

# SEO Audit Report

Generated by [Rank Math](#)

**78/100**

SEO Score

**17/21**

Passed Tests

**2/21**

Warnings

**2/21**

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:

**steel** sheffield systems commercial kitchen laundry solutions

### SEO Description

SEO analysis of your page's meta-description.

Meta description was found and it is 159 characters long. Discover Sheffield Steel Systems, East Africa's leader in commercial kitchen equipment, laundry solutions, coldrooms, steel fabrication. Trusted by top brands.

### H1 Heading

SEO Analysis of the H1 Tags on your page.

No H1 tag was found on your homepage. For the best SEO results there should be exactly one H1 tag on each page.

WordPress sites usually insert the page or post title as an H1 tag (although custom themes can change this behavior).

Ensure your most important keywords appear in the H1 tag - don't force it, use them in a natural way that makes sense to human readers.

Because your headline plays a large role in reader engagement, it's worth spending extra time perfecting it. Many top copywriters spend hours getting their headlines just right - sometimes they spend longer on the headline than the rest of the article!

A good headline stimulates reader interest and offers a compelling reason to read your content. It promises a believable benefit.

You should write as if your readers are selfish people with short attention spans (because that describes a large percentage of the world's population). Readers visit websites for selfish reasons - they're not there to make **\*\*you\*\*** happy.

The Rank Math plugin uses a number of proven metrics to help you improve the quality of your titles.

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## H2 Headings

SEO analysis of the H2 headings on your page.

No H2 tag was found on your homepage.

Make sure you have a good balance of H2 tags to plain text in your content. Break the content down into logical sections, and use headings to introduce each new topic.

Also, try to include synonyms and relevant terminology in H2 tag text. Search engines are pretty smart - they know which words usually occur together in each niche.

It should be easy to include your main and supporting keywords in the H2 tags - after all, these keywords describe your content! If it's hard to work the keywords into your subheadings, it could be a sign that the keywords aren't closely related to your content.

Don't try to force keywords into sub-headings if they feel unnatural. It will send the wrong message to your readers, possibly driving them away.

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## Image ALT Attributes

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

No images found on the page.

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## Keywords in Title & Description

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

One or more common keywords were found in the title and description of your homepage.

**title:** steel, sheffield, systems, commercial, kitchen, laundry, solutions

**description:** steel, sheffield, systems, commercial, kitchen, laundry, solutions

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## 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:

No internal links found.

**internal:** 0

**external:** 0

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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!

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## SEO Title

SEO analysis of your site's HTML title.

The title of your homepage has 71 characters which is good.

**Sheffield Steel Systems | Commercial Kitchen, Laundry & Steel Solutions**

# Advanced SEO

## Search Preview

Here is how your site may appear in search results:

### Sheffield Steel Systems | Commercial Kitchen, Laundry & Steel Solutions

<https://www.sheffieldafrica.com>

Discover Sheffield Steel Systems, East Africa's leader in commercial kitchen equipment, laundry solutions, coldrooms, steel fabrication. Trusted by top brands.

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## Mobile Search Preview

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

### Sheffield Steel Systems | Commercial Kitchen, Laundry & Steel Solutions

<https://www.sheffieldafrica.com>

Discover Sheffield Steel Systems, East Africa's leader in commercial kitchen equipment, laundry solutions, coldrooms, steel fabrication. Trusted by top brands.

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## Mobile Snapshot

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

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## Canonical Tag

Does your content have a "canonical" URL?

Your homepage is using the canonical link tag.

**<https://www.sheffieldafrica.com>**

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## Noindex Meta

Does your content contain a noindex robots meta tag?

.../index.html - 2024-11-19 11:02:00

Your homepage contains the **index** meta tag or header.

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## WWW Canonicalization

Does your site appear on more than one URL?

Both www and non-www versions of your URL are redirected to the same site.

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## OpenGraph Meta

Does your site use OpenGraph meta tags?

Opengraph meta tags have been found.

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## Robots.txt

Does your site have a valid robots.txt file

Your site has a robots.txt file which includes one or more **Disallow:** directives. Make sure that you only block parts you don't want to be indexed.

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## 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?

No local images found on the page.

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## Minify CSS

Are your CSS files properly minified?

All CSS files appear to be minified.

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## Minify Javascript

Does your site use minified JavaScript?

All Javascript files appear to be minified.


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## Page Objects

Analysis of the embedded objects in your pages.

Your homepage makes 23 requests. A large number of requests can result in slow page loading.

```
total: 23  
images: 0  
javascript: 12  
stylesheets: 11
```

A scrollable list of page objects. The list contains four items: 'total: 23', 'images: 0', 'javascript: 12', and 'stylesheets: 11'. The list is displayed in a light gray box with a vertical scrollbar on the right and a horizontal scrollbar at the bottom. The scrollbar indicates that the list is scrollable, although only four items are visible.

Object Type	Count
total	23
images	0
javascript	12
stylesheets	11

Try to replace embedded objects with HTML5 alternatives.

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## Page Size

An analysis of the size of your HTML file.

The size of the HTML document is less than 1 Kb, so it is under the average HTML size of 33 Kb.

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## Response Time

How fast does your server respond to requests?

Your response time is under 0.2 seconds which is great.

# Security

## Directory Listing

Does your web server list the contents of the directories?

Directory Listing seems to be disabled on your server.

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## Secure Connection

Is your content served over a secure connection?

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