Full SEO Audit Report

150sites.co.uk

Completed: 1 September 2026, 15:07
Scanner: 1.1.1
Pages crawled: 5

SEO Health Summary

SEO Health Score: 85/100 (Good)

Total findings: 13

Category Scores

Technical: 100/100
On Page: 58/100
Content: 100/100
Media: 98/100
Internal Links: 83/100
Structured Data: 100/100
Performance: 75/100
Accessibility: 73/100
Security: 85/100
Social: 100/100

Findings

1. Page is missing an H1

Severity: HIGH | Category: On Page | Priority: 87/100 | Confidence: 100%

2 matching findings were grouped across 2 affected URL(s).

Why it matters

A clear primary heading helps users and search engines understand the page topic.

Recommended fix

Add one descriptive primary H1 that accurately represents the main content.

Affected URLs

- https://150sites.co.uk/about/
- https://150sites.co.uk/blog/

2. Broken internal link detected

Severity: HIGH | Category: Internal Links | Priority: 82/100 | Confidence: 100%

Internal URL returned 404.

Why it matters

Broken internal links interrupt users and waste crawl paths.

Recommended fix

Update the source link to the correct live destination, restore the missing page, or add an appropriate redirect.

Affected URLs

- https://150sites.co.uk/custom-sites/

3. Duplicate meta descriptions detected

Severity: MEDIUM | Category: On Page | Priority: 65/100 | Confidence: 100%

The same meta description is used on 4 crawled pages.

Why it matters

Repeated descriptions miss the opportunity to present each page distinctly in search results.

Recommended fix

Write unique descriptions for important indexable pages based on their individual content and intent.

Affected URLs

- https://150sites.co.uk/our-process/
- https://150sites.co.uk/portfolio/
- https://150sites.co.uk/about/
- https://150sites.co.uk/blog/

4. Form controls may lack accessible labels

Severity: MEDIUM | Category: Accessibility | Priority: 60/100 | Confidence: 88%

5 matching findings were grouped across 5 affected URL(s).

Why it matters

Unlabelled form controls can be difficult for screen-reader and keyboard users to understand.

Recommended fix

Associate a visible label or appropriate ARIA labelling with each affected form control.

Affected URLs

- https://150sites.co.uk
- https://150sites.co.uk/our-process/
- https://150sites.co.uk/portfolio/
- https://150sites.co.uk/about/
- https://150sites.co.uk/blog/

5. Server response is slow

Severity: MEDIUM | Category: Performance | Priority: 56/100 | Confidence: 82%

5 matching findings were grouped across 5 affected URL(s).

Why it matters

A slow initial response increases the time before the browser can begin rendering the page.

Recommended fix

Review server-side processing and caching, then confirm with repeat and real-user performance measurements.

Affected URLs

- https://150sites.co.uk
- https://150sites.co.uk/our-process/
- https://150sites.co.uk/portfolio/
- https://150sites.co.uk/about/
- https://150sites.co.uk/blog/

6. Page title may be too short

Severity: MEDIUM | Category: On Page | Priority: 54/100 | Confidence: 88%

3 matching findings were grouped across 3 affected URL(s).

Why it matters

Very short titles can miss useful descriptive context and search intent.

Recommended fix

Review whether the title can naturally describe the page more clearly without padding it with keywords.

Affected URLs

- https://150sites.co.uk/our-process/
- https://150sites.co.uk/portfolio/
- https://150sites.co.uk/about/

7. Empty heading elements detected

Severity: LOW | Category: On Page | Priority: 35/100 | Confidence: 100%

5 matching findings were grouped across 5 affected URL(s).

Why it matters

Empty headings add meaningless structure for assistive technology and page parsers.

Recommended fix

Remove unused heading elements or give them meaningful text where a heading is genuinely required.

Affected URLs

- https://150sites.co.uk
- https://150sites.co.uk/our-process/
- https://150sites.co.uk/portfolio/
- https://150sites.co.uk/about/
- https://150sites.co.uk/blog/

8. Recommended security headers are missing

Severity: LOW | Category: Security | Priority: 35/100 | Confidence: 100%

5 matching findings were grouped across 5 affected URL(s).

Why it matters

Security headers can reduce exposure to several browser-based attacks and unsafe behaviours.

Recommended fix

Review the missing headers at server/CDN level and deploy appropriate values after compatibility testing.

Affected URLs

- https://150sites.co.uk
- https://150sites.co.uk/our-process/
- https://150sites.co.uk/portfolio/
- https://150sites.co.uk/about/
- https://150sites.co.uk/blog/

9. Heading hierarchy skips levels

Severity: LOW | Category: Accessibility | Priority: 25/100 | Confidence: 90%

Heading hierarchy skips levels.

Why it matters

A logical heading structure improves readability and accessibility.

Recommended fix

Review the heading sequence so sections progress through sensible heading levels.

Affected URLs

- https://150sites.co.uk/blog/

10. Generic link anchor text detected

Severity: LOW | Category: Internal Links | Priority: 24/100 | Confidence: 80%

2 matching findings were grouped across 2 affected URL(s).

Why it matters

Descriptive anchor text gives users and search engines more context about the destination.

Recommended fix

Replace generic phrases such as 'learn more' where a concise descriptive link would be more useful.

Affected URLs

- https://150sites.co.uk/our-process/
- https://150sites.co.uk/blog/

11. Duplicate H1 markup detected

Severity: LOW | Category: On Page | Priority: 23/100 | Confidence: 72%

3 matching findings were grouped across 3 affected URL(s).

Why it matters

Page builders can duplicate the same heading for different breakpoints; this is often harmless but worth reviewing.

Recommended fix

Confirm whether the duplicates are responsive copies. If possible, keep one semantic H1 and style it responsively.

Affected URLs

- https://150sites.co.uk
- https://150sites.co.uk/our-process/
- https://150sites.co.uk/portfolio/

12. Links may have no accessible text

Severity: LOW | Category: Accessibility | Priority: 23/100 | Confidence: 82%

11 link(s) have no visible text.

Why it matters

Links without a usable name can be unclear to assistive technology and users.

Recommended fix

Give affected links meaningful visible text, image alt text or an appropriate accessible name.

Affected URLs

- https://150sites.co.uk/portfolio/

13. Images have empty alt text

Severity: LOW | Category: Media | Priority: 22/100 | Confidence: 68%

4 matching findings were grouped across 4 affected URL(s).

Why it matters

Empty alt text is correct for decorative images but should be reviewed on meaningful images.

Recommended fix

Confirm each empty alt is decorative; add concise descriptive alt text where the image conveys information.

Affected URLs

- https://150sites.co.uk
- https://150sites.co.uk/our-process/
- https://150sites.co.uk/portfolio/
- https://150sites.co.uk/about/