

Website health check

How well localhost:3931 is set up to be found in Google, checked across 1 page.



Score 67 out of 100, grade D

This is the first check of this site, so there is no earlier score to compare with.

0

fix now

7

should fix

5

nice to have

Fix these first

1

Should fix Pages do not state their preferred web address. (1 page)

Why it matters: The same page can be reached at several addresses (with and without www, for example). Without a preferred one, Google may split credit between them.

What to do: Ask your developer to add a canonical tag on each page pointing to its one main address.

2

Should fix The address given to Google does not match the address shown on the pages. (1 page)

Why it matters: Google compares them. A mismatch lowers its trust in your details.

What to do: Make the business structured data and the visible address the same.

3

Should fix The phone number given to Google does not match the one shown on the pages. (1 page)

Why it matters: Google compares them. A mismatch lowers its trust in your details.

What to do: Make the business structured data and the visible number the same.

4

Should fix Shared links show no picture. (1 page)

Why it matters: A link with a picture gets far more attention in messages and social posts than a bare link.

What to do: Add a share picture (1200 by 630 pixels) to each page, such as your storefront, your best dish or your logo on a photo.

Should fix Links to the site do not show a proper title when shared. (1 page)

Why it matters: When someone shares your page on Facebook, Instagram or in a text, the preview looks bare.

What to do: Add share tags (Open Graph) with a title, description and picture for each page. Most site builders have a 'social sharing' setting.

What this report checks, and what it cannot see

- This report looks at **how the site is built**, the way a search engine's first pass does. It reads each page as sent by the server, without running scripts.
- It does **not** measure your Google ranking, how many people search for you, or links from other sites.
- Speed was **not** measured (Google cannot reach a local address).
- The local checks read phone numbers and addresses in **US formats**, from the pages as sent by the server. Your **Google Business Profile cannot be checked automatically**; use the checklist in this report.

Your business on the web what the site tells customers and Google

BUSINESS NAME GIVEN TO GOOGLE	Corner Cafe
KIND OF BUSINESS GIVEN TO GOOGLE	CafeOrCoffeeShop
PHONE NUMBERS SHOWN ON THE SITE	(425) 555-0199 (1 page)
TAP-TO-CALL LINK	Yes
STREET ADDRESSES SHOWN ON THE SITE	99 Old Mill Road, Seattle, WA 98101 (1 page)
OPENING HOURS	Not shown on the site · given to Google

Missing from the business details given to Google: picture.

Phone numbers and addresses are read in US formats. These should be the same everywhere customers see them, including your Google Business Profile.

Google Business Profile checklist

Google does not let outside tools see a profile, so this part cannot be checked automatically. Go through it while signed in at business.google.com.

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- ☐ **Claim and verify the profile**
Search your business name on Google Maps. If it says "Claim this business", do it. An unverified profile cannot be edited.
 - ☐ **Name, address and phone match the website exactly**
Use the same spelling as the website and the sign on your door. Do not add extra keywords to the name.
 - ☐ **Main category and extra categories**
Pick the category that best describes what you are (for example "Coffee shop"), then add up to a few more that are true.
 - ☐ **Opening hours, including holidays**
Set normal hours and special hours for holidays. Wrong hours are the number one complaint customers post.
 - ☐ **Website link and action links**
Point the website button to the right page. Add the menu, booking or ordering link if you have one.
 - ☐ **A real description**
Say what you offer, who it is for and where you are, in plain words. No prices, no special offers, no web addresses.
 - ☐ **Photos of the place and the work**
Add a logo, a cover photo and several real photos: outside, inside, products or food, and the team. Add new ones now and then.
 - ☐ **Services, menu or products**
List what you sell, with short descriptions and prices if you can.
 - ☐ **Reviews: ask, then answer**
Share your profile's review link with happy customers. Reply to every review, good or bad, in a few days.
 - ☐ **Posts and updates**
Post events, new items or offers every few weeks, so the profile shows the business is active.
 - ☐ **Same details everywhere else**
Check the name, address and phone on Apple Maps, Bing Places, Yelp and Facebook. Fix any that differ from the website.

Everything we found 12 items, worst first

PRIORITY	PROBLEM	PAGES	HOW TO FIX (FOR YOUR WEB PERSON)
Should fix	Pages do not state their preferred web address. The page has no canonical address.	1	Add <link rel="canonical" href="..."> with the page's preferred address.
Should fix	The address given to Google does not match the address shown on the pages. The address given to Google does not match any address shown on the pages.	1	Make the structured data and the visible address the same.
Should fix	The phone number given to Google does not match the one shown on the pages. The phone number given to Google ((206) 555-0142) is not one of the numbers shown on the pages.	1	Make the structured data and the visible number the same.
Should fix	Shared links show no picture. No share picture (og:image).	1	Add a 1200x630 og:image so links shared in messages and social posts show a picture.
Should fix	Links to the site do not show a proper title when shared. No share title (og:title).	1	Add Open Graph tags so shared links look good.
Should fix	The site has no robots.txt file. The site has no robots.txt.	1	Add /robots.txt that allows search engines and points to your sitemap.
Should fix	The site has no sitemap. The site has no sitemap.xml.	1	Add /sitemap.xml listing the pages you want in search results.
Nice to have	The site has no small icon (favicon). No icon is linked from the page.	1	Add <link rel="icon" href="/favicon.ico"> and an apple-touch-icon.
Nice to have	The business details given to Google are incomplete. The business details given to Google are missing: picture.	1	Add the missing items to the LocalBusiness structured data.
Nice to have	Shared links have no preview description. No share description (og:description).	1	Add og:description.

PRIORITY	PROBLEM	PAGES	HOW TO FIX (FOR YOUR WEB PERSON)
Nice to have	Some pages have very little text. The page has only 52 words of text.	1	Search engines favour pages that fully answer a question. Add useful content if this page should rank.
Nice to have	Shared links on X (Twitter) show no preview card. No twitter:card tag.	1	Add <meta name="twitter:card" content="summary_large_image">.

Pages checked worst first

SCORE	STATUS	PAGE	PROBLEMS	SERVER TIME
84	200	http://localhost:3931/ Corner Cafe in Seattle: coffee, pastries and lunch	7	0.00s

Prepared by SEO Site Tuneup, Your Name · you@example.com · 555 0100. Scores describe how the site is built, not where it ranks. Nothing on the site was changed to make this report. SEO Site Tuneup 0.5.1.