Site Audit 2017

United Launch Alliance

SEMRUSH

Site Audit: Issues

Total Score

56%
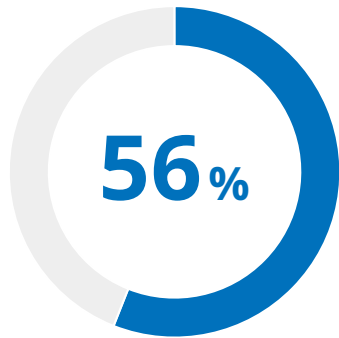
Crawled Pages

1005

- Healthy (266)
- Broken (4)
- Have issues (734)
- Redirected (0)
- Blocked (1)

Errors

850

1000

0

9 Jan

Warnings

3478

4k

0k

9 Jan

Notices

4
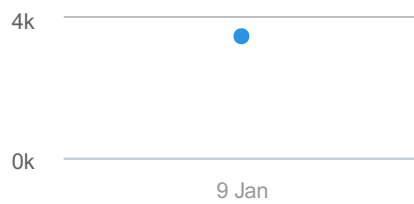
5

0

9 Jan
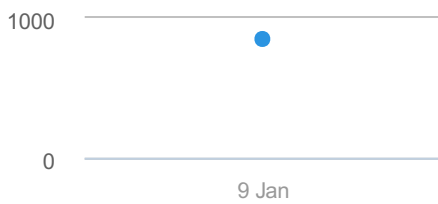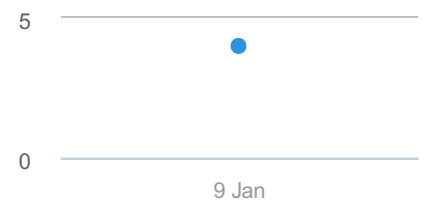
Top 3 Issues, Errors & Warnings

690 pages don't have meta descriptions   `warnings`   16% of total errors & warnings

689 pages have low text-HTML ratio   `warnings`   16% of total errors & warnings

643 issues with duplicate title tags   `errors`   15% of total errors & warnings

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ERRORS   **850** 0

643 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.

643 0

153 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.

153 0

32 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.

32 0

13 wrong pages found in sitemap.xml

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.

13 0

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4 internal links are broken

4 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.

3 pages returned 4XX status codes

3 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

1 page couldn't be crawled

1 0

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.

1 page returned a 5XX status code

1 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.

0 issues with incorrect hreflang links

0 0

0 hreflang conflicts within page source code

0 0

0 issues with hreflang values

0 0

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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

0 external images are broken   **0** 0

0 external links are broken   **0** 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 don't have title tags   **0** 0

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WARNINGS

3478 ⓪

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690 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.

690 ⓪

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689 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.

689 ⓪

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507 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.

507 ⓪

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488 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.

488 ⓪

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485 pages pages have no hreflang and lang attributes

485 ⓪

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"/>

467 pages have a low word count

467 ⓪

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.

97 images don't have alt attributes

97 ⓪

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">".

25 pages have too much text within the title tags

25 ⓪

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.

17 pages have more than one h1-heading

17 ⓪

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>.

10 pages have too many parameters in their URLs

10 ⓪

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.

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

2 ⓪

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.

Homepage does not use HTTPS encryption

1 ⓪

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.

Sitemap.xml not found **0** ⓪

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

0 internal links contain nofollow attributes **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 have slow load speed **0** ⓪

0 pages have temporary redirects **0** ⓪

0 pages have too many on-page links **0** ⓪

0 pages have duplicate H1 and title tags **0** ⓪