

87/100

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	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		52/100	POOR
Mobile & UX		100/100	GOOD
E-E-A-T		75/100	NEEDS WORK
Structured Data		85/100	GOOD

PageSpeed Insights (lab)

MOBILE

40	91	0	100
PERF	A11Y	BP	SEO

LCP	35.0 s
CLS	0.278
TBT	150 ms
FCP	12.3 s

DESKTOP

44	89	0	100
PERF	A11Y	BP	SEO

LCP	5.9 s
CLS	0.222
TBT	150 ms
FCP	2.2 s

Site Crawl

16	1	16
PAGES CRAWLED	BROKEN LINKS	PAGES WITH ISSUES

Issues & Findings

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

On-Page SEO (1 issue)

WARNING 1 image(s) missing alt text

Alt text improves accessibility and image SEO.

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.

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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.

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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.

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).

E-E-A-T (1 issue)**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.

Passed Checks

On-Page SEO (6)

- Title tag (53 chars)
- Meta description (152 chars)
- Single H1 tag
- Heading hierarchy (H1 ? H2 × 24)
- Open Graph tags present
- Twitter card meta tags present

Content (1)

- Deep content (~5912 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, Service

E-E-A-T (3)

- About page found

Privacy Policy found

- 2 social media link(s) found