

85/100

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	20	0	9
TOTAL CHECKS	PASSED	CRITICAL	WARNINGS

Category Scores

Technical SEO		100/100	GOOD
On-Page SEO		76/100	NEEDS WORK
Content		100/100	GOOD
Performance		92/100	GOOD
Security		60/100	NEEDS WORK
Mobile & UX		100/100	GOOD
E-E-A-T		85/100	GOOD
Structured Data		70/100	NEEDS WORK

PageSpeed Insights (lab)

MOBILE

49	84	0	92
PERF	A11Y	BP	SEO

LCP	4.5 s
CLS	0.048
TBT	850 ms
FCP	3.4 s

DESKTOP

45	81	0	92
PERF	A11Y	BP	SEO

LCP	4.8 s
CLS	0.014
TBT	580 ms
FCP	1.1 s

Issues & Findings

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

On-Page SEO (3 issues)

WARNING Title too long (64 chars)

? 10 min

PROBLEM The <title> tag is longer than 60 characters.

WHY IT MATTERS Google truncates titles around 60 characters in SERPs — anything past that is invisible to searchers and may also signal weak editorial discipline.

HOW TO FIX Trim the title to ?60 characters. Lead with the keyword; move the brand to the end or drop it if space is tight.

WARNING Multiple H1 tags (4)

? 20 min

PROBLEM The page has more than one <h1> tag.

WHY IT MATTERS Multiple H1s split the topical signal and indicate the page has no single main subject. Modern HTML5 allows multiple H1s in <article>/<section>, but search engines still prefer one per page.

HOW TO FIX Keep one <h1>; demote the others to <h2> or <h3> to reflect the actual content hierarchy.

WARNING 4 image(s) missing alt text ×4

Alt text improves accessibility and image SEO.

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).

Security (5 issues)

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`.

Passed Checks

On-Page SEO (4)

- Meta description (137 chars)
- Heading hierarchy (H1 ? H2 × 3)
- Open Graph tags present
- Twitter card meta tags present

Content (1)

- Deep content (~4729 words)

Security (2)

- HTTPS enabled
- No mixed content

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)

- 6 schema type(s) found: WebPage, ImageObject, BreadcrumbList, WebSite, Organization, HVACBusiness

E-E-A-T (4)

- About page found
- Contact page found

Privacy Policy found

- 2 social media link(s) found