

Silver Engineering Works

Full crawl of the live site: every internal page timed and parsed, every outbound link checked, content and accessibility signals extracted page-by-page. Findings below are ordered by what to fix first.

SUMMARY

At a glance

97	0.77s	2.16s	75%	73%	0
UNIQUE PAGES	AVG LOAD TIME	SLOWEST PAGE	MISSING META DESC.	IMAGES MISSING ALT	BROKEN INTERNAL LINKS
9	31				
BROKEN OUTBOUND LINKS	UNUSED DEMO PAGES				

SHEET 01

Site map

97 unique URLs across 8 sections

The crawler followed every internal link reachable from the homepage. Pages group into six real content sections, plus one section that shouldn't be public — see below.

Home1	Company7	Services21	Materials6
/1014w	/1933-2/315w	/precision-cnc-machin...565w	/aluminum/606w
	/1941-2/313w	/prototype-short-run-...671w	/brass/641w
	/1980s/313w	/services/887w	/bronze-2/692w
	/2007-2/315w	/sheet-metal-machine-...652w	/carbon-steel-materia...669w
	/about/874w	/stainless-steel-fabr...544w	/stainless-steel-mate...776w
	/contact/261w	/stainless-steel-mach...558w	/steel/328w
	/history-of-henry-sil...337w	/stainless-steel-weld...793w	
		/structural-steel-fab...540w	
Industries & Equipment7	Blog, Categories & Authors23	Shop (unused demo store)31	Legal1
/continuous-centrifug...284w	/5-facts-about-the-su...669w	/product/long-sleeve-...174w	/terms-agreement/91w
/equipment/2255w	/a-detailed-analysis-...458w	/product/membership/173w	
/horizontal-crystalli...236w	/amalgamated-sugar-in...388w	/product/pheonix/173w	
/industries/1097w	/author/admin/337w	/product/poster-desig...170w	
/sugar-processing/1042w	/author/olivia/771w	/product/short-sleeve...174w	
/tower-diffuser/281w	/author/olivia/page/2/779w	/product/space-helmet/174w	
/vertical-crystallize...280w	/author/olivia/page/3/786w	/product/studio/173w	
	/author/olivia/page/4/248w	/shop/176w	

Slowest pages

Time to first byte + full HTML download

/equipment	2.16s
/equipment/	2.01s
/industries	1.74s
/product/member...	1.42s
/	1.37s
/sugar-processi...	1.35s
/services	1.33s
/sugar-processi...	1.27s

Heaviest pages (HTML document)

Raw HTML size — doesn't include images/scripts loaded after

/equipment/	498 KB
/sugar-processi...	300.3 KB
/services/	293.1 KB
/	284.4 KB
/continuous-cen...	238.4 KB
/tower-diffuser/	237.8 KB
/vertical-cryst...	237.7 KB
/horizontal-cry...	224.1 KB

Median load time across all 150 requests was **0.68s**, which is respectable. The tail is the problem: /equipment and /industries run 2–3x slower than a typical page here, and correlate directly with the heaviest, most image-dense documents below — the same pages show up in the accessibility findings on Sheet 04. Average front-end weight is also worth flagging: pages load an average of **23** scripts and **25.7** stylesheets each (the homepage alone loads 46 scripts / 63 stylesheets), typical of a heavily plugin-driven WordPress/page-builder setup and a likely contributor to the slower pages.

Meta descriptions are missing almost everywhere

75% of pages (73 of 97) have no meta description, including the homepage, About, Contact, Services and every category archive. Google will auto-generate a snippet from page text instead of the one you control — a direct hit to click-through from search results.

The same page is reachable at 4–5 different URLs

26 pages (52 extra URLs) are duplicated across www vs. bare domain, http vs. https, and trailing-slash vs. not — e.g. /contact, /contact/, and https://silverengineeringworks.com/contact all return 200 instead of redirecting to one canonical URL. Canonical tags are set correctly on every variant (this is genuinely well-handled), so search rankings aren't split — but it still wastes crawl budget and each variant is a separately-cacheable full page load.

Long meta titles

5 blog/history posts run 71–87 characters — Google truncates around 60

PAGE	LENGTH	TITLE
/5-facts-about-the-sugar-industry-marketplace-and-its-2020-valuation/	87 chars	5 Facts About The Sugar Industry Marketplace & It's 2020 Valuation
/amalgamated-sugar-in-twin-falls-sugar-processing-plant-for-beets/	86 chars	Amalgamated Sugar In Twin Falls: Sugar Processing Plant For Beets
/how-a-continuous-centrifugal-machine-is-built-and-how-it-works/	81 chars	How A Continuous Centrifugal Machine Is Built & How It Works
/a-detailed-analysis-of-how-to-properly-balance-machine-parts/	81 chars	A Detailed Analysis Of How To Properly Balance Machine Parts
/history-of-henry-silver-and-silver-engineering-works/	71 chars	History Of Henry Silver & Silver Engineering Works

Thin content

18 pages under 150 words — mostly shop taxonomy pages (see Sheet 01)

PAGE	WORD COUNT
/terms-agreement/	91
/my-account/	104
/product-tag/accelerate/	126
/product-tag/membership/	126
/product-tag/studio/	126
/product-tag/3d/	129
/product-tag/helmet/	129
/product-tag/merch/	129
/product-tag/merchandise/	129
/product-tag/objects/	129

Accessibility, images & broken links

Image alt text is missing on most images

73% of all 674 images sitewide have no alt attribute — meaning a screen reader can't describe them and Google gets no image-search signal. Worst offenders:

/equipment/	59/72
/sugar-processi...	49/50
/services/	33/51
/	22/27

What's already working well

/industries/	10/16	✓ Every page has exactly one H1 and a clean heading structure — no missing or duplicated H1s found
/resources/	10/11	✓ Mobile viewport tag present on all 97 pages
/shop/	10/12	✓ lang attribute present on all 97 pages
/author/olivia/	10/11	✓ Canonical tags correctly implemented on 96 of 97 pages, including all duplicate URL variants
		✓ Zero broken internal links — every internal link on the site resolves with a 200

Broken outbound links

9 dead links found (Twitter share widgets return 520 for all bots and were excluded as a false positive, not a real break)

BROKEN URL	STATUS	LINKED FROM
https://i0.wp.com/storage.googleapis.com/stateless-kordspace/2019/05/6...	404	/product/membership/
https://i0.wp.com/storage.googleapis.com/stateless-kordspace/2019/05/9...	404	/product/short-sleeve-shirt/
https://i0.wp.com/storage.googleapis.com/stateless-kordspace/2019/05/d...	404	/product/studio/
https://i1.wp.com/storage.googleapis.com/stateless-kordspace/2019/05/4...	404	/product/pheonix/
https://i1.wp.com/storage.googleapis.com/stateless-kordspace/2019/05/a...	404	/product/insight/
https://i2.wp.com/storage.googleapis.com/stateless-kordspace/2019/05/4...	404	/product/accelerator/
https://i2.wp.com/storage.googleapis.com/stateless-kordspace/2019/05/c...	404	/product/attract/
https://www.pendarvismanufacturing.com/mig-welding.php	404	/carbon-steel-material/
https://www.pendarvismanufacturing.com/tig-welding.php	404	/carbon-steel-material/

PLANRecommendations

ordered by impact vs. effort

CRITICAL	Take down or password-protect the demo shop 31 of the site's 97 pages — /shop, /cart, /my-account, and every /product/* page — are unmodified WooCommerce/theme demo content, still live and indexable. Real visitors can currently add a "Space Helmet" (\$220) or "Poster Design" to a cart on a metal fabrication company's website. The author bio at /author/admin/ is also demo content ("Marco Lopes — CX Designer"). None of this reflects the business, and a customer completing a checkout for fake merchandise is a real liability, not just clutter. Why it matters: this is nearly a third of the entire site — it dilutes topical relevance for search engines, confuses visitors who land on it, and creates an actual transaction risk. Effort: low — disable the WooCommerce plugin/pages, or delete the demo products, in an afternoon.
HIGH	Fix the 7 broken product images Each demo product page (/product/accelerator/, /product/insight/, /product/membership/, /product/attract/, /product/studio/, /product/pheonix/, /product/short-sleeve-shirt/) points to a 404 on a leftover theme-demo image bucket. Resolved automatically if the shop is removed per above; otherwise these need real images. Why it matters: broken image icons are one of the fastest ways a visitor loses confidence in a business. Effort: none, if bundled with the shop removal above.
	Write meta descriptions for the real pages Prioritize the 20 pages that actually represent the business: homepage, About, Contact, Services, Industries, Equipment, and the

HIGH

21 service/material pages. That's a bigger lift than all 97, but it's where search visibility actually matters.

Why it matters: directly affects click-through rate from Google search results. **Effort:** medium — roughly 150 characters of copy per page, one afternoon for the core 20.

MEDIUM

Add alt text to images on the 4 heaviest pages first

/equipment (59 of 72 images), /sugar-processing (49 of 50), /services (33 of 51), and the homepage (22 of 27) account for the bulk of the sitewide gap. These are also your highest-traffic, most content-rich pages.

Why it matters: accessibility compliance (ADA/WCAG exposure for a business site) plus image-search SEO. **Effort:** medium — descriptive alt text for ~150 images across 4 pages.

MEDIUM

301-redirect duplicate URL variants to one canonical form

Pick one form (recommend <https://www.silverengineeringworks.com/path/>, matching the existing canonical tags) and redirect the other 52 variants server-side instead of serving 200s on all of them.

Why it matters: saves crawl budget and removes duplicate-content risk that's currently only patched over by canonical tags. **Effort:** low — one rewrite rule at the server or CDN level, common in WordPress hosting panels.

MEDIUM

Investigate front-end plugin bloat

23–46 scripts and 26–63 stylesheets per page is heavy for a marketing site of this size and is a likely contributor to the 2+ second load times on /equipment and /industries.

Why it matters: page speed affects both conversion and Google ranking. **Effort:** medium — audit installed plugins/page-builder modules for ones no longer in use.

LOW

Trim the two dead links to a competitor's site

/carbon-steel-material/ links out to pendarvismanufacturing.com/mig-welding.php and /tig-welding.php, both 404. Worth asking whether linking to another fabrication shop was intentional at all.

Why it matters: minor, but dead outbound links look unmaintained and this one sends traffic toward a competitor. **Effort:** trivial — remove or replace the two links.

LOW

Shorten 5 long blog/history titles and merge one duplicate title

Titles over 65 characters get truncated in search results (list on Sheet 03). Separately, /category/services/ and /product-category/services/ share the exact title "Services Archives" — low-stakes once the shop taxonomy is removed.

Why it matters: cosmetic SEO polish, not urgent. **Effort:** trivial.

Crawl: 150 requests (97 unique pages after canonicalization), politeness delay 0.5s between requests, robots.txt respected. Load times are server response time via plain HTTP request, not full browser paint time.