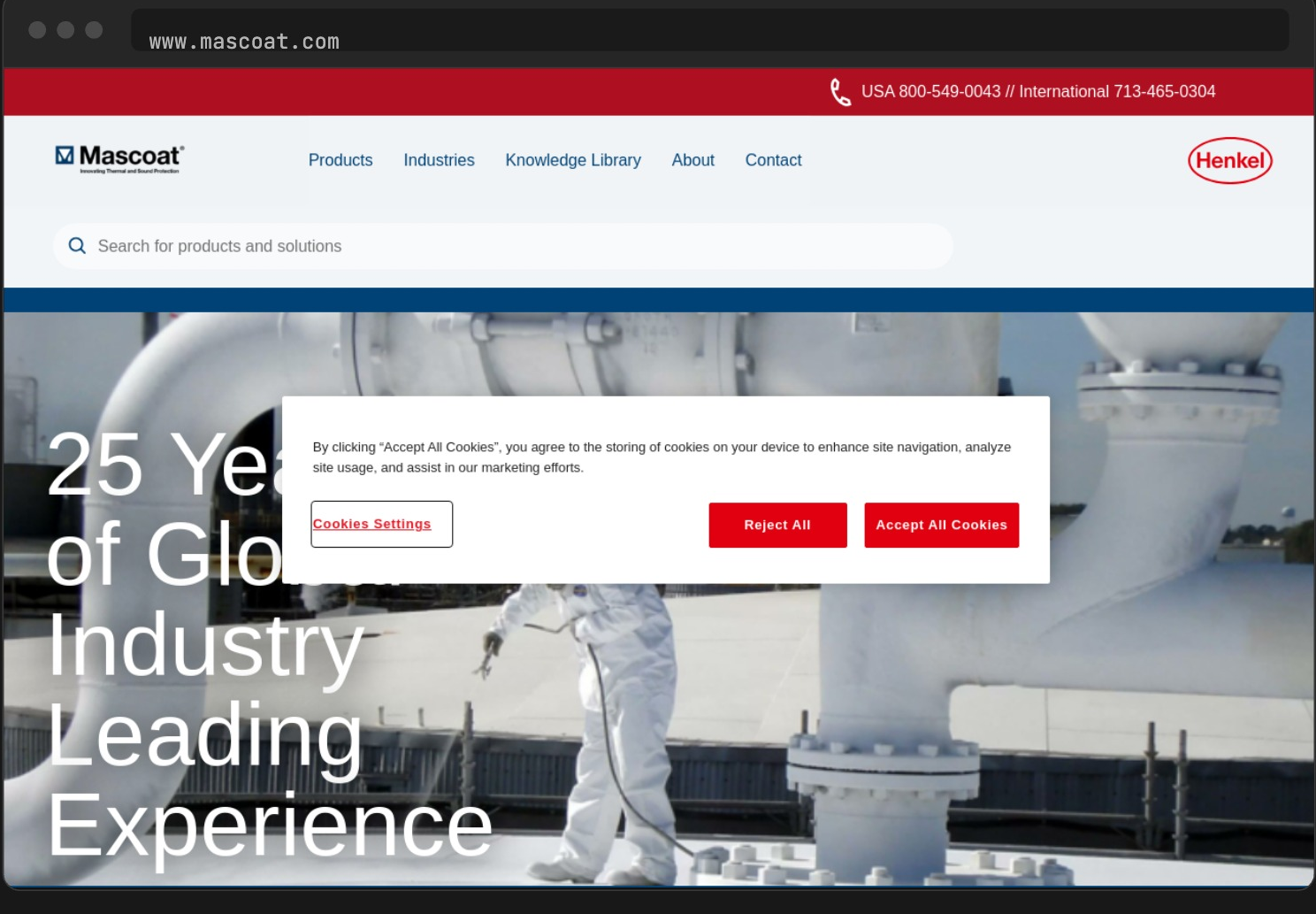




SECURITY

ACTOR SECURITY SCORE 76.75/100

✓ SSL valid

HEADERS

✗ Content-Security-Policy

✗ HSTS

✓ X-Frame-Options

CMS

– Not detected

VULNERABILITIES

✓ No vulnerabilities found

SEO SEO SCORE 35/100

TITLE TAG

Mascoat | Innovating Thermal and Sound Protection

49 chars · PASS

Title tag is concise, keyword-rich, and within the optimal 50–60 character range. Well done!

META DESCRIPTION

✗ Missing

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

HEADINGS

25 Years of Global Industry Leading Experience

+2 more H1

▲ 3 H1 tags – should be exactly 1

Use only one H1 tag per page to clearly define the main topic for search engines.

H2: 3 · H3: 9

FIRST H2S

> Our Products Get the Job Done

> Products Designed for Industry

> SUCCESS STORIES

IMAGE ALT TAGS

✗ 5 of 15 images have alt tags

Add alt tags to the remaining 10 images to improve accessibility and image SEO.

SITEMAP

✓ PASS – sitemap found

https://mascoat.henkel-adhesives.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 (schema)

Henkel

✓ Address: PASS (page text)

200 Million Square

✓ Phone: PASS (page text)

800-549-0043

PAGES AUDITED (5)

pages taken from homepage navigation

HOMEPAGE - FULL AUDIT

https://mascoat.henkel-adhesives.com/

✓ Title 49 chars ✗ Meta desc missing ✗ H1 3 found ✗ Alt tags 5/15 ✗ AI schema ✗ GTM ✗ GA4

https://mascoat.henkel-adhesives.com/products.html

✓ Title 59 chars ✓ Meta desc 159 chars ✗ H1 2 found ✗ Alt tags 3/18

✓ AI schema SpeakableSpecification ✗ GTM ✗ GA4

https://mascoat.henkel-adhesives.com/products/thermal-insulating-coatings.html

✓ Title 37 chars ✓ Meta desc 157 chars ✗ H1 2 found ✗ Alt tags 4/6

✓ AI schema SpeakableSpecification ✗ GTM ✗ GA4

https://mascoat.henkel-adhesives.com/products/thermal-insulating-coatings/industrial-dti.html

✗ Title 14 chars ✓ Meta desc 86 chars ✗ H1 2 found ✓ Alt tags 3/3

✓ AI schema SpeakableSpecification ✗ GTM ✗ GA4

https://mascoat.henkel-adhesives.com/products/thermal-insulating-coatings/industrial-hr.html

✗ Title 13 chars ✗ Meta desc 66 chars ✗ H1 2 found ✗ Alt tags 2/3

✓ AI schema SpeakableSpecification ✗ GTM ✗ GA4

CHECK BREAKDOWN · SECURITY + SEO

SSL valid	✓
Content-Security-Policy header missing	✗
HSTS header missing	✗
X-Frame-Options present	✓
Meta title (49 chars)	✓
Meta description missing	✗
Multiple H1 tags (3 found)	✗
Images missing alt tags (10 of 15)	✗
No AI-optimized schema on homepage	✗
Google Tag Manager not detected	✗
Google Analytics 4 not detected	✗
Business name found (schema)	✓
Address found (page text)	✓
Phone number found (page text)	✓
Sitemap found	✓