

SCAN REPORT

bevisible.app

https://bevisible.app

30 / 100

Grade F

56
FINDINGS

63
PAGES CRAWLED

62
HEALTHY PAGES

42
FAST (<1.5S)

0 critical 10 high 22 medium 24 low

Service	Full Audit
Service id	full-scan
Status	completed
Scan started	2026-04-27 14:09 UTC
Scan completed	2026-04-27 14:11 UTC
Pages crawled	63
Findings	56
Crawl mode	rendered
Include subdomains	1
Max pages	500
Max depth	10

Ai summary The website <https://bevisible.app> currently has a health score of 30 out of 100, indicating significant room for improvement in both SEO and overall site performance. Out of 63 pages scanned, 56 issues were found, with 10 classified as high priority. While there are no critical problems, several important areas need attention to improve search visibility and user trust.

Key issues include missing security headers, which can affect site safety, and the absence of essential pages like Contact and About/Team, which are important for building credibility. Additionally, some pages are not being indexed by search engines due to noindex directives, and there are multiple pages competing for the same search intent, which can dilute ranking potential. The site also has orphaned pages with no internal links, making them hard to find both for users and search engines.

On a positive note, there are several quick wins that can be addressed with minimal effort, such as adding FAQPage and HowTo structured data to relevant pages. Fixing indexing issues and creating a clear Contact page will also help improve search performance and user experience. With these changes, the site can significantly enhance its visibility and credibility moving forward.

Created at	2026-04-27 14:09 UTC
Updated at	2026-04-27 14:09 UTC
Report generated	2026-04-29T15:44:13.917Z

Executive summary

The highest-priority findings from this scan, ordered by business impact. Every finding is listed in full under "All findings" later in this report.

NEXT BEST ACTION

Focus on top 3 high-severity issues

Resolving severe findings first drives the largest near-term health improvement.

Top risks

HIGH SERP Opportunity: Add HowTo Schema to Step-Based Pages

26 page(s) use numbered/step-based headings but lack HowTo schema, missing eligibility for How-to rich result with step cards.

HIGH SERP Opportunity: Add FAQPage Schema to Question-Heading Pages

36 page(s) already have question-phrased H2 headings but are missing FAQPage schema, blocking eligibility for FAQ expandable boxes (People Also Ask).

HIGH Missing Recommended Security Headers

63 page(s) are missing one or more recommended security headers (HSTS, CSP, XFO, XCTO, Referrer-Policy).

HIGH Pages with Noindex Directives

1 page(s) have noindex meta tags that prevent search engine indexing.

HIGH Pages Excluded from Search Indexing

1 page(s) have noindex directives preventing search engine indexing.

HIGH No Contact Page Detected

No Contact Us page was found in the crawled pages.

HIGH No About / Team Page Detected

No About Us, Team, or Company page was found in the crawled pages.

HIGH Multiple Pages Target the Same Search Intent

1 intent group(s) have multiple competing URLs.

Quick wins

Low-effort fixes that move the health score with minimal engineering cost.

HIGH SERP Opportunity: Add HowTo Schema to Step-Based Pages

Wrap your step headings in a HowTo JSON-LD block with a "step" array. Each step should have a name (your H2), text (the step description), and optionally an image URL.

HIGH SERP Opportunity: Add FAQPage Schema to Question-Heading Pages

Add a FAQPage JSON-LD block. Each question H2 becomes a Question node: `{"@type":"FAQPage","mainEntity":{"@type":"Question","name":"<H2 text>","acceptedAnswer":{"@type":"Answer","text":"<answer>"}}}`

MEDIUM Pages Served Without HTTP Compression

Enable gzip or Brotli compression on your web server. In nginx: gzip on; In Apache: AddOutputFilterByType DEFLATE text/html. Most CDNs handle this automatically.

MEDIUM Question-Format Headings Without FAQPage Schema

Add a FAQPage JSON-LD block mapping each question H2 to its answer content. Example: `{"@type":"FAQPage","mainEntity":{"@type":"Question","name":"Your H2?","acceptedAnswer":{"@type":"Answer","text":"..."}}}`

HIGH Pages with Noindex Directives

Review noindex pages and remove the directive from pages that should be indexed.

Findings by category

Opportunities	14 · 25%
SEO	13 · 23%
Performance	7 · 13%
Linking	5 · 9%
Content quality	4 · 7%
E-E-A-T signals	4 · 7%
Assets	3 · 5%
Security	2 · 4%
Business signals	2 · 4%
Indexability	1 · 2%

What's working well

No critical issues were detected.

62/63 crawled pages are currently healthy.

42 pages responded in 1.5s or less.

63 pages returned successful HTTP responses.

Crawl overview

- 63 pages crawled · 63 returned a successful HTTP response
- 62 healthy · 42 responded within 1.5s

Mobile readiness

Mobile-first SEO risk signal built from scan findings across SEO, Performance, and Assets. Overall score: 64/100 · Grade C.

This is a mobile readiness estimate, not a full mobile-usability certification.

Mobile indexing

49/100

Signals that affect mobile-first indexing and discoverability.

15 findings — critical 0 · high 3 · medium 5 · low 7

- Pages with Noindex Directives
- Pages Excluded from Search Indexing
- Pages Appear to Be SPA Shells Without Server-Rendered Links

Speed on mobile

50/100

Load and interaction risks that commonly hurt mobile conversions.

8 findings — critical 0 · high 0 · medium 6 · low 2

- Pages Served Without HTTP Compression
- Pages Loading Too Many JavaScript Files
- LCP Image Candidate Not Preloaded

Layout stability

100/100

Visual stability and behavior risks during mobile page load.

0 findings — critical 0 · high 0 · medium 0 · low 0

Image efficiency

61/100

Image delivery and payload signals affecting mobile performance.

7 findings — critical 0 · high 0 · medium 3 · low 4

- LCP Image Candidate Not Preloaded
 - Legacy Image Formats Detected
 - Image-Heavy Pages Not Using Lazy Loading
-

Accessibility basics

58/100

Core readability and accessibility indicators tied to usability.

2 findings — critical 0 · high 0 · medium 1 · low 1

- Pages Missing HTML Language Declaration
 - Pages with Many Images - Review Alt Text
-

All findings

Grouped by severity. The priority score factors in severity, impact, effort, and scope — high-priority items are the ones to ship first.

High - 10

HIGH SERP Opportunity: Add HowTo Schema to Step-Based Pages

opportunity

Priority: 70

Impact: high

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

26 page(s) use numbered/step-based headings but lack HowTo schema, missing eligibility for How-to rich result with step cards.

WHY IT MATTERS

HowTo rich results show step cards directly in Google Search with images and tools required. Pages structured as step guides are prime candidates -- adding schema is the only unlock.

HOW TO FIX

Wrap your step headings in a HowTo JSON-LD block with a "step" array. Each step should have a name (your H2), text (the step description), and optionally an image URL.

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/multi-location-seo>
- <https://www.bevisible.app/blog/product-page-seo>
- <https://www.bevisible.app/blog/ai-seo-services>
- <https://www.bevisible.app/blog/raven-tools-seo>
- <https://www.bevisible.app/blog/best-local-seo-tools>
- <https://www.bevisible.app/blog/local-seo-tools>
- <https://www.bevisible.app/blog/one-page-website-seo>
- <https://www.bevisible.app/blog/seo-website-migration>
- <https://www.bevisible.app/blog/website-migration-seo>
- <https://www.bevisible.app/blog/uk-seo-experts>
- <https://www.bevisible.app/blog/best-seo-website>
- <https://www.bevisible.app/blog/best-cms-for-seo>
- <https://www.bevisible.app/blog/seo-website-migration-checklist>

· <https://www.bevisible.app/blog/single-page-website-and-seo>

quick-win

serp-features

howto

schema

rich-results

Learn more: <https://seoxpert.io/issues/best-practices/serp-opportunity-add-howto-schema-to-step-based-pages>

HIGH SERP Opportunity: Add FAQPage Schema to Question-Heading Pages

opportunity

Priority: 70

Impact: high

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

36 page(s) already have question-phrased H2 headings but are missing FAQPage schema, blocking eligibility for FAQ expandable boxes (People Also Ask).

WHY IT MATTERS

FAQ rich results dramatically expand your SERP footprint and appear directly in People Also Ask boxes. These pages already have the content -- the schema is the only missing piece.

HOW TO FIX

Add a FAQPage JSON-LD block. Each question H2 becomes a Question node: `{"@type":"FAQPage","mainEntity":[{"@type":"Question","name":"<H2 text>","acceptedAnswer":{"@type":"Answer","text":"<answer>"}}]}`

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-optimization-services>
- <https://www.bevisible.app/blog/subdomain-and-seo>
- <https://www.bevisible.app/blog/multi-location-seo>
- <https://www.bevisible.app/blog/off-page-seo-service>
- <https://www.bevisible.app/blog/ai-seo-services>
- <https://www.bevisible.app/blog/seo-services-orlando>
- <https://www.bevisible.app/blog/oklahoma-seo-services>
- <https://www.bevisible.app/blog/on-page-seo-services>
- <https://www.bevisible.app/blog/raven-tools-seo>
- <https://www.bevisible.app/blog/best-local-seo-tools>
- <https://www.bevisible.app/blog/local-seo-tools>

quick-win

serp-features

faq

schema

rich-results

Learn more: <https://seoxpert.io/issues/best-practices/serp-opportunity-add-faqpage-schema-to-question-heading-page>

HIGH Missing Recommended Security Headers

security

Priority: 65

Impact: high

Effort: medium

Scope: sitewide

Confidence: high

WHAT'S WRONG

63 page(s) are missing one or more recommended security headers (HSTS, CSP, XFO, XCTO, Referrer-Policy).

WHY IT MATTERS

Missing security headers increase exposure to clickjacking, MIME-sniffing, and content injection attacks.

HOW TO FIX

Set security headers sitewide in your web server or framework middleware and enforce HTTPS with HSTS.

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

headers

hardening

security-baseline

Learn more: <https://seoxpert.io/issues/security/missing-security-headers>

HIGH Pages with Noindex Directives

seo

Priority: 54

Impact: high

Effort: low

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

1 page(s) have noindex meta tags that prevent search engine indexing.

WHY IT MATTERS

Noindex prevents pages from appearing in search results. Verify these are intentional.

HOW TO FIX

Review noindex pages and remove the directive from pages that should be indexed.

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES

· <https://www.bevisible.app/signin>

noindex

indexability

Learn more: <https://seoxpert.io/issues/technical-seo/pages-with-noindex-directives>

HIGH Pages Excluded from Search Indexing

indexability

Priority: 54

Impact: high

Effort: low

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

1 page(s) have noindex directives preventing search engine indexing.

WHY IT MATTERS

Noindex pages will not appear in search results. Verify each one is intentionally excluded.

HOW TO FIX

Audit noindex pages. Remove the noindex directive from pages that should appear in search results.

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES

· <https://www.bevisible.app/signin>

noindex

indexability

Learn more: <https://seoxpert.io/issues/technical-seo/pages-excluded-from-indexing>

HIGH No Contact Page Detected

eeat

Priority: 45

Impact: high

Effort: low

Scope: sitewide

Confidence: medium

WHAT'S WRONG

No Contact Us page was found in the crawled pages.

WHY IT MATTERS

A contact page is a fundamental trust signal. Google Quality Raters are explicitly instructed to look for contact information when assessing site trustworthiness. Sites without contact info score lower on the Trust dimension of E-E-A-T.

HOW TO FIX

Create a /contact page with a contact form, email address, and (if applicable) phone number and physical address. For businesses, include hours and a map embed. Add ContactPoint to your Organization schema.

'Likely to improve crawl/index coverage and organic visibility quickly.'

eeat

trust

contact-page

site-identity

Learn more: <https://seoxpert.io/issues/best-practices/no-contact-page-detected>

HIGH No About / Team Page Detected

eeat

Priority: 41

Impact: high

Effort: medium

Scope: sitewide

Confidence: medium

WHAT'S WRONG

No About Us, Team, or Company page was found in the crawled pages.

WHY IT MATTERS

Google's Search Quality Rater Guidelines require evaluators to check who is behind the site. An About page establishes the identity, expertise, and trustworthiness of the content creators -- absence is a strong negative E-E-A-T signal, especially for YMYL (Your Money Your Life) topics.

HOW TO FIX

Create an /about or /team page that explains who operates the site, their qualifications, and why they're authoritative on the topics covered. Include team photos, credentials, founding story, and links to social profiles. Add Organization or Person JSON-LD.

'Likely to improve crawl/index coverage and organic visibility quickly.'

eeat

trust

about-page

site-identity

Learn more: <https://seoxpert.io/issues/best-practices/no-about-team-page-detected>

HIGH Multiple Pages Target the Same Search Intent

content

Priority: 37

Impact: high

Effort: medium

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

1 intent group(s) have multiple competing URLs.

WHY IT MATTERS

Intent overlap can cause pages to compete against each other in rankings and reduce overall visibility.

HOW TO FIX

Define one primary URL per intent cluster, then merge, differentiate, or re-target overlapping pages.

'Likely to improve crawl/index coverage and organic visibility quickly.

AFFECTED PAGES (2)

- <https://www.bevisible.app/blog/seo-for-single-page-application>
- <https://www.bevisible.app/blog/seo-single-page-application>

cannibalization

intent

content-strategy

Learn more: <https://seoxpert.io/issues/on-page-seo/intent-cannibalization>

HIGH Pages Appear to Be SPA Shells Without Server-Rendered Links

seo

Priority: 36

Impact: high

Effort: high

Scope: sitewide

Confidence: medium

WHAT'S WRONG

1 page(s) have fewer than 3 anchor links in the server-rendered HTML but heavy JavaScript (16+ script nodes on <https://www.bevisible.app/signin>). Search-engine crawlers that don't execute JavaScript see an empty page with no internal links to follow.

WHY IT MATTERS

Google runs JavaScript during a second-pass render, but does so unreliably and with a delay of days to weeks. Bing, DuckDuckGo, and smaller crawlers don't run JS at all. If your internal links only exist after client-side hydration, crawlers see an empty shell -- new pages aren't discovered, link equity doesn't flow, and only URLs explicitly listed in your sitemap get indexed. For a scan to find multiple pages on a site with this pattern, it needs a rendered crawl mode (Playwright / Puppeteer) -- the scanner here found only 1 page because the server sent an empty shell.

HOW TO FIX

Implement server-side rendering (SSR) or static site generation (SSG) for at least the primary navigation. For Next.js: use app-router or the pages-router `getServerSideProps` / `getStaticProps`` so the initial HTML includes real `<a href>` tags. For Vite/React: add a pre-render step (vite-plugin-ssr, or migrate to Next/Remix). As a minimum viable fix: emit the primary nav links + footer links in the server-rendered shell, even if the rest of the page hydrates client-side -- Google will crawl from those anchors.

'Likely to improve crawl/index coverage and organic visibility quickly.

AFFECTED PAGES

- <https://www.bevisible.app/signin>

spa

ssr

crawlability

javascript-rendering

indexability

Learn more: <https://seoxpert.io/issues/best-practices/pages-appear-to-be-spa-shells-without-server-rendered-links>

HIGH Orphaned Pages with No Internal Links

linking

Priority: 29

Impact: medium

Effort: medium

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

1 page(s) have no internal links pointing to them.

WHY IT MATTERS

Orphaned pages are hard for search engines to discover and don't benefit from internal link equity.

HOW TO FIX

Add internal links from relevant pages to these orphaned pages. Consider whether they should exist.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES

· <https://www.bevisible.app/signin>

orphan-pages

internal-links

Learn more: <https://seoxpert.io/issues/crawl-links/orphaned-pages>

Medium - 22

MEDIUM Pages Served Without HTTP Compression

performance

Priority: 60

Impact: high

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

63 page(s) with significant HTML (>10KB) are served without gzip or Brotli compression.

WHY IT MATTERS

HTTP compression (gzip/Brotli) typically reduces HTML transfer size by 60-80%. Without it, pages load slower and consume more bandwidth.

HOW TO FIX

Enable gzip or Brotli compression on your web server. In nginx: gzip on; In Apache: AddOutputFilterByType DEFLATE text/html. Most CDNs handle this automatically.

'Likely to improve crawl/index coverage and organic visibility quickly.

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>

- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

compression

gzip

brotli

page-speed

Learn more: <https://seoxpert.io/issues/performance/pages-served-without-http-compression>

MEDIUM

Question-Format Headings Without FAQPage Schema

content

Priority: 60

Impact: high

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

36 page(s) have question-phrased H2 headings but no FAQPage JSON-LD schema, missing eligibility for FAQ rich results in Google Search.

WHY IT MATTERS

FAQ rich results appear directly in SERPs as expandable Q&A boxes, dramatically increasing SERP real estate and click-through rates. Pages with question headings already have the content -- they just need the schema wrapper.

HOW TO FIX

Add a FAQPage JSON-LD block mapping each question H2 to its answer content. Example: `{"@type":"FAQPage","mainEntity":[{"@type":"Question","name":"Your H2?","acceptedAnswer":{"@type":"Answer","text":"..."}}]}`

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>

- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-optimization-services>
- <https://www.bevisible.app/blog/subdomain-and-seo>
- <https://www.bevisible.app/blog/multi-location-seo>
- <https://www.bevisible.app/blog/off-page-seo-service>
- <https://www.bevisible.app/blog/ai-seo-services>
- <https://www.bevisible.app/blog/seo-services-orlando>
- <https://www.bevisible.app/blog/oklahoma-seo-services>
- <https://www.bevisible.app/blog/on-page-seo-services>
- <https://www.bevisible.app/blog/raven-tools-seo>
- <https://www.bevisible.app/blog/best-local-seo-tools>
- <https://www.bevisible.app/blog/local-seo-tools>

faq

schema

rich-results

featured-snippet

quick-win

Learn more: <https://seoxpert.io/issues/on-page-seo/question-format-headings-without-faqpage-schema>

MEDIUM Pages Missing HTML Language Declaration

seo

Priority: 50

Impact: medium

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

63 page(s) have no lang attribute on the <html> element.

WHY IT MATTERS

The lang attribute tells browsers and search engines what language the page is written in. It affects accessibility, translation tools, and international SEO signals.

HOW TO FIX

Add a lang attribute to the root <html> element, e.g. <html lang="en"> or <html lang="en-US">.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>

- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

accessibility

internationalization

lang-attribute

Learn more: <https://seoxpert.io/issues/best-practices/pages-missing-html-language-declaration>

MEDIUM

Quick Win: High-Authority Pages Missing Structured Data

opportunity

Priority: 50

Impact: high

Effort: low

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

14 page(s) with strong internal link support (5+ inbound links) have no schema markup.

WHY IT MATTERS

Your highest-linked pages are most likely to rank. Adding schema maximizes their rich result potential at minimum effort.

HOW TO FIX

Prioritize adding JSON-LD schema to your top linked-to pages. Start with WebPage, Organization, or the most relevant type for each page.

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES (14)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/seo-services-phoenix>
- <https://www.bevisible.app/blog/etsy-seo-tools>
- <https://www.bevisible.app/blog/seo-for-single-page-application>
- <https://www.bevisible.app/blog/seo-landing-page>
- <https://www.bevisible.app/blog/single-page-application-seo>
- <https://www.bevisible.app/blog/seo-charges-uk>
- <https://www.bevisible.app/blog/best-seo-blogs>
- <https://www.bevisible.app/blog/seo-in-durham>
- <https://www.bevisible.app/blog/seo-in-single-page-application>
- <https://www.bevisible.app/blog/seo-single-page-application>

quick-win

schema

structured-data

authority-pages

Learn more: <https://seoxpert.io/issues/best-practices/quick-win-high-authority-pages-missing-structured-data>

MEDIUM Pages Missing Core Open Graph Tags

seo

Priority: 50

Impact: medium

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

63 page(s) are missing one or more core Open Graph tags (og:title, og:description, og:image).

WHY IT MATTERS

Open Graph tags control how pages appear when shared and improve click-through from social channels.

HOW TO FIX

Add complete Open Graph tags for key pages and align values with page intent.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

open-graph

social

metadata

Learn more: <https://seoxpert.io/issues/technical-seo/missing-open-graph-tags>

MEDIUM Internal Links Point to Redirected Pages

linking

Priority: 50

Impact: medium

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

62 page(s) contain internal links pointing to URLs that redirect to another destination.

WHY IT MATTERS

Linking directly to a redirect adds an unnecessary hop, dilutes link equity, and increases page load latency. Search engines prefer direct links to the canonical destination.

HOW TO FIX

Update internal links to point directly to the final destination URL, bypassing any redirect hops.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES (20)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-copywriting-services>

internal-links

redirects

link-equity

Learn more: <https://seoxpert.io/issues/crawl-links/internal-links-point-to-redirected-pages>

MEDIUM Pages Loading Too Many JavaScript Files

performance

Priority: 45

Impact: medium

Effort: medium

Scope: sitewide

Confidence: high

WHAT'S WRONG

63 page(s) load more than 15 JavaScript files.

WHY IT MATTERS

Each JS file is a separate HTTP request. Too many scripts delay rendering and degrade performance.

HOW TO FIX

Bundle and minify JavaScript files. Remove unused scripts. Use code splitting.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

javascript

http-requests

Learn more: <https://seoxpert.io/issues/performance/too-many-javascript-files>

MEDIUM LCP Image Candidate Not Preloaded

performance

Priority: 45

Impact: high

Effort: low

Scope: sitewide

Confidence: medium

WHAT'S WRONG

63 page(s) contain multiple images but have no `<link rel="preload" as="image">` hint, likely delaying the Largest Contentful Paint (LCP) element.

WHY IT MATTERS

LCP is Google's primary Core Web Vitals metric and a direct ranking signal. The LCP element is almost always the hero/banner image. Without preloading, the browser can't start fetching it until it parses the full HTML, adding hundreds of milliseconds.

HOW TO FIX

Identify the above-the-fold hero image on each page template. Add `<link rel="preload" href="/hero.jpg" as="image" fetchpriority="high">` in the `<head>`. For responsive images, use `imagesrcset` and `imagesizes` attributes.

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

lcp

preload

resource-hints

core-web-vitals

page-speed

Learn more: <https://seoxpert.io/issues/performance/lcp-image-candidate-not-preloaded>

MEDIUM

Quick Win: Add Schema Markup to Content-Rich Pages

opportunity

Priority: 41

Impact: high

Effort: medium

Scope: sitewide

Confidence: medium

WHAT'S WRONG

63 content-rich page(s) have no JSON-LD structured data, missing opportunities for rich results.

WHY IT MATTERS

Pages with substantial content but no schema miss eligibility for featured snippets, FAQ boxes, and article carousels that can dramatically increase organic CTR.

HOW TO FIX

Add schema based on page type: Article for blog posts, Product for e-commerce, FAQPage for Q&A sections, BreadcrumbList for navigation, Organization for company pages.

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

quick-win

schema

structured-data

rich-results

Learn more: <https://seoxpert.io/issues/best-practices/quick-win-add-schema-markup-to-content-rich-pages>

MEDIUM Content Pages Lack a Clear Call to Action

opportunity

Priority: 38

Impact: medium

Effort: low

Scope: sitewide

Confidence: medium

WHAT'S WRONG

63 content page(s) show no detectable call-to-action phrasing, potentially leaving organic traffic without a conversion path.

WHY IT MATTERS

SEO-driven traffic is only valuable if it converts. Pages that rank but don't guide visitors to the next step lose compounding value. A clear CTA also signals page purpose, which can affect dwell time and return visits.

HOW TO FIX

Add at least one clear CTA above the fold and one at the end of the content. Examples: 'Get a free quote', 'Start your free trial', 'Contact our team'. Match the CTA to the page's content intent.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

conversion

cta

content-quality

user-experience

Learn more: <https://seoxpert.io/issues/best-practices/content-pages-lack-a-clear-call-to-action>

MEDIUM

No Pricing Page Detected

business

Priority: 34

Impact: high

Effort: medium

Scope: sitewide

Confidence: medium

WHAT'S WRONG

No pricing, plans, or packages page was found in the crawl. Visitors cannot quickly assess cost.

WHY IT MATTERS

Research shows 'pricing' is one of the top navigation clicks for commercial intent visitors. Without a visible pricing page, prospects leave to research competitors instead of converting. It also harms trust -- hidden pricing signals you have something to hide.

HOW TO FIX

Create a dedicated pricing or plans page at /pricing (or similar). Even if pricing is custom/quote-based, show tiers, ranges, or a 'request a quote' CTA to give visitors a starting point.

'Likely to improve crawl/index coverage and organic visibility quickly.

AFFECTED PAGES

· <https://www.bevisible.app/>

business

conversion

pricing

trust

Learn more: <https://seoxpert.io/issues/best-practices/no-pricing-page-detected>

MEDIUM H1 and Title Tag Target Different Topics

seo

Priority: 33

Impact: high

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

1 page(s) have little or no keyword overlap between the title tag and the primary H1 heading, suggesting they target different topics.

WHY IT MATTERS

Google uses both the title tag and H1 to understand a page's primary topic. When they diverge significantly, ranking signals are split and the page's topical focus becomes ambiguous.

HOW TO FIX

Align the title tag and H1 so they both reflect the page's primary keyword intent. They don't need to be identical, but should share core topic words. Example: Title 'Best Running Shoes 2024' -> H1 'Top Running Shoes for Every Runner'.

'Likely to improve crawl/index coverage and organic visibility quickly.'

AFFECTED PAGES

· <https://www.bevisible.app/signin>

title

h1

keyword-alignment

on-page-seo

Learn more: <https://seoxpert.io/issues/technical-seo/h1-and-title-tag-target-different-topics>

MEDIUM Pages with Weak Internal Link Support

linking

Priority: 32

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

47 page(s) have very few incoming internal links.

WHY IT MATTERS

Pages with weak internal linking receive less authority and are harder for crawlers to prioritize.

HOW TO FIX

Add relevant contextual links from stronger pages to improve discoverability and link equity.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-copywriting-services>
- <https://www.bevisible.app/blog/website-optimization-services>
- <https://www.bevisible.app/blog/subdomain-and-seo>
- <https://www.bevisible.app/blog/multi-location-seo>
- <https://www.bevisible.app/blog/product-page-seo>

internal-links

weak-pages

Learn more: <https://seoxpert.io/issues/crawl-links/weak-internal-link-support>

MEDIUM No Contact Page Detected

business

Priority: 30

Impact: medium

Effort: low

Scope: sitewide

Confidence: medium

WHAT'S WRONG

No contact, support, or help page was found in the crawl.

WHY IT MATTERS

A missing or hard-to-find contact page signals low trust and accessibility. It frustrates potential customers with questions and damages E-E-A-T signals Google uses to assess site trustworthiness.

HOW TO FIX

Create a /contact page with at minimum an email address or contact form. Optionally add a phone number, physical address, and response time expectation. Link it prominently from the main navigation and footer.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES

- <https://www.bevisible.app/>

business

trust

eeat

contact

MEDIUM **Pages with Large HTML Payloads**

performance

Priority: 29

Impact: medium

Effort: medium

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

2 page(s) have HTML payloads exceeding 200KB.

WHY IT MATTERS

Large HTML files increase download time and parsing overhead, slowing initial page load.

HOW TO FIX

Enable GZIP/Brotli compression, minimize inline CSS/JS, and review excessive HTML bloat.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES (2)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>

html-size

page-weight

Learn more: <https://seoxpert.io/issues/performance/large-html-payloads>

MEDIUM **Legacy Image Formats Detected**

assets

Priority: 29

Impact: medium

Effort: medium

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

3 image(s) use legacy formats (PNG/JPG/GIF). Modern formats like WebP or AVIF can reduce file sizes by 25-50%.

WHY IT MATTERS

Modern image formats significantly reduce bandwidth and improve page load times, which is a Core Web Vitals signal.

HOW TO FIX

Convert images to WebP or AVIF format and serve them using <picture> elements with fallbacks.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES

- <https://www.bevisible.app/>

images

image-format

core-web-vitals

Learn more: <https://seoxpert.io/issues/best-practices/legacy-image-formats>

MEDIUM

Wall of Text -- Long Content Without Subheadings

content

Priority: 29

Impact: medium

Effort: medium

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

1 page(s) contain more than 600 words but have no H2 subheadings, creating unbroken walls of text.

WHY IT MATTERS

Scannable content with clear subheadings reduces bounce rate, improves dwell time, and signals good content structure to search engines. Walls of text are harder for crawlers to understand topically.

HOW TO FIX

Add H2 subheadings every 200-300 words to break content into logical sections. Each H2 should reflect a subtopic and ideally include a relevant keyword.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES

· <https://www.bevisible.app/signin>

content-structure

readability

headings

user-experience

Learn more: <https://seoxpert.io/issues/on-page-seo/wall-of-text-long-content-without-subheadings>

MEDIUM

Indexable Pages Missing from Sitemap

crawl

Priority: 26

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

3 crawled indexable page(s) are not listed in discovered sitemap files.

WHY IT MATTERS

Missing sitemap entries can delay discovery and recrawling of important pages.

HOW TO FIX

Include key indexable URLs in sitemap XML files and keep sitemap generation aligned with live URLs.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (3)

· <https://www.bevisible.app/signin>

· <https://www.bevisible.app/>

· <https://www.bevisible.app/blog/ai-agent-directory-submission-playbook>

sitemap

crawl-discovery

Learn more: <https://seoxpert.io/issues/crawl-links/missing-from-sitemap>

MEDIUM

Image-Heavy Pages Not Using Lazy Loading

performance

Priority: 26

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

3 page(s) load 5+ images without any lazy loading.

WHY IT MATTERS

Loading all images eagerly -- including those below the fold -- increases initial page weight and delays time-to-interactive, affecting Core Web Vitals.

HOW TO FIX

Add loading="lazy" to images below the fold: ``. Keep above-the-fold (LCP candidate) images as loading="eager" or with fetchpriority="high".

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (3)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/blog/ai-agent-directory-submission-playbook>

lazy-loading

images

page-speed

core-web-vitals

Learn more: <https://seoxpert.io/issues/performance/image-heavy-pages-not-using-lazy-loading>

MEDIUM

Substantive Pages Lack Expertise or Credential Signals

eeat

Priority: 23

Impact: medium

Effort: medium

Scope: sitewide

Confidence: low

WHAT'S WRONG

63 page(s) with 500+ words show no detectable expertise signals (credentials, years of experience, certifications, founding history) in visible text.

WHY IT MATTERS

Experience and Expertise are the first two letters of E-E-A-T. For competitive or YMYL topics, content that doesn't demonstrate author or organization expertise is evaluated skeptically by Google's raters.

HOW TO FIX

Add expertise context: mention relevant credentials ('As a certified financial planner...'), years of experience, case studies, client counts, or industry recognition. Link to author bio pages with verifiable qualifications.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>

- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

eat

expertise

content-quality

trust

Learn more: <https://seoxpert.io/issues/best-practices/substantive-pages-lack-expertise-or-credential-signals>

MEDIUM

Redirect Chains Detected

seo

Priority: 21

Impact: medium

Effort: medium

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

1 URL(s) result in redirects.

WHY IT MATTERS

Each redirect adds latency and can dilute link equity. Redirect chains compound this problem.

HOW TO FIX

Update internal links to point directly to final destination URLs. Ensure redirects go directly to the final URL.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES

- <https://www.bevisible.app/app>

redirects

crawl-efficiency

Learn more: <https://seoxpert.io/issues/crawl-links/redirect-chains>

MEDIUM

SERP Opportunity: High-Authority Pages Missing Rating Schema

opportunity

Priority: 16

Impact: medium

Effort: medium

Scope: multiple_pages

Confidence: low

WHAT'S WRONG

9 well-linked content page(s) have no AggregateRating or Review schema. If any of these pages discuss products, services, or reviews, star ratings in SERPs are being missed.

WHY IT MATTERS

Star ratings in SERP snippets increase click-through rates by 15-30% on average. Any page with user reviews, expert scores, or aggregate ratings can benefit from this schema.

HOW TO FIX

If a page aggregates ratings or presents a review, add AggregateRating schema with ratingValue, ratingCount, and bestRating fields. Only add if genuine reviews exist -- do not fabricate ratings.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (9)

- <https://www.bevisible.app/blog/seo-services-phoenix>
- <https://www.bevisible.app/blog/etsy-seo-tools>
- <https://www.bevisible.app/blog/seo-for-single-page-application>
- <https://www.bevisible.app/blog/seo-landing-page>
- <https://www.bevisible.app/blog/single-page-application-seo>
- <https://www.bevisible.app/blog/best-seo-blogs>
- <https://www.bevisible.app/blog/seo-in-durham>
- <https://www.bevisible.app/blog/seo-in-single-page-application>
- <https://www.bevisible.app/blog/seo-single-page-application>

serp-features

schema

rich-results

ratings

Learn more: <https://seoxpert.io/issues/best-practices/serp-opportunity-high-authority-pages-missing-rating-schema>

Low · 24

LOW

Deep Pages Missing BreadcrumbList Schema

seo

Priority: 40

Impact: medium

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

62 page(s) at URL path depth 1 or more have no BreadcrumbList JSON-LD schema.

WHY IT MATTERS

BreadcrumbList schema enables Google to display breadcrumb trails in search snippets, improving click-through rates and helping users understand site structure at a glance.

HOW TO FIX

Add a BreadcrumbList JSON-LD block to page templates at depth 2+. Each item should include id, name, and position properties matching the page's breadcrumb trail.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-copywriting-services>

breadcrumb

schema

json-ld

structured-data

rich-results

Learn more: <https://seoxpert.io/issues/technical-seo/deep-pages-missing-breadcrumblist-schema>

LOW

Quick Win: Add OG Description to Well-Structured Pages

opportunity

Priority: 33

Impact: low

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

61 structured page(s) are missing og:description, causing poor social share previews.

WHY IT MATTERS

og:description is shown in social share cards and messaging app link previews. Without it, platforms often show unrelated or garbled text from the page body.

HOW TO FIX

Add `<meta property="og:description" content="...">` with a 100-200 character summary tailored for social context. This can often match the meta description.

'Incremental quality improvement with compounding benefits.

AFFECTED PAGES (20)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-copywriting-services>
- <https://www.bevisible.app/blog/website-optimization-services>

quick-win

open-graph

social

Learn more: <https://seoxpert.io/issues/best-practices/quick-win-add-og-description-to-well-structured-pages>

LOW Pages Missing Core Twitter Card Metadata

seo

Priority: 33

Impact: low

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

63 page(s) have incomplete Twitter card metadata.

WHY IT MATTERS

Incomplete Twitter metadata can reduce share quality and social CTR on X/Twitter surfaces.

HOW TO FIX

Provide twitter:card and ensure title/description/image values are defined directly or via OG parity.

'Incremental quality improvement with compounding benefits.

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>

- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

twitter-cards

social

metadata

Learn more: <https://seoxpert.io/issues/technical-seo/missing-twitter-card>

LOW Title Tags Are Too Long

seo

Priority: 31

Impact: low

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

16 page(s) have title tags exceeding 70 characters.

WHY IT MATTERS

Search engines typically truncate titles beyond 60-70 characters, reducing click-through rates.

HOW TO FIX

Shorten title tags to 50-60 characters while keeping important keywords at the front.

'Incremental quality improvement with compounding benefits.'

AFFECTED PAGES (16)

- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>

- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/website-copywriting-services>
- <https://www.bevisible.app/blog/website-optimization-services>
- <https://www.bevisible.app/blog/ahrefs-website-traffic-checker-analyze-any-sit...>
- <https://www.bevisible.app/blog/ai-copywriting-the-ultimate-guide-to-scaling-c...>
- <https://www.bevisible.app/blog/seo-for-single-page-application>
- <https://www.bevisible.app/blog/best-seo-content-writing-tool-to-scale-organic...>
- <https://www.bevisible.app/blog/seo-single-page-application>
- <https://www.bevisible.app/blog/ai-agent-directory-submission-playbook>

title

length

Learn more: <https://seoxpert.io/issues/technical-seo/title-tags-too-long>

LOW

Quick Win: Add Open Graph Images to Structured Pages

opportunity

Priority: 30

Impact: medium

Effort: low

Scope: sitewide

Confidence: medium

WHAT'S WRONG

61 well-structured page(s) are missing og:image, causing social shares to render without a preview image.

WHY IT MATTERS

Posts shared on social media without an OG image get significantly fewer clicks. Pages with good heading structure are worth sharing -- ensure they look great when shared.

HOW TO FIX

Add `<meta property="og:image" content="...">` with a 1200x630px image to all shareable pages.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>

- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-copywriting-services>
- <https://www.bevisible.app/blog/website-optimization-services>

quick-win

open-graph

social

ctr

Learn more: <https://seoxpert.io/issues/best-practices/quick-win-add-open-graph-images-to-structured-pages>

LOW

Long-Form Content Without Links to Authoritative Sources

eeat

Priority: 30

Impact: medium

Effort: low

Scope: sitewide

Confidence: medium

WHAT'S WRONG

63 substantive page(s) (600+ words) have no outbound links to authoritative external sources (.gov, .edu, reputable publications).

WHY IT MATTERS

Citing verifiable, authoritative sources is a core component of Trustworthiness in Google's E-E-A-T evaluation. Long-form content that makes claims without linking to evidence is harder for Google to validate as trustworthy.

HOW TO FIX

Add 2-5 outbound links to credible, high-authority sources that support your content's claims (studies, government data, industry reports). Use descriptive anchor text. These links should be natural and contextually relevant.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>

- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

eeat

trust

external-links

content-quality

Learn more: <https://seoxpert.io/issues/best-practices/long-form-content-without-links-to-authoritative-sources>

LOW Long Articles Missing a Table of Contents

opportunity

Priority: 30

Impact: medium

Effort: low

Scope: sitewide

Confidence: medium

WHAT'S WRONG

61 article(s) with 1,500+ words and 4+ sections appear to lack a table of contents (no in-page anchor links detected near the top).

WHY IT MATTERS

Google often shows 'Jump to' sitelinks derived from in-page anchor links -- giving your result extra SERP real estate and signaling a well-structured long-form article. TOCs also improve dwell time and help users navigate to the section they need.

HOW TO FIX

Add a table of contents near the top of each long article. Link to H2/H3 sections using anchor IDs: `<h2 id='section-name'>Section</h2>` and `Section` in the TOC. Many CMS plugins (Yoast, RankMath, Elementor) can generate these automatically.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>

- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-copywriting-services>
- <https://www.bevisible.app/blog/website-optimization-services>

table-of-contents

sitelinks

long-form

ux

quick-win

Learn more: <https://seoxpert.io/issues/best-practices/long-articles-missing-a-table-of-contents>

LOW Images with Non-Descriptive Filenames

assets

Priority: 28

Impact: low

Effort: medium

Scope: sitewide

Confidence: high

WHAT'S WRONG

62 image(s) across 60 page(s) have non-descriptive filenames (e.g., img-001.jpg, DSC_1234.jpg, screenshot.png). Example: image?url=%2Fimages%2Fhero.png&w=1920&q=75&dpl=dpl_3NusYutPRGibziGi7zzdj1tUVz7F

WHY IT MATTERS

Google Images uses filename as a ranking signal for image search. Generic filenames like 'img001.jpg' or 'DSC_1234.jpg' miss the opportunity to rank for relevant image searches and provide no contextual signal to crawlers about the image subject.

HOW TO FIX

Rename images to describe their content using hyphens: 'red-running-shoes-size-10.jpg' instead of 'img-001.jpg'. Include the primary keyword where natural. Re-upload and update all references, then use 301 redirects if images are linked directly.

'Incremental quality improvement with compounding benefits.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>

- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-copywriting-services>
- <https://www.bevisible.app/blog/website-optimization-services>
- <https://www.bevisible.app/blog/subdomain-and-seo>

images

image-seo

filenames

google-images

Learn more: <https://seoxpert.io/issues/best-practices/images-with-non-descriptive-filenames>

LOW Missing Permissions-Policy Header

security

Priority: 28

Impact: low

Effort: low

Scope: sitewide

Confidence: high

WHAT'S WRONG

63 page(s) do not set a Permissions-Policy header.

WHY IT MATTERS

Without Permissions-Policy, third-party scripts can access powerful browser APIs (geolocation, camera, microphone) without restriction.

HOW TO FIX

Add a Permissions-Policy header restricting unused browser features, e.g. Permissions-Policy: geolocation=(), microphone=(), camera=().

'Incremental quality improvement with compounding benefits.'

AFFECTED PAGES (10)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>

permissions-policy

headers

hardening

Learn more: <https://seoxpert.io/issues/security/missing-permissions-policy-header>

LOW Pages Missing Cache-Control Headers

performance

Priority: 26

Impact: medium

Effort: low

Scope: sitewide

Confidence: medium

WHAT'S WRONG

63 page(s) do not set Cache-Control or Expires headers.

WHY IT MATTERS

Without caching headers, browsers cannot cache pages or assets, leading to redundant downloads on repeat visits and slower load times.

HOW TO FIX

Set appropriate Cache-Control headers. For HTML pages: Cache-Control: no-cache (forces revalidation but allows caching). For static assets: Cache-Control: public, max-age=31536000.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES (10)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>

caching

cache-control

page-speed

Learn more: <https://seoxpert.io/issues/best-practices/pages-missing-cache-control-headers>

LOW Pages Missing JSON-LD Schema Markup

seo

Priority: 26

Impact: medium

Effort: medium

Scope: sitewide

Confidence: medium

WHAT'S WRONG

63 page(s) have no JSON-LD schema markup.

WHY IT MATTERS

Structured data can improve rich-result visibility and help search engines understand page entities.

HOW TO FIX

Add relevant schema.org JSON-LD markup for core templates (Organization, WebPage, Product, Article, FAQ, etc.).

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES (20)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/>

- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>
- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>

schema

json-ld

structured-data

Learn more: <https://seoxpert.io/issues/technical-seo/missing-json-ld-schema>

LOW Date-Referenced Content Missing Article Schema

opportunity

Priority: 25

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

26 page(s) appear to contain date-specific content (guides, posts, news) but have no Article or BlogPosting schema to signal freshness.

WHY IT MATTERS

Google uses `datePublished` and `dateModified` from Article schema to assess content freshness. Fresh, dated content ranks better for time-sensitive queries and gets date labels in SERP snippets that improve CTR.

HOW TO FIX

Add Article or BlogPosting JSON-LD with `datePublished` and `dateModified` fields. Keep `dateModified` updated whenever the content is revised.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>

- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/ai-seo-services>
- <https://www.bevisible.app/blog/seo-services-orlando>
- <https://www.bevisible.app/blog/on-page-seo-services>
- <https://www.bevisible.app/blog/raven-tools-seo>
- <https://www.bevisible.app/blog/best-local-seo-tools>
- <https://www.bevisible.app/blog/seo-website-migration>
- <https://www.bevisible.app/blog/seo-expert-uk>
- <https://www.bevisible.app/blog/do-blogs-help-seo>
- <https://www.bevisible.app/blog/best-seo-website>
- <https://www.bevisible.app/blog/snippets-in-seo>
- <https://www.bevisible.app/blog/seo-website-migration-checklist>
- <https://www.bevisible.app/blog/best-seo-ai-tools>
- <https://www.bevisible.app/blog/seo-services-phoenix>
- <https://www.bevisible.app/blog/single-page-applications-and-seo>

schema

article

freshness

rich-results

Learn more: <https://seoxpert.io/issues/best-practices/date-referenced-content-missing-article-schema>

LOW Quick Win: Expand Short Title Tags

opportunity

Priority: 25

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

3 page(s) have title tags under 30 characters. Expanding them captures more keyword space and SERP real estate.

WHY IT MATTERS

Short titles miss opportunities to include primary keywords, secondary topics, and compelling copy. Google allocates ~60 characters -- use them.

HOW TO FIX

Expand title tags to 50-60 characters, incorporating the primary keyword near the front and optionally a value proposition or brand suffix.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES (3)

- <https://www.bevisible.app/signin>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>

quick-win

title

ctr

Learn more: <https://seoxpert.io/issues/best-practices/quick-win-expand-short-title-tags>

LOW

Quick Win: Add Canonical Tags to Content Pages

opportunity

Priority: 24

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

1 substantial content page(s) are missing canonical tags.

WHY IT MATTERS

Adding canonical tags protects content pages against duplicate content variants (URL parameters, tracking tags) that could split ranking signals.

HOW TO FIX

Add a self-referencing `<link rel="canonical" href="...">` to each content page template.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES

· <https://www.bevisible.app/signin>

quick-win

canonical

easy-fix

Learn more: <https://seoxpert.io/issues/best-practices/quick-win-canonical-tags>

LOW

Pages Missing Canonical Tags

seo

Priority: 24

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

1 page(s) are missing canonical link tags.

WHY IT MATTERS

Canonical tags help prevent duplicate content issues and consolidate link equity.

HOW TO FIX

Add self-referencing canonical tags to all important pages.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES

· <https://www.bevisible.app/signin>

canonical

duplicate-content

Learn more: <https://seoxpert.io/issues/technical-seo/missing-canonical-tags>

LOW

Pages with Excessive Image Count

performance

Priority: 19

Impact: medium

Effort: medium

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

1 page(s) load more than 30 images.

WHY IT MATTERS

High image counts increase page weight and HTTP requests, degrading load performance.

HOW TO FIX

Implement lazy loading, use CSS sprites for icons, and audit whether all images are necessary.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES

· <https://www.bevisible.app/blog>

images

page-weight

Learn more: <https://seoxpert.io/issues/performance/excessive-image-count>

LOW Title Tags Lead with Brand Instead of Keywords

seo

Priority: 18

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

1 page(s) appear to front-load brand name before the keyword content in the title tag (e.g. "Brand | Target keyword").

WHY IT MATTERS

Search engines give more weight to words at the beginning of title tags. Putting the keyword first improves relevance scoring and click-through rates from SERP. Brand names are typically recognizable and don't need to anchor the title.

HOW TO FIX

Restructure title tags to lead with the primary keyword. Change "Brand | Best Running Shoes" to "Best Running Shoes -- Brand".

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES

· <https://www.bevisible.app/blog>

title

keyword-prominence

ctr

on-page-seo

Learn more: <https://seoxpert.io/issues/technical-seo/title-tags-lead-with-brand-instead-of-keywords>

LOW Top-Level Pages Without H2 Section Structure

opportunity

Priority: 18

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

1 homepage or top-level page(s) have no H2 headings, which limits topical signal and reduces crawlability of key content areas.

WHY IT MATTERS

H2 headings on the homepage help Google understand your key service/product categories and improve crawl prioritization. They also anchor internal linking targets.

HOW TO FIX

Add descriptive H2 headings to each key section of your homepage and top-level pages (e.g. "Our Services", "Why Choose Us", "Featured Products"). Ensure H2 text includes relevant keywords.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES

· <https://www.bevisible.app/signin>

content-structure

homepage

headings

Learn more: <https://seoxpert.io/issues/best-practices/top-level-pages-without-h2-section-structure>

LOW

Broken External Links

linking

Priority: 18

Impact: medium

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

1 external link(s) in the sampled set do not respond successfully. Example:

<https://betweenthelinescopy.com/copywriting-services> -> timed out after 5s. Sampled 40 of 127 unique external links.

WHY IT MATTERS

Outbound links are an E-E-A-T signal -- citing sources builds trust with both users and Google. A dead outbound link actively hurts: users hit a 404 and blame your site for the broken experience, and link rot signals neglected content. For long-form articles especially, periodic link checks are a hygiene task most sites skip. Broken links to social profiles (LinkedIn, X, YouTube) are a branding hit; broken links to vendors signal you're not maintaining the site.

HOW TO FIX

Fix or remove each broken link. For high-authority sources that have moved, update the URL -- the Wayback Machine often has a working archive. For links to your own subdomains or partner sites, coordinate the fix upstream. For low-value outbound links that no longer matter, just remove them. Budget: one dead-link audit per year is usually enough for most sites; more for news / reference sites.

'Expected to reduce SEO risk and stabilize ranking signals.

AFFECTED PAGES

· <https://www.bevisible.app/blog/website-copywriting-services>

broken-link

external-link

link-rot

eeat

Learn more: <https://seoxpert.io/issues/crawl-links/broken-external-links>

LOW Meta Descriptions Are Too Short

seo

Priority: 17

Impact: low

Effort: low

Scope: multiple_pages

Confidence: high

WHAT'S WRONG

1 page(s) have meta descriptions under 70 characters, missing keyword and messaging opportunities.

WHY IT MATTERS

Short meta descriptions fail to fully communicate the page value, reducing search click-through rates.

HOW TO FIX

Expand meta descriptions to 120-160 characters with a clear value proposition and target keywords.

'Incremental quality improvement with compounding benefits.

AFFECTED PAGES

· <https://www.bevisible.app/signin>

meta-description

length

serp

Learn more: <https://seoxpert.io/issues/technical-seo/meta-descriptions-are-too-short>

LOW Substantive Pages With No External Citations

opportunity

Priority: 16

Impact: low

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

11 page(s) with 600+ words have zero external links, missing an E-E-A-T trust signal.

WHY IT MATTERS

Citing authoritative external sources (studies, official documentation, industry reports) is a positive expertise and trust signal. Google evaluates whether content references verifiable external evidence.

HOW TO FIX

Add 2-4 outbound links to authoritative sources (gov, edu, reputable industry publications) that support your claims. Ensure they open in a new tab and have appropriate rel attributes.

'Incremental quality improvement with compounding benefits.

AFFECTED PAGES (11)

· <https://www.bevisible.app/signin>

· <https://www.bevisible.app/>

- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/product-page-seo>
- <https://www.bevisible.app/blog/one-page-website-seo>
- <https://www.bevisible.app/blog/seo-website-migration>
- <https://www.bevisible.app/blog/ahrefs-website-traffic-checker-analyze-any-sit...>
- <https://www.bevisible.app/blog/ai-copywriting-the-ultimate-guide-to-scaling-c...>
- <https://www.bevisible.app/blog/ai-agent-directory-submission-playbook>

eat

external-links

trust

content-quality

Learn more: <https://seoxpert.io/issues/best-practices/substantive-pages-with-no-external-citations>

LOW

Heading Density Too Low -- Sections Are Too Long

content

Priority: 16

Impact: low

Effort: medium

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

62 page(s) have more than 500 words per H2 section on average, making content hard to navigate.

WHY IT MATTERS

Long unbroken content sections reduce scannability and make it harder for search engines to identify sub-topics within the page. Sections longer than 400 words typically benefit from an additional heading.

HOW TO FIX

Break sections longer than 300-400 words with additional H2 or H3 subheadings. Use descriptive, keyword-relevant headings that represent each content cluster.

'Incremental quality improvement with compounding benefits.'

AFFECTED PAGES (20)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>
- <https://www.bevisible.app/privacy>
- <https://www.bevisible.app/terms>
- <https://www.bevisible.app/blog/website-seo-audit-service>
- <https://www.bevisible.app/blog/seo-website-audit-services>
- <https://www.bevisible.app/blog/301-redirect-seo>
- <https://www.bevisible.app/blog/freelance-seo>
- <https://www.bevisible.app/blog/pagination-seo>
- <https://www.bevisible.app/blog/site-architecture-seo>
- <https://www.bevisible.app/blog/on-site-seo>
- <https://www.bevisible.app/blog/seo-subdomains>
- <https://www.bevisible.app/blog/hyperlocal-seo>
- <https://www.bevisible.app/blog/best-ai-seo-tools>

- <https://www.bevisible.app/blog/local-seo-audit>
- <https://www.bevisible.app/blog/website-errors>
- <https://www.bevisible.app/blog/local-seo-solutions>
- <https://www.bevisible.app/blog/google-sites-examples>
- <https://www.bevisible.app/blog/local-seo-consultant>
- <https://www.bevisible.app/blog/website-copywriting-services>

content-structure

headings

user-experience

Learn more: <https://seoxpert.io/issues/on-page-seo/heading-density-too-low-sections-are-too-long>

LOW Pages with Many Images - Review Alt Text

assets

Priority: 14

Impact: medium

Effort: medium

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

2 page(s) have more than 5 images. Verify all images have appropriate alt text.

WHY IT MATTERS

Missing alt text hurts accessibility, image SEO, and can violate accessibility guidelines (WCAG).

HOW TO FIX

Add descriptive alt attributes to all meaningful images. Use empty alt="" for decorative images.

'Expected to reduce SEO risk and stabilize ranking signals.'

AFFECTED PAGES (2)

- <https://www.bevisible.app/>
- <https://www.bevisible.app/blog>

alt-text

accessibility

image-seo

Learn more: <https://seoxpert.io/issues/best-practices/images-missing-alt-text>

LOW Pages with Too Few Internal Links

linking

Priority: 12

Impact: low

Effort: low

Scope: multiple_pages

Confidence: medium

WHAT'S WRONG

1 page(s) have fewer than 3 internal links.

WHY IT MATTERS

Internal links help distribute PageRank and help users navigate to related content.

HOW TO FIX

Add relevant internal links to help users and search engines discover related content.

'Incremental quality improvement with compounding benefits.'

AFFECTED PAGES

· <https://www.bevisible.app/signin>

internal-links

link-equity

Learn more: <https://seoxpert.io/issues/crawl-links/too-few-internal-links>

Pages with issues

Top 40 URLs by per-page health. Full per-page data is available in the CSV export.

URL	HEALTH	ISSUES
https://www.bevisible.app/signin 4,495 words · 16 scripts · 2 stylesheets · 2 images · 1 internal links · 802ms	0	30
https://www.bevisible.app/ 21,124 words · 21 scripts · 2 stylesheets · 12 images · 5 internal links · 223ms	0	29
https://www.bevisible.app/blog/seo-website-audit-services 15,136 words · 19 scripts · 2 stylesheets · 3 images · 9 internal links · 1804ms	0	26
https://www.bevisible.app/blog 26,236 words · 18 scripts · 2 stylesheets · 60 images · 63 internal links · 650ms	0	25
https://www.bevisible.app/blog/website-seo-audit-service 14,308 words · 19 scripts · 2 stylesheets · 3 images · 12 internal links · 1579ms	0	25
https://www.bevisible.app/blog/301-redirect-seo 14,710 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 1568ms	0	25
https://www.bevisible.app/blog/hyperlocal-seo 14,950 words · 19 scripts · 2 stylesheets · 3 images · 11 internal links · 1870ms	0	25
https://www.bevisible.app/privacy 11,404 words · 18 scripts · 2 stylesheets · 2 images · 5 internal links · 1414ms	0	24
https://www.bevisible.app/terms 11,942 words · 18 scripts · 2 stylesheets · 2 images · 5 internal links · 541ms	0	24
https://www.bevisible.app/blog/freelance-seo 14,601 words · 19 scripts · 2 stylesheets · 3 images · 15 internal links · 946ms	0	24
https://www.bevisible.app/blog/best-ai-seo-tools 14,746 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 2058ms	0	24
https://www.bevisible.app/blog/local-seo-solutions 12,608 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 2086ms	0	24
https://www.bevisible.app/blog/pagination-seo 14,993 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 1805ms	0	23
https://www.bevisible.app/blog/google-sites-examples 14,337 words · 19 scripts · 2 stylesheets · 3 images · 9 internal links · 1634ms	0	23

https://www.bevisible.app/blog/site-architecture-seo 14,218 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 988ms	0	22
https://www.bevisible.app/blog/website-errors 15,578 words · 19 scripts · 2 stylesheets · 3 images · 9 internal links · 2379ms	0	22
https://www.bevisible.app/blog/local-seo-consultant 14,781 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 1581ms	0	22
https://www.bevisible.app/blog/local-seo-audit 14,542 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 1452ms	0	21
https://www.bevisible.app/blog/on-site-seo 15,427 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 2098ms	0	20
https://www.bevisible.app/blog/seo-subdomains 16,949 words · 19 scripts · 2 stylesheets · 3 images · 9 internal links · 1843ms	0	20
https://www.bevisible.app/blog/multi-location-seo 15,594 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 1735ms	41	4
https://www.bevisible.app/blog/website-optimization-services 14,500 words · 19 scripts · 2 stylesheets · 3 images · 11 internal links · 1739ms	44	8
https://www.bevisible.app/blog/ai-seo-services 15,576 words · 19 scripts · 2 stylesheets · 3 images · 13 internal links · 2262ms	47	4
https://www.bevisible.app/blog/raven-tools-seo 15,875 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 1755ms	47	4
https://www.bevisible.app/blog/best-local-seo-tools 15,680 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 299ms	52	4
https://www.bevisible.app/blog/local-seo-tools 15,324 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 337ms	55	3
https://www.bevisible.app/blog/subdomain-and-seo 16,341 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 2037ms	56	4
https://www.bevisible.app/blog/website-copywriting-services 13,475 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 776ms	58	10
https://www.bevisible.app/blog/seo-for-single-page-application 17,651 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 734ms	61	4
https://www.bevisible.app/blog/seo-single-page-application 15,361 words · 19 scripts · 2 stylesheets · 3 images · 5 internal links · 272ms	61	4
https://www.bevisible.app/blog/product-page-seo 15,440 words · 19 scripts · 2 stylesheets · 3 images · 7 internal links · 1817ms	65	3

https://www.bevisible.app/blog/on-page-seo-services 15,023 words · 19 scripts · 2 stylesheets · 3 images · 14 internal links · 2093ms	65	3
https://www.bevisible.app/blog/off-page-seo-service 15,541 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 1814ms	68	2
https://www.bevisible.app/blog/oklahoma-seo-services 13,398 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 1923ms	68	2
https://www.bevisible.app/blog/seo-services-orlando 14,231 words · 19 scripts · 2 stylesheets · 3 images · 9 internal links · 1048ms	70	3
https://www.bevisible.app/blog/ai-agent-directory-submission-playbook 10,186 words · 19 scripts · 2 stylesheets · 5 images · 5 internal links · 193ms	76	4
https://www.bevisible.app/blog/seo-website-migration 15,450 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 338ms	76	3
https://www.bevisible.app/blog/seo-services-phoenix 14,534 words · 19 scripts · 2 stylesheets · 3 images · 13 internal links · 335ms	79	3
https://www.bevisible.app/blog/one-page-website-seo 14,036 words · 19 scripts · 2 stylesheets · 3 images · 8 internal links · 622ms	79	2
https://www.bevisible.app/blog/best-seo-website 17,559 words · 19 scripts · 2 stylesheets · 3 images · 10 internal links · 360ms	79	2