

Free Website Audit Report for  
**<Website Name>**



## Contents

Introduction	2
Meta Title	2
Meta Description	2
Heading	3
Alt Attribute	3
Canonical Tag	3
Noindex Tag Test	4
Noindex Header Test	4
SSL Enabled	5
HTTPS Redirect	5
Robots.txt	5
XML Sitemaps	6
Analytics	6
Schema.org Structured Data	6
Backlink Summary	6
Google's Core Web Vitals	7
Google's PageSpeed Insights - Mobile	7
Google's PageSpeed Insights - Desktop	7
Flash Used	8
iFrames Used	8
Social Results	8
Local SEO	9

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## Introduction

This website audit offers a detailed analysis of the key factors that impact your site's SEO and user experience. We've evaluated your website across multiple areas, including its current performance, search engine metrics, and overall structure.

The report we've provided also includes practical recommendations to enhance your website, making it more effective for both search engines and users. For further assistance, please reach out to us at [contact@promotepapa.com](mailto:contact@promotepapa.com).

### Meta Title



The Meta Description is a key HTML element that provides a brief summary of a webpage's content to users and Search Engines. It appears in search engine results under the page title, offering a preview of what the page is about. While it doesn't directly impact rankings, a well-crafted Meta Description can significantly improve click-through rates and is an essential part of On-Page SEO.

**Title:** Home Interiors

**Length:** 14 character(s)

**Findings:** Your title tag is present, but it should ideally be between 50 and 60 characters long, including spaces..

### Meta Description



Meta Descriptions are key HTML elements that provide a brief summary of your page content to Search Engines. These descriptions often appear as snippets in search results, helping to clarify the relevance of your page to users and Search Engines. While search engines may generate their own snippets, a well-crafted Meta Description can boost your page's visibility and align it with targeted keywords.

**Description:** Calidad, Moda, Innovación, son las características que distinguen a Home Interiors, exclusiva línea de accesorios para la imagen personal.

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**Length:** 138 character(s)

**Findings:** Your page's meta description is the optimal length, falling between 120 and 160 characters..

## Heading



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The H1 Header Tag is crucial for telling search engines what your page is about and the keywords it should rank for. It usually shows up as the largest visible text on the page.

We suggest placing an H1 Header Tag near the top of your page content, including key terms you want to rank for. Each page should have one, and only one, H1 tag. If you're using a CMS, this is typically added to the main content section of the page.

**Findings:** Your page is missing an H1 header tag.

## Alt Attribute



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Alt Text, or Alternate Image Text, is a descriptive text that appears if an image fails to load. It also shows up as a label when you hover over an image in a browser, providing more information to the viewer. Search engines use Alt Text to better understand the content of an image. Although not widely recognized, optimizing your images with Alt Text can improve your image search rankings, leading to increased traffic and backlinks to your site.

**Findings:** We detected 89 images on your page, with 88 missing the attribute.

## Canonical Tag



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The Canonical Tag is an HTML element that tells search engines which URL is the main version of a page. Sometimes, different versions of the same page can exist due to factors like URL

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parameters or www versus non-www versions, which can lead to duplicate content issues. To avoid this, Google advises specifying a Canonical Tag on all pages.

You may need to decide which version of the page is the preferred one. Often, your CMS will handle this automatically or give you the option to set it yourself.

**Findings:** Your page is not using the Canonical Tag.

### Noindex Tag Test



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A key factor in a page's ability to rank is making sure it can be accessed by search engines. The Noindex tag, when applied to pages, instructs search engines to ignore them, which can significantly harm their ranking potential. While this tag is sometimes intentionally added to low-value pages, it can also be accidentally left behind from a theme or template, or forgotten by a developer when a site transitions from design and testing to live deployment.

**Findings:** Your page is not using the Noindex Tag which prevents indexing.

### Noindex Header Test



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A key factor in a page's ranking potential is making sure it can be accessed by search engines. The Noindex Header is a method that tells search engines to ignore a page, which can severely impact its ranking. This tag is sometimes used intentionally for low-value pages, but it can also be accidentally left behind from a theme or template, or forgotten by a developer when moving a site from testing to live.

**Findings:** Your page is not using the Noindex Header which prevents indexing.

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**SSL Enabled**



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SSL, or Secure Socket Layer, is a security protocol that encrypts the data exchanged between your website and its visitors. This encryption ensures that sensitive information, such as passwords and credit card details, is transmitted securely. Implementing SSL across all pages has become a standard practice, and search engines now consider it a ranking factor.

**Findings:** Your website has SSL enabled.

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**HTTPS Redirect**



SSL is a security technology that ensures sensitive information, like passwords and credit card details, is transmitted securely between your website and its visitors. If you have SSL enabled, it's crucial to make sure your site automatically redirects from the non-secure HTTP version to the secure HTTPS version. Failing to do this means users and search engines might still access the insecure version, which can negatively impact your search rankings.

**Findings:** Your page successfully redirects to a HTTPS (SSL secure) version.

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**Robots.txt**



The Robots.txt file is a text document that gives guidelines to search engine crawlers on how to navigate your site, specifying which pages they can or cannot access. It's essentially the first checkpoint for search engine bots when they visit your site.

**Findings:** We have not detected or been able to retrieve a robots.txt file successfully.

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## XML Sitemaps



A Sitemap is an XML file on your website that lists all your site's pages available for search engines to crawl, along with details like the last update date and crawl priority. This file helps search engines discover and index your pages, increasing their chances of ranking well.

**Findings:** Your website doesn't have a XML sitemap.

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## Analytics



Web analytics tools, like Google Analytics, help you assess your website's performance and gain insights into your visitors.

**Findings:** Your page is using an analytics tool.

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## Schema.org Structured Data



Structured Data Markup, like Schema.org, is a set of tags you can add to your website to help search engines better understand and interpret your content. This markup can be used to enhance search results by providing details about your business, such as your address and phone number, or by adding product information to e-commerce pages, making it easier for your products to appear in shopping aggregators like Google Shopping.

**Findings:** We have not detected any usage of Schema.org on your page.

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## Backlink Summary



Search engines view backlinks as a key signal of a page's authority, relevance, and ranking potential. There are several strategies to acquire links to a page to enhance this factor.

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**Findings:** You have a reasonably weak level of backlink activity to this page.



### Google's Core Web Vitals

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Core Web Vitals are user interface metrics created by Google to evaluate the overall user experience on your website. They focus on aspects like content loading, page interactivity, and visual stability during page load. These metrics are collected from real-world user data, so smaller sites with limited traffic may not have enough data to provide accurate results. Google has made Core Web Vitals a significant ranking factor for websites, with their importance continuing to grow.

**Findings:** Your page has failed Google's Core Web Vitals assessment.



### Google's PageSpeed Insights - Mobile

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PageSpeed Insights is a Google tool that analyzes a website's performance on both mobile and desktop, offering tips for improvement. Google has emphasized that performance is increasingly important for rankings, so knowing how Google evaluates your site is crucial. Additionally, faster-loading pages tend to have better user engagement, lower bounce rates, and higher conversion rates, regardless of SEO.

**Findings:** Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.



### Google's PageSpeed Insights - Desktop

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PageSpeed Insights is a Google tool that assesses a website's performance on both mobile and desktop, offering recommendations for improvement. Google has emphasized that site speed is increasingly important for rankings, making it valuable to understand their analysis of your site. Additionally, faster-loading pages have been proven to reduce bounce rates and improve conversions, regardless of SEO rankings.

**Findings:** Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

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**Flash Used**



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Flash was once a popular technology for creating interactive animations, games, and videos on websites. However, it's not compatible with all mobile devices and isn't easily indexed by search engines. Advances in HTML, CSS, and the performance of modern web browsers now allow for similar features to be created using standard web technologies.

**Findings:** No Flash content has been identified on your page.

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**iFrames Used**



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iFrames are HTML tags that let you embed other web pages within your page in a small frame. Although once common, they're now less favored because they can make navigation tricky, especially on mobile devices, and are more difficult for search engines to index.

**Findings:** Your page appears to be using iFrames.

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**Social Results**



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It looks like your social presence is either limited or not visible to us. Having an active social media presence is crucial for engaging with customers, increasing brand awareness, and driving traffic to your website. We suggest listing all your social media profiles on your page for better visibility and focusing on growing your audience on those platforms.

**Findings:** Your social profiles could be better.

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**Local SEO**



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**1. Local Business Schema**



Local Business Schema is a structured data markup you can add to your webpage's code. Including the correct Local Business Schema categories helps search engines better understand your website and the business it represents, improving its chances of ranking in local search results.

**Findings:** No Local Business Schema identified on the page.

## 2. Google Business Profile

A Google Business Profile (GBP) is a listing that represents your business on Google Maps and in regular Google Searches with local intent. It includes essential details like your business name, location, contact information, hours of operation, and customer reviews. GBP is a crucial tool for local businesses to manage their online presence, connect with customers on Google, and stay competitive with other businesses in the area.

**Findings:** Found Google my business page.



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YOU!**

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