

93/100

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	22	0	7
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		52/100	POOR
Mobile & UX		100/100	GOOD
E-E-A-T		100/100	GOOD
Structured Data		100/100	GOOD

PageSpeed Insights (lab)

MOBILE

83	89	0	100
PERF	A11Y	BP	SEO

LCP	1.7 s
CLS	0.299
TBT	0 ms
FCP	1.7 s

DESKTOP

100	91	0	100
PERF	A11Y	BP	SEO

LCP	0.6 s
CLS	0.001
TBT	10 ms
FCP	0.5 s

Site Crawl

17	0	17
PAGES CRAWLED	BROKEN LINKS	PAGES WITH ISSUES

Issues & Findings

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

Security (6 issues)

WARNING Mixed content detected

? 1 hr

PROBLEM The page is served over HTTPS but loads at least one resource (image, script, style) over HTTP.

WHY IT MATTERS Browsers block mixed-content scripts and stylesheets and flag mixed-content images with a security warning. Some browsers show a broken padlock that destroys user trust.

HOW TO FIX Find every `http://` URL in the page source and change to `https://` (or use protocol-relative `//`). Most CMSes have a "search and replace in DB" tool for legacy posts.

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`.

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).

Passed Checks

On-Page SEO (7)

- Title tag (53 chars)
- Meta description (152 chars)
- Single H1 tag
- Heading hierarchy (H1 ? H2 × 28)
- All 74 images have alt text
- Open Graph tags present
- Twitter card meta tags present

Content (1)

- Deep content (~3606 words)

Security (1)

- HTTPS enabled

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)

- 8 schema type(s) found: Organization, WebSite, ImageObject, WebPage, Person, Article, FAQPage, BreadcrumbList

E-E-A-T (4)

About page found

- Contact page found
- Privacy Policy found
- 2 social media link(s) found