WEBSITE REPORT

maplestreetbakery.example

Checked on 4 November 2026

Needs work



33
things to fix

6
critical or high

58
score after the first five fixes

This report checks one page the way a search engine reads it, from crawling and speed to security and AI search access. The overall score is out of 100, with the most important fixes listed first.

This page scores 50 out of 100, which is needs work. There are 33 things to fix, 6 of them critical or high. The most serious is "Largest paint takes 11.8 s". The quickest win is "Thin content (62 words)": one change, worth about 5 points. Fixing the first five could lift the score to about 58.

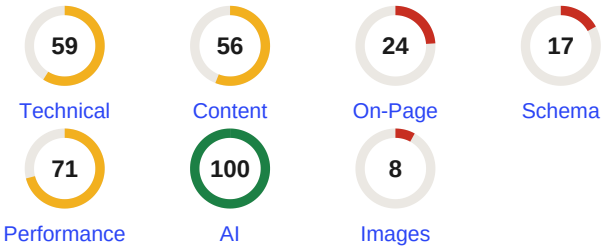
How search engines see this page

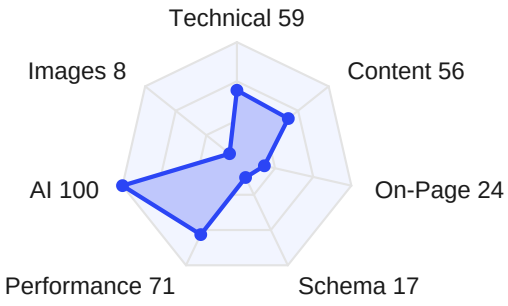
Home

https://maplestreetbakery.example/

Missing: no description, so Google writes its own text

Google may show text from your page instead: “Maple Street Bakery Menu About Contact Welcome Welcome to our website. We are a bakery. We bake bread and other items. Come visit us. Welcome to our…”





Fix these first

Missing meta description	On-Page	High
No main heading	On-Page	High
No mobile viewport tag	On-Page	High
3 broken links	On-Page	High
Largest paint takes 11.8 s	Performance	High

Area by area

How each part of the page scored, and what is on offer for fixing it.

Technical SEO 59 | 17 passed, 9 to fix

Content Quality 56 | 5 passed, 2 to fix

On-Page SEO 24 | 6 passed, 9 to fix

Schema / Structured Data 17 | 1 passed, 4 to fix

Performance 71 | 12 passed, 2 to fix

AI Search Readiness 100 | 5 passed

Images 8 | 1 passed, 7 to fix

POINTS ON OFFER, BY FIX

Thin content (62 words) **+4.5**

No link to a privacy page **+4.5**

No structured data **+2.3**

The home page does not say who the business is **+1.7**

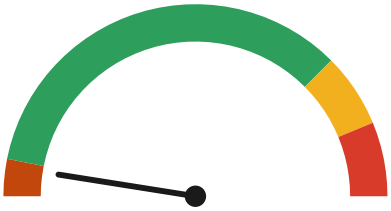
The preview of this page when shared is incomplete **+1.7**

No preview for links shared on X (Twitter) **+1.7**

How search engines read this page

Each dial shows where the page sits against the range search engines show in full. The marks beside the rest say what works and what could be better.

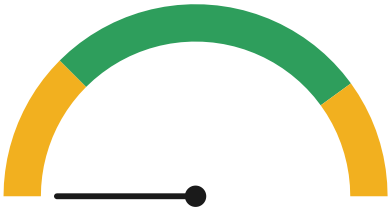
Page title length



4

characters; 5 to 60 is right

Description length



0

characters; 50 to 160 is right

WHAT WAS READ

Words on the page	**62**
Links to other pages on the site	**3**
Main headings (H1)	**0**
Structured data types	**0**
Page language	**not set**

SIGNALS

Page title	**4 characters** !
Meta description	**Missing** ✗
Main heading (H1)	**None** ✗
Can appear in search	**Yes** ✓
Preferred address	**Missing** !
One version of the site	**The other version of the address (with or without www) could not be tested.** –
Secure (HTTPS)	**Secure** ✓
Works on phones	**Missing viewport tag** ✗
Page language	**Not set** !
robots.txt	**Missing** !
Sitemap	**Not found** !
Structured data	**None** !
Social sharing	**Missing title, description, image** !
Image alt text	**4 of 4 missing** !

Internal links	3 links ✗
Enough text	62 words !

Speed, access and the site

What Google's speed test measured, which AI crawlers can read the site, and what the site is built on.

SPEED, ON A PHONE



Largest paint (how fast the main part shows)	11.8 s ✗
Layout shift (does the page jump)	0 ✓

WHAT WOULD MAKE IT FASTER

Serve images in next-gen formats	Saves 4.5 s and 872 KB
Properly size images	Saves 850 ms and 174 KB

AI CRAWLERS LET IN BY ROBOTS.TXT

16 of 16

OAI-SearchBot	OpenAI: finds pages to show in ChatGPT search	Allowed ✓
ChatGPT-User	OpenAI: opens pages when a ChatGPT user asks	Allowed ✓
PerplexityBot	Perplexity: finds pages to cite in answers	Allowed ✓
Claude-SearchBot	Anthropic: finds pages to cite in Claude's answers	Allowed ✓
Claude-User	Anthropic: opens pages when a Claude user asks	Allowed ✓
Perplexity-User	Perplexity: opens pages when a user asks. Generally ignores robots.txt	Allowed ✓
GPTBot	OpenAI: collects pages to train models	Allowed ✓
ClaudeBot	Anthropic: collects pages to train models	Allowed ✓
Google-Extended	Google: opt out of Gemini training. Does not affect Google Search	Allowed ✓
Applebot	Apple: finds pages for Siri, Spotlight and Safari	Allowed ✓
Applebot-Extended	Apple: opt out of Apple Intelligence training. Does not affect Siri or Safari search	Allowed ✓
CCBot	Common Crawl: open dataset many models train on	Allowed ✓
Bytespider	ByteDance: collects pages for its AI models	Allowed ✓

cohere-ai	Cohere: collects pages for its models	**Allowed** ✓
Google-GeminiNotebook	Google: opens a page a person adds as a Gemini Notebook source. Ignores robots.txt	**Allowed** ✓
Google-CloudVertexBot	Google: crawls a site for the site owner's own Vertex AI agent	**Allowed** ✓

Everything we found, area by area

Each area has its score, every recommendation with where it is and how sure we are, what already works, and what we could not check.

Technical SEO

59
out of 100

9 to fix | 17 working | 27 not checked

01

MEDIUM +1.2 pts

No robots.txt

WHY IT MATTERS

robots.txt tells search engines what they may read and where your sitemap is. Without one they use their own defaults.

WHAT WE FOUND

The site has no robots.txt file. Search engines assume everything may be crawled, and you cannot point them to your sitemap there.

HOW TO FIX IT

Create a text file named robots.txt at the root of your site. Put these lines in it: User-agent: *, Allow: /, then Sitemap: https://yoursite.com/sitemap.xml. In WordPress, edit it in Yoast SEO under Tools > File editor, or in Rank Math under General Settings > Edit robots.txt. Open yoursite.com/robots.txt and check it loads.

Checked by: Requested /robots.txt on the same host and looked for a plain-text answer.

02

MEDIUM +1.2 pts

No preferred address for this page

WHY IT MATTERS

Without a preferred address, search engines can treat copies of a page (with or without www, or with tracking tags) as separate pages and split their strength.

WHAT WE FOUND

Without one, duplicate versions of this page (with or without www, with tracking parameters) can compete with each other.

FOR YOUR DEVELOPER

Add this tag to the <head> of the page, with the full https address you want shown in search: <link rel="canonical" href="https://yoursite.com/page">. In WordPress, Yoast SEO and Rank Math have a Canonical URL field in the Advanced tab of the SEO box. Open the page source and search for canonical to check it is there.

Checked by: Looked for <link rel="canonical"> in the page HTML.

03

MEDIUM +1.2 pts

No sitemap found

WHY IT MATTERS

A sitemap is a list of your pages for search engines. Without one, new or deeper pages can take longer to be found.

WHAT WE FOUND

We looked in robots.txt and at /sitemap.xml and /sitemap_index.xml. Without a sitemap, search engines find new pages only by following links.

HOW TO FIX IT

Create a sitemap.xml that lists your pages. WordPress: Yoast SEO and Rank Math build one for you once XML sitemaps are turned on in their settings. Shopify, Wix and Squarespace make one at /sitemap.xml, and Next.js can build one from app/sitemap.ts. Add this line to robots.txt: Sitemap: https://yoursite.com/sitemap.xml. Open /sitemap.xml in a browser and check it loads.

Checked by: Read the Sitemap lines in robots.txt, then requested /sitemap.xml and /sitemap_index.xml.

04

LOW +0.8 pts

Browsers are not told to always use HTTPS

WHY IT MATTERS

Browsers are not told to always use the secure version, so a visitor on public wifi could be sent to an insecure copy.

WHAT WE FOUND

Browsers are not told to always use HTTPS for this site.

FOR YOUR DEVELOPER

Check that every page already opens on https. Add this header to every response: Strict-Transport-Security: max-age=31536000; includeSubDomains. Set it where your site sets headers: Cloudflare (Rules, Transform Rules, Modify Response Header), Netlify (a _headers file), Vercel (headers in vercel.json) or nginx (add_header).

Checked by: Read the Strict-Transport-Security response header and its max-age.

05

LOW +0.8 pts

No rules limiting which scripts may run

WHY IT MATTERS

A security setting that limits which scripts may run is missing, so a script that should not be there is harder to stop.

WHAT WE FOUND

The site does not tell browsers which scripts and resources it trusts, which makes injected scripts easier to run.

FOR YOUR DEVELOPER

Add this header to every response: Content-Security-Policy-Report-Only: default-src 'self'. Set it where your site sets headers: Cloudflare (Rules, Transform Rules, Modify Response Header), Netlify (a _headers file), Vercel (headers in vercel.json) or nginx (add_header). Open your site with the browser console open (F12) and note each file it reports as blocked. Add each host you trust to the rule. When nothing you need is reported any more, rename the header to Content-Security-Policy.

Checked by: Looked for the Content-Security-Policy response header.

06

LOW +0.8 pts

Browsers may guess what a file is

WHY IT MATTERS

Browsers can guess what a file is and run something that was only meant to be read. A header stops that.

WHAT WE FOUND

Browsers may guess the type of a file and run something that was only meant to be shown.

FOR YOUR DEVELOPER

Add this header to every response: X-Content-Type-Options: nosniff. Set it where your site sets headers: Cloudflare (Rules, Transform Rules, Modify Response Header), Netlify (a _headers file), Vercel (headers in vercel.json) or nginx (add_header).

Checked by: Looked for X-Content-Type-Options with the value nosniff.

07

LOW +0.8 pts

Full page addresses are shared with other sites

WHY IT MATTERS

The full address of the page a visitor came from is shared with other sites, which can reveal private addresses.

WHAT WE FOUND

Full page addresses, which can hold private details, may be sent to other sites that visitors go to.

FOR YOUR DEVELOPER

Add this header to every response: Referrer-Policy: strict-origin-when-cross-origin. Set it where your site sets headers: Cloudflare (Rules, Transform Rules, Modify Response Header), Netlify (a _headers file), Vercel (headers in vercel.json) or nginx (add_header).

Checked by: Looked for the Referrer-Policy response header.

08

LOW +0.8 pts

Other sites can put this page in a frame

WHY IT MATTERS

Another site can show your page inside its own and trick visitors into clicking things.

WHAT WE FOUND

Without a framing rule, another site can show your page inside its own and trick visitors into clicking.

FOR YOUR DEVELOPER

Add this header to every response: X-Frame-Options: SAMEORIGIN. Set it where your site sets headers: Cloudflare (Rules, Transform Rules, Modify Response Header), Netlify (a _headers file), Vercel (headers in vercel.json) or nginx (add_header).

Checked by: Looked for X-Frame-Options and for frame-ancestors in the Content-Security-Policy.

09

LOW +0.8 pts

No limits on the browser features the page can use

WHY IT MATTERS

The page does not say which browser features (camera, location and so on) it needs, so a script from elsewhere could try to use them.

WHAT WE FOUND

The site does not limit which browser features (camera, location, microphone) the page and its embeds can use.

FOR YOUR DEVELOPER

Add this header to every response: Permissions-Policy: camera=(), microphone=(), geolocation=(). Set it where your site sets headers: Cloudflare (Rules, Transform Rules, Modify Response Header), Netlify (a _headers file), Vercel (headers in vercel.json) or nginx (add_header).

Checked by: Looked for the Permissions-Policy response header.

WORKING, AND GOOD TO KNOW

robots.txt allows this page	✓
Stylesheets and scripts can be crawled	✓
Page can be indexed	✓
Links can be followed	✓
The HTML is a sensible size	✓
The content is in the HTML	✓
No limits on how the page appears in results	✓
Missing pages answer with a proper 404	✓
The page is reached in at most one redirect	✓
Redirects are permanent	✓
The address is a sensible length	✓
The address is clean	✓
Trailing slashes are used consistently	✓

Served over HTTPS	✓
The certificate is valid and not close to expiring	✓
No insecure resources on the page	✓
No version numbers in the server headers	✓

Content Quality

56
out of 100

2 to fix | 5 working | 23 not checked

01

MEDIUM +4.5 pts

Thin content (62 words)

WHY IT MATTERS

A page with very little text gives search engines little to rank and visitors little reason to stay.

WHAT WE FOUND

A page with fewer than 150 words rarely gives search engines enough to understand what it is about.

HOW TO FIX IT

Write down what the page is about in plain words: what you offer, who it is for, and what a visitor should do next. Aim for at least 150 words of your own text. Add a short list of common questions with answers if you run out of things to say. Keep the text as real page text, not inside an image.

Checked by: Counted the words of visible text in the page HTML.

02

MEDIUM +4.5 pts

No link to a privacy page

WHY IT MATTERS

Visitors and Google look for a privacy or contact page as a sign that the business is real. Without one, trust suffers.

WHAT WE FOUND

Visitors and search engines look for these pages to decide whether a business can be trusted.

HOW TO FIX IT

Create a page for each missing item (privacy) if you do not have one. Add a link to each in the footer, so it shows on every page. Use the plain link text 'Privacy Policy', 'Contact' or 'Support' so visitors and search engines recognise them. In WordPress, add them under Appearance, then Menus, then a footer menu.

Checked by: Looked for links whose text or address contains privacy, contact or support, and for an email address, phone number or street address on the page.

WORKING, AND GOOD TO KNOW

Clean writing (84 out of 100)	✓
The page is short enough not to need subheadings	✓
Shows how to reach the business (address)	✓

No statistics to source	✓
No hidden characters in the text	✓
The page does not link to terms of service. Many sites need none; a site with accounts, orders or user content should have them.	–
The page has 0 lists, 0 tables.	–
The page has 4 pictures and 0 videos.	–
No reviews or testimonials found. For a business, a few real customer words are a strong sign of trust. We look for Review markup and for sections named testimonial or review.	–
We could not tell what kind of page this is (a blog post, a product, a service, a local business, a tool, a comparison or a landing page): nothing in it says. So the page is not held to the parts such a page usually has.	–

On-Page SEO

24
out of 100

9 to fix | 6 working | 21 not checked

01

HIGH +1.3 pts

Missing meta description

WHY IT MATTERS

The description is the short text under your title in search results. Without one, Google picks its own, and fewer people click.

WHAT WE FOUND

Search engines will pick a snippet from the page, which is rarely the one you want.

FOR YOUR DEVELOPER

Write a description of 50 to 160 characters that says what the page offers, for whom, and why to click. Set it in the meta description field of Yoast SEO or Rank Math, in "Search engine listing" on Shopify, or in the page's SEO settings in Wix and Squarespace. On a coded site, add it to the <head>: <meta name="description" content="Same-day boiler repair in Leeds. Fixed prices, no call-out fee. Book online in two minutes.">

DONE WHEN

Search the source for name="description". In a few weeks, search for your page and see whether the text shows.

DO THIS FIRST

Your CMS or SEO plugin may have a description field; fill it for this page.

Checked by: Looked for a non-empty <meta name="description"> in the page HTML.

02

HIGH +1.3 pts

No main heading

WHY IT MATTERS

The main heading tells visitors and search engines what the page is about. Without one, the topic is less clear.

WHAT WE FOUND

The page has no main heading saying what it is about.

FOR YOUR DEVELOPER

Pick the main line at the top of the page, the one that says what the page is about. Make it the only H1: in your page editor choose "Heading 1" or "H1" for that line. Make the headings of its sections H2, with H3 under those where needed. On a coded site, the tag looks like this: <h1>Boiler repair in Leeds</h1>

DONE WHEN

Search the page source for <h1>: exactly one should appear, naming the page's topic. Audit again.

DO THIS FIRST

Your theme may print the title as the main heading; the fix is often a template change.

Checked by: Counted non-empty <h1> elements in the page HTML.

03

HIGH +1.3 pts

No mobile viewport tag

WHAT WE FOUND

Phones will show a shrunken desktop page that visitors have to zoom, and Google uses the mobile version of a page when it assesses it.

FOR YOUR DEVELOPER

Add this line inside the <head> of every page: <meta name="viewport" content="width=device-width, initial-scale=1">. Most modern themes and site builders already include it, so if you use one, ask the theme maker or your developer why it is missing. Open the page on your phone to check that the text fits without pinching.

DONE WHEN

Open the page on a phone: it should fit without sideways scrolling. Audit again.

DO THIS FIRST

The page's layout must work at phone width; the tag alone does not make a desktop-only design usable.

Checked by: Looked for width=device-width in <meta name="viewport">.

04

HIGH +1.3 pts

3 broken links

WHY IT MATTERS

A broken link sends visitors to an error page. It looks careless and wastes search engines' time.

WHAT WE FOUND

Of 3 links tested, https://127.0.0.1:8443/menu.html (404), https://127.0.0.1:8443/about.html (404), https://127.0.0.1:8443/contact.html (404) did not load. Broken links frustrate visitors and waste search engines' time.

HOW TO FIX IT

Open each address listed above in your browser to see if it really fails. For a page that moved, change the link to the new address. For a page that is gone, remove the link or point it to a similar page. Then check the page again.

DONE WHEN

Click each link named: it should open a page. Audit again.

DO THIS FIRST

Each target page must exist or be redirected; a link may be right and the other site down for now.

Checked by: Requested up to 10 of the page's links and flagged those that answered 4xx or 5xx or did not answer. Answers 401, 403, 429 and 999 are skipped, since sites use them to turn away automated visitors.

05

MEDIUM +1.0 pts

Title is 4 characters

WHY IT MATTERS

A title over about 60 characters is cut off in search results, which hides part of your message.

WHAT WE FOUND

A title this short tells searchers almost nothing about the page.

FOR YOUR DEVELOPER

Open the page's SEO title field, or the <title> tag in the code. Rewrite the title to between 5 and 60 characters, with the main topic in the first words. Cut filler words and repeated brand names from the end. Search for your page address on Google later to see the new title.

Checked by: Counted the characters in the <title> text.

06

MEDIUM +1.0 pts

Title is a placeholder ("Home")

WHAT WE FOUND

A generic title tells neither visitors nor search engines what the page is.

FOR YOUR DEVELOPER

Open the page's SEO title field, or the <title> tag in the code. Replace the placeholder with what the page offers, then the business name, for example "Boiler repair in Leeds | Smith Heating". Keep it under 60 characters.

Checked by: Compared the title with a list of placeholder titles.

07

LOW +0.8 pts

No page language

WHY IT MATTERS

Without a language, browsers and screen readers can misread the page and offer the wrong translation.

WHAT WE FOUND

Browsers, screen readers and search engines cannot tell which language the page is written in.

FOR YOUR DEVELOPER

Open the page's first line of HTML, the <html> tag. Add the language code of the page's text: <html lang="en">. Use "en-GB" or "en-US" for a regional version, or the code for your language, such as "fr" or "de". On WordPress, set it under Settings, General, Site Language.

Checked by: Looked for a lang attribute on the html element.

08

LOW +0.8 pts

No favicon

WHAT WE FOUND

Browser tabs, bookmarks and Google's mobile results show a blank icon for the site.

FOR YOUR DEVELOPER

Make a square logo image, 48 by 48 pixels or larger, and save it as favicon.ico in the top folder of your site. Add this line inside the <head>: <link rel="icon" href="/favicon.ico" sizes="48x48">. On WordPress, use Appearance, Customize, Site Identity, Site Icon. On Shopify, use Online Store, Themes, Customize, Theme settings, Favicon.

Checked by: Looked for a link to an icon in the page head, then requested /favicon.ico.

09

LOW +0.8 pts

No home-screen icon

WHY IT MATTERS

Without a home-screen icon, phones show a plain letter when someone saves your site.

WHAT WE FOUND

iPhones and iPads use an icon when a visitor adds the site to their home screen, and neither the page nor its web app manifest names one, so they draw a plain letter tile. Apple's guide asks for a PNG, 180 by 180 pixels for an iPhone with a Retina screen.

FOR YOUR DEVELOPER

Export your logo as a 180 by 180 pixel PNG with no transparent edges, and save it as apple-touch-icon.png in the top folder of your site. Add this line inside the <head>: <link rel="apple-touch-icon" href="/apple-touch-icon.png">. Or list a PNG icon in your web app manifest.

Checked by: Looked for an apple-touch-icon link in the page head, then for icons in the web app manifest the page names, then requested /apple-touch-icon.png.

WORKING, AND GOOD TO KNOW

Has a title	✓
Links to 3 other pages of the site	✓
Character set is declared	✓

No links to other sites	✓
No link has an empty address	✓
No browser translation widget on the page	✓
About the title: it is 4 characters; 30 to 60 usually leaves room to say what the page offers. This is a guide.	–

Schema / Structured Data

17
out of 100

4 to fix | 1 working | 26 not checked

01

MEDIUM +2.3 pts

No structured data

WHY IT MATTERS

Structured data tells search engines exactly what the business and the page are. Without it you can miss extras in results, such as ratings, hours and prices.

WHAT WE FOUND

Search engines get no machine-readable facts about the page or the business.

FOR YOUR DEVELOPER

Pick the type that fits: Organization for a business, Article for a blog post, Product for something you sell. Add this to the page: <script type="application/ld+json">{"@context":"https://schema.org","@type":"Organization","name":"Your Business","url":"https://yoursite.com","logo":"https://yoursite.com/logo.png"}</script>. On WordPress, Yoast SEO and Rank Math can write this markup for you. Test the page in Google's Rich Results Test (search.google.com/test/rich-results).

Checked by: Looked for JSON-LD blocks, Microdata (itemscope) and RDFa (typeof) in the page HTML.

02

LOW +1.7 pts

The home page does not say who the business is

WHY IT MATTERS

Telling search engines who the business is (its name, logo and address) helps Google connect the page to a real business.

WHAT WE FOUND

Organization or WebSite markup on the home page tells search engines the business name, logo and site, which feeds its knowledge panel.

FOR YOUR DEVELOPER

Add this to the home page: <script type="application/ld+json">{"@context":"https://schema.org","@type":"Organization","name":"Your Business","url":"https://yoursite.com","logo":"https://yoursite.com/logo.png"}</script>. Use your real business name, home page address and logo file. For a business with a shop or office, use "LocalBusiness" instead of "Organization" and add an address. Test the page in Google's Rich Results Test (search.google.com/test/rich-results).

Checked by: Looked for an Organization, WebSite or business type in the home page's JSON-LD.

03

LOW +1.7 pts

The preview of this page when shared is incomplete

WHY IT MATTERS

When someone shares your page on social media or in a chat, the preview can be blank or broken instead of a clear picture and title.

WHAT WE FOUND

Links to this page shared on social media and chat apps show a plain or empty preview. Missing Open Graph tags: og:title, og:description, og:image, og:url.

FOR YOUR DEVELOPER

Add these tags to the <head> of the page: <meta property="og:title" content="Page title"> <meta property="og:description" content="One or two sentences about the page"> <meta property="og:image" content="https://yoursite.com/share.jpg"> <meta property="og:url" content="https://yoursite.com/page">. Use an image about 1200 by 630 pixels. On WordPress, Yoast SEO and Rank Math can set these for each page.

Checked by: Looked for og:title, og:description, og:image and og:url in the page HTML.

04

LOW +1.7 pts

No preview for links shared on X (Twitter)

WHY IT MATTERS

Links shared on X (Twitter) can show as a plain link instead of a picture and title, and plain links get fewer clicks.

WHAT WE FOUND

Shares of this page on X show a plain link without a preview.

FOR YOUR DEVELOPER

Add this to the <head> of the page: <meta name="twitter:card" content="summary_large_image">. Also add a twitter:title and a twitter:description tag, or an og:title and og:description tag, which X uses when they are missing.

Checked by: Looked for twitter:card in the page HTML.

WORKING, AND GOOD TO KNOW

No retired structured data types ✓

Performance

71
out of 100

2 to fix | 12 working | 3 not checked

01

HIGH +1.6 pts

Largest paint takes 11.8 s

WHY IT MATTERS

The biggest part of the screen (usually the main photo or heading) takes this long to appear. Google wants under 2.5 seconds, and slow pages lose visitors.

WHAT WE FOUND

The biggest thing on the screen (usually a photo or heading) appears late. Google wants this within 2.5 seconds.

HOW TO FIX IT

Check in PageSpeed Insights which item is the Largest Contentful Paint. If it is a photo, resize it to 1600 pixels wide or less and save it as WebP or AVIF under 200 KB. Add fetchpriority="high" to that img tag and remove loading="lazy" from it. If the server is slow too, ask your developer or host to turn on page caching. Test again and look for under 2.5 seconds.

DONE WHEN

Run PageSpeed Insights again and read the largest paint time.

DO THIS FIRST

The largest item on the page (often a photo) must load first; a developer or image plugin is usually needed.

Checked by: Largest Contentful Paint from the Lighthouse mobile run. Over 2.5 s is Medium and over 4 s is High. This is our reading of the page, so treat it as a guide.

02

MEDIUM +1.1 pts

Mobile performance score is 75 out of 100

WHY IT MATTERS

Most visitors are on phones. A slow page on a phone makes people leave and can lower your search position.

WHAT WE FOUND

Google's lab test of this page on a mid-range phone and a slow connection scored it below 90. Slow pages lose visitors.

HOW TO FIX IT

Run the page through PageSpeed Insights (pagespeed.web.dev) and open the Opportunities list on the mobile result. Fix the biggest items first, usually oversized images, scripts that hold up the page and a slow server. Run the test again after each change, aiming for 90 or more.

Checked by: Google PageSpeed Insights (Lighthouse), mobile profile. Under 90 is Medium and under 50 is High. This is our reading of the page, so treat it as a guide.

WORKING, AND GOOD TO KNOW

Layout shift 0	✓
Blocking time 29 ms	✓
First paint in 0.9 s	✓
The server answered in 1 ms	✓
The page is too small to need compression	✓
Few scripts hold up the page	✓
25 elements in the HTML	✓
No out-of-date prerender hints	✓
Nothing stops the browser keeping the page for the back button	✓
The site's own CSS declares no web fonts	✓
Few stylesheets hold up the page	✓
No stylesheet or script is linked twice	✓
No image is marked as high priority. If the biggest thing at the top of the page is a photo, add fetchpriority="high" to it or preload it, so it appears sooner. We cannot tell which image is the biggest without opening the page in a browser.	–
The page does not use speculation rules. They are optional: they let Chrome load the likely next page ahead of the click, so it opens at once.	–

AI Search Readiness

100
out of 100

Nothing to fix | 5 working | 7 not checked

WORKING, AND GOOD TO KNOW

OAI-SearchBot is allowed	✓
ChatGPT-User is allowed	✓
PerplexityBot is allowed	✓
Claude-SearchBot is allowed	✓
AI crawlers are not turned away by a firewall	✓
No llms.txt. No major AI vendor says it reads the file, so this is not a problem.	–
The page defines its topic in the first 60 words, which is the shape of answer AI tools quote most often.	–
No RSL licence terms found in robots.txt, the Link header or the page. RSL is a new, optional standard (Really Simple Licensing, December 2025) for saying in a machine-readable way how AI companies may use your content; it adds to robots.txt and no search engine requires it.	–
robots.txt does not shut out the agents that act for a person. Google-Agent, Google-GeminiNotebook and Google Messages fetch a page because a person asked, and they do not obey robots.txt, so a Disallow cannot keep them out. Put private pages behind a login.	–
The page has no Markdown version. It is optional: a version answered to Accept: text/markdown (with Vary: Accept) or linked as an alternate. No major AI service is confirmed to ask for it.	–
No /.well-known/ documents for agents were found (an API catalog, OAuth metadata, an A2A agent card, a UCP profile). Each only matters if the site runs that service.	–
The page has no WebMCP markup. It is optional: forms can be marked with toolname and tooldescription, or tools registered in script, so an agent can use them. WebMCP is a draft from a W3C community group that only Chrome supports, and WebKit opposes it, so it is early.	–

Images

8
out of 100

7 to fix | 1 working | 5 not checked

01

HIGH +0.6 pts

4 images heavier than they should be

WHY IT MATTERS

Heavy images slow the page down, which costs you visitors on phones and mobile data.

WHAT WE FOUND

The worst is hero-big.jpg, a hero image at 862 KB (over 300 KB). Heavy images are the most common reason a page loads slowly.

HOW TO FIX IT

Resize each flagged image to the largest size it is shown at, for example 1200 pixels wide for a full-width photo. Save it as WebP or AVIF at about 75 to 80 percent quality. Aim for under 50 KB for a thumbnail, 100 KB for a content image and 200 KB for a main hero image. On WordPress, a plugin such as ShortPixel or Imagify can do this for you, and on Next.js the next/image component does it.

DONE WHEN

Open the image's address: its size shows in your browser's network panel. Audit again.

DO THIS FIRST

The original image file, to resize or re-export it; a plugin can do this for a WordPress site.

Checked by: Requested 4 of the page's images and read their Content-Length. A thumbnail (shown 300 pixels or less across, or named like one) is flagged over 100 KB and High over 200 KB; a content image over 200 KB and 500 KB; a hero image (named like one, or the first image shown 800 pixels or more across) over 300 KB and 700 KB.

02

MEDIUM +0.5 pts

4 images without alt text

WHY IT MATTERS

A picture without alt text is invisible to screen readers and to Google Images.

WHAT WE FOUND

Screen readers and search engines cannot tell what these images show (for example hero-big.jpg, croissant-big.jpg, loaf-big.jpg).

FOR YOUR DEVELOPER

Find each image listed above in your page editor and type a short phrase saying what it shows into its alt text box, such as Plumber fitting a new boiler. In HTML this is the alt attribute on the img tag. For a purely decorative image, leave the text empty like this: <img src="divider.webp" alt="">

Checked by: Looked for an alt attribute on every img element that is not marked as decoration.

03

MEDIUM +0.5 pts

4 images without width and height

WHY IT MATTERS

Without a width and height, the page jumps around while images load, which annoys visitors and counts against page experience.

WHAT WE FOUND

The browser cannot reserve space before they load, so the page jumps as they appear (for example hero-big.jpg, croissant-big.jpg, loaf-big.jpg).

FOR YOUR DEVELOPER

Add the real pixel width and height to every img tag listed above. Use the size of the image file itself, like this: <img src="team.webp" alt="The team" width="1200" height="800">. Keep max-width: 100% in your CSS so the image still shrinks on phones. WordPress adds these for images from its media library, and Next.js next/image needs them as props.

Checked by: Looked for numeric width and height attributes on each content image. An image whose style attribute (or its parent's) sets an aspect-ratio, or a width and a height in units, counts too. Sizes set in a stylesheet cannot be seen.

04

LOW +0.4 pts

Images use old formats

WHY IT MATTERS

Newer image formats (WebP and AVIF) are much smaller than JPEG or PNG at the same quality, so the page loads faster.

WHAT WE FOUND

0 of 4 images are WebP or AVIF. The rest are JPEG, PNG or GIF, which are typically 25 to 35% larger.

HOW TO FIX IT

Convert your JPEG and PNG images to WebP or AVIF with a free tool such as Squoosh (squoosh.app). Upload the new files in place of the old ones. On WordPress, a plugin such as ShortPixel or Imagify can convert and serve them for you, and on Next.js the next/image component does it.

Checked by: Read each image's format from its Content-Type when we requested it, otherwise from the file extension. SVG is left out.

05

LOW +0.4 pts

1 image further down the page not lazy loaded

WHY IT MATTERS

Images further down should load only when needed, to keep the first view fast.

WHAT WE FOUND

Every image loads at once, which slows the part of the page visitors see first.

FOR YOUR DEVELOPER

Add loading="lazy" to every image below the first screen, like this: <img src="gallery-4.webp" alt="Finished kitchen" width="800" height="600" loading="lazy">. Leave the first large image without it, because that one should load at once. If your site builder or a plugin such as WP Rocket has a lazy loading option, switch it on instead.

Checked by: Looked for loading=lazy on the images after the third, and for the data attributes and class names lazy-loading plugins use instead (data-src, data-lazy-src, data-original, lazyload and similar). Fails when more than half have neither.

06

LOW +0.4 pts

4 large images that do not adapt to the screen

WHY IT MATTERS

Large images that do not adapt to the screen waste mobile data.

WHAT WE FOUND

Phones download the same big file as desktops, which wastes data and slows the page.

FOR YOUR DEVELOPER

Export each large picture at 480, 800 and 1200 pixels wide. List them in the img tag, like this: <img src="hero-800.webp" srcset="hero-480.webp 480w, hero-800.webp 800w, hero-1200.webp 1200w" sizes="(max-width: 600px) 100vw, 800px" alt="Our team">. WordPress adds srcset itself for images from its media library, and Next.js next/image does too.

Checked by: Looked for srcset (or a picture element) on images that are not small. Fails when more than half have neither.

07

LOW +0.4 pts

The largest image is not cached

WHAT WE FOUND

hero-big.jpg is sent without a cache lifetime, so returning visitors download it again every time.

FOR YOUR DEVELOPER

Ask your developer or host to send this header on image files: Cache-Control: public, max-age=31536000. When you change a picture, give the new file a new name so visitors get the update. On Cloudflare, the Browser Cache TTL setting can also be set to one year.

Checked by: Read the Cache-Control and Expires headers of the largest image we requested.

WORKING, AND GOOD TO KNOW

Image file names are descriptive ✓

4 images other than the first large one are not marked decoding="async" (for example hero-big.jpg, croissant-big.jpg, loaf-big.jpg). Adding it lets the browser draw the page without waiting for them. Browsers often do this already, so this is a guide. –

The largest image (hero-big.jpg) shows no sign of a CDN. A CDN keeps copies of your images close to each visitor, which helps most when visitors are far from your server. Some CDNs hide their headers, so this is a guide.

What we could not check

These checks did not apply to this site or could not be run, so they are not part of the findings above.

TECHNICAL SEO

There is no robots.txt to list a sitemap in.

The page has no usable canonical tag.

The other version of the address (with or without www) could not be tested.

The page declares no language versions (hreflang).

The response has no Link header naming a canonical.

The page names no canonical address.

There are no other language versions to fetch.

The plain http:// version could not be tested.

The preload list needs the always-use-HTTPS header first.

The site has no sitemap to check.

No version in another language could be read and compared.

CONTENT QUALITY

The page has too little text to measure this.

This is not an article or blog page.

This page does not describe itself as an article.

The page has too few paragraphs to judge their length.

The page's markup gives no date we can read. A date written only in the text is not used.

We could not tell what kind of page this is.

There is no usual length for this kind of page.

The page does not look like a local business, so the local checks do not apply.

The page does not look like a product page, so the shop checks do not apply.

ON-PAGE SEO

There is no description to measure.

The page has no headings to put in order.

There are too few links with text to judge their wording.

The page needs both a title and a description to compare them.

The page does not load a Google tag.

The page has no description.

The page does not look like a product page, so the shop checks do not apply.

The page does not declare a language (the page language check covers that).

The page does not declare a language.

The page does not look aimed at a market with a required legal page.

7 checks do not apply to this site.

SCHEMA / STRUCTURED DATA

The page has no JSON-LD.

The page has no structured data of a type we check.

The structured data names no image we could test.

The page does not describe an organization.

The page has no Product markup.

The page has no og:image to test.

The page has no Open Graph tags to test.

The home page has no structured data.

The page has no structured data.

The page does not look like a local business, so the local checks do not apply.

The page does not look like a product page, so the shop checks do not apply.

The markup gives no inLanguage and the page has no other language versions.

PERFORMANCE

Google's data from real visitors was not available. It needs the Google API key with the Chrome UX Report API enabled.

Google did not report third-party code.

Fewer than three of the site's own stylesheets and scripts could be read, too few to judge.

AI SEARCH READINESS

The page is short (under 300 words), so there is no long text to quote.

The page has no headings written as questions.

There is no robots.txt to read groups from.

The site has no /llms.txt to read.

There is no robots.txt to read a Content-Signal from.

The site points to no ai-catalog.json.

The page does not look like a shop, so a UCP profile is not asked for.

IMAGES

No image has alt text to judge.

The page has no image that is marked as large.

The page does not look like a product page, so the shop checks do not apply.

Action plan

Everything we found, in the order to do it: this week, within two weeks, this month, then later. Each line says where the problem is and how much work it is.

Next

Within two weeks | 6 items

Largest paint takes 11.8 s — one change

Check in PageSpeed Insights which item is the Largest Contentful Paint. If it is a photo, resize it to 1600 pixels wide or less and save it as WebP or AVIF under 200 KB. Add fetchpriority="high" to that img tag…

Missing meta description — one change

Write a description of 50 to 160 characters that says what the page offers, for whom, and why to click. Set it in the meta description field of Yoast SEO or Rank Math, in "Search engine listing" on Shopify, or in…

No main heading — one change

Pick the main line at the top of the page, the one that says what the page is about. Make it the only H1: in your page editor choose "Heading 1" or "H1" for that line. Make the headings of its sections H2, with…

No mobile viewport tag — one change

Add this line inside the <head> of every page: <meta name="viewport" content="width=device-width, initial-scale=1">. Most modern themes and site builders already include it, so if you use one, ask the…

3 broken links — one change

Open each address listed above in your browser to see if it really fails. For a page that moved, change the link to the new address. For a page that is gone, remove the link or point it to a similar page. Then check…

4 images heavier than they should be — one change

Resize each flagged image to the largest size it is shown at, for example 1200 pixels wide for a full-width photo. Save it as WebP or AVIF at about 75 to 80 percent quality. Aim for under 50 KB for a thumbnail,…

Then

This month | 11 items

Thin content (62 words) — one change

Write down what the page is about in plain words: what you offer, who it is for, and what a visitor should do next. Aim for at least 150 words of your own text. Add a short list of common questions with answers if…

No link to a privacy page — one change

Create a page for each missing item (privacy) if you do not have one. Add a link to each in the footer, so it shows on every page. Use the plain link text 'Privacy Policy', 'Contact' or 'Support' so visitors and…

No structured data — one change

Pick the type that fits: Organization for a business, Article for a blog post, Product for something you sell. Add this to the page:…

No robots.txt — one change

Create a text file named robots.txt at the root of your site. Put these lines in it: User-agent: *, Allow: /, then Sitemap: https://yoursite.com/sitemap.xml. In WordPress, edit it in Yoast SEO under Tools > File editor, or…

No preferred address for this page one change
Add this tag to the <head> of the page, with the full https address you want shown in search: <link rel="canonical" href="https://yoursite.com/page">. In WordPress, Yoast SEO and Rank Math have…

No sitemap found one change
Create a sitemap.xml that lists your pages. WordPress: Yoast SEO and Rank Math build one for you once XML sitemaps are turned on in their settings. Shopify, Wix and Squarespace make one at /sitemap.xml,…

Mobile performance score is 75 out of 100 one change
Run the page through PageSpeed Insights (pagespeed.web.dev) and open the Opportunities list on the mobile result. Fix the biggest items first, usually oversized images, scripts that hold up the page and a…

Title is 4 characters one change
Open the page's SEO title field, or the <title> tag in the code. Rewrite the title to between 5 and 60 characters, with the main topic in the first words. Cut filler words and repeated brand names from the…

and 3 more, in the details.

When there is time

Later | 16 items

The home page does not say who the business is one change
Add this to the home page: <script type="application/ld+json">{"@context":"https://schema.org","@type":"Organization","name":"Your…

The preview of this page when shared is incomplete one change
Add these tags to the <head> of the page: <meta property="og:title" content="Page title"> <meta property="og:description" content="One or two sentences about the page"> <meta…

No preview for links shared on X (Twitter) one change
Add this to the <head> of the page: <meta name="twitter:card" content="summary_large_image">. Also add a twitter:title and a twitter:description tag, or an og:title and og:description tag, which X uses when they…

No page language one change
Open the page's first line of HTML, the <html> tag. Add the language code of the page's text: <html lang="en">. Use "en-GB" or "en-US" for a regional version, or the code for your language, such as "fr"…

No favicon one change
Make a square logo image, 48 by 48 pixels or larger, and save it as favicon.ico in the top folder of your site. Add this line inside the <head>: <link rel="icon" href="/favicon.ico" sizes="48x48">. On WordPress,…

No home-screen icon one change
Export your logo as a 180 by 180 pixel PNG with no transparent edges, and save it as apple-touch-icon.png in the top folder of your site. Add this line inside the <head>: <link…

Browsers are not told to always use HTTPS one change
Check that every page already opens on https. Add this header to every response: Strict-Transport-Security: max-age=31536000; includeSubDomains. Set it where your site sets headers: Cloudflare (Rules,…

No rules limiting which scripts may run one change

Add this header to every response: Content-Security-Policy-Report-Only: default-src 'self'. Set it where your site sets headers: Cloudflare (Rules, Transform Rules, Modify Response Header), Netlify (a _headers…

and 8 more, in the details.

This audit reads one page the way a search engine does. It is a set of checks, not a promise about how the page will rank.