

SEO Audit Report

html.design

April 9, 2026

Template Marketplace / Publisher

WordPress + Bimber Theme + Rank Math PRO + WP Rocket

Cloudflare CDN (HTTP/2 + HTTP/3)

SEO HEALTH SCORE

48 / 100

Generated by Claude Code SEO Audit

SEO Health Score Breakdown

Category	Weight	Score	Weighted
Technical SEO	22%	61/100	13.4
Content Quality	23%	35/100	8.1
On-Page SEO	20%	52/100	10.4
Schema / Structured Data	10%	40/100	4.0
Performance (CWV)	10%	45/100	4.5
AI Search Readiness (GEO)	10%	47/100	4.7
Images	5%	58/100	2.9
TOTAL	100%		48.0

Executive Summary

html.design has a solid technical foundation (HTTPS, Cloudflare, HTTP/3, responsive design, WebP images) but suffers from critical indexability failures that are actively suppressing its search visibility. The two most damaging issues -- off-topic spam content in the blog and utility/login pages indexed in the sitemap -- can be fixed today through WordPress admin without developer involvement.

The site also has three duplicate WebSite schema blocks, a malformed Twitter URL in structured data, no page-level edge caching (every request hits origin), and no AI search optimization (missing llms.txt, demo pages blocked from crawlers).

Technical SEO Category Scores

Category	Score	Status
Crawlability	70/100	Pass with Issues
Indexability	35/100	FAIL
Security	68/100	Pass with Gaps
URL Structure	78/100	Pass
Mobile Optimization	72/100	Pass with Issues
Core Web Vitals	55/100	At Risk
Structured Data	40/100	FAIL
JavaScript Rendering	72/100	Pass with Caveats
IndexNow	0/100	Not Implemented

Critical Issues (Fix Immediately)

Issue #1: Off-Topic & Spam Blog Content Indexed

CRITICAL

Impact: Site-wide quality penalty risk

The blog sitemap contains 63 URLs with off-topic/spam content: test posts, Microsoft exam dumps (AZ-800, DP-900, AZ-305, AZ-700, PL-300, CCNA 200-301), solitaire game posts, duplicate "convert Word to PDF" posts, and unrelated articles. This triggers Google's Helpful Content system. With 824 template posts and 63 blog posts, even a small proportion of manipulative content can depress the entire domain's quality tier.

Fix: Immediately noindex or delete all off-topic posts. Audit all 63 blog URLs. Implement an editorial review process.

Issue #2: Utility/Login Pages in Sitemap Without Noindex

CRITICAL

Impact: Crawl budget waste, conflicted indexing signals

page-sitemap.xml includes /register/, /login/, /register-2/, /register-3/, /welcome/, /account/, /checkout/, /cart/ -- all returning HTTP 200 with index,follow. Meanwhile, robots.txt blocks some of these. This three-way conflict creates ambiguous signals.

Fix: Add noindex,nofollow meta robots to all utility pages AND remove them from the XML sitemap.

Issue #3: Three Duplicate WebSite Schema Blocks

CRITICAL

Impact: Schema validation errors

Three separate WebSite schema blocks from different sources (Rank Math + 2 secondary plugins). Two use deprecated string format for SearchAction.target. One has empty description.

Fix: Disable the two standalone WebSite blocks; keep only Rank Math's @graph version.

Issue #4: Malformed Twitter URL in Schema

CRITICAL

Impact: Schema validation failure

Organization schema sameAs contains: "https://twitter.com/https://twitter.com/html5dotdesign" -- a URL nested inside itself. Also twitter:site meta tag contains full URL instead of handle.

Fix: Change to "https://x.com/html5dotdesign" in Rank Math. Fix twitter meta tags to "@html5dotdesign".

Issue #5: No HTML Page Caching

CRITICAL

Impact: Poor TTFB, crawl performance (estimated 200-500ms improvement)

Response headers: cache-control: max-age=0, cf-cache-status: DYNAMIC. Cloudflare is not edge-caching HTML. Every request hits origin WordPress server.

Fix: Enable WP Rocket page cache + Cloudflare "Cache Everything" page rule with appropriate TTL.

High Priority Issues (Fix Within 1 Week)

Issue #6: /demo/ Pages Blocked in robots.txt

HIGH

Impact: Lost crawl coverage of highest-value content

Demo pages are the most citable template preview pages. Blocking /demo/ eliminates AI citation opportunity.

Fix: Remove "Disallow: /demo/" from the wildcard User-agent block in robots.txt.

Issue #7: No /lms.txt File

HIGH

Impact: Zero AI search discoverability

/lms.txt returns 404. AI systems have no curated entry point to understand site content.

Fix: Create /lms.txt at domain root with site description, category links, licensing info.

Issue #8: Render-Blocking WPBakery CSS (459 KB)

HIGH

Impact: LCP degradation (150-400ms)

js_composer.min.css loaded render-blocking with media="all". 459 KB for a handful of shortcodes.

Fix: Extract ~5 KB critical CSS inline, load rest asynchronously, or remove WPBakery.

Issue #9: Synchronous wpp.min.js in <head>

HIGH

Impact: LCP + INP degradation (100-300ms)

WordPress Popular Posts script not captured by WP Rocket delay-JS. Blocks HTML parsing.

Fix: Remove wpp.min.js exclusion from WP Rocket delay-JS list, or defer to footer.

Issue #10: LCP Preload Targets Wrong Image

HIGH

Impact: Wasted preload opportunity

Three images have fetchpriority="high". Preload points to Aurum Gold but LCP element is Bistro template.

Fix: Update preload to bistro-template-400x500.webp. Remove fetchpriority from other images.

Issue #11: Migrate Universal Analytics to GA4

HIGH

Impact: Dead weight since July 2024

UA-45529136-9 has been defunct for nearly 2 years. The gtag sends data to a dead property.

Fix: Replace with GA4 property (G-XXXXXXXXXX measurement ID).

Issue #12: Fix openingHours Schema Format

HIGH

Impact: Schema validation failure

Current format: "Monday,Tuesday,....,Sunday 09:00-17:00" -- invalid.

Fix: Change to "Mo-Su 09:00-17:00" in Rank Math Local SEO settings.

Issue #13: Fix addressRegion Typo**HIGH**

Impact: Entity matching failure

"Gujurat" misspelled. Knowledge Panel may fail to match correct state entity.

Fix: Change to "Gujarat" in Rank Math Local SEO settings.

Issue #14: Two-Hop www Redirect Chain**HIGH**

Impact: Link equity dilution, extra latency

http://www -> https://www (301) -> https:// (301). Two hops before canonical.

Fix: Configure Cloudflare single-hop redirect: http://www -> https:// directly.

Issue #15: Activate IndexNow**HIGH**

Impact: Faster discovery by Bing, Yandex, Naver

Not implemented. Rank Math PRO has built-in support but not activated.

Fix: Enable in Rank Math PRO: Settings > General > Others > IndexNow.

Issue #16: Remove IE/Trident Detection Script**HIGH**

Impact: Parser-blocking overhead

Synchronous IE detection in <head>. IE11 EOL June 2022, <0.2% share.

Fix: Remove the IE detection inline script from the theme header.

Medium Priority Issues (Fix Within 1 Month)

Issue #17: 52% of Mobile Text Below 16px

MEDIUM

Impact: Mobile usability failure

233 of 444 text nodes on mobile below 16px. Card captions, stat labels, footer links too small.

Fix: Increase font sizes sitewide in theme CSS, minimum 16px for body text.

Issue #18: 32% of Mobile Tap Targets Below 48x48px

MEDIUM

Impact: Mobile usability failure

51 of 161 interactive elements fail Google guidelines. Nav links and category tags affected.

Fix: Increase padding/margins on interactive elements for 48x48px minimum.

Issue #19: Duplicate Viewport Meta Tags

MEDIUM

Impact: Mobile rendering inconsistency

Two conflicting viewport tags. Second has minimum-scale=1.0 preventing zoom.

Fix: Remove second tag. Keep only: width=device-width, initial-scale=1.

Issue #20: Template Pages Use Wrong Schema Types

MEDIUM

Impact: Missing rich result eligibility

CreativeWork + BlogPosting on template pages. Templates are software, not blog posts.

Fix: Replace with SoftwareApplication (or Product) schema with AggregateRating and Offer.

Issue #21: Category Pages Missing From All Sitemaps

MEDIUM

Impact: Discovery gap

30+ template categories have zero matches across all 4 sitemaps.

Fix: Enable taxonomy sitemap in Rank Math settings.

Issue #22: /free-html-templates/ Returns 404

MEDIUM

Impact: High-value URL wasted

A natural URL slug users and bots expect returns 404.

Fix: Create category page or redirect to appropriate existing category.

Issue #23: Ad Pushes Content Below Fold on Mobile

MEDIUM

Impact: UX degradation

Affiliate ad between intro and template grid pushes all templates below fold on 375px.

Fix: Move ad below first template row, or hide on mobile.

Issue #24: No og:image on Homepage

MEDIUM

Impact: Poor social sharing

Social shares render without preview image. og:title and og:description present.

Fix: Add og:image with 1200x630px representative image.

Issue #25: Anonymous Authorship on All Content

MEDIUM

Impact: E-E-A-T weakness

All posts by "htmlteam", Gmail contact email, no named individuals.

Fix: Assign named authors with bio pages. Use branded domain email.

Issue #26: No Self-Defining Brand Passage

MEDIUM

Impact: AI citation gap

No citable 140-160 word definition of html.design exists.

Fix: Add brand definition to homepage and About page with founding year, stats, differentiators.

Issue #27: sizes="auto" on Images

MEDIUM

Impact: Oversized image downloads

Not universally supported. Browsers fall back to 100vw.

Fix: Replace with responsive breakpoint strings matching layout.

Issue #28: Enable Brotli Compression

MEDIUM

Impact: 15-20% better than gzip

Currently gzip only. Brotli supported by Cloudflare.

Fix: Enable in Cloudflare Speed settings.

Issue #29: HSTS Missing includeSubDomains + preload

MEDIUM

Impact: Incomplete HTTPS enforcement

Current max-age=31536000 only protects apex domain.

Fix: Set: max-age=63072000; includeSubDomains; preload (after confirming all subdomains HTTPS).

Issue #30: Animated GIF Banner in Above-Fold

MEDIUM

Impact: Main thread jank

468x60.gif decoded frame-by-frame on main thread.

Fix: Convert to WebP animation or <video autoplay muted loop playsinline>.

Issue #31: Icon Font woff Only (No woff2)

MEDIUM

Impact: 30-40% larger than woff2

bimber.woff preloaded. No woff2 variant.

Fix: Generate woff2, update @font-face and preload hint.

Low Priority Issues (Backlog)

- #32: Restrict WordPress REST API user enumeration
- #33: Remove deprecated Expect-CT header
- #34: Update sitemap XSL to explicit HTTPS
- #35: Verify/remove stale local-sitemap.xml (last modified 2021)
- #36: Audit verbose URL slugs for new posts (some >80 chars)
- #37: Add rel="next/prev" to paginated pages
- #38: Deduplicate preconnect hints (4 to fonts.gstatic.com)
- #39: Consider SVG logo (current PNG is 1.5 KB)

GEO / AI Search Readiness (Score: 47/100)

Dimension	Weight	Score	Weighted
Citability	25%	48/100	12.0
Structural Readability	20%	52/100	10.4
Multi-Modal Content	15%	45/100	6.75
Authority & Brand Signals	20%	30/100	6.0
Technical Accessibility	20%	60/100	12.0
TOTAL			47.15

Platform-Specific Scores

Platform	Score	Key Gap
Google AI Overviews	42/100	No FAQ schema, thin copy
ChatGPT Web Search	50/100	No llms.txt, no authors
Perplexity	48/100	No sourced statistics
Bing Copilot	52/100	No structured Q&A

AI Crawler Access Status

Crawler	Status	Notes
GPTBot	ALLOWED	Blank Disallow
OAI-SearchBot	ALLOWED	ChatGPT Search
ClaudeBot	ALLOWED	Anthropic crawl
Google-Extended	ALLOWED	Gemini/AIO
PerplexityBot	ALLOWED	Perplexity
MSAlbot	ALLOWED	Bing Copilot
CCBot	NOT LISTED	Training exposure uncontrolled

Top GEO Recommendations

1. Create /llms.txt (2-4 hours, zero cost)
2. Unblock /demo/ in robots.txt (15 minutes)
3. Add FAQ schema to blog articles + convert headers to question format
4. Add self-defining brand passage (140-160 words)
5. Create named author program, remove off-topic blog posts

Performance / Core Web Vitals (Score: 45/100)

Metric	Status	Risk Factor
LCP	Needs Improvement	Multi fetchpriority, 459KB CSS
INP	Needs Improvement	Sync wpp.min.js, WP Rocket delay
CLS	Likely Good	Images have dimensions

Performance Summary

HTML payload:	OK (134 KB)
CSS delivery:	POOR (459 KB WPBakery render-blocking)
JS delivery:	Mixed (most delayed; wpp.min.js blocks)
Image formats:	GOOD (93% WebP, dimensions on all 30)
LCP preload:	BROKEN (targets wrong image)
Page caching:	CRITICAL GAP (HTML served DYNAMIC)
Font loading:	GOOD (font-display: swap)
Speculation Rules:	GOOD (conservative prefetch)

Visual / Mobile Analysis

[OK] Horizontal scroll:	PASS
[OK] H1 above fold:	PASS
[OK] Intrusive popups:	PASS (none)
[OK] Broken images:	PASS (0 of 30)
[X] Mobile font sizes:	FAIL (52% below 16px)
[X] Mobile tap targets:	FAIL (32% below 48px)
[X] Ad placement:	FAIL (pushes content below fold)

Prioritized Action Plan

Phase 1: Critical (Fix Today)

- Noindex & remove utility pages from sitemap
- Noindex/delete off-topic spam blog posts
- Fix Twitter URL in Rank Math schema settings
- Fix Gujarat spelling in Rank Math Local SEO
- Fix openingHours format in Rank Math Local SEO
- Enable Cloudflare page caching for homepage

Phase 2: High (Fix Within 1 Week)

- Remove duplicate WebSite schema blocks
- Unblock /demo/ in robots.txt
- Create /llms.txt at domain root
- Migrate Universal Analytics to GA4
- Activate IndexNow in Rank Math PRO
- Fix www redirect chain in Cloudflare
- Remove IE detection script from theme
- Fix LCP preload to target correct image
- Defer wpp.min.js

Phase 3: Medium (Fix Within 1 Month)

- Add SoftwareApplication schema to template pages
- Add ItemList schema to homepage
- Add og:image to homepage
- Add category pages to sitemap
- Fix mobile font sizes (minimum 16px)
- Fix mobile tap targets (minimum 48x48px)
- Remove duplicate viewport meta tag
- Add self-defining brand passage
- Enable Brotli compression in Cloudflare
- Add HSTS includeSubDomains + preload

Phase 4: Low (Backlog)

- Restrict WP REST API user enumeration
- Remove Expect-CT header
- Update sitemap XSL to explicit HTTPS
- Verify/remove stale local-sitemap.xml
- Audit verbose URL slugs for new posts

Report Complete

39 issues identified across 7 categories

5 Critical | 11 High | 15 Medium | 8 Low