Technical Issues and Recommendations

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1) Failed URLs

Description: These URLs may be very slow, which could be temporary or permanent problem. If the URLs appear function normally then it may be a temporary performance issue, potentially a result of the crawl itself. If the URLs consistently fail, then it may indicate permanent server performance issues caused by the content, or broken URLs which the web server is not able to manage.

Observation: Found a page with failed URL on the website, which means the link has a timeout error.

Reference URLs:

1. http://www.edgefxkits.com/mini-projects/
2. http://www.edgefxkits.com/communication-projects
3. http://www.edgefxkits.com/sensor-based-projects
4. http://www.edgefxkits.com/embedded-systems-projects

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=701538345

Recommendation: With these failed URLs, you should first check to make sure that those URLs are valid (e.g., the pages exist for real) and that they are structured in the same way as the source URL. Make ensure the faster loading speed of the pages and without any error issues.

2) Malformed URLs

Description: These URLs will not be crawled by Google, but will fail to work in the browser resulting in a poor user experience. The links to these URLs should be updated to a valid target URL.

Observation: Found a page with malformed URL in the website which mean an incomplete URL syntax.

Reference URLs:

1. \"https:\/\/www.edgefxkits.com\/fullprojectlist\/\"

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=701538345
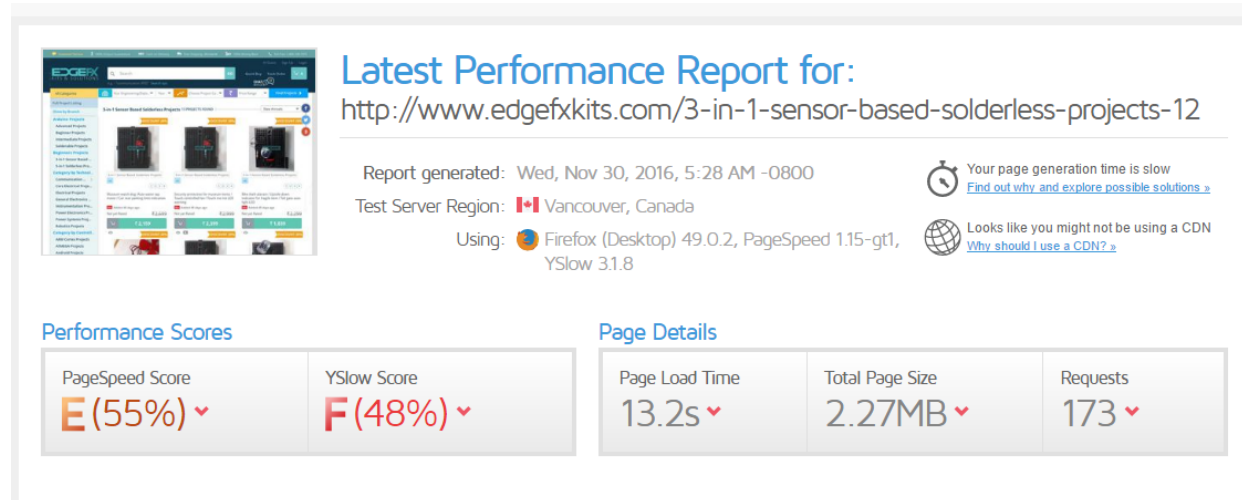
Recommendation: When it says malformed url, it means that the link is wrong. Please check your destination URL that could be incomplete. Google is unable to crawl the URL and fail to work in any browser, kindly change to a Valid URL.

3) Max Fetch Time

Description: Slow pages can negatively impact crawl efficiency and user experience. Use this report to identify slow pages that can be optimised for improved performance.

Observation: Found some of the pages in the website are having low page speed.

Reference URLs:

1. http://www.edgefxkits.com/3-in-1-sensor-based-solderless-projects-12
2. http://www.edgefxkits.com/intermediate-projects
3. http://www.edgefxkits.com/advanced-projects-3
4. http://www.edgefxkits.com/beginner-projects-9

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=629514319

Recommendation: Faster loading speed of a webpage is most important for user perspective and for crawler. Also, it is one of the ranking factor, please ensure to make the site to load faster. Slow pages can negatively impact crawl efficiency and user experience.

4) Disallowed JS/CSS (Uncrawled)

Description: Google needs to crawl JavaScript and CSS files for rendering so these disallowed files may be affecting search engine performance.

Observation: Observed that .js and .css files are blocked in robots.txt file of the website avoiding Google bot to crawl which should not be done.
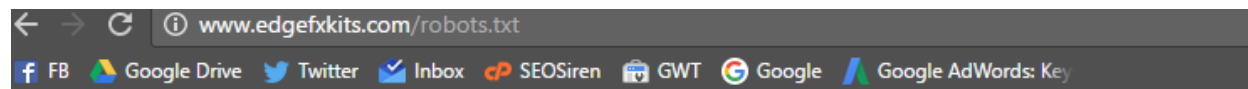
```
## robots.txt for Edgefxkits.com Website

## GENERAL SETTINGS

## Enable robots.txt rules for all crawlers
User-agent: *

## Crawl-delay parameter: number of seconds to wait between successive requests to the same server.
## Set a custom crawl rate if you're experiencing traffic problems with your server.
# Crawl-delay: 30

# Website Sitemap
Sitemap: http://www.edgefxkits.com/sitemap.xml

## DEVELOPMENT RELATED SETTINGS

## Do not crawl the main functionality of Edgefxkits home page

Disallow: /*.recommendations

## Do not crawl development files and folders: CVS, svn directories and dump files
Disallow: /CVS
Disallow: /*.svn$
Disallow: /*.idea$
Disallow: /*.sql$
Disallow: /*.tgz$

## GENERAL MAGENTO SETTINGS

## Do not crawl Magento admin page
Disallow: /admin/

## Do not crawl common Magento technical folders
Disallow: /app/
Disallow: /downloader/
Disallow: /errors/
Disallow: /includes/
Disallow: /lib/
Disallow: /pkginfo/
Disallow: /shell/
Disallow: /var/
Disallow: /cgi-bin/
```

Reference URLs:

1. http://www.googleadservices.com/pagead/conversion.js

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=1708207616

Recommendation: For optimal rendering and indexing, Google new guideline specifies that webmasters should allow Googlebot access to the JavaScript, CSS, and image files that your page's use. This provides you optimal rendering and indexing for your site. Disallowing crawling of Javascript or CSS files in your site's robots.txt directly harms how well our algorithms render and index your content and can result in suboptimal rankings.

5) Min Content/HTML Ratio

Description: A very low ratio of body content to HTML might prevent the page from being indexed, in some instances it may cause a 'soft 404' classification. This report can highlight an extensive use of javascript within HTML that might be affecting the page Load Time. Use this report to identify pages that require more unique content to be of value or a reduction of HTML/javascript that is unnecessary.

Observation: Found most of the pages having minimum (low) content to HTML Ratio which means that we need more content in page than the html code.

Errors found while checking this document as XHTML 1.0 Strict!		
Result:	434 Errors, 72 warning(s)	
Address :	http://www.edgefxkits.com/3-in-1-sensor-based-solderless-projects-12	
Encoding :	utf-8	(detect automatically) ▼
Doctype :	XHTML 1.0 Strict	(detect automatically) ▼
Root Element:	html	
Root Namespace:	http://www.w3.org/1999/xhtml	

Reference URLs:

1. http://www.edgefxkits.com/3-in-1-sensor-based-solderless-projects-12
2. http://www.edgefxkits.com/beginner-projects-9
3. http://www.edgefxkits.com/advanced-projects-3
4. http://www.edgefxkits.com/intermediate-projects

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=246012069

Recommendation: Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code. For example, assume your page is 1,000 bytes. If 700 bytes are used for HTML tags and embedded CSS or JavaScript, 300 bytes would be readable content. You would have a text ratio of 3:7 or percentage of 30%. After the release of the Panda update by google which placed importance on content-driven sites. So, add More content to the web page and reduce the HTML/javascript that is unnecessary. *Is your HTML coded valid? You can check your HTML at http://validator.w3.org/. Invalid html can cause issues for crawlers and users.* **The best is** **Keep the size of your page under 300kb**

6) Max HTML Size

Description: Large HTML pages can be slow to load and may not be fully indexed by search engines, negatively impacting both usability and SEO performance. Use this report to identify HTML pages that exceed the Max HTML size (as set in the report settings limit) and review if the size of HTML can be reduced.

Observation: Found some of the pages that are having Max HTML Size which is really slowing down the performance of pages for the website.

Reference URLs:

1. http://www.edgefxkits.com/3-in-1-sensor-based-solderless-projects-12
2. http://www.edgefxkits.com/
3. http://www.edgefxkits.com/intermediate-projects
4. http://www.edgefxkits.com/advanced-projects-3

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=1379613536

Recommendation: Page weight is by far the most important factor in page-load performance.

Reducing page weight through the elimination of unnecessary whitespace and comments, commonly known as minimization, and by moving inline script and CSS into external files, can improve download performance with minimal need for other changes in the page structure.

Tools such as HTML Tidy can automatically strip leading whitespace and extra blank lines from valid HTML source. Other tools can "compress" JavaScript by reformatting the source or by obfuscating the source and replacing long identifiers with shorter versions.

Reducing the number of files referenced in a web page lowers the number of HTTP connections required to download a page., make ensure that the size of HTML can be reduced.

7) Max Links

Description: Search engines may ignore links when there are too many on a given page. Use this report to review pages that exceed the Max Links value (as set in report settings limit).

Observation: Having found that most of the pages having too many internal links (more than 100) in a single page.

Reference URLs:

1. http://www.edgefxkits.com/3-in-1-sensor-based-solderless-projects-12
2. http://www.edgefxkits.com/
3. http://www.edgefxkits.com/advanced-projects-3
4. http://www.edgefxkits.com/beginner-projects-9

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=1320708858

Recommendation: There are too many links in a single page, it should be good if you keep fewer than 100 links per page and be on the on safer side of Google Algorithm.

8) Pages without Canonical Tag

Description: A canonical tag should be included on every page to prevent duplication issues. Use this report to identify all pages that can be updated with a canonical tag.

Observation: Found no canonical tags for some pages in the website.

```
<meta name="viewport" content="initial-scale=1.0, user-scalable=no" />
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<!--<meta http-equiv="Content-Type" content="" />-->
<title>Benefits - Edgefx Kits</title>
<meta name="title" content="Benefits - Edgefx Kits">
<meta name="keywords" content="Embedded systems, live projects, final year engineering projects, ece projects, eee projects, electrical engineering projects, rfid projects, micro
controller projects, ece projects, order project kits, eee live projects, engineering projects, 8051 microcontroller projects, GSM projects, Edgefx kits" />
<meta name="robots" content="INDEX,FOLLOW" />
    <meta property="og:image" content="http://www.edgefxkits.com/skin/frontend/default/efk1/skinning-images/edgeFxLogo_fb.png" />
    <meta name="description" content="Edgefx - a professional company which provides electrical &amp; electronics live project kits for 3rd &amp; final year engineering students. We
are helping thousands of ECE, EEE students in improving their practical knowledge in electronics." />
    <link rel="icon" href="http://www.edgefxkits.com/media/favicon/default/favicon_2.ico" type="image/x-icon" />
<link rel="shortcut icon" href="http://www.edgefxkits.com/media/favicon/default/favicon_2.ico" type="image/x-icon" />
<!--[if lt IE 7]>
<script type="text/javascript">
//<![CDATA[
    var BLANK_URL = 'http://www.edgefxkits.com/js/blank.html';
    var BLANK_IMG = 'http://www.edgefxkits.com/js/spacer.gif';
```
→No Canonical Tag found

Reference URLs:

1. http://www.edgefxkits.com/marketinformation/
2. http://www.edgefxkits.com/efkpage/static/customerservice/

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=1974225712

Recommendation:

If you use any CMS, ecommerce software, forum software or any system which generates pages dynamically then we would highly recommend a canonical tag on every page.

Please Ensure to have a Canonical for Each Page <link rel="canonical" href="http://www.edgefxkits.com/marketinformation/" />

Note: This page should be removed (no index, no follow, or block by robots.txt http://www.edgefxkits.com/marketinformation/)

9) Pages with Duplicate Descriptions

Description: These pages can be used to identify opportunities to write unique descriptions that may help improve the click-through-rate from search results.

Observation: Found some of the pages are having duplicate description with that of other pages for the website.

```
<title>Benefits - Edgefx Kits</title>
<meta name="title" content="Benefits - Edgefx Kits">
<meta name="keywords" content="Embedded systems, live projects, final year engineering projects, ece projects, eee projects, electrical engineering projects, rfid projects, micro
controller projects, ece projects, order project kits, eee live projects, engineering projects, 8051 microcontroller projects, GSM projects, Edgefx kits" />
<meta name="robots" content="INDEX,FOLLOW" />
    <meta property="og:image" content="http://www.edgefxkits.com/skin/frontend/default/efk1/skinning-images/edgeFxLogo_fb.png" />
    <meta name="description" content="Edgefx - a professional company which provides electrical &amp; electronics live project kits for 3rd &amp; final year engineering students. We
are helping thousands of ECE, EEE students in improving their practical knowledge in electronics." />
```

Reference URLs:

1. http://www.edgefxkits.com/advanced-projects-3 ,
   (http://www.edgefxkits.com/marketinformation/)
2. http://www.edgefxkits.com/beginner-projects-9 ,
   (http://www.edgefxkits.com/marketinformation/)
3. http://www.edgefxkits.com/intermediate-projects ,
   (http://www.edgefxkits.com/marketinformation/)
4. http://www.edgefxkits.com/3-in-1-sensor-based-solderless-projects-12 ,
   (http://www.edgefxkits.com/marketinformation/)

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=1632524030

Recommendation: Please do not have duplicate meta descriptions on your site. it is better to have unique meta descriptions and even no meta descriptions at all. Remove Duplicate Description, each page should have a unique Description within 160 characters with proper usage of keywords.

10) Non-301 Redirects

Description: URLs redirecting with a 302 status tell search engines that the redirect is temporary, and will not immediately drop the redirecting URL in favour of the redirect target. An HTTP Meta refresh tag may be treated as 302 redirects. The URLs in this report can be reviewed to identify incorrectly configured redirects that should be 301, or to identify internal linking which can be updated to reduce the number of redirects.

Observation: Found 302 redirects for the website.

Reference URLs:

1. http://www.edgefxkits.com/quickbuy/

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=782972660

Recommendation: A 302-status code means Found, or more commonly referred to as "temporarily moved." This redirect doesn't carry or pass the link value to the new location. As far as in our webpage, we have not provided 302 redirect to any product page, so just ignore this request here .

11) Max Description Length

Description: Descriptions over 160 characters may not be fully displayed in search engine results pages. Use the report to identify pages with long descriptions that can be shortened.

Observation: Found that most of the pages having meta description length more than 200 characters. Google generally truncate snippets that are longer than 160 characters.

```
<title>Benefits - Edgefx Kits</title>
<meta name="title" content="Benefits - Edgefx Kits">
<meta name="keywords" content="Embedded systems, live projects, final year engineering projects, ece projects, eee projects, electrical engineering projects, rfid projects, micro
controller projects, ece projects, order project kits, eee live projects, engineering projects, 8051 microcontroller projects, GSM projects, Edgefx kits" />
<meta name="robots" content="INDEX,FOLLOW" />
     <meta property="og:image" content="http://www.edgefxkits.com/skin/frontend/default/efk1/skinning-images/edgeFxLogo_fb.png" />
<meta name="description" content="Edgefx - a professional company which provides electrical &amp; electronics live project kits for 3rd &amp; final year engineering students. We
are helping thousands of ECE, EEE students in improving their practical knowledge in electronics." />
```

Reference URLs:

1. http://www.edgefxkits.com/intermediate-projects
2. http://www.edgefxkits.com/beginner-projects-9
3. http://www.edgefxkits.com/marketinformation/
4. http://www.edgefxkits.com/advanced-projects-3

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=1647691289

Recommendation: Meta description tags, while not important to search engine rankings, are extremely important in gaining user click-through from SERPs. These short paragraphs are a webmaster's opportunity to advertise content to searchers and to let them know exactly whether the given page contains the information they're looking for.

The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click. Direct relevance to the page and uniqueness between each page's meta description is key. The description should optimally be between 150-160 characters.

12) Missing Titles

Description: Every indexable page should have a unique title tag. Google may not display a page in search results if a title cannot be found, or an alternative title may be generated from backlink anchor text that may not be desirable. This list can be reviewed for pages where a unique title can be added.

Observation: Found Title tag is missing for the pages of the website.

Reference URLs:

1. http://www.edgefxkits.com/efkpage/static/customerservice/

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=1370546132

Recommendation: Please Ensure to have Unique Title for the missing pages with proper usage of keywords with in 65 characters.

Note: **Please Remove this page, (Or) put no index, no follow**

13) Duplicate Descriptions

Description: Pages with a duplicated description tag are likely to have the description rejected by Google, and a snippet generated instead. These descriptions can be rewritten to make them unique.

Observation: Found some of the pages are having duplicate meta description with that of other pages for the website.

```
<title>Benefits - Edgefx Kits</title>
<meta name="title" content="Benefits - Edgefx Kits">
<meta name="keywords" content="Embedded systems, live projects, final year engineering projects, ece projects, eee projects, electrical engineering projects, rfid projects, micro
controller projects, ece projects, order project kits, eee live projects, engineering projects, 8051 microcontroller projects, GSM projects, Edgefx kits" />
<meta name="robots" content="INDEX,FOLLOW" />
     <meta property="og:image" content="http://www.edgefxkits.com/skin/frontend/default/efk1/skinning-images/edgeFxLogo_fb.png" />
<meta name="description" content="Edgefx - a professional company which provides electrical &amp; electronics live project kits for 3rd &amp; final year engineering students. We
are helping thousands of ECE, EEE students in improving their practical knowledge in electronics." />
```

Reference URLs:

1. http://www.edgefxkits.com/marketinformation/
2. http://www.edgefxkits.com/intermediate-projects

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=849129184

Recommendation: Please do not have duplicate meta descriptions on your site. It is better to have unique meta descriptions and even no meta descriptions at all. Remove Duplicate Description, each page should have a unique Description within 160 characters with proper usage of keywords.

14) Pages with Short Titles

Description: Pages with a short title tag may have a title generated for them by the search engines. Use this report to identify pages that can be updated with a longer and more detailed title tag.

Observation: Found that some of the pages have short meta title for the website.

```
<meta name="viewport" content="initial-scale=1.0, user-scalable=no" />
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<!--<meta http-equiv="Content-Type" content="" />-->
<title>Benefits - Edgefx Kits</title>
<meta name="title" content="Benefits - Edgefx Kits">
```

Reference URLs:

1. http://www.edgefxkits.com/efkpage/static/customerservice/
2. http://www.edgefxkits.com/marketinformation/

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=539068253

Recommendation: A title tag is THE MOST IMPORTANT SINGLE TAG in your page. It tells the search engines what your page is about. It is still vitally important to your SEO strategy. Title tags should be a maximum of 65 characters long, including spaces.

15) No valid Twitter Cards

Description: Twitter Card tags can increase exposure to twitter accounts by associating them with a page. This report can be used to identify pages that can be updated with a twitter:title and twitter:description.

Observation: Found that there are no twitter cards in the website.

```
<meta name="twitter:card" content="summary" />
<meta name="twitter:site" content="@nytimesbits" />
<meta name="twitter:creator" content="@nickbilton" />
```

Reference URLs:

1. http://www.edgefxkits.com/beginner-projects-9
2. http://www.edgefxkits.com/advanced-projects-3
3. http://www.edgefxkits.com/intermediate-projects
4. http://www.edgefxkits.com/

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=1728643890

Recommendation: Twitter cards are a great way of driving traffic to your site and are ideal for sharing products, blog posts and events. Create websites will automatically generate the meta information necessary to allow Twitter to build media Twitter cards. This includes a title, description and, where applicable, an image.

Reference URLs: https://www.create.net/support/286-validating-your-rich-meta-data---twitter-cards.html and https://davidwalsh.name/twitter-cards

16) Short Descriptions

Description: Pages with a short description tag may have a description generated for them by the search engines. Use this report to identify pages that can be updated with a longer and more detailed description tag.

Observation: Found no description for some of the pages for the website.

Reference URLs:

1. http://www.edgefxkits.com/efkpage/static/customerservice/

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/1IAe7xxDnuMusPs9AMNgDieSECiEEXVz5qFi4AlR1CJc/edit#gid=303725072

Recommendation: Meta descriptions are HTML attributes that provide concise explanations of the contents of web pages. Meta descriptions are commonly used on search engine result pages (SERPs) to display preview snippets for a given page. Extremely important in gaining user click-through from SERPs. These short paragraphs are a webmaster's opportunity to advertise content to searchers and to let them know exactly whether the given page contains the information they're looking for. The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click. Direct relevance to the page and uniqueness between each page's meta description is key. The description should optimally be between 150-160 characters.

Note: **Please Remove this page, (Or) put no index, no follow**

17) Max External Links

Description: Use this report to review pages that exceed the number of external links (as set in the report settings limit) to identify if all external links are relevant and trustworthy, and if the number of links is appropriate.

Observation: Found some of the pages in the website are exceeding the limit of external links.

Reference URLs:

1. http://www.edgefxedu.in/

For more detailed report, refer the below URL:

- https://docs.google.com/spreadsheets/d/13Mln_Q-vqMHmL4AGG2jAYz7ubqzGy_k1lxqrHg0owfw/edit#gid=508703109

Recommendation: Maximum External Link of a page should be at least 10, but some pages in our webpage has more than 10 external links, kindly check and reduce the same

Thank You