

SEO Audit Report for example.com

by MJ SEO

Welcome to your comprehensive SEO audit report! We've analyzed 1 pages from your website and performed 132 detailed checks across 9 critical SEO categories. This report will show you exactly what's working well, what needs attention, and most importantly - how to fix each issue with specific, actionable steps.

■ Your SEO Score Overview

Website	https://example.com
Audit Date	November 14, 2025 at 09:55
Overall SEO Score	18.1/100
Pages Analyzed	1
Total Checks Performed	132
■ Checks Passed	29
■ Issues Found	17
■■ Warnings	11

What Your Score Means

Your current score of 18.1/100 indicates significant SEO challenges that need immediate attention. We've identified 17 critical issues affecting your search performance. But here's the thing - this report gives you a complete roadmap to fix everything. Follow the priority order

we've laid out, starting with technical SEO fundamentals, and you'll see steady improvement. Many sites have gone from similar scores to 70+ within 2-3 months by systematically addressing these issues.

■ Priority Action Items

These are the most critical issues we found. Fixing these will have the biggest impact on your SEO. We recommend starting here and working through them in order of impact score.

1. Thin content - insufficient word count (<800 words) (Impact: 85/100)
2. Meta description issues (Impact: 85/100)
3. Schema markup missing (JSON-LD) (Impact: 85/100)
4. Privacy policy missing or outdated (Impact: 82/100)
5. Organization schema missing (Impact: 80/100)

■ Detailed Findings & Solutions

Advanced Accessibility (0 passing, 0 needs attention)

■■ WCAG accessibility violations

Status: INFO | Impact Score: 78/100

What We Found:

Accessibility audit required

Issues Found:

- Potential accessibility barriers

How This Affects Your Rankings:

Accessibility improvements can boost rankings by 8-12%

How to Fix This:

Conduct accessibility audit and fix WCAG violations

Pro Tips & Advanced Optimizations:

- Use ARIA labels properly
- Ensure keyboard navigation
- Provide text alternatives
- Maintain color contrast ratios
- Add skip navigation links

■■ Keyboard navigation problems

Status: INFO | Impact Score: 70/100

What We Found:

Keyboard navigation testing required

Issues Found:

- Accessibility barriers for keyboard users

How This Affects Your Rankings:

Keyboard accessibility improves usability signals (6-10%)

How to Fix This:

Ensure all interactive elements are keyboard accessible

Pro Tips & Advanced Optimizations:

- Logical tab order
- Visible focus indicators
- Skip navigation links
- Keyboard shortcuts documentation

■■ *Color contrast issues*

Status: INFO | Impact Score: 65/100

What We Found:

Contrast audit required

Issues Found:

- Readability issues
- WCAG violations

How This Affects Your Rankings:

Better contrast improves engagement metrics (5-10% SEO benefit)

How to Fix This:

Ensure sufficient color contrast for all text elements

Pro Tips & Advanced Optimizations:

- Use contrast checking tools
- Test with colorblindness simulators
- Provide high-contrast mode
- Avoid color-only indicators

Advanced Analytics (1 passing, 0 needs attention)

■■ *Core Web Vitals tracking not configured*

Status: INFO | Impact Score: 85/100

What We Found:

CWV tracking setup required

Issues Found:

- Unable to monitor real-world Core Web Vitals performance

How This Affects Your Rankings:

CWV directly affects rankings (15-20% factor), tracking helps optimize

How to Fix This:

Implement web-vitals library and send metrics to analytics

Pro Tips & Advanced Optimizations:

- Use web-vitals JavaScript library
- Send CWV metrics to Google Analytics 4
- Set up Google Search Console monitoring
- Implement Sentry or similar for performance tracking
- Create CWV dashboards in Google Data Studio

■ *E-commerce tracking not set up*

Status: PASS | Impact Score: 60/100

What We Found:

Not an e-commerce site

How This Affects Your Rankings:

E-commerce tracking doesn't directly affect rankings but helps optimize conversion rates

How to Fix This:

Implement Google Analytics 4 e-commerce events and Meta Pixel

Pro Tips & Advanced Optimizations:

- Track product impressions and clicks
- Implement purchase events with transaction details
- Set up funnel analysis for checkout process
- Track product search and filters
- Implement enhanced measurement in GA4

Advanced Performance (2 passing, 1 needs attention)

■ *Third-party scripts slowing site*

Status: PASS | Impact Score: 80/100

What We Found:

0/1 pages with many third-party scripts

What's Working Well:

✓ 1 pages with optimized third-party loading

How This Affects Your Rankings:

Third-party scripts can increase Total Blocking Time by 30-50%, hurting rankings by 10-15%

How to Fix This:

Audit third-party scripts, remove unnecessary ones, use async/defer attributes

Pro Tips & Advanced Optimizations:

- Self-host critical third-party resources
- Use facade patterns for heavy embeds (YouTube, maps)
- Implement consent-based loading for analytics
- Use Partytown for web worker execution
- Monitor with WebPageTest or SpeedCurve

■ Excessive DOM size (>1500 nodes)

Status: PASS | Impact Score: 75/100

What We Found:

0/1 pages with large DOM

What's Working Well:

- ✓ 1 pages with optimized DOM

How This Affects Your Rankings:

Large DOM increases memory usage and rendering time, can hurt INP by 15-25%

How to Fix This:

Optimize HTML structure, use code splitting, lazy load components

Pro Tips & Advanced Optimizations:

- Implement virtualization for long lists
- Use code splitting to reduce initial DOM
- Lazy load off-screen content
- Simplify nested div structures
- Use CSS instead of HTML for visual effects

■ No resource preloading/hints

Status: FAIL | Impact Score: 70/100

What We Found:

1/1 pages missing resource hints

Issues Found:

- 1 pages missing resource optimization hints

How This Affects Your Rankings:

Resource hints can improve perceived load time by 10-20%, affecting Core Web Vitals

How to Fix This:

Add <link rel='preload'> for critical CSS/fonts, <link rel='preconnect'> for third-party origins

Pro Tips & Advanced Optimizations:

- Preload critical CSS and fonts
- Preconnect to analytics and CDN domains
- Use dns-prefetch for less critical third-parties
- Implement modulepreload for JavaScript modules
- Monitor with Chrome DevTools Network waterfall

■■ *HTTP/2 not enabled*

Status: INFO | Impact Score: 65/100

What We Found:

Requires server header analysis

Issues Found:

- HTTP/1.1 is slower than HTTP/2

How This Affects Your Rankings:

HTTP/2 improves load times by 15-30%, indirectly boosting rankings

How to Fix This:

Enable HTTP/2 on your web server (Nginx, Apache, CDN)

Pro Tips & Advanced Optimizations:

- Upgrade to HTTP/3 for even better performance
- Enable server push for critical resources
- Implement QUIC protocol support
- Use CDN with HTTP/2 support
- Test with WebPageTest HTTP/2 validator

Advanced Security (0 passing, 1 needs attention)

■ *Privacy policy missing or outdated*

Status: FAIL | Impact Score: 82/100

What We Found:

Not found

Issues Found:

- Legal risk
- Trust issues

How This Affects Your Rankings:

Privacy policy affects E-E-A-T, impacting rankings by 5-15%

How to Fix This:

Create comprehensive privacy policy meeting GDPR/CCPA requirements

Pro Tips & Advanced Optimizations:

- Update for current laws
- Make easily accessible
- Clear cookie disclosure
- Data collection transparency

■■ Security headers missing

Status: INFO | Impact Score: 75/100

What We Found:

Header audit required

Issues Found:

- Potential security vulnerabilities

How This Affects Your Rankings:

Security headers indirectly affect trust and rankings (5-10%)

How to Fix This:

Implement security headers: HSTS, CSP, X-Frame-Options

Pro Tips & Advanced Optimizations:

- Add Strict-Transport-Security header
- Implement Content Security Policy
- Add X-Frame-Options: DENY
- Add X-Content-Type-Options: nosniff
- Add Referrer-Policy

■■ Cookie consent not implemented

Status: WARNING | Impact Score: 70/100

What We Found:

0% pages with cookie consent

Issues Found:

- Legal compliance issues

How This Affects Your Rankings:

Legal compliance affects trust metrics (5-10% impact)

How to Fix This:

Implement cookie consent banner with proper controls

Pro Tips & Advanced Optimizations:

- Granular consent options
- Easy opt-out mechanism
- Clear cookie categories
- Respect Do Not Track

Advanced Technical (0 passing, 0 needs attention)

■■ *Sitemap.xml missing or inaccessible*

Status: INFO | Impact Score: 85/100

What We Found:

Sitemap check required

Issues Found:

- Reduced crawl efficiency

How This Affects Your Rankings:

XML sitemap improves indexation speed by 30-50%

How to Fix This:

Create XML sitemap and submit to Google Search Console

Pro Tips & Advanced Optimizations:

- Dynamic sitemap generation
- Include image sitemaps
- Add video sitemaps if applicable
- Update sitemap automatically
- Split into multiple sitemaps if >50k URLs

■■ *Robots.txt missing or misconfigured*

Status: INFO | Impact Score: 80/100

What We Found:

Robots.txt validation needed

Issues Found:

- Potential crawl directive issues

How This Affects Your Rankings:

Proper robots.txt improves crawl efficiency by 10-20%

How to Fix This:

Create/fix robots.txt with proper directives and sitemap location

Pro Tips & Advanced Optimizations:

- Use Google Search Console robots.txt tester
- Include sitemap location
- Block admin/private areas
- Allow critical resources

■■ Progressive Web App (PWA) optimization

Status: INFO | Impact Score: 70/100

What We Found:

Manifest: False, Service Worker: False

Issues Found:

- Missing modern web capabilities

How This Affects Your Rankings:

PWA features improve engagement metrics, indirectly boosting SEO by 10-15%

How to Fix This:

Implement PWA with service worker, manifest, and offline support

Pro Tips & Advanced Optimizations:

- Add install prompts
- Implement offline mode
- Add push notifications
- Optimize for app-like experience

■■ International SEO not configured

Status: INFO | Impact Score: 70/100

What We Found:

No international targeting detected

Issues Found:

- Missing international SEO configuration

How This Affects Your Rankings:

Proper international SEO can improve regional rankings by 20-40%

How to Fix This:

Implement hreflang tags, country-specific content, and regional targeting

Pro Tips & Advanced Optimizations:

- Implement hreflang tags for all language/region variants
- Use appropriate URL structure (ccTLD, subdomain, subdirectory)
- Configure regional targeting in Google Search Console
- Create region-specific content and cultural adaptations
- Set up geotargeting and regional hosting

■■ *Pagination tags missing (rel=next/prev)*

Status: INFO | Impact Score: 65/100

What We Found:

0 pages with pagination tags

Issues Found:

- Pagination may confuse search engines

How This Affects Your Rankings:

Proper pagination can improve indexation of paginated content by 15-25%

How to Fix This:

Implement rel=next/prev or use view-all page with canonical

Pro Tips & Advanced Optimizations:

- Use canonical to view-all page
- Implement infinite scroll with proper handling
- Load more with URL changes
- Submit pagination in sitemap

■■ *AMP implementation issues*

Status: INFO | Impact Score: 55/100

What We Found:

0 AMP pages detected

Issues Found:

- AMP is no longer required for Top Stories

How This Affects Your Rankings:

AMP provides minimal SEO benefit now (0-5%), focus on Core Web Vitals instead

How to Fix This:

AMP is optional; prioritize Core Web Vitals optimization instead

Pro Tips & Advanced Optimizations:

- Focus on regular page speed
- Optimize Core Web Vitals
- Use modern web standards
- Implement PWA features

Analytics & Reporting (0 passing, 1 needs attention)

■■ *Google Search Console not verified*

Status: INFO | Impact Score: 85/100

What We Found:

Manual verification required

Issues Found:

- Missing critical search performance data

How This Affects Your Rankings:

No direct ranking impact, but essential for monitoring and fixing issues

How to Fix This:

Verify site in Google Search Console and monitor regularly

Pro Tips & Advanced Optimizations:

- Submit XML sitemap
- Monitor coverage issues
- Track Core Web Vitals
- Check mobile usability
- Monitor security issues

■■ *Conversion tracking not set up*

Status: INFO | Impact Score: 78/100

What We Found:

Requires GA4 configuration review

Issues Found:

- Cannot measure ROI or optimize for conversions

How This Affects Your Rankings:

Indirectly affects SEO through better UX optimization (5-10% improvement)

How to Fix This:

Set up conversion tracking for all key user actions in GA4

Pro Tips & Advanced Optimizations:

- Track micro and macro conversions
- Set up enhanced e-commerce
- Create conversion funnels
- Set up goal values

■ Google Analytics 4 (GA4) not found

Status: FAIL | Impact Score: 75/100

What We Found:

0% pages have GA tracking

Issues Found:

- Missing or incomplete analytics tracking

How This Affects Your Rankings:

No direct impact, but essential for measuring SEO success

How to Fix This:

Implement Google Analytics 4 on all pages with Google Tag Manager

Pro Tips & Advanced Optimizations:

- Set up conversion tracking
- Configure enhanced measurement
- Create custom events
- Set up cross-domain tracking if needed

■■ Analytics data gaps or inconsistencies

Status: INFO | Impact Score: 70/100

What We Found:

Data audit required

Issues Found:

- Poor data quality leads to bad decisions

How This Affects Your Rankings:

Clean data enables better SEO decisions (10-15% efficiency gain)

How to Fix This:

Regular data audits and tag validation

Pro Tips & Advanced Optimizations:

- Use Google Tag Assistant
- Set up data filters
- Remove spam referrals
- Monitor bot traffic

■■ *Google Tag Manager not implemented*

Status: WARNING | Impact Score: 65/100

What We Found:

0% pages have GTM

Issues Found:

- Missing GTM limits tracking flexibility

How This Affects Your Rankings:

No direct SEO impact, but critical for data collection

How to Fix This:

Implement Google Tag Manager for centralized tag management

Pro Tips & Advanced Optimizations:

- Use GTM for all tracking tags
- Set up data layer
- Implement trigger-based tracking
- Version control your tags

■■ *No custom event tracking*

Status: INFO | Impact Score: 60/100

What We Found:

Event tracking review needed

Issues Found:

- Missing detailed user behavior insights

How This Affects Your Rankings:

Better insights lead to 8-12% SEO optimization improvement

How to Fix This:

Implement custom events for scroll depth, clicks, video plays, etc.

Pro Tips & Advanced Optimizations:

- Track scroll depth
- Monitor outbound clicks
- Track file downloads
- Measure video engagement

Content Quality (2 passing, 1 needs attention)

■■ Content doesn't match search intent

Status: INFO | Impact Score: 92/100

What We Found:

Intent analysis required

Issues Found:

- Intent mismatch results in high bounce rates

How This Affects Your Rankings:

Intent-mismatched content won't rank well (40-60% loss)

How to Fix This:

Analyze SERP intent and align content type accordingly

Pro Tips & Advanced Optimizations:

- Study top 10 SERP results
- Match content format (list, guide, comparison)
- Match content depth
- Address user questions
- Include intent-specific keywords

■ Thin content - insufficient word count (<800 words)

Status: FAIL | Impact Score: 85/100

What We Found:

18 words average, 1 thin pages (<300 words)

Issues Found:

- 1 pages with thin content

How This Affects Your Rankings:

Thin content can reduce rankings by 30-50%

How to Fix This:

Expand thin pages with valuable content matching search intent

Pro Tips & Advanced Optimizations:

- Target 1500-2500 words for pillar content
- Add visual content
- Include data and statistics
- Add FAQs and actionable takeaways

■■ Content could be more comprehensive

Status: INFO | Impact Score: 83/100

What We Found:

Competitive content analysis needed

Issues Found:

- Thin content loses to more comprehensive competitors

How This Affects Your Rankings:

Comprehensive content outranks thin content by 40-60%

How to Fix This:

Analyze top-ranking competitors and create more comprehensive content

Pro Tips & Advanced Optimizations:

- Cover all sub-topics
- Include FAQs
- Add examples and case studies
- Use multimedia (images, videos)
- Create definitive guides

■ Duplicate content across pages

Status: PASS | Impact Score: 80/100

What We Found:

0 duplicate titles found

What's Working Well:

- ✓ No duplicate content detected

How This Affects Your Rankings:

Duplicate content dilutes authority by 20-40%

How to Fix This:

Create unique content for each page, use canonical tags, combine similar pages

Pro Tips & Advanced Optimizations:

- Use canonical tags for legitimate duplicates
- Implement 301 redirects for merged pages
- Add unique value to similar pages

■■ Content may be AI-generated without human review

Status: INFO | Impact Score: 80/100

What We Found:

Content authenticity assessment needed

Issues Found:

- AI-only content may lack E-E-A-T signals

How This Affects Your Rankings:

Low-quality AI content can reduce rankings by 30-50%

How to Fix This:

Add human expertise, personal insights, and original research

Pro Tips & Advanced Optimizations:

- Add first-hand experience
- Include expert opinions
- Add original data/research
- Human editorial review
- Add author credentials

■■ No semantic keywords (LSI)

Status: INFO | Impact Score: 78/100

What We Found:

LSI keyword analysis required

Issues Found:

- Limited topical relevance without semantic keywords

How This Affects Your Rankings:

Semantic keywords improve topical authority (15-25%)

How to Fix This:

Include related terms and concepts (LSI keywords)

Pro Tips & Advanced Optimizations:

- Use tools like LSIGraph
- Analyze competitor content
- Include synonyms naturally
- Cover topic comprehensively
- Use NLP-friendly language

■■ Primary keyword density too low

Status: INFO | Impact Score: 75/100

What We Found:

Keyword analysis required

Issues Found:

- Cannot assess without target keywords

How This Affects Your Rankings:

Proper keyword usage affects rankings by 10-20%

How to Fix This:

Use primary keywords naturally throughout content (1-2% density)

Pro Tips & Advanced Optimizations:

- Use keywords in first 100 words
- Include in headings naturally
- Use keyword variations
- Avoid keyword stuffing
- Focus on user intent

■■ Content not updated recently (>1 year)

Status: INFO | Impact Score: 70/100

What We Found:

Requires publication date analysis

How This Affects Your Rankings:

Fresh content can boost rankings by 20-30% for query freshness

How to Fix This:

Regularly update content, add publication/update dates, refresh statistics

Pro Tips & Advanced Optimizations:

- Add 'Last updated' timestamps
- Refresh content quarterly
- Update statistics and examples
- Add new sections to existing content

■■ *No content update schedule*

Status: INFO | Impact Score: 70/100

What We Found:

Content maintenance review needed

Issues Found:

- Outdated content loses rankings over time

How This Affects Your Rankings:

Regular updates maintain/improve rankings (12-18%)

How to Fix This:

Establish content refresh schedule, update stats and facts regularly

Pro Tips & Advanced Optimizations:

- Update statistics annually
- Refresh examples
- Add new sections
- Update publish dates
- Monitor content decay

■ *Readability score too complex (>12th grade)*

Status: PASS | Impact Score: 65/100

What We Found:

0 pages with complex readability

What's Working Well:

- ✓ Good readability

How This Affects Your Rankings:

Complex content increases bounce rate by 20-30%

How to Fix This:

Use shorter sentences, simple words, break up text with headings

Pro Tips & Advanced Optimizations:

- Use bullet points and lists
- Add subheadings every 300 words
- Use active voice
- Include visual breaks

GEO & AEO (0 passing, 2 needs attention)

■■ **No Google Business Profile integration**

Status: INFO | Impact Score: 90/100

What We Found:

Manual verification required

Issues Found:

- Missing local search visibility

How This Affects Your Rankings:

Optimized GBP can increase local visibility by 50-70%

How to Fix This:

Claim and optimize Google Business Profile with complete information

Pro Tips & Advanced Optimizations:

- Regular photo uploads
- Respond to all reviews
- Post weekly updates
- Complete all profile sections
- Use Google Posts feature

■■ **Not ranking in AI Overview/SGE**

Status: INFO | Impact Score: 88/100

What We Found:

AI Overview monitoring required

Issues Found:

- Missing AI-generated search visibility

How This Affects Your Rankings:

AI Overview inclusion can increase visibility by 50-80%

How to Fix This:

Optimize content for AI understanding - clear, authoritative, structured

Pro Tips & Advanced Optimizations:

- Use clear, definitive statements
- Add authoritative sources and citations
- Structure content logically
- Answer questions directly
- Use semantic HTML

■■ LocalBusiness schema missing

Status: INFO | Impact Score: 85/100

What We Found:

Not detected

Issues Found:

- Missing local search opportunities

How This Affects Your Rankings:

LocalBusiness schema improves local rankings by 20-35%

How to Fix This:

Implement LocalBusiness schema for physical locations

Pro Tips & Advanced Optimizations:

- Add accurate NAP
- Include business hours
- Add service area
- Include price range
- Add accepted payment methods

■■ FAQ schema markup missing

Status: WARNING | Impact Score: 82/100

What We Found:

0% pages with FAQ schema

Issues Found:

- Missing FAQ schema reduces AI Overview visibility

How This Affects Your Rankings:

FAQ schema increases AI Overview appearance by 40-60%

How to Fix This:

Add FAQPage schema markup to pages with Q&A content

Pro Tips & Advanced Optimizations:

- Structure content as Q&A format
- Use proper FAQ schema.org markup
- Answer questions concisely
- Target voice search queries

■ *Organization schema missing*

Status: FAIL | Impact Score: 80/100

What We Found:

Missing

Issues Found:

- Incomplete brand entity in search

How This Affects Your Rankings:

Organization schema improves brand SERP features by 30-40%

How to Fix This:

Add Organization schema with logo, social profiles, contact info

Pro Tips & Advanced Optimizations:

- Include all social media profiles
- Add official logo
- Include contact information
- Specify organization type
- Add founding date and description

■■ *HowTo schema markup missing*

Status: INFO | Impact Score: 75/100

What We Found:

0% pages with HowTo schema

Issues Found:

- Missing opportunities for rich snippets

How This Affects Your Rankings:

HowTo schema can increase CTR by 25-35% for tutorial queries

How to Fix This:

Implement HowTo schema on step-by-step guides and tutorials

Pro Tips & Advanced Optimizations:

- Break instructions into clear steps
- Add images for each step
- Include time and cost estimates
- Add supply/tool lists

■■ Missing NAP (Name, Address, Phone) consistency

Status: INFO | Impact Score: 75/100

What We Found:

Citation audit required

Issues Found:

- Inconsistent NAP hurts local rankings

How This Affects Your Rankings:

NAP inconsistencies can reduce local rankings by 15-25%

How to Fix This:

Audit and standardize NAP across all online directories and citations

Pro Tips & Advanced Optimizations:

- Use exact same format everywhere
- Regular citation audits
- Update all listings when changes occur
- Monitor for duplicate listings

■ Content not optimized for voice search

Status: FAIL | Impact Score: 70/100

What We Found:

0% pages with question-based content

Issues Found:

- Poor voice search optimization

How This Affects Your Rankings:

Voice search optimization captures 20-30% more traffic from voice queries

How to Fix This:

Write in natural, conversational language addressing common questions

Pro Tips & Advanced Optimizations:

- Target long-tail question queries

- Use conversational tone
- Provide direct, concise answers
- Optimize for featured snippets

Off-Page SEO (0 passing, 0 needs attention)

■■ **Low Domain Authority (DA <30)**

Status: INFO | Impact Score: 95/100

What We Found:

Requires SEO tool integration

Issues Found:

- Domain authority directly impacts ranking ability

How This Affects Your Rankings:

Domain authority accounts for 20-30% of ranking potential

How to Fix This:

Focus on acquiring high-quality backlinks from authoritative domains

Pro Tips & Advanced Optimizations:

- Create content that attracts natural links
- Build relationships with high-DA sites
- Focus on relevance over quantity
- Monitor DA growth monthly

■■ **Low Domain Rating (DR <30)**

Status: INFO | Impact Score: 92/100

What We Found:

Requires Ahrefs integration

Issues Found:

- Low DR reduces competitive ranking ability

How This Affects Your Rankings:

DR strongly correlates with organic visibility (25-35% factor)

How to Fix This:

Strategic link building campaign targeting high-DR referring domains

Pro Tips & Advanced Optimizations:

- Analyze competitor backlink profiles
- Replicate their successful link sources
- Focus on editorial links
- Create data-driven content for natural links

■■ ***Few referring domains***

Status: [INFO](#) | Impact Score: 90/100

What We Found:

Requires backlink analysis tool

Issues Found:

- Limited backlink diversity hurts rankings

How This Affects Your Rankings:

Backlinks are a top 3 ranking factor (30-40% weight)

How to Fix This:

Build high-quality backlinks through content marketing, outreach, PR

Pro Tips & Advanced Optimizations:

- Create linkable assets (tools, research, infographics)
- Guest post on authority sites
- Build relationships with influencers
- Monitor competitor backlinks

■■ ***High spam score in backlink profile***

Status: [INFO](#) | Impact Score: 88/100

What We Found:

Requires Moz or similar tool

Issues Found:

- High spam score can trigger penalties

How This Affects Your Rankings:

Toxic backlinks can cause 30-50% ranking drops

How to Fix This:

Audit and disavow toxic backlinks using Google Search Console

Pro Tips & Advanced Optimizations:

- Monthly spam score monitoring
- Proactive disavow file maintenance

- Focus on natural link building
- Avoid link schemes

■■ ***Competitor backlink gap***

Status: [INFO](#) | Impact Score: 85/100

What We Found:

Competitive analysis required

Issues Found:

- Backlink deficit limits competitive ranking ability

How This Affects Your Rankings:

Closing backlink gap can improve rankings by 20-40%

How to Fix This:

Analyze competitor backlinks and replicate successful link sources

Pro Tips & Advanced Optimizations:

- Use Ahrefs/Semrush for gap analysis
- Identify link intersection opportunities
- Target competitor link sources
- Create superior content for same link sources

■■ ***High percentage of backlinks from low-authority domains***

Status: [INFO](#) | Impact Score: 80/100

What We Found:

Requires backlink audit

Issues Found:

- Low-quality backlinks can hurt rankings

How This Affects Your Rankings:

Poor link quality can reduce rankings by 20-40%

How to Fix This:

Disavow spammy links, focus on quality link acquisition

Pro Tips & Advanced Optimizations:

- Regular backlink audits
- Use Google Disavow Tool for toxic links
- Prioritize editorial links
- Monitor link quality metrics

■■ *Unnatural anchor text distribution*

Status: INFO | Impact Score: 75/100

What We Found:

Requires backlink analysis

Issues Found:

- Over-optimized anchors can trigger penalties

How This Affects Your Rankings:

Unnatural anchor distribution risks 20-30% ranking penalty

How to Fix This:

Diversify anchor text naturally - avoid over-optimization

Pro Tips & Advanced Optimizations:

- Monitor anchor text ratios monthly
- Use branded and naked URLs
- Vary anchor text naturally
- Avoid exact match over-optimization

■■ *No guest posting or outreach strategy*

Status: INFO | Impact Score: 72/100

What We Found:

Strategic assessment needed

Issues Found:

- Passive approach misses link building opportunities

How This Affects Your Rankings:

Active outreach can improve rankings by 15-25% over 6 months

How to Fix This:

Develop systematic guest posting and digital PR outreach program

Pro Tips & Advanced Optimizations:

- Identify target publications
- Create outreach templates
- Track outreach metrics
- Build journalist relationships

■■ No-follow ratio too high

Status: INFO | Impact Score: 70/100

What We Found:

Requires link profile analysis

Issues Found:

- Too many nofollow links reduce SEO benefit

How This Affects Your Rankings:

High nofollow ratio limits ranking power by 15-25%

How to Fix This:

Focus on earning editorial, dofollow links from quality sites

Pro Tips & Advanced Optimizations:

- Target editorial content placements
- Guest post on relevant blogs
- Create newsworthy content
- Build industry relationships

■■ Missing citations from industry directories

Status: INFO | Impact Score: 60/100

What We Found:

Manual verification required

Issues Found:

- Missing directory presence limits local/industry visibility

How This Affects Your Rankings:

Directory citations provide 5-10% ranking boost for industry searches

How to Fix This:

Submit to relevant industry directories and local business listings

Pro Tips & Advanced Optimizations:

- Identify top industry directories
- Ensure NAP consistency
- Claim and optimize profiles
- Monitor citation accuracy

On-Page SEO (6 passing, 4 needs attention)

■■ **Title Tag Optimization**

Status: WARNING | Impact Score: 100/100

What We Found:

Found 1 pages: 0 optimized, 0 missing, 1 too short, 0 too long

Issues Found:

- example.com: 'Example Domain' is only 14 characters (needs 30+)

How This Affects Your Rankings:

Title tags are THE most important on-page SEO factor. Poor titles can reduce your click-through rate from Google by 50-70%, which signals to Google that your content isn't relevant, dropping your rankings by 25-35%. Good titles directly increase both rankings AND traffic.

How to Fix This:

Let's fix your title tags to improve click-through rates from search results:

****CURRENT SITUATION:**** - 0 pages missing titles - 1 pages with titles too short (under 30 characters)
- 0 pages with titles too long (over 60 characters) - 0 pages with properly sized titles ✓

****SPECIFIC FIXES NEEDED:****

2. EXPAND THESE SHORT TITLES: • Current: 'Example Domain' (14 chars) Improve to: '[Current Title] - [More Descriptive Keywords]'

****TITLE TAG FORMULA THAT WORKS:**** [Primary Keyword] - [Secondary Keyword] | [Brand Name]

****EXAMPLES:**** ■ Bad: "Home" ■ Good: "Affordable Web Design Services | YourBrand"

■ Bad: "This is our amazing product page where we sell the best widgets" ■ Good: "Best Widgets for Sale - Free Shipping | YourBrand"

****HOW TO IMPLEMENT:**** 1. For WordPress: Edit each page/post and update the SEO title (Yoast/RankMath) 2. For HTML sites: Update the <title> tag in each page's <head> section 3. For React/Next.js: Use react-helmet or Next.js Head component

Pro Tips & Advanced Optimizations:

- Put your most important keyword in the first 30 characters
- Include your brand name at the end for brand recognition
- Use power words like 'Best', 'Guide', 'Free', '2024' to increase CTR
- Add numbers when relevant: '7 Ways to...', '10 Best...'
- Make each title unique - duplicate titles confuse search engines

■ **H1 heading issues**

Status: PASS | Impact Score: 90/100

What We Found:

0 issues (0 missing, 0 multiple H1s)

What's Working Well:

- ✓ Proper H1 structure

How This Affects Your Rankings:

H1 issues reduce rankings by 15-20%

How to Fix This:

Ensure each page has exactly one H1 with primary keyword

Pro Tips & Advanced Optimizations:

- Keep H1 under 70 characters
- Make H1 descriptive of page content
- Differentiate H1 from title tag

■■ Primary keyword missing from title

Status: INFO | Impact Score: 90/100

What We Found:

Keyword analysis required

Issues Found:

- Cannot verify keyword optimization without target keywords

How This Affects Your Rankings:

Keyword in title is crucial - affects rankings by 15-25%

How to Fix This:

Place primary keyword naturally at start of title tag

Pro Tips & Advanced Optimizations:

- Front-load important keywords
- Use variations naturally
- Match user search intent
- Include modifiers (best, guide, 2024)

■ Meta description issues

Status: FAIL | Impact Score: 85/100

What We Found:

1 issues (1 missing, 0 too short, 0 too long)

Issues Found:

- <https://example.com>: Missing description

How This Affects Your Rankings:

Poor descriptions reduce CTR by 30-40%

How to Fix This:

Write unique 120-160 char descriptions with keywords and CTA

Pro Tips & Advanced Optimizations:

- Add emotional triggers
- Include value propositions
- Use active voice
- Match search intent

■ *Duplicate meta titles across pages*

Status: PASS | Impact Score: 85/100

What We Found:

0 duplicate titles (0%)

What's Working Well:

- ✓ All titles unique

How This Affects Your Rankings:

Duplicate titles reduce ranking potential by 20-30%

How to Fix This:

Make each title unique and descriptive for its page

Pro Tips & Advanced Optimizations:

- Add page-specific keywords
- Include location for local pages
- Add differentiating terms
- Use title templates wisely

■■ *Title doesn't match search intent*

Status: INFO | Impact Score: 82/100

What We Found:

Search intent analysis required

Issues Found:

- Intent mismatch reduces CTR and rankings

How This Affects Your Rankings:

Intent-matched titles improve CTR by 30-50%

How to Fix This:

Analyze SERP intent and align titles accordingly

Pro Tips & Advanced Optimizations:

- Study competitor titles in SERP
- Match informational/commercial/transactional intent
- Use intent-specific words
- Test title variations

■■ *Orphan pages (no internal links)*

Status: INFO | Impact Score: 82/100

What We Found:

Full site crawl needed

Issues Found:

- Orphan pages miss out on link equity and crawling

How This Affects Your Rankings:

Orphan pages typically don't rank well (30-50% reduced visibility)

How to Fix This:

Ensure all important pages have internal links from other pages

Pro Tips & Advanced Optimizations:

- Create comprehensive internal linking
- Add to navigation or sidebar
- Link from related content
- Include in sitemap as backup

■ *Internal Linking Structure*

Status: FAIL | Impact Score: 80/100

What We Found:

0.0 avg internal links per page (0 total internal, 1 total external)

Issues Found:

- 1 pages have insufficient internal linking (less than 3 links)
- Average internal links per page: 0.0 (recommended: 5-10)
- example.com: only 0 internal link(s)

How This Affects Your Rankings:

Internal linking is critical for SEO. Poor internal linking structure can reduce PageRank distribution by 20-30%, preventing important pages from ranking well. It also increases crawl depth (pages are harder for Google to find) and reduces user engagement. Good internal linking can boost rankings of linked

pages by 15-25%.

How to Fix This:

Internal linking is crucial for distributing PageRank and helping users navigate. Here's how to improve:

****CURRENT STATE:**** - Pages analyzed: 1 - Total internal links found: 0 - Average internal links per page: 0.0 - Pages with good linking (3+ links): 0 - Pages needing improvement: 1

****PAGES THAT NEED MORE INTERNAL LINKS:**** • example.com (<https://example.com>): Currently has 0 internal link(s) → Add 3-5 relevant internal links to related content

****HOW TO ADD EFFECTIVE INTERNAL LINKS:****

1. ****Identify Linking Opportunities:**** - Look for relevant keywords in your content - Find related pages/posts on your site - Link from high-authority pages to new/important pages
2. ****Use Descriptive Anchor Text:**** ■ Bad: "click here", "read more", "this page" ■ Good: "complete guide to SEO", "WordPress security best practices"
3. ****Strategic Placement:**** - Add links naturally within content paragraphs - Use "Related Posts" or "You Might Also Like" sections - Include navigation breadcrumbs - Add contextual sidebar links
4. ****Implementation Example:**** ``html <p>To improve your website's visibility, consider implementing SEO best practices and following our technical SEO checklist.</p> ``

****INTERNAL LINKING STRATEGY:****

- ****Hub & Spoke Model:**** - Main topic page (hub) links to all related subtopic pages (spokes) - Each spoke page links back to hub and to related spokes - Example: "SEO Guide" hub → "On-Page SEO", "Technical SEO", "Link Building" spokes
- ****Priority Linking:**** 1. Homepage → Important pages (products, services, top content) 2. High-traffic pages → New/underperforming pages (pass PageRank) 3. Related content → Related content (improve user engagement)

****QUICK WINS FOR YOUR SITE:**** 1. Add 'Related Posts' section to: example.com 2. Link from your homepage to: example.com 3. Create a resources/sitemap page linking to all important pages 4. Add contextual links in your blog posts/content pages

****TOOLS TO HELP:**** - Google Search Console: Find your most linked-to pages - Screaming Frog: Analyze your current internal link structure - WordPress plugins: Link Whisper, Internal Link Juicer (for automated suggestions)

Pro Tips & Advanced Optimizations:

- Implement breadcrumb navigation on all pages (helps both users and search engines)
- Create pillar content pages that link to related cluster content
- Use rel='nofollow' sparingly on internal links (only for login, register pages)
- Add internal links in your first paragraph to increase link authority
- Use jump links (#anchors) for long-form content navigation

■■ H1 doesn't include primary keyword

Status: INFO | Impact Score: 80/100

What We Found:

Keyword analysis required

Issues Found:

- H1 keyword optimization unverified

How This Affects Your Rankings:

Keyword in H1 affects rankings by 12-18%

How to Fix This:

Include primary keyword naturally in H1 heading

Pro Tips & Advanced Optimizations:

- Use keyword variations
- Make H1 user-friendly
- Avoid keyword stuffing
- Match H1 to search intent

■■ *Author information missing*

Status: INFO | Impact Score: 78/100

What We Found:

0% pages show author info

Issues Found:

- Missing E-E-A-T signals

How This Affects Your Rankings:

Author attribution improves E-E-A-T and rankings by 10-20%

How to Fix This:

Add author bylines with bio and credentials

Pro Tips & Advanced Optimizations:

- Link to author profiles
- Show author expertise/credentials
- Add author photo
- Implement AuthorCreditText schema

■ *Image Alt Text Optimization*

Status: PASS | Impact Score: 75/100

What We Found:

0/0 images have alt text (100% coverage)

How This Affects Your Rankings:

Missing alt text prevents images from ranking in Google Images, which can account for 10-15% of total organic traffic. It also hurts accessibility (screen readers can't describe images) and may negatively impact overall page rankings as Google considers accessibility a ranking factor.

How to Fix This:

Let's fix your image alt text to improve both accessibility and SEO:

****CURRENT SITUATION:**** - Total images analyzed: 0 - Images WITH alt text: 0 (100%) - Images MISSING alt text: 0

****SPECIFIC IMAGES TO FIX:****

****HOW TO WRITE GOOD ALT TEXT:****

■ Bad Examples: - alt="image" (too generic) - alt="img001.jpg" (filename, not description) - alt="" (empty on content images) - alt="best affordable SEO services near me cheap prices" (keyword stuffing)

■ Good Examples: - alt="Team meeting discussing marketing strategy" - alt="Red leather office chair with adjustable height" - alt="Graph showing 50% increase in organic traffic over 6 months"

****IMPLEMENTATION GUIDE:****

1. ****For WordPress:**** - Click on image in editor - In right panel, add description in "Alt Text" field - Save/update the page
2. ****For HTML sites:**** ``html ``
3. ****For React:**** ``jsx ``
4. ****For Shopify:**** - Go to Products > Select product - Click on image - Edit "Alt text" field

****FORMULA FOR ALT TEXT:**** [What it is] + [Key details/context] + [Action if relevant]

Example: "Woman using laptop for video conference call in home office"

****KEY RULES:**** ✓ Be specific and descriptive ✓ Keep it under 125 characters ✓ Include relevant keywords naturally ✓ Don't start with "image of" or "picture of" ✓ Use empty alt="" ONLY for purely decorative images ✓ For complex images (charts, diagrams), consider adding a longer description nearby

Pro Tips & Advanced Optimizations:

- Add structured data (ImageObject schema) to important images
- Use descriptive filenames before uploading (red-leather-chair.jpg, not IMG_001.jpg)
- For product images, include brand, model, and key features in alt text
- Add captions below images for additional context and keyword opportunities
- Use longdesc attribute or aria-describedby for complex images that need detailed descriptions

■ **Duplicate meta descriptions**

Status: PASS | Impact Score: 75/100

What We Found:

0 duplicate descriptions (0%)

What's Working Well:

- ✓ All descriptions unique

How This Affects Your Rankings:

Duplicate descriptions reduce CTR by 15-25%

How to Fix This:

Write unique description for each page highlighting its unique value

Pro Tips & Advanced Optimizations:

- Highlight page-specific benefits
- Include unique CTAs
- Match content specifics
- Test description variants

■■ *No contextual anchor text*

Status: INFO | Impact Score: 75/100

What We Found:

Anchor text analysis required

Issues Found:

- Generic anchors ('click here', 'read more') waste SEO value

How This Affects Your Rankings:

Descriptive anchors improve internal link equity by 15-25%

How to Fix This:

Use descriptive, keyword-rich anchor text

Pro Tips & Advanced Optimizations:

- Avoid 'click here' and 'read more'
- Use keywords naturally
- Make anchors descriptive
- Vary anchor text appropriately

■ *Published/updated date missing*

Status: FAIL | Impact Score: 75/100

What We Found:

0% pages show dates

Issues Found:

- Missing freshness signals

How This Affects Your Rankings:

Date information affects freshness ranking factor (12-18%)

How to Fix This:

Display published and last updated dates

Pro Tips & Advanced Optimizations:

- Show both published and updated dates
- Use proper schema markup
- Update date when content refreshed
- Make dates prominent

■■ Deep pages (>3 clicks from home)

Status: [INFO](#) | Impact Score: 73/100

What We Found:

Click depth analysis required

Issues Found:

- Deep pages receive less crawl priority and link equity

How This Affects Your Rankings:

Pages 3+ clicks deep receive 40-60% less SEO value

How to Fix This:

Flatten site architecture, link important pages closer to home

Pro Tips & Advanced Optimizations:

- Add to main navigation
- Feature in homepage sections
- Create hub pages
- Use strategic internal linking

■■ Alt text too short or generic

Status: [INFO](#) | Impact Score: 72/100

What We Found:

0 total images detected

Issues Found:

- Alt text quality assessment needed

How This Affects Your Rankings:

Descriptive alt text improves image rankings by 20-30%

How to Fix This:

Write descriptive, specific alt text for each image

Pro Tips & Advanced Optimizations:

- Describe image content specifically
- Include keywords when relevant
- Avoid 'image of' or 'picture of'
- Keep under 125 characters

■■ *Broken internal links*

Status: INFO | Impact Score: 70/100

What We Found:

Requires link validation

How This Affects Your Rankings:

Broken links waste crawl budget and reduce UX (10-15%)

How to Fix This:

Use tools like Screaming Frog to find and fix broken links

Pro Tips & Advanced Optimizations:

- Set up 301 redirects for moved pages
- Implement custom 404 pages with links
- Regular link audits

■ *Duplicate H1 tags across pages*

Status: PASS | Impact Score: 70/100

What We Found:

0 duplicate H1s

What's Working Well:

✓ All H1s unique

How This Affects Your Rankings:

Duplicate H1s dilute page focus (10-15% impact)

How to Fix This:

Create unique, descriptive H1 for each page

Pro Tips & Advanced Optimizations:

- Align H1 with title but make it unique
- Include primary keyword naturally

- Make H1 compelling for users
- Keep H1 concise (50-70 chars)

■■ ***Missing H2 subheadings***

Status: WARNING | Impact Score: 70/100

What We Found:

100% pages missing H2s

Issues Found:

- 1 pages lack H2 subheadings

How This Affects Your Rankings:

Proper heading structure improves rankings by 8-12%

How to Fix This:

Add descriptive H2 subheadings to break up content

Pro Tips & Advanced Optimizations:

- Use H2s for main sections
- Include keywords in H2s naturally
- Make headings descriptive
- Maintain logical hierarchy

■■ ***Alt text keyword stuffing***

Status: INFO | Impact Score: 68/100

What We Found:

Alt text keyword analysis required

Issues Found:

- Keyword stuffing can trigger penalties

How This Affects Your Rankings:

Keyword stuffing can harm rankings by 10-20%

How to Fix This:

Use keywords naturally in alt text when relevant

Pro Tips & Advanced Optimizations:

- Describe what's actually in image
- Use keywords once naturally
- Vary alt text across images
- Focus on accuracy over optimization

■■ ***Related articles/content section missing***

Status: INFO | Impact Score: 68/100

What We Found:

0% pages have related content

Issues Found:

- Missing internal linking opportunities

How This Affects Your Rankings:

Related content improves engagement and internal linking (10-15%)

How to Fix This:

Add related/recommended content sections

Pro Tips & Advanced Optimizations:

- Use intelligent content recommendations
- Show 3-6 related items
- Use compelling thumbnails
- Track click-through rates

■ ***Weak heading hierarchy (skipping levels)***

Status: PASS | Impact Score: 65/100

What We Found:

0 pages with heading hierarchy issues

What's Working Well:

- ✓ Proper heading structure

How This Affects Your Rankings:

Poor hierarchy affects content understanding (10-15%)

How to Fix This:

Use headings in order: H1 -> H2 -> H3, don't skip levels

Pro Tips & Advanced Optimizations:

- Use headings to outline content structure
- Include keywords in H2/H3 where natural

■ ***No call-to-action in description***

Status: FAIL | Impact Score: 65/100

What We Found:

0% descriptions have CTA

Issues Found:

- Missing CTAs reduce click-through

How This Affects Your Rankings:

CTA in descriptions improves CTR by 20-35%

How to Fix This:

Add compelling action words to meta descriptions

Pro Tips & Advanced Optimizations:

- Use power verbs (discover, unlock, master)
- Create urgency when appropriate
- Promise value/benefit
- Match description to page content

■■ *Table of Contents (TOC) missing*

Status: INFO | Impact Score: 65/100

What We Found:

0% pages have TOC

Issues Found:

- Missing TOC hurts UX on long content

How This Affects Your Rankings:

TOC improves engagement metrics and rankings by 8-12% for long content

How to Fix This:

Add table of contents to long-form content pages

Pro Tips & Advanced Optimizations:

- Make TOC sticky on scroll
- Highlight current section
- Use jump links
- Auto-generate from headings

■■ *Missing breadcrumb navigation*

Status: INFO | Impact Score: 60/100

What We Found:

0% pages have breadcrumbs

Issues Found:

- Missing breadcrumb navigation

How This Affects Your Rankings:

Breadcrumbs improve site structure understanding (10-15%)

How to Fix This:

Implement breadcrumb navigation with schema markup

Pro Tips & Advanced Optimizations:

- Add BreadcrumbList schema
- Make breadcrumbs clickable
- Show current page location
- Use separators like > or /

■■ *No jump links for long content*

Status: INFO | Impact Score: 60/100

What We Found:

0% pages use jump links

Issues Found:

- Missing in-page navigation

How This Affects Your Rankings:

Jump links improve UX metrics and rankings by 5-8%

How to Fix This:

Add jump links to section headings on long pages

Pro Tips & Advanced Optimizations:

- Create clickable TOC
- Use descriptive anchor IDs
- Add 'back to top' links
- Ensure smooth scrolling

■■ *Inconsistent heading formatting*

Status: INFO | Impact Score: 55/100

What We Found:

Visual heading audit needed

Issues Found:

- Inconsistent formatting affects user experience

How This Affects Your Rankings:

Consistent headings improve engagement metrics (5-8%)

How to Fix This:

Standardize heading styles in CSS

Pro Tips & Advanced Optimizations:

- Define clear heading hierarchy
- Use consistent fonts/sizes
- Apply consistent spacing
- Maintain brand consistency

■■ *Decorative images with descriptive alt*

Status: INFO | Impact Score: 50/100

What We Found:

Image role assessment needed

Issues Found:

- Unnecessary alt text clutters screen readers

How This Affects Your Rankings:

Proper decorative image handling improves accessibility (3-5%)

How to Fix This:

Use alt="" (empty) for decorative images

Pro Tips & Advanced Optimizations:

- Identify decorative vs content images
- Use CSS for decorative elements when possible
- Apply aria-hidden for decorations
- Focus alt text on meaningful images

Performance (6 passing, 2 needs attention)

■ *Slow page load time (>3 seconds)*

Status: PASS | Impact Score: 95/100

What We Found:

0.22s average, 0 slow pages

What's Working Well:

✓ Fast load times

How This Affects Your Rankings:

Pages loading >3s lose 40-50% visitors, 20-30% ranking penalty

How to Fix This:

Optimize images, enable caching, minify CSS/JS, use CDN

Pro Tips & Advanced Optimizations:

- Implement lazy loading
- Use resource hints
- Enable HTTP/2
- Optimize critical rendering path
- Use code splitting

■ Poor Largest Contentful Paint (LCP >2.5s)

Status: PASS | Impact Score: 95/100

What We Found:

~0.26s (estimated)

What's Working Well:

✓ Good LCP score

How This Affects Your Rankings:

Poor LCP directly affects Core Web Vitals ranking factor (20-30%)

How to Fix This:

Optimize images, use CDN, preload critical resources, minimize render-blocking

Pro Tips & Advanced Optimizations:

- Use next-gen image formats (WebP, AVIF)
- Implement responsive images with srcset
- Optimize server response time (TTFB)
- Remove unused CSS/JS
- Use priority hints

■■ Poor mobile performance score (<70)

Status: INFO | Impact Score: 92/100

What We Found:

Mobile PageSpeed score needed

Issues Found:

- Mobile performance is critical for mobile-first indexing

How This Affects Your Rankings:

Mobile performance heavily affects rankings (20-30%)

How to Fix This:

Prioritize mobile Core Web Vitals optimization

Pro Tips & Advanced Optimizations:

- Optimize for mobile-first
- Reduce mobile-specific scripts
- Optimize touch interactions
- Test on real devices

■■ Poor Cumulative Layout Shift (CLS >0.1)

Status: INFO | Impact Score: 90/100

What We Found:

Requires real user monitoring

How This Affects Your Rankings:

Poor CLS affects Core Web Vitals ranking (20-30%)

How to Fix This:

Set dimensions for images/videos, avoid inserting content above existing, use transform animations

Pro Tips & Advanced Optimizations:

- Always include width and height attributes
- Reserve space for ads and embeds
- Use font-display: swap
- Avoid dynamic content insertion

■■ Images not optimized (>100KB each)

Status: WARNING | Impact Score: 90/100

What We Found:

0 images found (optimization unknown)

Issues Found:

- Image optimization status unknown

How This Affects Your Rankings:

Unoptimized images increase load time by 50-200%

How to Fix This:

Compress images, use WebP/AVIF, implement responsive images, lazy load

Pro Tips & Advanced Optimizations:

- Use modern formats (WebP, AVIF)
- Implement responsive images with srcset
- Use image CDN with auto-optimization
- Lazy load below-the-fold images
- Use appropriate dimensions

■■ *High Interaction to Next Paint (INP >200ms)*

Status: INFO | Impact Score: 88/100

What We Found:

INP measurement required (PageSpeed Insights)

Issues Found:

- INP is replacing FID as Core Web Vital in 2024

How This Affects Your Rankings:

Poor INP will be a ranking factor (15-25% impact)

How to Fix This:

Optimize JavaScript execution, reduce main thread blocking

Pro Tips & Advanced Optimizations:

- Minimize long tasks
- Optimize event handlers
- Use web workers
- Defer non-critical JS

■■ *High First Input Delay (FID >100ms)*

Status: INFO | Impact Score: 85/100

What We Found:

Requires real user monitoring

How This Affects Your Rankings:

Poor FID affects Core Web Vitals ranking (15-25%)

How to Fix This:

Reduce JavaScript execution time, break up long tasks, use web workers

Pro Tips & Advanced Optimizations:

- Code splitting

- Defer non-critical JavaScript
- Minimize main thread work
- Optimize event handlers

■■ ***Browser caching not enabled***

Status: WARNING | Impact Score: 85/100

What We Found:

Unable to verify from crawl

Issues Found:

- Caching status unknown

How This Affects Your Rankings:

Proper caching improves repeat visit speed by 40-60%

How to Fix This:

Set Cache-Control headers, use ETags, configure max-age

Pro Tips & Advanced Optimizations:

- Use long cache times for static assets (1 year)
- Implement versioned URLs for cache busting
- Use service workers for advanced caching
- Configure CDN caching

■ ***Render-blocking resources***

Status: PASS | Impact Score: 85/100

What We Found:

~0.0 blocking resources per page

What's Working Well:

- ✓ Minimal render blocking

How This Affects Your Rankings:

Render-blocking delays FCP by 30-50%

How to Fix This:

Add async/defer to scripts, inline critical CSS, preload fonts

Pro Tips & Advanced Optimizations:

- Extract and inline critical CSS
- Use defer for non-critical scripts
- Use async for independent scripts

- Preload critical resources

■ ***Slow Time to First Byte (TTFB >600ms)***

Status: PASS | Impact Score: 80/100

What We Found:

~43ms (estimated)

What's Working Well:

- ✓ Fast server response

How This Affects Your Rankings:

Poor TTFB affects all other metrics (15-25% impact)

How to Fix This:

Optimize server processing, use CDN, enable caching, upgrade hosting

Pro Tips & Advanced Optimizations:

- Use edge caching
- Optimize database queries
- Implement Redis caching
- Use HTTP/2 or HTTP/3
- Consider serverless functions

■■ ***Poor desktop performance score (<90)***

Status: INFO | Impact Score: 80/100

What We Found:

Desktop PageSpeed score needed

Issues Found:

- Desktop performance affects rankings and conversions

How This Affects Your Rankings:

Desktop performance impacts rankings by 10-20%

How to Fix This:

Optimize for desktop Core Web Vitals

Pro Tips & Advanced Optimizations:

- Run PageSpeed Insights
- Optimize largest images
- Minimize JavaScript
- Use efficient caching

■■ ***Third-party scripts slowing site***

Status: INFO | Impact Score: 77/100

What We Found:

0% pages with 3rd party scripts

How This Affects Your Rankings:

Third-party scripts can increase load time by 50-100%

How to Fix This:

Audit and minimize third-party scripts, lazy load when possible

Pro Tips & Advanced Optimizations:

- Defer non-critical scripts
- Use async loading
- Implement resource hints
- Consider self-hosting critical scripts

■ ***Images not using modern formats (WebP/AVIF)***

Status: FAIL | Impact Score: 75/100

What We Found:

0% using modern formats

Issues Found:

- Only 0% images use modern formats

How This Affects Your Rankings:

Modern formats reduce load time by 25-35%

How to Fix This:

Convert images to WebP or AVIF with fallbacks

Pro Tips & Advanced Optimizations:

- Use <picture> element for format fallbacks
- Implement automatic conversion
- Use image CDN with format detection

■■ ***Resources not using modern compression (Brotli)***

Status: INFO | Impact Score: 72/100

What We Found:

Compression check required (server headers)

Issues Found:

- Uncompressed resources waste bandwidth

How This Affects Your Rankings:

Compression reduces transfer size by 60-80%, improving load times

How to Fix This:

Enable Brotli compression on server, fallback to Gzip

Pro Tips & Advanced Optimizations:

- Enable Brotli for modern browsers
- Use Gzip as fallback
- Compress all text resources
- Monitor compression ratios

■ *Lazy loading not implemented*

Status: FAIL | Impact Score: 70/100

What We Found:

0% images with lazy loading

Issues Found:

- Missing lazy loading optimization

How This Affects Your Rankings:

Lazy loading improves initial load time by 30-50%

How to Fix This:

Add loading='lazy' to tags below the fold

Pro Tips & Advanced Optimizations:

- Use Intersection Observer for custom lazy loading
- Implement progressive image loading
- Lazy load iframes and videos too

■ *Unminified CSS/JavaScript*

Status: PASS | Impact Score: 70/100

What We Found:

~100% pages appear minified

What's Working Well:

- ✓ Code appears minified

How This Affects Your Rankings:

Minification reduces file sizes by 30-50%

How to Fix This:

Use build tools to minify CSS/JS, enable gzip compression

Pro Tips & Advanced Optimizations:

- Use Terser for JS minification
- Use cssnano for CSS minification
- Enable Brotli compression
- Remove unused CSS/JS

■■ *HTTP/2 not enabled*

Status: INFO | Impact Score: 70/100

What We Found:

Requires server analysis

How This Affects Your Rankings:

HTTP/2 improves load time by 20-40%

How to Fix This:

Enable HTTP/2 on web server, requires HTTPS

Pro Tips & Advanced Optimizations:

- Configure server push for critical resources
- Enable HTTP/3 (QUIC) if available
- Optimize for multiplexing benefits

■ *Excessive DOM size (>1500 nodes)*

Status: PASS | Impact Score: 70/100

What We Found:

0 pages with large DOM, max: 11 nodes

What's Working Well:

- ✓ Efficient DOM size

How This Affects Your Rankings:

Large DOM increases rendering time by 40-60%

How to Fix This:

Simplify HTML structure, use pagination, implement virtual scrolling

Pro Tips & Advanced Optimizations:

- Remove unnecessary wrapper divs
- Use CSS for visual effects instead of HTML
- Implement infinite scrolling for long lists
- Lazy render off-screen content

■■ **No resource preloading**

Status: WARNING | Impact Score: 68/100

What We Found:

0% pages use preloading

Issues Found:

- Missing resource optimization

How This Affects Your Rankings:

Resource hints can improve LCP by 10-20%

How to Fix This:

Implement preload for critical fonts, images, and CSS

Pro Tips & Advanced Optimizations:

- Preload critical fonts
- Preload hero images
- Prefetch next page resources
- Use dns-prefetch for external domains

Social Media (0 passing, 1 needs attention)

■■ **No social proof elements**

Status: INFO | Impact Score: 68/100

What We Found:

0% pages with social proof

Issues Found:

- Missing trust signals

How This Affects Your Rankings:

Social proof improves conversion and dwell time (10-18%)

How to Fix This:

Add testimonials, reviews, ratings, trust badges

Pro Tips & Advanced Optimizations:

- Display customer testimonials
- Show star ratings
- Add review schema markup
- Include social share counts
- Display trust badges

■■ Inconsistent branding across platforms

Status: INFO | Impact Score: 58/100

What We Found:

Cross-platform audit needed

Issues Found:

- Inconsistent branding confuses users and hurts recognition

How This Affects Your Rankings:

Brand consistency improves trust signals (8-12%)

How to Fix This:

Use consistent logos, colors, messaging across all platforms

Pro Tips & Advanced Optimizations:

- Use same profile images
- Consistent brand voice
- Matching visual identity
- Coordinated posting schedule

■ Limited social media presence

Status: FAIL | Impact Score: 55/100

What We Found:

0% pages link to social profiles

Issues Found:

- Limited social media visibility

How This Affects Your Rankings:

Social signals indirectly affect rankings through engagement (10-15%)

How to Fix This:

Add social media links in header/footer, implement share buttons

Pro Tips & Advanced Optimizations:

- Add social share buttons on content
- Display social proof (follower counts)
- Integrate social feeds
- Use Open Graph tags

■■ Social media links not prominent

Status: INFO | Impact Score: 52/100

What We Found:

Visibility assessment needed

Issues Found:

- Hidden social links reduce follow-through

How This Affects Your Rankings:

Prominent social links increase engagement by 15-25%

How to Fix This:

Place social media icons in header or footer for visibility

Pro Tips & Advanced Optimizations:

- Use recognizable icons
- Make them stand out
- Add hover effects
- Include in mobile menu

■■ Low social sharing indicators

Status: INFO | Impact Score: 50/100

What We Found:

0% pages have sharing elements

Issues Found:

- Missing social share buttons

How This Affects Your Rankings:

Share buttons can increase traffic by 20-30%

How to Fix This:

Add social share buttons (click-to-tweet, share to Facebook, etc.)

Pro Tips & Advanced Optimizations:

- Use floating share bars
- Add click-to-tweet quotes

- Track social shares
- Optimize share text

Technical SEO (12 passing, 4 needs attention)

■ **Mobile-friendly design issues**

Status: PASS | Impact Score: 95/100

What We Found:

100% mobile-ready pages

What's Working Well:

✓ Mobile-optimized design

How This Affects Your Rankings:

Non-mobile-friendly sites lose 40-60% mobile rankings

How to Fix This:

Implement responsive design, use mobile-first approach

Pro Tips & Advanced Optimizations:

- Test with Google Mobile-Friendly Test
- Use responsive images
- Optimize touch targets (min 48x48px)
- Avoid Flash and other unsupported tech

■ **Website not using HTTPS**

Status: PASS | Impact Score: 95/100

What We Found:

HTTPS

What's Working Well:

- ✓ Secure connection
- ✓ Trust signals

How This Affects Your Rankings:

Non-HTTPS sites can lose 15-20% rankings

How to Fix This:

Install SSL certificate, redirect HTTP to HTTPS

Pro Tips & Advanced Optimizations:

- Implement HSTS
- Enable HTTP/2
- Use TLS 1.3
- Monitor certificate expiration

■■ ***SSL certificate issues***

Status: [INFO](#) | Impact Score: 95/100

What We Found:

SSL verification required

Issues Found:

- SSL issues block search engine access and hurt trust

How This Affects Your Rankings:

SSL errors can result in complete deindexing

How to Fix This:

Ensure valid SSL certificate properly configured

Pro Tips & Advanced Optimizations:

- Use certificates from trusted CAs
- Enable HSTS
- Check certificate expiration
- Implement certificate monitoring

■■ ***Redirect loops detected***

Status: [INFO](#) | Impact Score: 92/100

What We Found:

Redirect chain analysis required

Issues Found:

- Redirect loops make pages inaccessible

How This Affects Your Rankings:

Redirect loops result in complete indexation failure

How to Fix This:

Identify and fix redirect loops immediately

Pro Tips & Advanced Optimizations:

- Use redirect mapping tools
- Check for circular redirects

- Implement redirect monitoring
- Regular redirect audits

■ ***Viewport meta tag missing***

Status: **PASS** | Impact Score: 90/100

What We Found:

0/1 missing viewport

What's Working Well:

- ✓ Mobile-friendly configuration

How This Affects Your Rankings:

Can reduce mobile rankings by 30-40% (Mobile-first indexing)

How to Fix This:

Add <meta name='viewport' content='width=device-width, initial-scale=1.0'>

Pro Tips & Advanced Optimizations:

- Test on multiple devices
- Avoid user-scalable=no

■■ ***Canonical pointing to non-indexable URL***

Status: **INFO** | Impact Score: 90/100

What We Found:

Canonical target validation needed

Issues Found:

- Canonicals to 404/301/noindex pages waste crawl budget

How This Affects Your Rankings:

Broken canonicals prevent proper indexation (25-40% loss)

How to Fix This:

Verify all canonical targets are accessible and indexable

Pro Tips & Advanced Optimizations:

- Crawl all canonical targets
- Check for redirect chains
- Verify target pages are indexable
- Regular canonical audits

■ ***Multiple canonical tags***

Status: PASS | Impact Score: 88/100

What We Found:

0 pages with multiple canonicals

What's Working Well:

- ✓ Proper canonical implementation

How This Affects Your Rankings:

Multiple canonicals confuse search engines (20-30% indexation issues)

How to Fix This:

Ensure only one canonical tag per page

Pro Tips & Advanced Optimizations:

- Audit canonical implementation
- Remove duplicate tags
- Use server-side canonical headers if needed
- Validate in Google Search Console

■■ 404 errors on important pages

Status: INFO | Impact Score: 87/100

What We Found:

404 audit required

Issues Found:

- 404 errors hurt user experience and waste crawl budget

How This Affects Your Rankings:

404 errors can reduce site quality scores by 15-25%

How to Fix This:

Fix or redirect all 404 pages, especially those with backlinks

Pro Tips & Advanced Optimizations:

- Monitor 404s in Search Console
- Redirect important 404s with 301
- Create custom 404 page with navigation
- Regular broken link audits

■ Schema markup missing (JSON-LD)

Status: FAIL | Impact Score: 85/100

What We Found:

0% pages with schema

Issues Found:

- Missing rich snippet potential

How This Affects Your Rankings:

Missing schema reduces rich snippet chances by 70-90%

How to Fix This:

Implement JSON-LD schema for Organization, WebPage, BreadcrumbList, etc.

Pro Tips & Advanced Optimizations:

- Use Google's Structured Data Testing Tool
- Implement Article schema for blog posts
- Add Product schema for e-commerce
- Use Review schema where applicable

■ *Mixed content warnings*

Status: PASS | Impact Score: 85/100

What We Found:

0 pages with mixed content

What's Working Well:

- ✓ All content secure

How This Affects Your Rankings:

Mixed content can reduce rankings by 10-15% and shows warnings

How to Fix This:

Update all HTTP resources to HTTPS

Pro Tips & Advanced Optimizations:

- Audit all resource URLs
- Update hardcoded HTTP URLs
- Use protocol-relative URLs
- Implement Content Security Policy

■■ *Canonical tag missing*

Status: WARNING | Impact Score: 80/100

What We Found:

1/1 pages missing canonical

Issues Found:

- Duplicate content risk

How This Affects Your Rankings:

Can dilute page authority by 20-30%

How to Fix This:

Add <link rel='canonical' href='page-url'> to all pages

Pro Tips & Advanced Optimizations:

- Use absolute URLs
- Implement canonical strategy
- Audit for canonical loops

■■ *Hreflang tags missing (international sites)*

Status: INFO | Impact Score: 80/100

What We Found:

0 pages with hreflang

How This Affects Your Rankings:

For international sites: 30-50% wrong country targeting

How to Fix This:

Implement hreflang tags for all language/region variants

Pro Tips & Advanced Optimizations:

- Use x-default for fallback
- Ensure bidirectional linking
- Test with Google Search Console

■■ *No CDN implementation*

Status: INFO | Impact Score: 80/100

What We Found:

CDN detection required

Issues Found:

- Missing CDN increases load times globally

How This Affects Your Rankings:

CDN can improve Core Web Vitals by 20-40%

How to Fix This:

Implement CDN (Cloudflare, AWS CloudFront, etc.)

Pro Tips & Advanced Optimizations:

- Enable CDN for static assets
- Configure edge caching
- Optimize cache policies
- Use geo-distributed servers

■■ **Too many 301/302 redirects**

Status: INFO | Impact Score: 78/100

What We Found:

Redirect count audit needed

Issues Found:

- Redirect chains slow page load and dilute link equity

How This Affects Your Rankings:

Each redirect hop loses 10-15% link equity

How to Fix This:

Update links to point directly to final URLs

Pro Tips & Advanced Optimizations:

- Map all redirect chains
- Update to direct URLs
- Remove unnecessary redirects
- Consolidate redirect paths

■ **Meta Robots Tag Presence**

Status: FAIL | Impact Score: 75/100

What We Found:

0 pages have meta robots, 1 pages missing

Issues Found:

- Found 1 out of 1 pages without meta robots tags
- Pages missing meta robots: <https://example.com>

How This Affects Your Rankings:

Missing meta robots can reduce crawl efficiency by 5-10% and may cause unintended indexing issues. Search engines might waste crawl budget on pages you don't want indexed.

How to Fix This:

Here's how to fix the meta robots issue on your website:

1. Add this code to the <head> section of each page: <meta name="robots" content="index, follow">

2. For the pages we found (1 total), specifically add it to: example.com
3. If you're using a CMS like WordPress, use an SEO plugin (Yoast SEO, Rank Math) to automatically add these tags.
4. For developers: Add the meta tag to your template header file so it appears on all pages automatically.

Pro Tips & Advanced Optimizations:

- Use 'noindex, follow' for thin content pages (tags, archives)
- Implement X-Robots-Tag HTTP headers for PDF and image files
- Set up robots.txt to complement your meta robots strategy
- Monitor indexed pages in Google Search Console to verify directives are working
- Consider using 'max-snippet', 'max-image-preview' directives for better control

■■ *Sitemap not referenced in robots.txt*

Status: WARNING | Impact Score: 75/100

What We Found:

Unable to verify from crawl data

Issues Found:

- Sitemap may not be easily discoverable

How This Affects Your Rankings:

Affects crawl efficiency (10-15% slower indexing)

How to Fix This:

Add 'Sitemap: https://yoursite.com/sitemap.xml' to robots.txt

Pro Tips & Advanced Optimizations:

- Submit sitemap to Google Search Console
- Keep sitemap updated automatically
- Create separate sitemaps for different content types

■ *URL structure not SEO-friendly*

Status: PASS | Impact Score: 75/100

What We Found:

0 URLs with issues

What's Working Well:

- ✓ Clean URL structure

How This Affects Your Rankings:

Poor URL structure reduces CTR by 20-30%

How to Fix This:

Use short, descriptive URLs. Use hyphens not underscores. Keep lowercase.

Pro Tips & Advanced Optimizations:

- Include target keywords in URLs
- Avoid stop words
- Use breadcrumb structure
- Implement clean URL rewriting

■■ Invalid schema markup

Status: INFO | Impact Score: 75/100

What We Found:

Schema validation required

Issues Found:

- Invalid schema prevents rich results

How This Affects Your Rankings:

Valid schema can improve CTR by 30-40% through rich results

How to Fix This:

Validate schema with Google Rich Results Test

Pro Tips & Advanced Optimizations:

- Use Google's Rich Results Test
- Fix validation errors
- Test in Search Console
- Monitor rich result eligibility

■ Open Graph Social Media Tags

Status: FAIL | Impact Score: 70/100

What We Found:

0 complete, 0 partial, 1 missing

Issues Found:

- 1 pages completely missing Open Graph tags
- Affected pages: example.com

How This Affects Your Rankings:

While Open Graph doesn't directly affect Google rankings, it significantly impacts social media CTR. Pages without OG tags see 40-60% lower engagement when shared on social platforms. This reduces referral traffic and brand visibility.

How to Fix This:

Let me show you exactly how to add Open Graph tags to improve social sharing:

****For pages currently missing OG tags (1 pages):****

Add these meta tags in your <head> section: ``html <meta property="og:title" content="Your Page Title - Make it catchy!" /> <meta property="og:description" content="A compelling 2-3 sentence description that makes people want to click" /> <meta property="og:image" content="https://yoursite.com/images/share-image.jpg" /> <meta property="og:url" content="https://yoursite.com/current-page" /> <meta property="og:type" content="website" /> <meta property="og:site_name" content="Your Brand Name" /> ``

****Image requirements for best results:**** - Size: 1200x630 pixels (Facebook/LinkedIn recommended) - Format: JPG or PNG - File size: Under 8MB - Must be publicly accessible URL

****Example for your homepage:**** Pages like "https://example.com" need these tags to show rich previews when shared on Facebook, LinkedIn, Twitter, and messaging apps.

****Quick implementation tips:**** 1. If using WordPress: Install Yoast SEO or RankMath - they handle OG tags automatically 2. If using React/Next.js: Use react-helmet or Next.js Head component 3. For static sites: Add to your HTML template header

Pro Tips & Advanced Optimizations:

- Add og:video for pages with video content to enable video previews
- Use Twitter Card tags alongside OG tags for optimal Twitter display
- Test your OG tags using Facebook Sharing Debugger (developers.facebook.com/tools/debug)
- Create unique OG images for your most important pages
- Add og:locale for international sites (e.g., 'en_US', 'fr_FR')

■ *Meta language tag missing*

Status: PASS | Impact Score: 70/100

What We Found:

0/1 pages missing language declaration

What's Working Well:

- ✓ Proper internationalization support

How This Affects Your Rankings:

Affects international SEO and accessibility scores (10-15%)

How to Fix This:

Add lang attribute to <html> tag, e.g., <html lang='en'>

Pro Tips & Advanced Optimizations:

- Use hreflang tags for multi-language sites
- Declare regional variants (en-US, en-GB)

■■ ***Multiple redirect chains***

Status: INFO | Impact Score: 70/100

What We Found:

Requires deeper analysis

How This Affects Your Rankings:

Redirect chains waste crawl budget (15-25% loss)

How to Fix This:

Audit all redirects, eliminate chains, use direct 301 redirects

Pro Tips & Advanced Optimizations:

- Use Screaming Frog to detect chains
- Update internal links to final URLs
- Avoid redirect loops

■ ***HTML file size too large (>100KB)***

Status: PASS | Impact Score: 70/100

What We Found:

0 pages over 100KB (0%)

What's Working Well:

- ✓ Optimized HTML size

How This Affects Your Rankings:

Large HTML delays rendering and hurts Core Web Vitals (8-12%)

How to Fix This:

Optimize HTML, remove unnecessary code and whitespace

Pro Tips & Advanced Optimizations:

- Minify HTML
- Remove comments
- Defer non-critical content
- Use compression

■ ***Meta charset not specified***

Status: FAIL | Impact Score: 65/100

What We Found:

1/1 pages missing charset

Issues Found:

- Character encoding issues
- Text rendering problems

How This Affects Your Rankings:

Can cause rendering issues affecting user experience (5-10% bounce rate increase)

How to Fix This:

Add <meta charset='UTF-8'> in the <head> section

Pro Tips & Advanced Optimizations:

- Always place charset as first meta tag in head

■ URLs exceeding recommended length (>115 characters)

Status: PASS | Impact Score: 65/100

What We Found:

0 URLs over 115 chars (0%)

What's Working Well:

- ✓ Optimal URL lengths

How This Affects Your Rankings:

Long URLs may be truncated in SERPs (5-10% CTR loss)

How to Fix This:

Shorten URLs, remove unnecessary parameters and words

Pro Tips & Advanced Optimizations:

- Use concise, descriptive URLs
- Remove stop words
- Avoid date parameters
- Use URL shortening where appropriate

■■ Twitter Card meta tags missing

Status: WARNING | Impact Score: 60/100

What We Found:

1/1 pages missing Twitter Cards

Issues Found:

- 1 pages missing Twitter Cards

How This Affects Your Rankings:

No direct ranking impact but affects Twitter engagement

How to Fix This:

Add twitter:card, twitter:title, twitter:description, twitter:image

Pro Tips & Advanced Optimizations:

- Use 'summary_large_image' for better visibility
- Test with Twitter Card Validator
- Add twitter:site for brand attribution

■ *user-scalable set to 'no' in viewport*

Status: PASS | Impact Score: 60/100

What We Found:

0 pages with user-scalable=no

What's Working Well:

- ✓ Good accessibility

How This Affects Your Rankings:

Negative accessibility signal (5-10% penalty)

How to Fix This:

Remove user-scalable=no from viewport meta tag

Pro Tips & Advanced Optimizations:

- Follow WCAG 2.1 guidelines for zooming

■ *Mixed case or underscores in URLs*

Status: PASS | Impact Score: 60/100

What We Found:

0 URLs with case/underscore issues

What's Working Well:

- ✓ Clean URL formatting

How This Affects Your Rankings:

URL formatting affects usability and SEO (5-8%)

How to Fix This:

Use lowercase letters and hyphens instead of underscores

Pro Tips & Advanced Optimizations:

- Implement 301 redirects from old URLs
- Update internal links
- Use URL rewriting rules
- Standardize URL patterns

■ *Microdata markup issues*

Status: **PASS** | Impact Score: 58/100

What We Found:

0 pages using microdata

How This Affects Your Rankings:

JSON-LD is Google's preferred format (5% better processing)

How to Fix This:

Migrate microdata to JSON-LD format

Pro Tips & Advanced Optimizations:

- Convert to JSON-LD
- Validate with Google tools
- Remove legacy microdata
- Use schema.org vocabulary