

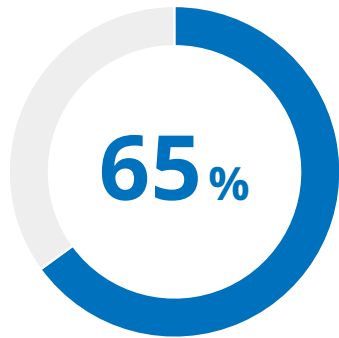


Site Audit 2017

Sierra Nevada Corporation

Site Audit: Issues

Total Score



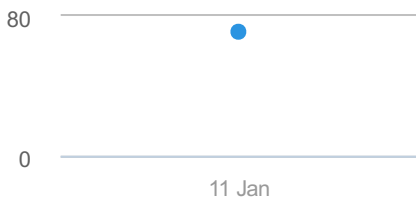
Crawled Pages

401



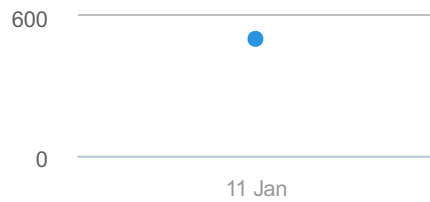
Errors

71



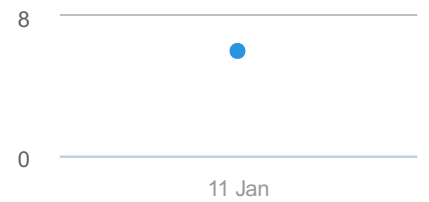
Warnings

502



Notices

6



Top 3 Issues, Errors & Warnings

200 pages have low text-HTML ratio	warnings	35% of total errors & warnings
129 pages have too much text within the title tags	warnings	23% of total errors & warnings
111 pages have underscores in the URL	warnings	19% of total errors & warnings

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ERRORS

71 0

53 pages have duplicate meta descriptions

53 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.

6 external links are broken

6 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.

5 pages have duplicate content issues

5 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.

5 issues with duplicate title tags

5 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.

1 wrong page found in sitemap.xml**1**

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.

1 page couldn't be crawled**1**

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.

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 pages have a WWW resolve issue

0

0 sitemap.xml files have format errors

0

Robots.txt file has format errors

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 internal links are broken	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

502 ⁰**200 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.

200 ⁰**129 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.

129 ⁰**111 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.

111 ⁰**24 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.

24 ⁰**17 internal links contain nofollow attributes**

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.

17 ⁰

17 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.

17 0**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**Sitemap.xml not indicated in robots.txt**

About this issue: If you have both a sitemap.xml and a robots.txt file on your website, it is a good practice to place a link to your sitemap.xml in your robots.txt, which will allow search engines to better understand what content they should crawl. How to fix: Specify the location of your sitemap.xml in your robots.txt.

1 0**1 page has 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.

1 0**1 page has 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>.

1 0

Sitemap.xml not found

0 0

0 pages contain frames

0 0

0 pages use Flash

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 pages have too many parameters in their URLs

0

0 pages have slow load speed

0

0 images don't have alt attributes

0

0 pages have too many on-page links

0

0 pages don't have meta descriptions

0

0 pages don't have an h1 heading

0

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

0

