



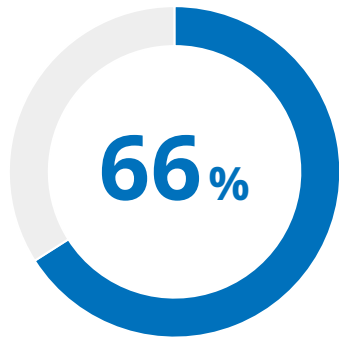
Blue Origin

# Site Audit 2017

Blue Origin

# Site Audit: Issues

## Total Score



## Crawled Pages

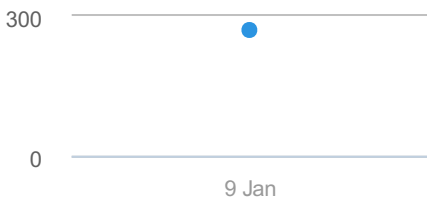
301



● Healthy (7)
 ● Broken (3)
 ● Have issues (290)
 ● Redirected (1)
 ● Blocked (0)

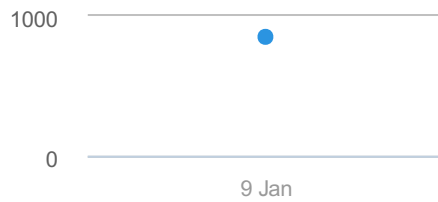
## Errors

270



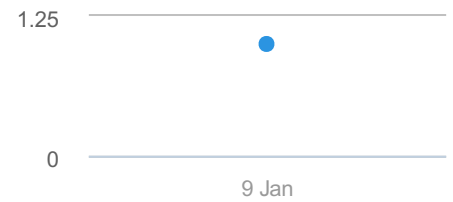
## Warnings

851



## Notices

1



## Top 3 Issues, Errors & Warnings

285 pages don't have meta descriptions	warnings	25% of total errors & warnings
256 pages have more than one h1-heading	warnings	23% of total errors & warnings
248 issues with duplicate title tags	errors	22% of total errors & warnings

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ERRORS

270 0

### 248 issues with duplicate title tags

248 <sup>0</sup>

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.

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### 16 pages have duplicate content issues

16 <sup>0</sup>

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.

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### 3 pages returned 4XX status codes

3 <sup>0</sup>

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

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### 2 internal links are broken

2 <sup>0</sup>

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.

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**1 page has a WWW resolve issue****1** 

About this issue: Normally, a webpage can be accessed with or without adding www to its domain name. If you haven't specified which version should be prioritized, search engines will crawl both versions, and the link juice will be split between them. Therefore, none of your page versions will get high positions in search results. How to fix: Set your preferred version in Google Search Console.

0 issues with incorrect hreflang links

**0** 

0 hreflang conflicts within page source code

**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 wrong pages found in sitemap.xml

**0** 

0 sitemap.xml files have format errors

**0** 

Robots.txt file has format errors

**0** 

0 pages have duplicate meta descriptions

**0** 

0 external images are broken

**0** 

0 internal images are broken

**0** 

0 external links are broken

**0**

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

0 0

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

0 0

0 pages couldn't be crawled

0 0

0 pages don't have title tags

0 0

0 pages returned 5XX status codes

0 0

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## WARNINGS

851 0**285 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.

285 0**256 pages have more than one h1-heading**

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>`.

256 0**139 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.

139 0**137 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.

137 0**15 images don't have alt attributes**

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. 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'>`".

15 0**14 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.

14 0

### 3 pages have duplicate H1 and title tags

3 

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.

### Sitemap.xml not found

1 

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 page has a temporary redirect

1 

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.

Homepage does not use HTTPS encryption

0 

Sitemap.xml not indicated in robots.txt

0 

0 internal links contain nofollow attributes

0 

0 pages have underscores in the URL

0 

0 pages contain frames

0 

0 pages use Flash

0 

0 pages don't have doctype declared

0 

0 pages don't have character encoding declared

0

0 pages pages have no hreflang and lang attributes

0 0

0 pages have too many parameters in their URLs

0 0

0 pages have slow load speed

0 0

0 pages have too many on-page links

0 0

0 pages don't have an h1 heading

0 0

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

0 0



