

67/100

NEEDS IMPROVEMENT

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

HTTP 200 1146 ms response 219.3 KB 10,197 words
5 images 4 links

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	13	0	16
TOTAL CHECKS	PASSED	CRITICAL	WARNINGS

Category Scores

Technical SEO		76/100	NEEDS WORK
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		10/100	POOR
Structured Data		25/100	POOR

PageSpeed Insights (lab)

MOBILE

78	91	0	100
PERF	A11Y	BP	SEO

LCP	4.1 s
CLS	0.001
TBT	10 ms
FCP	1.4 s

DESKTOP

65	91	0	100
PERF	A11Y	BP	SEO

LCP	7.3 s
CLS	0
TBT	140 ms
FCP	0.4 s

Issues & Findings

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

On-Page SEO (3 issues)

WARNING Meta description too long (170 chars)

? 10 min

PROBLEM Meta description is longer than 160 characters.

WHY IT MATTERS Google truncates descriptions around 160 characters; the most important sentence ends up clipped.

HOW TO FIX Trim the description to ?160 characters. Front-load the value prop and keyword; cut adjectives.

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.

Technical SEO (3 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.

WARNING robots.txt not found

? 20 min

PROBLEM No `/robots.txt` file at the site root, or it returns a non-200 status.

WHY IT MATTERS `robots.txt` is the first thing every crawler requests. A missing file means crawlers have no policy hint and no Sitemap: directive — both costing crawl budget and discovery speed.

HOW TO FIX Create `/robots.txt` with at minimum: ``User-agent: *` + `Allow: /`` (or specific Disallows for app/admin paths) + ``Sitemap: https://yourdomain.com/sitemap.xml``.

WARNING sitemap.xml not found

? 1 hr

PROBLEM No `/sitemap.xml` at the site root, or it returns a non-200 status.

WHY IT MATTERS A sitemap is the most reliable way to tell Google which URLs to crawl, how often, and when they were last updated. Without one, discovery relies on link-following and is slower and incomplete.

HOW TO FIX Generate `/sitemap.xml` listing every indexable URL with `<lastmod>`. Reference it in `robots.txt` with ``Sitemap:``. Submit it in Google 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).

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.

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WARNING Missing Content-Security-Policy header

? 30 min

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

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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 (3 issues)

WARNING No About page detected

? 2 hrs

PROBLEM No /about, /about-us, or equivalent page linked from the homepage.

WHY IT MATTERS Google's Quality Raters Guidelines explicitly look for About pages to assess Expertise, Authoritativeness, and Trust (E-E-A-T). YMYL (Your Money or Your Life)

topics especially need this.

HOW TO FIX

Create an About page with: who the company/author is, what they do, where they're based, who the founders are (with photos and bios), and how to contact them.

WARNING No Contact page detected

? 30 min

PROBLEM

No /contact or equivalent page linked from the homepage.

WHY IT MATTERS

A discoverable contact path is an E-E-A-T trust signal AND a legal requirement in many jurisdictions (UK, EU, AU). Its absence flags the site as low-trust.

HOW TO FIX

Add a Contact page with a real email address, phone (if applicable), and physical/registered business address. Link it from the main nav or footer.

WARNING No Privacy Policy detected

? 2 hrs

PROBLEM

No /privacy, /privacy-policy, or equivalent page linked from the homepage.

WHY IT MATTERS

A privacy policy is legally required if you collect any personal data (cookies count) under GDPR, CCPA, and similar. Its absence is both an E-E-A-T negative and a regulatory risk.

HOW TO FIX

Publish a Privacy Policy covering: what data you collect, why, how long you keep it, who you share it with, and how users exercise their rights. Link it from the footer.

Passed Checks

On-Page SEO (4)

- Title tag (45 chars)
- Single H1 tag
- Heading hierarchy (H1 ? H2 × 7)
- All 5 images have alt text

Content (1)

- Deep content (~10197 words)

Security (2)

- HTTPS enabled
- No mixed content

Technical SEO (4)

- HTTP 200 OK
- Page is indexable
- URL uses hyphens (no underscores)
- URL length OK

Mobile & UX (1)

- Viewport meta tag present

E-E-A-T (1)

- 1 social media link(s) found