

77/100

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	20	0	9
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		60/100	NEEDS WORK
Mobile & UX		100/100	GOOD
E-E-A-T		35/100	POOR
Structured Data		40/100	POOR

PageSpeed Insights (lab)

MOBILE

94	96	0	100
PERF	A11Y	BP	SEO

LCP	2.5 s
CLS	0
TBT	80 ms
FCP	1.5 s

DESKTOP

98	96	0	100
PERF	A11Y	BP	SEO

LCP	0.9 s
CLS	0
TBT	70 ms
FCP	0.4 s

Issues & Findings

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

On-Page SEO (1 issue)

WARNING Meta description too long (211 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.

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.

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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.

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WARNING Missing Referrer-Policy header

? 30 min

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E-E-A-T (2 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 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 (6)

- Title tag (53 chars)
- Single H1 tag
- Heading hierarchy (H1 ? H2 × 9)
- All 20 images have alt text
- Open Graph tags present
- Twitter card meta tags present

Content (1)

- Deep content (~3804 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)

- 3 schema type(s) found: Dentist, MedicalBusiness, FAQPage

E-E-A-T (2)

- Contact page found

2 social media link(s) found

Generated by the SEOTracker Site Auditor · Deterministic rules · All values observed from a live HTTP fetch