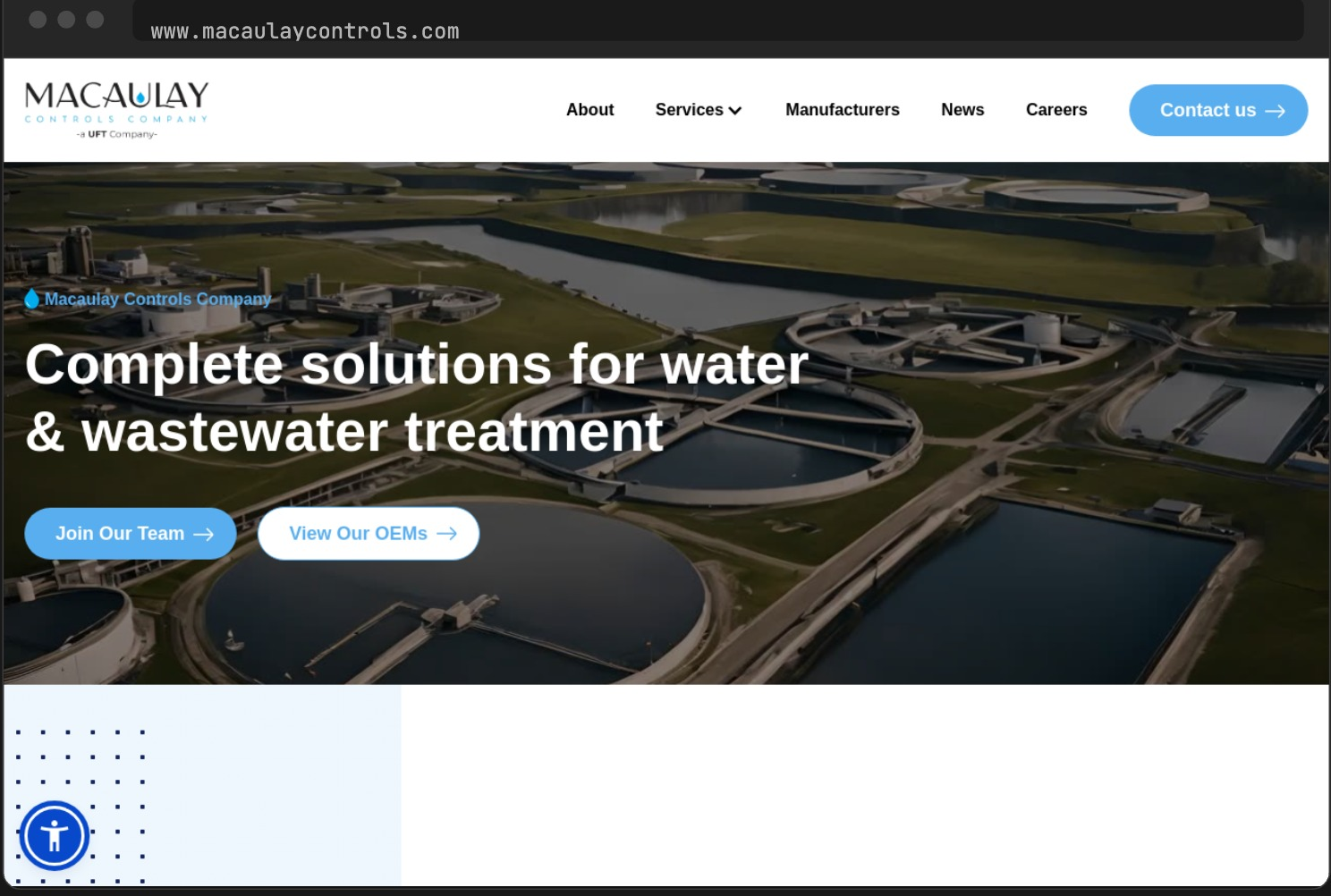




SECURITY

ACTOR SECURITY SCORE 54.25/100

✓ SSL valid

HEADERS

✗ Content-Security-Policy

✓ HSTS

✗ X-Frame-Options

CMS

i Webflow

VULNERABILITIES

✓ No vulnerabilities found

SEO SEO SCORE 22/100

TITLE TAG

Macaulay Controls | Premier Water and Wastewater Solutions in Texas

67 chars · FAIL — ideal 30-60

Shorten title tag to under 60 characters to avoid truncation in search results.

META DESCRIPTION

Discover top-quality water and wastewater treatment solutions with Macaulay Controls. Serving Webster, Texas since 1965. Contact us for valves, analyzers, and chemical feed equipment.

183 chars · FAIL — ideal 70-160

Trim meta description to under 160 characters to avoid truncation in search results.

HEADINGS

Macaulay Controls Company

+17 more H1

▲ 18 H1 tags — should be exactly 1

Reduce to one H1 per page to clearly define each page's main topic for search engines.

H2: 5 · H3: 8

FIRST H2S

> Innovative Technology From Industry Leading Manufacturers.

> We are Macaulay Controls Company

> Support

IMAGE ALT TAGS

✗ 80 of 131 images have alt tags

Add alt tags to the remaining 51 images to improve accessibility and image search rankings.

SITEMAP

✗ FAIL

No sitemap found — this hurts crawlability and indexing

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: FAIL

Business name not found in page markup — add LocalBusiness schema to help search engines identify your business

✓ Address: PASS (page text)

925901 E 1st St

✗ Phone: FAIL

Phone number not found in page markup — add a clickable tel: link and LocalBusiness schema to improve local search visibility

PAGES AUDITED (5)

pages taken from homepage navigation

HOMEPAGE - FULL AUDIT https://www.macaulaycontrols.com/

✗ Title 67 chars ✗ Meta desc 183 chars ✗ H1 18 found ✗ Alt tags 80/131 ✗ AI schema ✗ GTM

✗ GA4

https://www.macaulaycontrols.com/about

✓ Title 60 chars ✗ Meta desc 169 chars ✓ H1 ✗ Alt tags 5/38 ✗ AI schema ✗ GTM ✗ GA4

https://www.macaulaycontrols.com/valves

✓ Title 43 chars ✗ Meta desc 174 chars ✓ H1 ✗ Alt tags 6/27 ✗ AI schema ✗ GTM ✗ GA4

https://www.macaulaycontrols.com/analyzers

✓ Title 45 chars ✗ Meta desc 164 chars ✓ H1 ✗ Alt tags 6/27 ✗ AI schema ✗ GTM ✗ GA4

https://www.macaulaycontrols.com/instrumentation

✓ Title 45 chars ✗ Meta desc 167 chars ✓ H1 ✗ Alt tags 13/34 ✗ 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 (67 chars — ideal 30-60)

✗

Meta description length (183 chars — ideal 70-160)

✗

Multiple H1 tags (18 found)

✗

Images missing alt tags (51 of 131)

✗

No AI-optimized schema on homepage

✗

Google Tag Manager not detected

✗

Google Analytics 4 not detected

✗

Business name not found

✗

Address found (page text)

✓

Phone number not found

✗

No sitemap found

✗