SEO Audit Report

https://www.google.com/

Generated 24 Nov 2026, 08:11 · 30 pages crawled

69	38	86	97
Overall	On-page SEO	Technical SEO	Performance

3 critical 7 warnings 5 notices HTTPS: **Yes** · robots.txt: **Yes** · Sitemap: **Yes**

On-page SEO — 38/100

CRITICAL **Missing H1 heading** — 20 page(s)

Add one H1 heading that states the main topic of the page.

https://www.google.com/
https://www.google.com/imghp?hl=en&ogbl
https://www.google.com/advanced_search?hl=en-IN&authuser=0
https://www.google.com/preferences?hl=hi
https://www.google.com/preferences?hl=bn
https://www.google.com/preferences?hl=te
https://www.google.com/preferences?hl=mr
https://www.google.com/preferences?hl=ta
https://www.google.com/preferences?hl=gu
https://www.google.com/preferences?hl=kn
... and 10 more

CRITICAL **Missing mobile viewport meta tag** — 9 page(s)

Add <meta name="viewport" content="width=device-width, initial-scale=1"> for mobile-friendly rendering.

https://www.google.com/
https://www.google.com/imghp?hl=en&ogbl
https://www.google.com/advanced_search?hl=en-IN&authuser=0
https://www.google.com/intl/en/policies/privacy/
https://www.google.com/intl/en/policies/terms/
https://www.google.com/advanced_image_search?hl=en-IN&authuser=0
https://www.google.com/webhp?tab=ww
https://www.google.com/webhp?hl=en&tab=ii
https://www.google.com/?sca_esv=58f2882cb396960c&hl=hi&output=search&ie=UTF-8

CRITICAL **Missing <title> tag** — 2 page(s)

Add a unique, descriptive <title> to every page; it is the headline shown in search results.

https://www.google.com/intl/en/policies/privacy/
https://www.google.com/intl/en/policies/terms/

WARNING **Missing meta description** — 29 page(s)

Add a meta description summarising the page; search engines often use it as the result snippet.

https://www.google.com/
https://www.google.com/advanced_search?hl=en-IN&authuser=0
https://www.google.com/preferences?hl=hi
https://www.google.com/preferences?hl=bn
https://www.google.com/preferences?hl=te
https://www.google.com/preferences?hl=mr
https://www.google.com/preferences?hl=ta
https://www.google.com/preferences?hl=gu
https://www.google.com/preferences?hl=kn
https://www.google.com/preferences?hl=ml
... and 19 more

WARNING **Title length outside 30–60 characters** — 24 page(s)

Keep titles between 30 and 60 characters so they are descriptive but not truncated in results.

https://www.google.com/ (6 characters)
https://www.google.com/imghp?hl=en&ogbl (13 characters)
https://www.google.com/advanced_search?hl=en-IN&authuser=0 (22 characters)
https://www.google.com/preferences?hl=hi (10 characters)
https://www.google.com/preferences?hl=bn (12 characters)
https://www.google.com/preferences?hl=te (18 characters)
https://www.google.com/preferences?hl=mr (12 characters)
https://www.google.com/preferences?hl=ta (16 characters)
https://www.google.com/preferences?hl=gu (12 characters)
https://www.google.com/preferences?hl=kn (20 characters)
... and 14 more

WARNING **Thin content (low word count)** — 17 page(s)

Expand the page with useful, original content (300+ words is a common baseline).

https://www.google.com/ (24 words)
https://www.google.com/imghp?hl=en&ogbl (11 words)
https://www.google.com/intl/en/policies/privacy/ (5 words)
https://www.google.com/intl/en/policies/terms/ (5 words)
https://www.google.com/webhp?tab=ww (24 words)
https://www.google.com/safesearch?hl=hi&prev=https://www.google.com/preferences?hl%3Dhi (79 words)
https://www.google.com/safesearch?hl=bn-IN&prev=https://www.google.com/preferences?hl%3Dbn (55 words)
https://www.google.com/safesearch?hl=te&prev=https://www.google.com/preferences?hl%3Dte (56 words)
https://www.google.com/safesearch?hl=mr&prev=https://www.google.com/preferences?hl%3Dmr (55 words)
https://www.google.com/safesearch?hl=ta&prev=https://www.google.com/preferences?hl%3Dta (43 words)
... and 7 more

WARNING **Duplicate page titles** — 6 page(s)

Give each page its own title that describes that page's specific content.

https://www.google.com/ ("google" used on 4 pages)
https://www.google.com/webhp?tab=ww ("google" used on 4 pages)
https://www.google.com/webhp?hl=en&tab=ii ("google" used on 4 pages)
https://www.google.com/?sca_esv=58f2882cb396960c&hl=hi&output=search&ie=UTF-8 ("google" used on 4 pages)
https://www.google.com/preferences?hl=hi ("□□□ □□□□□□ " used on 2 pages)
https://www.google.com/preferences?hl=hi&sa=X&ved=2ahUKEwigxNzE94uYAxWCi-EIHdndKMQQ0o8LegQIABAE ("□□□ □□□□□□ " used on 2 pages)

INFO **No canonical URL** — 30 page(s)

Add <link rel="canonical"> pointing to the preferred URL to avoid duplicate-content issues.

https://www.google.com/
https://www.google.com/imghp?hl=en&ogbl
https://www.google.com/advanced_search?hl=en-IN&authuser=0
https://www.google.com/preferences?hl=hi
https://www.google.com/preferences?hl=bn
https://www.google.com/preferences?hl=te
https://www.google.com/preferences?hl=mr
https://www.google.com/preferences?hl=ta
https://www.google.com/preferences?hl=gu
https://www.google.com/preferences?hl=kn
... and 20 more

INFO **Missing Open Graph tags** — 30 page(s)

Add og:title, og:description and og:image so links look good when shared on social media.

https://www.google.com/
https://www.google.com/imghp?hl=en&ogbl
https://www.google.com/advanced_search?hl=en-IN&authuser=0
https://www.google.com/preferences?hl=hi
https://www.google.com/preferences?hl=bn
https://www.google.com/preferences?hl=te
https://www.google.com/preferences?hl=mr
https://www.google.com/preferences?hl=ta
https://www.google.com/preferences?hl=gu
https://www.google.com/preferences?hl=kn
... and 20 more

INFO **Missing <html lang> attribute** — 2 page(s)

Declare the page language, e.g. <html lang="en"> or <html lang="bn">.

https://www.google.com/intl/en/policies/privacy/
https://www.google.com/intl/en/policies/terms/

INFO **Meta description length outside 70–160 characters** — 1 page(s)

Aim for 70–160 characters so the snippet is informative and not cut off.

https://www.google.com/imghp?hl=en&ogbl (62 characters)

Technical SEO — 86/100

WARNING **Broken external links** — 8 page(s)

Replace or remove outbound links that no longer work.

https://www.google.com/advanced_search?hl=en-IN&authuser=0 (3 broken link(s))
https://www.google.com/advanced_image_search?hl=en-IN&authuser=0 (3 broken link(s))
https://www.google.com/preferences?hl=hi (2 broken link(s))
https://www.google.com/preferences?hl=hi&sa=X&ved=2ahUKEwigxNzE94uYAxWCi-EIHdndKMQQ0o8LegQIABAE (2 broken link(s))
https://www.google.com/preferences?hl=bn (2 broken link(s))
https://www.google.com/preferences?hl=te (2 broken link(s))
https://www.google.com/preferences?hl=mr (2 broken link(s))
https://www.google.com/preferences?hl=ta (1 broken link(s))

WARNING **HTTP does not redirect to HTTPS** — site-wide

Add a permanent (301) redirect from http:// to https://.

INFO **No structured data (JSON-LD)** — 25 page(s)

Add schema.org JSON-LD (Organization, Article, Product, BreadcrumbList...) to qualify for rich results.

https://www.google.com/advanced_search?hl=en-IN&authuser=0
https://www.google.com/preferences?hl=hi
https://www.google.com/preferences?hl=bn
https://www.google.com/preferences?hl=te
https://www.google.com/preferences?hl=mr
https://www.google.com/preferences?hl=ta
https://www.google.com/preferences?hl=gu
https://www.google.com/preferences?hl=kn
https://www.google.com/preferences?hl=ml
https://www.google.com/preferences?hl=pa
... and 15 more

Performance — 97/100

WARNING **HTML not compressed (gzip/brotli)** — 2 page(s)

Enable gzip or brotli compression on your web server.

https://www.google.com/intl/en/policies/privacy/
https://www.google.com/intl/en/policies/terms/

Crawled pages

URL	Status	Time	Size	Words	Issues
https://www.google.com/	200	539 ms	86.5 KB	24	8
https://www.google.com/imghp?hl=en&ogbl	200	175 ms	83.0 KB	11	7
https://www.google.com/advanced_search?hl=en-IN&authuser=0	200	479 ms	284.4 KB	424	8
https://www.google.com/preferences?hl=hi	200	110 ms	46.4 KB	665	8
https://www.google.com/preferences?hl=bn	200	108 ms	47.3 KB	604	7
https://www.google.com/preferences?hl=te	200	405 ms	48.1 KB	593	7
https://www.google.com/preferences?hl=mr	200	108 ms	29.7 KB	576	7
https://www.google.com/preferences?hl=ta	200	152 ms	50.5 KB	573	7
https://www.google.com/preferences?hl=gu	200	106 ms	45.9 KB	618	6
https://www.google.com/preferences?hl=kn	200	101 ms	48.4 KB	582	6

URL	Status	Time	Size	Words	Issues
https://www.google.com/preferences?hl=ml	200	110 ms	48.0 KB	558	6
https://www.google.com/preferences?hl=pa	200	107 ms	44.0 KB	634	6
https://www.google.com/intl/en/policies/privacy/	200	69 ms	1.3 KB	5	10
https://www.google.com/intl/en/policies/terms/	200	75 ms	1.3 KB	5	10
https://www.google.com/advanced_image_search?hl=en-IN&authuser=0	200	196 ms	283.1 KB	398	8
https://www.google.com/webhp?tab=ww	200	109 ms	86.5 KB	24	8
https://www.google.com/preferences?hl=en-IN	200	107 ms	24.0 KB	545	6
https://www.google.com/safesearch?hl=hi&prev=https://www.google.com/preferences?hl%3Dhi	200	107 ms	6.5 KB	79	5
https://www.google.com/safesearch?hl=bn-IN&prev=https://www.google.com/preferences?hl%3Dbn	200	101 ms	6.4 KB	55	6
https://www.google.com/safesearch?hl=te&prev=https://www.google.com/preferences?hl%3Dte	200	408 ms	6.9 KB	56	6
https://www.google.com/safesearch?hl=mr&prev=https://www.google.com/preferences?hl%3Dmr	200	102 ms	4.9 KB	55	6
https://www.google.com/safesearch?hl=ta&prev=https://www.google.com/preferences?hl%3Dta	200	115 ms	7.3 KB	43	5
https://www.google.com/safesearch?hl=gu&prev=https://www.google.com/preferences?hl%3Dgu	200	120 ms	6.2 KB	63	6
https://www.google.com/safesearch?hl=kn&prev=https://www.google.com/preferences?hl%3Dkn	200	98 ms	6.9 KB	51	5
https://www.google.com/safesearch?hl=ml&prev=https://www.google.com/preferences?hl%3Dml	200	101 ms	7.4 KB	39	5
https://www.google.com/safesearch?hl=pa&prev=https://www.google.com/preferences?hl%3Dpa	200	91 ms	6.0 KB	65	6
https://www.google.com/webhp?hl=en&tab=ii	200	111 ms	86.5 KB	24	8
https://www.google.com/safesearch?hl=en-IN&prev=https://www.google.com/preferences?hl%3Den-IN	200	99 ms	4.1 KB	44	6
https://www.google.com/?sca_esv=58f2882cb396960c&hl=hi&output=search&ie=UTF-8	200	181 ms	88.3 KB	31	8
https://www.google.com/preferences?hl=hi&sa=X&ved=2ahUKEwigxNzE94uYAxWCi-EIHdndKMQQ0o8LegQIABAE	200	100 ms	46.4 KB	665	8