

51

Health score / 100

0 vs previous (51)

PREPARED FOR

**Fargo Personal Injury Attorneys | Family
Law, Business Law Moorhead**

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<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

****SEO Executive Summary – Fargo Personal Injury Attorneys****

Your health score held at 51/100 with zero tasks completed this period. Critical gaps remain: multiple pages lack meta descriptions and H1 tags, blocking search visibility for your practice areas. Immediately add missing meta descriptions and H1 tags across high-priority pages—these are quick wins that directly impact rankings for personal injury and family law searches.

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 (10/27/2026):

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

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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

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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 78 characters — Google may truncate beyond ~60.

wp xmlrpc exposed

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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.

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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 105 characters — Google may truncate beyond ~60.

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long title

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+ 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

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

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no lazy loading

4 images don't use loading="lazy" — slows initial render.

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+ 125 more

Found by the tools

Checks that run on their own between audits, and that look at things a single crawl does not.

LOW 1 security header missing

found by security

HIGH robots.txt could not be fetched

found by robots

HIGH Declared sitemap does not load: <https://conmylaw.com/sitemap.xml>

found by robots

MEDIUM The URL ends at 429

found by headers

HIGH Injected code in the page — 1 indicator

found by wp-hack-scan

MEDIUM 1 structured-data block has errors

found by schema-validate

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

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Link to [https://conmylaw](https://conmylaw.com/practice-area/personal-injury-wrongful-death/) (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)

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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

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

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Add missing meta description — 25 pages

Missing meta description.

