



Site Audit Report

www. [REDACTED] .com

Full Site Audit Report

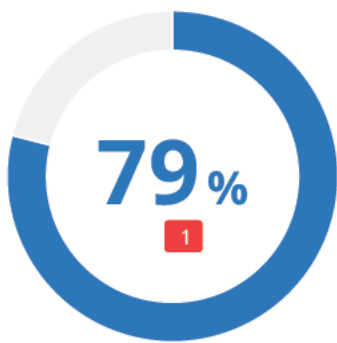
Subdomain: www[REDACTED].com

User Agent: GoogleBot-Desktop

Last Update: May 19, 2018

Crawled Pages: 77

Total Score



Crawled Pages

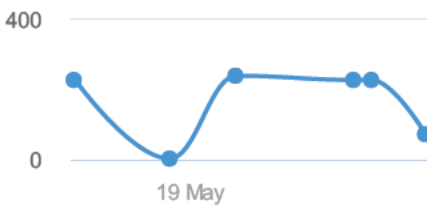
77



● Healthy (5) ● Broken (2) ● Have issues (69) ● Redirected (1) ● Blocked (0)

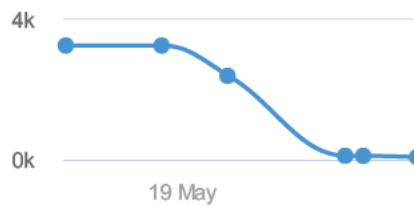
Errors

72 (-155)



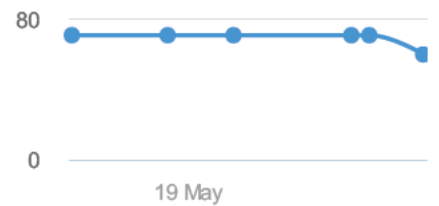
Warnings

61 (-37)



Notices

60 (-11)



Top Issues

1 page returned a 4XX status code errors 1% of total issues

5 pages have duplicate content issues errors 3% of total issues

1 page couldn't be crawled errors 1% of total issues

ERRORS

72 -155

58 pages have duplicate meta descriptions

About this issue: crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages.

58 -39

7 issues with duplicate title tags

About this issue: crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords.

7 -57

5 pages have duplicate content issues

About this issue: Webpages are considered duplicate if they contain identical or nearly identical content. Excessive duplicate content may confuse search engines as to which page to index and which one to prioritize in search results. Using duplicated content across multiple pages may lead to traffic loss and poor placement in search results, and it may even provoke search engines to ban your page. Please note that crawler may flag your webpages as duplicates if there is too much text in your website's navigation compared to the amount of unique text on your page. How to fix: Here are a few ways to fix duplicate content: 1. Provide some unique content on the webpage. 2. Remove duplicate content. 3. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results.

5 -59

1 page returned a 4XX status code

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all links reported as 4xx. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

1 0

1 page couldn't be crawled

About this issue: This issue indicates that crawler couldn't access the webpage because the server either timed out or refused/closed the connection before our crawler could receive a response. How to fix: Please contact your web hosting technical support team and ask them to fix the issue.

1 0

0 pages returned 5XX status code

0

0 pages don't have title tags

0

0 internal links are broken

0

0 pages couldn't be crawled (DNS resolution issues)

0

0 pages couldn't be crawled (incorrect URL formats)

0

0 internal images are broken

0

Robots.txt file has format errors

0

0 sitemap.xml files have format errors

0

0 incorrect pages found in sitemap.xml

0

0 pages have a WWW resolve issue

0

This page has no viewport tag

0

0 pages have too large HTML size

0

0 AMP pages have no canonical tag

0

0 issues with hreflang values

0

0 hreflang conflicts within page source code

0

0 issues with incorrect hreflang links

0

0 non-secure pages

0

0 issues with expiring or expired certificate

0

0 issues with old security protocol

0

0 issues with incorrect certificate name

0

0 issues with mixed content

0

No redirect or canonical to HTTPS homepage from HTTP version

0

0 redirect chains and loops

0

0 pages with a broken canonical link

0

0 pages have multiple canonical URLs

0

0 pages have a meta refresh tag

0

0 issues with broken internal JavaScript and CSS files

0

0 subdomains don't support secure encryption algorithms

0

0 sitemap.xml files are too large

0

0 pages have slow load speed

0

WARNINGS

61 -37

46 pages have low text-HTML ratio

About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This warning is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster. How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

46 -23

11 pages have a low word count

About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

11 -11

2 pages have too much text within the title tags

About this issue: Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. How to fix: Try to rewrite your page titles to be 75 characters or less.

2 -2

1 internal link contains a nofollow attribute

About this issue: The rel="nofollow" attribute is an element in an <a> tag that tells crawlers not to follow the link (e.g., "Nofollow link example"). \"Nofollow\" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website. Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from <a> tags, if necessary.

1 -1

Sitemap.xml not found

About this issue: A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL. Using a sitemap.xml file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines, it also quickly informs search engines about any new or updated content on your website. Therefore, your website will be crawled faster and more intelligently. How to fix: Consider generating a sitemap.xml file if you don't already have one.

1 0

0 external links are broken

0 0

0 external images are broken

0 0

0 links on HTTPS pages leads to HTTP page

0

0 pages don't have enough text within the title tags

0

0 pages don't have an h1 heading

0

0 pages have duplicate H1 and title tags

0

0 pages don't have meta descriptions

0

0 pages have too many on-page links

0

0 pages have temporary redirects

0

0 images don't have alt attributes

0

0 pages have too many parameters in their URLs

0

0 pages have no hreflang and lang attributes

0

0 pages don't have character encoding declared

0

0 pages don't have doctype declared

0

0 pages use Flash

0

0 pages contain frames

0

0 pages have underscores in the URL

0

Sitemap.xml not indicated in robots.txt

0

Homepage does not use HTTPS encryption

0

0 subdomains don't support SNI

0

0 HTTP URLs in sitemap.xml for HTTPS site

0

0 uncompressed pages

0

0 issues with blocked internal resources in robots.txt

0

0 issues with uncompressed JavaScript and CSS files

0

0 issues with uncached JavaScript and CSS files

0

0 pages have a JavaScript and CSS total size that is too large

0

0 pages use too many JavaScript and CSS files

0

0 issues with unminified JavaScript and CSS files

0

NOTICES

60 -11

60 pages have only one incoming internal link

About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them. How to fix: Add more incoming internal links to pages with important content.

60 -11

0 pages have more than one H1 tag

0 0

0 pages are blocked from crawling

0 0

URLs on 0 pages are too long

0 0

0 external links contain nofollow attributes

0 0

Robots.txt not found

0 0

0 pages have hreflang language mismatch issues

0 0

0 subdomains don't support HSTS

0 0

0 orphaned pages in Google Analytics

0 0

0 orphaned pages in sitemaps

0 0

0 pages take more than 1 second to become interactive

0 0

0 pages blocked by X-Robots-Tag: noindex HTTP header

0 0

0 issues with blocked external resources in robots.txt

0 0

0 issues with broken external JavaScript and CSS files

0

0 pages need more than 3 clicks to be reached

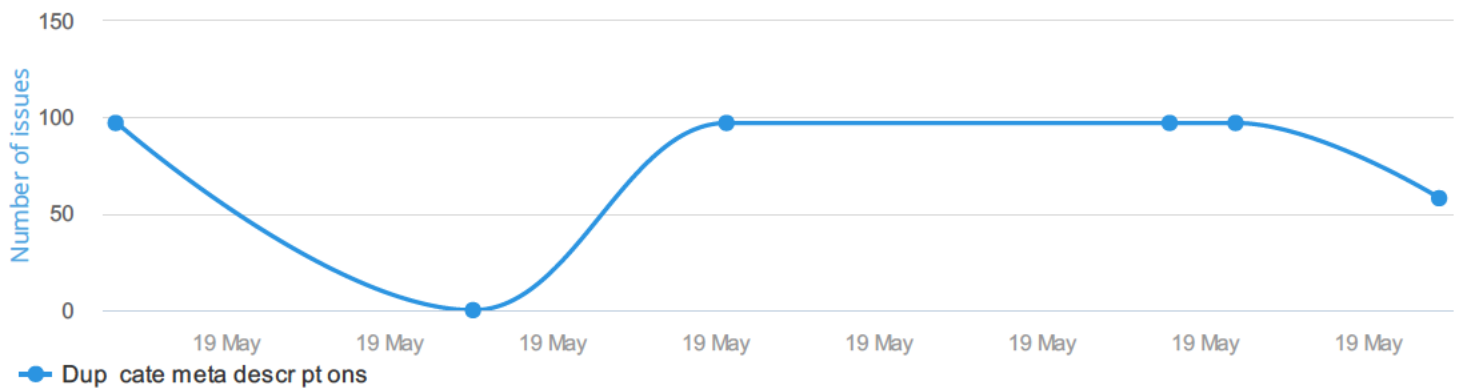
0

Duplicate meta descriptions

i About this issue: crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages.

Historical chart for audits

Period: May 19, 2018 (14:16) - May 19, 2018 (14:57)



Duplicate meta descriptions 58

www. [redacted] .com, GoogleBot Desktop

Page URL	Pages with Duplicate Meta Description	Discovered
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]



Page URL	Pages w th Dup cate Meta Descr pt on	D scovered
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]



Page URL	Pages w th Dup cate Meta Descr pt on	D scovered
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]



Page URL	Pages with Duplicate Meta Description	Discovered
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]
[Redacted]	1	[Redacted]

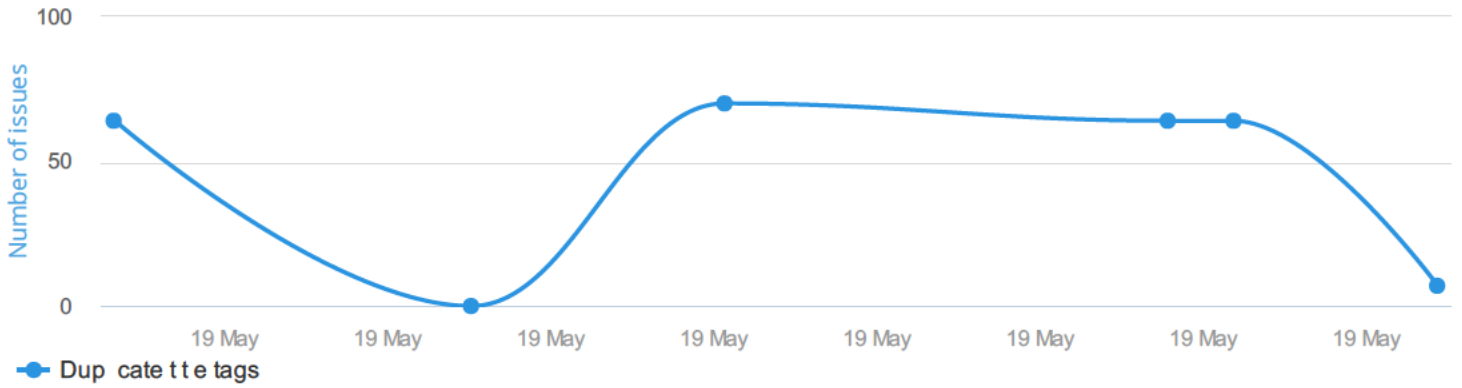
Duplicate title tags

i *About this issue: crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords.*

Historical chart for audits

Period: May 19, 2018 (14:57) - May 19, 2018 (14:16)





Duplicate title tags 7

www. [redacted].com, GoogleBot Desktop

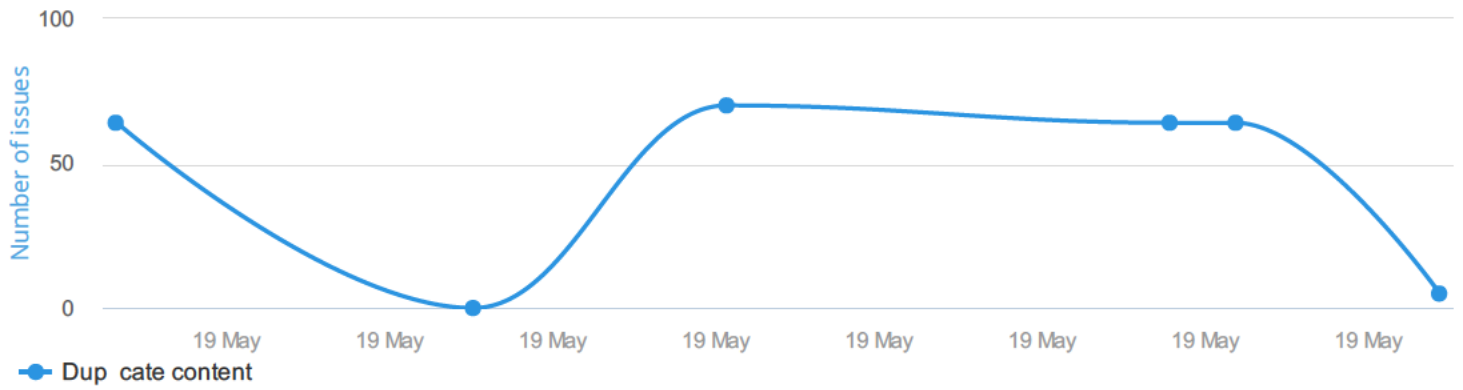
Duplicates	Pages with the same title discovered
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]

Duplicate content

i About this issue: Webpages are considered duplicate if they contain identical or nearly identical content. Excessive duplicate content may confuse search engines as to which page to index and which one to prioritize in search results. Using duplicated content across multiple pages may lead to traffic loss and poor placement in search results, and it may even provoke search engines to ban your page. Please note that crawler may flag your webpages as duplicates if there is too much text in your website's navigation compared to the amount of unique text on your page. How to fix: Here are a few ways to fix duplicate content: 1. Provide some unique content on the webpage. 2. Remove duplicate content. 3. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results.

Historical chart for audits

Period: May 19, 2018 (14:16) - May 19, 2018 (14:57)



Duplicate content 5

www. [redacted] .com, GoogleBot Desktop

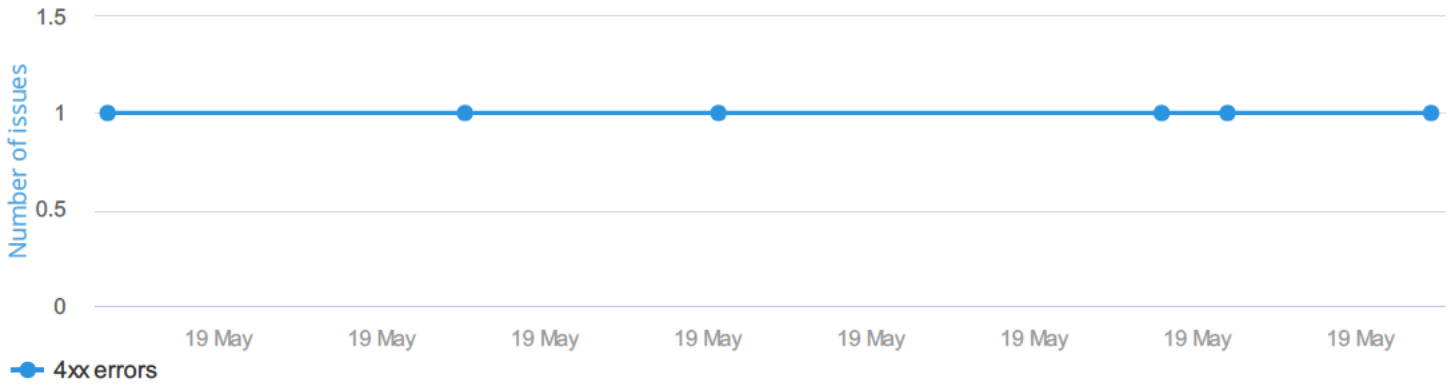
Page URL	Similar Pages	Discovered
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]
[redacted]	1	[redacted]

4xx errors

i About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all links reported as 4xx. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

Historical chart for audits

Period: May 19, 2018 (14:57) - May 19, 2018 (14:16)



4xx errors 1

www [redacted] com, Goog eBot Desktop

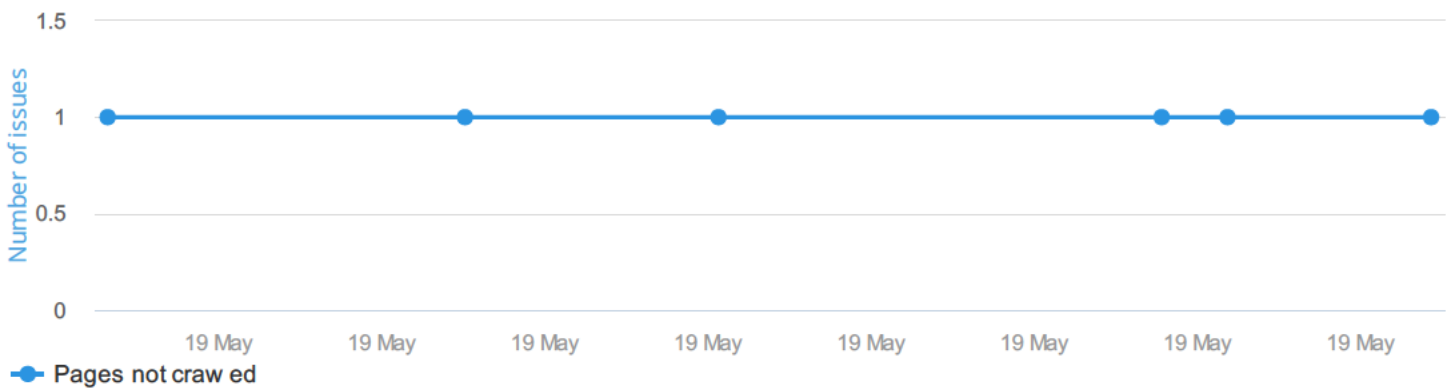
Page URL	H	P Code	D discovered
[redacted]	[redacted]	[redacted]	[redacted]

Pages not crawled

i About this issue: This issue indicates that crawler couldn't access the webpage because the server either timed out or refused/closed the connection before our crawler could receive a response. How to fix: Please contact your web hosting technical support team and ask them to fix the issue.

Historical chart for audits

Period: May 19, 2018 (14:16) - May 19, 2018 (14:57)



Pages not crawled 1

www [redacted] com, Goog eBot Desktop

Page URL	D discovered
https //www [redacted] com/	May 19, 2018 (14 57)

Low text to HTML ratio

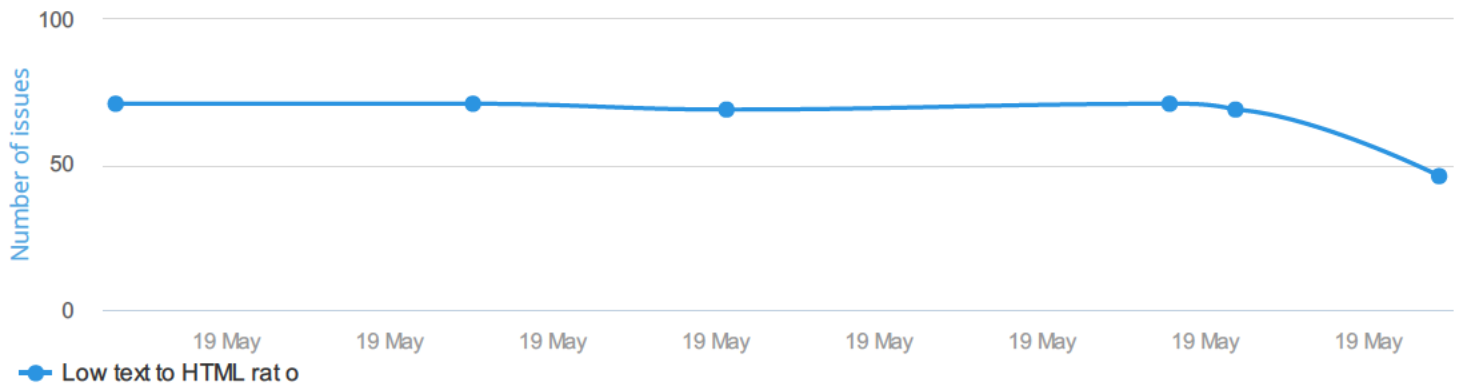
[redacted]

[redacted]

i *About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This warning is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster. How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.*

Historical chart for audits

Period: May 19, 2018 (14:57) - May 19, 2018 (14:16)



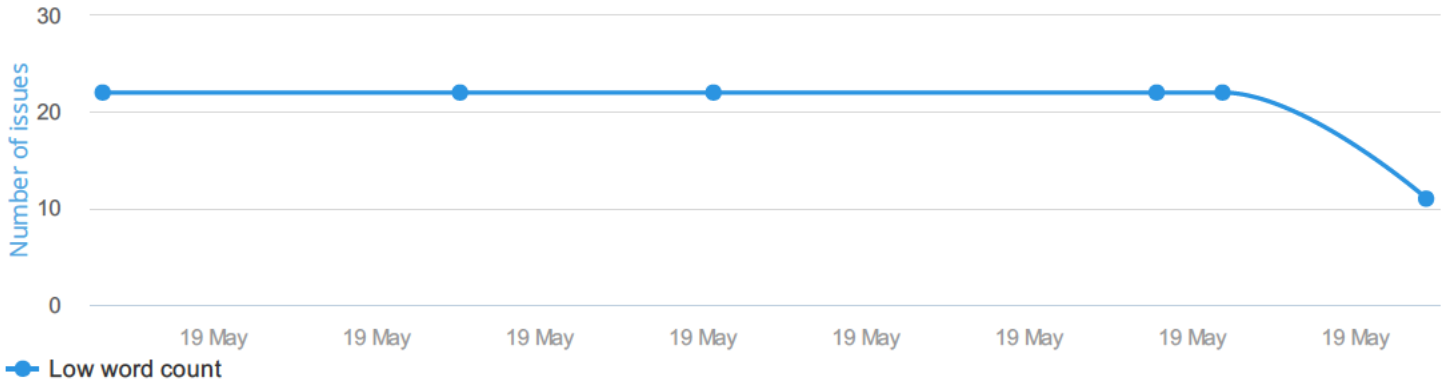
Low text to HTML ratio 46

www. [redacted] .com, GoogleBot Desktop

Page URL	Ratio	Discovered
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]

Historical chart for audits

Period: May 19, 2018 (14:16) - May 19, 2018 (14:57)



Low word count 11

www. [redacted] com, Goog eBot Desktop

Page URL	Words Count	D scovered
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]

Long title element

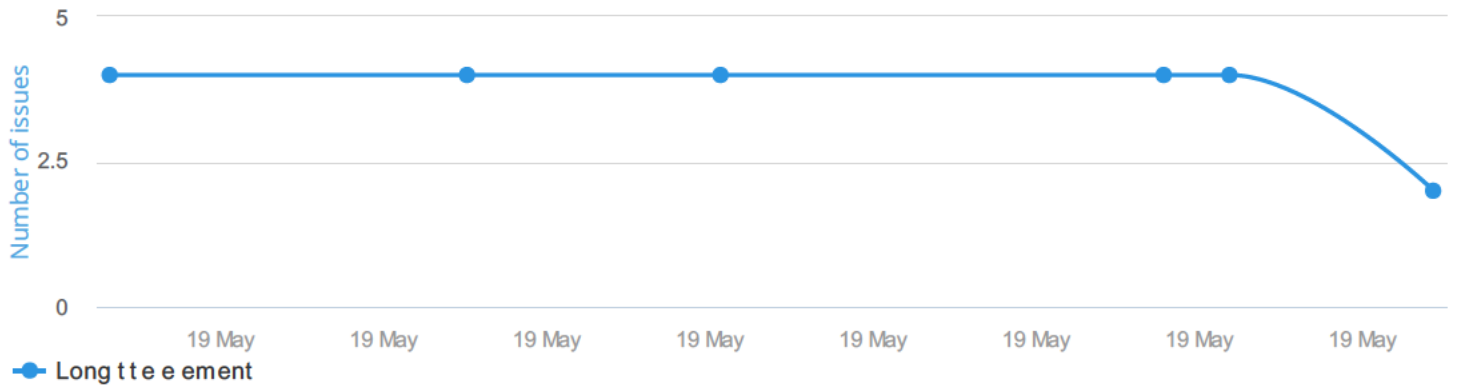
[redacted]

[redacted]

i About this issue: Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. How to fix: Try to rewrite your page titles to be 75 characters or less.

Historical chart for audits

Period: May 19, 2018 (14:57) - May 19, 2018 (14:16)



Long title element 2

www. [redacted] .com, GoogleBot Desktop

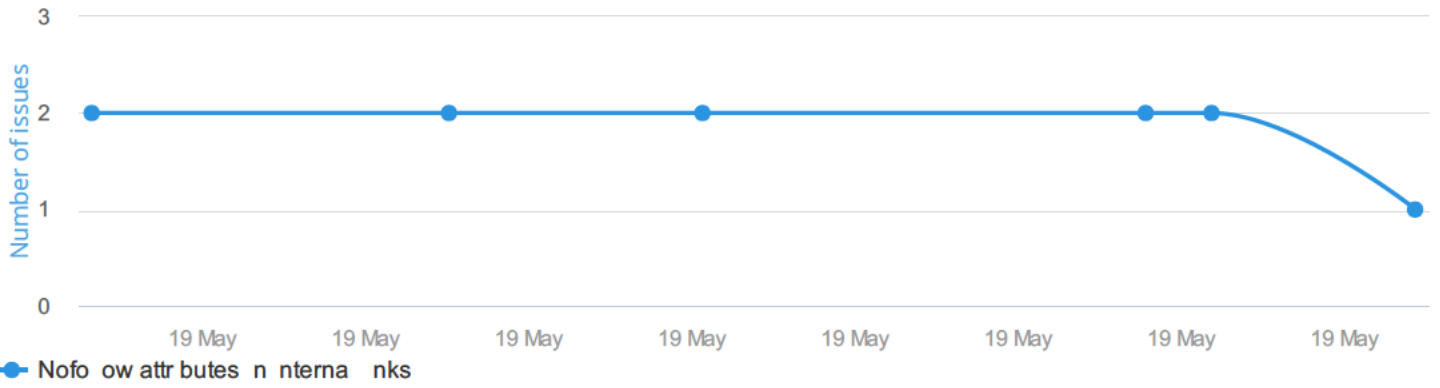
Page URL	Issue	Discovered
[redacted]	[redacted]	[redacted]
[redacted]	[redacted] insects Pest identification	May 19, 2018 (14:57)

Nofollow attributes in internal links

i About this issue: The `rel="nofollow"` attribute is an element in an `<a>` tag that tells crawlers not to follow the link (e.g., `Nofollow link example`). "Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website. Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from `<a>` tags, if necessary.

Historical chart for audits

Period: May 19, 2018 (14:16) - May 19, 2018 (14:57)



Nofollow attributes in internal links 1

www [redacted] com, GoogleBot Desktop

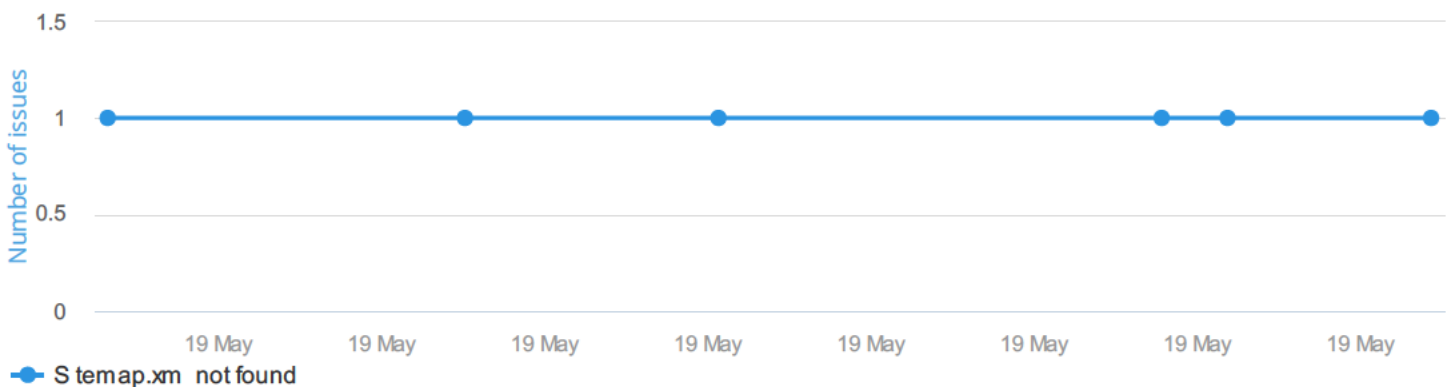
Page URL	Link URL	Discovered
[redacted]	[redacted]	[redacted]

Sitemap.xml not found

i About this issue: A `sitemap.xml` file is used to list all URLs available for crawling. It can also include additional data about each URL. Using a `sitemap.xml` file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines, it also quickly informs search engines about any new or updated content on your website. Therefore, your website will be crawled faster and more intelligently. How to fix: Consider generating a `sitemap.xml` file if you don't already have one.

Historical chart for audits

Period: May 19, 2018 (14:57) - May 19, 2018 (14:16)



Sitemap.xml not found 1

www [redacted] com, GoogleBot Desktop

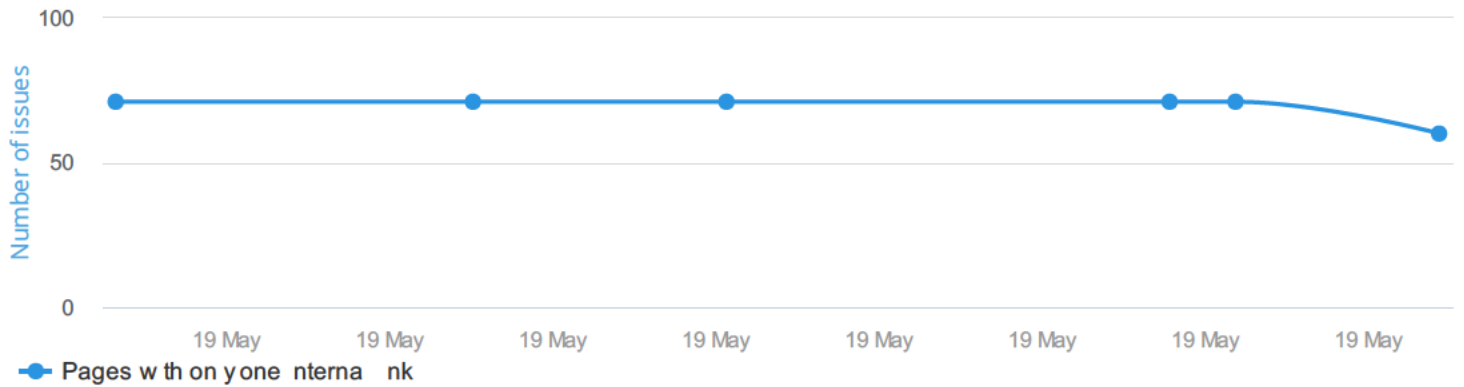
Page URL	Discovered
[redacted]	[redacted]

Pages with only one internal link

i About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them. How to fix: Add more incoming internal links to pages with important content.

Historical chart for audits

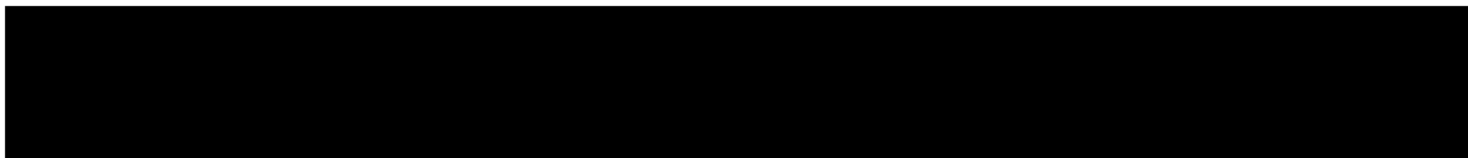
Period: May 19, 2018 (14:16) - May 19, 2018 (14:57)



Pages with only one internal link 60

www. [redacted] .com, GoogleBot Desktop

Page URL	Discovered
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]



Page URL

D discovered

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

