

AUDITED URL

<https://bairdwarner.com>**Needs Improvement****6**

Checks passed

6

Issues found

12

Total checks

PRIORITY ACTION ITEMS**1 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.

2 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.

3 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.

4 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.

5 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.

ALL CHECKS (12 TOTAL)

CHECK	RECOMMENDATION	SCORE
 HTTPS / SSL		100
 Mobile Friendly		100
 Title Tag		100
 Meta Description Add a meta description. It should be 150–160 characters.		0
 Page Speed		80
 Heading Structure (H1)		100
 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