

## Robots.txt not found 1

Page URL	Status Code	Discovered
...	404	May 14, 2025 15:25 [new]

# Summary

## Errors:

- Duplicate Title Tags: 10 pages have duplicate title tags, which can confuse search engines and reduce rankings.
- 4XX Error: 1 page returned a 4xx error, meaning it's inaccessible. This could negatively affect site traffic.
- Duplicate Meta Descriptions: 10 pages have identical meta descriptions, making it harder for search engines to differentiate pages.

## Warnings:

- Low Word Count: 10 pages have less than 200 words, which can hurt SEO rankings as search engines prefer more content.
- Low Text-to-HTML Ratio: 10 pages have a very low ratio, meaning there's too much code compared to text, which could impact ranking and page load speed.

## Notices:

- Missing Robots.txt: The website does not have a robots.txt file, which could limit search engines' ability to crawl and index the site efficiently.
- Links Without Anchor Text: 16 links have no descriptive text, which could lead to lost SEO opportunities.
- Pages with Only One Internal Link: 8 pages have very few internal links, reducing their chances of being indexed properly.
- ...

## Recommendations:

- Fix duplicate title tags and meta descriptions by making them unique for each page.
- Address 4xx errors and ensure that all important pages are accessible.
- Add more content to pages with a low word count.
- Improve the text-to-HTML ratio to enhance SEO and load speed.
- Create a robots.txt file to help search engines crawl the site more effectively.
- Add anchor text for links and ensure more internal links for better SEO performance.

This report highlights areas that need improvement to enhance the site's visibility and performance in search engine rankings.

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### 16 links on this page have no anchor text

About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL , or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about. Also, Google considers anchor text when indexing a page.

So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about.

Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide

[https://support.google.com/webmasters/answer/7451184?  
hl=en&ref\\_topic=9460495&authuser=0](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0).

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### 8 pages have only one incoming internal link

About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them.

How to fix: Add more incoming internal links to pages with important content.

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### Robots.txt not found

About this issue: A robots.txt file has an important impact on your overall SEO website's performance. This file helps search engines determine what content on your website they should crawl. Utilizing a robots.txt file can cut the time search engine robots spend crawling and indexing your website.

For more information, please see this Google article:

<https://support.google.com/webmasters/answer/6062608>. How to fix: If you don't want specific content on your website to be crawled, creating a robots.txt file is recommended. To check your robots.txt file, use Google's robots.txt Tester in Google Search Console:  
<https://www.google.com/webmasters/tools/robots-testing-tool>.

## WARNINGS

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### 10 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 issue 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.

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### 10 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. For more information, please view this video: <https://www.youtube.com/watch?v=w3-ocXkyA4>.

How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

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### 10 issues with duplicate title tags

About this issue: Our crawler 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. For information on how to create effective titles, please see this Google article: <https://support.google.com/webmasters/answer/35624>.

### 10 pages have duplicate meta descriptions

About this issue: Our crawler 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.

For information on how to create effective meta descriptions, please see this Google article: <https://support.google.com/webmasters/answer/35624>.

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### 1 page returned a 4XX status code

1

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 crawler 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.

How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. 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.

# Full Site Audit Report

**Subdomain:** www.makeitandmarket.com

**Last Update:** May 14, 2025

**Crawled Pages:** 13

## Site Health

## Crawled Pages

**13**

**88%**

Healthy 1

Broken 1

Have issues 10

Redirected 1

Blocked 0

## Errors

**21**

24

## Warnings

**20**

24

## Notices

**25**

32

0

14 May

0

14 May

0

14 May

## Top Issues

10 issues with duplicate title tags

15% of total issues

1 page returned a 4XX status code

2% of total issues

10 pages have duplicate meta descriptions

15% of total issues

## Domain Overview: makeitandmarket.com ↗

Worldwide US UK DE ... Desktop May 14, 2025 USD

Overview Compare domains Growth report Compare by countries

Authority Score ⓘ 2

Organic Search Traffic ⓘ

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

Go to Position Tracking

Paid Search Traffic ⓘ

0

Keywords 0

Backlinks ⓘ

30

Referring Domains 18

## OFF PAGE SEO - CRITICAL

Reasonably weak level of backlink activity on this page. Search Engine use backlinks as a strong indicator of a pages authority