

# SEO Fix Guide

https://ichelonconsulting.com  
Audit #80 · 2026-04-27 11:49 · Overall 80/100

Total issues: 20 · High: 2 · Medium: 15 · Low: 3

## High (2)

HighMetaPriority 65/100Easy (~15m)

### OpenGraph image present

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

#### Location

Line 1 · html > head

```
> 1 <!DOCTYPE html><html lang="en-US" prefix="og: https://ogp.me/ns#"><head><meta charset="UTF-8"><meta
name="viewport" content="width=device-width, initial-scale=1"><link rel="profile"
href="https://gmpg.org/xfn/11"><link type="text/css" media...
2 #ast-scroll-top {
```

#### 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>
```

HighImagesPriority 64/100Easy (~15m)

### Images have alt text

1 of 63 images missing alt attribute.

#### Location

Line 65 · div.elementor-widget-container > div.elementor-image-carousel-wrapper > div.elementor-image-carousel > div.swiper-slide > figure.swiper-slide-inner > img.swiper-slide-image

```
64 Marketing</h2></div></div></div></div><div class="elementor-element elementor-element-c93e887
elementor-widget elementor-widget-heading" data-id="c93e887" data-element_type="widget" data-
widget_type="heading.default"><div class="elementor-w...
> 65 .elementor-widget-image-carousel .swiper,.elementor-widget-image-carousel .swiper-
container{position:static}.elementor-widget-image-carousel .swiper-container .swiper-slide figure,.elementor-
widget-image-carousel .swiper .swiper-slide figur...
66 Share
```

#### Generic best practice

Every <img> needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use alt="" only for purely decorative images.

#### Code fix

Before:

```

```

After:

```

```

## Medium (15)

Medium Images Priority 63/100 Easy (~15m)

## Images have dimensions

51/63 images have explicit dimensions.

### Location

Line **58** · `div.e-con-inner > div.elementor-element > div.elementor-element > div.elementor-widget-container > a > img.attachment-full`

```
57 class="hfeed site" id="page"><header id="masthead" itemscope="itemscope"
itemtype="https://schema.org/WPHeader"><p class="main-title bhf-hidden" itemprop="headline"><a
href="https://ichelonconsulting.com" title="Ichelon Consulting Group" re..
> 58 .elementor-widget-image{text-align:center}.elementor-widget-image a{display:inline-block}.elementor-
widget-image a img[src$=".svg"]{width:48px}.elementor-widget-image img{vertical-align:middle;display:inline-
block}</style><a href="https://i...
59 .elementor-heading-title{padding:0;margin:0;line-height:1}.elementor-widget-heading .elementor-
heading-title[class*=elementor-size-]>a{color:inherit;font-size:inherit;line-height:inherit}.elementor-widget-
heading .elementor-heading-title.el...
```

### Generic best practice

Set explicit width/height on every `<img>` to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

### Code fix

Before:

```

```

After:

```

```

Medium Content Priority 62/100 Medium (~45m)

## E-E-A-T: Expertise

Moderate:

### Generic best practice

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

Medium Content Priority 62/100 Medium (~45m)

## E-E-A-T: Trustworthiness

Moderate:

### Generic best practice

Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

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 Images Priority 59/100 Medium (~45m)

### Modern image formats

No images use webp/avif.

#### Generic best practice

Convert images to WebP or AVIF — typically 25-50% smaller than JPEG/PNG with no visible quality loss. Use <picture> for fallback.

#### Code fix

Before:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</picture>
```

Medium Content Priority 58/100 Hard (~120m)

### E-E-A-T: Experience

Moderate:

#### Generic best practice

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

Medium Content Priority 58/100 Hard (~120m)

### E-E-A-T: Authoritativeness

Moderate:

#### Generic best practice

Build authoritativeness: links from respected sites in your niche, mentions in industry publications, About page detailing your expertise.

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 53/100 Easy (~15m)

### External links safe

15 external \_blank links missing rel=noopener.

#### Generic best practice

Add rel="noopener noreferrer" to target="\_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

#### Code fix

Before:

```
<a href="https://other.com" target="_blank">External</a>
```

After:

```
<a href="https://other.com" target="_blank" rel="noopener noreferrer">External</a>
```

Medium Content Priority 53/100 Medium (~45m)

### Readable prose

Flesch reading ease -209.8 — very difficult.

#### Generic best practice

Simplify your prose. Shorter sentences (15-20 words), smaller words (1-2 syllables), more paragraph breaks. Target 8th-grade reading level for a general audience.

Medium Geo Priority 48/100 Medium (~45m)

### Content provides clear answers

Moderate (5/10).

#### Generic best practice

Lead each section with a direct, citable answer to the question users would ask. AI engines (ChatGPT, Perplexity) cite the clearest, most specific sentences.

Medium Geo Priority 48/100 Medium (~45m)

### High factual density

Moderate (5/10).

#### Generic best practice

Add concrete facts — numbers, dates, percentages, named sources. Vague prose doesn't get cited; specific data does.

Medium Geo Priority 48/100 Medium (~45m)

### Structured for AI extraction

Moderate (5/10).

#### Generic best practice

Add bulleted lists, sub-headings, definitions, and TL;DR sections. AI engines prefer clearly structured content for extraction.

Medium Geo Priority 48/100 Medium (~45m)

### Cites authoritative sources

Moderate (5/10).

#### Generic best practice

Cite authoritative external sources (links, references). Pages that cite reputable sources are themselves cited more often.

Medium Headings Priority 45/100 Easy (~15m)

### Heading hierarchy

Heading levels skipped 10 times.

#### Generic best practice

Headings should descend logically: H1 → H2 → H3, no jumps. Skipping levels (H1 → H3) breaks accessibility tools and confuses crawlers.

#### Code fix

Before:

```
<h1>Page Title</h1>
<h3>Section</h3> <!-- skipped H2 -->
```

After:

```
<h1>Page Title</h1>
<h2>Section</h2>
<h3>Subsection</h3>
```

## Low (3)

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 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'
```