SEMRUSH

Site Audit: Hreflang conflicts within page source code

theprofitplatform.com.au

Site Audit: Hreflang conflicts within page source code

Subdomain: theprofitplatform.com.au
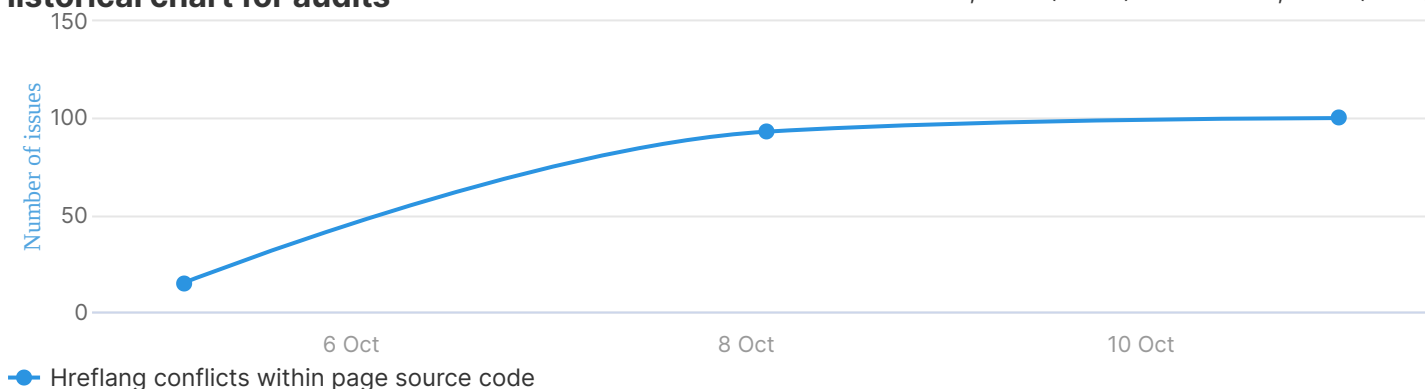**Last Update:** October 11, 2025
Crawled Pages: 274

Hreflang conflicts within page source code

ℹ️ *About this issue: If you're running a multilingual website, it is necessary to help users from other countries find your content in the language that is most appropriate for them. This is where the hreflang (rel="alternate" hreflang="x") attribute comes in handy. This attribute helps search engines understand which page should be shown to visitors based on their location. It is very important to properly synchronize your hreflang attributes within your page's source code, otherwise you may experience unexpected search engine behavior. For more information, see this article https://support.google.com/webmasters/answer/189077?hl=en. How to fix: To avoid any conflicts, we recommend that you review your hreflang attributes within your page's source code and fix any of the following issues: 1. Conflicting hreflang and rel=canonical URLs. 2. Conflicting hreflang URLs. 3. No self-referencing hreflang URLs*

Historical chart for audits

Period: October 5, 2025 (03:42) - October 11, 2025 (00:11)

Hreflang conflicts within page source code

Hreflang conflicts within page source code 100
theprofitplatform.com.au

Page URL ▲	Hreflang Value	Issue Type	Hreflang Value	Issue Type	Discovered
https://theprofitplatform.com.au/[SEO](/blog/website-speed-optimization-how-sydney-businesses-can-improve-core-web-vitals/)	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/2025-10-04-7-google-ads-mistakes-costing-[Sydney](/blog/2025-10-04-7-google-ads-mistakes-costing-sydney-businesses-thousands-every-month-TEST/)-businesses-thousands-every-month-TEST/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/2025-10-04-7-google-ads-mistakes-costing-sydney-businesses-thousands-every-month-TEST/	—	No self-referencing hreflang	October 11, 2025 (00:11)		

Page URL ▲	Hreflang Value	Issue Type	Hreflang Value	Issue Type	Discovered
https://theprofitplatform.com.au/blog/2025-10-04-how-to-optimise-your-google-business-profile-for-[Sydney](/blog/2025-10-04-how-to-optimise-your-google-business-profile-for-sydney-local-search-in-2025/)-local-search-in-2025/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/2025-10-04-how-to-optimise-your-google-business-profile-for-sydney-local-search-in-2025/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/2025-10-05-local-seo-checklist-47-steps-to-dominate-sydney-suburb-search-results/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag="Case Study", "Local SEO", "Google Ads", "Parramatta", "Results"	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=2025	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Ad Extensions	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Analytics	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Authority	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Automation	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=B2B	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/?tag=Backlinks	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Bidding Strategies	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=CMS	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=CRO	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=CTR	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Checklist	—	No self-referencing hreflang	October 11, 2025 (00:11)		

Page URL ▲	Hreflang Value	Issue Type	Hreflang Value	Issue Type	Discovered
https://theprofitplatform.com.au/blog/?tag=Citations	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Content Strategy	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/?tag=Conversion	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Conversions	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Cost Optimization	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Cost Reduction	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Directory Listings	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Engagement	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Free Resources	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Free Tools	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/?tag=Funnels	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=GA4	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Google Ads	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Google Analytics	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Google Business Profile	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Google Ranking	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Google Search Console	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Growth Strategy	—	No self-referencing hreflang	October 11, 2025 (00:11)		

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https://theprofitplatform.com.au/blog/?tag=Lead Generation	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Link Building	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Local SEO	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Local Search	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Marketing	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/?tag=Marketing Budget	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Marketing Tools	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Mobile Design	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Multi-Location	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=NAP	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Optimization	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=PPC	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=PPC Optimization	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Posts	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Productivity	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Professional Services	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Quality Score	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=ROI	—	No self-referencing hreflang	October 11, 2025 (00:11)		

Page URL ▲	Hreflang Value	Issue Type	Hreflang Value	Issue Type	Discovered
https://theprofitplatform.com.au/blog/?tag=Rankings	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Remarketing	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/?tag=Resources	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/?tag=Responsive Design	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Retargeting	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/?tag=Rich Results	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=SEO	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=SEO Tools	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Schema Markup	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Service Business	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Setup	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Small Business	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/?tag=Structured Data	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Sydney	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Sydney Business	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=Tracking	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=User Experience	—	No self-referencing hreflang	October 11, 2025 (00:11)		

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https://theprofitplatform.com.au/blog/?tag=WordPress	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/?tag=eCommerce	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/complete-guide-to-multi-location-seo-for-sydney-business-owners	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/complete-guide-to-multi-location-seo-for-sydney-business-owners/	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/google-ads-extensions-complete-guide-to-maximising-click-through-rates/(/blog/7-google-ads-mistakes-costing-sydney-businesses-thousands-every-month/)	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/google-ads-for-service-businesses-campaign-structure-that-converts/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/google-ads-guide	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/google-ads-vs-seo-which-should-sydney-small-businesses-invest-in-first/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/how-to-reduce-google-ads-cost-per-click-without-sacrificing-quality/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/how-to-write-google-ads-copy-that-converts-for-sydney-service-businesses/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/keyword-research-for-local-sydney-businesses-the-complete-framework/	—	No self-referencing hreflang	October 11, 2025 (00:11) [new]		
https://theprofitplatform.com.au/blog/negative-keywords-how-to-stop-wasting-money-on-google-ads	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/negative-keywords-how-to-stop-wasting-money-on-google-ads/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/parramatta-plumber-case-study/?utm_source=theprofitplatform&utm_medium=referral	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/blog/seo-guide	—	No self-referencing hreflang	October 11, 2025 (00:11)		

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https://theprofitplatform.com.au/blog/website-speed-optimization-how-sydney-businesses-can-improve-core-web-vitals/	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/contact/?service=google-ads	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/contact/?service=seo	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/contact/?service=web-design	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/google-ads/contact.html?plan=enterprise	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/google-ads/contact.html?plan=growth	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/google-ads/contact.html?plan=starter	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/local-seo-checklist	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/privacy-policy	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/sitemap	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/social-media	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/terms-of-service	—	No self-referencing hreflang	October 11, 2025 (00:11)		
https://theprofitplatform.com.au/webinars	—	No self-referencing hreflang	October 11, 2025 (00:11)		

ⓘ *We're only displaying 100 results. To view all results, export your report to a CSV or Excel file format.*