Website Audit Report

https://wordpress.org

July 5, 2023

Audit Overview

67 Audit Score	**68** SEO Score	**56** Security Score
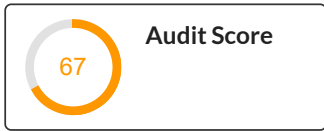
Crawled	Internal	External	Resources	Uncrawled
500,086	245,802	237,480	16,804	1,477,024

Crawled URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.


● Success   ● Not Found   ● Redirect   ● Disallowed   ● Timeout   ● Forbidden   ● Error
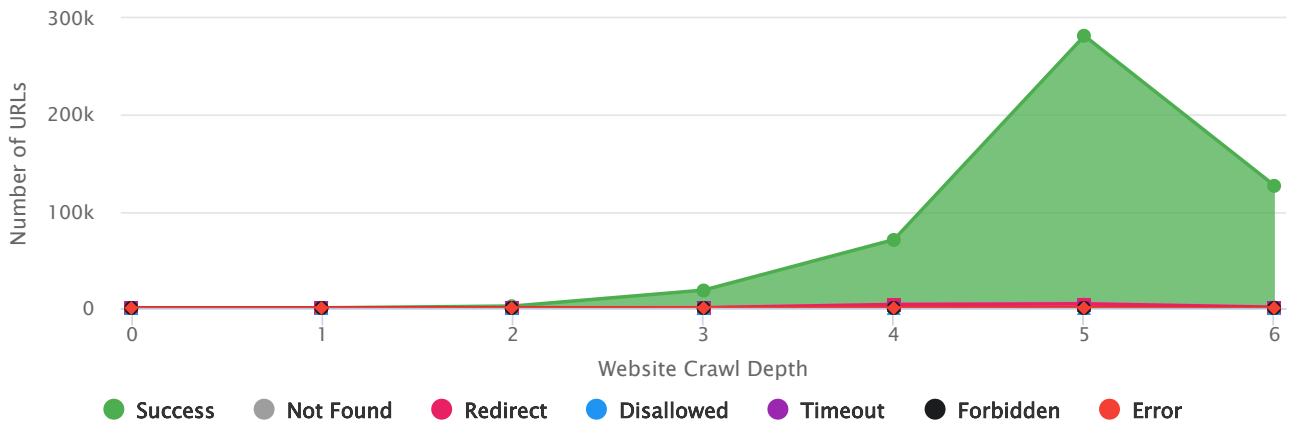
Success **489,196**   Not Found **1,714**   Redirected **8,659**   Disallowed **2**   Timeout **170**   Forbidden **0**   Error **345**

| Status	0	1	2	3	4	5	6
Success	1	226	1,687	17,899	66,945	277,014	125,424
Not Found	0	0	309	315	223	579	288
Redirect	0	1	20	152	3,529	4,162	795
Timeout	0	0	0	6	59	98	7
Error	0	0	29	132	94	81	9
Failed	0	0	0	0	0	0	0
Disallowed	0	0	0	0	2	0	0
Forbidden	0	0	0	0	0	0	0

HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.

0.3%

1.6%

97.9%

- 200
- 301
- 302
- 303
- 307
- 308
- 404
- 408
- 410
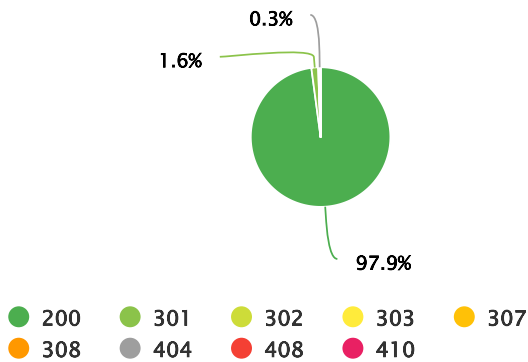
URL Segments

This chart shows the composition of the crawl in terms of different URL Segments found, which will include internal, external and resource URLs.

0.0%

0.0%

- Internal
- Internal Resource
- External
- External Resource
- External Amp
- External Hreflang
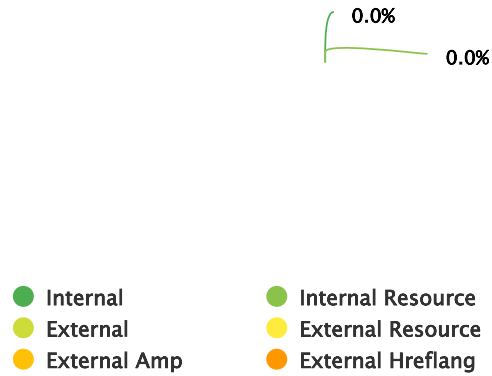
URL Type by Depth

This chart shows the distribution of each different URL Type, at each crawl depth of the website. Hover over any column to see the breakdown of URL Types for the corresponding crawl depth.

Status

HTML URL Sources

This chart shows the relative contribution of each source to the total crawled URLs.
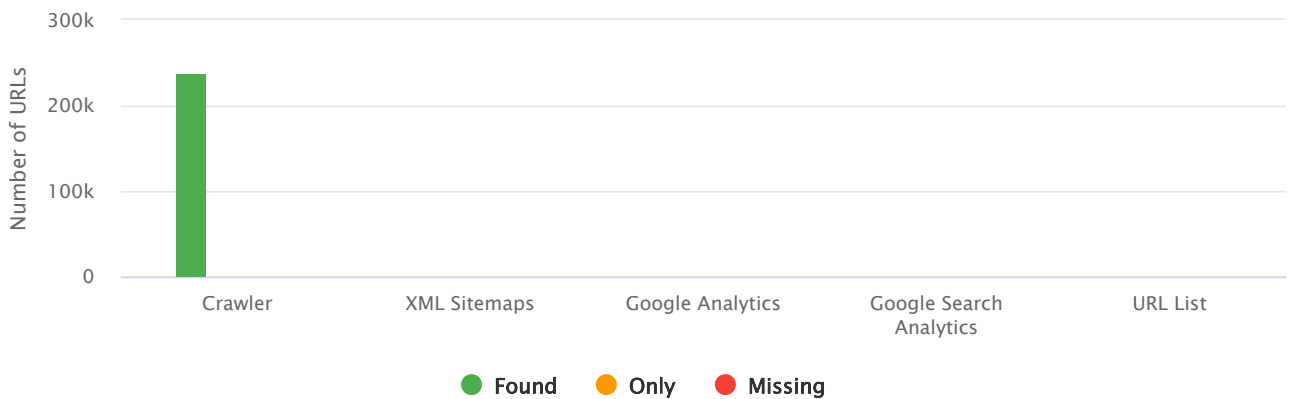
- Found
- Only
- Missing

Status	Crawler	XML Sitemaps	Google Analytics	Google Search Analytics	URL List
Found	239,013	0	0	0	0
Only	0	0	0	0	0
Missing	0	0	0	0	0

Content Types

This chart shows all successful (Status 200) URLs crawled, broken down by content type.
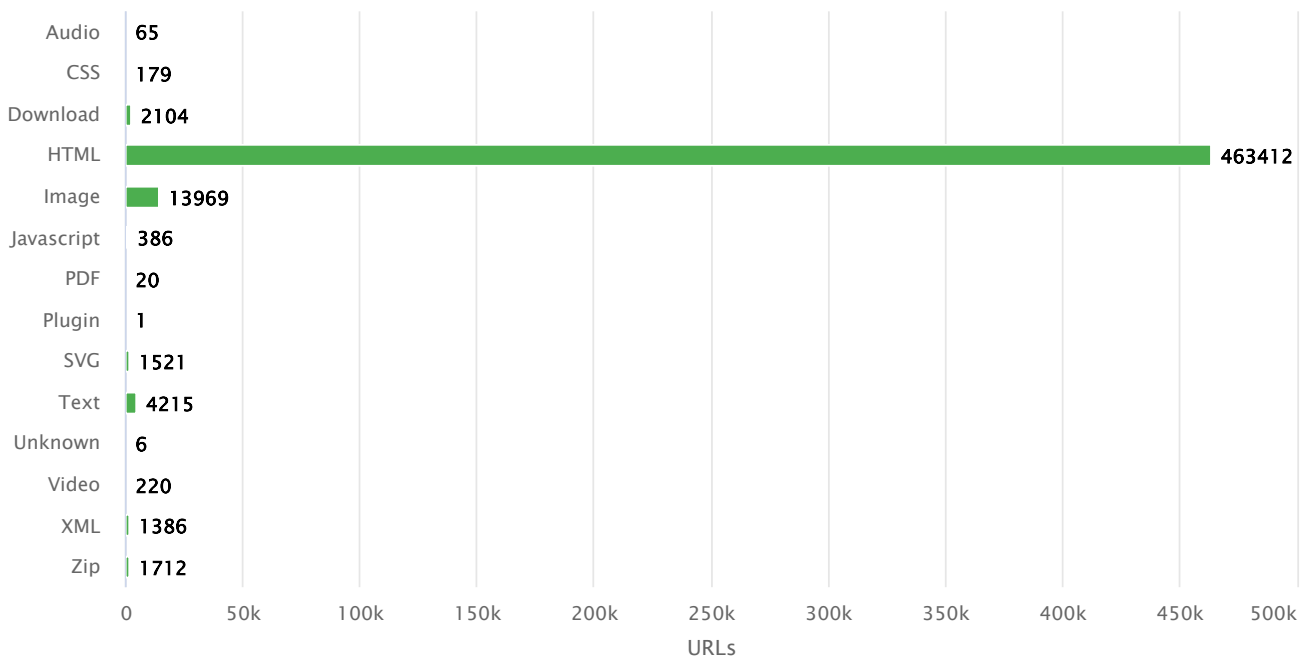
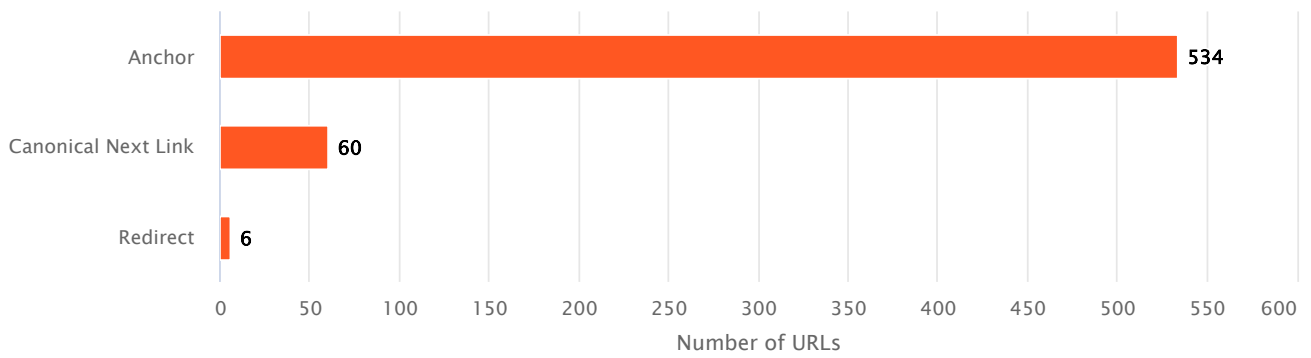| Content Type	URLs
Audio	65
CSS	179
Download	2,104
HTML	463,412
Image	13,969
Javascript	386
PDF	20
Plugin	1
SVG	1,521
Text	4,215
Unknown	6
Video	220
XML	1,386
Zip	1,712

SEO

Broken Internal URLs by Source

This chart shows all broken internal URLs broken down by source, that didn't return a 200 status code.">

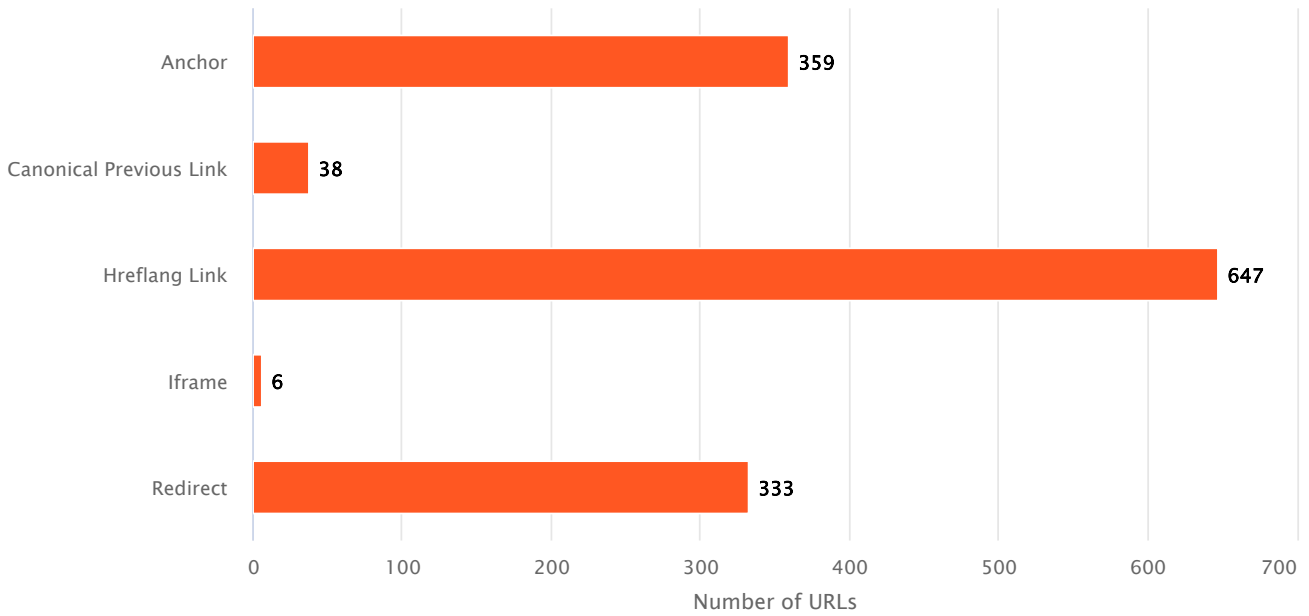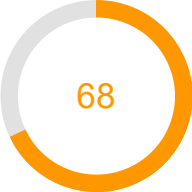| URL Source	URLs
Anchor	534
Canonical Next Link	60
Redirect	6

Broken External URLs by Source

This chart shows all broken internal URLs broken down by source, that didn't return a 200 status code.

URL Source	URLs
Anchor	359
Canonical Previous Link	38
Hreflang Link	647
Iframe	6
Redirect	333

SEO Score

68

Critical	9	High	27	Medium	16	Low	15	Insights	10	No Issue	66

All Hints	77	Issues	42	Potential Issues	10	Opportunities	15

Critical **Issue** **Has invalid outgoing hreflang annotations**

URLs:	149.9K	Percentage:	38.65%

URLs with hreflang annotations where one or more of the outgoing annotations is invalid (e.g. invalid language or country code). This will cause search engines to ignore the hreflang annotation.

Critical Issue **Has outgoing hreflang annotations to noindex URLs**

| URLs: | 27K | Percentage: | 6.96% |

URLs with hreflang annotations where one or more of the annotation URLs is noindex. As these URLs are not indexable, this offers a conflicting signal to search engines, which means they may ignore the hreflang instructions.

Critical Issue **Noindex URL has incoming hreflang**

| URLs: | 3.3K | Percentage: | 0.86% |

URLs with hreflang annotations that have self-referencing hreflang, yet are also noindex URLs. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

Critical Issue **Invalid incoming hreflang annotations**

| URLs: | 1.9K | Percentage: | 0.49% |

URLs that are referenced by at least one incoming hreflang annotation which is invalid (e.g. invalid language or country code). This will cause search engines to ignore the hreflang annotation.

Critical Issue **Disallowed image**

| URLs: | 2 | Percentage: | 0.09% |

Image URLs that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

Critical Issue **Has link with a URL referencing LocalHost or 127.0.0.1**

| URLs: | 128 | Percentage: | 0.05% | Indexable: | 50 | Not Indexable: | 78 |

URLs that contain at least one outgoing anchor link with a URL referencing LocalHost or 127.0.0.1. These links are normally the accidental remains of development work, and will not be publicly accessible, so site visitors and search engines will be unable to follow the link.

Critical Issue **HTML is missing or empty**

| URLs: | 29 | Percentage: | 0.01% | Indexable: | 29 | Not Indexable: | 0 |

URLs do not contain any HTML. If there is no HTML content, then users and search engines alike will not be able to access any visible content.

Critical Issue **Title tag is missing**

| URLs: | 29 | Percentage: | 0.01% | Indexable: | 29 | Not Indexable: | 0 |

HTML URLs that do not contain the <title> element. The title tag is considered one of the most important on-page SEO factors, so if it is missing this represents an issue that may affect search engine rankings and click-through-rate from the search results.

Critical Issue Has link with a URL referencing a local or UNC file path

| URLs: | 1 | Percentage: | 0.0004% | Indexable: | 1 | Not Indexable: | 0 |

URLs that contain at least one outgoing anchor link with a URL referencing a local or UNC file path. These links are normally left in by accident, and will not be publicly accessible, so site visitors and search engines will be unable to follow the link.

High Potential Issue URL contains a form with a GET method

| URLs: | 236.6K | Percentage: | 99.96% | Indexable: | 51.5K | Not Indexable: | 185.1K |

URLs that contain a form element with the method set to GET, which creates submission URLs with the form data in the query string. This presents a potential vulnerability for a large number of URLs to be created and/or cached, which could cause issues with crawl efficiency or index bloat

High Potential Issue Missing hreflang annotations

| URLs: | 228.5K | Percentage: | 58.91% |

URLs that are not specified as translations through hreflang annotations. This may be intentional - if a URL does not have a translation - however this may also highlight instances where URLs are missing hreflang markup, yet should have it.

High Issue Has outgoing hreflang annotation to multiple URLs

| URLs: | 149.9K | Percentage: | 38.64% |

URLs with hreflang where one or more outgoing hreflang annotation is specified against more than one URL - so there is a conflict between the various annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

High Opportunity Has only one followed internal linking URL

| URLs: | 58.3K | Percentage: | 24.39% | Indexable: | 16.7K | Not Indexable: | 41.6K |

URLs that only have a followed incoming link from one other URL on the website. URLs with only a single followed incoming link only inherit a small amount of link equity, which can make ranking very difficult.

High Issue Mismatched hreflang and HTML lang declarations

| URLs: | 87.3K | Percentage: | 22.51% |

URLs with hreflang annotations and HTML lang attributes, which do not match. This implies that an error has been made with either the hreflang annotation, or with HTML lang (or both), and may cause search engines to include the incorrect language version in localised search results.

High Issue Invalid HTML lang attribute

| URLs: | 22.8K | Percentage: | 5.88% |

URLs that have defined the language/region attribute using HTML lang, but either the language code or the geography code is invalid (or both are invalid). Invalid HTML lang will cause you issues in search engines that still support HTML lang (e.g. Bing), and they won't serve the correct localised content in different regions.

| High | Issue | **Missing reciprocal hreflang (no return-tag)** |

| URLs: | 6.4K | Percentage: | 1.66% |

URLs with hreflang annotations where at least one of the alternate hreflang URLs does not reciprocate. Hreflang must reciprocate, if it does not then search engines will ignore the hreflang instruction.

| High | Issue | **Canonical points to a noindex URL** |

| URLs: | 2K | Percentage: | 0.84% |

URLs that specify a canonical URL which is noindex. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored.

| High | Issue | **Isolated URL - only found via a noindex,follow** |

| URLs: | 1.3K | Percentage: | 0.54% |

URLs that are accessible via links on pages that are noindex,follow, but which have no other incoming anchor links from internal URLs. Over time, Google will stop following links to these pages, which means that they end up isolated from the link graph. Eventually, these URLs will lose their ability to rank for relevant search queries, and may end up being dropped from the index.

| High | Issue | **Broken internal URLs** |

| URLs: | 600 | Percentage: | 0.24% | Indexable: | 0 | Not Indexable: | 9 |

All internal URLs that weren't successfully audited, and had a crawl status of either Not Found, Error, Forbidden or Timeout. Broken URLs are unwelcome, as they result in a poor user experience, and can also have a negative SEO impact, depending on the type and scale of the issue.

| High | Issue | **Has outgoing hreflang annotations to broken URLs** |

| URLs: | 599 | Percentage: | 0.15% |

URLs with hreflang annotations that have at least one outgoing hreflang annotation which returned a Not Found (4XX) or Error (5XX) HTTP status. This is problematic as it means that the hreflang equivalent URLs are inaccessible, which either means that the annotation is incorrect (e.g. typo) or the target page does not exist.

| High | Issue | **Isolated URL - only found via a redirect** |

| URLs: | 343 | Percentage: | 0.14% |

URLs that are set as the location on redirecting URLs, but which have no incoming anchor links from internal URLs. This means that the destination URL is isolated from the main link graph, and may not be properly assigned link equity for ranking purposes.

| High | Issue | **External URL redirect broken (4XX or 5XX)** |

| URLs: | 317 | Percentage: | 0.13% |

External URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). This is a bad experience for users and search engines alike, as they will be unable to reach the content.

High   **Issue**   **Has outgoing links with malformed href data**

| URLs: | 245 | Percentage: | 0.1% | Indexable: | 144 | Not Indexable: | 101 |

URLs that contain at least one outgoing anchor link which has malformed href data. This means that link equity will not be passed through to the link target, as the link itself is invalid. It may also mean that crawlers are unable to find the destination URL, so crawling, indexing and ranking may all be affected.

High   **Issue**   **Has outgoing hreflang annotations to canonicalized URLs**

| URLs: | 318 | Percentage: | 0.08% |

URLs with outgoing hreflang annotations where one or more of the annotation URLs is canonicalized to another URL. This is a conflicting signal for search engines, and may lead them to ignore the hreflang or canonical instruction (or both).

High   **Issue**   **URLs with duplicate page titles**

| URLs: | 12 | Percentage: | 0.02% |

URLs that have the exact same page title as at least one other indexable URL. If multiple pages have the same title, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization (multiple pages on your own site competing for the same search terms, and hurting each others' rankings).

High   **Issue**   **Isolated URL - only found via a canonical**

| URLs: | 27 | Percentage: | 0.01% |

URLs that are declared as the canonical URL (on another URL), but which have no incoming anchor links from internal URLs (i.e. the only links they have are from the canonical link element). This means that the canonical URL is not part of the overall site architecture - it is not accessible to website visitors, and is not being properly assigned link equity for ranking purposes.

High   **Issue**   **Isolated URL - only linked from other isolated URLs**

| URLs: | 32 | Percentage: | 0.01% |

URLs that are accessible via links on isolated URLs, but which have no other incoming anchor links from internal URLs. Since these pages are effectively the 'children' of isolated pages, they suffer the same problems as isolated pages, in that they may have difficulty getting indexed and will struggle to rank due to low/no link equity.

High   **Issue**   **Resource URL redirect broken (4XX or 5XX)**

| URLs: | 2 | Percentage: | 0.01% |

Resource URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). The URL in question is a page resource URL (e.g. CSS or JavaScript file), which means it is used for rendering the content on a page. If the resource is no longer accessible, this may affect how it is rendered, which could cause a poor user experience.

High   Issue   **URLs with duplicate title and meta descriptions**

URLs:	4	Percentage:	0.01%

URLs that have the exact same page title and meta description as at least one other indexable URL. If multiple pages have the same title, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization. If a page has both a duplicate title AND a duplicate meta description, this may indicate a more systemic issue at play (than simply a copy/paste human error).

High   Issue   **Has a link with whitespace in href attribute**

URLs:	11	Percentage:	0.005%	Indexable:	11	Not Indexable:	0

URLs that contain at least one outgoing anchor link which has trailing or leading whitespace character in the href attribute. Whitespace in href attributes may cause a loss or dissipation of link equity, if search engines treat the link targets as distinct URLs.

High   Issue   **Has conflicting incoming hreflang annotations**

URLs:	17	Percentage:	0.004%

URLs that have multiple, different incoming hreflang annotations - causing a conflict between the differing annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

High   Issue   **Internal URL redirect broken (4XX or 5XX)**

URLs:	7	Percentage:	0.003%

URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). This is a bad experience for users and search engines alike, as they will be unable to reach the content.

High   Issue   **Canonical points to a URL that is Error (5XX)**

URLs:	3	Percentage:	0.001%

URLs that specify a canonical URL which returned an Error (5XX) HTTP status. This can indicate to search engines that the canonical information is inaccurate, and as such, the canonical instruction may be ignored. Server errors can be transient, so it is worth double checking the error URLs to verify there is an issue.

High   Potential Issue   **Has no outgoing links**

URLs:	1	Percentage:	0.0004%	Indexable:	1	Not Indexable:	0

URLs that don't link to any other URL, internal or external. If you have URLs with no outgoing links, this means that they are unable to pass on link equity to other URLs within the website architecture. As such, they act link a PageRank black hole - they accumulate link equity from incoming links, but don't pass it back out to other URLs on the website.

High   Issue   **Has outgoing hreflang annotations to redirecting URLs**

URLs:	1	Percentage:	0.0003%

URLs with hreflang annotations that have at least one outgoing hreflang annotation which returned a Redirect (3XX) HTTP status. Hreflang alternate URLs should not redirect, and this conflicting signal may cause search engines to ignore the hreflang instruction.

High **Issue** **Has unsupported or misconfigured hreflang**

| URLs: | 1 | Percentage: | 0.0003% |

URLs with hreflang annotations where one or more of the hreflang tags is configured using regular anchor links (e.g. in a HTML tag instead of a link rel). This is invalid, so the hreflang markup will not be considered by search engines at all.

High **Issue** **Internal redirects from trailing slash mismatch**

| URLs: | 395 |

Internal URLs that redirect due to a trailing slash mismatch. This occurs when the server encounters URLs that don't match expectation - so it will redirect to a URL that either adds or removes the trailing slash, depending on the setup. Internal links that cause these redirects cause unnecessary work for search engine crawlers, and the server itself, particularly when they are template based, and therefore widespread.

Medium **Opportunity** **Images with missing alt text**

| URLs: | 532.3K | Percentage: | 67.33% |

Images with no alt attribute or missing alt text. Alt text is important for accessibility, to communicate meaning and context about the image to visually impaired users. Search engines also use alt text to understand the meaning and context, so images with no alt text represent poor accessibility, and a missed SEO opportunity.

Medium **Opportunity** **Has an internal link with no anchor text**

| URLs: | 109.5K | Percentage: | 45.82% | Indexable: | 51.5K | Not Indexable: | 58K |

URLs that contain at least one outgoing anchor link which has no anchor text. This represents a missed opportunity to provide additional information about the target page to search engines, which could have an impact on this page's ability to rank for relevant search queries.

Medium **Potential Issue** **Only receives nofollow links or links from canonicalized URLs**

| URLs: | 86.2K | Percentage: | 36.05% | Indexable: | 7.7K | Not Indexable: | 78.5K |

URLs found by the crawler that only receive incoming nofollow links, or incoming links from canonicalized URLs. In other words, the URL only receives links from URLs that do not pass Link Equity - which means that the URL has no power to rank in search results.

Medium **Opportunity** **<h1> tag is missing**

| URLs: | 19.4K | Percentage: | 8.2% | Indexable: | 7.3K | Not Indexable: | 12.1K |

HTML URLs that do not contain a header 1. The header 1 (h1) tag is considered important to help both users and search engines to quickly understand what content they can expect to find on the page. If the <h1> is not present, this represents a missed optimization opportunity.

Medium **Issue** **URL receives both follow & nofollow internal links**

| URLs: | 19.1K | Percentage: | 7.99% | Indexable: | 1.8K | Not Indexable: | 17.3K |

URLs that have a mixture of followed and nofollowed incoming links. If a given URL receives nofollowed links, this is usually a deliberate act, either because the website owner does not want to pass link equity to the linked URL, or they do not want search engines to crawl it. However, if even one other URL links to this page using followed links, this can negate the affect that the website owner was trying to achieve with the nofollow.

Medium | **Opportunity** | **Has hreflang annotations without HTML lang**

| URLs: | 22.8K | Percentage: | 5.88% |

URLs with hreflang annotations, that have not defined the language/region attribute using HTML lang. Some search engines rely on HTML lang (instead of hreflang) to determine the language of a page, so if it is missing the language may not be correctly interpreted.

Medium | **Opportunity** | **Has an anchored image with no alt text**

| URLs: | 2.4K | Percentage: | 1.02% | Indexable: | 2K | Not Indexable: | 484 |

URLs that contain anchor links to image URLs with no alt text, or no alt attribute. For linked images, the alt text is considered equivalent to anchor text, and represents an opportunity to communicate meaning and context to search engines.

Medium | **Issue** | **Internal redirected URLs**

| URLs: | 2.1K | Percentage: | 0.87% |

Internal URLs that redirect (3XX) to another URL. Redirects add an extra 'hop' to the request, which means it takes longer for the content to become available, which is a bad user signal, and means that search engine crawlers have to do additional 'work' to find the content.

Medium | **Issue** | **Redirected page resource URLs**

| URLs: | 133 | Percentage: | 0.79% |

Page resource URLs, such as JavaScript and CSS files, that redirect to another URL - which may affect load time and cause page content to render incorrectly.

Medium | **Potential Issue** | **URL contains upper case characters**

| URLs: | 1.2K | Percentage: | 0.49% | Indexable: | 402 | Not Indexable: | 795 |

URLs that contain upper case characters in the URL (e.g. http://example.com/**C**ontact**U**s). Ideally URLs should be lower case and not be mixed case, as mixed case URLs can lead to duplicate content, a loss of link equity to the correct version and wasted crawl budget.

Medium | **Opportunity** | **Has one or more outgoing followed links with non descriptive anchor text**

| URLs: | 85 | Percentage: | 0.04% | Indexable: | 77 | Not Indexable: | 8 |

The URL contains outgoing anchor links which do not use descriptive anchor text (they instead have anchor text like 'click here', go', 'here', etc...). Descriptive anchor text can help search engines and users alike to better understand your content.

Medium | **Issue** | **Pagination URL has no incoming internal links**

| URLs: | 70 | Percentage: | 0.03% | Indexable: | 7 | Not Indexable: | 63 |

URLs that are declared as a pagination URL, via rel=next/prev links on another URL, but which has no incoming anchor links from internal URLs. Typically, this is a result of a misconfiguration in the website platform or CMS, which erroneously adds pagination markup and spawns pages that should not exist.

Medium | **Issue** | **URLs with duplicate h1s**

| URLs: | 10 | Percentage: | 0.02% |

URLs that have the exact same header 1 (h1) tag as at least one other indexable URL. If multiple pages have the same h1, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization (multiple pages on your own site competing for the same search terms, and hurting each others' rankings).

Medium | **Opportunity** | **Has incoming followed links that do not use descriptive anchor text**

| URLs: | 21 | Percentage: | 0.01% | Indexable: | 14 | Not Indexable: | 7 |

The URL receives incoming followed links from other internal URLs, which do not use descriptive anchor text (they instead have anchor text like 'click here', go', 'here', etc...). Descriptive anchor text can help search engines and users alike to better understand your content.

Medium | **Opportunity** | **<h1> tag is empty**

| URLs: | 34 | Percentage: | 0.01% | Indexable: | 0 | Not Indexable: | 34 |

HTML URLs that have an empty header 1. The header 1 (h1) tag is considered important to help both users and search engines to quickly understand what content they can expect to find on the page. If the <h1> is empty, this represents a missed optimization opportunity.

Medium | **Issue** | **URL contains whitespace**

| URLs: | 4 | Percentage: | 0.002% | Indexable: | 0 | Not Indexable: | 4 |

URLs that contain one or more whitespace characters in the path (e.g. http://example.com/page 1). URLs with whitespace characters are not recommended as they could cause issues when site visitors share or link to the URL, potentially leading to broken links and a loss of potential link equity.

Low | **Potential Issue** | **Meta description is missing**

| URLs: | 147.4K | Percentage: | 62.29% | Indexable: | 13.6K | Not Indexable: | 133.9K |

URLs that do not contain a meta description. The meta description is considered important to help users quickly understand what content they can expect to find on the page, when clicking through from the search engine results page. Well written meta descriptions typically achieve a better click-through-rate. If the meta description is missing, this represents a missed optimization opportunity.

Low | **Opportunity** | **<h1> length too short**

| URLs: | 143K | Percentage: | 60.41% | Indexable: | 9.5K | Not Indexable: | 133.5K |

URLs that contain a header 1 with too few words. If the <h1> does not use many words, in may not be well optimized to effectively communicate the desired message. It is considered best practice to try and include the main target keywords for the page in the <h1>, whilst also communicating 'what the page is about.'

Low | **Opportunity** | **Title tag length too short**

| URLs: | 97.6K | Percentage: | 41.22% | Indexable: | 7.9K | Not Indexable: | 89.7K |

URLs that contain a title tag with too few characters. If the title uses too few characters, it may not be sufficient to effectively communicate the desired message.

Low | **Opportunity** | Title tag length too long

| URLs: | 54.3K | Percentage: | 22.96% | Indexable: | 19.9K | Not Indexable: | 34.4K |

URLs that contain a title tag with too many characters. If the title uses too many characters, it may not be well optimized to effectively communicate the desired message. Depending on the query, search engines may truncate or rewrite titles that are too long.

Low | **Opportunity** | Meta description length too short

| URLs: | 23.1K | Percentage: | 9.77% | Indexable: | 4.6K | Not Indexable: | 18.5K |

URLs that contain a meta description with too few characters. If the meta description is particularly short, this may mean it has been automatically generated or is not well optimized, and may achieve poor click-through-rate as a result.

Low | **Opportunity** | <h1> length too long

| URLs: | 4.1K | Percentage: | 1.72% | Indexable: | 2.3K | Not Indexable: | 1.8K |

URLs that contain a header 1 with too many words. If the <h1> uses too many words, in may not be well optimized to effectively communicate the desired message. It is considered best practice to try and include the main target keywords for the page in the <h1>, whilst also communicating 'what the page is about.'

Low | **Opportunity** | Meta description length too long

| URLs: | 1.7K | Percentage: | 0.73% | Indexable: | 1.7K | Not Indexable: | 46 |

URLs that contain a meta description with too many characters. If the meta description is very long, this may mean it has been automatically generated or is not well optimized, and may achieve poor click-through-rate as a result. Depending on the query, search engines may truncate or rewrite meta descriptions that are too long.

Low | **Issue** | Multiple meta descriptions

| URLs: | 975 | Percentage: | 0.41% | Indexable: | 951 | Not Indexable: | 24 |

URLs that contain multiple meta descriptions. If there are multiple meta descriptions on the page, it may lead to search engines displaying the 'wrong' one, which in turn may lead to lower engagement or CTR from search results.

Low | **Potential Issue** | URL contains non-ASCII characters

| URLs: | 809 | Percentage: | 0.33% | Indexable: | 209 | Not Indexable: | 600 |

URLs that contain characters outside the ASCII set (e.g. http://example.com/pagé). This is dangerous as you cannot be certain how search engines or browsers will handle these characters, which could cause unwelcome results if there are issues with the encoding procedure.

Low | **Potential Issue** | Meta description is empty

| URLs: | 108 | Percentage: | 0.05% | Indexable: | 106 | Not Indexable: | 2 |

URLs that have an empty meta description. The meta description is considered important to help users quickly understand what content they can expect to find on the page, when clicking through from the search engine results page. Well written meta descriptions typically achieve a better click-through-rate. If the meta description is empty, this represents a missed optimization opportunity.

Low **Potential Issue** Multiple <h1> tags

| URLs: | 94 | Percentage: | 0.04% | Indexable: | 89 | Not Indexable: | 5 |

URLs that contain multiple header 1s. Having more than one <h1> tag can be a sign of poor content structure, and could de-emphasize keyword associations with the page.

Low **Issue** URL contains a double slash

| URLs: | 13 | Percentage: | 0.03% | Indexable: | 0 | Not Indexable: | 13 |

URLs that contain a double slash in the path (e.g. http://example.com//page1). A double slash in the URL path is valid and will respond in the browser, but is typically unwelcome, as this could cause duplicate content issues if the CMS delivers the same content on two URLs (i.e. single slash and double slash).

Low **Issue** URLs with duplicate meta descriptions

| URLs: | 14 | Percentage: | 0.03% |

URLs that have the exact same meta description as at least one other indexable URL. If lots of meta descriptions are duplicate, this represents a missed optimization opportunity. It may make it difficult for users to differentiate similar pages in search results, and may result in search engines simply re-writing the descriptions for you (sometimes with disastrous results).

Low **Potential Issue** URL contains repetitive elements

| URLs: | 10 | Percentage: | 0.02% | Indexable: | 6 | Not Indexable: | 4 |

URLs that contain repetitive elements in the URL path, which can cause duplicate content issues or broken internal links. Repetitive elements in URL paths are usually caused when the crawler comes across links with relative URLs and the page doesn't have a base URL e.g. https://example.com/**pages**/**pages**/page1. They can be generated by Content Management Systems, plugins or broken HTML.

A common false positive for this Hint is dates in the path - these can normally be ignored e.g. https://example.com/2017/**11**/**11**/page-name

Low **Issue** Has a link with an empty href attribute

| URLs: | 27 | Percentage: | 0.01% | Indexable: | 21 | Not Indexable: | 6 |

URLs that contain at least one outgoing anchor link which has an empty href attribute. This may be because a link was intended to be added, but was not. It also may represent a bug in the underlying code, which is adding <a>tags where it should not.

Insight URL contains no Google Analytics code

| URLs: | 236.7K | Percentage: | 100% | Indexable: | 51.6K | Not Indexable: | 185.1K |

URLs that do not contain a Google Analytics code. This may simply be because the website does not use Google Analytics, but may also represent instances where the Google Analytics code is accidentally missing.

Note that this Hint is independent of any Google Tag Manager implementation, and simply means that no Google Analytics code was found on the page.

Insight   Canonical points to external URL

| URLs: | 119.6K | Percentage: | 50.04% |

URLs that specify a canonical URL which is on a different domain or subdomain. This Hint is flagged as Advisory as it could be the case that nothing is actually wrong here - cross-domain canonicals are used as a valid means of avoiding duplicate content issues - so you may simply wish to check that the canonicals are pointing at the 'right' URLs.

Insight   Hreflang annotation also x-default

| URLs: | 159.3K | Percentage: | 41.09% |

URLs with hreflang annotations where one of the alternate URLs is also defined as the x-default hreflang. This means that the page marked as x-default is specified as a language alternate, but also as the default 'fallback' page. If this setup is intentional, this is not an issue. Sometimes, x-default has been included by accident, and the page is not a suitable fallback for the rest of the world.

Insight   Canonical points to a different internal URL

| URLs: | 7.5K | Percentage: | 3.13% |

URLs that specify a canonical URL which is not self-referential, and instead points to another internal URL. This Hint is flagged as Advisory as it could be the case that nothing is actually wrong here - canonicals are used as a valid means of avoiding duplicate content issues - so you may simply wish to check that the canonicals are pointing at the 'right' URLs.

Insight   Query string contains search or filter parameters

| URLs: | 7.5K | Percentage: | 3.04% | Indexable: | 0 | Not Indexable: | 7.5K |

URLs that contain a query string with apparent search or filter parameters (e.g. http://example.com/search?w=shoes). Since 'search' URLs present the same content in a different order, they don't offer a way for search engines to discover new content, so you typically don't want them spending time crawling these URLs if there are more important unique URLs that are being neglected from a crawl perspective.

Insight   External redirected URLs

| URLs: | 6.4K | Percentage: | 2.69% |

External URLs that redirect (3XX) to another URL. This Hint is Advisory as it does not represent an SEO issue, simply a (relatively small) user issue. Whereas internal redirects can have an impact upon crawl budget and load speed, this does not apply to external redirects.

Insight   URL only has nofollow incoming internal links

| URLs: | 181 | Percentage: | 0.08% | Indexable: | 100 | Not Indexable: | 81 |

URLs that do not have any followed internal links pointing at them - only nofollow links. If a given URL receives only nofollow links from all the internal URLs that link to it, that means it will no accumulate link equity, and as such would have no power to rank for search queries. This Hint is Advisory since, in some cases, it is entirely appropriate for a URL to have only nofollow links pointing at it (e.g. a user login page). However it is worth double checking that there are no such URLs that you actually want to be properly crawled and indexed.

Insight **URL contains no Google Tag Manager code**

| URLs: | 29 | Percentage: | 0.01% | Indexable: | 29 | Not Indexable: | 0 |

URLs that do not contain a Google Tag Manager code. This may simply be because the website does not use Google Tag Manager, but may also represent instances where the Google Tag Manager code is accidentally missing.

Insight **Query string contains paginated parameters**

| URLs: | 5 | Percentage: | 0.002% | Indexable: | 0 | Not Indexable: | 5 |

URLs that contain a query string with apparent pagination parameters (e.g. http://example.com/search?w=shoes&p=2). URLs with lots of parameters can be considered highly dynamic, for example, faceted search URLs that include multiple filters and sorts. If these also contain pagination parameters, they could lead to issues with crawl budget or duplicate content.

Insight **Query string contains more than three parameters**

| URLs: | 2 | Percentage: | 0.001% | Indexable: | 0 | Not Indexable: | 2 |

URLs that contain a query string with more than 3 parameters (e.g. http://example.com/page?a=1&b=2&c=3&d=4). URLs with more than 3 parameters could be considered highly dynamic, for example, faceted search URLs that include multiple filters and sorts. If these are accessible to search engines, they could lead to issues with crawl budget or duplicate content.

No Issue **<head> contains a <noscript> tag, which includes an image**

URLs where the <head> contains a <noscript> tag, which includes an image. Including an <img> tag in the <head> is invalid. This can be problematic for search engines crawlers that do not render JavaScript (i.e. most crawlers, most of the time), as the presence of the <img> tag breaks the <head>, which may cause important tags (e.g. meta robots) to be missed.

No Issue **<head> contains invalid HTML elements**

URLs where the <head> contains invalid DOM elements. Valid elements that can be used inside the <head> element are <title>, <meta>, <base>, <link>, <script>, <noscript>, <style> and <template>. Including invalid elements can lead to the HTML document not being parsed correctly, as the presence of other elements breaks the <head>, which may cause important tags (e.g. meta robots) to be missed.

No Issue **Canonical outside of head**

URLs that have a canonical link element in the HTML which has been placed outside the <head>. Search engines will ignore canonical designations that do not appear in the <head>, so this issue could cause indexing problems.

No Issue **Disallowed JavaScript file**

JavaScript files that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Disallowed Style Sheet**

CSS files that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Meta robots found outside of <head>**

URLs that have a meta robots tag in the HTML which has been placed outside the <head>. Meta robots tags are supposed to only be contained in the <head>, but even if they are found in the <body> they will be respected by search engines, despite what you might expect. This may mean you are giving conflicting or inaccurate indexing signals to search engines, without realising it.

No Issue **Title tag is empty**

HTML URLs that contain an empty <title> element. The title tag is considered one of the most important on-page SEO factors, so if it is not present this represents an issue that may affect search engine rankings and click-through-rate from the search results.

No Issue **Canonical is malformed or empty**

URLs that specify a canonical URL which is invalid or undefined. If canonical URLs are undefined (e.g. <link rel="canonical" href="">) or invalid (e.g. <link rel="canonical" href="http//example.com/">) this indicates a configuration issue and should be addressed.

No Issue **Canonical loop**

URLs that specify a canonical URL, where the canonical URL also specifies a canonical, which in turn points back to the original URL. This causes a canonical loop (e.g. URL1 -> URL2 -> URL1) and could cause search engines to completely ignore all canonical instructions.

No Issue **Canonical only found in rendered DOM**

URLs that contain a canonical link element on the rendered version of the page, but do not contain one in the HTML source. Google have stated categorically that the rendered canonical is not taken into account, so relying on it for indexing purposes is not recommended.

No Issue **Canonical points to a disallowed URL**

URLs that specify a canonical URL which is disallowed by robots.txt. Search engines will be unable to crawl the disallowed URL, so the canonical instruction will likely be ignored.

No Issue **Canonical points to a URL that is Not Found 404**

URLs that specify a canonical URL which returned a Not Found (4XX) HTTP status. This indicates that the canonical URL has either been removed or misconfigured, and as such, the canonical instruction is likely to be ignored by search engines.

No Issue **Canonical points to another canonicalized URL**

URLs that specify a canonical URL, where the canonical URL also specifies a (different) canonical URL. This causes a canonical chain (e.g. URL1 -> URL2 -> URL3) and could cause search engines to completely ignore all canonical instructions.

No Issue **Canonical points to HTTP version**

HTTPS URLs that specify a canonical URL which is the HTTP version of the same URL (i.e. mismatched protocol). This could lead to search engines indexing the 'wrong' version of the URL, or ignoring the canonical instruction entirely.

No Issue **Canonical points to HTTPS version**

HTTP URLs that specify a canonical URL which is the HTTPS version of the same URL (i.e. mismatched protocol). This could lead to search engines indexing the 'wrong' version of the URL, or ignoring the canonical instruction entirely.

No Issue   **Canonicalized URL has incoming hreflang**

URLs that are defined as a hreflang alternate, yet also have a canonical tag pointing at a different URL. This is a conflicting signal for search engines, and may lead them to ignore the hreflang or canonical instruction (or both).

No Issue   **Canonicalized URL is noindex, nofollow**

URLs that are canonicalized, and also noindex, nofollow. Canonicals consolidate and combine indexing signals, so if a URL has a noindex on it, this noindex may also get passed through to the canonicalized page.

No Issue   **Disallowed URL has incoming hreflang**

URLs with incoming hreflang annotations that yet are disallowed in robots.txt. Disallowed URLs are not crawlable, which means that search engines will ignore the hreflang instructions.

No Issue   **Duplicate URLs (technical duplicates)**

URLs that are technically identical to at least one other indexable URL. This could be URLs that are only different based on case, or have the same query string parameters and values (but in a different order). If this sort of duplication occurs, you have a relatively serious issue, whereby identical URLs are being generated and are accessible to search engine crawlers.

No Issue   **Has conflicting outgoing hreflang annotations**

URLs with hreflang where one or more outgoing hreflang annotations specify the same URL, but with different hreflang - so there is a conflict between the two annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

No Issue   **Has hreflang annotations using multiple methods**

URLs with hreflang annotations defined using more than one method (HTML, HTTP Header or XML Sitemap). Whilst this is not invalid unless the annotations conflict, it opens up a greater opportunity for inconsistencies to occur in the future.

No Issue   **Has link to a non-HTTP protocol**

The URL contains outgoing anchor links which use a non-HTTP protocol (e.g. link to ftp://example.com/page). If you have links with a non-HTTP protocol, there is no guarantee how they would be handled by the user's browser. For example, using the FTP protocol in a HTML link will cause the link to be opened by the users' default FTP client.

No Issue   **Has multiple self-referencing hreflang annotations**

URLs with hreflang where a URL contains multiple self-referenced hreflang, using multiple different hreflang, so the 'correct' one is ambiguous. This sort of conflicting signal may cause search engines to ignore the hreflang instruction.

No Issue   **Has outgoing hreflang annotations to disallowed URLs**

URLs with outgoing hreflang annotations where one or more of the annotation URLs is disallowed. Disallowed URLs are not crawlable, which means that search engines will ignore the hreflang instructions.

No Issue   **Has outgoing hreflang annotations using relative URLs**

URLs with hreflang annotations that have at least one outgoing hreflang annotation which is referenced as a relative URL. Using relative URLs for hreflang increases the chances that something will go wrong in the future, even if the setup is valid right now.

No Issue   **Internal redirects from case normalization**

Internal URLs that redirect due to case normalization. This occurs when the server encounters URLs that don't match expectation - so it will redirect to a URL with characters of the correct case (typically lower case). Internal links that cause these redirects cause unnecessary work for search engine crawlers, and the server itself, particularly when they are template based, and therefore widespread.

No Issue   **Internal URL is part of a chained redirect loop**

Internal URLs that are part of a redirect chain which results in a redirect loop (e.g. URL 1 -> URL -> 2 -> URL 3 -> URL 1). This is bad for SEO as search engine crawlers will be unable to access the page content to index it. It is also bad for users, who will be shown an error page (e.g. 'Website redirected you too many times').

No Issue   **Internal URL redirects back to itself**

Internal URLs that redirect in a loop (e.g. URL 1 -> URL 1). This is bad for SEO as search engine crawlers will be unable to access the page content to index it. It is also bad for users, who will be shown an error page (e.g. 'Website redirected you too many times').

No Issue   **Mismatched canonical tag in HTML and HTTP header**

URLs that have a canonical URL defined both in the HTML and in the HTTP header, which are specifying different canonical URLs. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored.

No Issue   **Mismatched nofollow directives in HTML and header**

URLs with the robots follow/nofollow directive specified in both the HTML <head> and also in the X-Robots-Tag, where the directives do not match. This means that one location uses 'follow' and the other uses 'nofollow', and net result of this is that search engines will consider the page 'nofollow'. This may cause crawling and indexing issues on important pages.

No Issue   **Mismatched noindex directives in HTML and header**

URLs with the robots index/noindex directive specified in both the HTML <head> and also in the X-Robots-Tag, where the directives do not match. This means that one location uses 'index' and the other uses 'noindex', and net result of this is that search engines will consider the page 'noindex', which may cause important pages to end up not indexed.

No Issue   **Multiple title tags**

URLs that contain more than one <title> element. If there are multiple title tags on the page, it may lead to search engines displaying the 'wrong' one, which in turn may lead to lower engagement or CTR from search results, and may also have an SEO impact.

No Issue   **Multiple, mismatched canonical tags**

URLs that specify a canonical URL more than once, either in the HTML, in the HTTP header, or in both, where the canonical URLs do not match. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored. In this circumstance, we recommend selecting the correct canonical URL, and ensuring that canonical URLs are declared only once on any given URL, using a single method (HTML or HTTP header).

No Issue   **Page resource URL is part of a chained redirect loop**

Page resource URLs that are part of a redirect chain which results in a redirect loop (e.g. URL 1 -> URL -> 2 -> URL 3 -> URL 1). This means that the resource is inaccessible, which may affect how page content is rendered.

No Issue   **Page resource URL redirects back to itself**

Page resource URLs that redirect in a loop (e.g. URL 1 -> URL 1). This means that the resource is inaccessible, which may affect how page content is rendered.

No Issue   **Rendered Canonical is different to HTML source**

URLs that contain a canonical link element on the rendered version of the page, which is different to the one in the source HTML. Google have stated categorically that the rendered canonical is not taken into account, so relying on it for indexing purposes is not recommended. At best, this situation leads to ambiguity - at worst, search engines will select the wrong version and you could damage organic search traffic.

No Issue   **URL is orphaned and was not found by the crawler**

URLs that are not part of the crawlable website architecture. Orphaned URLs were not found as part of the website crawl, so were instead picked up by a different crawl source (XML Sitemap, URL List, Google Analytics or Google Search Console). The presence of orphaned URLs is not necessarily bad, however the cases you need to pay attention to are when you find orphaned URLs that return a 200 (OK) response. These are typically old URLs that need to be removed, or URLs that should be linked to, but aren't for some reason.

No Issue   **URL resolves under both HTTP and HTTPS**

URLs that resolve under both HTTP and HTTPS protocols. This could pose a security risk if users are able to access insecure content (which should be secure) and may also lead to duplicate content issues, if search engines end up crawling both HTTP and HTTPS versions.

No Issue   **URLs with duplicate content**

URLs that have identical HTML content to at least one other indexable URL. If this sort of duplication occurs, you have a relatively serious issue, whereby URLs with identical content are accessible to search engine crawlers. If this results in large scale duplicate content issues on the site, you could trip quality algorithms like Google's Panda, which can depress organic search traffic to the site as a whole.

No Issue   **URLs with similar content**

URLs that have substantially similar HTML content to at least one other indexable URL. This could also be referred to as 'near duplicate content', where most of the HTML content on the pages is the same - without all the content being identical. If this sort of duplication occurs, it may be serious issue, as URLs with almost identical content are accessible to search engine crawlers, which could trip quality algorithms like Google's Panda.

No Issue   **Canonical is a relative URL**

URLs that specify a canonical URL using a relative URL. Search engines do not recommend using relative URLs for canonicals as they can lead to future issues (even if there are no issues currently).

No Issue   **Canonical points to a redirecting URL**

URLs that specify a canonical URL which returned a Redirect (3XX) HTTP status. This indicates to search engines that the canonical information is inaccurate, and as such, the canonical instruction may be ignored.

No Issue   **Canonical points to homepage**

URLs that specify a canonical URL that points to the homepage. This causes an issue when URLs which are not duplicates of the homepage have a canonical which points to the homepage, as this typically indicates a misconfiguration, and could cause indexing issues.

No Issue **Missing canonical URL**

URLs with hreflang annotations, but with no canonical tag. URLs with hreflang do not need to have canonical tags - so it is NOT a problem if your site does not use them. However, it is worth considering that canonicals and hreflang are both indexing instructions. If you can give more precise, consistent indexing signals to search engines, not only will their indexing and linking properties be more accurate, but they will be better able to serve users the URL of their preferred language.

No Issue **Missing HTML lang attribute**

Indexable URLs that have not defined the language/region attribute using HTML lang. Some search engines rely on HTML lang (instead of hreflang) to determine the language of a page, so if it is missing the language may not be correctly interpreted.

No Issue **Multiple nofollow directives**

URLs with the robots nofollow directive specified in more than one location (e.g. two SEO plugins that both add robots directives to the HTML). It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Multiple noindex directives**

URLs with the robots noindex directive specified in more than one location (e.g. two SEO plugins that both add robots directives to the HTML).It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Nofollow in HTML and HTTP header**

URLs with the robots nofollow directive specified in both the HTML <head> and also in the X-Robots-Tag. It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Noindex in HTML and HTTP header**

URLs with the robots noindex directive specified in both the HTML <head> and also in the X-Robots-Tag. It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Base URL malformed or empty**

URLs that specify a base URL which is malformed or empty. The base tag is used to determine the URL base for all relative links used within a page. If the base tag is malformed or empty, this may cause problems for search engines crawling relative links.

No Issue **Canonical tag in HTML and HTTP header**

URLs that have a canonical URL defined both in the HTML and in the HTTP header. This Hint is flagged as Advisory as it is not 'wrong' per se, but could lead to future complications if changes are made to one canonical element but not both. As such, we recommend only using one method of declaring canonical URLs.

No Issue **Multiple base URLs**

URLs that specify more than one base URL. The base tag is used to determine the URL base for all relative links used within a page. A document can have no more than one base element, so multiple base tags is invalid, and this may cause problems for search engines crawling relative links.

No Issue **Multiple canonical tags**

URLs that specify a canonical URL more than once, either in the HTML, in the HTTP header, or in both. This Hint is flagged as Advisory as it may not be 'wrong' per se, but could lead to future complications if changes are made to one canonical element but not the other. As such, we recommend that canonicals are only declared once on any given URL, using a single method (HTML or HTTP header).

No Issue **Multiple, mismatched base URLs**

URLs that specify more than one base URL, and the URLs are different. The base tag is used to determine the URL base for all relative links used within a page. A document can have no more than one base element, so multiple base tags is invalid, and this may cause problems for search engines crawling relative links - particularly as the base URLs are different, there is no guarantee they will select the 'right' one.

No Issue **Query string contains a question mark**

URLs that contain more than one question mark in the URL path (e.g. http://example.com/page?a=1?&a=1). If you include a second question mark in the query, this would be treated as a literal question mark (i.e. it has no significance beyond that of a regular character). Whilst this is not invalid, it is quite unusual, and may indicate some sort of issue with how URLs are generated, so it could warrant further investigation.

No Issue **Query string contains repetitive parameters**

URLs that contain repetitive parameters in the query string (e.g. http://example.com/page?a=1&a=1). Since the second parameter is redundant, the existence of these URLs could lead to duplicate content issues, since the content would be identical to the equivalent URLs with a single parameter. This could also indicate a much bigger problem, as it might imply an issue with the logic of the underlying software which generates the URLs in the first place.

No Issue **Title and meta description are the same**

URLs that have identical text for the title and meta description. The title and meta description serve very different purposes, and if they are identical then this is usually the result of a misconfigured plugin or script.

No Issue **URL contains more than one Google Analytics code**

URLs that contain multiple Google Analytics codes. Whilst valid, and sometimes deliberate, this might imply a configuration error - such as a plugin inserting an additional code.

No Issue **URL contains more than one Google Tag Manager code**

URLs that contain multiple Google Tag Manager codes. Whilst it is valid, Google advise to keep the number of Google Tag Manager containers on the page minimal, for best performance.

No Issue **<head> contains a <noscript> tag**

URLs where the <head> contains a <noscript> tag. You need to be very careful using <noscript> tags in the <head>, as you can very easily break the <head>, which can cause problems for search engines as they may be unable to find important head-only tags, such as hreflang.

No Issue **Has link with a URL in onclick attribute**

URLs that contain at least one outgoing anchor link with a URL in an onclick attribute. This means that the link destination is JavaScript dependent, which search engines can struggle with.

No Issue **Has noindex and nofollow directives**

Internal URLs with both the noindex and nofollow robots directives. This means that search engines are being instructed not to include the URL in their index, and to not schedule and crawl any of the links found on the pages. This Hint is Advisory since using these type of robots directives is a common way to control what content search engines can crawl and index (e.g. a user login area). However it is worth double checking that there are no URLs using these directives that you actually want to be properly crawled and indexed.

No Issue **Internal Disallowed URLs**

Internal URLs that are disallowed in robots.txt. Disallowed URLs are not crawlable by search engines, which means that content from disallowed pages is not indexable. This Hint is Advisory since disallowing URLs is a common method for managing search engine crawlers, so they do not end up crawling areas of a website that you don't want them to crawl (e.g. a user login area). However it is worth double checking that there are no URLs that are being disallowed which should not be disallowed.

No Issue **Query string contains sort parameters**

URLs that contain a query string with apparent sort parameters (e.g. http://example.com/search?w=shoes&sort=name). Since 'sort' URLs present the same content in a different order, they don't offer a way for search engines to discover new content, so you typically don't want them spending time crawling these URLs if there are more important unique URLs that are being neglected from a crawl perspective.

No Issue **Redirects using a Meta refresh**

The Meta refresh is a simple on page redirect, and is usually used when it is not possible to implement a HTTP redirect. Search engines will follow a meta refresh, and pass on some link equity, but they offer a poor user experience so are not recommended.

Internal URLs

All	HTML	Downloads	Broken
245,802	239,013	6,789	600

Internal URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.
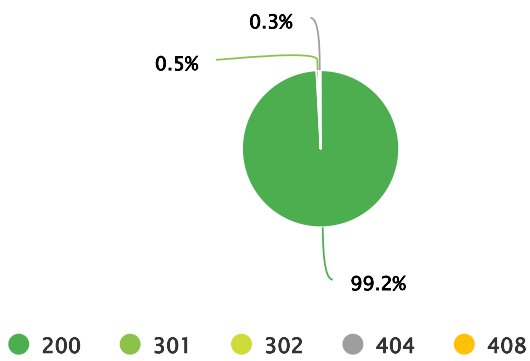

Legend: ● Success ● Not Found ● Redirect ● Disallowed ● Timeout ● Forbidden ● Error
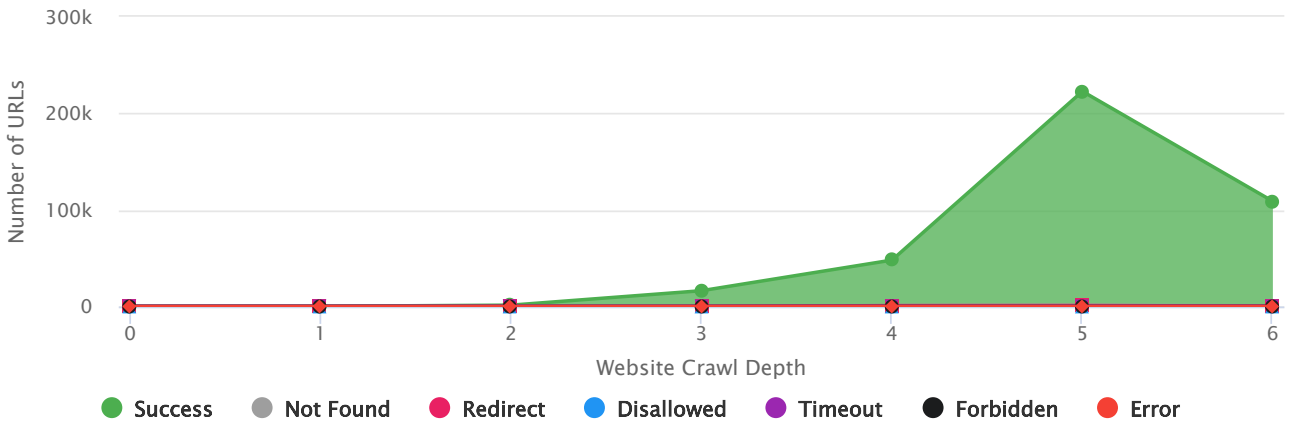
Success 243058	Not Found 548	Redirected 2144	Disallowed 0	Timeout 43	Forbidden 0	Error 9

| Status	0	1	2	3	4	5	6
Success	1	177	1,054	15,979	47,134	221,589	108,260
Not Found	0	0	309	310	42	275	229
Redirect	0	1	7	27	821	885	403
Timeout	0	0	0	0	25	41	3
Error	0	0	0	0	6	7	0
Failed	0	0	0	0	0	0	0
Disallowed	0	0	0	0	0	0	0
Forbidden	0	0	0	0	0	0	0

HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.

0.3%
0.5%

99.2%

● 200 ● 301 ● 302 ● 404 ● 408

Crawl Source

This chart shows the relative contribution of each source to the total internal URLs crawled.

0.0%
0.0%

100.0%

● Crawler   ● XML Sitemap
● Google Analytics   ● Google Search Analytics
● Url List
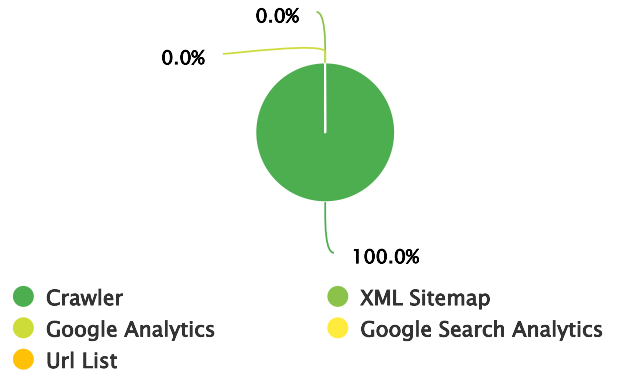
Protocols Found

This chart shows you the relative split between different protocols used across the site (generally this will be HTTP/HTTPS).

Most sites should only use a single type, so any significant volume of URLs in both may indicate a configuration error.

0.0%

100.0%

● HTTP ● HTTPS
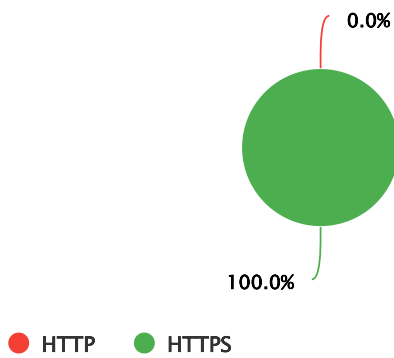
Paginated URLs

This chart shows you the relative split between Paginated and Not Paginated indexable URLs, where a Paginated URL is one of a paginated series of URLs (e.g. page 2 of 4).

Pagination, if poorly implemented, has the potential to cause significant SEO issues.

7.2%

92.8%

● Not Paginated ● Paginated
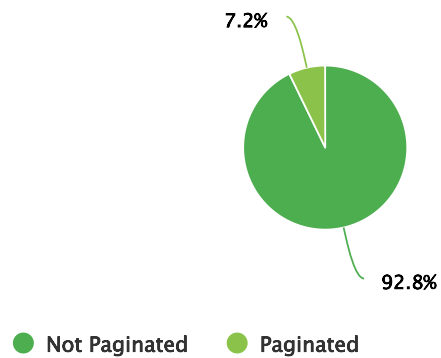
Internal URL Content Types

This chart shows the breakdown of content types, for all URLs that are linked to by an internal anchor. On most sites, the majority of these should be HTML – if not then this could lead to PageRank wastage.
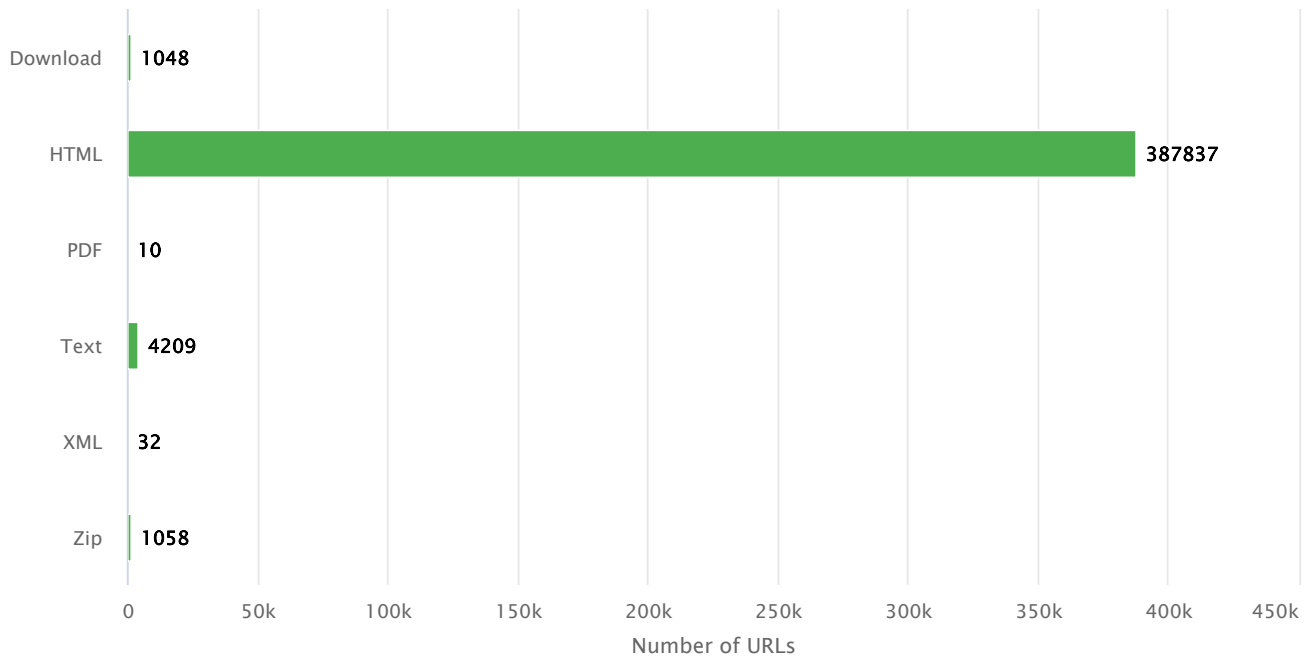
Content Type	URLs
Download	1,048
HTML	387,837
PDF	10
Text	4,209
XML	32
Zip	1,058

Internal URLs Score

95

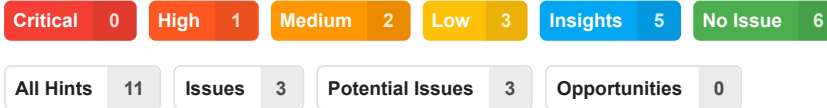| Critical | 0 | High | 1 | Medium | 2 | Low | 3 | Insights | 5 | No Issue | 6 |

| All Hints | 11 | Issues | 3 | Potential Issues | 3 | Opportunities | 0 |

High | **Issue** | **Broken internal URLs**

| URLs: | 600 | Percentage: | 0.24% | Indexable: | 0 | Not Indexable: | 9 |

All internal URLs that weren't successfully audited, and had a crawl status of either Not Found, Error, Forbidden or Timeout. Broken URLs are unwelcome, as they result in a poor user experience, and can also have a negative SEO impact, depending on the type and scale of the issue.

Medium | **Potential Issue** | **URL contains upper case characters**

| URLs: | 1.2K | Percentage: | 0.49% | Indexable: | 402 | Not Indexable: | 795 |

URLs that contain upper case characters in the URL (e.g. http://example.com/**C**ontact**U**s). Ideally URLs should be lower case and not be mixed case, as mixed case URLs can lead to duplicate content, a loss of link equity to the correct version and wasted crawl budget.

Medium | **Issue** | **URL contains whitespace**

| URLs: | 4 | Percentage: | 0.002% | Indexable: | 0 | Not Indexable: | 4 |

URLs that contain one or more whitespace characters in the path (e.g. http://example.com/page 1). URLs with whitespace characters are not recommended as they could cause issues when site visitors share or link to the URL, potentially leading to broken links and a loss of potential link equity.

Low | **Potential Issue** | **URL contains non-ASCII characters**

| URLs: | 809 | Percentage: | 0.33% | Indexable: | 209 | Not Indexable: | 600 |

URLs that contain characters outside the ASCII set (e.g. http://example.com/pagé). This is dangerous as you cannot be certain how search engines or browsers will handle these characters, which could cause unwelcome results if there are issues with the encoding procedure.

Low | **Issue** | **URL contains a double slash**

| URLs: | 13 | Percentage: | 0.03% | Indexable: | 0 | Not Indexable: | 13 |

URLs that contain a double slash in the path (e.g. http://example.com//page1). A double slash in the URL path is valid and will respond in the browser, but is typically unwelcome, as this could cause duplicate content issues if the CMS delivers the same content on two URLs (i.e. single slash and double slash).

Low | **Potential Issue** | **URL contains repetitive elements**

| URLs: | 10 | Percentage: | 0.02% | Indexable: | 6 | Not Indexable: | 4 |

URLs that contain repetitive elements in the URL path, which can cause duplicate content issues or broken internal links. Repetitive elements in URL paths are usually caused when the crawler comes across links with relative URLs and the page doesn't have a base URL e.g. https://example.com/**pages**/**pages**/page1. They can be generated by Content Management Systems, plugins or broken HTML.

A common false positive for this Hint is dates in the path - these can normally be ignored e.g. https://example.com/2017/**11**/**11**/page-name

Insight **URL contains no Google Analytics code**

| URLs: | 236.7K | Percentage: | 100% | Indexable: | 51.6K | Not Indexable: | 185.1K |

URLs that do not contain a Google Analytics code. This may simply be because the website does not use Google Analytics, but may also represent instances where the Google Analytics code is accidentally missing.

Note that this Hint is independent of any Google Tag Manager implementation, and simply means that no Google Analytics code was found on the page.

Insight **Query string contains search or filter parameters**

| URLs: | 7.5K | Percentage: | 3.04% | Indexable: | 0 | Not Indexable: | 7.5K |

URLs that contain a query string with apparent search or filter parameters (e.g. http://example.com/search?w=shoes). Since 'search' URLs present the same content in a different order, they don't offer a way for search engines to discover new content, so you typically don't want them spending time crawling these URLs if there are more important unique URLs that are being neglected from a crawl perspective.

Insight **URL contains no Google Tag Manager code**

| URLs: | 29 | Percentage: | 0.01% | Indexable: | 29 | Not Indexable: | 0 |

URLs that do not contain a Google Tag Manager code. This may simply be because the website does not use Google Tag Manager, but may also represent instances where the Google Tag Manager code is accidentally missing.

Insight **Query string contains paginated parameters**

| URLs: | 5 | Percentage: | 0.002% | Indexable: | 0 | Not Indexable: | 5 |

URLs that contain a query string with apparent pagination parameters (e.g. http://example.com/search?w=shoes&p=2). URLs with lots of parameters can be considered highly dynamic, for example, faceted search URLs that include multiple filters and sorts. If these also contain pagination parameters, they could lead to issues with crawl budget or duplicate content.

Insight **Query string contains more than three parameters**

| URLs: | 2 | Percentage: | 0.001% | Indexable: | 0 | Not Indexable: | 2 |

URLs that contain a query string with more than 3 parameters (e.g. http://example.com/page?a=1&b=2&c=3&d=4). URLs with more than 3 parameters could be considered highly dynamic, for example, faceted search URLs that include multiple filters and sorts. If these are accessible to search engines, they could lead to issues with crawl budget or duplicate content.

No Issue **URL resolves under both HTTP and HTTPS**

URLs that resolve under both HTTP and HTTPS protocols. This could pose a security risk if users are able to access insecure content (which should be secure) and may also lead to duplicate content issues, if search engines end up crawling both HTTP and HTTPS versions.

No Issue **Query string contains a question mark**

URLs that contain more than one question mark in the URL path (e.g. http://example.com/page?a=1?&a=1). If you include a second question mark in the query, this would be treated as a literal question mark (i.e. it has no significance beyond that of a regular character). Whilst this is not invalid, it is quite unusual, and may indicate some sort of issue with how URLs are generated, so it could warrant further investigation.

No Issue   **Query string contains repetitive parameters**

URLs that contain repetitive parameters in the query string (e.g. http://example.com/page?a=1&a=1). Since the second parameter is redundant, the existence of these URLs could lead to duplicate content issues, since the content would be identical to the equivalent URLs with a single parameter. This could also indicate a much bigger problem, as it might imply an issue with the logic of the underlying software which generates the URLs in the first place.

No Issue   **URL contains more than one Google Analytics code**

URLs that contain multiple Google Analytics codes. Whilst valid, and sometimes deliberate, this might imply a configuration error - such as a plugin inserting an additional code.

No Issue   **URL contains more than one Google Tag Manager code**

URLs that contain multiple Google Tag Manager codes. Whilst it is valid, Google advise to keep the number of Google Tag Manager containers on the page minimal, for best performance.

No Issue   **Query string contains sort parameters**

URLs that contain a query string with apparent sort parameters (e.g. http://example.com/search?w=shoes&sort=name). Since 'sort' URLs present the same content in a different order, they don't offer a way for search engines to discover new content, so you typically don't want them spending time crawling these URLs if there are more important unique URLs that are being neglected from a crawl perspective.

Links

Internal Link Status

This table shows the status of internal links, so you can instantly see how internal links break down, and if there are any major issues with broken links or redirects.

The 'All' column represents every single link found, whereas 'Unique' represents links that have unique anchor text, target URL and link location (i.e. a templated header link from 500 pages only counts as 1 unique link).

State	All	Unique
Success (200)	6M	440.4K
Broken (404 or 410)	8.1K	85
Redirect (301 or 302)	30.4K	3K
Error (5xx)	19	9
Forbidden (401 or 403)	0	0
Timeout	2.4K	68
Not Crawled	0	0

External Link Status

This table shows the status of external links, so you can instantly see how external links break down, and if there are any major issues with broken or error links.

The 'All' column represents every single link found, whereas 'Unique' represents links that have unique anchor text, target URL and link location (i.e. a templated header link from 500 pages only counts as 1 unique link).

State	All	Unique
Success (200)	2.8M	72.4K
Broken (404 or 410)	242	161
Redirect (301 or 302)	10.7K	8.1K
Error (5xx)	294	181
Forbidden (401 or 403)	0	0
Timeout	135	122
Not Crawled	0	0

Internal Link Location

This table shows the breakdown of where internal links were found on page, either in the header, footer, 'other' navigation, or in the content area itself. This allows you to split out your link analysis to consider templated links separately from more contextual content-based cross links.

The 'All' column represents every single link found, whereas 'Unique' represents links that have unique anchor text, target URL and link location (i.e. a templated header link from 500 pages only counts as 1 unique link).

Location	All	Unique
Header	2.7M	46K
Navigation	1.7M	960.7K
Footer	1.2M	8.7K
Content	113.9K	70.1K

External Link Location

This table shows the breakdown of where external links were found on page, either in the header, footer, 'other' navigation, or in the content area itself. This allows you to split out your link analysis to consider templated links separately from more contextual content-based cross links.

The 'All' column represents every single link found, whereas 'Unique' represents links that have unique anchor text, target URL and link location (i.e. a templated header link from 500 pages only counts as 1 unique link).

Location	All	Unique
Header	1.3M	35.2K
Navigation	423K	280.1K
Footer	1.3M	679
Content	79.2K	62.1K

URL Rank (UR) by Crawl Status

URL Rank (UR) by Crawl Status allows you to quickly spot if you have any broken or redirect pages that are strong in terms of URL Rank (UR), which is a wasteful use of the site's link equity.

This table plot pages grouped by ranges of URL Rank (UR) against Crawl Status. The ranges go from 0-2 (weakest pages) up to 8-10 (strongest pages).

Crawl Status	0	1 to 20	21 to 40	41 to 60	61 to 80	81 to 100
Success	86,273	155,824	399	178	211	173
Redirect	415	1,653	23	40	4	9
Not Found	497	49	0	1	0	1
Error	4	5	0	0	0	0
Timeout	16	23	1	0	2	1

URL Rank (UR) by Depth

URL Rank (UR) by Depth allows you to see where strong or weak pages lie in the overall architecture of the website. Typically you would expect to see the strongest pages at depth 0 or 1, with the weaker pages much deeper in the architecture.

This table plot pages grouped by ranges of URL Rank (UR) against crawl Depth. The ranges go from 0-2 (weakest pages) up to 8-10 (strongest pages).

Depth	0	1 to 20	21 to 40	41 to 60	61 to 80	81 to 100
Depth 0	0	0	0	0	0	1
Depth 1	0	5	0	0	0	18
Depth 2	2	185	10	4	15	69
Depth 3	7	9,481	79	65	88	66
Depth 4	5,797	18,224	182	101	109	28
Depth 5	53,293	99,280	131	49	5	2
Depth 6	28,106	30,379	21	0	0	0

## URL Rank (UR) by Index Status

URL Rank (UR) by Index Status allows you to spot any strong pages which are not indexable, which is a wasteful use of the site's link equity.

This table plot pages grouped by ranges of URL Rank (UR) against Index Status. The ranges go from 0-2 (weakest pages) up to 8-10 (strongest pages).

| Index Status	0	1 to 20	21 to 40	41 to 60	61 to 80	81 to 100
Not Indexable	79,045	112,466	243	130	98	66
Indexable	8,160	45,088	180	89	119	118

Internal Anchor Text Word Counts

This pie chart groups internal links based on the number of words used in anchor text. For example, '2 words' represents all the unique 2 word combinations used in anchor text for internal links on the website.

- 1 Word
- 2 Words
- 3 Words
- 4 Words
- 5+ Words
- Missing or Empty
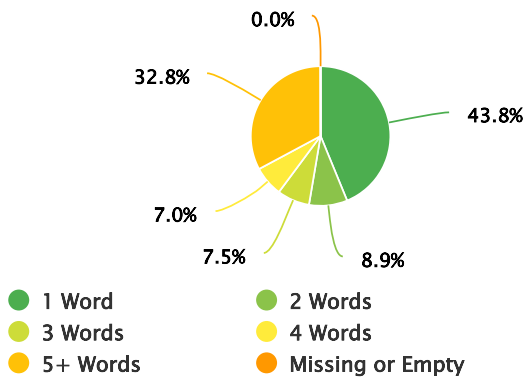
Words	URLs
1 Word	200,974
2 Words	40,779
3 Words	34,477
4 Words	32,067
5+ Words	150,638
Missing or Empty	2

Unique External Nofollow Links

This pie chart groups unique external links based on their link rel values, which would either be follow (by default), nofollow, sponsored or ugc – either singularly or in combination.

- Follow Links
- Nofollow Links
- Sponsored Links
- UGC Links
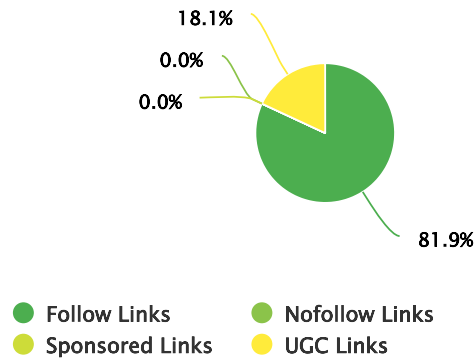
| Type	URLs
Follow Links	378,929
Nofollow Links	0
Sponsored Links	0
UGC Links	83,587

Incoming Internal Followed Links

This chart shows the number of incoming followed internal links, split into ranges along the x-axis.

The two bars represent slightly different things:

- Followed Linking URLs is the number of actual URLs that link to a URL.
- Followed Links is the number of actual links to a URL (where any single URL could link to another URL on multiple occasions).

As an example, a given URL may have 7 links in total, coming from 3 unique URLs. This would contribute 1 to the range 1-5 for 'Followed Linking URLs', and 1 to the range 6-10 for 'Followed Links'.

● Followed Linking URLs   ● Followed Links
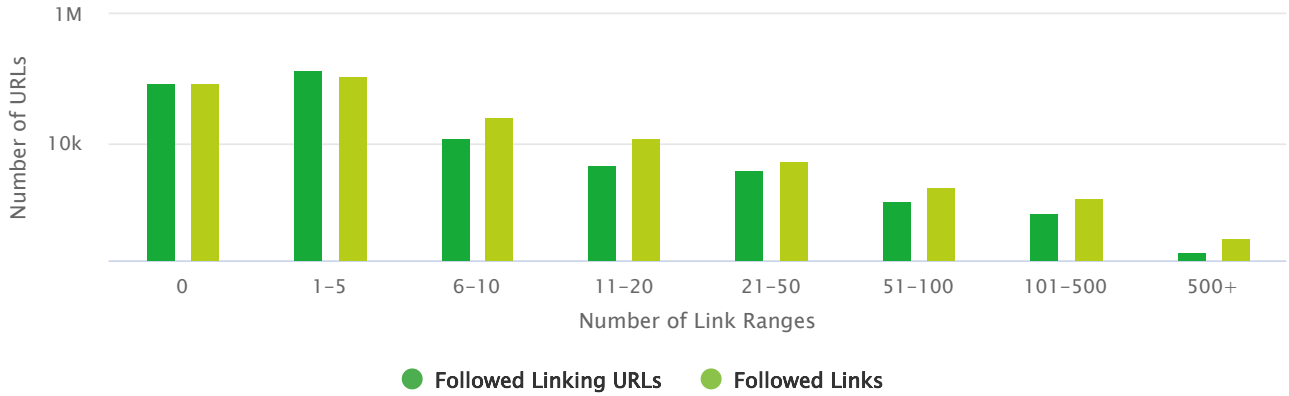
Range	Followed Linking URLs	Followed Links
0	87,205	87,205
1-5	135,917	112,243
6-10	11,846	25,092
11-20	4,622	12,048
21-50	3,963	5,377
51-100	1,230	2,088
101-500	810	1,419
500+	209	330

Links Score

41

| Critical | 2 | High | 4 | Medium | 7 | Low | 1 | Insights | 0 | No Issue | 3 |

| All Hints | 14 | Issues | 7 | Potential Issues | 2 | Opportunities | 5 |

Critical **Issue** ### Has link with a URL referencing LocalHost or 127.0.0.1

| URLs: | 128 | Percentage: | 0.05% | Indexable: | 50 | Not Indexable: | 78 |

URLs that contain at least one outgoing anchor link with a URL referencing LocalHost or 127.0.0.1. These links are normally the accidental remains of development work, and will not be publicly accessible, so site visitors and search engines will be unable to follow the link.

Critical **Issue** ### Has link with a URL referencing a local or UNC file path

| URLs: | 1 | Percentage: | 0.0004% | Indexable: | 1 | Not Indexable: | 0 |

URLs that contain at least one outgoing anchor link with a URL referencing a local or UNC file path. These links are normally left in by accident, and will not be publicly accessible, so site visitors and search engines will be unable to follow the link.

High **Opportunity** ### Has only one followed internal linking URL

| URLs: | 58.3K | Percentage: | 24.39% | Indexable: | 16.7K | Not Indexable: | 41.6K |

URLs that only have a followed incoming link from one other URL on the website. URLs with only a single followed incoming link only inherit a small amount of link equity, which can make ranking very difficult.

High **Issue** ### Has outgoing links with malformed href data

| URLs: | 245 | Percentage: | 0.1% | Indexable: | 144 | Not Indexable: | 101 |

URLs that contain at least one outgoing anchor link which has malformed href data. This means that link equity will not be passed through to the link target, as the link itself is invalid. It may also mean that crawlers are unable to find the destination URL, so crawling, indexing and ranking may all be affected.

High **Issue** ### Has a link with whitespace in href attribute

| URLs: | 11 | Percentage: | 0.005% | Indexable: | 11 | Not Indexable: | 0 |

URLs that contain at least one outgoing anchor link which has trailing or leading whitespace character in the href attribute. Whitespace in href attributes may cause a loss or dissipation of link equity, if search engines treat the link targets as distinct URLs.

High **Potential Issue** ### Has no outgoing links

| URLs: | 1 | Percentage: | 0.0004% | Indexable: | 1 | Not Indexable: | 0 |

URLs that don't link to any other URL, internal or external. If you have URLs with no outgoing links, this means that they are unable to pass on link equity to other URLs within the website architecture. As such, they act link a PageRank black hole - they accumulate link equity from incoming links, but don't pass it back out to other URLs on the website.

Medium   **Opportunity**   Has an internal link with no anchor text

| URLs: | 109.5K | Percentage: | 45.82% | Indexable: | 51.5K | Not Indexable: | 58K |

URLs that contain at least one outgoing anchor link which has no anchor text. This represents a missed opportunity to provide additional information about the target page to search engines, which could have an impact on this page's ability to rank for relevant search queries.

Medium   **Potential Issue**   Only receives nofollow links or links from canonicalized URLs

| URLs: | 86.2K | Percentage: | 36.05% | Indexable: | 7.7K | Not Indexable: | 78.5K |

URLs found by the crawler that only receive incoming nofollow links, or incoming links from canonicalized URLs. In other words, the URL only receives links from URLs that do not pass Link Equity - which means that the URL has no power to rank in search results.

Medium   **Issue**   URL receives both follow & nofollow internal links

| URLs: | 19.1K | Percentage: | 7.99% | Indexable: | 1.8K | Not Indexable: | 17.3K |

URLs that have a mixture of followed and nofollowed incoming links. If a given URL receives nofollowed links, this is usually a deliberate act, either because the website owner does not want to pass link equity to the linked URL, or they do not want search engines to crawl it. However, if even one other URL links to this page using followed links, this can negate the affect that the website owner was trying to achieve with the nofollow.

Medium   **Opportunity**   Has an anchored image with no alt text

| URLs: | 2.4K | Percentage: | 1.02% | Indexable: | 2K | Not Indexable: | 484 |

URLs that contain anchor links to image URLs with no alt text, or no alt attribute. For linked images, the alt text is considered equivalent to anchor text, and represents an opportunity to communicate meaning and context to search engines.

Medium   **Opportunity**   Has one or more outgoing followed links with non descriptive anchor text

| URLs: | 85 | Percentage: | 0.04% | Indexable: | 77 | Not Indexable: | 8 |

The URL contains outgoing anchor links which do not use descriptive anchor text (they instead have anchor text like 'click here', go', 'here', etc...). Descriptive anchor text can help search engines and users alike to better understand your content.

Medium   **Issue**   Pagination URL has no incoming internal links

| URLs: | 70 | Percentage: | 0.03% | Indexable: | 7 | Not Indexable: | 63 |

URLs that are declared as a pagination URL, via rel=next/prev links on another URL, but which has no incoming anchor links from internal URLs. Typically, this is a result of a misconfiguration in the website platform or CMS, which erroneously adds pagination markup and spawns pages that should not exist.

Medium   **Opportunity**   Has incoming followed links that do not use descriptive anchor text

| URLs: | 21 | Percentage: | 0.01% | Indexable: | 14 | Not Indexable: | 7 |

The URL receives incoming followed links from other internal URLs, which do not use descriptive anchor text (they instead have anchor text like 'click here', go', 'here', etc...). Descriptive anchor text can help search engines and users alike to better understand your content.

Low | Issue | **Has a link with an empty href attribute**

| URLs: | 27 | Percentage: | 0.01% | Indexable: | 21 | Not Indexable: | 6 |

URLs that contain at least one outgoing anchor link which has an empty href attribute. This may be because a link was intended to be added, but was not. It also may represent a bug in the underlying code, which is adding <a>tags where it should not.

No Issue   **Has link to a non-HTTP protocol**

The URL contains outgoing anchor links which use a non-HTTP protocol (e.g. link to ftp://example.com/page). If you have links with a non-HTTP protocol, there is no guarantee how they would be handled by the user's browser. For example, using the FTP protocol in a HTML link will cause the link to be opened by the users' default FTP client.

No Issue   **URL is orphaned and was not found by the crawler**

URLs that are not part of the crawlable website architecture. Orphaned URLs were not found as part of the website crawl, so were instead picked up by a different crawl source (XML Sitemap, URL List, Google Analytics or Google Search Console). The presence of orphaned URLs is not necessarily bad, however the cases you need to pay attention to are when you find orphaned URLs that return a 200 (OK) response. These are typically old URLs that need to be removed, or URLs that should be linked to, but aren't for some reason.

No Issue   **Has link with a URL in onclick attribute**

URLs that contain at least one outgoing anchor link with a URL in an onclick attribute. This means that the link destination is JavaScript dependent, which search engines can struggle with.

Indexability

Indexable	Not Indexable	Nofollow	Disallowed
51,635	187,378	0	2

Robots.txt Configuration

If a search engine crawler is being blocked by robots.txt, it is unlikely that the website's content will be crawled.
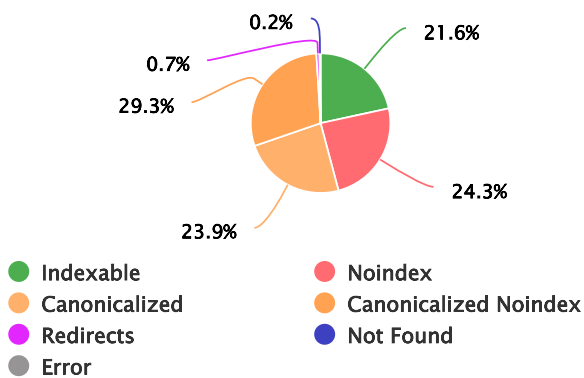
Google	✔ Crawlable	Bing	✔ Crawlable	Yahoo!	✔ Crawlable
DuckDuckGo	✔ Crawlable	Baidu	✔ Crawlable	Yandex	✔ Crawlable

Canonical to Noindex	Canonical to Disallowed	Canonical to Error	Canonical to Redirect
2,003	0	3	0

Indexability Status

The chart shows the split of Indexability to Not Indexable URLs, for internal HTML URLs only.

URLs that are non indexable are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.

0.2%
21.6%
0.7%
29.3%
24.3%
23.9%

- ● Indexable
- ● Noindex
- ● Canonicalized
- ● Canonicalized Noindex
- ● Redirects
- ● Not Found
- ● Error

Canonicals

This chart shows the breakdown of canonicalization, for internal HTML URLs only.

URLs that are canonicalized to anything other than 'self' are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.

0.1%
3.2%
46.2%
50.5%

- ● To External URL
- ● To Self
- ● To Internal URL
- ● Missing
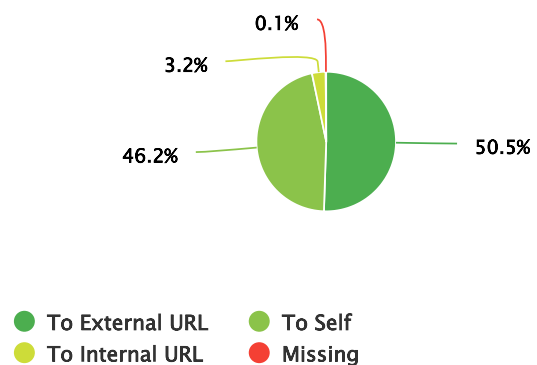
Indexability Status by Depth

This graph shows the Indexability distribution at each crawl depth of the website, for internal HTML URLs only.

A large quantity of Not Indexable pages at low crawl depth could cause potential issues in search.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.
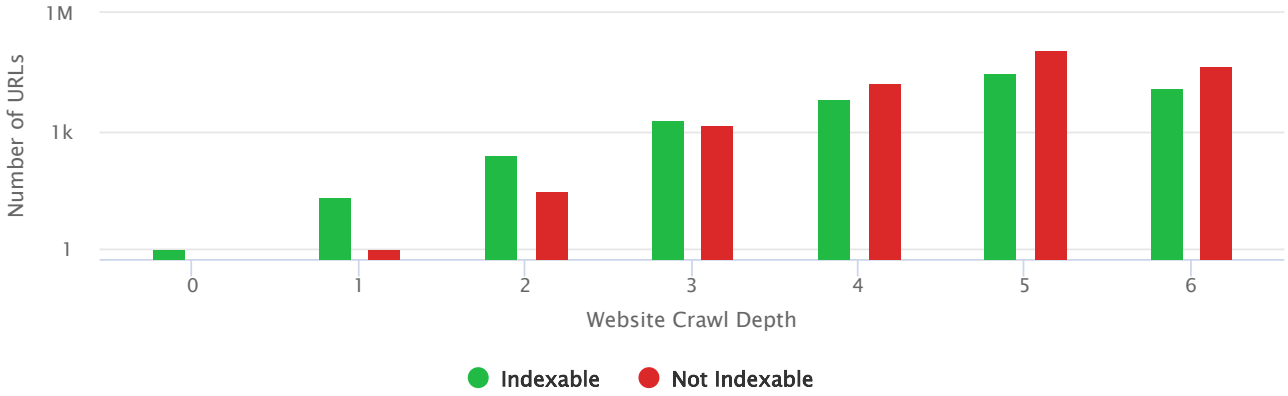
Status	0	1	2	3	4	5	6
Indexable	1	22	245	2,064	7,019	30,264	12,020
Not Indexable	0	1	29	1,386	17,042	122,455	46,465

Indexability Score

36

Critical 1 **High** 7 **Medium** 0 **Low** 0 **Insights** 3 **No Issue** 35

All Hints 11 **Issues** 7 **Potential Issues** 1 **Opportunities** 0

Critical **Issue** ### Disallowed image

URLs: 2 **Percentage:** 0.09%

Image URLs that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

High **Potential Issue** ### URL contains a form with a GET method

URLs: 236.6K **Percentage:** 99.96% **Indexable:** 51.5K **Not Indexable:** 185.1K

URLs that contain a form element with the method set to GET, which creates submission URLs with the form data in the query string. This presents a potential vulnerability for a large number of URLs to be created and/or cached, which could cause issues with crawl efficiency or index bloat

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High **Issue** ### Canonical points to a noindex URL

URLs: 2K **Percentage:** 0.84%

URLs that specify a canonical URL which is noindex. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored.

High **Issue** ### Isolated URL - only found via a noindex,follow

URLs: 1.3K **Percentage:** 0.54%

URLs that are accessible via links on pages that are noindex,follow, but which have no other incoming anchor links from internal URLs. Over time, Google will stop following links to these pages, which means that they end up isolated from the link graph. Eventually, these URLs will lose their ability to rank for relevant search queries, and may end up being dropped from the index.

High **Issue** ### Isolated URL - only found via a redirect

URLs: 343 **Percentage:** 0.14%

URLs that are set as the location on redirecting URLs, but which have no incoming anchor links from internal URLs. This means that the destination URL is isolated from the main link graph, and may not be properly assigned link equity for ranking purposes.

High	Issue	Isolated URL - only found via a canonical

URLs:	27	Percentage:	0.01%

URLs that are declared as the canonical URL (on another URL), but which have no incoming anchor links from internal URLs (i.e. the only links they have are from the canonical link element). This means that the canonical URL is not part of the overall site architecture - it is not accessible to website visitors, and is not being properly assigned link equity for ranking purposes.

High	Issue	Isolated URL - only linked from other isolated URLs

URLs:	32	Percentage:	0.01%

URLs that are accessible via links on isolated URLs, but which have no other incoming anchor links from internal URLs. Since these pages are effectively the 'children' of isolated pages, they suffer the same problems as isolated pages, in that they may have difficulty getting indexed and will struggle to rank due to low/no link equity.

High	Issue	Canonical points to a URL that is Error (5XX)

URLs:	3	Percentage:	0.001%

URLs that specify a canonical URL which returned an Error (5XX) HTTP status. This can indicate to search engines that the canonical information is inaccurate, and as such, the canonical instruction may be ignored. Server errors can be transient, so it is worth double checking the error URLs to verify there is an issue.

Insight	Canonical points to external URL

URLs:	119.6K	Percentage:	50.04%

URLs that specify a canonical URL which is on a different domain or subdomain. This Hint is flagged as Advisory as it could be the case that nothing is actually wrong here - cross-domain canonicals are used as a valid means of avoiding duplicate content issues - so you may simply wish to check that the canonicals are pointing at the 'right' URLs.

Insight	Canonical points to a different internal URL

URLs:	7.5K	Percentage:	3.13%

URLs that specify a canonical URL which is not self-referential, and instead points to another internal URL. This Hint is flagged as Advisory as it could be the case that nothing is actually wrong here - canonicals are used as a valid means of avoiding duplicate content issues - so you may simply wish to check that the canonicals are pointing at the 'right' URLs.

Insight	URL only has nofollow incoming internal links

URLs:	181	Percentage:	0.08%	Indexable:	100	Not Indexable:	81

URLs that do not have any followed internal links pointing at them - only nofollow links. If a given URL receives only nofollow links from all the internal URLs that link to it, that means it will no accumulate link equity, and as such would have no power to rank for search queries. This Hint is Advisory since, in some cases, it is entirely appropriate for a URL to have only nofollow links pointing at it (e.g. a user login page). However it is worth double checking that there are no such URLs that you actually want to be properly crawled and indexed.

No Issue **<head> contains a <noscript> tag, which includes an image**

URLs where the <head> contains a <noscript> tag, which includes an image. Including an <img> tag in the <head> is invalid. This can be problematic for search engines crawlers that do not render JavaScript (i.e. most crawlers, most of the time), as the presence of the <img> tag breaks the <head>, which may cause important tags (e.g. meta robots) to be missed.

No Issue **<head> contains invalid HTML elements**

URLs where the <head> contains invalid DOM elements. Valid elements that can be used inside the <head> element are <title>, <meta>, <base>, <link>, <script>, <noscript>, <style> and <template>. Including invalid elements can lead to the HTML document not being parsed correctly, as the presence of other elements breaks the <head>, which may cause important tags (e.g. meta robots) to be missed.

No Issue **Canonical outside of head**

URLs that have a canonical link element in the HTML which has been placed outside the <head>. Search engines will ignore canonical designations that do not appear in the <head>, so this issue could cause indexing problems.

No Issue **Disallowed JavaScript file**

JavaScript files that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Disallowed Style Sheet**

CSS files that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Meta robots found outside of <head>**

URLs that have a meta robots tag in the HTML which has been placed outside the <head>. Meta robots tags are supposed to only be contained in the <head>, but even if they are found in the <body> they will be respected by search engines, despite what you might expect. This may mean you are giving conflicting or inaccurate indexing signals to search engines, without realising it.

No Issue **Canonical is malformed or empty**

URLs that specify a canonical URL which is invalid or undefined. If canonical URLs are undefined (e.g. <link rel="canonical" href="">) or invalid (e.g. <link rel="canonical" href="http//example.com/">) this indicates a configuration issue and should be addressed.

No Issue **Canonical loop**

URLs that specify a canonical URL, where the canonical URL also specifies a canonical, which in turn points back to the original URL. This causes a canonical loop (e.g. URL1 -> URL2 -> URL1) and could cause search engines to completely ignore all canonical instructions.

No Issue **Canonical only found in rendered DOM**

URLs that contain a canonical link element on the rendered version of the page, but do not contain one in the HTML source. Google have stated categorically that the rendered canonical is not taken into account, so relying on it for indexing purposes is not recommended.

No Issue **Canonical points to a disallowed URL**

URLs that specify a canonical URL which is disallowed by robots.txt. Search engines will be unable to crawl the disallowed URL, so the canonical instruction will likely be ignored.

No Issue **Canonical points to a URL that is Not Found 404**

URLs that specify a canonical URL which returned a Not Found (4XX) HTTP status. This indicates that the canonical URL has either been removed or misconfigured, and as such, the canonical instruction is likely to be ignored by search engines.

No Issue **Canonical points to another canonicalized URL**

URLs that specify a canonical URL, where the canonical URL also specifies a (different) canonical URL. This causes a canonical chain (e.g. URL1 -> URL2 -> URL3) and could cause search engines to completely ignore all canonical instructions.

No Issue **Canonical points to HTTP version**

HTTPS URLs that specify a canonical URL which is the HTTP version of the same URL (i.e. mismatched protocol). This could lead to search engines indexing the 'wrong' version of the URL, or ignoring the canonical instruction entirely.

No Issue **Canonical points to HTTPS version**

HTTP URLs that specify a canonical URL which is the HTTPS version of the same URL (i.e. mismatched protocol). This could lead to search engines indexing the 'wrong' version of the URL, or ignoring the canonical instruction entirely.

No Issue **Canonicalized URL is noindex, nofollow**

URLs that are canonicalized, and also noindex, nofollow. Canonicals consolidate and combine indexing signals, so if a URL has a noindex on it, this noindex may also get passed through to the canonicalized page.

No Issue **Mismatched canonical tag in HTML and HTTP header**

URLs that have a canonical URL defined both in the HTML and in the HTTP header, which are specifying different canonical URLs. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored.

No Issue **Mismatched nofollow directives in HTML and header**

URLs with the robots follow/nofollow directive specified in both the HTML <head> and also in the X-Robots-Tag, where the directives do not match. This means that one location uses 'follow' and the other uses 'nofollow', and net result of this is that search engines will consider the page 'nofollow'. This may cause crawling and indexing issues on important pages.

No Issue **Mismatched noindex directives in HTML and header**

URLs with the robots index/noindex directive specified in both the HTML <head> and also in the X-Robots-Tag, where the directives do not match. This means that one location uses 'index' and the other uses 'noindex', and net result of this is that search engines will consider the page 'noindex', which may cause important pages to end up not indexed.

No Issue   **Multiple, mismatched canonical tags**

URLs that specify a canonical URL more than once, either in the HTML, in the HTTP header, or in both, where the canonical URLs do not match. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored. In this circumstance, we recommend selecting the correct canonical URL, and ensuring that canonical URLs are declared only once on any given URL, using a single method (HTML or HTTP header).

No Issue   **Rendered Canonical is different to HTML source**

URLs that contain a canonical link element on the rendered version of the page, which is different to the one in the source HTML. Google have stated categorically that the rendered canonical is not taken into account, so relying on it for indexing purposes is not recommended. At best, this situation leads to ambiguity - at worst, search engines will select the wrong version and you could damage organic search traffic.

No Issue   **Canonical is a relative URL**

URLs that specify a canonical URL using a relative URL. Search engines do not recommend using relative URLs for canonicals as they can lead to future issues (even if there are no issues currently).

No Issue   **Canonical points to a redirecting URL**

URLs that specify a canonical URL which returned a Redirect (3XX) HTTP status. This indicates to search engines that the canonical information is inaccurate, and as such, the canonical instruction may be ignored.

No Issue   **Canonical points to homepage**

URLs that specify a canonical URL that points to the homepage. This causes an issue when URLs which are not duplicates of the homepage have a canonical which points to the homepage, as this typically indicates a misconfiguration, and could cause indexing issues.

No Issue   **Multiple nofollow directives**

URLs with the robots nofollow directive specified in more than one location (e.g. two SEO plugins that both add robots directives to the HTML). It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue   **Multiple noindex directives**

URLs with the robots noindex directive specified in more than one location (e.g. two SEO plugins that both add robots directives to the HTML).It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue   **Nofollow in HTML and HTTP header**

URLs with the robots nofollow directive specified in both the HTML <head> and also in the X-Robots-Tag. It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue   **Noindex in HTML and HTTP header**

URLs with the robots noindex directive specified in both the HTML <head> and also in the X-Robots-Tag. It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue   **Base URL malformed or empty**

URLs that specify a base URL which is malformed or empty. The base tag is used to determine the URL base for all relative links used within a page. If the base tag is malformed or empty, this may cause problems for search engines crawling relative links.

No Issue   **Canonical tag in HTML and HTTP header**

URLs that have a canonical URL defined both in the HTML and in the HTTP header. This Hint is flagged as Advisory as it is not 'wrong' per se, but could lead to future complications if changes are made to one canonical element but not both. As such, we recommend only using one method of declaring canonical URLs.

No Issue   **Multiple base URLs**

URLs that specify more than one base URL. The base tag is used to determine the URL base for all relative links used within a page. A document can have no more than one base element, so multiple base tags is invalid, and this may cause problems for search engines crawling relative links.

No Issue   **Multiple canonical tags**

URLs that specify a canonical URL more than once, either in the HTML, in the HTTP header, or in both. This Hint is flagged as Advisory as it may not be 'wrong' per se, but could lead to future complications if changes are made to one canonical element but not the other. As such, we recommend that canonicals are only declared once on any given URL, using a single method (HTML or HTTP header).

No Issue   **Multiple, mismatched base URLs**

URLs that specify more than one base URL, and the URLs are different. The base tag is used to determine the URL base for all relative links used within a page. A document can have no more than one base element, so multiple base tags is invalid, and this may cause problems for search engines crawling relative links - particularly as the base URLs are different, there is no guarantee they will select the 'right' one.

No Issue   **<head> contains a <noscript> tag**

URLs where the <head> contains a <noscript> tag. You need to be very careful using <noscript> tags in the <head>, as you can very easily break the <head>, which can cause problems for search engines as they may be unable to find important head-only tags, such as hreflang.

No Issue   **Has noindex and nofollow directives**

Internal URLs with both the noindex and nofollow robots directives. This means that search engines are being instructed not to include the URL in their index, and to not schedule and crawl any of the links found on the pages. This Hint is Advisory since using these type of robots directives is a common way to control what content search engines can crawl and index (e.g. a user login area). However it is worth double checking that there are no URLs using these directives that you actually want to be properly crawled and indexed.

**No Issue**   **Internal Disallowed URLs**

Internal URLs that are disallowed in robots.txt. Disallowed URLs are not crawlable by search engines, which means that content from disallowed pages is not indexable. This Hint is Advisory since disallowing URLs is a common method for managing search engine crawlers, so they do not end up crawling areas of a website that you don't want them to crawl (e.g. a user login area). However it is worth double checking that there are no URLs that are being disallowed which should not be disallowed.

Redirects

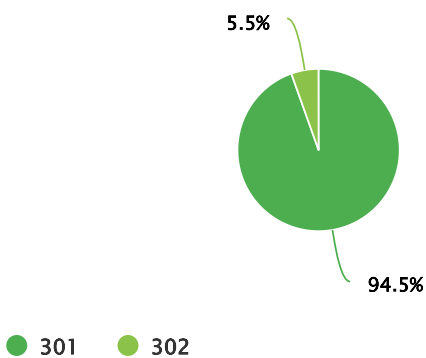| Internal Redirects	External Redirects	Page Resource Redirects
2,144	6,382	133

Redirected URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website. Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.
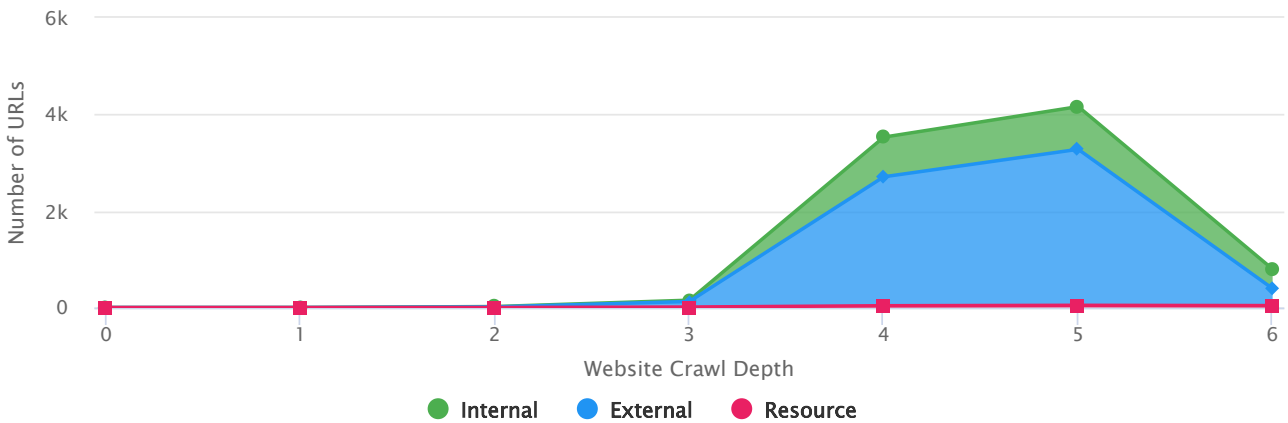
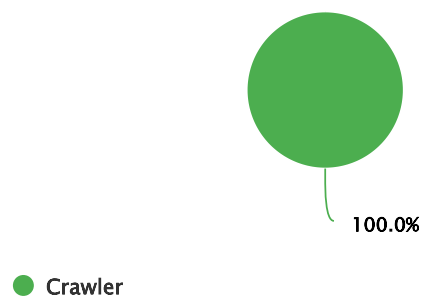| Status	0	1	2	3	4	5	6
Internal	0	1	7	27	821	885	403
External	0	0	13	115	2,671	3,231	352
Resource	0	0	0	10	37	46	40

Internal Redirected URL HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.
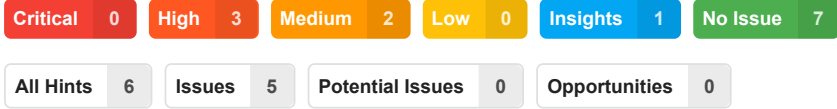

- 301
- 302

Internal Redirected URL Crawl Source

This chart shows the relative contribution of each source to the total internal URLs crawled.

- Crawler

Redirects Score

93

| Critical | 0 | High | 3 | Medium | 2 | Low | 0 | Insights | 1 | No Issue | 7 |

| All Hints | 6 | Issues | 5 | Potential Issues | 0 | Opportunities | 0 |

High **Issue** External URL redirect broken (4XX or 5XX)

| URLs: | 317 | Percentage: | 0.13% |

External URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). This is a bad experience for users and search engines alike, as they will be unable to reach the content.

High **Issue** Resource URL redirect broken (4XX or 5XX)

| URLs: | 2 | Percentage: | 0.01% |

Resource URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). The URL in question is a page resource URL (e.g. CSS or JavaScript file), which means it is used for rendering the content on a page. If the resource is no longer accessible, this may affect how it is rendered, which could cause a poor user experience.

High **Issue** Internal URL redirect broken (4XX or 5XX)

| URLs: | 7 | Percentage: | 0.003% |

URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). This is a bad experience for users and search engines alike, as they will be unable to reach the content.

High **Issue** Internal redirects from trailing slash mismatch

| URLs: | 395 |

Internal URLs that redirect due to a trailing slash mismatch. This occurs when the server encounters URLs that don't match expectation - so it will redirect to a URL that either adds or removes the trailing slash, depending on the setup. Internal links that cause these redirects cause unnecessary work for search engine crawlers, and the server itself, particularly when they are template based, and therefore widespread.

Medium **Issue** Internal redirected URLs

| URLs: | 2.1K | Percentage: | 0.87% |

Internal URLs that redirect (3XX) to another URL. Redirects add an extra 'hop' to the request, which means it takes longer for the content to become available, which is a bad user signal, and means that search engine crawlers have to do additional 'work' to find the content.

Medium **Issue** Redirected page resource URLs

| URLs: | 133 | Percentage: | 0.79% |

Page resource URLs, such as JavaScript and CSS files, that redirect to another URL - which may affect load time and cause page content to render incorrectly.

Insight **External redirected URLs**

| URLs: | 6.4K | Percentage: | 2.69% |

External URLs that redirect (3XX) to another URL. This Hint is Advisory as it does not represent an SEO issue, simply a (relatively small) user issue. Whereas internal redirects can have an impact upon crawl budget and load speed, this does not apply to external redirects.

No Issue **Internal redirects from case normalization**

Internal URLs that redirect due to case normalization. This occurs when the server encounters URLs that don't match expectation - so it will redirect to a URL with characters of the correct case (typically lower case). Internal links that cause these redirects cause unnecessary work for search engine crawlers, and the server itself, particularly when they are template based, and therefore widespread.

No Issue **Internal URL is part of a chained redirect loop**

Internal URLs that are part of a redirect chain which results in a redirect loop (e.g. URL 1 -> URL -> 2 -> URL 3 -> URL 1). This is bad for SEO as search engine crawlers will be unable to access the page content to index it. It is also bad for users, who will be shown an error page (e.g. 'Website redirected you too many times').

No Issue **Internal URL redirects back to itself**

Internal URLs that redirect in a loop (e.g. URL 1 -> URL 1). This is bad for SEO as search engine crawlers will be unable to access the page content to index it. It is also bad for users, who will be shown an error page (e.g. 'Website redirected you too many times').

No Issue **Page resource URL is part of a chained redirect loop**

Page resource URLs that are part of a redirect chain which results in a redirect loop (e.g. URL 1 -> URL -> 2 -> URL 3 -> URL 1). This means that the resource is inaccessible, which may affect how page content is rendered.

No Issue **Page resource URL redirects back to itself**

Page resource URLs that redirect in a loop (e.g. URL 1 -> URL 1). This means that the resource is inaccessible, which may affect how page content is rendered.

No Issue **Redirects using a Meta refresh**

The Meta refresh is a simple on page redirect, and is usually used when it is not possible to implement a HTTP redirect. Search engines will follow a meta refresh, and pass on some link equity, but they offer a poor user experience so are not recommended.

On Page

Word Counts

This graph shows the amount of URLs with different word count ranges, so you can see if you have lots of URLs with only a small number of words – which could be considered thin content.
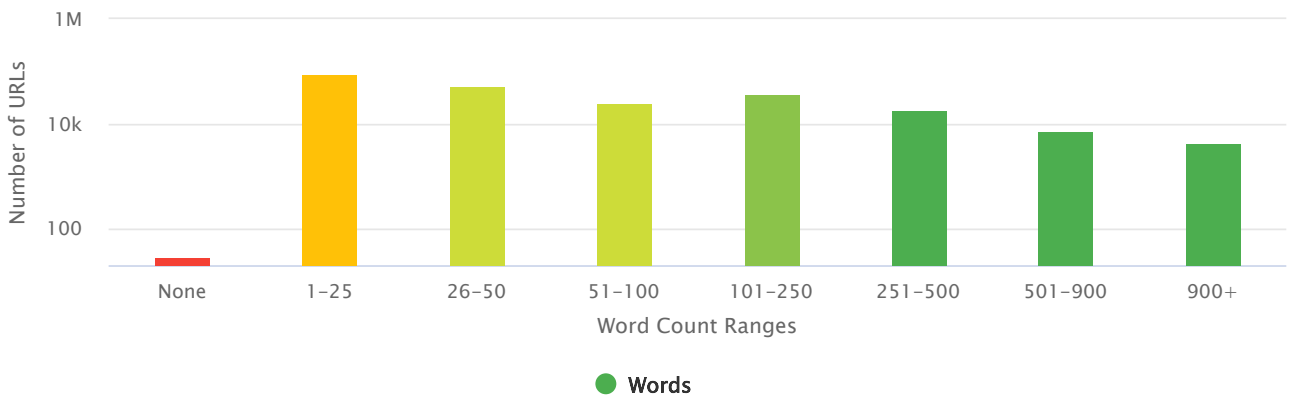
● Words

| Range	URLs
No words found	29
1 to 25 Words	93,484
25 to 50 Words	52,586
50 to 100 Words	25,420
100 to 250 Words	36,013
250 to 500 Words	17,777
500 to 900 Words	7,193
900+ Words	4,199

Image Alt Text

The options below present three different ways to access image alt text data, either at an image level, or a page level (HTML URLs).

| State	URLs
Images (<img>) with Alt Text	258246
Images (<img>) with Missing or empty Alt Text	532279
HTML URLs with Images Missing Alt Text	226875

Title Length

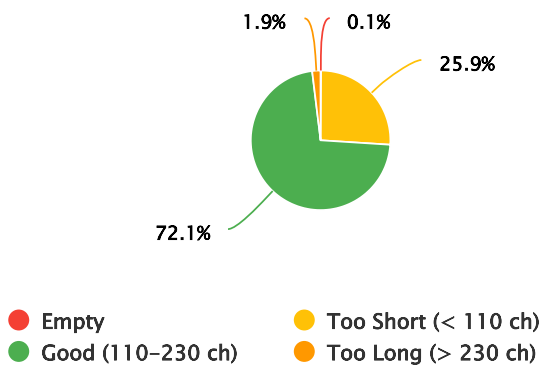This chart shows the distribution of URLs based on the length of their title tag, in characters.

0.0%
23.0%
41.2%
35.8%

- 🔴 Empty
- 🟡 Too Short (< 40 ch)
- 🟢 Good (40–60 ch)
- 🟠 Too Long (> 60 ch)
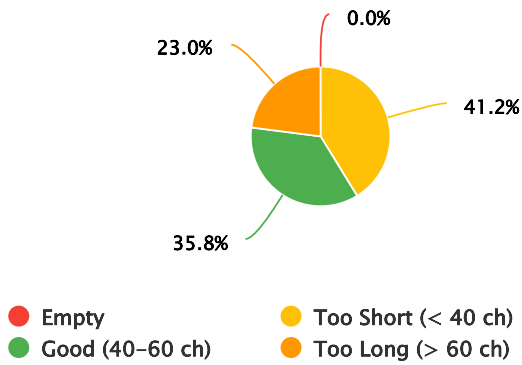
Title Identification

This chart shows the distribution of URLs based on the number of title tags present..

0.0% 0.0%
100.0%

- 🔴 Missing
- 🟢 Only One
- 🟡 More Than One
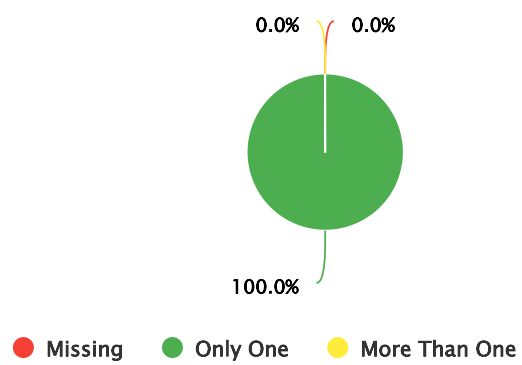
Meta Description Length

This chart shows the distribution of URLs based on the length of their meta description, in characters.

1.9% 0.1%
25.9%
72.1%

- 🔴 Empty
- 🟡 Too Short (< 110 ch)
- 🟢 Good (110–230 ch)
- 🟠 Too Long (> 230 ch)

Meta Description Identification

This chart shows the distribution of URLs based on the number of meta descriptions present.

0.4%
37.3%
62.3%
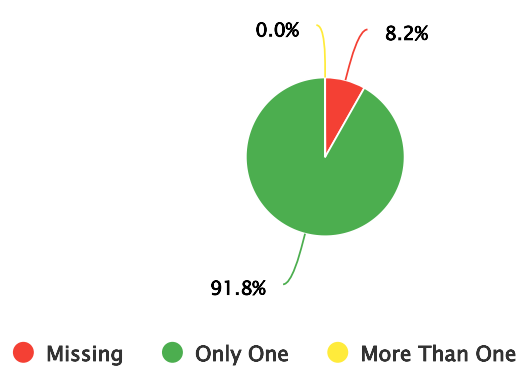
- 🔴 Missing
- 🟢 Only One
- 🟡 More Than One
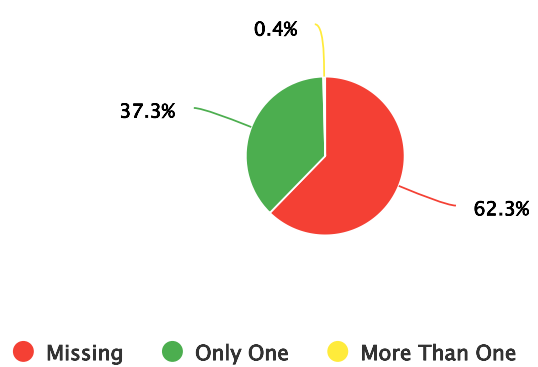
Header 1 Length

This chart shows the distribution of URLs based on the length of their header 1, in words.

1.9% 0.0%
32.3%
65.8%

- 🔴 Empty
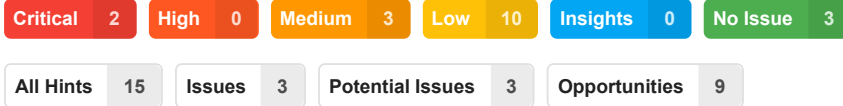- 🟡 Too Short (< 3 words)
- 🟢 Good (3–10 words)
- 🟠 Too Long (> 10 words)
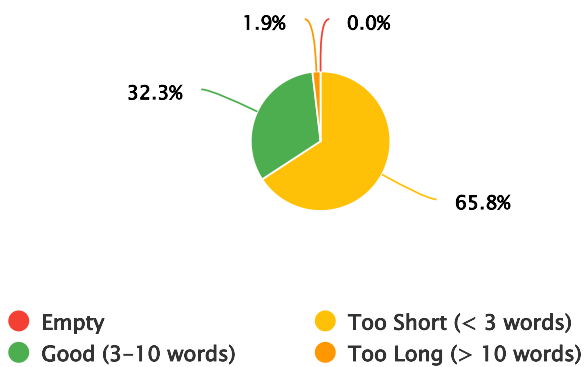
Header 1 Identification

This chart shows the distribution of URLs based on the number of h1 tags present.

0.0% 8.2%
91.8%

- 🔴 Missing
- 🟢 Only One
- 🟡 More Than One

On Page Score

71

| Critical | 2 | High | 0 | Medium | 3 | Low | 10 | Insights | 0 | No Issue | 3 |

| All Hints | 15 | Issues | 3 | Potential Issues | 3 | Opportunities | 9 |

Critical | **Issue** | ### HTML is missing or empty

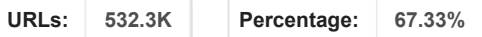| URLs: | 29 | Percentage: | 0.01% | Indexable: | 29 | Not Indexable: | 0 |

URLs do not contain any HTML. If there is no HTML content, then users and search engines alike will not be able to access any visible content.

Critical | **Issue** | ### Title tag is missing

| URLs: | 29 | Percentage: | 0.01% | Indexable: | 29 | Not Indexable: | 0 |

HTML URLs that do not contain the <title> element. The title tag is considered one of the most important on-page SEO factors, so if it is missing this represents an issue that may affect search engine rankings and click-through-rate from the search results.

Medium | **Opportunity** | ### Images with missing alt text

| URLs: | 532.3K | Percentage: | 67.33% |

Images with no alt attribute or missing alt text. Alt text is important for accessibility, to communicate meaning and context about the image to visually impaired users. Search engines also use alt text to understand the meaning and context, so images with no alt text represent poor accessibility, and a missed SEO opportunity.

Medium | **Opportunity** | ### <h1> tag is missing

| URLs: | 19.4K | Percentage: | 8.2% | Indexable: | 7.3K | Not Indexable: | 12.1K |

HTML URLs that do not contain a header 1. The header 1 (h1) tag is considered important to help both users and search engines to quickly understand what content they can expect to find on the page. If the <h1> is not present, this represents a missed optimization opportunity.

Medium | **Opportunity** | ### <h1> tag is empty

| URLs: | 34 | Percentage: | 0.01% | Indexable: | 0 | Not Indexable: | 34 |

HTML URLs that have an empty header 1. The header 1 (h1) tag is considered important to help both users and search engines to quickly understand what content they can expect to find on the page. If the <h1> is empty, this represents a missed optimization opportunity.

Low | **Potential Issue** | ### Meta description is missing

| URLs: | 147.4K | Percentage: | 62.29% | Indexable: | 13.6K | Not Indexable: | 133.9K |

URLs that do not contain a meta description. The meta description is considered important to help users quickly understand what content they can expect to find on the page, when clicking through from the search engine results page. Well written meta descriptions typically achieve a better click-through-rate. If the meta description is missing, this represents a missed optimization opportunity.

Low | Opportunity | **<h1> length too short**

| URLs: | 143K | Percentage: | 60.41% | Indexable: | 9.5K | Not Indexable: | 133.5K |

URLs that contain a header 1 with too few words. If the <h1> does not use many words, in may not be well optimized to effectively communicate the desired message. It is considered best practice to try and include the main target keywords for the page in the <h1>, whilst also communicating 'what the page is about.'

Low | Opportunity | **Title tag length too short**

| URLs: | 97.6K | Percentage: | 41.22% | Indexable: | 7.9K | Not Indexable: | 89.7K |

URLs that contain a title tag with too few characters. If the title uses too few characters, it may not be sufficient to effectively communicate the desired message.

Low | Opportunity | **Title tag length too long**

| URLs: | 54.3K | Percentage: | 22.96% | Indexable: | 19.9K | Not Indexable: | 34.4K |

URLs that contain a title tag with too many characters. If the title uses too many characters, it may not be well optimized to effectively communicate the desired message. Depending on the query, search engines may truncate or rewrite titles that are too long.

Low | Opportunity | **Meta description length too short**

| URLs: | 23.1K | Percentage: | 9.77% | Indexable: | 4.6K | Not Indexable: | 18.5K |

URLs that contain a meta description with too few characters. If the meta description is particularly short, this may mean it has been automatically generated or is not well optimized, and may achieve poor click-through-rate as a result.

Low | Opportunity | **<h1> length too long**

| URLs: | 4.1K | Percentage: | 1.72% | Indexable: | 2.3K | Not Indexable: | 1.8K |

URLs that contain a header 1 with too many words. If the <h1> uses too many words, in may not be well optimized to effectively communicate the desired message. It is considered best practice to try and include the main target keywords for the page in the <h1>, whilst also communicating 'what the page is about.'

Low | Opportunity | **Meta description length too long**

| URLs: | 1.7K | Percentage: | 0.73% | Indexable: | 1.7K | Not Indexable: | 46 |

URLs that contain a meta description with too many characters. If the meta description is very long, this may mean it has been automatically generated or is not well optimized, and may achieve poor click-through-rate as a result. Depending on the query, search engines may truncate or rewrite meta descriptions that are too long.

Low | Issue | **Multiple meta descriptions**

| URLs: | 975 | Percentage: | 0.41% | Indexable: | 951 | Not Indexable: | 24 |

URLs that contain multiple meta descriptions. If there are multiple meta descriptions on the page, it may lead to search engines displaying the 'wrong' one, which in turn may lead to lower engagement or CTR from search results.

Low **Potential Issue** Meta description is empty

| URLs: | 108 | Percentage: | 0.05% | Indexable: | 106 | Not Indexable: | 2 |

URLs that have an empty meta description. The meta description is considered important to help users quickly understand what content they can expect to find on the page, when clicking through from the search engine results page. Well written meta descriptions typically achieve a better click-through-rate. If the meta description is empty, this represents a missed optimization opportunity.

Low **Potential Issue** Multiple <h1> tags

| URLs: | 94 | Percentage: | 0.04% | Indexable: | 89 | Not Indexable: | 5 |

URLs that contain multiple header 1s. Having more than one <h1> tag can be a sign of poor content structure, and could de-emphasize keyword associations with the page.

No Issue Title tag is empty

HTML URLs that contain an empty <title> element. The title tag is considered one of the most important on-page SEO factors, so if it is not present this represents an issue that may affect search engine rankings and click-through-rate from the search results.

No Issue Multiple title tags

URLs that contain more than one <title> element. If there are multiple title tags on the page, it may lead to search engines displaying the 'wrong' one, which in turn may lead to lower engagement or CTR from search results, and may also have an SEO impact.

**No Issue** Title and meta description are the same

URLs that have identical text for the title and meta description. The title and meta description serve very different purposes, and if they are identical then this is usually the result of a misconfigured plugin or script.

Duplicate Content

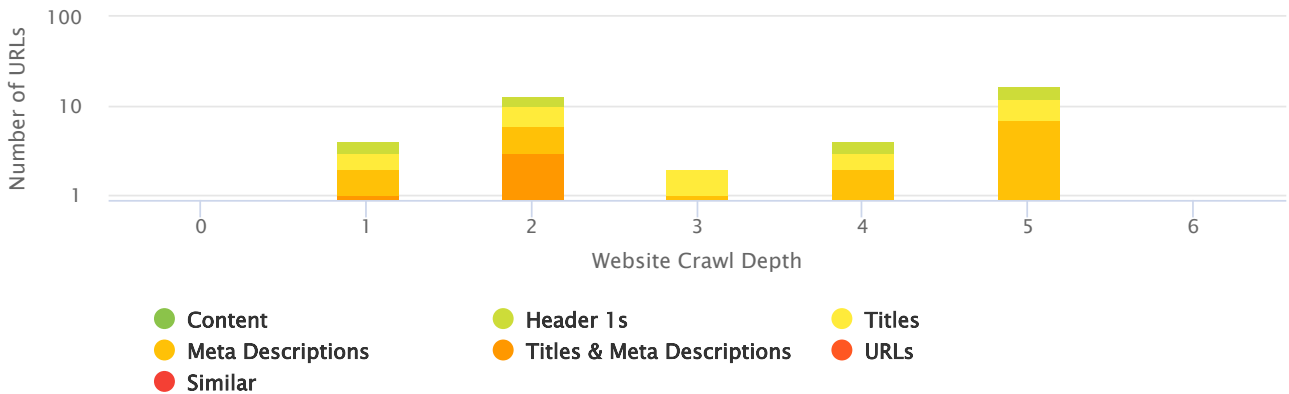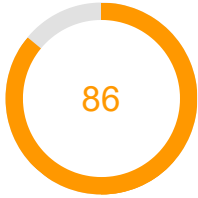| Content	Similar	Page Titles	URLs
0	0	12	0

Duplicate Content Distribution

This chart shows the percentage of duplicate content vs unique content, across the 6 duplicate content categories. This illustrates the ratio of duplicate content, to help you determine if there is a duplicate content 'problem'.
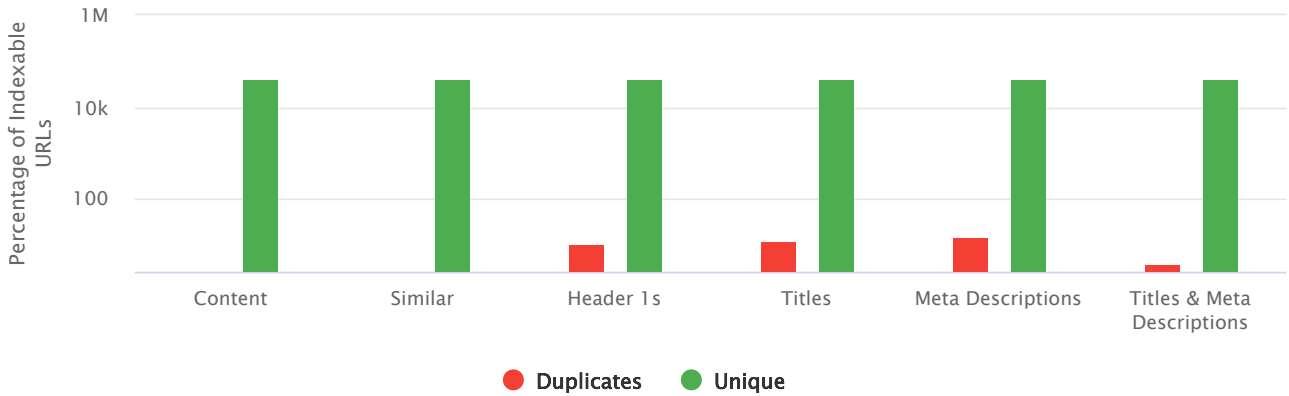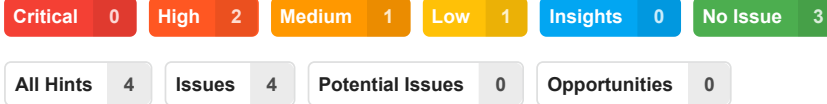

Duplication by Depth

This chart shows duplicate content by website depth, which can reveal patterns in the underlying cause in duplicate content (e.g. duplicate content mostly on depth 3, which are mostly product pages).

Duplicate Content Score

86

| Critical | 0 | High | 2 | Medium | 1 | Low | 1 | Insights | 0 | No Issue | 3 |

| All Hints | 4 | Issues | 4 | Potential Issues | 0 | Opportunities | 0 |

High | **Issue** | ### URLs with duplicate page titles

URLs: 12 | **Percentage:** 0.02%

URLs that have the exact same page title as at least one other indexable URL. If multiple pages have the same title, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization (multiple pages on your own site competing for the same search terms, and hurting each others' rankings).

High | **Issue** | ### URLs with duplicate title and meta descriptions

URLs: 4 | **Percentage:** 0.01%

URLs that have the exact same page title and meta description as at least one other indexable URL. If multiple pages have the same title, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization. If a page has both a duplicate title AND a duplicate meta description, this may indicate a more systemic issue at play (than simply a copy/paste human error).

Medium | **Issue** | ### URLs with duplicate h1s

URLs: 10 | **Percentage:** 0.02%

URLs that have the exact same header 1 (h1) tag as at least one other indexable URL. If multiple pages have the same h1, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization (multiple pages on your own site competing for the same search terms, and hurting each others' rankings).

Low | **Issue** | ### URLs with duplicate meta descriptions

URLs: 14 | **Percentage:** 0.03%

URLs that have the exact same meta description as at least one other indexable URL. If lots of meta descriptions are duplicate, this represents a missed optimization opportunity. It may make it difficult for users to differentiate similar pages in search results, and may result in search engines simply re-writing the descriptions for you (sometimes with disastrous results).

No Issue | **Duplicate URLs (technical duplicates)**

URLs that are technically identical to at least one other indexable URL. This could be URLs that are only different based on case, or have the same query string parameters and values (but in a different order). If this sort of duplication occurs, you have a relatively serious issue, whereby identical URLs are being generated and are accessible to search engine crawlers.

No Issue | **URLs with duplicate content**

URLs that have identical HTML content to at least one other indexable URL. If this sort of duplication occurs, you have a relatively serious issue, whereby URLs with identical content are accessible to search engine crawlers. If this results in large scale duplicate content issues on the site, you could trip quality algorithms like Google's Panda, which can depress organic search traffic to the site as a whole.

No Issue **URLs with similar content**

URLs that have substantially similar HTML content to at least one other indexable URL. This could also be referred to as 'near duplicate content', where most of the HTML content on the pages is the same - without all the content being identical. If this sort of duplication occurs, it may be serious issue, as URLs with almost identical content are accessible to search engine crawlers, which could trip quality algorithms like Google's Panda.

Response vs Rendered

Meta Robots

Differences in meta robots between the response and rendered HTML, this may cause indexing issues.
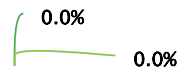
0.0%
0.0%

● No Change   ● Created   ● Modified
● Duplicated   ● Deleted

Status	URLs
No Change	0
Created	0
Modified	0
Duplicated	0
Deleted	0

Canonical

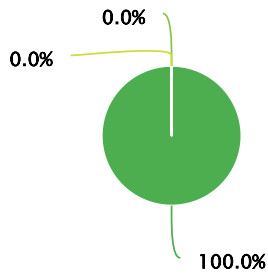Differences in the canonical between the response and rendered HTML, this may cause indexing issues.

0.0%
0.0%

● No Change   ● Created   ● Modified
● Duplicated   ● Deleted

Status	URLs
No Change	0
Created	0
Modified	0
Duplicated	0
Deleted	0

Title

Differences between the page title found in the response and rendered HTML may mean that JavaScript is modifying the page content in unexpected ways, which may warrant further investigation.
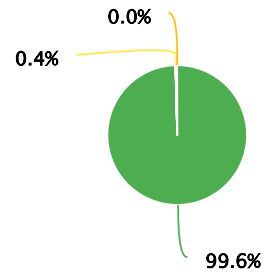
- 0.0%
- 0.0%
- 100.0%

- 🟢 No Change 🟢 Created 🟡 Modified
- 🟡 Duplicated 🟠 Deleted

Status	URLs
No Change	236,672
Created	0
Modified	0
Duplicated	0
Deleted	0

Meta Description

Differences between the meta description found in the response and rendered HTML may mean that JavaScript is modifying metadata in unexpected ways, which may warrant further investigation.

- 0.0%
- 0.4%
- 99.6%

- 🟢 No Change 🟢 Created 🟡 Modified
- 🟡 Duplicated 🟠 Deleted

Status	URLs
No Change	235,697
Created	0
Modified	0
Duplicated	975
Deleted	0

Internal Links

Differences between the internal links found in the response and rendered HTML means that JavaScript is adding or modifying links, which may affect crawling/link discovery, anchor text optimisation and internal PageRank distribution.

- 0.0%
- 0.0%
- 100.0%
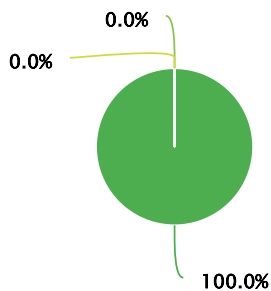
- 🟢 No 🟢 Created 🟡 Modified

Status	URLs
No	7,072,689
Created	0
Modified	0

External Links

Differences between the external links found in the response and rendered HTML means that JavaScript is adding or modifying links, which may indicate that external links are being injectEd without the site owner's awareness.

- 0.0%
- 0.0%
- 100.0%
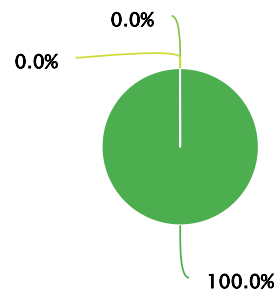
- 🟢 No 🟢 Created 🟡 Modified

Status	URLs
No	3,166,574
Created	0
Modified	0

Security

Protocols

Protocol	Supported		Action
TLS 1.3	Yes	✔	None
TLS 1.2	Yes	✔	None
TLS 1.1	Yes	✖	Disable
TLS 1.0	Yes	✖	Disable
SSL 3.0	No	✔	None

Cipher Suites

> The server supports weak and vulnerable cipher suites. These pose a security risk and should be disabled on the server.

Suite	Name	Type	Action
TLS 1.3	TLS_AES_128_GCM_SHA256	Secure	None
TLS 1.3	TLS_AES_256_GCM_SHA384	Secure	None
TLS 1.3	TLS_CHACHA20_POLY1305_SHA256	Secure	None
TLS 1.2	RSA_WITH_AES_128_CBC_SHA256	Secure	None
TLS 1.2	ECDHE_ECDSA_WITH_AES_128_GCM_SHA256	Secure	None
TLS 1.2	ECDHE_ECDSA_WITH_AES_256_GCM_SHA384	Secure	None
TLS 1.2	ECDHE_RSA_WITH_AES_128_GCM_SHA256	Secure	None
TLS 1.2	ECDHE_RSA_WITH_AES_256_GCM_SHA384	Secure	None
TLS 1.2	ECDHE_RSA_WITH_CHACHA20_POLY1305_SHA256	Secure	None
TLS 1.2	ECDHE_ECDSA_WITH_CHACHA20_POLY1305_SHA256	Secure	None
TLS 1.2	ECDHE_RSA_WITH_AES_128_CBC_SHA	Weak	Disable
TLS 1.2	ECDHE_RSA_WITH_AES_256_CBC_SHA	Weak	Disable
TLS 1.2	ECDHE_ECDSA_WITH_AES_128_CBC_SHA	Weak	Disable
TLS 1.2	ECDHE_ECDSA_WITH_AES_256_CBC_SHA	Weak	Disable

Certificates

Certificate is valid. There are no issues with the SSL certificates being served for this website.
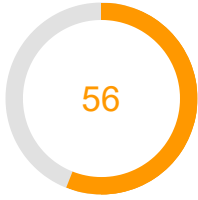
Certificate 1

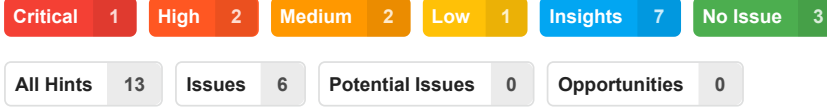|	
Subject	CN=*.wordpress.org
Common Name	*.wordpress.org
Alternative Names	*.wordpress.org, wordpress.org
Issuer	Sectigo ECC Domain Validation Secure Server CA
Effective Date	12/5/2022 6:00:00 PM
Expiration Date	1/6/2024 5:59:59 PM
Key	256

Certificate 2

Subject	CN=Sectigo ECC Domain Validation Secure Server CA, O=Sectigo Limited, L=Salford, S=Greater Manchester, C=GB
Common Name	Sectigo ECC Domain Validation Secure Server CA
Alternative Names	Sectigo ECC Domain Validation Secure Server CA
Issuer	USERTrust ECC Certification Authority
Effective Date	11/1/2018 7:00:00 PM
Expiration Date	12/31/2030 5:59:59 PM
Key	256

Certificate 3

Subject	CN=USERTrust ECC Certification Authority, O=The USERTRUST Network, L=Jersey City, S=New Jersey, C=US
Common Name	USERTrust ECC Certification Authority
Alternative Names	USERTrust ECC Certification Authority
Issuer	AAA Certificate Services
Effective Date	3/11/2019 7:00:00 PM
Expiration Date	12/31/2028 5:59:59 PM
Key	384

Security Score

56

| Critical | 1 | High | 2 | Medium | 2 | Low | 1 | Insights | 7 | No Issue | 3 |

| All Hints | 13 | Issues | 6 | Potential Issues | 0 | Opportunities | 0 |

Critical | **Issue** | **Mixed content (loads HTTP resources on HTTPS URL)**

| URLs: | 241 | Percentage: | 0.1% |

URLs that are loaded over a secure HTTPS connection, with some resources that are loaded over an unsecure HTTP connection (mixed content).

High | **Issue** | **HTTPS URL links to an HTTP URL**

| URLs: | 1.4K | Percentage: | 0.58% | Indexable: | 44 | Not Indexable: | 1.3K |

HTTPS URLs that contain one or more outgoing internal links to URLs which are HTTP.

High | **Issue** | **Loads page resources using protocol relative URIs**

| URLs: | 288 | Percentage: | 0.12% |

Loading a resource using protocol relative URIs allow it to be requested over HTTP and opens the door for Man-on-the-side attacks. If a resource is available over SSL, then always use the https:// URI.

Medium | **Issue** | **Has JavaScript served via a CDN without subresource integrity**

| URLs: | 236.7K | Percentage: | 99.99% |

A CDN is in control of some or all of the JavaScript files on this URL, which means a third-party could make unwanted changes to the script. Using a specification called Subresource Integrity, a website can include JavaScript that will stop working if it has been modified.

Medium | **Issue** | **Has style sheets served via a CDN without subresource integrity**

| URLs: | 234.6K | Percentage: | 99.12% |

A CDN is in control of some or all of the style sheets on this URL, which means a third-party could make unwanted changes to the script. Using a specification called Subresource Integrity, a website can include CSS that will stop working if it has been modified.

Low | **Issue** | **Leaks server information useful for compromising servers**

| URLs: | 236.7K | Percentage: | 100% |

Servers will commonly reveal what software is running on them, what versions of the software are on there and what frameworks are powering it. Reducing the amount of information you divulge is always a benefit.

Insight **Content-Security-Policy HTTP header is missing or invalid**

| URLs: | 236.7K | Percentage: | 100% |

A Content Security Policy is an effective measure to protect your site from XSS attacks. By whitelisting sources of approved content, you can prevent the browser from loading malicious assets.

Insight **Referrer-Policy HTTP header is missing**

| URLs: | 243.1K | Percentage: | 100% |

Referrer Policy is a new header that allows a site to control how much information the browser includes with navigations away from a document and should be set by all sites.

Insight **X-Content-Type-Options HTTP header is missing**

| URLs: | 243.1K | Percentage: | 100% |

X-Content-Type-Options stops a browser from trying to MIME-sniff the content type and forces it to stick with the declared content-type. The only valid value for this header is "X-Content-Type-Options: nosniff".

Insight **X-XSS-Protection HTTP header is missing or invalid**

| URLs: | 236.7K | Percentage: | 100% |

X-XSS-Protection sets the configuration for the cross-site scripting filter built into most browsers. Recommended value "X-XSS-Protection: 1; mode=block".

Insight **Strict-Transport-Security HTTP (HSTS) header is missing**

| URLs: | 6.3K | Percentage: | 2.61% |

HTTP Strict Transport Security (HSTS) strengthens your implementation of TLS by getting the User Agent to enforce the use of HTTPS.

Insight **Has external opener links vulnerable to tabnapping**

| URLs: | 5.4K | Percentage: | 2.29% |

Contains links to external URLs that use target='_blank' to open a new tab/window. The browser opens a new tab for the link, but also, for a very brief moment, allows the new tab to communicate with the original tab using a browser feature called the window.opener API. An attacker can place malicious code on the newly opened website, check the source of the click, and force the original tab to open a new URL.

Insight **X-Frame-Options HTTP header is missing or invalid**

| URLs: | 890 | Percentage: | 0.38% |

X-Frame-Options tells the browser whether you want to allow your site to be framed or not. By preventing a browser from framing your site you can defend against attacks like clickjacking. Recommended value "x-frame-options: SAMEORIGIN".

No Issue **Internal HTTP URLs**

Internal HTML URLs that are loaded over HTTP. If HTTP URLs successfully resolve then this either indicates that the site has not yet migrated to HTTPS, or that some HTTP URLs have been missed, which represents a security risk and may also negatively affect user experience, since most browsers show warnings on HTTP pages.

No Issue **HTTP URL contains a password input field**

URLs that are using an unsecure HTTP protocol and contain a form that posts potentially sensitive password data.

No Issue **HTTPS URL contains a form posting to HTTP**

HTTPS URLs that contain a form which posts to HTTP (protocol change).

Page Resources

All	CSS	JavaScript	Images
16,804	179	387	14,288

Page Resource URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website. The graph gives you an idea where most of your resources sit within the overall structure of the website.

● Success   ● Not Found   ● Redirect   ● Disallowed   ● Timeout   ● Forbidden   ● Error
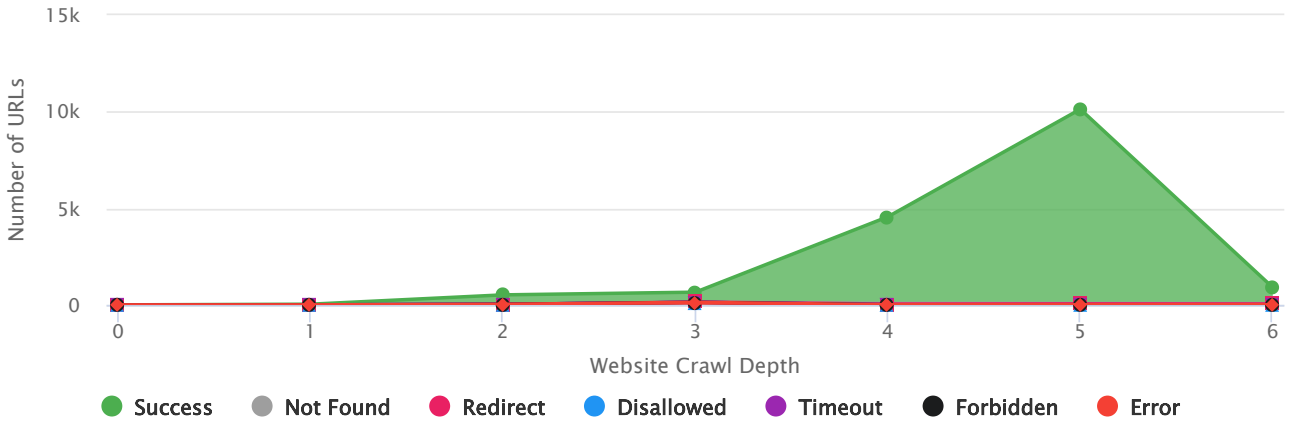
Success **16,423**   Not Found **71**   Redirected **133**   Disallowed **2**   Timeout **2**   Forbidden **0**   Error **173**

Status	0	1	2	3	4	5	6
Success	0	34	489	515	4,487	10,061	837
Not Found	0	0	0	1	32	19	19
Redirect	0	0	0	10	37	46	40
Timeout	0	0	0	0	0	2	0
Error	0	0	28	131	4	4	6
Failed	0	0	0	0	0	0	0
Disallowed	0	0	0	0	2	0	0
Forbidden	0	0	0	0	0	0	0

Content Types

This graph splits out all the resources found into different content types, so you can see which ones are most prevalent.
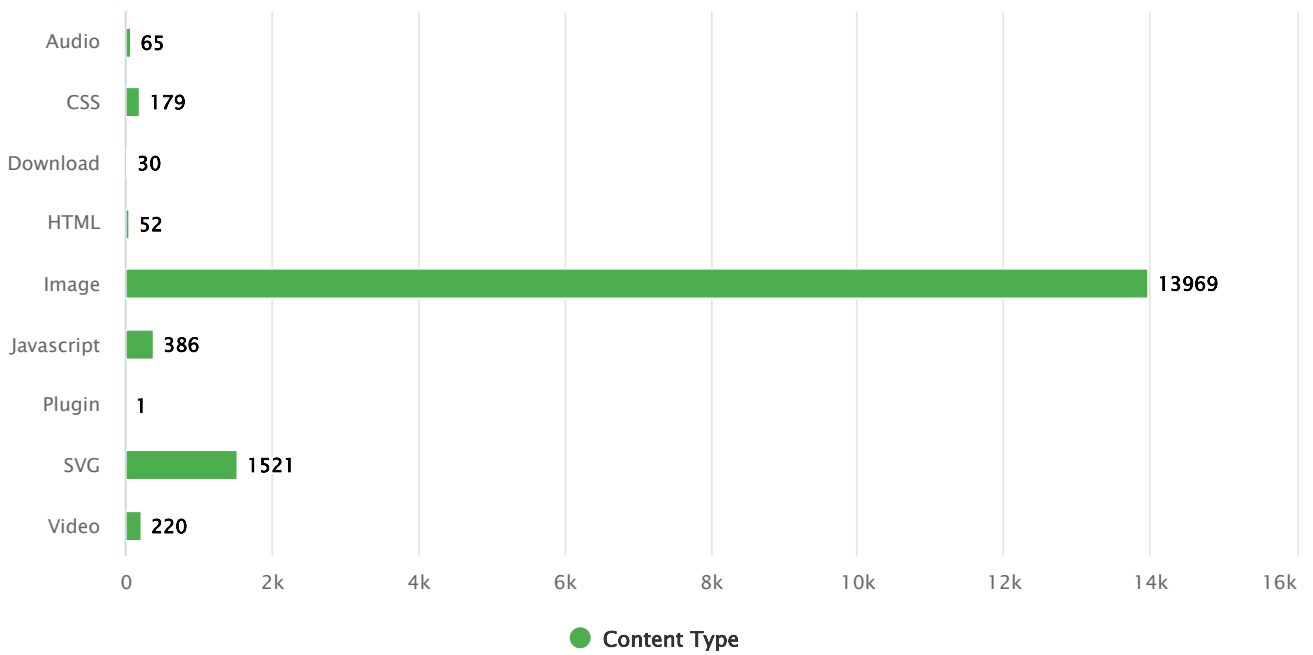
Content Type	URLs
Audio	65
CSS	179
Download	30
HTML	52
Image	13,969
Javascript	386
Plugin	1
SVG	1,521
Video	220

HTTP Status Codes

The chart visualizes the status code distribution among all resource URLs. For optimum user experience, all resources would return a 200 (OK) status code.
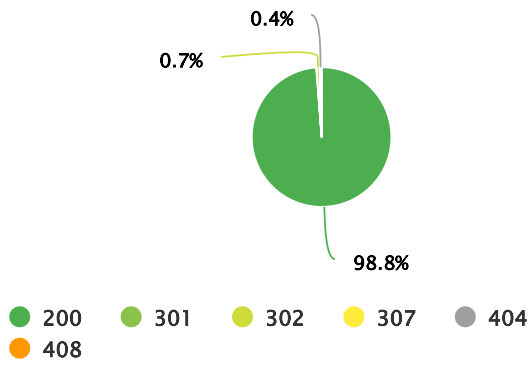
0.4%

0.7%

98.8%

- ● 200
- ● 301
- ● 302
- ● 307
- ● 404
- ● 408

Protocols Found

This chart shows you the relative split between different protocols used across the site for resource URLs (generally this will be HTTP/HTTPS).

0.1%

99.9%

- ● HTTP
- ● HTTPS
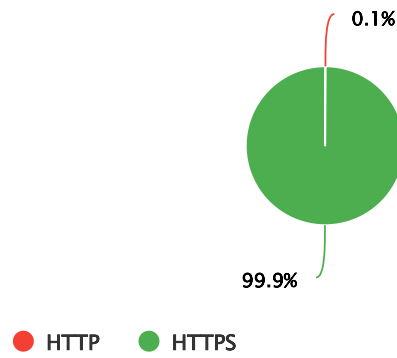
Performance

URL Performance Scores

The performance scores for each URL audited, which is based on a weighted average of the individual metrics scores (Web Vitals).

A sample of 10% of the internal HTML URLs were used to collect these Web Vitals metrics.

Largest Contentful Paint (LCP)

The time at which the largest image or text block becomes visible.

Status	URLs

Cumulative Layout Shift (CLS)

A measurement of movement in visual elements as they are rendered.

Status	URLs

Total Blocking Time (TBT)

The total time the page was blocked, preventing input responsiveness.

Status	URLs

Time to Interactive (TTI)

The time it takes for the page to become fully interactive.

Status	URLs

Time to First Byte (TTFB)

The time it takes to receive data from the server.
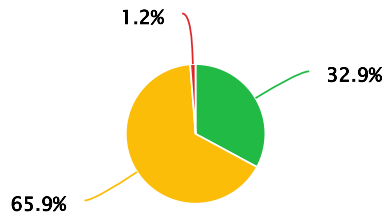
- ● Good <= 200
- ● Needs Improvement <= 600
- ● Poor > 600

Status	URLs
Good <= 200	77,828
Needs Improvement <= 600	155,960
Poor > 600	2,913

First Contentful Paint (FCP)

The time at which the first text or image becomes visible.

Status	URLs

Performance Budget

The data below shows the number of URLs that passed/failed the maximum size budget for each type of page resource.
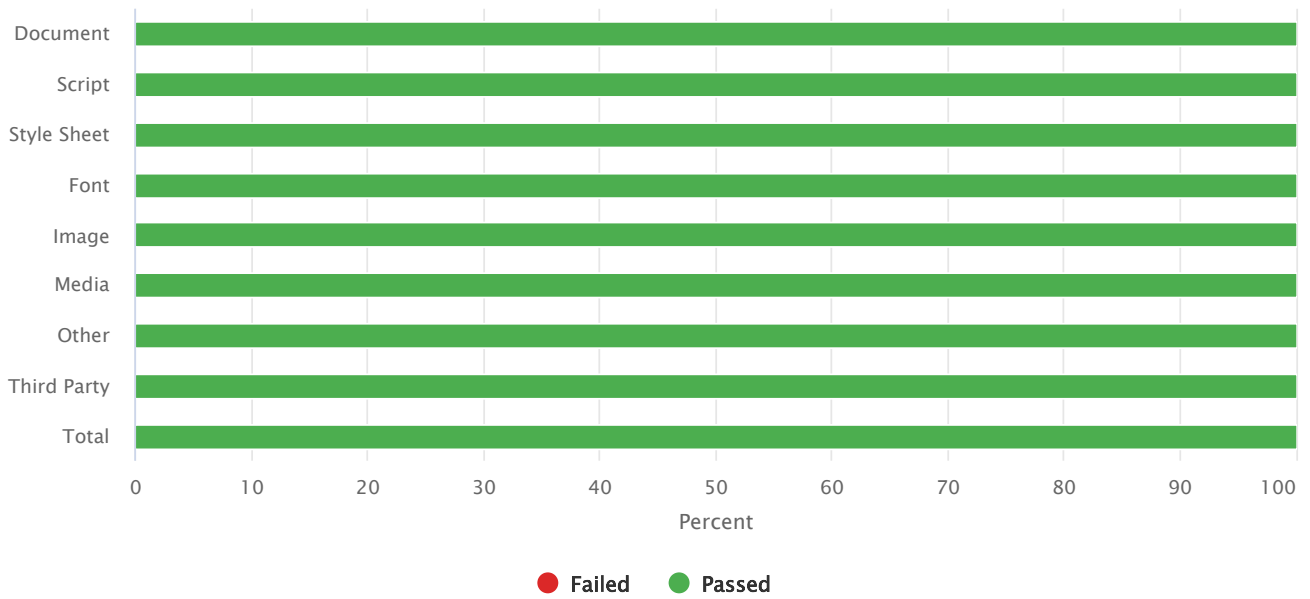
● Failed ● Passed

Type	Max Size	Passed	Failed
Document	30KB	236701	0
Script	400KB	236701	0
Style Sheet	70KB	236701	0
Font	120KB	236701	0
Image	1000KB	236701	0
Media	2000KB	236701	0
Other	1KB	236701	0
Third Party	100KB	236701	0
Total	1800KB	236701	0
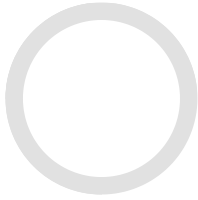
Performance Score

Critical   High   Medium   Low   No Issue

All Hints   Opportunities   Diagnotics

No Issue **Avoid enormous network payloads**

URLs that have an extremely large page size (over 5Mb), which make them slow to download. A large page size translates into a large network payload when a browser requests the page. This takes the browser longer to download and process the page resources, and therefore longer to render the page.

No Issue **Eliminate render blocking resources**

URLs that contain JavaScript or CSS that block the initial render of the page. 'Render blocking resources' are JS or CSS files that are not critical for the first paint of your page, yet still need to be processed before this first render can occur. This means you are forcing the browser to spend extra time on network transmission, decompressing, parsing and compiling code that is not actually necessary for the initial render.

No Issue **Serve static assets with an efficient cache policy**

URLs that contain page resources which do not specify a cache header. Fetching something over the network is both slow and expensive. Setting a cache header on your server response will tell the browser that it doesn't need to download assets again, which avoids unnecessary requests to the server. As such, HTTP caching can speed up your page load time on repeat visits.

No Issue **Defer offscreen images**

URLs that contain images which are fully loaded by the browser even though they are not visible in the user's viewport. This means that the browser spends time during the initial render downloading images that are not necessary to download right away, which increases the Time to Interactive.

No Issue **Efficiently encode images**

URLs that contain images which are unoptimized. Image optimization is a valuable process because it allows you to serve images that are smaller in size (KiB) and therefore download faster, yet are not noticeably different to the user.

No Issue **Enable text compression**

URLs that contain text-based resources that are not served with compression. Compression makes text-based resources like HTML, CSS and JavaScript smaller, which means they download more quickly.

No Issue **Minify CSS**

URLs that contain CSS files that are not minified or could be minified further. Minification works by analyzing and rewriting the text-based parts of a file to reduce its overall size, resulting in faster response times and lower bandwidth costs.

No Issue **Minify JavaScript**

URLs that contain JavaScript files that are not minified or could be minified further. Web servers and browsers can parse file content without comments and well-structured code, both of which create additional network traffic without providing any functional benefit.

No Issue **Reduce server response times (TTFB)**

URLs that had a Time-to-First-Byte (TTFB) greater than 600ms. TTFB is a measure of how long it takes to receive data from the server, and high TTFB is a cause of slow page load.

No Issue **Add dimensions to images**

URLs that contain images which do not have width and height size attributes. If you don't specify width and height on images, when loading the page, the browser does not know how much space to allocate for the images. This results in an image 'jump', as the layout shifts around the images.

No Issue **Ensure text remains visible during webfont load**

URLs that hide text content until the webfont loads, causing a flash of invisible text. This means it takes longer before the user is able to engage with the text content, and also causes the layout to change during rendering, which can be jarring for the user.

No Issue **Properly size images**

URLs that contain images which are larger than the size they are rendered at. Serving images that are larger than the screen size available means that the browser needs to resize the images down to fit. From a user perspective, this means that they need to unnecessarily download useless data, which increases load time and is a waste of cellular data.

No Issue **Remove unused CSS**

URLs that contain 'unused CSS', which is not actually used for rendering. If you have 'unused CSS', this means that the browser needs to download CSS that it is not even going to use, delaying rendering in the process.

No Issue **Remove unused JavaScript**

URLs that contain 'unused JavaScript', which is not actually used for rendering. If you have 'unused JavaScript', this means that the browser needs to download additional JavaScript that it is not even going to use, unnecessarily delaying rendering in the process.

No Issue **Use HTTP/2 for all of its resources**

URLs that do not use HTTP/2 for all first-party page resources. HTTP/2 serves your page's resources faster and with less data moving over the wire.

No Issue **Avoid excessive DOM depth**

URLs for which the DOM has nodes exceeding the maximum recommended depth of 32. While browsers can handle larger DOM trees, they are optimized for a maximum of 32 elements deep. A large DOM tree can harm network efficiency and load performance, runtime performance and memory performance.

No Issue **Avoid excessive DOM size**

URLs that contain more than 1500 elements in the DOM. While browsers can handle larger DOM trees, they are optimized for a maximum of 1500 nodes in total. A large DOM tree can harm network efficiency and load performance, runtime performance and memory performance.

No Issue **Avoid excessive DOM width**

URLs for which the DOM has a parent node with more than the recommended 60 child nodes. While browsers can handle larger DOM trees, they are optimized for a maximum of 60 elements wide. A large DOM tree can harm network efficiency and load performance, runtime performance and memory performance.

No Issue **Serve images in next gen formats**

URLs that contain images which are in older formats (BMP, JPEG or PNG). Older image formats do not offer the level of compression or quality characteristics as their newer, 'next-gen', counterparts: JPEG 2000, JPEG XR and WebP. Using a next-gen image format allows you to further reduce image file sizes.

No Issue **Use video formats for animated content**

URLs that contain animated content in GIF format. GIFs are problematic for performance because of their typically huge file size. Even a small clip of a few seconds can easily blow up to several MB of data - which results in additional resource that browsers need to download.

International

URLs with Hreflang	URLs Missing Hreflang	Unique Hreflang	External Hreflang
159,325	228,489	0	151,136

URLs

This chart is a visual representation of the Hreflang and HTML lag tag coverage throughout the site.

● Missing ● Found

Hreflang Annotations

The chart shows the hreflang distribution across all HTML URLs (including URLs with no hreflang annotations).

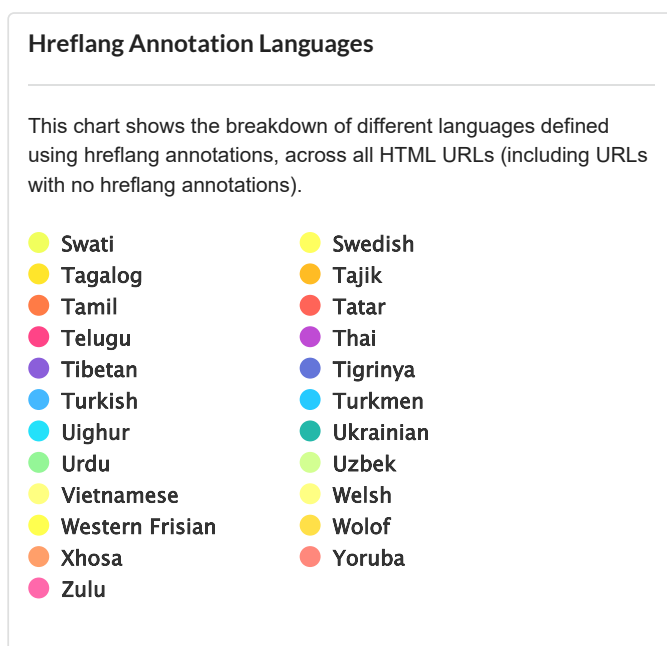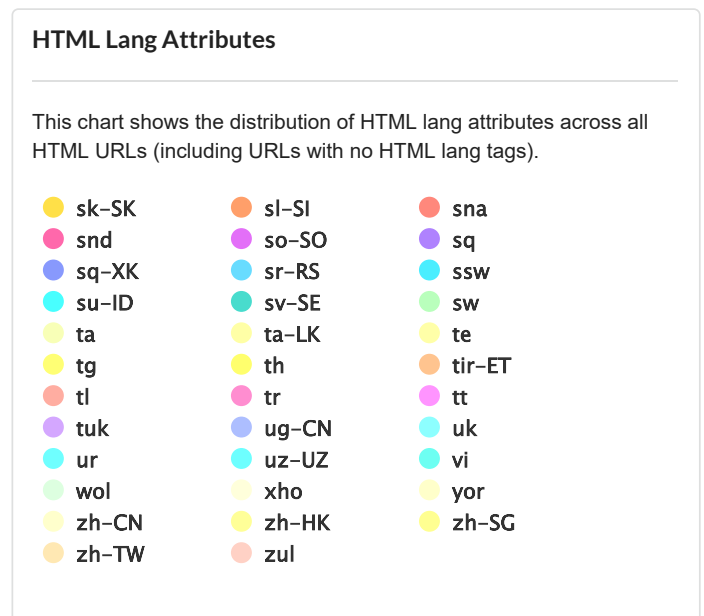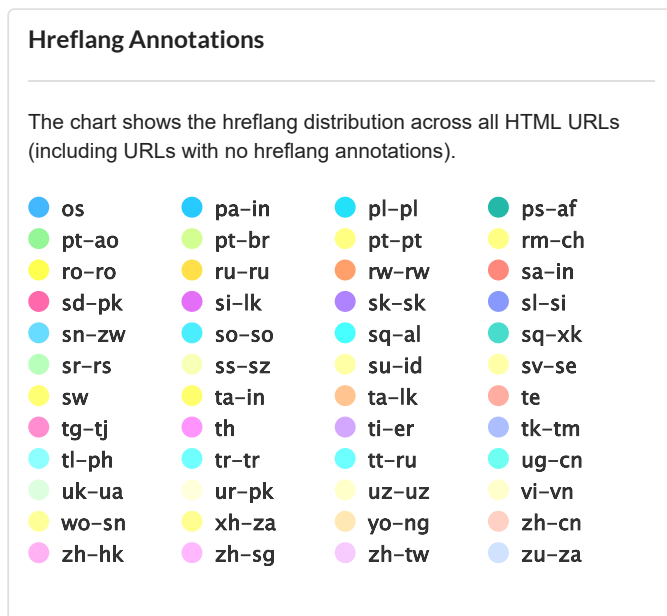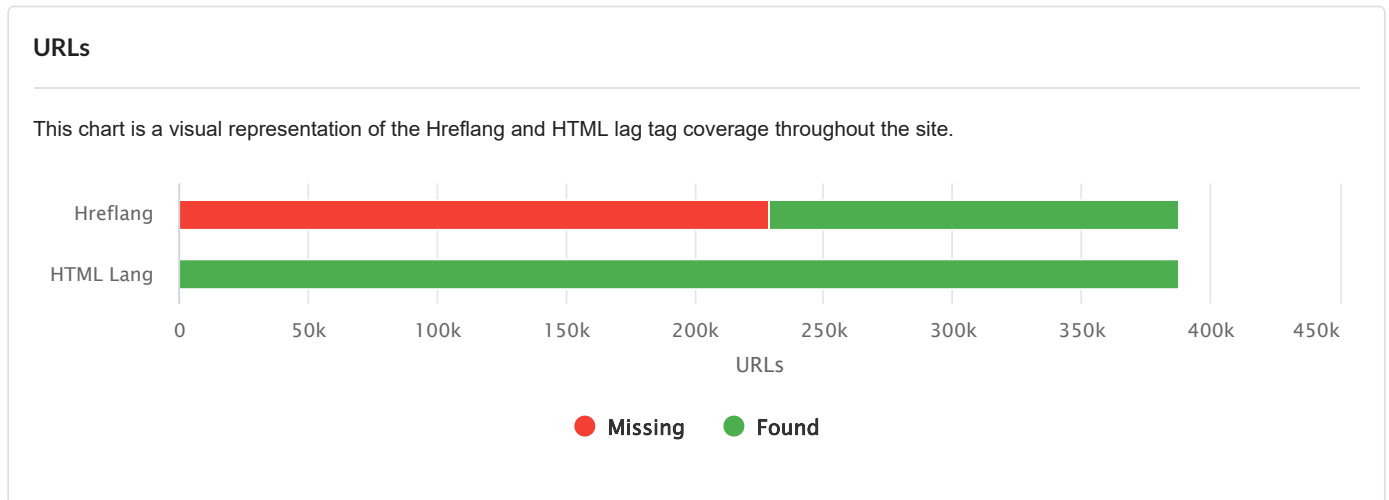|			
● os	● pa-in	● pl-pl	● ps-af
● pt-ao	● pt-br	● pt-pt	● rm-ch
● ro-ro	● ru-ru	● rw-rw	● sa-in
● sd-pk	● si-lk	● sk-sk	● sl-si
● sn-zw	● so-so	● sq-al	● sq-xk
● sr-rs	● ss-sz	● su-id	● sv-se
● sw	● ta-in	● ta-lk	● te
● tg-tj	● th	● ti-er	● tk-tm
● tl-ph	● tr-tr	● tt-ru	● ug-cn
● uk-ua	● ur-pk	● uz-uz	● vi-vn
● wo-sn	● xh-za	● yo-ng	● zh-cn
● zh-hk	● zh-sg	● zh-tw	● zu-za

HTML Lang Attributes

This chart shows the distribution of HTML lang attributes across all HTML URLs (including URLs with no HTML lang tags).

● sk-SK	● sl-SI	● sna
● snd	● so-SO	● sq
● sq-XK	● sr-RS	● ssw
● su-ID	● sv-SE	● sw
● ta	● ta-LK	● te
● tg	● th	● tir-ET
● tl	● tr	● tt
● tuk	● ug-CN	● uk
● ur	● uz-UZ	● vi
● wol	● xho	● yor
● zh-CN	● zh-HK	● zh-SG
● zh-TW	● zul	

Hreflang Annotation Languages

This chart shows the breakdown of different languages defined using hreflang annotations, across all HTML URLs (including URLs with no hreflang annotations).

● Swati	● Swedish
● Tagalog	● Tajik
● Tamil	● Tatar
● Telugu	● Thai
● Tibetan	● Tigrinya
● Turkish	● Turkmen
● Uighur	● Ukrainian
● Urdu	● Uzbek
● Vietnamese	● Welsh
● Western Frisian	● Wolof
● Xhosa	● Yoruba
● Zulu	

HTML Lang Languages

This chart shows the breakdown of different languages defined using HTML lang attributes, across all HTML URLs (including URLs with no HTML lang tags).

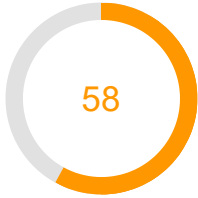|	
● Sinhalese	● Slovak
● Slovenian	● Somali
● Spanish	● Sundanese
● Swahili	● Swedish
● Tagalog	● Tajik
● Tamil	● Tatar
● Telugu	● Thai
● Tibetan	● Turkish
● Uighur	● Ukrainian
● Urdu	● Uzbek
● Vietnamese	● Welsh
● Western Frisian	

Hreflang Annotation Regions

This chart shows the breakdown of different regions defined using hreflang annotations, across all HTML URLs (including URLs with no hreflang annotations).

- 🔵 Taiwan, Province of China
- 🔵 Tajikistan
- 🔵 Turkey
- 🟢 Turkmenistan
- 🟢 Uganda
- 🟢 Ukraine
- 🟡 United Kingdom
- 🟡 Uruguay
- 🟡 Uzbekistan
- 🟠 Venezuela (Bolivarian Republic of)
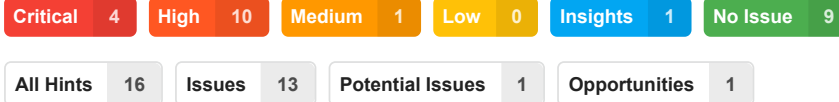- 🟠 Viet Nam
- 🔴 Zimbabwe

HTML Lang Regions

This chart shows the breakdown of different regions defined using HTML lang attributes, across all HTML URLs (including URLs with no HTML lang tags).

- 🟢 Somalia
- 🟡 South Africa
- 🟡 Spain
- 🟡 Sri Lanka
- 🟡 Sweden
- 🟡 Switzerland
- 🟠 Taiwan, Province of China
- 🔴 Turkey
- 🩷 United Kingdom
- 🩷 United States of America
- 🟣 Uruguay
- 🔵 Uzbekistan

21.9%

International Score

58

Critical 4 **High** 10 **Medium** 1 **Low** 0 **Insights** 1 **No Issue** 9

All Hints 16 **Issues** 13 **Potential Issues** 1 **Opportunities** 1

Critical | **Issue** | ### Has invalid outgoing hreflang annotations

URLs: 149.9K **Percentage:** 38.65%

URLs with hreflang annotations where one or more of the outgoing annotations is invalid (e.g. invalid language or country code). This will cause search engines to ignore the hreflang annotation.

Critical | **Issue** | ### Has outgoing hreflang annotations to noindex URLs

URLs: 27K **Percentage:** 6.96%

URLs with hreflang annotations where one or more of the annotation URLs is noindex. As these URLs are not indexable, this offers a conflicting signal to search engines, which means they may ignore the hreflang instructions.

Critical | **Issue** | ### Noindex URL has incoming hreflang

URLs: 3.3K **Percentage:** 0.86%

URLs with hreflang annotations that have self-referencing hreflang, yet are also noindex URLs. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

Critical | **Issue** | ### Invalid incoming hreflang annotations

URLs: 1.9K **Percentage:** 0.49%

URLs that are referenced by at least one incoming hreflang annotation which is invalid (e.g. invalid language or country code). This will cause search engines to ignore the hreflang annotation.

High | **Potential Issue** | ### Missing hreflang annotations

URLs: 228.5K **Percentage:** 58.91%

URLs that are not specified as translations through hreflang annotations. This may be intentional - if a URL does not have a translation - however this may also highlight instances where URLs are missing hreflang markup, yet should have it.

High | **Issue** | ### Has outgoing hreflang annotation to multiple URLs

URLs: 149.9K **Percentage:** 38.64%

URLs with hreflang where one or more outgoing hreflang annotation is specified against more than one URL - so there is a conflict between the various annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

High Issue **Mismatched hreflang and HTML lang declarations**

| URLs: | 87.3K | Percentage: | 22.51% |

URLs with hreflang annotations and HTML lang attributes, which do not match. This implies that an error has been made with either the hreflang annotation, or with HTML lang (or both), and may cause search engines to include the incorrect language version in localised search results.

High Issue **Invalid HTML lang attribute**

| URLs: | 22.8K | Percentage: | 5.88% |

URLs that have defined the language/region attribute using HTML lang, but either the language code or the geography code is invalid (or both are invalid). Invalid HTML lang will cause you issues in search engines that still support HTML lang (e.g. Bing), and they won't serve the correct localised content in different regions.

High Issue **Missing reciprocal hreflang (no return-tag)**

| URLs: | 6.4K | Percentage: | 1.66% |

URLs with hreflang annotations where at least one of the alternate hreflang URLs does not reciprocate. Hreflang must reciprocate, if it does not then search engines will ignore the hreflang instruction.

High Issue **Has outgoing hreflang annotations to broken URLs**

| URLs: | 599 | Percentage: | 0.15% |

URLs with hreflang annotations that have at least one outgoing hreflang annotation which returned a Not Found (4XX) or Error (5XX) HTTP status. This is problematic as it means that the hreflang equivalent URLs are inaccessible, which either means that the annotation is incorrect (e.g. typo) or the target page does not exist.

High Issue **Has outgoing hreflang annotations to canonicalized URLs**

| URLs: | 318 | Percentage: | 0.08% |

URLs with outgoing hreflang annotations where one or more of the annotation URLs is canonicalized to another URL. This is a conflicting signal for search engines, and may lead them to ignore the hreflang or canonical instruction (or both).

High Issue **Has conflicting incoming hreflang annotations**

| URLs: | 17 | Percentage: | 0.004% |

URLs that have multiple, different incoming hreflang annotations - causing a conflict between the differing annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

High Issue **Has outgoing hreflang annotations to redirecting URLs**

| URLs: | 1 | Percentage: | 0.0003% |

URLs with hreflang annotations that have at least one outgoing hreflang annotation which returned a Redirect (3XX) HTTP status. Hreflang alternate URLs should not redirect, and this conflicting signal may cause search engines to ignore the hreflang instruction.

High **Issue** **Has unsupported or misconfigured hreflang**

URLs: 1   **Percentage:** 0.0003%

URLs with hreflang annotations where one or more of the hreflang tags is configured using regular anchor links (e.g. in a HTML tag instead of a link rel). This is invalid, so the hreflang markup will not be considered by search engines at all.

Medium **Opportunity** **Has hreflang annotations without HTML lang**

URLs: 22.8K   **Percentage:** 5.88%

URLs with hreflang annotations, that have not defined the language/region attribute using HTML lang. Some search engines rely on HTML lang (instead of hreflang) to determine the language of a page, so if it is missing the language may not be correctly interpreted.

Insight **Hreflang annotation also x-default**

URLs: 159.3K   **Percentage:** 41.09%

URLs with hreflang annotations where one of the alternate URLs is also defined as the x-default hreflang. This means that the page marked as x-default is specified as a language alternate, but also as the default 'fallback' page. If this setup is intentional, this is not an issue. Sometimes, x-default has been included by accident, and the page is not a suitable fallback for the rest of the world.

No Issue **Canonicalized URL has incoming hreflang**

URLs that are defined as a hreflang alternate, yet also have a canonical tag pointing at a different URL. This is a conflicting signal for search engines, and may lead them to ignore the hreflang or canonical instruction (or both).

No Issue **Disallowed URL has incoming hreflang**

URLs with incoming hreflang annotations that yet are disallowed in robots.txt. Disallowed URLs are not crawlable, which means that search engines will ignore the hreflang instructions.

No Issue **Has conflicting outgoing hreflang annotations**

URLs with hreflang where one or more outgoing hreflang annotations specify the same URL, but with different hreflang - so there is a conflict between the two annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

No Issue **Has hreflang annotations using multiple methods**

URLs with hreflang annotations defined using more than one method (HTML, HTTP Header or XML Sitemap). Whilst this is not invalid unless the annotations conflict, it opens up a greater opportunity for inconsistencies to occur in the future.

No Issue **Has multiple self-referencing hreflang annotations**

URLs with hreflang where a URL contains multiple self-referenced hreflang, using multiple different hreflang, so the 'correct' one is ambiguous. This sort of conflicting signal may cause search engines to ignore the hreflang instruction.

No Issue **Has outgoing hreflang annotations to disallowed URLs**

URLs with outgoing hreflang annotations where one or more of the annotation URLs is disallowed. Disallowed URLs are not crawlable, which means that search engines will ignore the hreflang instructions.

No Issue **Has outgoing hreflang annotations using relative URLs**

URLs with hreflang annotations that have at least one outgoing hreflang annotation which is referenced as a relative URL. Using relative URLs for hreflang increases the chances that something will go wrong in the future, even if the setup is valid right now.

No Issue **Missing canonical URL**

URLs with hreflang annotations, but with no canonical tag. URLs with hreflang do not need to have canonical tags - so it is NOT a problem if your site does not use them. However, it is worth considering that canonicals and hreflang are both indexing instructions. If you can give more precise, consistent indexing signals to search engines, not only will their indexing and linking properties be more accurate, but they will be better able to serve users the URL of their preferred language.

No Issue **Missing HTML lang attribute**

Indexable URLs that have not defined the language/region attribute using HTML lang. Some search engines rely on HTML lang (instead of hreflang) to determine the language of a page, so if it is missing the language may not be correctly interpreted.

External URLs

All	Subdomains	HTML	Downloads	Broken
237,480	230,903	233,384	1,026	1,383

External URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

Legend: ● Success ● Not Found ● Redirect ● Disallowed ● Timeout ● Forbidden ● Error
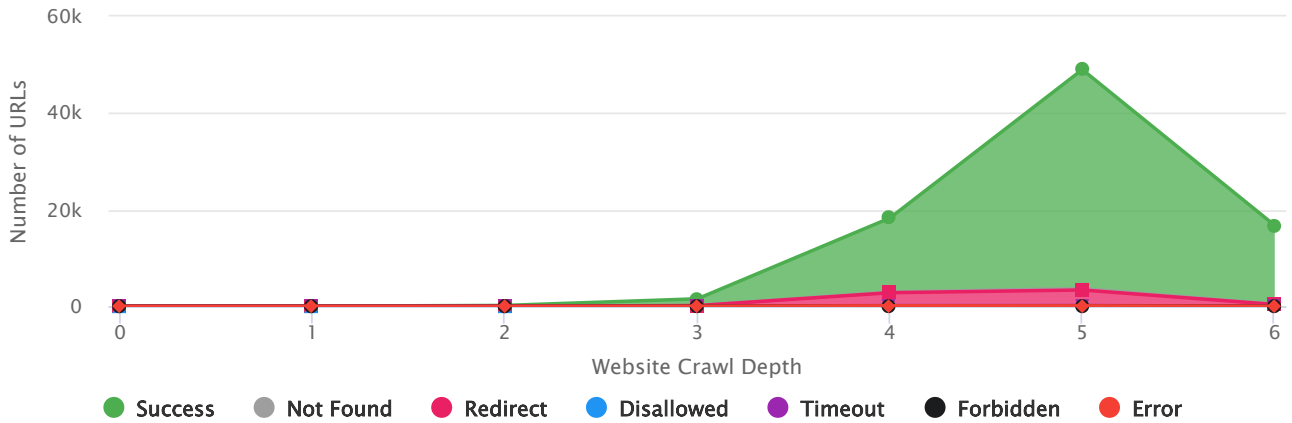
Success 229,715	Not Found 1,095	Redirected 6,382	Timeout 125	Forbidden 0	Error 163

Status	0	1	2	3	4	5	6
Success	0	15	144	1,405	15,324	45,364	16,327
Not Found	0	0	0	4	149	285	40
Redirect	0	0	13	115	2,671	3,231	352
Timeout	0	0	0	6	34	55	4
Error	0	0	1	1	84	70	3
Failed	0	0	0	0	0	0	0
Disallowed	0	0	0	0	0	0	0
Forbidden	0	0	0	0	0	0	0

External Content Types

This chart shows the breakdown of content types, for all external URLs that are linked to by an internal anchor.
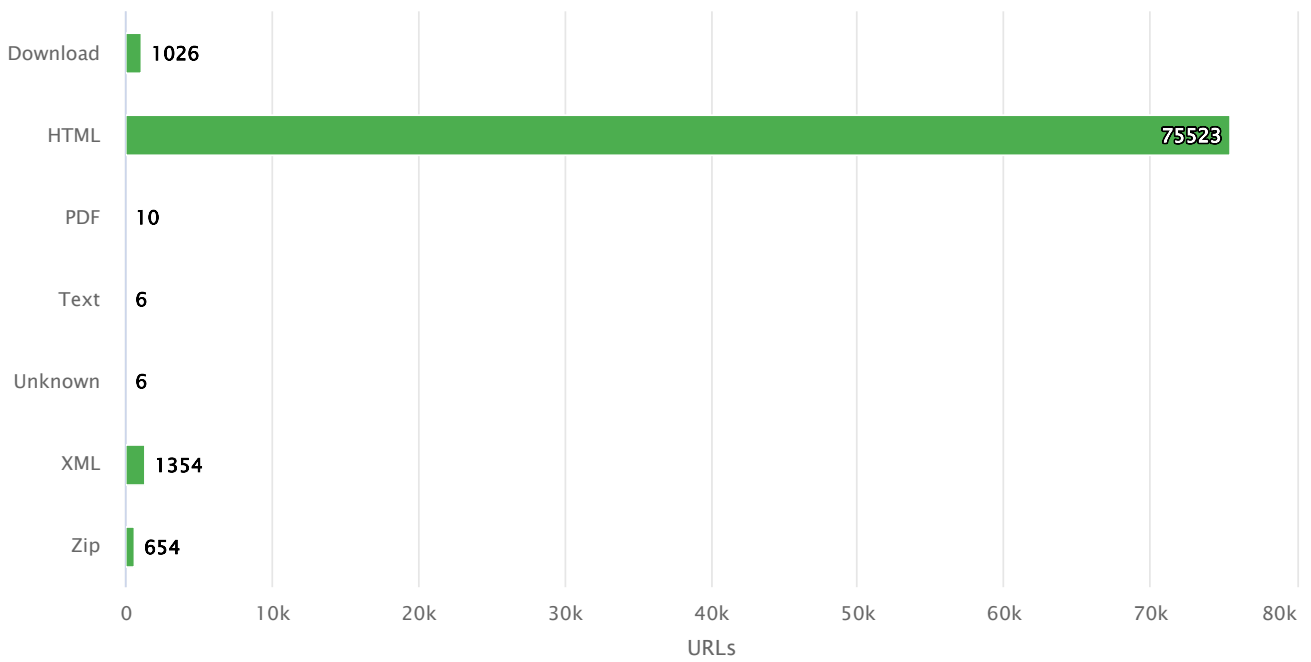
Content Type	URLs
Download	1,026
HTML	75,523
PDF	10
Text	6
Unknown	6
XML	1,354
Zip	654