

Aggregated Fix Guide — example.com

1 pages · last audit 2026-04-24 12:47
Avg score: 73 · 0 critical · 6 high

Template-level issues — fix these first (10)

Each of these issues affects 50%+ of audited pages — likely lives in a shared template. One fix resolves it across the whole site.

HIGH Content 100% (1/1 pages)

Sufficient word count

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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

Affected URLs (showing first 5):

- https://example.com/

HIGH Content 100% (1/1 pages)

E-E-A-T: Experience

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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

Affected URLs (showing first 5):

- https://example.com/

HIGH Content 100% (1/1 pages)

E-E-A-T: Expertise

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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

Affected URLs (showing first 5):

- https://example.com/

HIGH Meta 100% (1/1 pages)

Meta description present

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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.

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>
```

Affected URLs (showing first 5):

- <https://example.com/>

HIGH Meta 100% (1/1 pages)

OpenGraph image present

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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.

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>
```

Affected URLs (showing first 5):

- <https://example.com/>

HIGH Schema 100% (1/1 pages)

JSON-LD structured data present

🔴 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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.

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>
```

Affected URLs (showing first 5):

- <https://example.com/>

MEDIUM Links 100% (1/1 pages)

Healthy internal link count

🔴 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

Best practice:

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

Affected URLs (showing first 5):

- <https://example.com/>

MEDIUM Meta 100% (1/1 pages)

Title length

🔴 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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.

Before:

```
<title>{{actual}}</title>
```

After:

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

Affected URLs (showing first 5):

- <https://example.com/>

MEDIUM Meta 100% (1/1 pages)

Title is descriptive

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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.

Before:

```
<title>{{actual}}</title>
```

After:

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

Affected URLs (showing first 5):

- <https://example.com/>

MEDIUM Meta 100% (1/1 pages)

OpenGraph title present

🔧 This issue affects 100% of audited pages — likely in your page template or master layout. Fixing the template once will resolve it site-wide.

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.

Before:

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

After:

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

Affected URLs (showing first 5):

- <https://example.com/>

Per-page issues — by URL

HIGH Meta description present

No meta description found.

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

HIGH 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.

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

HIGH 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.

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

HIGH Sufficient word count

Only 17 words — thin content.

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

MEDIUM Title length

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

→ 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.

MEDIUM Canonical URL present

No canonical link tag found.

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

HIGH OpenGraph image present

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

→ 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.

HIGH JSON-LD structured data present

No JSON-LD scripts found.

→ 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.

MEDIUM sitemap.xml accessible

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

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

MEDIUM Compression enabled

No gzip/brotli content-encoding header.

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