Truscaler

DETAILED

76

Health score / 100

0 vs previous (76)

PREPARED FOR

AI-Driven Marketing & Technology Agency

SEO REPORT

AI-Driven Marketing & Technology Agency

https://www.ntooitive.com/

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Period · October 2026
Prepared by Truscaler
Template · Detailed

Full report — every metric, every section.

HEALTH SCORE

76

of 100

!' 0 vs last audit

Executive summary

SEO Executive Summary – ntooitive.com

Your site health held at 76/100 with no change from the previous audit. Core technical foundations are solid—HTTPS is active, viewport is configured, and pages are indexable with proper canonical tags. Prioritize resolving the 16 open technical tasks, starting with the critical status code issue, to unlock improvements beyond your current baseline.

DATA BEHIND THIS SUMMARY

- Health score: 76 / 100 (0 vs last audit, was 76)
- Tasks: 0 done / 16 open / 16 total
- Top issue (critical): status — Returns 200.
- Other issues surfaced: 4 more (https, indexable, mobile_viewport, …)
- Detected tech stack: WordPress, GTM

Performance highlights

Audits completed this period	**2**
Tasks completed	**0 of 16**
Open issues from latest audit	**24**
Tech stack	**WordPress, GTM**

Issues by severity

CRITICAL · 4

status
Returns 200.

https
Page is served over HTTPS.

indexable
No 'noindex' directive — page is indexable.

mobile viewport
Viewport: width=device-width, initial-scale=1

HIGH · 5

canonical
Canonical points to https://www.ntooitive.com/.

title
Title is 55 chars.

h1
3 H1s — picks one focal topic, not many.

schema valid
1 block has errors.

eeat byline
No author byline. Anonymous content gets penalized on YMYL queries.

MEDIUM · 9

meta description
Meta description is 159 chars.

heading structure
13 H2s — good content structure.

word count
1882 words — substantial content.

image alts
195/196 images have alt text (99%).

internal links
285 internal links — distributes link equity.

schema present
1 JSON-LD block present.

eeat dates
Published + last-updated dates present.

eeat authoritative
No citations to authoritative sources detected.

mobile no interstitial
Modal / popup / cookie banner / GDPR overlay detected — Google penalizes intrusive interstitials on mobile.

LOW · 6

external citations
23 outbound links — well-cited.

og image
og:image set (https://www.ntooitive.com/wp-content/uploads/2022/12/Home-Agency-Service.webp).

twitter card
twitter:card = "summary_large_image".

anchor overopt
Exact-match anchor share is 0.0% — within safe range.

hsts
No HSTS header — browsers can't enforce HTTPS-only after first visit.

clickjacking
No X-Frame-Options + no CSP frame-ancestors — page can be iframed by anyone.

Work completed this period

No tasks marked complete in this period.

Recommendations · next period

HIGH PRIORITY

Install ShortPixel or Smush — convert images to WebP
Images are typically 60–80% of page weight on WordPress sites. WebP is 25–35% smaller than JPEG with no visible quality loss.

Write a meta description for /agency_services/public_relations/
Google often uses your meta description in search snippets. A good 120–155 character description noticeably improves click-through rate.

Add a clear <h1> heading to 2 pages
The H1 tells users and search engines what the page is about at a glance. Pages without H1s feel unstructured.

Write a meta description for /agency_services/public_relations/
Quick win from the latest audit — high impact, low effort. Fix these first to unlock the bigger work.

Add an H1 heading to /services-solutions/products/nable-workflow-management/
Quick win from the latest audit — high impact, low effort. Fix these first to unlock the bigger work.

Add an H1 heading to /services-solutions/products/n2hive-sales-automation/
Quick win from the latest audit — high impact, low effort. Fix these first to unlock the bigger work.

Trim the title on /news-press/ntooitives-ryan-christiansen-honored-in-vegas-incs-23rd-annual-40-under-40-awards/ to under 60 chars
Quick win from the latest audit — high impact, low effort. Fix these first to unlock the bigger work.

MEDIUM PRIORITY

Audit and remove unused plugins
Plugin bloat is the #1 reason WP sites are slow. 5 quality plugins beats 25 mediocre ones every time.

Configure permalinks: Settings !' Permalinks !' Post name
Clean URLs with the post slug help users and search engines understand what's on the page.

16 images lack width/height attributes — causes layout shift (CLS) hurting Core Web Vitals (affects 25 pages)
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Article-type page has no author byline or Person schema — Google's E-E-A-T uses author entity verification in 2026 (affects 24 pages)
Article-type page has no author byline or Person schema — Google's E-E-A-T uses author entity verification in 2026. Add author + Person JSON-LD.

[WordPress] xmlrpc (affects 25 pages)
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

Shorten the title on /news-press/ntooitives-ryan-christiansen-honored-in-vegas-incs-23rd-annual-40-under-40-awards/ to under 60 characters
Google truncates long titles in search results, often cutting off your most important words.

robots
robots.txt has no explicit policy for AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended, CCBot, etc.). Decide allow vs disallow — silence means default-allow for most, blocked for some.

Missing 4 security headers: HSTS, X-Content-Type-Options, Content-Security-Policy, X-Frame-Options
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