SEO Site Analyst

naturoandorgo.com

https://naturoandorgo.com

49/100

Overall SEO Score: Grade F

57	48	9	46
Total Checks	Passed	Failed	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] **llms.txt** +10 pts

llms.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.