

Aggregated Fix Guide — ichelon.org

1 pages · last audit 2026-04-24 14:29
Avg score: 87 · 0 critical · 0 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.

MEDIUM Headings 100% (1/1 pages)

Heading hierarchy

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

Before:

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

After:

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

Affected URLs (showing first 5):

- https://ichelon.org

MEDIUM Ssl security 100% (1/1 pages)

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

After:

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

Affected URLs (showing first 5):

- https://ichelon.org

MEDIUM Page speed 100% (1/1 pages)

Compression enabled

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

Affected URLs (showing first 5):

- https://ichelon.org

MEDIUM Links 100% (1/1 pages)

External links safe

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

Before:

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

After:

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

Affected URLs (showing first 5):

- <https://lchelon.org>

MEDIUM 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://lchelon.org>

MEDIUM Content 100% (1/1 pages)

Readable prose

🔴 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:

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.

Affected URLs (showing first 5):

- <https://lchelon.org>

MEDIUM 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://lchelon.org>

MEDIUM 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://lchelon.org>

MEDIUM Content 100% (1/1 pages)

E-E-A-T: Authoritativeness

🔧 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:

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

Affected URLs (showing first 5):

- <https://lchelon.org>

MEDIUM Content 100% (1/1 pages)

E-E-A-T: Trustworthiness

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

Affected URLs (showing first 5):

- <https://lchelon.org>

Per-page issues — by URL

<https://lchelon.org> (18 issues)

MEDIUM E-E-A-T: Trustworthiness

Moderate:

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

MEDIUM E-E-A-T: Expertise

Moderate:

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

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.

MEDIUM E-E-A-T: Authoritativeness

Moderate:

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

MEDIUM E-E-A-T: Experience

Moderate:

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

MEDIUM Sufficient word count

230 words — below recommended minimum.

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

MEDIUM HSTS header present

Missing strict-transport-security header.

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

MEDIUM Readable prose

Flesch reading ease -54.6 — very difficult.

→ 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 External links safe

3 external _blank links missing rel=noopener.

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

LOW Response time acceptable

Fetches in 949 ms — acceptable but slow.

→ Server is slow. Investigate: enable a CDN, add page caching, optimise database queries, upgrade hosting. TTFB > 800ms hurts every Core Web Vital.

...and 8 more (see audit #76 report).