

## Error #11: "Thin" Content or Low Word Count

- **Where it's found:** The main body text of your specific page.
  - **Why it happens:** In the rush to launch, many people create "placeholder" pages that only have a single image and a "Contact Us" button.
  - **Is it serious? Moderate.** AI search models and Google need context. If a page has fewer than 300 words, the algorithm struggles to decide if you are actually an authority on the topic.
  - **The Fix:** Expand the page. Add a "Frequently Asked Questions" section or a detailed process breakdown. Give the reader (and the AI) enough information to prove you know your stuff.
  - **The Optimus Advantage:** Our tool identifies which specific pages are "thin," so you can prioritize your writing efforts where they are needed most.
- 

## Error #12: Improper Header Hierarchy (Skipping Levels)

- **Where it's found:** In the structure of your titles (H1, H2, H3, etc.).
  - **Why it happens:** This is a classic "design over function" mistake. A user might use an H4 tag directly under an H1 because they liked the font size of the H4 better.
  - **Is it serious? Low/Moderate.** It breaks the "Table of Contents" that search engines build for your page. It's a sign of a poorly structured digital asset.
  - **The Fix:** Always move in chronological order. H1 is your title, H2s are your main sections, and H3s are sub-sections.
  - **Pro Advice:** Never use a header tag to change a font size. If you want a headline to look smaller, use your website's styling tools or **hire a professional** to adjust your CSS. Keep your headers for structure only.
- 

## Error #13: Unsecured "Mixed Content"

- **Where it's found:** When an HTTPS site tries to load an image or script via a "http://" link.
- **Why it happens:** When you migrated your site to a secure SSL certificate, some old image links or third-party scripts didn't get the "s" added to their URL.
- **Is it serious? High.** Modern browsers like Chrome will show a "Not Secure" warning in the address bar. This is a massive "Trust Killer" for your brand.
- **The Fix:** Find the specific URLs flagged in the Optimus report. Go into your editor and change the "http://" to "https://".
- **Pro Advice:** If you have hundreds of these, a developer can run a "Search and Replace" on your database to fix them all in about five minutes.

---

## Error #14: Non-Descriptive Link Text (The "Click Here" Trap)

- **Where it's found:** Within the text of your hyperlinks.
  - **Why it happens:** Using phrases like "Click here" or "Read more" as the clickable link.
  - **Is it serious? Moderate.** AI agents use link text to understand what the destination page is about. "Click here" tells them nothing. It's also an accessibility issue for screen readers.
  - **The Fix:** Make your links descriptive. Instead of "To see our pricing, click here," use "View our [Full Service Pricing Guide]."
  - **The Optimus Advantage:** We flag these vague links so you can make your site more "citable" for AI search engines.
- 

## Error #15: Broken Internal Links (The 404 Dead End)

- **Where it's found:** A link on your site that points to another page on your site that no longer exists.
  - **Why it happens:** You renamed a page or deleted a blog post but forgot to update the links in your other articles.
  - **Is it serious? High.** It creates a "frustration loop" for users and stops search engine crawlers in their tracks.
  - **The Fix:** Use the Optimus report to see exactly which page has the broken link. Update the link to the new URL or remove it entirely.
- 

## Error #16: Excessive DOM Size (The "Code Bloat" Problem)

- **Where it's found:** The deep structure of your HTML.
  - **Why it happens:** Usually caused by "page builder" plugins (like Elementor or Divi) that add layers upon layers of invisible code to create a simple design.
  - **Is it serious? Moderate.** It slows down the "rendering" of your site, especially on older mobile phones. It makes your site feel "heavy."
  - **The Fix:** Simplify your design. Remove unnecessary "nested" columns or sections.
  - **When to hire a pro:** If your DOM size is critical, you may need a **professional developer** to "clean" your theme's code or move you to a lighter-weight template.
-

## Error #17: Missing Favicon

- **Where it's found:** The small icon that appears in the browser tab.
  - **Why it happens:** It's a tiny detail that is often forgotten during a site build.
  - **Is it serious? Low for SEO, High for Brand.** A site without a favicon looks like a "template" or an "under construction" page. It's a missed branding opportunity.
  - **The Fix:** Upload a square, 32x32 pixel version of your logo to your site settings. Optimus will verify once it's visible to the browser.
- 

## Error #18: Render-Blocking JavaScript

- **Where it's found:** In the `<head>` or top of your page code.
  - **Why it happens:** Your site is trying to load heavy scripts (like a chat widget or an ad tracker) *before* it loads your text and images.
  - **Is it serious? High.** It makes the user stare at a white screen for 3 seconds while the code "thinks."
  - **The Fix:** Use your SEO plugin to "Defer" or "Asynchronously load" JavaScript.
  - **When to hire a pro:** This is a technical surgical move. If you click the wrong setting, you can break your site's functionality. It's better to have a **developer** handle script prioritization.
- 

## Error #19: Lack of JSON-LD Schema (The AI Translator)

- **Where it's found:** Invisible code in your header meant for machines.
  - **Why it happens:** Most "regular" consumers don't know this exists. It's a way to tell search engines exactly what your business is (e.g., "I am a Local Business, my phone number is X, and my rating is Y").
  - **Is it serious? Critical for AEO.** This is how you get into the "Rich Snippets" on Google and how AI agents verify your facts.
  - **The Fix:** Use a Schema generator or a plugin to add "Local Business" or "Article" schema to your pages.
  - **The Optimus Advantage:** We check if this code is present and valid, ensuring the AI can "read" your business properly.
-

## Error #20: Missing "Language" Attribute

- **Where it's found:** In the very first line of your HTML (`<html lang="en">`).
- **Why it happens:** A common oversight in custom-built sites or certain older templates.
- **Is it serious? Moderate.** It tells the browser and the search engine which language your site is in. Without it, auto-translation tools and localized search results might ignore you.
- **The Fix:** Ensure your site settings are set to your primary language (e.g., "English - US"). Optimus will check the code to make sure the tag is actually firing.