



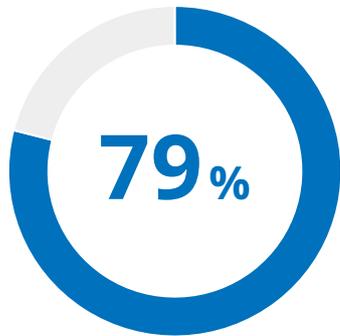
NANORACKS

Site Audit 2017

NanoRacks

Site Audit: Issues

Total Score



Crawled Pages

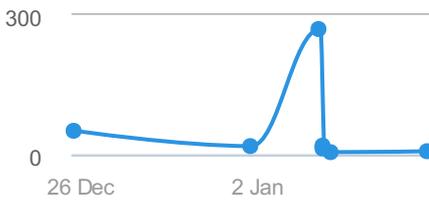
525



● Healthy (217) ● Broken (0) ● Have issues (283) ● Redirected (0) ● Blocked (25)

Errors

7 +2



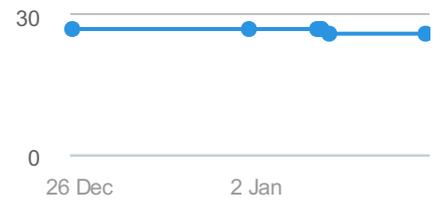
Warnings

825 -109

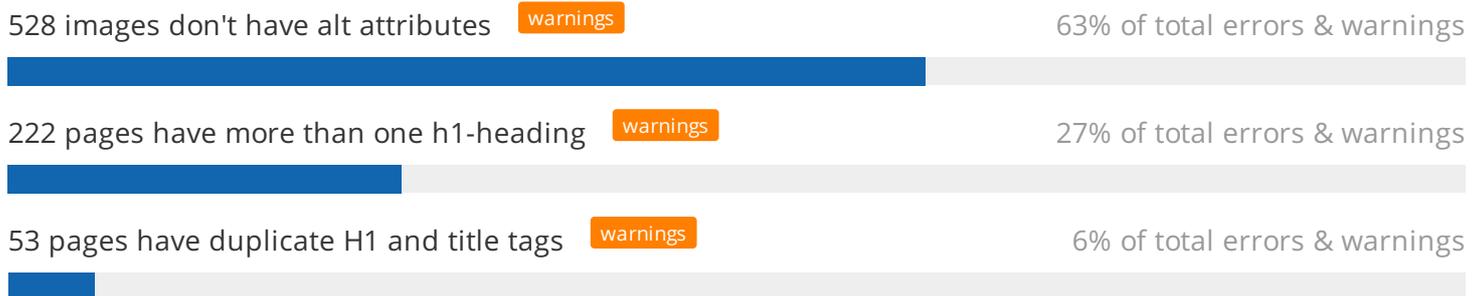


Notices

26



Top 3 Issues, Errors & Warnings



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ERRORS

7 +2

6 external links are broken

6 +2

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.

1 wrong page found in sitemap.xml

1 0

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 leading to webpages with the same content. Populating your file with such URLs will confuse search engine robots as to which URL they should index and prioritize in search results. Most likely, search engines will index only one of those URLs, and this URL may not be the one you'd like to be promoted in search results. How to fix: Review your sitemap.xml for any URLs pointing to copies of original webpages, and remove all of them except the one you'd like to be recognized by search engines as the preferred version.

0 issues with incorrect hreflang links

0 0

0 hreflang conflicts within page source code

0 0

0 issues with hreflang values

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 sitemap.xml files have format errors

0 0

Robots.txt file has format errors

0 0

0 pages have duplicate meta descriptions	0
0 external images are broken	0
0 internal 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 internal links are broken	0
0 pages have duplicate content issues	0
0 issues with duplicate title tags	0
0 pages don't have title tags	0
0 pages returned 4XX status codes	0
0 pages returned 5XX status codes	0

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WARNINGS

825 -109**528 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., "``".

528 0**222 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>`.

222 0**53 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.

53 0**17 pages have slow load speed**

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.

17 -109**Homepage does not use HTTPS encryption**

About this issue: Google considers a website's security as a ranking factor. Websites that do not support HTTPS connections may be less prominent in Google's search results, while HTTPS-protected sites will rank higher with its search algorithms. How to fix: Switch your site to HTTPS.

1 0

1 internal link contains a nofollow attribute

1 0

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 page has an underscore in the URL

1 0

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.

1 page uses Flash

1 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.

1 page has low text-HTML ratio

1 0

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.

Sitemap.xml not found

0 0

Sitemap.xml not indicated in robots.txt

0 0

0 pages contain frames

0 0

0 pages have a low word count	0 0
0 pages don't have doctype declared	0 0
0 pages don't have character encoding declared	0 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 temporary redirects	0 0
0 pages have too many on-page links	0 0
0 pages don't have meta descriptions	0 0
0 pages don't have an h1 heading	0 0
0 pages have too much text within the title tags	0 0
0 pages don't have enough text within the title tags	0 0

