SEOTRACKER

Site Audit Report · Generated July 29, 2026

https://engin8.io

HTTP 200 1379 ms response 436.6 KB 5,969 words

76 images 84 links

92/100

GOOD

Executive Summary

This audit evaluated **29 signals** across on-page SEO, technical SEO, performance, security, mobile rendering, structured data and E-E-A-T trust signals.

29	21	0	8
TOTAL CHECKS	PASSED	CRITICAL	WARNINGS

Category Scores

Technical SEO	100/100	GOOD
On-Page SEO	92/100	GOOD
Content	100/100	GOOD
Performance	92/100	GOOD
Security	52/100	POOR
Mobile & UX	100/100	GOOD
E-E-A-T	100/100	GOOD
Structured Data	100/100	GOOD

Site Crawl

16	1	16
PAGES CRAWLED	BROKEN LINKS	PAGES WITH ISSUES

Issues & Findings

Every issue includes the problem, why it matters, and a concrete fix.

On-Page SEO (1 issue)

WARNING **2 image(s) missing alt text** ×2

Alt text improves accessibility and image SEO.

Security (6 issues)

WARNING **Mixed content detected** ? 1 hr

PROBLEM The page is served over HTTPS but loads at least one resource (image, script, style) over HTTP.

WHY IT MATTERS Browsers block mixed-content scripts and stylesheets and flag mixed-content images with a security warning. Some browsers show a broken padlock that destroys user trust.

HOW TO FIX Find every http:// URL in the page source and change to https:// (or use protocol-relative //). Most CMSes have a "search and replace in DB" tool for legacy posts.

WARNING **Missing X-Frame-Options header** ? 30 min

PROBLEM A security or SEO header is missing from the page response.

WHY IT MATTERS Modern browsers and crawlers expect security headers (HSTS, CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy). Missing them weakens defense-in-depth, sometimes blocks rich integrations, and signals to crawlers that the site isn't maintained.

HOW TO FIX Add the named header in your web server config (nginx `add_header`, Apache `Header set`) or application middleware. Start with: `Strict-Transport-Security: max-age=31536000; includeSubDomains`, `X-Content-Type-Options: nosniff`, `Referrer-Policy: strict-origin-when-cross-origin`.

WARNING **Missing Strict-Transport-Security header** ? 30 min

PROBLEM A security or SEO header is missing from the page response.

WHY IT MATTERS Modern browsers and crawlers expect security headers (HSTS, CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy). Missing them weakens defense-in-depth, sometimes blocks rich integrations, and signals to crawlers that the site isn't maintained.

HOW TO FIX Add the named header in your web server config (nginx `add_header`, Apache `Header set`) or application middleware. Start with: `Strict-Transport-Security: max-age=31536000; includeSubDomains`, `X-Content-Type-Options: nosniff`, `Referrer-Policy: strict-origin-when-cross-origin`.

WARNING **Missing X-Content-Type-Options header** ? 30 min

PROBLEM A security or SEO header is missing from the page response.

WHY IT MATTERS Modern browsers and crawlers expect security headers (HSTS, CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy). Missing them weakens defense-in-depth, sometimes blocks rich integrations, and signals to crawlers that the site isn't maintained.

HOW TO FIX Add the named header in your web server config (nginx `add_header`, Apache `Header set`) or application middleware. Start with: `Strict-Transport-Security: max-age=31536000; includeSubDomains`, `X-Content-Type-Options: nosniff`, `Referrer-Policy: strict-origin-when-cross-origin`.

WARNING **Missing Content-Security-Policy header** ? 30 min

PROBLEM A security or SEO header is missing from the page response.

WHY IT MATTERS Modern browsers and crawlers expect security headers (HSTS, CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy). Missing them weakens defense-in-depth, sometimes blocks rich integrations, and signals to crawlers that the site isn't maintained.

HOW TO FIX Add the named header in your web server config (nginx `add_header`, Apache `Header set`) or application middleware. Start with: `Strict-Transport-Security: max-age=31536000; includeSubDomains`, `X-Content-Type-Options: nosniff`, `Referrer-Policy: strict-origin-when-cross-origin`.

WARNING **Missing Referrer-Policy header** ? 30 min

PROBLEM A security or SEO header is missing from the page response.

WHY IT MATTERS Modern browsers and crawlers expect security headers (HSTS, CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy, Permissions-Policy). Missing them weakens defense-in-depth, sometimes blocks rich integrations, and signals to crawlers that the site isn't maintained.

HOW TO FIX Add the named header in your web server config (nginx `add_header`, Apache `Header set`) or application middleware. Start with: `Strict-Transport-Security: max-age=31536000; includeSubDomains`, `X-Content-Type-Options: nosniff`, `Referrer-Policy: strict-origin-when-cross-origin`.

Performance (1 issue)

WARNING **Response compression not detected** ? 20 min

PROBLEM No Content-Encoding header (gzip, br, deflate) on the page response.

WHY IT MATTERS Without compression, HTML/CSS/JS payloads are 3–5× larger than needed — slower TTFB, slower LCP, and wasted bandwidth.

HOW TO FIX Enable gzip and/or brotli at the web server level (nginx: `gzip on;` + `brotli on;`; Apache: mod_deflate / mod_brotli; Cloudflare: enabled by default).

Passed Checks

On-Page SEO (6)

- Title tag (53 chars)
- Meta description (152 chars)
- Single H1 tag
- Heading hierarchy (H1 ? H2 × 24)
- Open Graph tags present
- Twitter card meta tags present

Content (1)

- Deep content (~5969 words)

Security (1)

- HTTPS enabled

Technical SEO (7)

- HTTP 200 OK
- Canonical tag present
- Page is indexable
- URL uses hyphens (no underscores)
- URL length OK
- robots.txt found
- sitemap.xml found

Mobile & UX (1)

- Viewport meta tag present

Structured Data (1)

- 8 schema type(s) found: Organization, WebSite, ImageObject, WebPage, Person, Article, FAQPage, BreadcrumbList

E-E-A-T (4)

- About page found

Contact page found

- Privacy Policy found
- 2 social media link(s) found