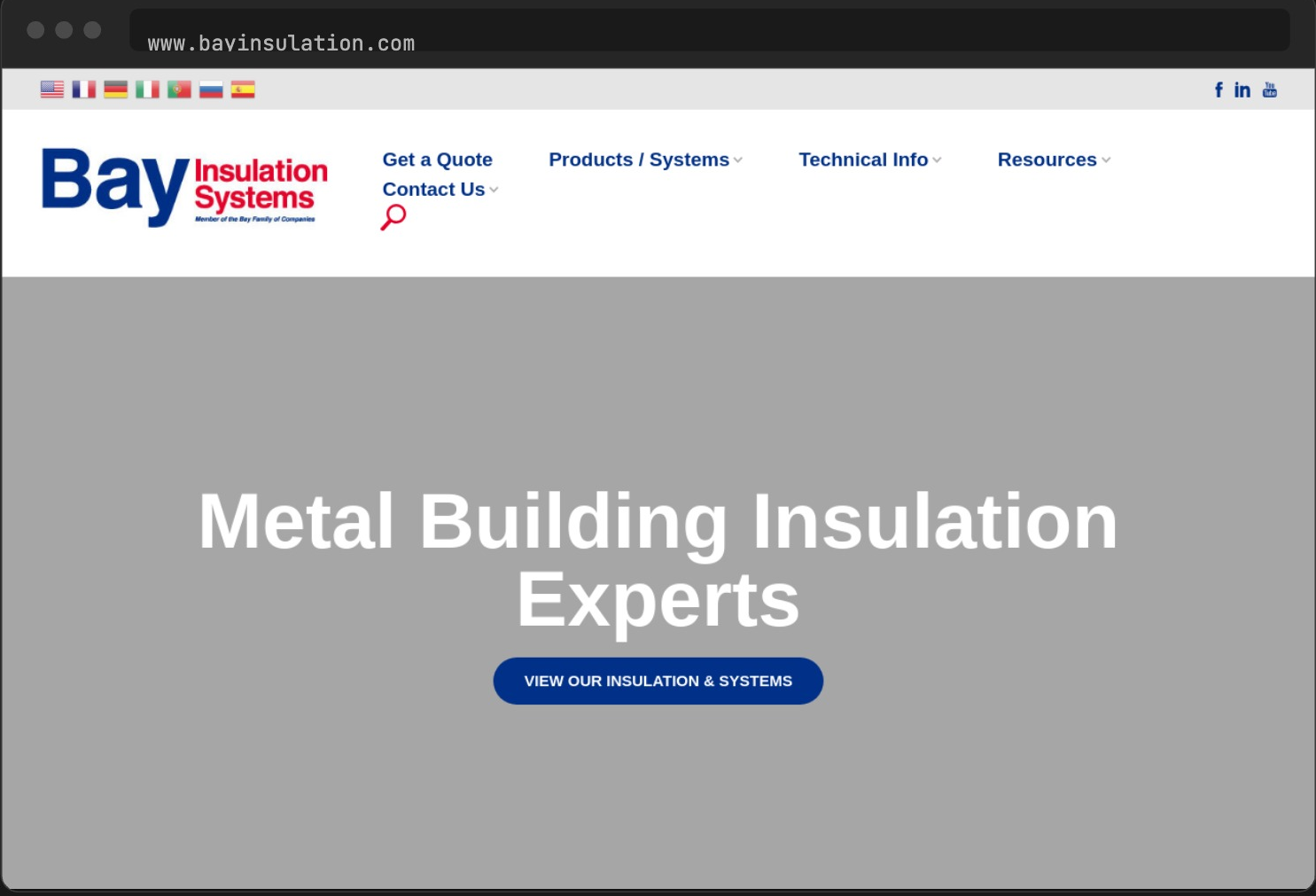




SECURITY

ACTOR SECURITY SCORE 50.75/100

✓ SSL valid

HEADERS

✗ Content-Security-Policy

✗ HSTS

✗ X-Frame-Options

CMS

⚠ WordPress v7.1.3 (version exposed)

PLUGINS & THEMES

W3 Total Cache PLUGIN

Kadence Blocks PLUGIN

Formidable PLUGIN

Gs Logo Slider PLUGIN

Wp Media Folder PLUGIN

Agile Store Locator PLUGIN

Cleantalk Spam Protect PLUGIN

Presto Player PLUGIN

Gtranslate PLUGIN

Google Site Kit PLUGIN

Wp Smushit PLUGIN

Webfitters Theme 1.1.0 PLUGIN

SEO SEO SCORE 65/100

TITLE TAG

Bay Insulation Systems | Metal Building Insulation Experts

58 chars · PASS

Title tag length and branding are solid—consider adding a location keyword to boost local SEO.

META DESCRIPTION

As the leading supplier of metal building insulation, Bay Insulation Systems offers high-quality fiberglass, custom-laminated systems, and safety solutions designed to maximize thermal efficiency.

196 chars · FAIL — ideal 70-160

Trim meta description to under 160 characters and avoid cutting off mid-word.

HEADINGS

Metal Building Insulation Experts

✓ 1 H1 tag

H1 clearly targets your niche—consider adding a location keyword to boost local rankings.

H2: 12 · H3: 7

FIRST H2S

> Experience · Quality · Service
> Insulation & Systems »
> Energy Codes »

IMAGE ALT TAGS

✗ 6 of 20 images have alt tags

Add alt tags to the remaining 14 images to improve accessibility and image SEO.

SITEMAP

✓ PASS — sitemap found

https://bayinsulation.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: PASS — GTM-N26CTTK

✓ Google Analytics 4: PASS — G-D59PFFFPVD

NAP (NAME, ADDRESS, PHONE)

✓ Business Name: PASS (schema)

Bay Insulation Systems

✓ Address: PASS (page text)

2929 Walker Drive

✓ Phone: PASS (schema)

+19204064200

PAGES AUDITED (5)

pages taken from homepage navigation

HOMEPAGE - FULL AUDIT https://bayinsulation.com/

✓ Title 58 chars ✗ Meta desc 196 chars ✓ H1 ✗ Alt tags 6/20 ✗ AI schema ✓ GTM ✓ GA4

https://bayinsulation.com/get-a-quote/

✓ Title 36 chars ✗ Meta desc missing ✓ H1 ✗ Alt tags 0/3 ✗ AI schema ✓ GTM ✓ GA4

https://bayinsulation.com/products/

✓ Title 33 chars ✗ Meta desc missing ✓ H1 ✗ Alt tags 3/21 ✗ AI schema ✓ GTM ✓ GA4

https://bayinsulation.com/products/metal-building-insulation/

✓ Title 50 chars ✗ Meta desc missing ✓ H1 ✗ Alt tags 2/8 ✗ AI schema ✓ GTM ✓ GA4

https://bayinsulation.com/products/high-r-fiberglass-insulation-systems/

✗ Title 61 chars ✗ Meta desc missing ✓ H1 ✗ Alt tags 2/7 ✗ AI schema ✓ GTM ✓ GA4

CHECK BREAKDOWN · SECURITY + SEO

SSL valid	✓
Content-Security-Policy header missing	✗
HSTS header missing	✗
X-Frame-Options header missing	✗
No CVEs found in plugins/themes	✓
CMS version exposed	✗
Meta title (58 chars)	✓
Meta description length (196 chars — ideal 70-160)	✗
H1 tag present	✓
Images missing alt tags (14 of 20)	✗
No AI-optimized schema on homepage	✗
Google Tag Manager detected	✓
Google Analytics 4 detected	✓
Business name found (schema)	✓
Address found (page text)	✓
Phone number found (schema)	✓
Sitemap found	✓