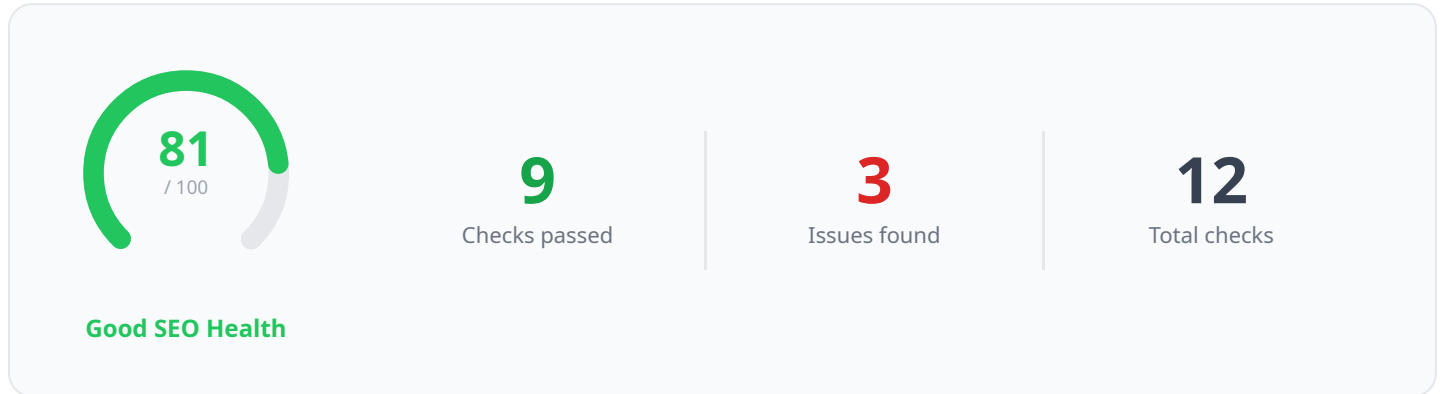


AUDITED URL

<https://activecampaign.com>



PRIORITY ACTION ITEMS

- 1 Meta Description** Score: 60

Meta description is too long (188 chars). Keep it under 160 characters.

The meta description is the snippet shown in search results. Aim for 150–160 characters with a clear call to action.
- 2 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.
- 3 Image Alt Tags** Score: 22

35 of 45 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>	Meta description is too long (188 chars). Keep it under 160 characters.	60
✓ <b>Page Speed</b>		100
✓ <b>Heading Structure (H1)</b>		100

CHECK	RECOMMENDATION	SCORE
 <b>robots.txt</b>		<b>100</b>
 <b>XML Sitemap</b> Create an XML sitemap and submit it to Google Search Console.		<b>0</b>
 <b>Canonical URL</b>		<b>100</b>
 <b>Structured Data</b>		<b>100</b>
 <b>Image Alt Tags</b> 35 of 45 images are missing alt text. Add descriptive alt attributes.		<b>22</b>
 <b>Open Graph Tags</b>		<b>100</b>