

MROOI

Enterprise SEO Intelligence Platform

SEO Intelligence Report

<https://example.com>



Overall SEO Score

C+

Average — Score: 56/100

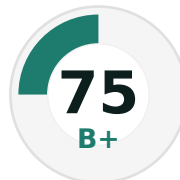
Pages Crawled	Issues Found	Critical	Sitemaps
1	3	1	10



Critical



Content



Technical

Executive Summary

This report provides a comprehensive SEO analysis of <https://example.com>. The website received an overall SEO grade of C+ (Average) with a score of 56/100. A total of 1 pages were crawled, discovering 10 URLs in sitemaps. The audit identified 1 critical issues, 1

high-priority issues, 1 medium-priority issues, and 0 low-priority issues that require attention. Additionally, 1 checks passed successfully, indicating areas of good SEO practice.

Generated: July 20, 2026 at 07:18 PM | Scan Duration: 12.5s | Pages: 1

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1. Executive Summary

This report provides a comprehensive SEO analysis of <https://example.com>. The website received an overall SEO grade of C+ (Average) with a score of 56/100. A total of 1 pages were crawled, discovering 10 URLs in sitemaps. The audit identified 1 critical issues, 1 high-priority issues, 1 medium-priority issues, and 0 low-priority issues that require attention. Additionally, 1 checks passed successfully, indicating areas of good SEO practice.

Key Findings

Critical Issues (1): These require immediate attention as they can severely impact search visibility and user experience. Critical issues include server errors, broken pages, and security problems that prevent proper indexing.

High Priority Issues (1): Important issues that should be addressed soon to improve SEO performance. These typically involve missing meta tags, broken redirects, or accessibility problems.

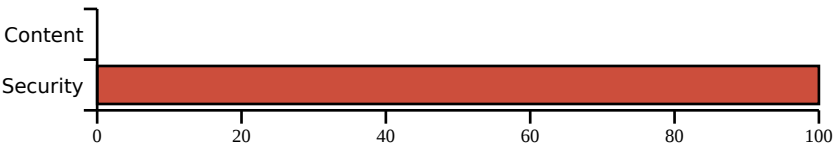
Missing Title Tags (1): Pages without title tags are invisible to search engines. Title tags are the primary ranking signal and appear as a clickable headline in search results.

Missing Image Alt Text (1): Affects accessibility, compliance and page search optimization. Alt text helps search engines understand image content and is required for WCAG compliance.

2. SEO Score Overview

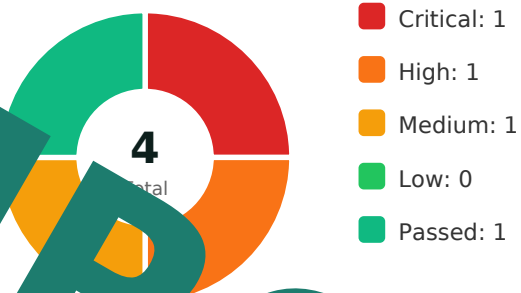
Category	Score	Passed	Total	Status
Security	100%	1	1	Good
Content	0%	0	1	Critical

Category Score Distribution



3. Issue Severity Distribution

The chart below shows the distribution of 3 issues by severity level. Critical and high-severity issues should be prioritized as they have the greatest impact on search rankings.



4. Category Scores



5. Top Priority Issues

The following issues are ranked by severity and should be addressed in order. Critical issues can cause pages to be de-indexed or rank poorly. High-priority issues negatively impact user experience and crawl efficiency. Each issue includes specific evidence and a recommended fix.

#	Severity	Category	Issue	Evidence	Fix
1	CRITICAL	Crawl	Server Error	HTTP 500	Fix server
2	HIGH	Content	Missing Title	No <title>	Add title
	MEDIUM	Images	Missing Alt	No alt attr	Add alt text

6. Pages Overview

Key Metrics

Metric	Value	Metric	Value
Total Pages Crawled	1	Sitemap URLs Discovered	10
Indexable Pages	0	Noindex Pages	0
Broken Pages (4xx/5xx)	0	Redirect Pages	0
Missing Title Tags	1	Missing Meta Descriptions	0
Missing H1 Tags	0	Missing Canonical Tags	0
Missing Alt Text	1	Missing OG Tags	0
Total Internal Links	5	Total External Links	2
Total Images	1	JS-Heavy Pages	0

Pages Detail

URL	Status	Size	H1	Links	Size	Depth
https://example.com/	200	Example Domain	1	2	2.0 KB	0

7. Link Analysis

The website contains 5 internal links pointing to 0 unique targets, and 2 external links pointing to 0 unique domains. A healthy internal link structure helps search engines discover and rank pages. External links to authoritative sources can improve credibility.

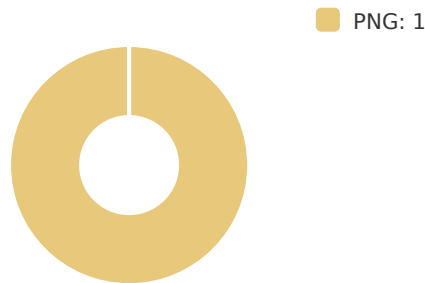
Internal: 5

External: 2

8. Image Analysis

The website contains 1 images across all crawled pages. Of these, 1 images are missing alt text, which affects both accessibility compliance and image search optimization. Alt text helps search engines understand image content and improves rankings in Google Image Search. Images without proper alt attributes also violate WCAG accessibility guidelines.

Image Format Distribution



Images Missing Alt Text

Source Page	Image URL	Alt Text	Format
	https://example.com/img.png	(missing)	PNG

9. Security Analysis

The security analysis examines HTTPS configuration, security headers, cookie attributes, and mixed content. These factors affect both search rankings and user trust. Google uses HTTPS as a ranking signal, and missing security headers can expose users to various attack vectors including clickjacking, XSS, and MIME-type sniffing.

Check	Status	Details
HTTPS Enabled	Passed	Valid SSL

10. Sitemap Analysis

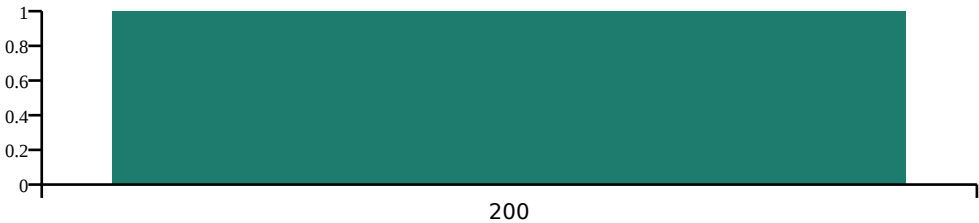
Found 1 sitemap containing 10 total URLs. Sitemaps help search engines discover pages efficiently. A well-structured sitemap ensures all important pages are indexed. Missing or broken sitemaps can cause search engines to miss important pages.

Sitemap URL	Type	Status	URLs	Source
https://example.com/sitemap.xml	xml	200	10	robots.txt

11. HTTP Status Codes

The chart below shows the distribution of HTTP status codes across all crawled pages. A healthy site should have mostly 200 (OK) responses with minimal 3xx (redirects) and zero 4xx/5xx (errors). High error rates indicate broken links or server problems.

Status Range	Meaning	Count	Percentage
200xx	Success	1	100.0%



12. Redirect Analysis

No redirects detected in the crawled pages.

13. Broken Links & 404 Errors

No hard 404 pages found — great!

No soft 404 pages detected — all pages have legitimate content.

No broken external links detected.

14. Core Web Vitals

Core Web Vitals data was not available for this audit. To get CWV metrics, the PageSpeed Insights API integration needs to be enabled. Core Web Vitals are critical ranking signals that measure real-world user experience including loading performance (LCP), interactivity (INP), and visual stability (CLS). These metrics directly impact search rankings and should be monitored regularly.

15. Mobile SEO

Mobile SEO ensures that websites perform well on mobile devices. Google uses mobile-first indexing, meaning the mobile version of your site is the primary version used for ranking. Common mobile issues include viewport not configured, text too small, content wider than screen, and font sizes too small.

Mobile-specific SEO checks are included in the overall SEO analysis above. Ensure your site passes Google Mobile-Friendly Test for optimal mobile indexing.

16. Schema Markup

Schema markup (structured data) helps search engines understand page content and enables rich snippets in search results. Found 0 pages with JSON-LD structured data out of 1 total pages. Implementing schema markup can increase CTR by 20-30% through rich results like starred reviews, recipe cards, and FAQ dropdowns.

17. Canonical Tags

Canonical tags prevent duplicate content issues by specifying the preferred URL. Found 0 pages missing canonical tags and 0 pages with cross-canonical references.

Missing canonicals can cause search engines to index multiple URLs for the same content, diluting page authority and crawl budget.

18. Accessibility

Web accessibility ensures that people with disabilities can perceive, understand, navigate, and interact with websites. WCAG compliance is increasingly important for both legal compliance and SEO, as Google considers accessibility factors in rankings. Common issues include missing alt text, insufficient color contrast, missing form labels, and improper heading hierarchy.

19. JavaScript & CSS

The website uses 0 JavaScript files and 0 CSS stylesheets across all crawled pages. Found 0 pages where JavaScript renders more than 30% of content. Heavy JS rendering can cause SEO issues because search engine crawlers may not execute JavaScript, leading to missing content in the rendered version. Consider server-side rendering or pre-rendering for critical content.

20. Redirect Chains & Orphan Pages

No redirect chain or orphan page data available for this audit.

21. Recommendations

Based on the analysis above, here are the prioritized recommendations to improve the SEO health of this website:

1. Fix Critical Issues Immediately — Address all server errors, broken pages (5xx/4xx), and security issues. These prevent proper indexing and severely harm search visibility. Set up monitoring to catch these issues early.
2. Add Missing Title Tags — Every page needs a unique, descriptive title tag (50-60 characters). Title tags are the primary ranking signal and appear as the clickable headline in search results. Include target keywords naturally near the beginning.
3. Add Image Alt Text — Provide descriptive alt text for all images. This improves accessibility, image search rankings, and helps search engines understand visual content. Alt text should describe the image content, not just stuff keywords.

4. Monitor Core Web Vitals — Regularly check LCP, INP, and CLS scores using Google PageSpeed Insights. These metrics are ranking signals and directly impact user experience. Target "Good" thresholds: LCP under 2.5s, INP under 200ms, CLS under 0.1.

5. Maintain Sitemap Hygiene — Keep XML sitemaps updated with only indexable, canonical URLs. Remove 404 pages, redirects, and noindex URLs from sitemaps. Submit sitemaps to Google Search Console and monitor for errors.

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This report was generated by MROOI.COM

Report Date: July 20, 2026

Website Analyzed: <https://example.com>

Grade: **A-** (+) — Score: 56/100

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