

76

Health score / 100

0 vs previous (76)

PREPARED FOR

**AI-Driven Marketing & Technology
Agency**

AI-Driven Marketing & Technology Agency

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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 Health: Held at 76/100****

Your site maintains baseline health, but zero tasks completed this period signals stalled progress. Critical issues persist: HTTP/HTTPS mixed content, viewport configuration gaps, and canonical tag inconsistencies require immediate remediation.

Prioritize resolving the four critical technical errors—particularly HTTPS enforcement and viewport settings—before pursuing content or link-building initiatives. These foundational fixes unblock crawlability and mobile indexing.

DATA BEHIND THIS SUMMARY

- Health score: 76 / 100 (0 vs last audit, was 76)
- Tasks: 0 done / 21 open / 21 total
- Top issue (critical): status — Returns 200.
- Other issues surfaced: 4 more (https, indexable, mobile_viewport, ...)
- Detected tech stack: WordPress, GTM

Performance over time

Since last snapshot (10/27/2026):

Health score

76 !' 76
!' 0 (0%)

Performance highlights

Audits completed this period	2
Tasks completed	0 of 21
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/

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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)

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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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