

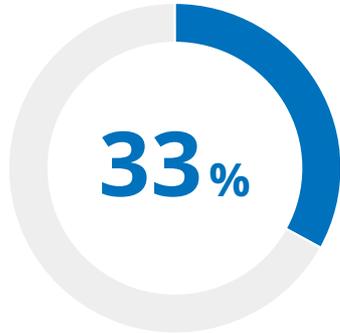


Site Audit 2017

ESA

Site Audit: Issues

Total Score



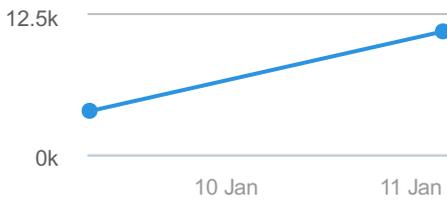
Crawled Pages

20883



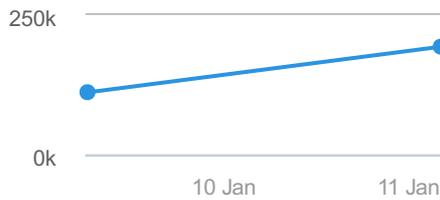
Errors

11039 +7122



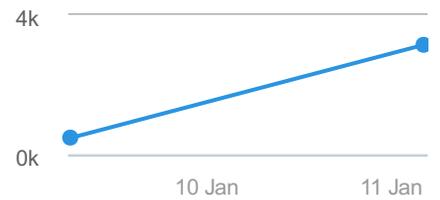
Warnings

193362 +81652

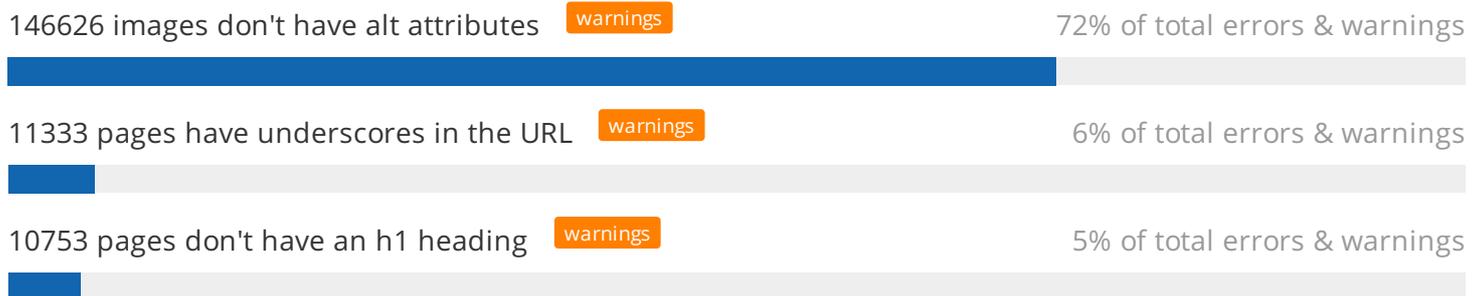


Notices

3148 +2664



Top 3 Issues, Errors & Warnings



www.esa.int | SEMrushBot-Desktop

ERRORS

11039 +7122

3363 issues with duplicate title tags

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.

3363 +2125

3340 pages have duplicate meta descriptions

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.

3340 +1799

1257 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 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.

1257 +970

1206 external links are broken

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.

1206 +598

924 internal images are broken

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.

924 +904

693 internal links are broken

693 +538

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.

136 pages returned 4XX status codes

136 +101

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

96 pages couldn't be crawled

96 +77

About this issue: This issue indicates that SEMrushBot 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.

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

9 +3

About this issue: A DNS resolution error is reported when SEMrushBot can't resolve the hostname when trying to access your webpage. How to fix: Please contact your web hosting technical support and ask them to investigate and fix the issue.

8 pages don't have title tags

8 +5

About this issue: A <title> tag is a key on-page SEO element. It appears in browsers and search results, and helps both search engines and users understand what your page is about. How to fix: If you don't want to miss the opportunity to rank high in search results and gain a higher click-through rate, you should ensure that each of your website's pages has a unique and concise title containing your most important keywords.

3 issues with hreflang values

3 0

About this issue: A hreflang (rel="alternate" hreflang="x") attribute helps search engines understand which page should be shown to visitors based on their location. Utilizing this attribute is necessary if you're running a multilingual website and would like to help users from other countries find your content in the language that is most appropriate to them. It is very important to properly implement hreflang attributes, otherwise search engines will not be able to show the correct language version of your page to the relevant audience. How to fix: Make sure that your hreflang attributes are used correctly. Here are a few ways to avoid hreflang implementation issues: 1. Specify the correct language code. 2. Specify the correct country code. 3. Use hyphens to separate language and country values. 4. Precede a country code with a language code. 5. Do not use a country code alone.

3 pages returned 5XX status codes

3 +2 0

About this issue: These errors prevent users and search engine robots from accessing your webpages, and can negatively affect user experience and search engines' crawlability. This will in turn lead to a drop in traffic driven to your website. How to fix: Investigate the causes of these errors and try to fix them.

1 hreflang conflict within page source code

1 0

About this issue: If you're running a multilingual website, it is necessary to help users from other countries find your content in the language that is most appropriate for them. This is where the hreflang (rel="alternate" hreflang="x") attribute comes in handy. This attribute helps search engines understand which page should be shown to visitors based on their location. It is very important to properly synchronize your hreflang attributes within your page's source code, otherwise you may experience unexpected search engine behavior. For more information, see this article <https://support.google.com/webmasters/answer/189077?hl=en>. How to fix: To avoid any conflicts, we recommend that you review your hreflang attributes within your page's source code and fix any of the following issues: 1. Conflicting hreflang and rel=canonical URLs. 2. Conflicting hreflang URLs. 3. No self-referencing hreflang URLs

0 issues with incorrect hreflang links

0 0

0 AMP pages have no canonical tag

0 0

0 pages have too large HTML size

0 0

This page has no viewport tag

0 0

0 pages have a WWW resolve issue

0 0

0 wrong pages found in sitemap.xml

0 0

0 sitemap.xml files have format errors

0

Robots.txt file has format errors

0

0 external images are broken

0

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

0

www.esa.int | SEMrushBot-Desktop

WARNINGS

193362 +81652

146626 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., "``".

146626 +59976

11333 pages have underscores in the URL

About this issue: When it comes to URL structure, using underscores as word separators is not recommended because search engines may not interpret them correctly and may consider them to be a part of a word. Using hyphens instead of underscores makes it easier for search engines to understand what your page is about. Although using underscores doesn't have a huge impact on webpage visibility, it decreases your page's chances of appearing in search results, as opposed to when hyphens are used. How to fix: Replace underscores with hyphens. However, if your page ranks well, we do not recommend that you do this.

11333 +4772

10753 pages don't have an h1 heading

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.

10753 +4418

10195 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.

10195 +4246

5594 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.

5594 +2318

2367 pages have no hreflang and lang attributes

2367 +1677

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'/>

2298 pages don't have meta descriptions

2298 +1660

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.

1618 pages have a low word count

1618 +888

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.

800 pages use Flash

800 +384

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.

649 pages have more than one h1-heading

649 +446

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>.

572 internal links contain nofollow attributes

572 +541

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.

412 pages have slow load speed

412 +256

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.

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

50 +26

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.

49 pages have temporary redirects

49 +16

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.

21 pages have too many parameters in their URLs

21 +18

About this issue: Using too many URL parameters is not an SEO-friendly approach. Multiple parameters make URLs less enticing for users to click and may cause search engines to fail to index some of your most important pages. How to fix: Try to use no more than four parameters in your URLs.

16 pages don't have doctype declared

16 +6

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.

5 pages have duplicate H1 and title tags

5 +4

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.

3 pages don't have character encoding declared

3 0

About this issue: Providing a character encoding tells web browsers which set of characters must be used to display a webpage's content. If a character encoding is not specified, browsers may not render the page content properly, which may result in a negative user experience. Moreover, search engines may consider pages without a character encoding to be of little help to users and, therefore, place them lower in search results than those with a specified encoding. How to fix: Declare a character encoding either by specifying one in the `charset` parameter of the HTTP Content-Type header (Content-Type: text/html; charset=utf-8) or by using a meta `charset` attribute in your webpage HTML (`<meta charset="utf-8"/>`).

Sitemap.xml not found

1 0

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.

Homepage does not use HTTPS encryption

0 0

Sitemap.xml not indicated in robots.txt

0 0

0 pages contain frames

0 0

0 pages have too many on-page links

0 0

