



Site Audit: Issues

www.goldclean.com.au

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Subdomain: www.goldclean.com.au

Last Update: May 13, 2021

Crawled Pages: 81

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30

3 incorrect pages found in sitemap.xml

About this issue: A sitemap.xml file makes it easier for crawlers to discover the pages on your website. Only good pages intended for your visitors should be included in your sitemap.xml file. This error is triggered if your sitemap.xml contains URLs that: 1. lead to webpages with the same content. 2. redirect to a different webpage. 3. return non-200 status code. Populating your file with such URLs will confuse search engines, cause unnecessary crawling or may even result in your sitemap being rejected. How to fix: Review your sitemap.xml for any redirected, non-canonical or non-200 URLs. Provide the final destination URLs that are canonical and return a 200 status code.

30

0 pages returned 5XX status code

00

0 pages returned 4XX status code

00

0 pages don't have title tags

00

0 issues with duplicate title tags

00

0 pages have duplicate content issues

00

0 internal links are broken

00

0 pages couldn't be crawled

00

0 pages couldn't be crawled (DNS resolution issues)

00

0 pages couldn't be crawled (incorrect URL formats)	0
0 internal images are broken	0
0 pages have duplicate meta descriptions	0
Robots.txt file has format errors	0
0 sitemap.xml files have format errors	0
0 pages have a WWW resolve issue	0
This page has no viewport tag	0
0 pages have too large HTML size	0
0 AMP pages have no canonical tag	0
0 issues with hreflang values	0
0 hreflang conflicts within page source code	0
0 issues with incorrect hreflang links	0
0 non-secure pages	0
0 issues with expiring or expired certificate	0
0 issues with old security protocol	0
0 issues with incorrect certificate name	0

0 issues with mixed content	0
No redirect or canonical to HTTPS homepage from HTTP version	0
0 redirect chains and loops	0
0 pages with a broken canonical link	0
0 pages have multiple canonical URLs	0
0 pages have a meta refresh tag	0
0 issues with broken internal JavaScript and CSS files	0
0 subdomains don't support secure encryption algorithms	0
0 sitemap.xml files are too large	0
0 links couldn't be crawled (incorrect URL formats)	0
0 structured data items are invalid	0
0 pages have slow load speed	0

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513 0

364 issues with unminified JavaScript and CSS files

About this issue: Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files. If this issue doesn't affect your page load time, simply ignore it.

364 0

66 images don't have alt attributes

About this issue: Alt attributes within `` tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. For more information, please see these articles: Using ALT attributes smartly: <https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and Google Image Publishing Guidelines: <https://support.google.com/webmasters/answer/114016?hl=en>. How to fix: Specify a relevant alternative attribute inside an `` tag for each image on your website, e.g., "``".

66 0

44 pages have low text-HTML ratio

About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster. How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

44 0

16 pages have duplicate H1 and title tags

About this issue: It is a bad idea to duplicate your title tag content in your first-level header. If your page's `<title>` and `<h1>` tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page. For more information, please see this Google article: <https://support.google.com/webmasters/answer/35624>. How to fix: Try to create different content for your `<title>` and `<h1>` tags.

16 0

15 pages don't have meta descriptions

About this issue: Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users. For more information, please see these article: Create good titles and snippets in Search Results: <https://support.google.com/webmasters/answer/35624>. How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

15 0

7 pages have too much text within the title tags

70

About this issue: Most search engines truncate titles containing more than 70 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. For more information, please see this Google article: <https://support.google.com/webmasters/answer/35624>. How to fix: Try to rewrite your page titles to be 70 characters or less.

Sitemap.xml not indicated in robots.txt

10

About this issue: If you have both a sitemap.xml and a robots.txt file on your website, it is a good practice to place a link to your sitemap.xml in your robots.txt, which will allow search engines to better understand what content they should crawl. How to fix: Specify the location of your sitemap.xml in your robots.txt. To check if Googlebot can index your sitemap.xml file, use the Sitemaps report in Google Search Console: https://search.google.com/search-console/not-verified?original_url=/search-console/sitemaps&original_resource_id

0 external links are broken

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0 external images are broken

00

0 links on HTTPS pages leads to HTTP page

00

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

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0 pages don't have an h1 heading

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0 pages have too many on-page links

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0 URLs with a temporary redirect

00

0 pages have too many parameters in their URLs

00

0 pages have no hreflang and lang attributes

00

0 pages don't have character encoding declared

00

0 pages don't have doctype declared

00

0 pages have a low word count	0 0
0 pages use Flash	0 0
0 pages contain frames	0 0
0 pages have underscores in the URL	0 0
0 outgoing internal links contain nofollow attribute	0 0
Sitemap.xml not found	0 0
Homepage does not use HTTPS encryption	0 0
0 subdomains don't support SNI	0 0
0 HTTP URLs in sitemap.xml for HTTPS site	0 0
0 uncompressed pages	0 0
0 issues with blocked internal resources in robots.txt	0 0
0 issues with uncompressed JavaScript and CSS files	0 0
0 issues with uncached JavaScript and CSS files	0 0
0 pages have a JavaScript and CSS total size that is too large	0 0
0 pages use too many JavaScript and CSS files	0 0
0 link URLs are too long	0 0

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230 0

121 URLs with a permanent redirect

About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users. How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.

121 0

46 links on this page have no anchor text

About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL), or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about. Also, Google considers anchor text when indexing a page. So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about. Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0

46 0

19 pages need more than 3 clicks to be reached

About this issue: A page's crawl depth is the number of clicks required for users and search engine crawlers to reach it via its corresponding homepage. From an SEO perspective, an excessive crawl depth may pose a great threat to your optimization efforts, as both crawlers and users are less likely to reach deep pages. For this reason, pages that contain important content should be no more than 3 clicks away from your homepage. How to fix: Make sure that pages with important content can be reached within a few clicks. If any of them are buried too deep in your site, consider changing your internal link architecture.

19 0

18 pages are blocked from crawling

About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

18 0

16 pages have only one incoming internal link

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

16 0

4 orphaned pages in sitemaps

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About this issue: An orphaned page is a webpage that is not linked to internally. Including orphaned pages in your sitemap.xml files is considered to be a bad practice, as these pages will be crawled by search engines. Crawling outdated orphaned pages will waste your crawl budget. If an orphaned page in your sitemap.xml file has valuable content, we recommend that you link to it internally. How to fix: Review all orphaned pages in your sitemap.xml files and do either of the following: If a page is no longer needed, remove it; If a page has valuable content and brings traffic to your website, link to it from another page on your website; If a page serves a specific need and requires no internal linking, leave it as is.

2 pages have more than one H1 tag

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About this issue: Although multiple <h1> tags are allowed in HTML5, we still do not recommend that you use more than one <h1> tag per page. Including multiple <h1> tags may confuse users. How to fix: Use multiple <h2>-<h6> tags instead of an <h1>.

2 outgoing external links contain nofollow attributes

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About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

2 subdomains don't support HSTS

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About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.

0 page URLs are longer than 200 characters

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Robots.txt not found

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0 pages have hreflang language mismatch issues

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0 orphaned pages in Google Analytics

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0 pages take more than 1 second to become interactive

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0 pages blocked by X-Robots-Tag: noindex HTTP header

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0 issues with blocked external resources in robots.txt

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0 issues with broken external JavaScript and CSS files

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0 resources are formatted as page link

0 0

0 links on this page have non-descriptive anchor text

0 0

0 links to external pages or resources returned a 403 HTTP status code

0 0