On-Page SEO Audit Report

https://www.consultcraftinc.com

July 31, 2026



Overall SEO Health Score — Good

90-100 Excellent 70-89 Good 50-69 Needs Work Below 50 Poor

Prepared by MarkedSEO

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Executive Summary

This audit found 2 issues, with 12 of 14 checks passing, for an overall SEO health score of 86/100 (good). That breaks down to 0 critical issues, 1 warning, and 1 minor issue.

Strategic Take

This reads as a business site built primarily to help prospective customers learn about the company. The technical fundamentals are solid overall, with a handful of gaps worth closing. The most urgent finding — 2 of 7 images (28.6%) are missing alt text — in plain terms means reduced visibility in image search, plus a worse experience for visitors using screen readers. The good news is this particular fix is quick, so it's worth resolving before anything else on the list.

Summary

N/A
PageSpeed Score
Performance scores can vary slightly between runs due to live network conditions.

12/14
Checks Passed

2
Total Issues Found
0 critical · 1 warning · 1 minor

Technical SEO Checklist

- ■ HTTPS Enabled
- ■ Title Tag
- ■ Meta Description
- ■ Canonical Tag
- ■ Meta Robots (Indexable)
- ■ Heading Structure
- ■ Image Alt Text
- ■ No Broken Links
- ■ Structured Data
- ■ Social Preview Tags
- ■ Mobile Viewport
- ■ Favicon
- ■ Content Length
- ■ Readability

Recommended Action Plan

Quick Wins (2)

Low effort — can typically be fixed today with a content or tag edit.

[Images] 2 of 7 images (28.6%) are missing alt text.

Fix: Go through each image on the page — most CMS media libraries have an 'alt text' or 'alternative text' field per image. (see Detailed Findings below for the full steps)

[Meta Description] Meta description is long (325 chars) and may be truncated; aim for 120-160 characters.

Fix: Open the meta description field in your CMS's SEO settings. (see Detailed Findings below for the full steps)

Detailed Findings (2)

Warnings (1)

[Images] 2 of 7 images (28.6%) are missing alt text.

Why it matters: Alt text describes images to search engines and to users relying on screen readers. Missing alt text is a lost opportunity for image search visibility and an accessibility gap.

How to fix:

1. Go through each image on the page — most CMS media libraries have an 'alt text' or 'alternative text' field per image.
2. For each meaningful image, write a short, specific description of what it shows, as if describing it to someone who can't see it.
3. Avoid generic text like 'image' or 'photo123'; be specific (e.g. 'Woman using a laptop at a coffee shop table').
4. For purely decorative images (dividers, spacers, background flourishes) that add no information, leave the alt text empty rather than skipping it, so screen readers know to skip them too.
5. Save and re-check the page to confirm alt text now appears for each image.

```
<!-- Good: descriptive alt text -->
<img src="team-photo.jpg" alt="Our five-person support team at the Austin office">

<!-- Decorative image: empty alt -->
<img src="divider-line.png" alt="">
```

Minor Issues (1)

[Meta Description] Meta description is long (325 chars) and may be truncated; aim for 120-160 characters.

Why it matters: Descriptions longer than about 160 characters are typically truncated in search results, which can cut off your call to action or key details.

How to fix:

1. Open the meta description field in your CMS's SEO settings.
2. Trim it to 160 characters or fewer while keeping the most persuasive information near the start.
3. Move any call-to-action ('Try it free', 'Learn more') earlier in the sentence so it isn't cut off.

Additional Page Details

Fetch status	200
HTTPS	Yes
Word count	582
Readability	Difficult (Flesch 45.4)
Title	ConsultCraft Inc. | Software for Work Off the Screen
Meta description	ConsultCraft Inc. builds production software for the physical world. SportsCove — book verified coaches on live video, pay across borders, practice with AI (online now; offline from August 2026) on web, iOS, and Android. MechCove — parts search for hardware teams. FlowAI — warehouse exceptions before cut-off. Vancouver, BC.
Canonical URL	https://www.consultcraftinc.com
Meta robots	index, follow
H1 count	1
Heading counts	H1: 1, H2: 5, H3: 2, H4: 0, H5: 0, H6: 0
Image alt coverage	71.4%
Internal / external links	25 / 8
Broken links found	0
Structured data types	ItemList, Organization, WebSite
Social preview tags present	og:title, og:description, og:image, twitter:card
Favicon	https://consultcraftinc.com/favicon.svg

Next Steps

Fixing the issues in this report takes real time — time most business owners don't have to spare. MarkedSEO can implement every recommendation above, from the quick tag fixes to the deeper performance work, so https://www.consultcraftinc.com is fully optimized without you having to touch a line of code.

Ready to get started?

EMAIL **contact@markedseo.com**

BOOK A CONSULTATION **calendly.com/markedseo**