

# SEO Audit Report

Generated by [Rank Math](#)

90/100

SEO Score

23/27

Passed Tests

1/27

Warnings

3/27

Failed Tests

## Basic SEO

### Common Keywords

A list of keywords that appear frequently in the text of your content.

Here are the most common keywords we found on the page:

oven dough coal forks slice char coalfired order crust fresh

### SEO Description

SEO analysis of your page's meta-description.

The meta description is 166 characters long. Most search engines truncate descriptions longer than 160 characters. Ember Slice is a coal-fired pizza joint in Williamsburg, Brooklyn. 48-hour cold-fermented dough, whole-milk mozz, and jumbo slices by the pie or the wedge. Open late.

Write a meta-description for your page. Use your target keyword(s) (in a natural way) and write with human readers in mind. Summarize the content - describe the topics your article discusses.

The description should stimulate reader interest and get them to click on the article. Think of it as a mini-advert

for your content.

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## H1 Heading

SEO Analysis of the H1 Tags on your page.

One H1 tag was found on the page.

Coal-fired slices that bite back.

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## H2 Headings

SEO analysis of the H2 headings on your page.

One or more H2 tags were found on the page.

Four rules. Zero shortcuts.

Started with one oven and a lotta nerve.

Slices they line up for.

Loved by the whole block.

Stories from the shop.

Get a hot slice in your hand.

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## Image ALT Attributes

SEO analysis of the "alt" attribute for image tags.

All images on the page have alt attributes.

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## Keywords in Title & Description

SEO analysis of the HTML page's Title and meta description content.

One or more common keywords were found in the title and description of the page.

**title:** coal, slice

**description:** dough, coal, slice

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## Links Ratio

SEO analysis of the ratio of internal links to external links.

There are one or more issues with the number of links on this page:

Too few internal links (9).

**internal:** 9

**external:** 4

Add links to external resources that are useful for your readers. Make sure you link to high-quality sites - Google penalizes pages that link to "spammy" sites (ones that break the Google webmaster guidelines).

Ideally, the links should be highly relevant to the subject you're writing about. It's impossible to cover every aspect of a subject on a single page, but your readers may be fascinated by some detail you barely touch on. If you link to a resource where they can learn more, they'll be grateful. What's more, you'll be rewarded with higher rankings!

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## SEO Title

SEO analysis of the HTML title of the page.

The page title has 52 characters, which is good.

**Ember Slice | Coal-Fired Brooklyn Pizza & Slice Shop**

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## Create a responsive site

Our analysis of the use of CSS media queries in your content.

The CSS code contains **media queries**.

Media query found in <http://emberslice.com/assets/css/styles.css>.

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## Homepage Is Reachable

Tests if your homepage is reachable by making an HTTP request.

Homepage is reachable

# Advanced SEO

## Search Preview

Here is how the site may appear in search results:

**Ember Slice | Coal-Fired Brooklyn Pizza & Slice Shop**

<https://emberslice.com/>

Ember Slice is a coal-fired pizza joint in Williamsburg, Brooklyn. 48-hour cold-fermented dough, whole-milk mozz, and jumbo slices by the pie or the wedge. Open late.

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## Canonical Tag

Does the content have a "canonical" URL?

The page is using the canonical link tag.

**<https://emberslice.com/>**

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## Noindex Meta

Does the content contain a noindex robots meta tag?

The page does not contain any **index** meta tag or header.

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## Mobile Search Preview

Here is how the site may appear in search results on a mobile device:

**Ember Slice | Coal-Fired Brooklyn Pizza & Slice Shop**

<https://emberslice.com/>

Ember Slice is a coal-fired pizza joint in Williamsburg, Brooklyn. 48-hour cold-fermented dough, whole-milk mozz, and jumbo slices by the pie or the wedge. Open late.

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## Mobile Snapshot

A snapshot of how your content appears on a mobile device.



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### WWW Canonicalization

Does the site appear on more than one URL?

Both www and non-www versions of the URL are redirected to the same site.

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### OpenGraph Meta

Does your site use OpenGraph meta tags?

Opengraph meta tags have been found.

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## Schema Meta Data

Does the content include relevant Schema.org metadata?

Schema.org data has been found on the page.

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## Sitemaps

Does the site use an XML sitemap?

The site has one or more sitemaps.

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## Robots.txt

Does your site have a valid robots.txt file

The site has a robots.txt file which includes one or more **Disallow:** directives. Make sure that you only block parts you don't want to be indexed. Try our [free robots.txt editor tool](#) to easily test and validate your robots.txt file.

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## Keep your content fresh

Checks for recent content updates using available signals (XML sitemap, og:updated\_time, or Last-Modified header).

The content is fresh. Last updated on 2026-07-09 (2 days ago) via XML Sitemap.

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## Broken Links

Detects broken or dead links (404/500 errors) in the website that may harm SEO and user trust.

Some link(s) are protected by bot mitigation services.

# Performance

## Page Size

An analysis of the size of your HTML file.

The size of the HTML document is 5 Kb, under the average HTML size of 33 Kb.

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## Response Time

How fast does your server respond to requests?

The response time is under 0.8 seconds which is great.

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## Image Headers Expire

Do your images use "expires" headers?

No local images found on the page

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## Minify CSS

Are your CSS files properly minified?

Some CSS files don't seem to be minified.

`http://emberslice.com/assets/css/styles.css`

CSS can add a lot of load-time to your website. Thankfully, there is an easy solution to minify CSS using WP Rocket. [Read more](#)

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## Page Objects

Analysis of the embedded objects in the pages.

The page makes 5 requests.

**total:** 5

**images:** 1

**javascript:** 2

**stylesheets:** 2

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## Minify Javascript

Does the site use minified JavaScript?

Some Javascript files don't seem to be minified.

`http://emberslice.com/assets/js/main.js`

JavaScript files appear in many places, including frameworks (like Bootstrap), themes and templates, and third-

party plugins.

So you should track down where the culprit (un-minified) JavaScript files come from. For instance, if the un-minified JavaScript lives inside a third party plugin, you can minify it. But when you update the plugin to a new version, the JavaScript files will need to be compressed again.

There are server-side tools (including WordPress plugins) to automatically minify JavaScript files.

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## Mobile Speed

How fast does your website respond to mobile users?

The page performance is good across all key metrics.

# Security

## Theme Visibility

Theme Visibility

The theme is not publicly visible, so it is not easily identifiable.

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## Visible Plugins

Visible Plugins

Hurray! None of the plugins are publicly visible.

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## Directory Listing

Does your web server list the contents of the directories?

Directory Listing seems to be disabled on the server.

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## Secure Connection

Is your content served over a secure connection?

The site is using a secure transfer protocol (https).