

SEO Audit Report

Generated by [Rank Math](#)

90/100

SEO Score

24/28

Passed Tests

0/28

Warnings

4/28

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:

market crypto kerly read intelligence finance macro yields data flows

SEO Description

SEO analysis of your page's meta-description.

The meta description is 151 characters long, which is good. Kerly Finance publishes market intelligence briefs on market news, macro data, and policy signals across stocks, crypto, forex, bonds, and commodities.

H1 Heading

SEO Analysis of the H1 Tags on your page.

One H1 tag was found on the page.

Market intelligence that turns news into financial signals.

H2 Headings

SEO analysis of the H2 headings on your page.

One or more H2 tags were found on the page.

Featured Intelligence

Market Categories

Fresh from the research desk

How Kerly Finance reads market intelligence.

Independent market intelligence for informed readers.

Get the Kerly Sunday Brief.

Image ALT Attributes

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

All images on the page have alt attributes.

Keywords in Title & Description

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

No page title found on the page.

You need to use titles and descriptions that are attractive to users and contain your keywords. Use the keywords naturally - keyword stuffing is usually detected and will result in a lower ranking. What's more, it's pretty off-putting for potential readers, who are more likely to click on an appealing link.

Links Ratio

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

The page has a correct number of internal and external links.

internal: 13

external: 4

SEO Title

SEO analysis of the HTML title of the page.

No page title was found on this page.

Ensure your page's title includes your target keywords, and design it to encourage users to click.

Writing compelling titles is both a science and an art. There are automated tools that can analyze your title against known metrics for readability and click-worthiness (Rank Math includes these tools). You also need to understand the psychology of your target audience.

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://kerlyfinance.com/styles.css>.

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:

<https://kerlyfinance.com/>

Kerly Finance publishes market intelligence briefs on market news, macro data, and policy signals across stocks, crypto, forex, bonds, and commodities.

Canonical Tag

Does the content have a "canonical" URL?

The page is using the canonical link tag.

<https://kerlyfinance.com/>

Noindex Meta

Does the content contain a noindex robots meta tag?

The page contains the **index** meta tag or header.

Mobile Search Preview

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

<https://kerlyfinance.com/>

Kerly Finance publishes market intelligence briefs on market news, macro data, and policy signals across stocks, crypto, forex, bonds, and commodities.

Mobile Snapshot

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



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.

OpenGraph Meta

Does your site use OpenGraph meta tags?

Opengraph meta tags have been found.

Schema Meta Data

Does the content include relevant Schema.org metadata?

Schema.org data has been found on the page.

Sitemaps

Does the site use an XML sitemap?

The site has one or more sitemaps.

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.

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 2026-07-10 (0 days ago) via XML Sitemap.

Broken Links

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

No broken links on the page.

Performance

Page Size

An analysis of the size of your HTML file.

The size of the HTML document is 6 Kb, under the average HTML size of 33 Kb.

Response Time

How fast does your server respond to requests?

The response time is under 0.8 seconds which is great.

Image Headers Expire

Do your images use "expires" headers?

No local images found on the page

Minify CSS

Are your CSS files properly minified?

Some CSS files don't seem to be minified.

`http://kerlyfinance.com/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](#)

Page Objects

Analysis of the embedded objects in the pages.

The page makes 4 requests.

total: 4

images: 0

javascript: 2

stylesheets: 2

Minify Javascript

Does the site use minified JavaScript?

Some Javascript files don't seem to be minified.

`http://kerlyfinance.com/script.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.

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.

Visible Plugins

Visible Plugins

Hurray! None of the plugins are publicly visible.

Directory Listing

Does your web server list the contents of the directories?

Directory Listing seems to be disabled on the server.

Secure Connection

Is your content served over a secure connection?

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