Truscaler

CMO — TRAFFIC + PIPELINE

51

Health score / 100

0 vs previous (51)

PREPARED FOR

Fargo Personal Injury Attorneys | Family Law, Business Law Moorhead

SEO REPORT

Fargo Personal Injury Attorneys | Family Law, Business Law Moorhead

https://conmylaw.com/
701-293-9911

Period · October 2026
Prepared by Truscaler
Template · CMO — traffic + pipeline
Traffic and pipeline view. What's converting, where to invest content next.

HEALTH SCORE

51

of 100

!’ 0 vs last audit

Executive summary

Fargo Personal Injury Attorneys – SEO Executive Summary

Your site health holds at 51/100 with no progress this period and zero tasks completed. Critical gaps remain: multiple pages lack meta descriptions and H1 tags, blocking search visibility. Immediately add missing meta descriptions and H1 tags across your top pages—these are foundational ranking factors your competitors likely have covered.

DATA BEHIND THIS SUMMARY

- Health score: 51 / 100 (0 vs last audit, was 51)
- Tasks: 0 done / 30 open / 30 total
- Top issue (high): missing_meta_description — Missing meta description.
- Other issues surfaced: 4 more (missing_meta_description, missing_h1, missing_meta_description, …)
- Detected tech stack: WordPress, Cloudflare, GTM

Performance over time

Since last snapshot (10/26/2026):

Health score	**51 !’ 51** **!’ 0 (0%)**

Performance highlights

Audits completed this period	**4**
Tasks completed	**0 of 30**
Open issues from latest audit	**253**
Tech stack	**WordPress, Cloudflare, GTM**

Issues by severity

HIGH · 50

missing meta description
Missing meta description.

missing meta description
Missing meta description.

missing h1
No <h1> heading on the page.

missing meta description
Missing meta description.

missing h1
No <h1> heading on the page.

missing meta description
Missing meta description.

missing h1
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missing meta description
Missing meta description.

missing h1
No <h1> heading on the page.

missing meta description
Missing meta description.

+ 25 more

MEDIUM · 53

long title
Title is 74 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 74 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 78 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 102 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 84 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 83 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 105 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 89 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 88 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 85 characters — Google may truncate beyond ~60.

wp xmlrpc exposed
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long title
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long title
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wp xmlrpc exposed
[WordPress] xmlrpc.php / pingback link exposed. xmlrpc is a common DDoS amplification vector and rarely needed in 2026.

long title
Title is 82 characters — Google may truncate beyond ~60.

+ 28 more

LOW · 150

heading order
The heading outline is broken — either the page doesn't open on an <h1>, or it skips a level (an <h1> straight to an <h4>). Screen readers navigate by this outline.

old image formats
9 images use legacy formats — convert to WebP/AVIF for ~30% smaller files.

missing twitter card
No <meta name='twitter:card'> — Twitter/X uses Open Graph as fallback but Twitter Cards give richer previews.

wp emoji bloat
[WordPress] WordPress emoji script is loaded. Most sites don't need it — costs a render-blocking request.

wp rest api advertised
[WordPress] REST API endpoint is advertised in <head>. Fine if your headless setup needs it; otherwise consider disabling — bots probe /wp-json/wp/v2/users to enumerate user logins.

wp heartbeat on frontend
[WordPress] admin-ajax.php is referenced on a front-end page. Heartbeat polls drain server CPU on busy sites.

heading order
The heading outline is broken — either the page doesn't open on an <h1>, or it skips a level (an <h1> straight to an <h4>). Screen readers navigate by this outline.

old image formats
7 images use legacy formats — convert to WebP/AVIF for ~30% smaller files.

missing twitter card
No <meta name='twitter:card'> — Twitter/X uses Open Graph as fallback but Twitter Cards give richer previews.

wp emoji bloat
[WordPress] WordPress emoji script is loaded. Most sites don't need it — costs a render-blocking request.

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wp heartbeat on frontend
[WordPress] admin-ajax.php is referenced on a front-end page. Heartbeat polls drain server CPU on busy sites.

heading order
The heading outline is broken — either the page doesn't open on an <h1>, or it skips a level (an <h1> straight to an <h4>). Screen readers navigate by this outline.

old image formats
6 images use legacy formats — convert to WebP/AVIF for ~30% smaller files.

missing twitter card
No <meta name='twitter:card'> — Twitter/X uses Open Graph as fallback but Twitter Cards give richer previews.

wp emoji bloat
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heading order
The heading outline is broken — either the page doesn't open on an <h1>, or it skips a level (an <h1> straight to an <h4>). Screen readers navigate by this outline.

no lazy loading
4 images don't use loading="lazy" — slows initial render.

missing twitter card
No <meta name='twitter:card'> — Twitter/X uses Open Graph as fallback but Twitter Cards give richer previews.

wp emoji bloat
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heading order
The heading outline is broken — either the page doesn't open on an <h1>, or it skips a level (an <h1> straight to an <h4>). Screen readers navigate by this outline.

+ 125 more

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 25 pages
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 22 pages
The H1 tells users and search engines what the page is about at a glance. Pages without H1s feel unstructured.

2 insecure HTTP resources loaded on an HTTPS page — browsers block these
2 insecure HTTP resources loaded on an HTTPS page — browsers block these.

Link to https://conmylaw (affects 6 pages)
Link to https://conmylaw.com/practice-area/personal-injury-wrongful-death/ returned HTTP 404.

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

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

Add an H1 heading to /team/
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.

Shorten the title on 25 pages to under 60 characters
Google truncates long titles in search results, often cutting off your most important words.

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

Article-type page has no author byline or Person schema — Google's E-E-A-T uses author entity verification in 2026
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.

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

Long title — 25 pages
Title is 74 characters — Google may truncate beyond ~60.

Add missing meta description — 25 pages
Missing meta description.