

Error #1: Missing or Empty Title Tag

- **Where it's found:** In the `<head>` section of your HTML code.
 - **Why it happens:** This usually occurs when a new page is published in a CMS (like WordPress or Shopify) and the "SEO Title" field is left blank, or the theme fails to auto-generate one.
 - **Is it serious? Extremely.** This is the primary signal Google and AI search models use to understand what your page is about. Without it, you are essentially "nameless" in the search results.
 - **The Fix:** Log into your website editor and find the "Page Settings" or "SEO" tab for that specific URL. Enter a unique title between 50–60 characters that includes your primary keyword (e.g., "Custom Leather Journals | BrandName").
 - **Pro Advice:** If you have hundreds of pages missing titles, start with your homepage and top-performing service pages first. If you're on a custom-coded site, you should **hire a professional** to write a script that auto-populates titles to prevent this from happening as you scale.
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Error #2: Image Missing Alt Text (The "Invisible" Image)

- **Where it's found:** Inside the `` tag within your content.
 - **Why it happens:** Most people upload images and hit "publish" without filling out the "Alternative Text" field. They don't realize that search engines are "blind"—they can't see the photo; they can only read the description.
 - **Is it serious? High.** It hurts your rankings in Image Search and is a major accessibility violation. If a visually impaired person uses a screen reader on your site, they'll just hear "image_001.jpg" instead of a description of your product.
 - **The Fix:** Open your Optimus SEO report and look at the **specific filenames** we've flagged. Go to your Media Library, find those images, and write a simple, one-sentence description of what is in the photo.
 - **Pro Advice:** Avoid "keyword stuffing." Don't just list your services. Describe the image for a human being. The AI search models will reward that descriptive clarity much more than a list of keywords.
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Error #3: Critical Largest Contentful Paint (LCP) Delay

- **Where it's found:** This is a performance metric measured from the moment a page begins loading.
 - **Why it happens:** Usually, your "Hero" image (the big one at the top) is too large, or you have a background video that hasn't been optimized for web delivery.
 - **Is it serious? Critical.** If your main content takes more than 2.5 seconds to load, users will leave. Google also uses this as a major ranking factor for mobile search.
 - **The Fix:** Identify the large element flagged in your Optimus report. Compress it using a tool like TinyPNG or convert it to a **WebP** format. If you use a video, ensure it is "lazy-loaded" so it doesn't block the rest of the page.
 - **Pro Advice:** If you've compressed your images and your score is still "Red," you likely have "render-blocking JavaScript." This is deep-code territory. **Hire a professional developer** to "defer" your scripts so the content shows up before the heavy code runs.
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Error #4: Missing Meta Description

- **Where it's found:** In the `<head>` as a `name="description"` tag.
 - **Why it happens:** It's an "invisible" tag that doesn't show up on the page itself, so it's easy to forget.
 - **Is it serious? Moderate/High.** While it doesn't directly change your rank, it is your "sales pitch" in the search results. If it's missing, Google will grab a random sentence from your page, which often looks messy and unprofessional.
 - **The Fix:** Write a 150–160 character summary of the page that includes a "Call to Action" (e.g., "Get a free quote today!").
 - **The Optimus Advantage:** Our tool uses **Google Gemini AI** to generate these for you. Just copy the AI's suggestion from your audit and paste it into your site editor.
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Error #5: Multiple H1 Tags Detected

- **Where it's found:** In the body text of your page.
 - **Why it happens:** Many "pretty" website templates are poorly coded. They might make your Logo an H1, the page title an H1, and a banner an H1.
 - **Is it serious? Moderate.** It's like a newspaper having three different front-page headlines. It confuses the search engine about what the "main" topic of the page actually is.
 - **The Fix:** Use the Optimus report to identify which text strings are H1s. Go into your editor and change all but the main title to **H2 or H3** tags.
 - **Pro Advice:** If your theme is automatically making your logo an H1, you'll need a **professional developer** to edit the theme's core files. Don't try to "hack" this yourself, as it could break your site's header layout.
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Error #6: Canonical URL Mismatch or Missing

- **Where it's found:** In the `<head>` as a `rel="canonical"` link.
 - **Why it happens:** This occurs when the same page is accessible via different links (e.g., `site.com/page` vs. `site.com/page?source=social`).
 - **Is it serious? High.** It splits your "ranking power" between two URLs, meaning neither will rank as well as they should.
 - **The Fix:** Most SEO plugins (like Yoast or RankMath) handle this automatically, but if Optimus flags an error, you need to manually set the "Canonical URL" in your page settings to the "main" version of the link.
 - **Pro Advice:** For E-commerce stores with hundreds of product variations, this can get very complicated. **Hire a professional** to set up "global rules" for your store so you don't have to fix every product page manually.
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Error #7: Cumulative Layout Shift (CLS) Issues

- **Where it's found:** A performance metric measured during the load process.
 - **Why it happens:** This is the "jumpiness" you feel when a site loads. It usually happens because images or ads load in *after* the text, pushing the text down while you're trying to read it.
 - **Is it serious? Critical for UX.** It makes your site feel "broken" and frustrating.
 - **The Fix:** Ensure every image on your site has its **height and width** dimensions explicitly defined in the HTML. This "reserves" the space so the page stays still while the image loads.
 - **Pro Advice:** CLS is often caused by third-party fonts or advertisements. This can be very difficult to fix without touching the code. If your score is Red, **hire a professional** to "pre-load" your fonts and fix the layout stability.
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Error #8: Uncompressed Large Images

- **Where it's found:** In your media library and on the live page.
 - **Why it happens:** Uploading a "raw" photo straight from your phone or a professional camera. These files are massive (often 2MB+) and slow everything down.
 - **Is it serious? High.** As I like to say, it's like trying to push a grand piano through a garden hose. Your mobile users will simply give up and leave.
 - **The Fix:** Use the Optimus report to see the **specific filenames** of your largest images. Download them, run them through a compressor (like TinyPNG), and re-upload them. Aim for under 200KB per image.
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Error #9: Redirect Loops or Broken Redirects

- **Where it's found:** In the server's response code (the "handshake").
 - **Why it happens:** You deleted an old page and tried to point it to a new one, but you accidentally pointed the new one back to the old one.
 - **Is it serious? Critical.** A user—and a search engine—will just see a "Too Many Redirects" error page and never see your content.
 - **The Fix:** Check the "Response Code" section in Optimus. If you see a "500" or "Loop" error, go into your `.htaccess` file or your redirect plugin and delete the conflicting rule.
 - **Pro Advice:** Server-side rules are dangerous to play with if you aren't a coder. If you aren't 100% sure what you're doing, **hire a professional developer** to clean up your "redirect map." One wrong click here can take your entire site offline.
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Error #10: Missing "OG:Image" Tag (The Social Preview)

- **Where it's found:** In the `<head>` as an `og:image` tag.
- **Why it happens:** You have a great page, but you haven't told social media platforms (like LinkedIn or Facebook) which image to display when your link is shared.
- **Is it serious? Moderate for SEO, High for Brand.** It won't directly hurt your Google rank, but it will make your shared links look like broken "ghost" boxes, which kills your clicks.
- **The Fix:** Check the "Social Signals" section in Optimus. Go to your site editor and set a "Featured Image" for the page.
- **The Optimus Advantage:** Our report lets you verify this fix instantly. Set the image, re-run the scan, and ensure the `og:image` tag is now Green.