

92/100

GOOD

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		92/100	GOOD
Content		100/100	GOOD
Performance		92/100	GOOD
Security		92/100	GOOD
Mobile & UX		100/100	GOOD
E-E-A-T		90/100	GOOD
Structured Data		70/100	NEEDS WORK

PageSpeed Insights (lab)

MOBILE

87	92	0	100
PERF	A11Y	BP	SEO

LCP	2.9 s
CLS	0
TBT	0 ms
FCP	2.9 s

DESKTOP

99	92	0	100
PERF	A11Y	BP	SEO

LCP	0.7 s
CLS	0.009
TBT	0 ms
FCP	0.7 s

Site Crawl

25	0	25
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 Meta description too long (197 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 (1 issue)

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`.

E-E-A-T (1 issue)

WARNING No social media links detected

? 20 min

PROBLEM No links to social media profiles (LinkedIn, X, Facebook, Instagram, YouTube, GitHub, etc.) found on the page.

WHY IT MATTERS Social profiles are entity signals — they let Google connect your site to a verifiable real-world organisation. Crucial for E-E-A-T and for AI answer engines that build entity graphs.

HOW TO FIX Add the relevant social profile links (at minimum LinkedIn + one other) to the footer. Also add them as `sameAs` entries in your Organization JSON-LD.

Passed Checks

On-Page SEO (5)

- Title tag (47 chars)
- Single H1 tag
- Heading hierarchy (H1 ? H2 × 7)
- Open Graph tags present
- Twitter card meta tags present

Content (1)

- Deep content (~1106 words)

Security (3)

- HTTPS enabled
- No mixed content
- 4/5 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, WebSite, SoftwareApplication, FAQPage

E-E-A-T (3)

- About page found

Contact page found

- Privacy Policy found