

## SEO Audit Report

# dexoradigital.com

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# 66

Overall SEO  
Score

Technical

80

On-Page

63

Performance

60

CRO

21

## Highest Priority Issues

MODULE	ISSUE	SEVERITY	IMPACT	EFFORT
Performance / CWV	Largest Contentful Paint is 5656ms	critical	9/10	6/10
On-Page & Content	Weak or missing meta descriptions on 1 page	warning	8/10	4/10
Performance / CWV	Slow server responses on 1 page	warning	8/10	6/10
CRO Analysis	Weak primary CTA signals on 40 pages	critical	8/10	3/10
On-Page & Content	Thin-content pages detected (1)	warning	7/10	6/10
Performance / CWV	Interaction responsiveness is slow at 3050ms	critical	7/10	6/10
CRO Analysis	Above-the-fold CTA visibility is weak on 40 pages	warning	7/10	3/10
CRO Analysis	High-friction forms detected on 40 pages	warning	7/10	4/10

## Technical SEO

80/100

Grade B

**WARNING** robots.txt is missing

Search engines expect a robots.txt file for crawl directives and sitemap discovery.

**Fix:** Add a robots.txt file at the site root with your crawl rules and sitemap declarations.

**WARNING** Near-duplicate body content detected on 39 URLs

Pages with highly similar copy can dilute topical focus and create unnecessary index competition.

**Fix:** Differentiate overlapping pages with unique copy, intent-specific sections, and stronger canonical or consolidation decisions.

**OPPORTUNITY** Low-discovery pages detected (39)

Some crawled pages expose no additional internal links, which often points to shallow linking or weak crawl paths.

**Fix:** Strengthen internal linking from navigation, hubs, and related-content sections so important pages are reachable through multiple crawl paths.

## On-Page & Content

Grade C

63/100

**WARNING** Weak or missing meta descriptions on 1 page

Pages with missing or very short meta descriptions may lose click-through rate because search engines have to guess the snippet.

**Fix:** Write unique descriptions around 140-160 characters that match the page intent and include a clear value proposition.

**WARNING** Title length problems on 27 pages

Titles that are too short or too long are more likely to underperform in rankings and click-through rate.

**Fix:** Keep important page titles concise, specific, and generally within the 30-65 character range.

**WARNING** Multiple H1 tags found on 1 page

Pages with more than one H1 often have muddy heading structure and weaker topical focus.

**Fix:** Use one primary H1 per page and move supporting headings to H2/H3 levels.

**WARNING** Heading hierarchy issues on 30 pages

Skipped heading levels or inconsistent structure make content harder for search engines and assistive technologies to interpret.

**Fix:** Maintain a logical H1-H2-H3 sequence and avoid skipping heading levels in reusable content blocks.

**WARNING** Thin-content pages detected (1)

Pages with very little unique body copy usually struggle to rank and convert.

**Fix:** Expand thin pages with useful, intent-matched content, FAQs, proof points, and stronger internal links.

**OPPORTUNITY** Images missing alt text on 40 pages

Missing alt text weakens accessibility and reduces image-search context.

**Fix:** Add concise descriptive alt text to informative images and keep decorative images empty-alt.

## Performance / CWV

Grade C

60/100

**WARNING** Slow server responses on 1 page

Measured fetch times suggest that users and bots wait too long before getting HTML back.

**Fix:** Improve backend response times with caching, edge delivery, lighter page generation, and faster upstream services.

**CRITICAL** Largest Contentful Paint is 5656ms

The main visible content is loading slower than Google recommends for a good user experience.

**Fix:** Optimize the hero element, preload critical assets, compress large media, and reduce server and client-side blocking work.

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**CRITICAL** Interaction responsiveness is slow at 3050ms

Interaction latency suggests the page is doing too much work on the main thread during user input.

**Fix:** Reduce long tasks, defer non-critical JavaScript, and simplify interactive UI work on the first screen.

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**OPPORTUNITY** Image-loading opportunities on 5 pages

Pages with many non-lazy images or heavy media tend to ship more bytes and delay rendering.

**Fix:** Use responsive image sizes, lazy-load below-the-fold media, and adopt modern formats like WebP or AVIF where practical.

## CRO Analysis

Grade F

21/100

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**CRITICAL** Weak primary CTA signals on 40 pages

Key pages do not expose an obvious action for the visitor, which can suppress lead generation.

**Fix:** Add a clear primary CTA near the top of high-intent pages and keep the action language consistent across templates.

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**WARNING** Above-the-fold CTA visibility is weak on 40 pages

Visitors should encounter an obvious next step without heavy scrolling on high-intent pages.

**Fix:** Place a clear, prominent CTA in the first viewport on core service, pricing, and landing pages.

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**WARNING** High-friction forms detected on 40 pages

Long forms usually convert worse unless every field is clearly justified.

**Fix:** Reduce form fields to the minimum needed for qualification and push the rest into follow-up steps.

## Local SEO

Grade A

92/100

No issues detected in this module.

## AI SEO / E-E-A-T

Grade B

80/100

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**WARNING** Brand/entity reinforcement is weak on 40 pages

Important pages should reinforce the brand and topic entity more clearly in titles and summaries.

**Fix:** Improve entity clarity by aligning titles, descriptions, organization schema, and brand language across templates.

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**OPPORTUNITY** Topical clusters are shallow in 40 sections

A broader supporting content structure helps demonstrate authority around important commercial topics.

**Fix:** Build supporting articles, FAQs, and related pages around core service or product clusters to increase topical depth.

## Schema Markup

Grade A

100/100

**OPPORTUNITY****Review or AggregateRating schema is missing where trust content exists**

Pages appear to contain review or testimonial signals but do not expose structured review data.

**Fix:** Where eligible and policy-compliant, add Review or AggregateRating schema to pages with genuine review content.