

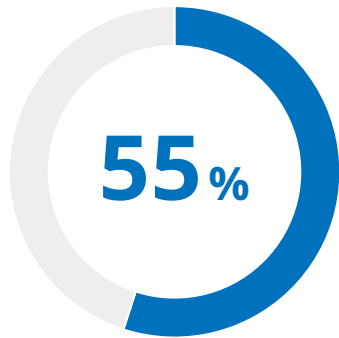


Site Audit 2017

Airbus

Site Audit: Issues

Total Score



Crawled Pages

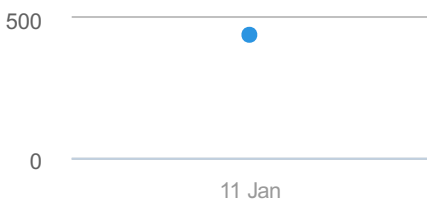
1862



● Healthy (957) ● Broken (19) ● Have issues (856) ● Redirected (28) ● Blocked (2)

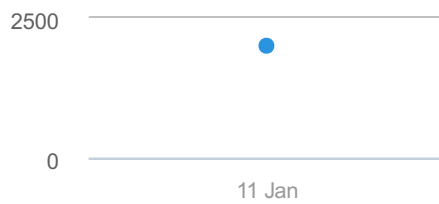
Errors

440



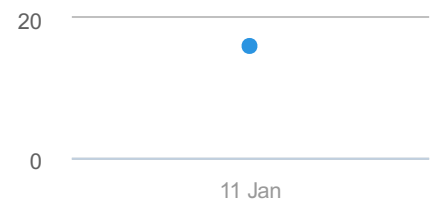
Warnings

2004



Notices

16



Top 3 Issues, Errors & Warnings

640 pages have duplicate H1 and title tags	warnings	26% of total errors & warnings
409 images don't have alt attributes	warnings	17% of total errors & warnings
309 pages have too much text within the title tags	warnings	13% of total errors & warnings

airbusdefenceandspace.com | SEMrushBot-Desktop

ERRORS

440 0

144 pages have duplicate meta descriptions

144 0

About this issue: SEMrushBot 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.

82 issues with duplicate title tags

82 0

About this issue: SEMrushBot 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.

77 internal links are broken

77 0

About this issue: Broken internal links can cause a webpage to return an error status. This can occur due to an incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Multiple broken internal links may discourage users from visiting other pages of your website. Also, broken links prevent crawlers from indexing your site properly. As a result, your website rank may be downgraded. Please note that SEMrushBot may detect a working link as broken if your website blocks our crawler from accessing it. This may happen 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 the links reported as broken. 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 broken do work when accessed with a browser, you may 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.

69 internal images are broken

69 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: Replace all broken images or delete them.

35 pages have duplicate content issues

35 0

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 SEMrushBot 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.

19 pages returned 4XX status codes

19 0

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 SEMrushBot 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

13 external links are broken

13 0

About this issue: Broken external 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 SEMrushBot 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.

Robots.txt file has format errors

1 0

About this issue: If your robots.txt file is poorly configured, it can lead to disastrous results. One mistake can damage your search rankings, ruining all your search engine optimization efforts. How to fix: Review your robots.txt file and fix all errors.

0 issues with incorrect hreflang links

0 0

0 hreflang conflicts within page source code

0 0

0 issues with hreflang values	0
0 AMP pages have no canonical tag	0
0 pages have too large HTML size	0
This page has no viewport tag	0
0 pages have a WWW resolve issue	0
0 wrong pages found in sitemap.xml	0
0 sitemap.xml files have format errors	0
0 external images are broken	0
0 pages couldn't be crawled (incorrect URL formats)	0
0 pages couldn't be crawled (DNS resolution issues)	0
0 pages couldn't be crawled	0
0 pages don't have title tags	0
0 pages returned 5XX status codes	0

airbusdefenceandspace.com | SEMrushBot-Desktop

WARNINGS

2004 0**640 pages have duplicate H1 and title tags**

About this issue: It is a bad idea to duplicate your title tag content in your first-level header. If your page's <title> and <h1> tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page. How to fix: Try to create different content for your <title> and <h1> tags.

640 0**409 images don't have alt attributes**

About this issue: Alt attributes within 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. How to fix: Specify a relevant alternative attribute inside an tag for each image on your website, e.g., "".

409 0**309 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.

309 0**303 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.

303 0**160 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. 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.

160 0

107 pages have a low word count

107 ⁰

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.

28 pages have temporary redirects

28 ⁰

About this issue: Temporary redirects (i.e., a 302 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/307 redirect with a 301/308 one.

27 pages don't have doctype declared

27 ⁰

About this issue: A webpage's doctype instructs web browsers which version of HTML or XHTML is being used. Declaring a doctype is extremely important in order for a page's content to load properly. If no doctype is specified, this may lead to various problems, such as messed up page content or slow page load speed, and, as a result, negatively affect user experience. How to fix: Specify a doctype for each of your pages by adding a <!Doctype> element (e.g., "<!Doctype HTML5>") to the very top of every webpage source, right before the <html> tag.

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

6 ⁰

About this issue: Generally, using short titles on webpages is a recommended practice. However, keep in mind that titles containing 10 characters or less do not provide enough information about what your webpage is about and limit your page's potential to show up in search results for different keywords. How to fix: Add more descriptive text inside your page's <title> tag.

4 pages have slow load speed

4 ⁰

About this issue: Page load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates. Please note that "page load speed" usually refers to the amount of time it takes for a webpage to be fully rendered by a browser. However, SEMrushBot only measures the time it takes to load a webpage's HTML code - load times for images, JavaScript and CSS are not factored in. How to fix: The main factors that negatively affect your HTML page generation time are your server's performance and the density of your webpage's HTML code. So, try to clean up your webpage's HTML code. If the problem is with your web server, you should think about moving to a better hosting service with more resources.

3 pages use Flash

3 0

About this issue: Although, Flash-based pages may look nice, it is not recommended that you use Flash content for several reasons. Most importantly, Flash content negatively impacts your website's visibility because it cannot be properly indexed and crawled by search engines. Secondly, using Flash content negatively affects your website's performance. Search engines may consider it as a signal that your website isn't worth ranking. And finally, Flash content doesn't work well on mobile devices. How to fix: Try to avoid Flash content as much as possible.

3 pages have more than one h1-heading

3 0

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>.

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.

2 pages pages have no hreflang and lang attributes

2 0

About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the <html> tag, e.g., "<html lang='en'>". 2. Add a hreflang attribute to your page's <head> tag, e.g., <link rel='alternate' href='http://example.com/' hreflang='en'/>

Homepage does not use HTTPS encryption

0 0

Sitemap.xml not found

0 0

Sitemap.xml not indicated in robots.txt

0 0

0 internal links contain nofollow attributes

0 0

0 pages have underscores in the URL

0 0

0 pages contain frames 0 0

0 pages don't have character encoding declared 0 0

0 pages have too many parameters in their URLs 0 0

0 pages have too many on-page links 0 0

