

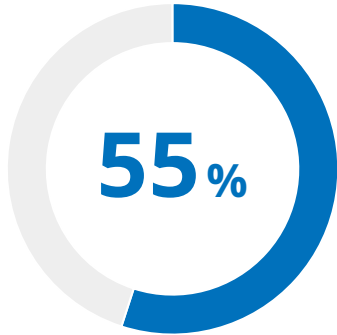


# Site Audit 2017

Orbital ATK

# Site Audit: Issues

## Total Score



## Crawled Pages

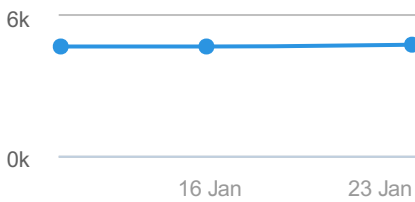
**5137**



Healthy (2469) Broken (67) Have issues (2492) Redirected (107)

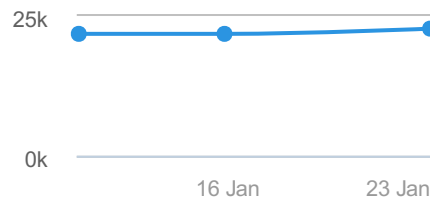
## Errors

**4769** +78



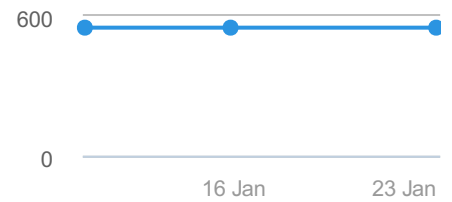
## Warnings

**22746** +938

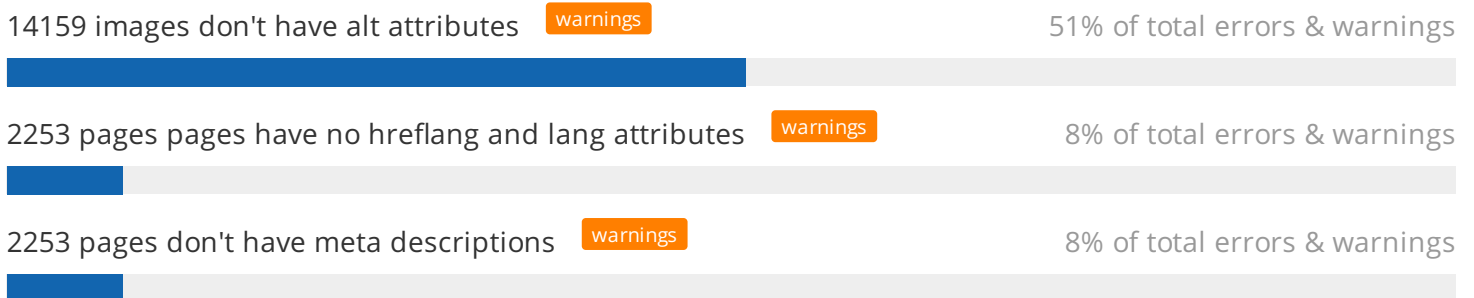


## Notices

**550**



## Top 3 Issues, Errors & Warnings



www.orbitalatk.com | SEMrushBot-Desktop

## ERRORS

**4769** +78

### 2249 pages have duplicate content issues

**2249** +36

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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### 2248 issues with duplicate title tags

**2248** +36

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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### 166 internal links are broken

**166** 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.

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### 67 pages returned 4XX status codes

**67** 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

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### 36 external links are broken

**36** +6

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.

### 2 pages don't have title tags

**2** 0

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.

### 1 page has a WWW resolve issue

**1** 0

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 non-secure pages

**0** 0

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 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 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 returned 5XX status codes	0

## WARNINGS

22746 +938**14159 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., "``".

14159 +762**2253 pages pages have no hreflang and lang attributes**

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"/>`".

2253 +36**2253 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.

2253 +36**1822 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.

1822 +36**874 pages don't have enough text within the title tags**

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.

874 +8

### 396 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.

396 +2

### 367 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.

367 +22

### 319 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.

319 0

### 136 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.

136 +18

### 107 pages have temporary redirects

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.

107 +16

### 58 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.

58 +2

**2 pages have more than one h1-heading**2 

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>.

Homepage does not use HTTPS encryption

0 

Sitemap.xml not found

0 

Sitemap.xml not indicated in robots.txt

0 

0 internal links contain nofollow attributes

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 have too many parameters in their URLs

0 

0 pages have slow load speed

0 

0 pages have too many on-page links

0



