



# Site Audit: Issues

SEO Audit

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Subdomain: .net

Last Update: May 21, 2021

Crawled Pages: 254

94<sup>0</sup>

## 64 incorrect pages found in sitemap.xml

About this issue: A sitemap.xml file makes it easier for crawlers to discover the pages on your website. Only good pages intended for your visitors should be included in your sitemap.xml file. This error is triggered if your sitemap.xml contains URLs that: 1. lead to webpages with the same content. 2. redirect to a different webpage. 3. return non-200 status code. Populating your file with such URLs will confuse search engines, cause unnecessary crawling or may even result in your sitemap being rejected. How to fix: Review your sitemap.xml for any redirected, non-canonical or non-200 URLs. Provide the final destination URLs that are canonical and return a 200 status code.

64<sup>0</sup>

## 18 internal links are broken

About this issue: Broken internal links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

18<sup>0</sup>

## 9 pages returned 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. How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. 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

9<sup>0</sup>

## 2 internal images are broken

2 0

About this issue: An internal broken image is an image that can't be displayed because it no longer exists, its URL is misspelled, or because the file path is not valid. Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality. How to fix: To fix a broken internal image, perform one of the following: 1. If an image is no longer located in the same location, change its URL. 2. If an image was deleted or damaged, replace it with a new one. 3. If an image is no longer needed, simply remove it from your page's code

## 1 sitemap.xml file has format errors

1 0

About this issue: If your sitemap.xml file has any errors, search engines will not be able to process the data it contains, and they will ignore it. How to fix: Review your sitemap.xml file and fix all errors. You can check your file using the Sitemaps report in Google Search Console: [https://search.google.com/search-console/not-verified?original\\_url=/search-console/sitemaps&original\\_resource\\_id](https://search.google.com/search-console/not-verified?original_url=/search-console/sitemaps&original_resource_id). For information on how to configure your sitemap.xml, please see this article: <https://www.sitemaps.org/protocol.html>.

0 pages returned 5XX status code

0 0

0 pages don't have title tags

0 0

0 issues with duplicate title tags

0 0

0 pages have duplicate content issues

0 0

0 pages couldn't be crawled

0 0

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

0 0

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

0 0

0 pages have duplicate meta descriptions

0 0

Robots.txt file has format errors

0 0

0 pages have a WWW resolve issue

0 0

This page has no viewport tag

0 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

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0 sitemap.xml files are too large

0

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

0

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0 structured data items are invalid

0

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0 pages have slow load speed

0

2828 <sup>0</sup>

### 2431 issues with unminified JavaScript and CSS files

About this issue: Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files. If this issue doesn't affect your page load time, simply ignore it.

2431 <sup>0</sup>

### 149 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 issue 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.

149 <sup>0</sup>

### 129 pages don't have meta descriptions

About this issue: Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users. For more information, please see these article: Create good titles and snippets in Search Results: <https://support.google.com/webmasters/answer/35624>. How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

129 <sup>0</sup>

### 100 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. For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

100 <sup>0</sup>

### 9 pages have too much text within the title tags

About this issue: Most search engines truncate titles containing more than 70 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. For more information, please see this Google article: <https://support.google.com/webmasters/answer/35624>. How to fix: Try to rewrite your page titles to be 70 characters or less.

9 <sup>0</sup>

### 5 HTTP URLs in sitemap.xml for HTTPS site

5 0

About this issue: Your sitemap.xml should include the links that you want search engines to find and index. Using different URL versions in your sitemap could be misleading to search engines and may result in an incomplete crawling of your website. How to fix: Replace all HTTP URLs in your sitemap.xml with HTTPS URLs.

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### 3 pages don't have an h1 heading

3 0

About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly. How to fix: Provide a concise, relevant h1 heading for each of your page.

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### 1 image doesn't have an alt attribute

1 0

About this issue: Alt attributes within <img> tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. For more information, please see these articles: Using ALT attributes smartly: <https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and Google Image Publishing Guidelines: <https://support.google.com/webmasters/answer/114016?hl=en>. How to fix: Specify a relevant alternative attribute inside an <img> tag for each image on your website, e.g., "<img src='mylogo.png' alt='This is my company logo'>".

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### Sitemap.xml not indicated in robots.txt

1 0

About this issue: If you have both a sitemap.xml and a robots.txt file on your website, it is a good practice to place a link to your sitemap.xml in your robots.txt, which will allow search engines to better understand what content they should crawl. How to fix: Specify the location of your sitemap.xml in your robots.txt. To check if Googlebot can index your sitemap.xml file, use the Sitemaps report in Google Search Console: [https://search.google.com/search-console/not-verified?original\\_url=/search-console/sitemaps&original\\_resource\\_id](https://search.google.com/search-console/not-verified?original_url=/search-console/sitemaps&original_resource_id)

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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

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

0 0

0 pages have duplicate H1 and title tags

0 0

0 pages have too many on-page links

0 0

0 URLs with a temporary redirect	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
0 outgoing internal links contain nofollow attribute	0
Sitemap.xml not found	0
Homepage does not use HTTPS encryption	0
0 subdomains don't support SNI	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

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0 pages use too many JavaScript and CSS files

0 0

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0 link URLs are too long

0 0

2955 <sup>0</sup>

### 1024 links on this page have no anchor text

About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL), or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about. Also, Google considers anchor text when indexing a page. So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about. Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide [https://support.google.com/webmasters/answer/7451184?hl=en&ref\\_topic=9460495&authuser=0](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0)

1024 <sup>0</sup>

### 950 orphaned pages in sitemaps

About this issue: An orphaned page is a webpage that is not linked to internally. Including orphaned pages in your sitemap.xml files is considered to be a bad practice, as these pages will be crawled by search engines. Crawling outdated orphaned pages will waste your crawl budget. If an orphaned page in your sitemap.xml file has valuable content, we recommend that you link to it internally. How to fix: Review all orphaned pages in your sitemap.xml files and do either of the following: If a page is no longer needed, remove it; If a page has valuable content and brings traffic to your website, link to it from another page on your website; If a page serves a specific need and requires no internal linking, leave it as is.

950 <sup>0</sup>

### 508 outgoing external links contain nofollow attributes

About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

508 <sup>0</sup>

### 185 pages need more than 3 clicks to be reached

About this issue: A page's crawl depth is the number of clicks required for users and search engine crawlers to reach it via its corresponding homepage. From an SEO perspective, an excessive crawl depth may pose a great threat to your optimization efforts, as both crawlers and users are less likely to reach deep pages. For this reason, pages that contain important content should be no more than 3 clicks away from your homepage. How to fix: Make sure that pages with important content can be reached within a few clicks. If any of them are buried too deep in your site, consider changing your internal link architecture.

185 <sup>0</sup>

### 155 resources are formatted as page link

About this issue: We detected that some links to resources are formatted with <a href> HTML element. An <a> tag with a href attribute is used to link to other webpages and must only contain a page URL. Search engines will crawl your site from page to page by following these HTML page links. When following a page link that contains a resource, for example, an image, the returned page will not contain anything except an image. This may confuse search engines and will indicate that your site has poor architecture. How to fix: Review your links. Replace <a href> links with tags necessary for specific resources. For example, if you'd like to add an image, use an <img> tag with an alt attribute describing the contents of your image.

155 <sup>0</sup>

### 60 pages have only one incoming internal link

60 <sup>0</sup>

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.

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### 42 URLs with a permanent redirect

42 <sup>0</sup>

About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users. How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.

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### 17 links on this page have non-descriptive anchor text

17 <sup>0</sup>

About this issue: This issue is triggered if a non-descriptive anchor text is used for a link (either internal or external). An anchor is considered to be non-descriptive if it doesn't give any idea of what the linked-to page is about, for example, "click here", "right here", etc. This type of anchor provides little value to users and search engines as it doesn't provide any information about the target page. Also, such anchors will offer little in terms of the target page's ability to be indexed by search engines, and as a result, rank for relevant search requests. For more information on the criteria used to trigger this check, refer to kb article title. How to fix: To let users and search engines understand the meaning of the linked-to page, use a succinct anchor text that describes the page's content. For best practices on how to optimize your anchor text, refer to the "Write good link text" section in Google's Search Engine Optimization (SEO) Starter Guide [https://support.google.com/webmasters/answer/7451184?hl=en&ref\\_topic=9460495&authuser=0](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0).

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### 10 pages have more than one H1 tag

10 <sup>0</sup>

About this issue: Although multiple <h1> tags are allowed in HTML5, we still do not recommend that you use more than one <h1> tag per page. Including multiple <h1> tags may confuse users. How to fix: Use multiple <h2>-<h6> tags instead of an <h1>.

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### 2 subdomains don't support HSTS

2 <sup>0</sup>

About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.

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### 2 links to external pages or resources returned a 403 HTTP status code

2 <sup>0</sup>

About this issue: This issue is triggered if a crawler gets a 403 code when trying to access an external webpage or resource via a link on your site. A 403 HTTP status code is returned if a user is not allowed to access the resource for some reason. In the case of crawlers, this usually means that a crawler is being blocked from accessing content at the server level. How to fix: Check that the page is available to browsers and search engines. To do this, follow a link in your browser and check the Google Search Console data. 1. If a page or resource is not available, contact the owner of the external website to restore deleted content or change the link on your page. 2. If a page is available but our bot is blocked from accessing it, you can ask the external website owner to unblock the page, so we can check all resources correctly. You can also hide this issue from your list.

0 pages are blocked from crawling	0
0 page URLs are longer than 200 characters	0
Robots.txt not found	0
0 pages have hreflang language mismatch issues	0
0 orphaned pages in Google Analytics	0
0 pages take more than 1 second to become interactive	0
0 pages blocked by X-Robots-Tag: noindex HTTP header	0
0 issues with blocked external resources in robots.txt	0
0 issues with broken external JavaScript and CSS files	0