

82/100

GOOD

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

HTTP 200 1453 ms response 227.8 KB 11,000 words
5 images 17 links

Executive Summary

This audit evaluated **25 signals** across on-page SEO, technical SEO, performance, security, mobile rendering, structured data and E-E-A-T trust signals.

25	21	0	4
TOTAL CHECKS	PASSED	CRITICAL	WARNINGS

Category Scores

Technical SEO		100/100	GOOD
On-Page SEO		100/100	GOOD
Content		100/100	GOOD
Performance		92/100	GOOD
Security		100/100	GOOD
Mobile & UX		100/100	GOOD
E-E-A-T		10/100	POOR
Structured Data		55/100	POOR

PageSpeed Insights (lab)

MOBILE

72	91	0	100
PERF	A11Y	BP	SEO

LCP	7.1 s
CLS	0
TBT	30 ms
FCP	1.1 s

DESKTOP

96	91	0	100
PERF	A11Y	BP	SEO

LCP	1.3 s
CLS	0
TBT	20 ms
FCP	0.4 s

Issues & Findings

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

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).

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 (7)

- Title tag (45 chars)
- Meta description (147 chars)
- Single H1 tag
- Heading hierarchy (H1 ? H2 × 7)
- All 5 images have alt text
- Open Graph tags present
- Twitter card meta tags present

Content (1)

- Deep content (~11000 words)

Security (3)

- HTTPS enabled
- No mixed content
- 5/5 security headers present

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)

- 4 schema type(s) found: Organization, Service, WebSite, WebPage

E-E-A-T (1)

- 1 social media link(s) found