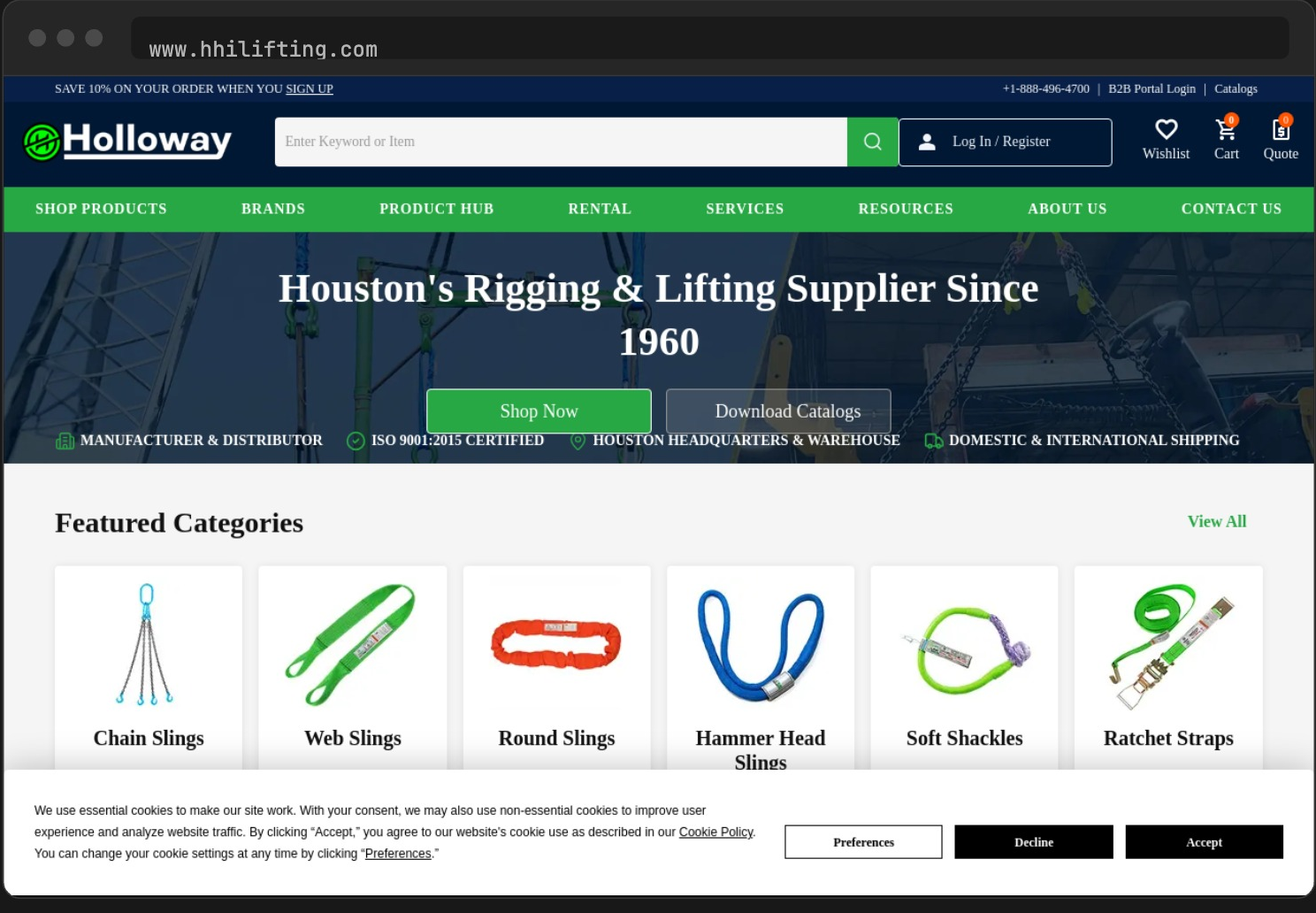




SECURITY

ACTOR SECURITY SCORE 86.25/100

✓ SSL valid

HEADERS

✓ Content-Security-Policy

✓ HSTS

x X-Frame-Options

CMS

i Magento

VULNERABILITIES

✓ No vulnerabilities found

SEO SEO SCORE 67/100

TITLE TAG

Houston Rigging & Lifting Equipment Since 1960 - Holloway Houston

65 chars · FAIL — ideal 30-60

Trim title to under 60 characters to prevent search engines from cutting it off.

META DESCRIPTION

Chain slings, wire rope, shackles, hoists, and inspection services from Houston's rigging supplier since 1960. Crosby, Peerless, Green Pin, Yoke in stock.

154 chars · PASS

Meta description length is good; ensure it includes a clear call to action.

HEADINGS

Houston's Rigging & Lifting Supplier Since 1960

✓ 1 H1 tag

Strong H1 with local keyword, service type, and trust-building date—no changes needed.

H2: 26 · H3: 12

FIRST H2S

- > Slings
- > Synthetic Products
- > Rigging Hardware

IMAGE ALT TAGS

x 270 of 273 images have alt tags

Add missing alt tags to the 3 remaining images to improve accessibility and SEO.

SITEMAP

✓ PASS — sitemap found

https://www.hhilifting.com/sitemap.xml

AI SCHEMA (HOMEPAGE)

x 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-NRNP2TG

x 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

GTM is present but GA4 was not detected — ensure GA4 is configured inside your Tag Manager container

NAP (NAME, ADDRESS, PHONE)

✓ Business Name: PASS (schema)

Holloway Houston Inc.

✓ Address: PASS (schema)

5833 Armour Dr., Houston, 77020

✓ Phone: PASS (schema)

+18884964700

PAGES AUDITED (5)

pages taken from homepage navigation

HOMEPAGE - FULL AUDIT

https://www.hhilifting.com/en/

x Title 65 chars ✓ Meta desc 154 chars ✓ H1 x Alt tags 270/273 x AI schema ✓ GTM x GA4

https://www.hhilifting.com/en/holloway-houston-literature

✓ Title 57 chars ✓ Meta desc 142 chars ✓ H1 x Alt tags 34/37 x AI schema ✓ GTM x GA4

https://www.hhilifting.com/en/wishlist

x Title 14 chars x Meta desc missing ✓ H1 x Alt tags 19/22 x AI schema ✓ GTM x GA4

https://www.hhilifting.com/en/product-category

x Title 76 chars x Meta desc 170 chars ✓ H1 x Alt tags 46/62 ✓ AI schema FAQPage ✓ GTM x GA4

https://www.hhilifting.com/en/product-category/rigging-and-lifting-slings

✓ Title 43 chars ✓ Meta desc 153 chars ✓ H1 x Alt tags 48/64 ✓ AI schema FAQPage ✓ GTM x GA4

CHECK BREAKDOWN · SECURITY + SEO

SSL valid	✓
Content-Security-Policy present	✓
HSTS present	✓
X-Frame-Options header missing	x
Meta title length (65 chars — ideal 30-60)	x
Meta description (154 chars)	✓
H1 tag present	✓
Images missing alt tags (3 of 273)	x
No AI-optimized schema on homepage	x
Google Tag Manager detected	✓
Google Analytics 4 not detected	x
Business name found (schema)	✓
Address found (schema)	✓
Phone number found (schema)	✓
Sitemap found	✓