of the critical path: load non-essential scripts with the defer or async attributes, inline the small amount of CSS needed for the visible part of the page, and load the remaining styles asynchronously. Removing unused stylesheets and scripts entirely is even better.

### Flash Used?



No Flash content has been identified on your page.

Flash is an old embedded website technology that was frequently used in heavily animated features such as games and videos. However, Flash is not supported by all mobile devices and is not easily read by search engines. Improvements to HTML and CSS and the increased speed of modern web browsers have made it possible to implement many similar features with standard web technologies.

If Flash is detected on your site, you should carefully consider whether it is necessary due to the several drawbacks.

### Favicon



We have not identified a Favicon on your page.

Favicons are a way to increase brand visibility and make your page more recognizable when browsing amongst multiple browser tabs or bookmarks.

A Favicon is a small icon that serves as branding for your website. It's main purpose is to help visitors locate your page easier when they have multiple tabs open. It adds legitimacy to your site and helps boost your online branding as well as trust from potential consumers.

Either use an online Favicon builder tool, or a graphic designer to build your Favicon, and load them into your website or CMS.

# Performance Results

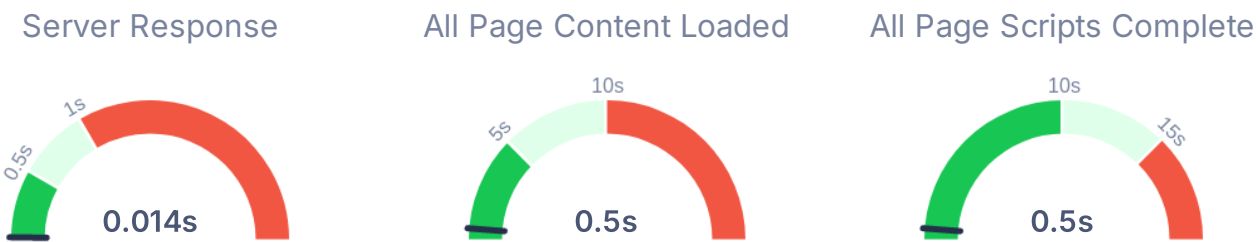


Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Website Load Speed ✓

Your page loads in a reasonable amount of time.

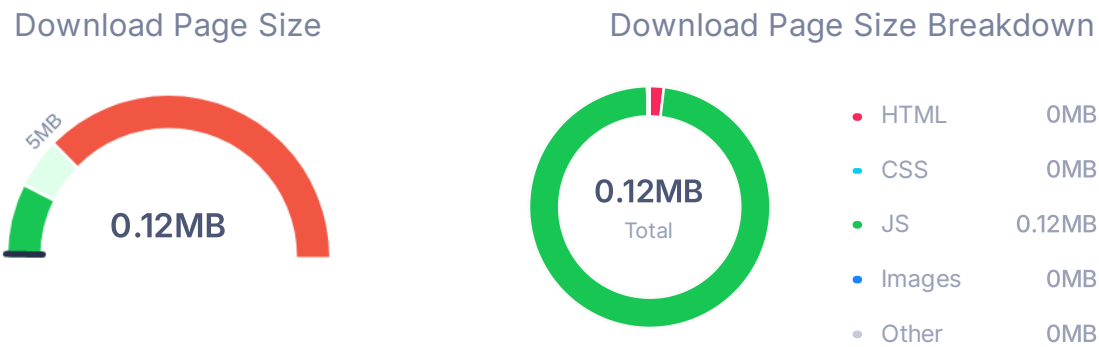


Page Load Speed refers to the amount of time it takes to entirely load a webpage in a user's browser. Load speed is complex and can be impacted by a multitude of factors including network, web server, page size, technology, database or coding problems, and may require the help of a developer or systems administrator to troubleshoot. Page Load Speed impacts a user's experience on a website and can directly impact bounce rate and conversions. Additionally, Search Engines are making Page Load Speed a ranking factor.

Optimize Page Load Speed by examining common problem points such as overall file size, server resources or coding problems.

Website Download Size ✓

Your page's file size is reasonably low which is good for Page Load Speed and user experience.



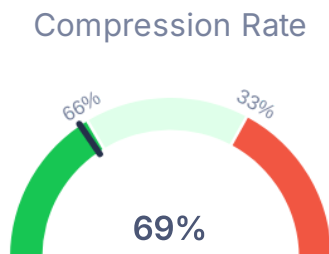
Download Page Size refers to the total amount of file content that needs to be downloaded by the browser to view a particular webpage. This includes HTML, CSS, Javascript and Images, though can include a number of other file formats. Generally media files like images and videos are significantly larger than text files and make up the bulk of Download File Size, but also represent the largest optimization opportunity. An important distinction here is 'Download' vs 'Raw' file size. Modern web protocols compress files during transfer, meaning files are usually smaller to download than their actual or 'raw' size. So any manual optimizations you perform would be on the 'raw' file. Download Page Size is one of the biggest contributors to Page Load Speed, which can directly affect rankings, user experience and conversions.

It is important to ensure your Download File Size is as small as possible by removing unnecessary files and minifying and optimizing others. 5MB is a good metric to strive for, though modern websites are gradually increasing in size.

### Compression Usage (Gzip, Deflate, Brotli)



Your website appears to be using a reasonable level of compression.



### Compression Rates

|       |  |                          |
|-------|--|--------------------------|
| HTML  |  | 35% compressed of 0.00MB |
| JS    |  | 69% compressed of 0.39MB |
| Total |  | 69% compressed of 0.39MB |

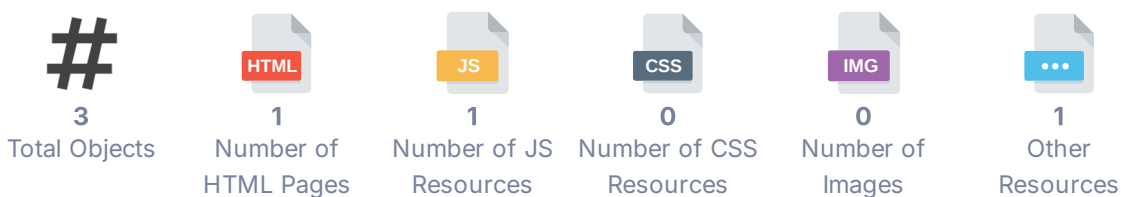
Modern web servers allow website files to be compressed as part of their transfer, often dramatically reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple and quick win to performance, and most new web servers will have this enabled by default.

You should ensure that compression is enabled and working effectively on your web server. Sometimes compression may only be partially enabled for particular file types, or using an older compression method, so it is important to understand whether your server is configured as efficiently as possible. This may require the help of a developer to investigate.

### Resources Breakdown



This check displays the total number of files that need to be retrieved from web servers to load your page.



When browsers display a modern website, they have to retrieve a wide variety of files including HTML, CSS, Javascript, Images and other media. As a general rule, every file that needs to be retrieved is another network request that needs to be made by the browser to the server, which can each face some connection overhead and add to Page Load Time.

It is a good idea to remove unnecessary files or consolidate smaller files with similar content like styles and scripts where possible to optimize performance.

## Image Optimization



All of the images on your page appear to be optimized.

Image and media files in general tend to be the largest component of file size on most modern webpages. File size can directly impact how quickly a page loads, and subsequently the quality of the experience for users. Images in general can have a large range in how much they can be optimized. For example, a high quality photograph downloaded from a camera could be 16MB, but using a reasonable level of size reduction and optimization could comfortably reduce it to 150KB without a noticeable amount of quality loss.

Review the images used on your site, starting from the largest in file size to determine if there are optimization opportunities. You can use common image editing tools like Photoshop or even free online compression tools to optimize them.

## Browser Caching



The static files on your page appear to be served with efficient cache lifetimes.

Browser caching lets returning visitors reuse files their browser has already downloaded - stylesheets, scripts, images and fonts - instead of fetching them again. Files served with a short cache lifetime (or none at all) must be re-downloaded on every visit, making repeat page loads slower than they need to be.

Configure your web server to send long cache lifetimes for static files, for example via Cache-Control headers. A common pattern is a long lifetime (a month or more) combined with a version number in the file name or URL, so a file can still be updated instantly by changing its URL.

## JavaScript Errors



Your page is not reporting any JavaScript errors.

JavaScript is embedded code on a webpage that can perform any number of functions such as modifying page elements dynamically, or making calls to retrieve information live without refreshing the page. JavaScript is a staple of the modern web and used on almost every modern website. However, with increasing usage and complexity, Javascript can fail on a page due to coding problems, incorrect versions or loading issues. Sometimes failures can interrupt proper execution of a page and break other functions, and so Javascript errors should generally be examined to understand the cause and what its impacts are .

## Minification



All your JavaScript and CSS files appear to be minified.

Minification is a procedure run on code text files that can reduce the text size by removing white space and substituting common values or names with shorter versions. Minification also offers the additional value of making code much harder to read and reverse engineer by third parties. It is best practice to minify any exposed JS and CSS Files before publishing them to a live site.

Minification can be done automatically through some development tools and website build procedures, or through minification CMS Plugins, or manually through minification tools available online.

## Deprecated HTML



No deprecated HTML tags have been found within your page.

HTML, like most coding languages, has had improvements made over time that has removed older features, either due to them simply being problematic, or more often replaced with something better. If you continue to use these older features in your page, you may at the bare minimum not get the expected functionality in your page, or in the worst case, break some execution.

It is recommended to identify and remove any old or 'deprecated' tags from your code. This could be done manually if you have HTML or web design skills, or could be done by upgrading the template and library versions on your website.

## Social Results

### Facebook Page Linked



No associated Facebook Page found as a link on your page.

Creating Social Profiles as well as linking to these from your website can help to build trust in your business and provide other mediums to nurture your customer relationships.

We recommend creating all common Social Profiles and linking to these from your website. Most CMS systems will offer fields to enter your Social Profile URLs and will display these in a button row section in the footer.

### X (formerly Twitter) Account Linked



No associated X Profile found as a link on your page.

### Instagram Linked



No associated Instagram Profile found linked on your page

### LinkedIn Page Linked



No associated LinkedIn Profile found linked on your page.

### YouTube Channel Linked



No associated YouTube Channel found linked on your page.

## Local SEO

### Address & Phone Shown on Website



We can't identify one or both of these components on the page. Missing: Phone, Address

Address & phone number are key pieces of information for customers to contact a local business. However they also help Google identify that the website represents a particular local business to build a complete online profile helping it rank in local search results.

Ensure that your full business address and phone number are correct and clearly visible in clear text on the site and not hidden behind expanders or text that could load dynamically.

### Google Business Profile Identified



No Google Business Profile was identified that links to this website.

A Google Business Profile (GBP) is a listing representing your business that appears in Google Maps or standard Google Searches that have local intent. GBP contains key information about the business such as name, location, contact information, opening hours as well as customer ratings and reviews. GBP is an important tool for local businesses to manage their online presence, reach customers on Google, and compete against other similar businesses.

If you are a local business, it is important to create your Google Business Profile (or claim it if one has been automatically created by Google) and update the details as completely and accurately as possible. We try to identify your GBP based on the website URL listed in the profile matching the one in this audit. If your GBP profile exists but we can't identify it, you may want to check that the website URL is correct.

### Google Business Profile Completeness



No Google Business Profile was identified that links to this website.

It is important your Google Business Profile (GBP) details are complete and correct - in particular those referred to as the 'NAP' - Name, Address Phone. This obviously helps local customers find your business, but also aids local SEO by helping Google accurately identify online citations of your business to understand the online presence, trust and reputation of your business.

We recommend reviewing the details of your business's Google Business Profile and updating it as completely and accurately as possible.

## Google Reviews



No Google Business Profile was identified that links to this website.

Google reviews and ratings are critical for a business - they can directly impact customer trust and reputation of your business which drives foot traffic, but are also a ranking signal Google uses to determine how to rank your business in local search results.

Be pro-active in trying to drive reviews for your business (there are multiple methods and online tools to assist) as well as responding to any negative feedback.

## Technology Results

### Technology List



These software or coding libraries have been identified on your page.

| TECHNOLOGY                                                                                       | VERSION |
|--------------------------------------------------------------------------------------------------|---------|
|  HTTP/3       |         |
|  LiteSpeed    |         |
|  Tailwind CSS |         |

### Server IP Address



164.92.113.245

## DNS Servers

*i*

g.gtld-servers.net  
b.gtld-servers.net  
d.gtld-servers.net  
k.gtld-servers.net  
e.gtld-servers.net  
i.gtld-servers.net  
j.gtld-servers.net  
a.gtld-servers.net  
m.gtld-servers.net  
c.gtld-servers.net  
h.gtld-servers.net  
f.gtld-servers.net  
l.gtld-servers.net

## Web Server

*i*

LiteSpeed

## Charset

*i*

text/html

## DMARC Record

✗

This site does not appear to have a DMARC record in place.

DMARC records are important to improve email deliverability and combat spoofing.

DMARC (Domain-based Message Authentication, Reporting, and Conformance) is a DNS record that can be added for a site to help prevent email spoofing from malicious parties. It is more frequently being adopted as a mailing requirement by email providers like Google and can affect deliverability rates if not in place.

We recommend reviewing the documentation from both your email delivery platform as well as common recipient platforms like Gmail and Outlook to determine the appropriate DMARC records and how to implement this into your site's DNS

## SPF Record

✗

This site does not appear to have an SPF record.

SPF records are important to improve email deliverability and combat spoofing.

An SPF (Sender Policy Framework) record is a DNS record that is set to identify mail servers and domains that are allowed to send email on behalf of your domain and is designed to help combat email spoofing.

We recommend reviewing the documentation of all the delivery platforms you use to determine the appropriate SPF records to implement for your site to ensure highest deliverability.

# Child Pages

No Sub-Pages Found