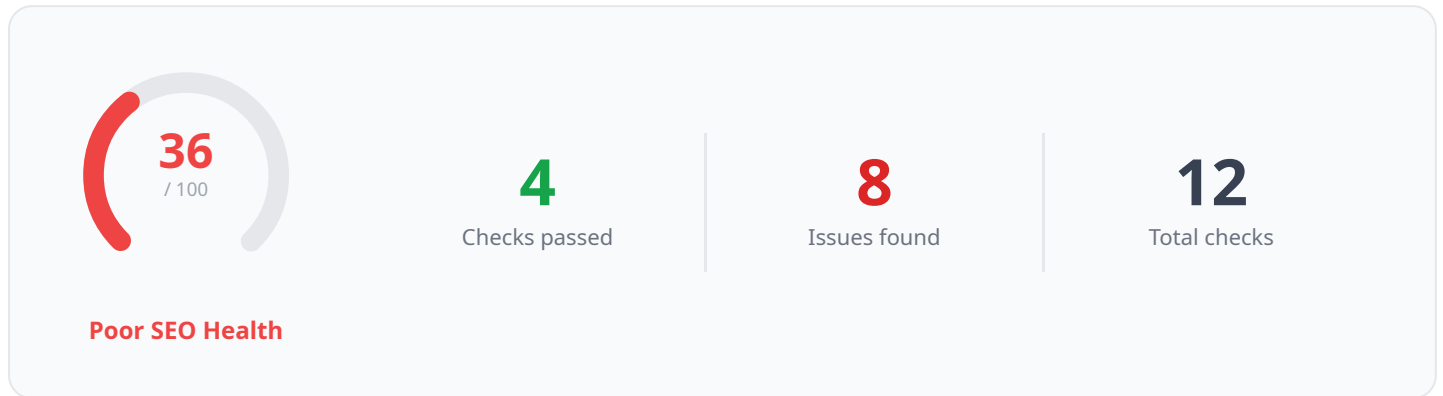


AUDITED URL

https://kw.com



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 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.
- 5 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.

ALL CHECKS (12 TOTAL)

CHECK	RECOMMENDATION	SCORE
HTTPS / SSL		100

CHECK	RECOMMENDATION	SCORE
 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 Create a robots.txt file at the root of your domain to guide search engine crawlers.		0
 XML Sitemap Create an XML sitemap and submit it to Google Search Console.		0
 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