SEO Audit Report

Generated by [Rank Math](#)

76/100
SEO Score

17/21	**1/21**	**3/21**
Passed Tests	Warnings	Failed Tests

Basic SEO

Common Keywords

A list of keywords that appear frequently in the text of your content.

ⓘ   Here are the most common keywords we found on your homepage:

projects quality work contact email years view message last office

SEO Description

SEO analysis of your page's meta-description.

✓   Meta description was found and it is 84 characters long. Metal-Weld Specialties - Our experience surpasses our competition for over 60 years.

H1 Heading

SEO Analysis of the H1 Tags on your page.

✓ One H1 tag was found on your homepage.

```
Metal-Weld Specialties
```

H2 Headings

SEO analysis of the H2 headings on your page.

✓ One or more H2 tags were found on your homepage.

```
Why Choose Us?
```

Image ALT Attributes

SEO analysis of the "alt" attribute for image tags.

✓ All images on your homepage have alt attributes.

Keywords in Title & Description

SEO analysis of the HTML page's Title and meta description content.

✗ No keywords found in the page title.

You need to use titles and descriptions that are attractive to users and contain your keywords. Use the keywords naturally - keyword stuffing is usually detected and will result in a lower ranking. What's more, it's pretty off-putting for potential readers, who are more likely to click on an appealing link.

Links Ratio

SEO analysis of the ratio of internal links to external links.

⊘ There are one or more issues with the number of links on your homepage:
Too few internal links (5).

```
internal: 5
external: 3
```

Add links to external resources that are useful for your readers. Make sure you link to high-quality sites - Google penalizes pages that link to "spammy" sites (ones that break the Google webmaster guidelines).

Ideally, the links should be highly relevant to the subject you're writing about. It's impossible to cover every aspect of a subject on a single page, but your readers may be fascinated by some detail you barely touch on. If you link to a resource where they can learn more, they'll be grateful. What's more, you'll be rewarded with higher rankings!

SEO Title

SEO analysis of your site's HTML title.

✓ The title of your homepage has 72 characters which is good.

`Metal-Weld Specialties - America's Most Experienced & Trusted Fabricator`

Advanced SEO

Search Preview

! Here is how your site may appear in search results:

Metal-Weld Specialties - America's Most Experienced & Trusted Fabricator
https://metal-weld-specialties.herokuapp.com/
Metal-Weld Specialties - Our experience surpasses our competition for over 60 years.

Mobile Search Preview

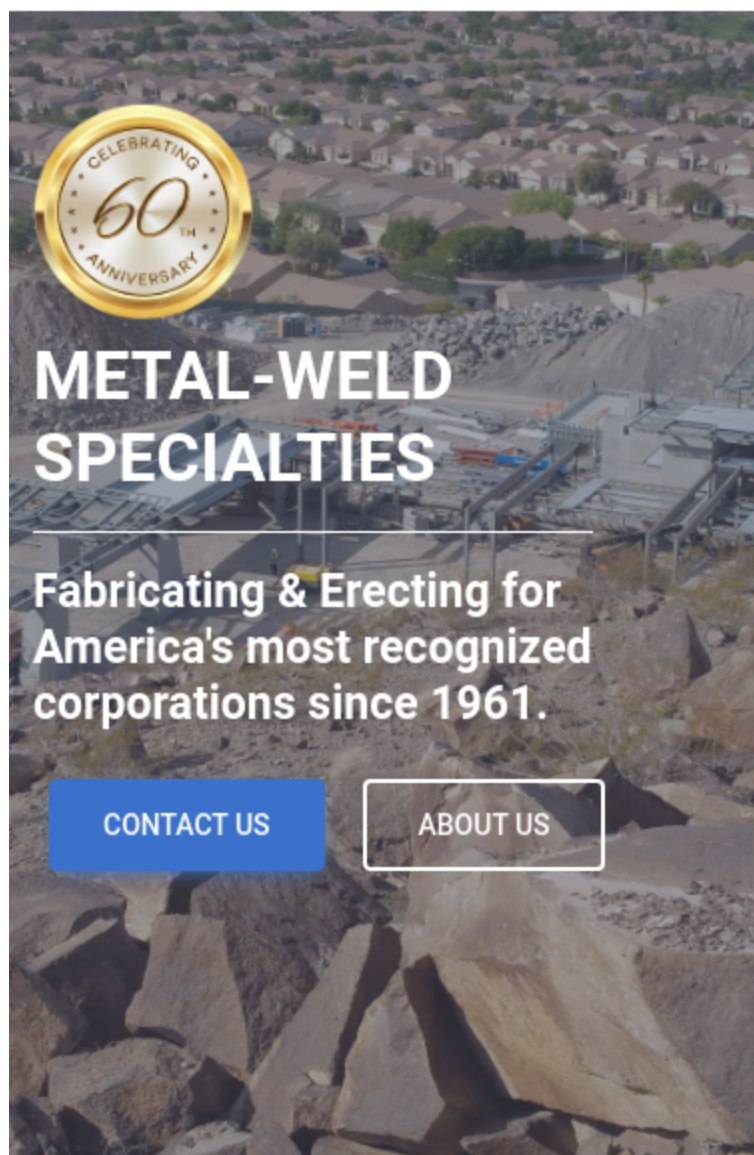! Here is how your site may appear in search results on a mobile device:

Metal-Weld Specialties - America's Most Experienced & Trusted Fabricator
https://metal-weld-specialties.herokuapp.com/
Metal-Weld Specialties - Our experience surpasses our competition for over 60 years.

Mobile Snapshot

A snapshot of how your content appears on a mobile device.

Canonical Tag

Does your content have a "canonical" URL?

✔   Your homepage is using the canonical link tag.

https://metal-weld-specialties.herokuapp.com/

Noindex Meta

Does your content contain a noindex robots meta tag?

✔   Your homepage does not contain any `index` meta tag or header.

WWW Canonicalization

Does your site appear on more than one URL?

✖   The www and non-www versions of your URL are not redirected to the same site.

Decide whether you want your site's URLs to include a "www", or if you prefer a plain domain name. There are marketing pros and cons for each choice, but neither one is better or worse for SEO purposes - as long as you're consistent.

You should use HTTP redirections (301 permanant redirects) to pass PageRank from the "wrong" URLs to the standard (canonical) ones. That way, your content will still benefit from backlinks if someone makes a mistake and uses the wrong URL.

OpenGraph Meta

Does your site use OpenGraph meta tags?

✔   Opengraph meta tags have been found.

Robots.txt

Does your site have a valid robots.txt file

✔   Your site has a robots.txt file.

Schema Meta Data

Does your content include relevant Schema.org metadata?

✔   Schema.org data has been found on your homepage.

Performance

Image Headers Expire

Do your images use "expires" headers?

✖   Your server is not using **expires** header for your images.

If you use the Apache web server, you can edit the configuration files to set the "expires" header for all image files. You can also use a ".htaccess" file to change the settings for each folder.

Alternatively, you can use a CMS plugin to simplify the process - it's a more user-friendly option. WordPress has a host of caching plugins, and most of them give you options to control the caching headers.

Minify CSS

Are your CSS files properly minified?

✓ All CSS files appear to be minified.

Minify Javascript

Does your site use minified JavaScript?

✓ All Javascript files appear to be minified.

Page Objects

Analysis of the embedded objects in your pages.

✓ Your homepage makes 18 requests.

```
total: 18
images: 8
javascript: 4
stylesheets: 6
```

Page Size

An analysis of the size of your HTML file.

✓ The size of the HTML document is 23 Kb, under the average HTML size of 33 Kb.

Response Time

How fast does your server respond to requests?

✓ Your response time is under 0.2 seconds which is great.

Security

Visible Plugins

Visible Plugins

 ❗ Hurray! None of your plugins are publicly visible.

Theme Visibility

Theme Visibility

 ❗ Hurray! Your theme is not publicly visible. No one can tell which theme you are using.

Directory Listing

Does your web server list the contents of the directories?

 ✔ Directory Listing seems to be disabled on your server.

Secure Connection

Is your content served over a secure connection?

 ✔ Your site is using a secure transfer protocol (https).