

Site Audit Report · Generated July 29, 2026  
https://hpanel.hostinger.com

HTTP 200   39 ms response   8.3 KB   142 words  
3 images   0 links

75/100

NEEDS IMPROVEMENT

## 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           | 14     | 1        | 14       |
| TOTAL CHECKS | PASSED | CRITICAL | WARNINGS |

## Category Scores

|                 |                        |         |            |
|-----------------|------------------------|---------|------------|
| Technical SEO   | <div><div></div></div> | 72/100  | NEEDS WORK |
| On-Page SEO     | <div><div></div></div> | 68/100  | NEEDS WORK |
| Content         | <div><div></div></div> | 92/100  | GOOD       |
| Performance     | <div><div></div></div> | 92/100  | GOOD       |
| Security        | <div><div></div></div> | 60/100  | NEEDS WORK |
| Mobile & UX     | <div><div></div></div> | 100/100 | GOOD       |
| E-E-A-T         | <div><div></div></div> | 90/100  | GOOD       |
| Structured Data | <div><div></div></div> | 25/100  | POOR       |

## PageSpeed Insights (lab)

### MOBILE

|      |      |    |     |
|------|------|----|-----|
| 28   | 90   | 0  | 92  |
| PERF | A11Y | BP | SEO |

|     |          |
|-----|----------|
| LCP | 28.9 s   |
| CLS | 0        |
| TBT | 1,730 ms |
| FCP | 22.0 s   |

### DESKTOP

|      |      |    |     |
|------|------|----|-----|
| 28   | 90   | 0  | 92  |
| PERF | A11Y | BP | SEO |

|     |          |
|-----|----------|
| LCP | 5.6 s    |
| CLS | 0        |
| TBT | 1,320 ms |
| FCP | 4.2 s    |

# Issues & Findings

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

## On-Page SEO (4 issues)

### **WARNING** Title too short (18 chars)

? 10 min

**PROBLEM** The <title> tag is shorter than 30 characters.

**WHY IT MATTERS** Short titles waste SERP real estate, give Google less context to match queries against, and look thin next to competitors.

**HOW TO FIX** Expand the title to 30–60 characters. Add a secondary keyword, a benefit, or the brand name — without keyword stuffing.

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

Alt text improves accessibility and image SEO.

### **WARNING** Missing Open Graph tags

? 20 min

**PROBLEM** No Open Graph meta tags (og:title, og:description, og:image) in the page <head>.

**WHY IT MATTERS** Without OG tags, links shared to Facebook, LinkedIn, Slack, Discord, and most chat apps render as bare URLs with no preview card. That destroys social click-through.

**HOW TO FIX** Add og:title, og:description, og:image (1200×630 PNG/JPG), og:url, og:type to every shareable page.

### **WARNING** Missing Twitter card tags

? 10 min

**PROBLEM** No Twitter Card meta tags (twitter:card, twitter:title, twitter:image).

**WHY IT MATTERS** Without these, links shared on X render as bare URLs. Twitter falls back to OG tags for some fields but not all.

**HOW TO FIX** Add twitter:card="summary\_large\_image", twitter:title, twitter:description, twitter:image. You can reuse the OG image if it is 1200×630.

## Content (1 issue)

**WARNING** Thin content (~142 words)

? 2 hrs

**PROBLEM** Page has fewer than 300 words of body copy.

**WHY IT MATTERS** Pages thin on content rarely rank for competitive queries — Google interprets thinness as low value, especially for commercial intent.

**HOW TO FIX** Expand to 600+ words for informational pages, 300+ for transactional/product pages. Cover the primary question plus 2–3 closely related sub-questions.

**Technical SEO** (2 issues)

**WARNING** Missing canonical tag

? 15 min

**PROBLEM** No `<link rel="canonical">` in the page `<head>`.

**WHY IT MATTERS** Any URL variant (UTM parameters, trailing slash, www vs apex, http vs https) can be treated by Google as a separate page, splitting link equity and risking duplicate-content demotion.

**HOW TO FIX** Add `<link rel="canonical" href="...">` pointing at the preferred absolute URL of this page. For paginated/filtered pages, point at the canonical (unfiltered) version.

**CRITICAL** robots.txt blocks entire site (Disallow: /)

? 5 min

**PROBLEM** robots.txt contains ``User-agent: * / Disallow: /`` — blocking every crawler from every URL.

**WHY IT MATTERS** Catastrophic for SEO. The entire site is invisible to Google, Bing, ChatGPT, Claude, and every other crawler. Often a leftover from staging.

**HOW TO FIX** Change ``Disallow: /`` to ``Disallow: `` (empty) to allow everything, or list specific paths to disallow. Then request re-indexing in Search Console.

**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.

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**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``.

## Structured Data (1 issue)

**WARNING** **No structured data (JSON-LD) found**

Add Schema.org JSON-LD markup to enable rich results in Google.

## E-E-A-T (1 issue)

**WARNING****No social media links detected****? 20 min**

**PROBLEM** No links to social media profiles (LinkedIn, X, Facebook, Instagram, YouTube, GitHub, etc.) found on the page.

**WHY IT MATTERS** Social profiles are entity signals — they let Google connect your site to a verifiable real-world organisation. Crucial for E-E-A-T and for AI answer engines that build entity graphs.

**HOW TO FIX** Add the relevant social profile links (at minimum LinkedIn + one other) to the footer. Also add them as `sameAs` entries in your Organization JSON-LD.

## Passed Checks

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### On-Page SEO (2)

- Meta description (160 chars)
- Single H1 tag

### Security (2)

- HTTPS enabled
- No mixed content

### Technical SEO (6)

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

### Mobile & UX (1)

- Viewport meta tag present

### E-E-A-T (3)

- About page found
- Contact page found
- Privacy Policy found