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1. Introduction

The website <https://REDACTED URL> has been analysed and the following report was created based on findings from multiple tools and human observation.

This report is a snapshot of the current state of the website and is intended to provide a high-level overview of the site's SEO performance. The report is divided into sections, each of which provides information on a specific aspect of the site's SEO performance.

The report is intended to be used as a starting point for further analysis and optimization.

The results below are from investigating the current website, speed testing tools, basic technical SEO approaches and (if possible), analyzing current advertising, placements and costs

The audit was completed by Lisa-Marie Karvonen.

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2. Organic SEO

Organic SEO is the ability of the website to draw in traffic from organic and free sources such as Google, Bing, etc. The more quality content on a website, the more text and images search engines have to index, which helps a website show in search results.

Google's algorithm changes constantly so it's important to focus on concrete and non-risky methods to improve your site for organic. Short-term tips and tricks are not advisable and may make Google rank you lower. We only recommend white-hat SEO optimization techniques.

Multiple factors affect how search engines rank you. These can be roughly broken into Technical SEO, Speed Optimization, Mobile Optimization and Content Quality.

The section 'Indexable Content' shows you a current list of URL's visible to Google. It's a good idea to review these periodically to make sure there are no pages, articles or data that shouldn't be publicly visible. By adding your sitemap URL to Google Search Console, you can improve ranking and get tips straight from Google about pages they can't index properly.

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2.1 Technical SEO

Domain age	The domain was created on: 26.8.2020 00:00:00 which is more than a year ago. Search engines value domains that have been online for a longer time.
Domain registrar	Redacted Registrar Name
Redirects	There are no redirects.
Domain updated	14.12.2023 00:00:00
SSL Certificate	SSL Certificate expires on 2024-07-13 and is issued by Let's Encrypt
Domain expiry	The domain expires on: 26.8.2024 00:00:00. This is more than a month away. Make sure to renew the domain long before it expires.
Sitemap	We were not able to detect a sitemap at https://REDACTED URL/sitemap.xml
Robots.txt	You have a robots.txt file at: https://REDACTED URL/robots.txt Which contains: # REDACTED ROBOTS.TXT CONTENT
Google Search Console	Unable to detect whether Google Search Console is installed without backend access.
Nameservers	Your nameservers are currently: ns1.REDACTED URL ns2.REDACTED URL
Google Analytics	An older version of Google Analytics is installed. See recommendations for GDPR compliance and better tracking.
OG Tags	Testing your site here: https://www.opengraph.xyz/url/https%3A%2F%2FREDACTED URL shows that the website's OG tags are missing an image and the title and description could be improved.

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2.2 Speed

MEDIUM	Server Caching	Your server is Litespeed capable but currently showing that caching is not running: no-store, no-cache, must-revalidate This should be fixed to improve speed.
MEDIUM	Hero Image Lazy Loading	Google PageSpeed Insights is complaining because the hero area background image is loading 'lazy'. Images that are above the fold shouldn't have lazy loading as they are needed straight away.
MEDIUM	Google Caching	Google is also complaining about caching and expires headers. This is a way to improve speed even more and may give a small boost in Google's eyes.
LOW	JS Deferring	Google PageSpeed complains that there is render-blocking JS holding up the loading of the page. It's recommended to defer all loading (if possible). The potential savings however are quite minimal, the site loads quickly and it would take a while to optimise correctly and benefits minimal. Recommended to leave the javascript alone.
INFO	Speed Testing	The website received an A grade from Pingdom (testing from Frankfurt) which is a great result. The page size is 1.2 MB and the load time reads as 659ms. Browser testing within Finland reads as 577m although the full load time was at 5.65s (mainly because of Google Analytics loading).

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2.3 Mobile Optimization

HIGH	Unreadable Text	There are some overlaid text elements on the homepage 'Page Name' and 'Page Name 2' especially. The text is hard to read on desktop but especially on mobile. Recommended to create an overlay on the image to make the text stand out more.
HIGH	Page Headers	The main heading on inner page headers such as on: https://REDACTED URL/page-here Are far too large on mobile and go over the edge of the site. Recommended to make them smaller on mobile so everything is even.
LOW	Mobile Padding	There are a few elements such as 'Element Title' that would need more padding on mobile to give the area more prominence.



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2.4 Content Quality

CRITICAL	Missing Sitemap	<p>No sitemap also affects how search engines rank your website and therefore the content quality.</p> <p>Currently, there is no sitemap which is a machine-readable map for search engines. Without indexable content, your site is almost invisible to Google (usually can find the homepage and spider to some degree, but most of your inner content won't be found).</p>
HIGH	Meta Tags	<p>Currently, there is only a meta description in the code on the site. Recommended to expand the meta section to include as many meta tags as possible. Including, keywords, description, author and links to language versions if the site is to be translated.</p>
HIGH	Meta Description	<p>The meta description tag reads:</p> <p>keyword 1, keyword 2, keyword 3.</p> <p>This is more a list of keywords rather than a fully-formed description.</p> <p>Recommended to improve this and other meta tagging throughout the website.</p>
HIGH	Inner Pages OG and Meta	<p>Inner pages on the site have the same meta description and OG tags as the homepage. Every page needs its own descriptions, keywords and OG information including an image for best SEO performance. Usually, this is in the page settings. These tags affect how your site looks in Google but also how it looks when sharing on social media, which is why it's so important.</p>

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2.5 Indexable Content

No content	There is no content for this section as the site has no sitemap.xml at all.
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3. Paid Advertising

More Rights Required

An SEO analysis cannot be completed on paid advertising without access to Google Ads. This section can be evaluated at a later date if required.

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4. Other Findings

MEDIUM	Server Headers	The site receives a D from https://securityheaders.com/?q=https%3A%2F%2FREDACTED URL which shows that there are a lot of server headers that could be improved for both security, stopping others from taking advantage of your site content and speed as well. Recommended to work with your server provider to improve this score.
LOW	Accessibility	There are quite a few accessibility complaints from PageSpeed Insights. However since this website isn't a public service such as a municipality website or school, they are minor. The usability of the website is good and simple to navigate.

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5. Recommendations

CRITICAL	Meta Tags Missing	There are meta tags and other machine readable tagging that is missing from the source code of the website. Recommended to fix those as soon as possible. See the Content Quality section for more information.
CRITICAL	Sitemap Missing	There should be a sitemap at: https://REDACTED URL/sitemap.xml Sitemaps are important for all search engines and indexing. Recommended to create one and keep it updated at that address. This sitemap should also be added to Google Search Console which can notify you of any indexing issues such as 404 errors.
HIGH	Google Analytics 4	From outside scanning, we can see that Google Analytics saves a cookie which is not a Google Analytics 4 property. Recommended to update Google Analytics to the latest version and make sure consent mode is working properly to comply with GDPR regulations.
HIGH	Cookie Banner	The site currently saves cookies without consent from end-users. This goes against GDPR policy. Recommended to install a cookie banner plugin to stop cookies being saved until a user accepts.
HIGH	OG Image Missing	Recommended to fix up OG tags so that the site looks correct when sharing. You can test how it currently looks here: https://www.opengraph.xyz/url/https%3A%2F%2FREDACTED URL
HIGH	Cloudflare	Cloudflare is a great service to use for DNS and security. Consider using Cloudflare for your DNS hosting for inbuilt DDoS and bot protection.
MEDIUM	Favicon	Browsers expect to find a favicon at https://www.REDACTED URL/favicon.ico and waste a little time trying to load it. In this case it leads to a 404 error. Recommended to add a favicon for a small boost and also to give a more polished look to the URL bar.

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MEDIUM	Hero Lazy Load	Remove the lazy loading from the hero image so it loads immediately. It's a critical area when you first visit the site, you want it to load as quickly as possible. Also it stops the rest of the page loading.
MEDIUM	Robots.txt Changes	Your current robots.txt file at https://REDACTED URL/robots.txt Leaks quite a lot of information about the site including Joomla info as well as folders included on the site. This information leakage although well-intentioned (and good to keep Googlebot out of folders it shouldn't be in!), unfortunately also gives bad bots more information on how to attack your site. Recommended to clean this up to a minimum robots file.
LOW	Font-display	PageSpeed Insights recommends using font-display CSS to ensure text is visible while the page is loading. This would be a small addition but is one less orange marker in Google's eyes.

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6. Summary and More Information

We hope you find this SEO audit information useful in improving your website. If you have any questions about this audit or its findings, or you would like us to take care of these issues for you. Please contact us using the details below.

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