

Site Audit Report · Generated July 29, 2026
<https://www.classipie.com>

HTTP 200 3851 ms response 237.5 KB 2,980 words
53 images 28 links

73_{/100}

NEEDS
IMPROVEMENT

Executive Summary

This audit evaluated **30 signals** across on-page SEO, technical SEO, performance, security, mobile rendering, structured data and E-E-A-T trust signals.

30 TOTAL CHECKS	15 PASSED	1 CRITICAL	14 WARNINGS
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Category Scores

Technical SEO		92/100	GOOD
On-Page SEO		40/100	POOR
Content		100/100	GOOD
Performance		92/100	GOOD
Security		60/100	NEEDS WORK
Mobile & UX		100/100	GOOD
E-E-A-T		75/100	NEEDS WORK
Structured Data		25/100	POOR

PageSpeed Insights (lab)

MOBILE

56	86	0	85
PERF	A11Y	BP	SEO

LCP	24.1 s
CLS	0
TBT	90 ms
FCP	4.4 s

DESKTOP

66	85	0	85
PERF	A11Y	BP	SEO

LCP	5.6 s
CLS	0
TBT	20 ms
FCP	1.0 s

Site Crawl

13 PAGES CRAWLED	1 BROKEN LINKS	13 PAGES WITH ISSUES
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Issues & Findings

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

On-Page SEO (6 issues)

WARNING Title too short (9 chars)

? 10 min

PROBLEM The <title> tag is shorter than 30 characters.

WHY IT MATTERS Short titles waste SERP real estate, give Google less context to match queries against, and look thin next to competitors.

HOW TO FIX Expand the title to 30–60 characters. Add a secondary keyword, a benefit, or the brand name — without keyword stuffing.

WARNING Missing meta description

? 15 min

PROBLEM No <meta name="description"> tag in the page <head>.

WHY IT MATTERS Google auto-generates a snippet from body text when this is missing — usually less compelling than one you wrote, and inconsistent across queries. A good description directly lifts click-through rate from the same ranking position.

HOW TO FIX Add a unique <meta name="description"> of 120–160 characters that summarises the page value proposition and includes the primary keyword once.

CRITICAL Missing H1 tag

? 15 min

PROBLEM The page has no <h1> tag.

WHY IT MATTERS The H1 is the second-most-important on-page signal after the title. Missing it suggests the page has no clear primary topic.

HOW TO FIX Add exactly one <h1> that names the page topic in plain language. It can match the title or be a more conversational variant.

WARNING 28 image(s) missing alt text x28

Alt text improves accessibility and image SEO.

WARNING Missing Open Graph tags

? 20 min

PROBLEM No Open Graph meta tags (og:title, og:description, og:image) in the page <head>.

WHY IT MATTERS Without OG tags, links shared to Facebook, LinkedIn, Slack, Discord, and most chat apps render as bare URLs with no preview card. That destroys social click-through.

HOW TO FIX Add og:title, og:description, og:image (1200×630 PNG/JPG), og:url, og:type to every shareable page.

WARNING Missing Twitter card tags

? 10 min

PROBLEM No Twitter Card meta tags (twitter:card, twitter:title, twitter:image).

WHY IT MATTERS Without these, links shared on X render as bare URLs. Twitter falls back to OG tags for some fields but not all.

HOW TO FIX Add twitter:card="summary_large_image", twitter:title, twitter:description, twitter:image. You can reuse the OG image if it is 1200×630.

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.

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.

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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``.

Technical SEO (1 issue)

WARNING **Sitemap missing lastmod dates**

? 30 min

PROBLEM sitemap.xml entries have no `<lastmod>` elements.

WHY IT MATTERS Without lastmod, Google has no signal about which pages changed recently — re-crawl cadence becomes guesswork.

HOW TO FIX Add a `<lastmod>` ISO-8601 datetime to every `<url>` entry. Most CMS sitemap plugins do this automatically; if you generate sitemap.xml in code, populate it from the page's `updated_at` field.

Structured Data (1 issue)

WARNING **No structured data (JSON-LD) found**

Add Schema.org JSON-LD markup to enable rich results in Google.

E-E-A-T (1 issue)

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.

Passed Checks

On-Page SEO (1)

- Heading hierarchy (H1 ? H2 × 31)

Content (1)

- Deep content (~2980 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

E-E-A-T (3)

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