

SEO Site Analyst

naturoundorgo.com

https://naturoundorgo.com

49/100

Overall SEO Score: Grade F

57

Total Checks

48

Passed

9

Failed

46

Title Length

Ai_Seo

[PASS] AI Crawler Access +10 pts

All 13 major AI crawlers (GPTBot, ClaudeBot, PerplexityBot.....

[PASS] Answer-Ready Structure +10 pts

Content is answer-engine friendly: 0 question heading(s), 6...

[PASS] Citation-Ready Schema +10 pts

Found AI-citable structured data: Article, FAQPage.

[PASS] Entity Clarity +6 pts

Organization, Person, WebSite schema found, but few/no same...

[PASS] Freshness Signals +8 pts

Machine-readable publish/update dates found — AI engines fa...

[FAIL] Semantic HTML for AI +3 pts

Weak semantic structure — AI parsers struggle to isolate th...

[PASS] lms.txt +10 pts

lms.txt found — AI assistants get a curated guide to your ...

Content Analysis

[PASS] Content Length +10 pts

Good content depth (1,681 words)

[PASS] H1 Heading +10 pts

Single H1 found: "Let's Build Your Dream Personal Care Bran...

[PASS] Heading Structure +8 pts

Good heading structure (37 headings)

[FAIL] Image Alt Tags +0 pts

22 of 37 images missing alt text

[PASS] Keyword Consistency +3 pts

Primary keyword "care" found in H1

[PASS] Keywords Cloud +5 pts

Top keywords: care, manufacturing, cosmetic, formulations, ...

[FAIL] Text/HTML Ratio +0 pts

Low text ratio: 5.6%

Domain Info

[PASS] Domain Age +5 pts

Domain is 4 years old (established)

[FAIL] Domain Expiry +0 pts

Expires in 81 days!

[PASS] Domain Registrar +3 pts

Registrar: Squarespace Domains II LLC

[PASS] Domain Variations +3 pts

Consider securing: naturoandorgo.net, naturoandorgo.org, na...

[PASS] Name Servers +3 pts

4 name server(s): ns-cloud-a1.googledomains.com, ns-cloud-a...

External Metrics

[FAIL] Backlinks +0 pts

Moz API not configured (optional)

[FAIL] Domain Authority +0 pts

Moz API not configured (optional)

Links

[PASS] Broken Links +5 pts

No broken links detected (sample check)

[PASS] External Links +5 pts

5 external links found

[PASS] Internal Links +8 pts

103 internal links found

[PASS] NoFollow Links +3 pts

1 nofollow links

Meta Tags

[FAIL] Meta Description Length +5 pts

Description length is 219 chars (recommended: 120-160).

[PASS] Meta Keywords +2 pts

No meta keywords (not required)

[PASS] Title Tag +10 pts

Title tag is optimized (46 chars).

Mobile Optimization

[PASS] Mobile Friendly +9 pts

Site appears mobile friendly

[PASS] Viewport Tag +10 pts

Viewport tag is present.

Performance

[PASS] GZIP Compression +8 pts

GZIP compression enabled

[PASS] Page Size +10 pts

Excellent page size (222 KB)

[PASS] PageSpeed Insights +2 pts

PageSpeed API key not configured

[PASS] Server Response Time +10 pts

Excellent response time (0.11s)

[PASS] Speed Tips +4 pts

1 optimization(s) suggested

Security

[FAIL] Email Privacy +0 pts

1 email(s) exposed in HTML

[PASS] Safe Browsing +2 pts

Safe Browsing API key not configured

Server Info

[PASS] Hosting Provider +3 pts

Hosted by: Automattic, Inc

[PASS] Server IP +3 pts

Server IP: 192.0.78.215

[PASS] Server Location +3 pts

Server located in San Francisco, United States

Technical SEO

[PASS] Analytics Detection +5 pts

Found: Google Analytics, Google Tag Manager

[PASS] Canonical Tag +10 pts

Canonical tag is present.

[PASS] Character Encoding +3 pts

Encoding declared: UTF-8

[PASS] Custom 404 Page +5 pts

Custom 404 error page configured

[PASS] **Doctype** +2 pts

Doctype declared (older HTML)

[PASS] **Embedded Objects** +3 pts

No embedded objects (Flash/Java)

[PASS] **HTTP Status** +5 pts

Page returns 200 OK

[PASS] **IP Canonicalization** +3 pts

Domain resolves to IP: 192.0.78.147

[PASS] **Iframe Detection** +2 pts

2 iframe(s) found

[PASS] **Robots.txt** +5 pts

Robots.txt found and accessible

[PASS] **SSL Certificate** +10 pts

Valid SSL certificate (HTTPS)

[PASS] **Sitemap.xml** +5 pts

Sitemap found

[PASS] **URL Length** +3 pts

Good URL length (26 chars)

[PASS] **URL Rewrite** +5 pts

Clean, SEO-friendly URL structure

[PASS] **URL Underscores** +3 pts

URL uses SEO-friendly format

[FAIL] **W3C Validity** +2 pts

26 HTML errors found

[PASS] **WWW Consistency** +3 pts

Using non-www version

Priority Recommendations

- Wrap primary content in <main>/<article> tags and keep paragraphs under ~100 wo...

- Add descriptive alt text to all images for accessibility and SEO.

- Add more text content. Aim for 25%+ text-to-HTML ratio.

- Renew domain immediately!

- Add MOZ_ACCESS_ID and MOZ_SECRET_KEY to enable.

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- Update description length to be between 120 and 160 characters.

- Hide emails to prevent spam harvesting.

- Fix HTML validation errors urgently.

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Report for: <https://naturoandorgo.com>