site mechanic

WEB DIAGNOSTICS & PERFORMANCE ANALYSIS

SEO Analysis Report

—

https://CANNONDALE.COM

March 10, 2026 • 22:49 GMT

OVERALL SCORE

84/100

Grade: B

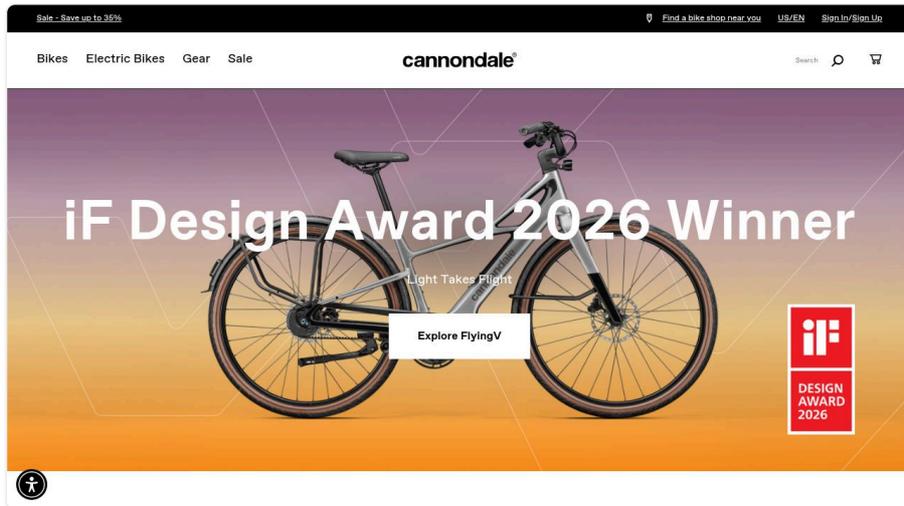# Table of Contents

Executive Summary

<div>

84/100

Grade: B

OVERALL SCORE

</div>

The analysis resulted in an overall score of 84/100 (Grade: B). The strongest performing area was Content with a score of 100/100, demonstrating effective implementation in this domain. The area requiring the most attention is performanceMetrics, which scored 45/100 and presents the greatest opportunity for improvement. Across 8 categories analyzed, the audit identified 2 issues and confirmed 7 areas meeting best-practice standards. Priority should be given to improving performanceMetrics, as addressing the issues in this area will have the most significant impact on overall search engine rankings and organic traffic.

Category Breakdown

META TAGS	HEADINGS	CONTENT
90	**80**	**100**
20%	10%	15%

IMAGES	LINKS	MOBILE
60	**100**	**100**
10%	10%	15%

STRUCTURED DATA	ADDITIONAL CHECKS
60	**55**
3%	2%

Key Findings

⚠️ Multiple H1 headings found (5). Use only one H1 per page

⚠️ 51 image(s) missing alt text (affects accessibility and SEO)

✅ Meta Tags — Pass

✅ Headings — Pass

✅ Content — Pass

✅ Links — Pass

✅ Mobile — Pass

✅ Structured Data — Pass

✅ Additional Checks — Pass

2	**7**	**8**
ISSUES FOUND	PASSED CHECKS	CATEGORIES ANALYZED

01 Meta Tags   90/100

Meta tags are the foundation of how search engines and social platforms understand your page. They control how your content appears in search results, social shares, and browser tabs. This section evaluates your title tag, meta description, Open Graph, Twitter Card, viewport, and canonical URL configurations. Properly optimized meta tags can significantly improve click-through rates and prevent duplicate content issues.
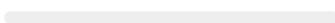
> 🏷️ **Meta Tags are Your First Impression**
> These tags control how your site appears in search results and social media. Optimizing them can increase click-through rates by 30-50%.

Meta Tags Overview

PROPERTY	VALUE	LENGTH	STATUS	BEST PRACTICE
Title	Cannondale Bikes | Road, Mountain, Kids, Electric Bikes	55 chars	OPTIMAL	50-60 chars, include primary keyword near start
Description	Widely regarded as the bike industry's leading innovator of game-changing technologies, Cannondale and its handcrafted b...	191 chars	REVIEW	150-160 chars, compelling CTA, unique per page
Open Graph	Cannondale	-	CONFIGURED	og:title, og:description, og:image (1200×630px)
Twitter Card	-	-	MISSING	summary_large_image, twitter:title, twitter:image
Viewport	width=device-width, initial-scale=1.0	-	SET	width=device-width, initial-scale=1
Canonical	https://www.cannondale.com/en-us	-	SET	Prevents duplicate content, use absolute URLs

Meta Tags Health

Title	100	Description	70
OG Tags	100	Twitter	0
Viewport	100	Canonical	100

A well-structured heading hierarchy helps both users and search engines navigate your content. Headings create a semantic outline that communicates topic relationships and content importance. This section analyzes the distribution and proper nesting of H1 through H6 tags on your page. Best practice is to have exactly one H1 tag and use subsequent levels in logical order without skipping levels.

Heading Distribution

LEVEL	COUNT	FIRST INSTANCE
H1	5	iF Design Award 2026 Winner iF Desig...
H2	8	Explore Bikes
H3	53	Shop By Category
H4	81	Search
H5	1	Specifications
H6	0	-

148	5
TOTAL_HEADINGS	PRIMARY_H1

Heading Hierarchy

H3 Shop By Category
H3 Shop by Model
H3 Road
H3 Gravel
H3 Mountain
H3 Hybrid
H3 Kids
H3 Find Bikes Near Me
H3 Collections
H3 Buying Guides
H3 Road
H3 Mountain
H3 Hybrid
H3 Bike Finder
H3 SuperSix EVO
... ... 133 more

Issues Found

Multiple H1 headings found (5). Use only one H1 per page

03 **Content**   **100/100**

Content quality directly impacts search rankings and user engagement. Search engines favor pages with substantial, well-written content that thoroughly covers a topic. This section examines word count, readability, text-to-HTML ratio, and sentence structure to assess your page's content depth. Pages with fewer than 300 words are generally considered thin content and may struggle to rank competitively.

Content Quality Metrics

1293	15	36%	2
WORD COUNT	PARAGRAPHS	TEXT RATIO	AVG_WORDS_PER_SENTENCE

Word Count: 1293   1293/1000 (129%)

Readability Score   100/100 (100%)

Text-to-HTML: 36.2%   36/100 (36%)

Paragraphs: 15   15/10 (150%)

METRIC	VALUE	STATUS	TARGET
word_count	1293	PASS	600+ recommended
sentences	617	INFO	-
avg_words_per_sentence	2.0	PASS	15-20 words
Text Ratio	36.2%	PASS	15%+ recommended
Paragraphs	15	PASS	5+ recommended

Content Health

Word Count	100	Readability	100
Text Ratio	100	Paragraphs	100

Images   **60/100**
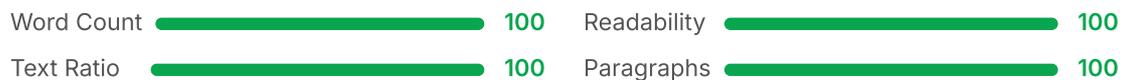
Images enhance user experience but can hurt SEO if not properly optimized. Missing alt text reduces accessibility for screen reader users and eliminates a key ranking signal for image search. This section checks alt text coverage, image dimensions, and file references to ensure your images are accessible and search-friendly. Properly optimized images with descriptive alt attributes can drive significant traffic through Google Image Search.

I Image SEO: Alt Text is Critical
Alt text helps search engines understand images and improves accessibility. Google Image Search drives 20-30% of web traffic for many sites.

| **72** | **21** | **51** | **29%** | **60/100** |
| IMAGES FOUND | WITH ALT | MISSING ALT | ALT TEXT COVERAGE | OVERALL SCORE |

Alt Text Coverage   21/72 (29%)
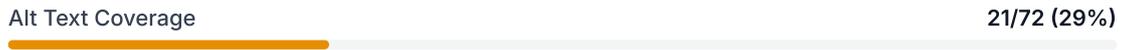
Image Details

IMAGE URL	DIMENSIONS	ALT TEXT	STATUS	RECOMMENDA
https://cdn.userway.org/widgetapp/images/spin_wh.s...	40×40	Spinner: White decorative	PASS	Descriptive, he SEO and accessibility
https://cdn.userway.org/widgetapp/images/body_wh.s...	60×60	-	FAIL	Add descriptiv text for SEO + screen reader
https://cdn.userway.org/widgetapp/images/spin_wh.s...	40×40	Spinner: White decorative	PASS	Descriptive, he SEO and accessibility
https://d1mo5ln9tjltxq.cloudfront.net/-/media/imag...	425×537	Electric Bikes	PASS	Descriptive, he SEO and accessibility
https://d1mo5ln9tjltxq.cloudfront.net/-/media/imag...	849×1074	Road Bikes	PASS	Descriptive, he SEO and accessibility
https://d1mo5ln9tjltxq.cloudfront.net/-/media/imag...	566×716	Gravel Bikes	PASS	Descriptive, he SEO and accessibility
https://d1mo5ln9tjltxq.cloudfront.net/-/media/imag...	1401×1772	Mountain Bikes	PASS	Descriptive, he SEO and accessibility
https://d1mo5ln9tjltxq.cloudfront.net/-/media/imag...	600×759	Hybrid Bikes	PASS	Descriptive, he SEO and accessibility
https://d1mo5ln9tjltxq.cloudfront.net/-/media/imag...	600×760	Kids Bikes	PASS	Descriptive, he SEO and accessibility
https://d1mo5ln9tjltxq.cloudfront.net/-/media/imag...	600×759	Gear and Accessories	PASS	Descriptive, he SEO and accessibility

IMAGE URL	DIMENSIONS	ALT TEXT	STATUS	RECOMMENDA
https://www.cannondale.com/-/media/images/homepage...	1800×1581	A full-gas road race bike engineered to go faster everywhere...	PASS	Descriptive, he SEO and accessibility
https://embed.widencdn.net/img/dorelrl/whte2dmzbl/...	-	-	FAIL	Add descriptiv text for SEO + screen reader:
https://embed.widencdn.net/img/dorelrl/x3teuhy4sg/...	-	undefined Alternate Image	PASS	Descriptive, he SEO and accessibility
https://embed.widencdn.net/img/dorelrl/1fznykra1x/...	-	-	FAIL	Add descriptiv text for SEO + screen reader:
https://embed.widencdn.net/img/dorelrl/dr3cpgx3b2/...	-	undefined Alternate Image	PASS	Descriptive, he SEO and accessibility
https://embed.widencdn.net/img/dorelrl/mwvcui6dob/...	-	-	FAIL	Add descriptiv text for SEO + screen reader:
https://embed.widencdn.net/img/dorelrl/swc9e2fd99/...	-	-	FAIL	Add descriptiv text for SEO + screen reader:
https://embed.widencdn.net/img/dorelrl/swc9e2fd99/...	-	undefined Alternate	PASS	Descriptive, he SEO and accessibility

IMAGE URL	DIMENSIONS	ALT TEXT	STATUS	RECOMMENDA
		Image		
https://embed.widencdn.net/img/dorelrl/dvjuuszdzb/...	–	–	FAIL	Add descriptiv text for SEO + screen reader:
https://d1mo5ln9tjltxq.cloudfront.net/-/media/imag...	1280×800	Light Takes Flight	PASS	Descriptive, he SEO and accessibility

... 30 more

Issues Found

51 image(s) missing alt text (affects accessibility and SEO)

05 Links — 100/100

Internal and external links form the connective tissue of the web and are a primary way search engines discover and rank pages. A healthy link profile includes a strong internal linking structure that distributes page authority and helps users navigate your site. This section evaluates the balance of internal vs. external links, nofollow usage, and any broken link patterns. Broken or malformed links can waste crawl budget and create poor user experiences.

Link Health Summary

363	340 (93.7%)	23 (6.3%)	0
TOTAL_LINKS	INTERNAL_LINKS	EXTERNAL_LINKS	NOFOLLOW_LINKS

METRIC	VALUE	PERCENTAGE	STATUS
internal_links	340	93.7%	PASS
external_links	23	6.3%	INFO
nofollow_links	0	0.0%	INFO
broken_format	0	0.0%	PASS

internal_links   340/363 (94%)

external_links   23/363 (6%)

06 Mobile 100/100

With mobile-first indexing, Google prioritizes the mobile version of your site for ranking and indexing. Over 60% of web traffic now comes from mobile devices, making responsive design essential for reaching your audience. This section tests viewport configuration, font readability, tap target sizing, and horizontal scroll issues across device sizes. Pages that fail mobile usability checks may see reduced visibility in mobile search results.

M Mobile-First Indexing

Google now uses the mobile version of your site for indexing and ranking. Mobile responsiveness is critical for SEO.

DEVICE TYPE	WIDTH	NO HORIZONTAL SCROLL	VIEWPORT META	READABLE FONT SIZE	RECOMMENDED
Mobile	375px	YES	YES	YES	≥ 16px fonts, no horizontal scroll
Tablet	768px	YES	YES	YES	Responsive layout, touch-friendly
Desktop	1920px	NO	YES	YES	Desktop fallback

Detected	Present	3/3 Devices
HORIZONTAL SCROLL	VIEWPORT META TAG	FONT READABILITY

Structured data helps search engines understand your content and enables rich results such as star ratings, FAQs, and product cards in search results. Pages with rich results typically see 20-30% higher click-through rates compared to standard listings. This section checks for JSON-LD and Microdata markup, including the schema types implemented on your page. Google recommends JSON-LD as the preferred format for structured data implementation.

▊ What is Structured Data Schema?

Structured data (also called schema markup) is code that helps search engines understand your content better, enabling <strong style="color: #00ff41;">rich search results like star ratings, product prices, event dates, FAQ dropdowns, and more. It uses the <strong style="color: #00ccff;">Schema.org vocabulary in JSON-LD, Microdata, or RDFa formats.

U Improved CTR
Rich results stand out and attract more clicks

T Better Targeting
Helps search engines understand your niche

W SEO Advantage
Competitive edge in search results

Not detected STRUCTURED DATA	0 JSON-LD	0 MICRODATA	0 COUNT

Summary

METRIC	STATUS	VALUE	IMPACT
Structured Data Found	✗	**Not found**	Missing enhanced search appearances
Schema Types Implemented	0	**0 Types**	None implemented
Overall Score	60	**60/100**	Room for improvement

Missing Critical SEO Opportunity

No Structured Data Detected
You're missing enhanced search appearances that boost visibility and click-through rates

RICH RESULT TYPE	WHAT YOU'RE MISSING	CTR IMPACT
Star Ratings	Display review stars and ratings directly in search results	**+35%**
Product Info	Show prices, availability, and special offers inline	**+25%**
Event Details	Event dates, locations, and ticket info with calendar integration	**+20%**
Rich Media	Enhanced thumbnails, carousels, and video snippets	**+18%**
FAQ Dropdowns	Expandable Q&A sections directly in search results	**+15%**

Recommended Schema Types to Implement

Start with these foundational schemas
that work for almost every website. You can add more specific schemas based on your content type later.

SCHEMA TYPE	PRIORITY	SEO BENEFIT	REQUIRED FIELDS
Organization Company/Brand information	HIGH	Establishes brand identity in Knowledge Graph	`name` `logo` `url` `contactPoint`
WebSite Website metadata	HIGH	Enables sitelinks search box in Google	`name` `url` `potentialAction`
BreadcrumbList Navigation breadcrumbs	MEDIUM	Shows breadcrumb trail in search results	`itemListElement` `position` `name` `item`
Article Blog posts & articles	MEDIUM	Enables article snippets with author and publish date	`headline` `author` `datePublished` `image`

> **Pro Tip:**
> Rich results can increase click-through rates by 15-35% according to Google research. Start with the foundational schemas below to unlock these benefits.

Implementation Formats

FORMAT	STATUS	DESCRIPTION	EXAMPLE
JSON-LD	RECOMMENDED	JavaScript Object Notation for Linked Data. Google's preferred format - clean, separate from HTML, easy to maintain.	`<script type="application/ld+json">{...}</script>`
Microdata	HTML ATTRIBUTES	Embedded directly in HTML tags. More complex to maintain but tightly couples markup with content.	`<div itemscope itemtype="...">`
RDFa	RESOURCE DESCRIPTION	Resource Description Framework in Attributes. Similar to Microdata, uses different attribute names.	`<div vocab="..." typeof="...">`

Essential Resources & Tools

TOOL	PURPOSE	LINK
Schema.org Docs	Official vocabulary reference with complete documentation for all schema types and properties	schema.org →
Rich Results Test	Test your structured data markup and see which Google rich results can be generated from it	Test Markup →
Schema Validator	Comprehensive validation tool for all structured data formats including JSON-LD, Microdata, and RDFa	Validate →
Google Guide	Step-by-step guide from Google on implementing structured data with code examples and best practices	Read Guide →
Markup Generator	Free tool to generate JSON-LD structured data markup for various schema types quickly and easily	Generate →

Beyond core SEO factors, several technical elements contribute to overall search health and user trust. A complete technical foundation includes proper browser identification, crawl directives, and tracking infrastructure. This section verifies the presence of a favicon, robots.txt, XML sitemap, analytics tracking, and social media links. Missing any of these elements can indicate an incomplete SEO setup and reduce your site's professional appearance.

> 🔧 **Technical SEO Essentials**
>
> These technical elements help search engines crawl, index, and understand your site. Missing items can significantly impact discoverability.

Technical SEO

CHECK	STATUS	PURPOSE	DETAILS	BEST PRACTICE
robots.txt	~ NOT FOUND	Controls search engine crawling	Missing - create /robots.txt	Allow crawlers, disallow admin/private pages
XML Sitemap	~ NOT FOUND	Helps search engines discover pages	Missing - improves indexing	Submit to Google Search Console, update weekly
Favicon	✓ PRESENT	Browser tab icon	Configured	32×32 PNG or ICO, helps brand recognition
Google Analytics	✓ DETECTED	Traffic tracking	Analytics tracking enabled	GA4 recommended, track user behavior for SEO insights

> **M Social Signals & SEO**
>
> While not direct ranking factors, social links increase brand visibility, drive traffic, and improve Open Graph previews when content is shared.

Social Media Presence

PLATFORM	STATUS	SEO VALUE	DETAILS	IMPLEMENTATION TIP
Facebook	✓	Meta Open Graph tags	Link present	Add og:image, og:title, og:description tags
Twitter/X	✓	Twitter Card tags	Link present	Add twitter:card, twitter:image meta tags
LinkedIn	✗	Professional network	No LinkedIn link found	Add to company footer, improves B2B credibility
Instagram	✓	Visual content	Link present	Link to business profile, helps visual branding

09 Recommendations

Based on the complete analysis, this section provides actionable code fixes and step-by-step implementation guides. Recommendations are organized by impact level so you can prioritize the changes that will deliver the greatest SEO improvements first. Each recommendation includes both the problematic pattern and the recommended solution with copy-ready code snippets. Implementing these fixes in order of severity will help you systematically improve your site's search performance.

SEO Fixes — 7 improvements found

MEDIUM **Write a compelling meta description**   META TAGS

Your description is 191 characters and will be truncated in search results. The trailing text, which often includes a call-to-action, will be hidden behind an ellipsis.

Impact: Higher click-through and relevance signals

PROBLEMATIC CODE

```
<!-- Current: 191 characters -->
<meta name="description" content="Widely
regarded as the bike industry's leading
innovator of game-changing techno..." />

<!-- Issues: -->
<!-- ✗ Too long - will be truncated -->
```

RECOMMENDED CODE

```
<meta name="description" content="Describe
the main value proposition in 150-160
characters. Include a clear call to
action." />

<!-- Best practices: -->
<!-- ✓ 150-160 characters -->
<!-- ✓ Include call-to-action -->
<!-- ✓ Unique for each page -->
```

STEP-BY-STEP FIX GUIDE

1 Write 150-160 characters that summarize page content

2 Include a clear call-to-action (e.g. "Learn more", "Get started")

3 Ensure uniqueness across all pages

4 Front-load the most important information in the first 120 characters

5 Avoid duplicating the title tag - use the description to add detail

MEDIUM **Add Open Graph & social meta tags**   SOCIAL & SHARING

When your page is shared on Facebook, LinkedIn, Twitter/X, or messaging apps, the platform looks for Open Graph and Twitter Card meta tags to build a rich preview card. Without them, shares show a plain URL or an auto-selected image that often looks wrong. Adding these tags takes minutes and dramatically improves how your content appears when shared.

Impact: Rich previews on social platforms drive 2-3x more engagement

PROBLEMATIC CODE

```
<!-- Common issues: -->
<!-- ✗ Missing Twitter Card tags -->

<head>
  <!-- No social sharing meta tags found -
->
</head>
```

RECOMMENDED CODE

```
<!-- Open Graph -->
<meta property="og:type" content="website"
/>
<meta property="og:title"
content="Cannondale Bikes | Road,
Mountain, Kids, Electric Bikes" />
<meta property="og:description"
content="Widely regarded as the bike
industry's leading innovator of game-
changing technologies, Cannondale and its
handcrafted bicycles continue to innovate
across mountain, road, and electric
bikes." />
<meta property="og:image"
content="https://cannondale.com/og-
image.jpg" />

<!-- Twitter Card -->
<meta name="twitter:card"
content="summary_large_image" />
```

STEP-BY-STEP FIX GUIDE

1 Create a 1200×630 px share image for your page

2 Add og:title, og:description, og:image, and og:url meta tags

3 Add twitter:card, twitter:title, twitter:description, and twitter:image

4 Test with Facebook Sharing Debugger and Twitter Card Validator

5 Ensure each page has its own unique OG tags - do not reuse the same image everywhere

HIGH · **Add missing image alt text**   ACCESSIBILITY & IMAGES

51 of 72 images are missing alt attributes. Alt text serves three purposes: it describes the image to screen-reader users (required for WCAG compliance), it appears when the image fails to load, and search engines use it to understand image content for Google Image Search rankings. Missing alt text is one of the most common SEO and accessibility issues.

Impact: Improves accessibility, image search rankings, and overall SEO score

PROBLEMATIC CODE

```
<!-- ✗ 51 images missing alt text -->
<img src="hero.jpg" />
<img src="product.png" />
```

RECOMMENDED CODE

```
<img src="hero.jpg" alt="Team
collaborating around a whiteboard in a
modern office" />
<img src="product.png" alt="Blue wireless
headphones with noise-cancelling feature"
/>

<!-- For purely decorative images, use
empty alt: -->
<img src="divider.svg" alt=""
role="presentation" />
```

STEP-BY-STEP FIX GUIDE

1. Audit all images: run "img:not([alt])" in DevTools Console to find them
2. Write concise, descriptive alt text (under 125 characters) for each image
3. For decorative images (borders, spacers), use alt="" with role="presentation"
4. Avoid phrases like "image of" or "picture of" - describe the content directly
5. Test with a screen reader or browser accessibility inspector to verify

MEDIUM · **Fix heading structure**   CONTENT STRUCTURE

Your page has 5 H1 headings. Multiple H1 tags dilute the primary keyword signal and confuse search engines about the page topic. Keep one H1 as the main heading and demote others to H2 or H3.

Impact: Clearer page structure improves crawlability and user engagement

PROBLEMATIC CODE

```
<!-- Current heading structure: -->
<!-- H1: 5 | H2: 8 | H3: 53 -->
<!-- ✗ Multiple H1 headings (5) - use
exactly one -->
```

RECOMMENDED CODE

```
<h1>Cannondale Bikes | Road, Mountain,
Kids, Electric </h1>

  <h2>Key Section About Subtopic A</h2>
    <h3>Supporting Detail</h3>

  <h2>Key Section About Subtopic B</h2>
```

STEP-BY-STEP FIX GUIDE

1. Ensure exactly one H1 tag exists - it should be the main page title
2. Use H2 tags for major sections and H3 for subsections within them
3. Never skip heading levels (e.g. H1 directly to H3)
4. Write headings that describe the content below - avoid generic text
5. Use Chrome DevTools "Elements" panel to audit all heading tags on the page

HIGH **Add JSON-LD (Article/Product)** STRUCTURED DATA

No structured data was found on this page. Structured data (JSON-LD) helps search engines understand your content type and enables rich results like star ratings, FAQ dropdowns, product prices, and breadcrumbs directly in search results. Pages with rich results get significantly higher click-through rates.

Impact: Rich results eligibility - up to 30% more visibility

PROBLEMATIC CODE

```
<!-- No structured data found -->
<head>
  <!-- ✗ Missing JSON-LD structured data -
->
  <!-- ✗ Not eligible for rich results -->
</head>
```

RECOMMENDED CODE

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebPage",
  "name": "Cannondale Bikes | Road,
Mountain, Kids, Electric Bikes",
  "description": "Widely regarded as the
bike industry's leading innovator of game-
changing technologies, Cannondale and its
handcrafted bicycles continue to innovate
across mountain, road, and electric
bikes.",
  "url": "https://cannondale.com/"
}
</script>
```

STEP-BY-STEP FIX GUIDE

1 Identify the primary content type (Article, Product, etc.)

2 Add JSON-LD script with required properties

3 Test with Google Rich Results Test

4 Add Organization schema to your homepage for brand knowledge panel

5 Add BreadcrumbList schema for breadcrumb-style search results

HIGH **Preload critical assets**   PERFORMANCE

Page performance scored 45/100. Preloading tells the browser to fetch critical resources (hero image, fonts, CSS) as soon as possible, before it discovers them in the HTML. This can shave 200-500ms off your Largest Contentful Paint (LCP) and eliminate layout shift from late-loading fonts.

Impact: Faster LCP and render - improves Core Web Vitals

PROBLEMATIC CODE

```
<!-- Common issues: -->
<!-- ✗ Hero image not preloaded -->
<!-- ✗ Web fonts cause layout shift -->
<!-- ✗ Critical CSS not prioritized -->
<!-- Performance score: 45/100 -->

<head>
  <!-- No preload hints -->
  <link rel="stylesheet"
href="/styles.css">
</head>
```

RECOMMENDED CODE

```
<link rel="preload" as="image"
href="/hero.webp" />
<link rel="preload" as="style"
href="/critical.css" />
<link rel="preload" as="font"
type="font/woff2" href="/fonts/main.woff2"
crossorigin />

<!-- Best practices: -->
<!-- ✓ Preload LCP image -->
<!-- ✓ Preload critical fonts -->
<!-- ✓ Use crossorigin for fonts -->
```

STEP-BY-STEP FIX GUIDE

1. Identify above-the-fold critical resources
2. Add preload hints for hero image and fonts
3. Verify with browser DevTools Network panel
4. Add fetchpriority="high" to the LCP image element itself
5. Do not over-preload - only 2-4 critical resources, or the browser delays everything

LOW **Defer non-critical JS** PERFORMANCE

Synchronous scripts in the <head> block the browser from rendering any content until they finish downloading and executing. Moving non-essential scripts to defer or async allows the page to paint first, improving perceived load speed and Core Web Vitals scores (especially FID/INP).

Impact: Reduces blocking time - faster interactivity

PROBLEMATIC CODE

```
<!-- Common issues: -->
<!-- ✗ Scripts blocking page render -->
<!-- ✗ Analytics loading synchronously -->

<head>
  <script src="/app.js"></script>
  <script src="/analytics.js"></script>
</head>
```

RECOMMENDED CODE

```
<head>
  <!-- Defer non-essential scripts -->
  <script src="/app.js" defer></script>
  <script src="/analytics.js" defer>
</script>
</head>

<!-- Or load at end of body: -->
<body>
  <!-- content -->
  <script src="/app.js"></script>
</body>
```

STEP-BY-STEP FIX GUIDE

1. Add defer attribute to non-essential scripts
2. Move analytics to async loading
3. Test that functionality still works correctly
4. Use Chrome DevTools Coverage tab to find unused JS you can remove entirely
5. Consider lazy-loading third-party widgets (chat, social embeds) on user interaction

Key Findings

🟠 Medium Priority (4)

Headings: Heading hierarchy has gaps (e.g., H1 → H3). Use sequential heading levels

Headings: Multiple H1 headings found (5). Use only one H1 per page

Images: 3 large image(s) detected. Consider optimizing image sizes

Images: 51 image(s) missing alt text (affects accessibility and SEO)

🔵 Low Priority (5)

Meta Tags: Meta description is too long (> 160 chars). It may be truncated

Meta Tags: Add Twitter Card tags for better Twitter sharing

Structured Data: Add structured data (Schema.org/JSON-LD) for rich search results

Additional Checks: Add robots.txt file for better crawl control

Additional Checks: Add XML sitemap for better indexing

10 AI Strategic Analysis

SEO analysis of https://CANNONDALE.COM scoring [object Object]/100 overall (critical) identified a strong SEO foundation. Your on-page SEO fundamentals are solid. Focus on content quality, backlink building, and monitoring search console data.

Priority Order

#	CATEGORY	REASON
1	**Maintenance**	All key metrics are within acceptable ranges. Focus on monitoring and incremental improvements.

Quick Win: Continue monitoring

Your scores are strong. Focus on maintaining current performance and monitoring for regressions. (Estimated impact: Maintain current score)

Total Impact

Your SEO fundamentals are strong. Continue building quality content and monitoring search performance metrics.