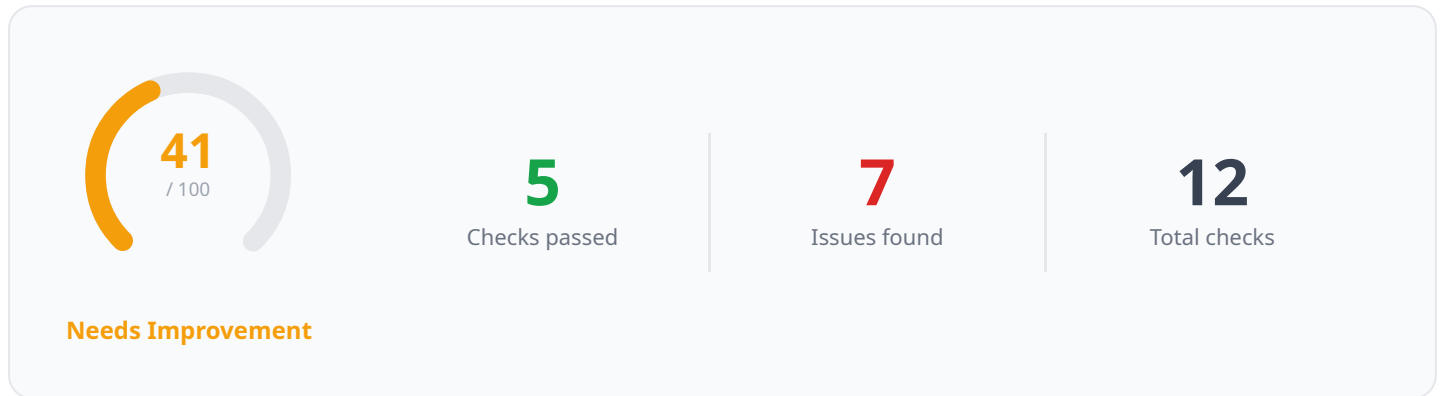


AUDITED URL

<https://coldwellbanker.com>
























PRIORITY ACTION ITEMS

- 1 Mobile Friendly** Score: 0
 Add a viewport meta tag: `<meta name="viewport" content="width=device-width, initial-scale=1">`
 Over 60% of searches happen on mobile. Google uses mobile-first indexing.
- 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 robots.txt** Score: 0
 Create a robots.txt file at the root of your domain to guide search engine crawlers.
 robots.txt controls which pages search engines can crawl. Missing or misconfigured robots.txt can block indexing.
- 4 XML Sitemap** Score: 0
 Create an XML sitemap and submit it to Google Search Console.
 An XML sitemap helps search engines discover all your pages, especially new or deep content.
- 5 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.

ALL CHECKS (12 TOTAL)

CHECK	RECOMMENDATION	SCORE
HTTPS / SSL		100

CHECK	RECOMMENDATION	SCORE
 Mobile Friendly Add a viewport meta tag: <meta name="viewport" content="width=device-width, initial-scale=1">		
 Title Tag		
 Meta Description Add a meta description. It should be 150–160 characters.		
 Page Speed		
 Heading Structure (H1)		
 robots.txt Create a robots.txt file at the root of your domain to guide search engine crawlers.		
 XML Sitemap Create an XML sitemap and submit it to Google Search Console.		
 Canonical URL Add a canonical URL tag to prevent duplicate content issues.		
 Structured Data Add structured data (JSON-LD) to help search engines understand your content and enable rich results.		
 Image Alt Tags		
 Open Graph Tags Add Open Graph tags (og:title, og:description, og:image) to improve how your page appears when shared on social media.		