

SEO Fix Guide

https://example.com/
Audit #69 · 2026-04-24 12:47 · Overall 73/100

Total issues: 23 · High: 6 · Medium: 10 · Low: 7

High (6)

High

Meta

Priority 78/100

Trivial (~5m)

Meta description present

No meta description found.

Location

Line 1 · html > head

> 1 <!doctype html><html lang="en"><head><title>Example Domain</title><meta name="viewport" content="width=device-width, initial-scale=1"><style>body{background:#eee;width:60vw;margin:15vh auto;font-family:system-ui,sans-serif}h1{font-size:1.5em}

2

Generic best practice

Add a meta description (120-160 characters) summarising the page. It appears under the title in search results and directly affects click-through rate.

Code fix

Before:

<head>
 <!-- no meta description -->
</head>

After:

<head>
 <meta name="description" content="Compelling 120-160 character summary describing what's on this page and why a user should click.">
</head>

High

Content

Priority 72/100

Medium (~45m)

E-E-A-T: Expertise

Weak: The content demonstrates minimal expertise, providing only basic information about the domain's intended use for documentation purposes. It lacks depth, specialized knowledge, or technical detail beyond its simple functional statement.

Generic best practice

Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

High

Content

Priority 68/100

Hard (~120m)

Sufficient word count

Only 17 words — thin content.

Generic best practice

Expand the content. 300+ words is the minimum for a substantive page; 1000+ for competitive informational queries. Cover the topic thoroughly.

High

Content

Priority 68/100

Hard (~120m)

E-E-A-T: Experience

Weak: The page shows no first-hand experience with any subject matter as it serves only as a placeholder domain example. There is no demonstration of practical engagement or real-world application.

Generic best practice

Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

High Meta Priority 65/100 Easy (~15m)

OpenGraph image present

Missing <meta property="og:image">.

Location

Line 1 · html > head

```
> 1 <!doctype html><html lang="en"><head><title>Example Domain</title><meta name="viewport"
content="width=device-width, initial-scale=1"><style>body{background:#eee;width:60vw;margin:15vh auto;font-
family:system-ui,sans-serif}h1{font-size:1.5e...
2
```

Generic best practice

Add an Open Graph image so links to this page render as a rich card on social platforms. Use 1200x630 px, JPEG/PNG, under 1MB.

Code fix

Before:

```
<head>
  <!-- no og:image -->
</head>
```

After:

```
<head>
  <meta property="og:image" content="https://yoursite.com/og-image.jpg">
  <meta property="og:image:width" content="1200">
  <meta property="og:image:height" content="630">
</head>
```

High Schema Priority 62/100 Medium (~45m)

JSON-LD structured data present

No JSON-LD scripts found.

Generic best practice

Add structured data (JSON-LD) so search engines understand your content type. Schema can trigger rich results — stars, prices, FAQs — that increase click-through rate.

Code fix

Before:

```
<!-- no JSON-LD -->
```

After:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "Page title",
  "author": {"@type": "Person", "name": "Author name"},
  "datePublished": "2026-01-01"
}
</script>
```

Medium (10)

Medium Meta Priority 68/100 Trivial (~5m)

Title length

Title is only 14 characters — too short to communicate value.

Location

Line 1 · html > head > title

```
> 1 <!doctype html><html lang="en"><head><title>Example Domain</title><meta name="viewport"
content="width=device-width, initial-scale=1"><style>body{background:#eee;width:60vw;margin:15vh auto;font-
family:system-ui,sans-serif}h1{font-size:1.5e...
2
```

Generic best practice

Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

Code fix

Before:

```
<title>14 chars</title>
```

After:

```
<title>Shortened title – primary keyword first (?60 chars)</title>
```

Medium Technical Priority 66/100 Easy (~15m)

Canonical URL present

No canonical link tag found.

Location

Line 1 · html > head

```
> 1 <!doctype html><html lang="en"><head><title>Example Domain</title><meta name="viewport"
content="width=device-width, initial-scale=1"><style>body{background:#eee;width:60vw;margin:15vh auto;font-
family:system-ui,sans-serif}h1{font-size:1.5e...
2
```

Generic best practice

Add a canonical link to prevent duplicate-content issues. It tells search engines which URL is the authoritative version of this page.

Code fix

Before:

```
<head>
<!-- no canonical -->
</head>
```

After:

```
<head>
<link rel="canonical" href="https://example.com/">
</head>
```

Medium Sitemap Priority 61/100 Easy (~15m)

sitemap.xml accessible

No sitemap at <https://example.com/sitemap.xml> (status 0).

Generic best practice

Publish an XML sitemap listing all indexable URLs. Submit it via Google Search Console for faster discovery.

Code fix

Before:

```
// File missing: /sitemap.xml
```

After:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://yoursite.com/</loc>
    <lastmod>2026-01-01</lastmod>
    <changefreq>weekly</changefreq>
  </url>
</urlset>
```

Medium Meta Priority 59/100 Trivial (~5m)

Title is descriptive

Title has fewer than 3 words.

Generic best practice

Make the title descriptive — at least 3 meaningful words including the page topic and brand. Single-word titles waste a high-impact ranking signal.

Code fix

Before:

```
<title>2 words</title>
```

After:

```
<title>Specific Page Topic – Brand Name</title>
```

Medium Meta Priority 59/100 Trivial (~5m)

OpenGraph title present

Missing `<meta property="og:title">`.

Location

Line 1 · `html` > `head`

```
> 1 <!doctype html><html lang="en"><head><title>Example Domain</title><meta name="viewport"
content="width=device-width, initial-scale=1"><style>body{background:#eee;width:60vw;margin:15vh auto;font-
family:system-ui,sans-serif}h1{font-size:1.5e...
2
```

Generic best practice

Add `og:title` for social-media link previews. Without it, shared links fall back to the page `<title>`, which may not be ideal for Facebook/LinkedIn cards.

Code fix

Before:

```
<head>
  <!-- no og:title -->
</head>
```

After:

```
<head>
  <meta property="og:title" content="Your social-friendly title">
</head>
```

Medium Meta Priority 59/100 Trivial (~5m)

OpenGraph description present

Missing <meta property="og:description">.

Location

Line 1 · html > head

```
> 1 <!doctype html><html lang="en"><head><title>Example Domain</title><meta name="viewport"
content="width=device-width, initial-scale=1"><style>body{background:#eee;width:60vw;margin:15vh auto;font-
family:system-ui,sans-serif}h1{font-size:1.5e...
2
```

Generic best practice

Add og:description so links shared on Facebook/LinkedIn show a preview blurb. Falls back to meta description if missing, but a tailored one converts better.

Code fix

Before:

```
<head>
  <!-- no og:description -->
</head>
```

After:

```
<head>
  <meta property="og:description" content="Punchy social-share blurb, 90-150 chars.">
</head>
```

Medium Page speed Priority 59/100 Easy (~15m)

Compression enabled

No gzip/brotli content-encoding header.

Generic best practice

Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

Medium Sitemap Priority 56/100 Trivial (~5m)

robots.txt accessible

No robots.txt found at https://example.com/robots.txt

Generic best practice

Create a /robots.txt file. Tells crawlers which pages to skip and where your sitemap lives.

Code fix

Before:

```
// File missing: /robots.txt
```

After:

```
User-agent: *
Allow: /

Sitemap: https://example.com/sitemap.xml
```

Medium Ssl security Priority 54/100 Easy (~15m)

HSTS header present

Missing strict-transport-security header.

Generic best practice

Add Strict-Transport-Security header so browsers refuse HTTP for your domain after the first visit. Bumps SSL Labs grade to A+.

Code fix

After:

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

Medium Links Priority 50/100 Medium (~45m)

Healthy internal link count

No internal links on this page.

Generic best practice

Add internal links to related pages on your site. Internal links spread link equity and help users discover related content.

Low (7)

Low Meta Priority 40/100 Trivial (~5m)

Twitter card present

Missing `<meta name="twitter:card">`.

Location

Line 1 · `html` > `head`

```
> 1 <!doctype html><html lang="en"><head><title>Example Domain</title><meta name="viewport"
content="width=device-width, initial-scale=1"><style>body{background:#eee;width:60vw;margin:15vh auto;font-
family:system-ui,sans-serif}h1{font-size:1.5e...
2
```

Generic best practice

Add a `twitter:card` meta tag to control how Twitter renders shared links. Use `"summary_large_image"` with an `og:image` for the best preview.

Code fix

Before:

```
<!-- no twitter:card -->
```

After:

```
<meta name="twitter:card" content="summary_large_image">
```

Low Meta Priority 40/100 Trivial (~5m)

Charset meta tag present

No charset declaration in `<head>`.

Generic best practice

Declare a charset as the FIRST element inside `<head>`. Without it, browsers may guess wrong and corrupt non-ASCII characters.

Code fix

Before:

```
<head>
  <title>...</title>
</head>
```

After:

```
<head>
  <meta charset="utf-8">
  <title>...</title>
</head>
```

Low Headings Priority 40/100 Medium (~45m)

Sufficient H2 tags

Only 0 H2 tags.

Generic best practice

Use H2s to break content into scannable sections. Pages with no H2 read as a wall of text — worse for users and for search relevance.

Code fix

Before:

```
<!-- no H2 sections -->
```

After:

```
<h2>First Major Section</h2>
<p>...</p>
<h2>Second Major Section</h2>
<p>...</p>
```

Low Ssl security Priority 39/100 Trivial (~5m)

X-Content-Type-Options

Missing x-content-type-options header.

Generic best practice

Add X-Content-Type-Options: nosniff so browsers honour the Content-Type and don't MIME-sniff for malicious files.

Code fix

After:

```
X-Content-Type-Options: nosniff
```

Low Technical Priority 38/100 Easy (~15m)

Favicon present

No favicon link tag.

Generic best practice

Add a favicon — a 16×16 / 32×32 icon shown in browser tabs and bookmarks. Helps brand recognition.

Code fix

Before:

```
<head>
  <!-- no favicon -->
</head>
```

After:

```
<head>
  <link rel="icon" href="/favicon.ico">
  <link rel="icon" type="image/svg+xml" href="/favicon.svg">
</head>
```

Low Sitemap Priority 37/100 Trivial (~5m)

Sitemap referenced

robots.txt does not reference a sitemap.

Generic best practice

Reference your sitemap from robots.txt so crawlers can find it without guessing.

Code fix

After:

```
User-agent: *
Allow: /

Sitemap: https://yoursite.com/sitemap.xml
```

Low Ssl security Priority 32/100 Medium (~45m)

CSP header present

Missing content-security-policy header.

Generic best practice

Add a Content-Security-Policy header to block XSS by whitelisting allowed script/style sources.

Code fix

After:

```
Content-Security-Policy: default-src 'self'; script-src 'self' 'unsafe-inline'
```