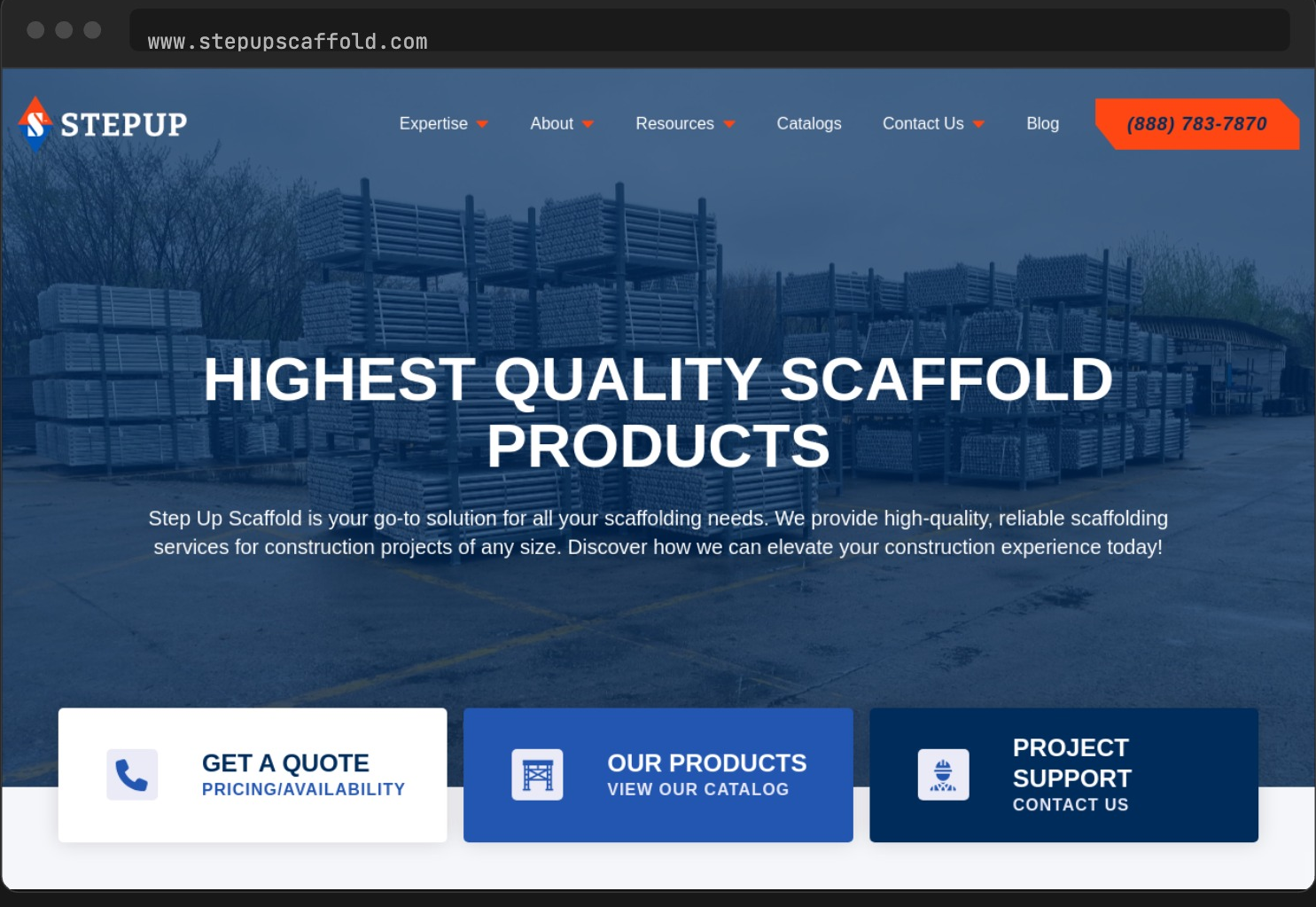




SECURITY ACTOR SECURITY SCORE 52.4/100

✓ SSL valid

HEADERS

x Content-Security-Policy

x HSTS

x X-Frame-Options

CMS

i WordPress

PLUGINS & THEMES

Breakdance PLUGIN

Gravityforms PLUGIN

Gravityformsrecaptcha PLUGIN

SEO SEO SCORE 70/100

TITLE TAG

Stepup Scaffolding - Highest Quality Scaffold Products

54 chars · PASS

Title tag is well-optimized at 54 characters—consider adding a local keyword to boost visibility.

META DESCRIPTION

StepUp Scaffold is a global scaffolding manufacturer and supplier offering high-quality systems, accessories, and support for safe, efficient construction projects.

164 chars · FAIL — ideal 70-160

Trim meta description to under 160 characters and ensure the full message isn't cut off.

HEADINGS

Highest Quality Scaffold Products

✓ 1 H1 tag

H1 is clear and keyword-rich; consider adding your location or brand for stronger local SEO.

H2: 6 · H3: 13

FIRST H2S

- > Step Up Scaffold is your go-to solution for all your scaffolding needs. We provide high-quality, reliable scaffolding services for construction projects of any size. Discover how we can elevate your construction experience today!
- > Our Sales Locations & Factories
- > Our Range ofScaffolding Products

IMAGE ALT TAGS

✓ 6 of 6 images have alt tags

All 6 images have alt tags—great job supporting accessibility and image SEO.

SITEMAP

✓ PASS — sitemap found

https://stepupscaffold.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-56CMVF4X

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)

Stepup Scaffolding

x 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)

18887837870

PAGES AUDITED (5)

pages taken from homepage navigation

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

✓ Title 54 chars x Meta desc 164 chars ✓ H1 ✓ Alt tags 6/6 x AI schema ✓ GTM x GA4

https://stepupscaffold.com/about-us/quality-service/

✓ Title 38 chars x Meta desc 184 chars ✓ H1 ✓ Alt tags 4/4 x AI schema ✓ GTM x GA4

https://stepupscaffold.com/all-products

✓ Title 33 chars x Meta desc 162 chars ✓ H1 ✓ Alt tags 4/4 x AI schema ✓ GTM x GA4

https://stepupscaffold.com/category/frame-brace

✓ Title 43 chars x Meta desc 171 chars ✓ H1 ✓ Alt tags 35/35 x AI schema ✓ GTM x GA4

https://stepupscaffold.com/category/shoring

✓ Title 37 chars x Meta desc 174 chars ✓ H1 ✓ Alt tags 5/5 x AI schema ✓ GTM x GA4

CHECK BREAKDOWN · SECURITY + SEO

SSL valid	✓
Content-Security-Policy header missing	x
HSTS header missing	x
X-Frame-Options header missing	x
No CVEs found in plugins/themes	✓
Meta title (54 chars)	✓
Meta description length (164 chars — ideal 70-160)	x
H1 tag present	✓
All 6 images have alt tags	✓
No AI-optimized schema on homepage	x
Google Tag Manager detected	✓
Google Analytics 4 not detected	x
Business name found (schema)	✓
Address not found	x
Phone number found (tel: link)	✓
Sitemap found	✓