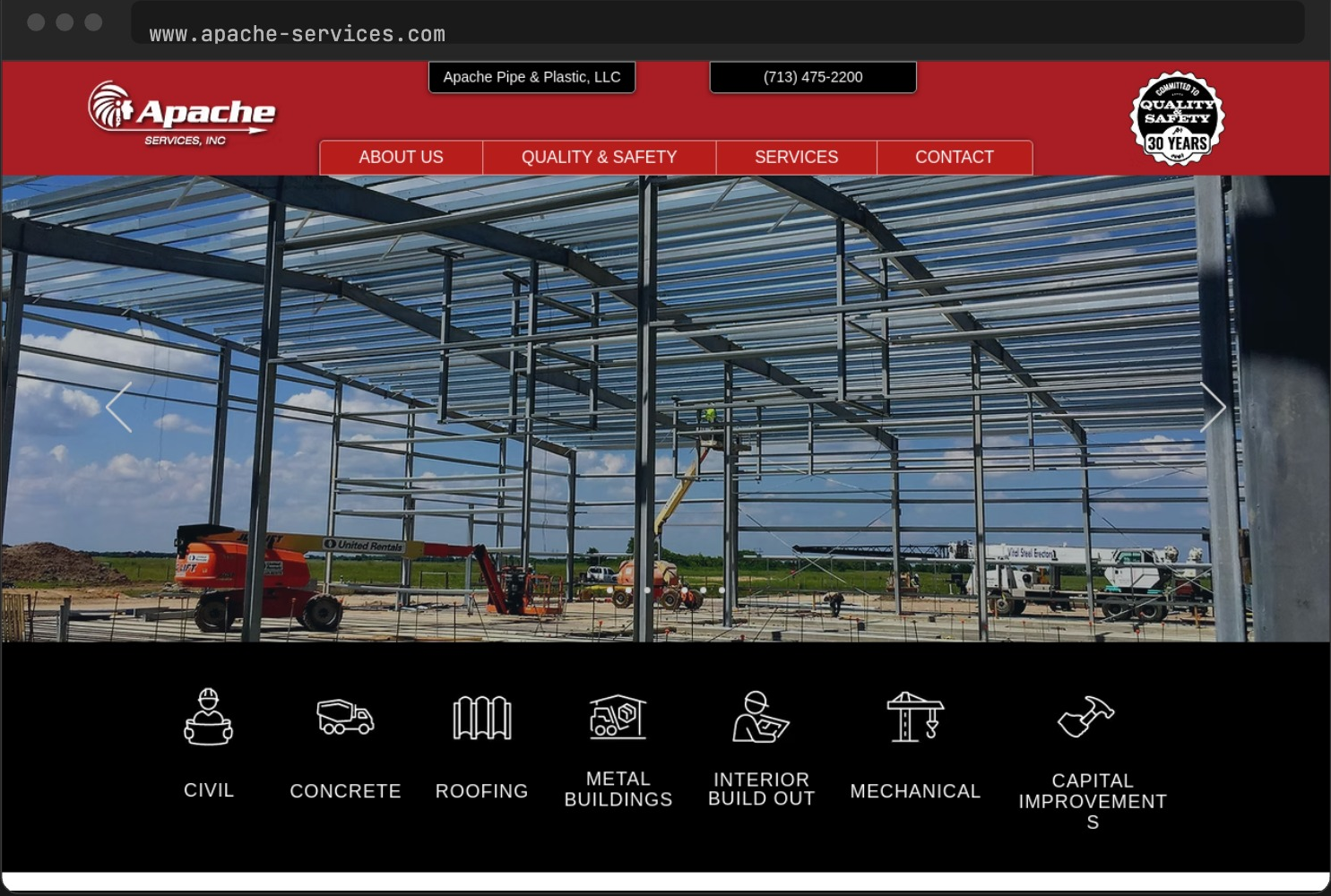




SECURITY ACTOR SECURITY SCORE 57.5/100

✓ SSL valid

HEADERS

✗ Content-Security-Policy

✓ HSTS

✗ X-Frame-Options

CMS

– Not detected

VULNERABILITIES

✓ No vulnerabilities found

SEO SEO SCORE 22/100

TITLE TAG

HOME | apache

13 chars · FAIL — ideal 30-60

Replace "HOME | apache" with a descriptive, keyword-rich title between 50-60 characters.

META DESCRIPTION

✗ Missing

Add a meta description to improve click-through rates from search results.

HEADINGS

✗ No H1 found

Add a single H1 heading to each page with your primary target keyword.

H2: 0 · H3: 0

IMAGE ALT TAGS

✗ 12 of 17 images have alt tags

Add alt tags to the 5 remaining images to improve accessibility and SEO.

SITEMAP

✓ PASS — sitemap found

https://www.apache-services.com/sitemap.xml

AI SCHEMA (HOMEPAGE)

✗ FAIL

No AI-optimized schema detected — adding FAQ, HowTo, or Speakable schema helps your site appear in AI-generated answers and voice search results

TRACKING & ATTRIBUTION

✗ Google Tag Manager: FAIL

Google Tag Manager not detected — without GTM you cannot properly track conversions, ad performance, or visitor behavior

✗ Google Analytics 4: FAIL

Google Analytics 4 not detected — without GA4 you have no visibility into who is visiting your site or how they found you

NAP (NAME, ADDRESS, PHONE)

✓ Business Name: PASS (meta tag)

apache

✗ Address: FAIL

Address not found in page markup — consistent NAP across your site and directory listings is critical for local SEO

✓ Phone: PASS (tel: link)

(713) 475-2200

PAGES AUDITED (5)

pages taken from homepage navigation

HOMEPAGE · FULL AUDIT

https://www.apache-services.com/

✗ Title 13 chars ✗ Meta desc missing ✗ H1 0 found ✗ Alt tags 12/17 ✗ AI schema ✗ GTM ✗ GA4

https://www.apache-services.com/about-us

✗ Title 17 chars ✗ Meta desc missing ✗ H1 0 found ✗ Alt tags 5/10 ✗ AI schema ✗ GTM ✗ GA4

https://www.apache-services.com/quality-and-safety

✗ Title 25 chars ✗ Meta desc missing ✗ H1 0 found ✗ Alt tags 6/11 ✗ AI schema ✗ GTM ✗ GA4

https://www.apache-services.com/services

✗ Title 17 chars ✗ Meta desc missing ✗ H1 0 found ✗ Alt tags 12/17 ✗ AI schema ✗ GTM ✗ GA4

https://www.apache-services.com/civil

✗ Title 14 chars ✗ Meta desc missing ✗ H1 0 found ✗ Alt tags 6/11 ✗ AI schema ✗ GTM ✗ GA4

CHECK BREAKDOWN · SECURITY + SEO

SSL valid

✓

Content-Security-Policy header missing

✗

HSTS present

✓

X-Frame-Options header missing

✗

Meta title length (13 chars — ideal 30-60)

✗

Meta description missing

✗

H1 tag missing

✗

Images missing alt tags (5 of 17)

✗

No AI-optimized schema on homepage

✗

Google Tag Manager not detected

✗

Google Analytics 4 not detected

✗

Business name found (meta tag)

✓

Address not found

✗

Phone number found (tel: link)

✓

Sitemap found

✓