

AUDITED URL

<https://make.com>**Needs Improvement****6**

Checks passed

6

Issues found

12

Total checks

PRIORITY ACTION ITEMS**1 Title Tag****Score: 40**

Title is too short (16 chars). Aim for 50–60 characters.

Your page title appears in search results and browser tabs. It should be 50–60 characters and include your primary keyword.

2 Meta Description**Score: 0**

Add a meta description. It should be 150–160 characters.

The meta description is the snippet shown in search results. Aim for 150–160 characters with a clear call to action.

3 Heading Structure (H1)**Score: 0**

Add one H1 tag. Every page should have exactly one H1 heading.

One H1 per page helps search engines understand your page's main topic. Multiple H1s dilute your SEO signal.

4 Canonical URL**Score: 0**

Add a canonical URL tag to prevent duplicate content issues.













Canonical tags prevent duplicate content issues by telling search engines which URL is the primary version.

5 Structured Data**Score: 0**

Add structured data (JSON-LD) to help search engines understand your content and enable rich results.

Schema markup (JSON-LD) enables rich results in Google — stars, FAQs, breadcrumbs — increasing click-through rates.

ALL CHECKS (12 TOTAL)

CHECK	RECOMMENDATION	SCORE
 HTTPS / SSL		100
 Mobile Friendly		100
 Title Tag Title is too short (16 chars). Aim for 50–60 characters.		40
 Meta Description Add a meta description. It should be 150–160 characters.		0
 Page Speed		100
 Heading Structure (H1) Add one H1 tag. Every page should have exactly one H1 heading.		0
 robots.txt		100
 XML Sitemap		100
 Canonical URL Add a canonical URL tag to prevent duplicate content issues.		0
 Structured Data Add structured data (JSON-LD) to help search engines understand your content and enable rich results.		0
 Image Alt Tags		100
 Open Graph Tags Add Open Graph tags (og:title, og:description, og:image) to improve how your page appears when shared on social media.		0