

AUDITED URL

<https://trello.com>**Needs Improvement****7**

Checks passed

**5**

Issues found

**12**

Total checks

**PRIORITY ACTION ITEMS****1 Meta Description****Score: 60**

Meta description is too long (194 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 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.

**3 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.

**4 Image Alt Tags****Score: 77**

3 of 13 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.

**5 Open Graph Tags****Score: 0**

Add Open Graph tags (og:title, og:description, og:image) to improve how your page appears when shared on social media.

Open Graph tags control how your page appears when shared on social media (LinkedIn, Twitter, Facebook).

**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><br>Meta description is too long (194 chars). Keep it under 160 characters.   |                | 60    |
|  <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><br>Add a canonical URL tag to prevent duplicate content issues.   |                | 0     |
|  <b>Structured Data</b><br>Add structured data (JSON-LD) to help search engines understand your content and enable rich results.                    |                | 0     |
|  <b>Image Alt Tags</b><br>3 of 13 images are missing alt text. Add descriptive alt attributes.  |                | 77    |
|  <b>Open Graph Tags</b><br>Add Open Graph tags (og:title, og:description, og:image) to improve how your page appears when shared on social media. |                | 0     |