SEO Audit Report

https://potenzawellness.com/about-us/
Audit #855 · 2026-06-17 11:52 · 68.32 s

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✓ 43 pass · ! 18 warn · ✗ 5 fail

Category scores

Category	Score
Meta	85/100
Headings	100/100
Schema	100/100
Technical	95/100
Sitemap	93/100
Ssl Security	100/100
Page Speed	67/100
Links	88/100
Images	45/100
Content	53/100
Mobile	100/100
Hreflang	100/100
Geo	50/100

Meta (10)

Status	Check	Message	Recommendation
Pass	Title tag present title_present	Title tag found.	—
Warning	Title length title_length	Title is only 26 characters — too short to communicate value.	Aim for 30–60 characters.
Pass	Title is descriptive title_unique_words	4 words — descriptive enough.	—
Fail	Meta description present meta_description_present	No meta description found.	Add a compelling 120–160 character meta description.
Pass	OpenGraph title present og_title_present	Og title present present.	—
Pass	OpenGraph description present og_description_present	Og description present present.	—
Pass	OpenGraph image present og_image_present	Og image present present.	—
Pass	Twitter card present twitter_card_present	Twitter card present present.	—
Pass	Viewport meta tag present meta_viewport_present	Viewport meta tag present.	—

Status	Check	Message	Recommendation
Pass	Charset meta tag present meta_charset_present	Charset declared.	—

Headings (5)

Status	Check	Message	Recommendation
Pass	H1 tag present h1_present	Found 1 H1.	—
Pass	Single H1 tag h1_count	Exactly one H1.	—
Pass	H1 has reasonable length h1_length	H1 length 23 chars.	—
Pass	Sufficient H2 tags h2_count	4 H2 tags — good content structure.	—
Pass	Heading hierarchy heading_hierarchy	Heading levels descend logically.	—

Schema (6)

Status	Check	Message	Recommendation
Pass	JSON-LD structured data present schema_json_ld_present	1 JSON-LD blocks present.	—
Pass	JSON-LD is valid JSON schema_valid_json	All JSON-LD blocks parse cleanly.	—
Pass	Recommended schema types used schema_recommended_types	Recommended schema types found.	—
Pass	No deprecated schema types schema_no_deprecated	No deprecated schema types.	—
Pass	No restricted schema types schema_no_restricted	No restricted schema types.	—
Info	Microdata or RDFa present schema_microdata_present	No microdata. JSON-LD is preferred — this is informational only.	—

Technical (8)

Status	Check	Message	Recommendation
Pass	Canonical URL present canonical_present	Canonical link found.	—
Pass	Canonical self-references canonical_self_referencing	Canonical points to this page.	—
Pass	Page is indexable robots_meta_indexable	No noindex directive.	—
Pass	HTML lang attribute lang_attribute_present	<html lang="en-US"> declared.	—
Pass	HTML5 doctype doctype_html5	HTML5 doctype declared.	—
Pass	Favicon present favicon_present	Favicon declared.	—
Pass	HTTP status 2xx http_status_ok	Server returned 200.	—

Status	Check	Message	Recommendation
Warning	Response time acceptable response_time_ok	Fetched in 1113 ms — acceptable but slow.	Aim for under 800 ms TTFB.

Sitemap (4)

Status	Check	Message	Recommendation
Pass	robots.txt accessible robots_txt_found	robots.txt found.	—
Pass	robots.txt does not block robots_txt_no_block	robots.txt does not block this page.	—
Pass	sitemap.xml accessible sitemap_xml_found	Sitemap found at https://potenzawellness.com/sitemap.xml.	—
Warning	Sitemap referenced sitemap_referenced	robots.txt does not reference a sitemap.	Add "Sitemap: https://potenzawellness.com/sitemap.xml" to robots.txt.

Ssl Security (6)

Status	Check	Message	Recommendation
Pass	Page served over HTTPS ssl_https	Served over HTTPS.	—
Pass	TLS handshake succeeds ssl_valid	TLS handshake succeeded.	—
Pass	HTTP redirects to HTTPS http_redirects_to_https	HTTP requests redirect to HTTPS.	—
Pass	HSTS header present hsts_header_present	strict-transport-security header present.	—
Pass	CSP header present csp_header_present	content-security-policy header present.	—
Pass	X-Content-Type-Options x_content_type_options	x-content-type-options header present.	—

Page Speed (8)

Status	Check	Message	Recommendation
Warning	PageSpeed performance score pagespeed_score	Score 57/100 — improve.	Investigate Lighthouse opportunities.
Fail	Largest Contentful Paint lcp_within_threshold	Poor: 75.04s.	Improve to ≤ 2.5s.
Pass	Cumulative Layout Shift cls_within_threshold	Within good threshold (0.013).	—
Fail	First Contentful Paint fcp_within_threshold	Poor: 3.63s.	Improve to ≤ 1.8s.
Pass	Time To First Byte ttfb_within_threshold	Within good threshold (0.01s).	—

Status	Check	Message	Recommendation
Info	Interaction to Next Paint inp_within_threshold	INP is a field-only metric — not measured here.	—
Pass	Few render-blocking resources render_blocking_resources	No render-blocking resources detected.	—
Warning	Compression enabled gzip_or_brotli	No gzip/brotli content-encoding header.	Enable gzip or Brotli on your server.

Links (4)

Status	Check	Message	Recommendation
Pass	Healthy internal link count internal_link_count	84 unique internal links.	—
Pass	No broken internal links no_broken_internal_links	All 10 sampled internal links return success.	—
Warning	External links safe external_links_safe	8 external _blank links missing rel=noopener.	Add rel="noopener noreferrer" to target="_blank" links for security.
Pass	Descriptive anchor text descriptive_anchor_text	Anchor texts are descriptive.	—

Images (4)

Status	Check	Message	Recommendation
Fail	Images have alt text images_alt_present	1 of 27 images missing alt attribute.	Add alt text describing each image (alt="" for purely decorative).
Warning	Below-fold images lazy images_lazy_loaded	Only 0 of 27 images use loading="lazy".	Add loading="lazy" to images below the fold.
Warning	Modern image formats images_modern_formats	1/27 images use modern formats.	Convert remaining images to WebP or AVIF for smaller payload.
Fail	Images have dimensions images_have_dimensions	Only 11/27 images have explicit dimensions.	Add width/height attributes — required to avoid layout shift.

Content (6)

Status	Check	Message	Recommendation
Warning	Sufficient word count word_count	293 words — below recommended minimum.	Expand content to 300+ words.
Warning	Readable prose readability	Flesch reading ease 55.6 — fairly difficult.	Shorten sentences and use simpler words.
Warning	E-E-A-T: Experience eeat_experience	Moderate:	Strengthen Experience signals on this page.
Warning	E-E-A-T: Expertise eeat_expertise	Moderate:	Strengthen Expertise signals on this page.
Warning	E-E-A-T: Authoritativeness eeat_authority	Moderate:	Strengthen Authoritativeness signals on this page.
Warning	E-E-A-T: Trustworthiness eeat_trust	Moderate:	Strengthen Trustworthiness signals on this page.

Mobile (4)

Status	Check	Message	Recommendation
Pass	Viewport set for mobile mobile_viewport	Responsive viewport configured.	—
Pass	Tap targets reasonable mobile_tap_targets	No obvious tap-target sizing problems.	—
Info	Legible font sizes mobile_font_size	No inline body font-size — relying on stylesheet defaults.	—
Pass	No Flash/legacy plugins mobile_no_flash	No legacy plugin elements.	—

Hreflang (4)

Status	Check	Message	Recommendation
Info	hreflang tags present (if i18n) hreflang_present	No hreflang tags. OK for monolingual sites.	—
Skipped	hreflang codes valid hreflang_valid_codes	No hreflang to evaluate.	—
Skipped	hreflang self-reference hreflang_self_ref	No hreflang to evaluate.	—
Skipped	hreflang x-default present hreflang_x_default	No hreflang to evaluate.	—

Geo (4)

Status	Check	Message	Recommendation
Warning	Content provides clear answers geo_clear_answers	Moderate (5/10).	Improve to lift this dimension.
Warning	High factual density geo_factual_density	Moderate (5/10).	Improve to lift this dimension.
Warning	Structured for AI extraction geo_structured_for_ai	Moderate (5/10).	Improve to lift this dimension.
Warning	Cites authoritative sources geo_authoritative_sources	Moderate (5/10).	Improve to lift this dimension.