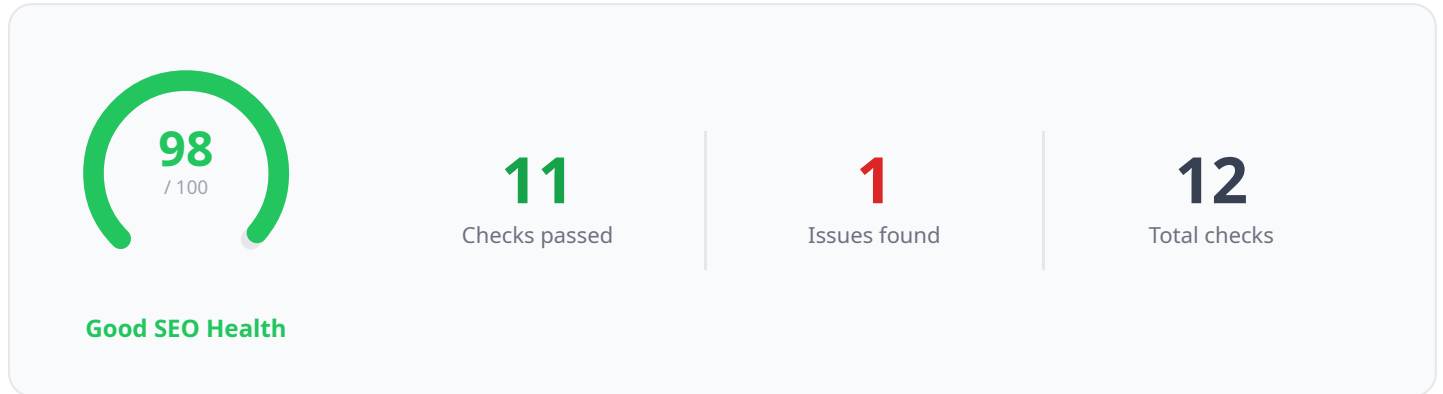


AUDITED URL

**https://hubspot.com**



## PRIORITY ACTION ITEMS

**1 Image Alt Tags** Score: 81

16 of 84 images are missing alt text. Add descriptive alt attributes.

Alt text describes images to search engines and improves accessibility. It also ranks in image search.

## ALL CHECKS (12 TOTAL)

CHECK	RECOMMENDATION	SCORE
✓ <b>HTTPS / SSL</b>		100
✓ <b>Mobile Friendly</b>		100
✓ <b>Title Tag</b>		100
✓ <b>Meta Description</b>		100
✓ <b>Page Speed</b>		100
✓ <b>Heading Structure (H1)</b>		100
✓ <b>robots.txt</b>		100
✓ <b>XML Sitemap</b>		100
✓ <b>Canonical URL</b>		100
✓ <b>Structured Data</b>		100
✗ <b>Image Alt Tags</b>		81

16 of 84 images are missing alt text. Add descriptive alt attributes.

CHECK

RECOMMENDATION

SCORE



Open Graph Tags

100