### Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

#### Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Graphical user interface, application, website

Description automatically generated

#### Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics that Google considers important in a visitor's 'page experience' and have subsequently become a ranking factor. They assess the appearance of content, interactivity of the page and visual stability from the moment of page load.

#### Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

A picture containing table

Description automatically generated

#### Page Size Info

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.

Chart, pie chart, sunburst chart

Description automatically generated

#### Optimize Images

All of the images on your page appear to be optimized.

#### Minification

Some of your JavaScript or CSS files do not appear to be minified.

Minification is a reasonably simple way to reduce page size, and subsequently load time.

A picture containing text

Description automatically generated

#### Inline Styles

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Background pattern

Description automatically generated

## **Social Results**

### Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Graphical user interface, text, application, chat or text message

Description automatically generated

#### LinkedIn Connected

No associated LinkedIn profile found linked on your page.

**IMPACT**

Med-High - Avoid enormous network payloads

Large network payloads (i.e., large file sizes) directly correlate with long page load times.

Reducing the total size of your page's network requests improves your visitors' page experience, as smaller files download faster.

Med - Avoid an excessive DOM size

A large DOM tree will likely increase memory usage, cause longer style calculations, and may produce costly layout reflows. Manipulating the DOM elements helps modify the page content depending on what you want the user to see.

Avoiding an excessive DOM size is in the best interest of your page, particularly within the context of page experience.

**Base**

**Search Preview**

**Google Snippet**

51.7/100

warning Pay attention! You still need to optimize this snippet

Moto Machines: Premium Motorcycle Accessories

https://www.motomachines.com/

Moto Machines offers the most instock accessories for over 700 motorcycle models, with exclusive imports from Hepco & Becker, Ermax, Amphibious Dry Equipme ...

## Why optimize it?

An optimized snippet can positively or negatively impact your CTR (Click Through Rate).  
Snippets are crucial because they can be the difference between a searcher clicking on your website, or moving on to another one.  
A more appealing snippet, with relevant information and relevant keyword, urge the searcher to click.

Solution - To improve your snippet score you need to optimize your <title> tag, meta description, and URL.

**Title**

55.0/100

warning Pay attention! You still need to optimize this title

Moto Machines: Premium Motorcycle Accessories

Solution - Missing tag <h1> in your page.

Enter it and make sure that the two tags have a very similar textual content.

Best practices

* Keep your titles under 70 characters
* When possible, use numbers (for example use "8" instead of "eight")
* Use keywords without exaggerating
* Use different titles for different pages
* Write thinking to your customers
* Use trigger words such as ultimate, best, new, proven, how, why
* When possible, use your brand name
* **Meta Description**
* 0.0/100
* warning The page Meta Description is not optimized. Fix it!
* Moto Machines offers the most instock accessories for over 700 motorcycle models, with exclusive imports from Hepco & Becker, Ermax, Amphibious Dry Equipment, and Pyramid Plastics. We are a family owned business based in Sterling, Virginia, dedicated to providing quality and versatility so you can build the ultimate bike.

Solution - The meta tag description of this page is too long. Reduce it! It should contain between 50 and 160 characters.

**Favicon**

100.0/100

You have set up correctly the Favicon. Good job!

**SEO Friendly URL**

100.0/100

This URL is SEO Friendly. Well done!

https://www.motomachines.com/

An SEO-Friendly URL is a web address that helps the user to remember the address and understand its logic. The latter is essential also for the crawler.

To make the URL easier for users to type, special characters are often removed or replaced as well. For instance, accented characters are usually replaced by accented characters are usually replaced by letters from the English alphabet; punctuation marks are generally removed; and spaces (which have to be encoded as %20 or +) are replaced by dashes (-) which are more aesthetically pleasing.

**Microdata**

0.0/100

warning Warning! In this page microdata are not setup

lightbulbHow it worksexpand\_more

Schema.org (often called schema) is a semantic vocabulary of tags (or microdata) that you can add to your HTML to improve the way search engines read and represent your page in SERPs.

Schema.org is the result of collaboration between Google, Bing, Yandex, and Yahoo! to help you provide the information their search engines need to understand your content and provide the best search results possible at this time.

**HTML Structure**

**Viewport**

100.0/100

Has a `<meta name="viewport">` tag with `width` or `initial-scale`

The viewport is a short tag that is included in the head of your HTML document that tells the browser how the page should be rendered, how to adjust the size and scaling of the page according to the width of the device.

**Meta ViewPort**

0.0/100

warning `[user-scalable="no"]` is used in the `<meta name="viewport">` element or the `[maximum-scale]` attribute is less than 5.

lightbulbHow it worksexpand\_more

Many search engines rank pages based on how mobile-friendly they are. Without a viewport meta tag, mobile devices render pages at typical desktop screen widths and then scale the pages down, making them difficult to read.

Setting the viewport meta tag lets you control the width and scaling of the viewport so that it's sized correctly on all devices.

**DocType Valid HTML 5**

100.0/100

Page has the HTML doctype

How it works

Doctype stands for Document Type Declaration. It informs the web browser about the type and version of HTML used in building the web document.

**Crawlability**

**Page is Crawlable**

100.0/100

Page isn’t blocked from indexing

lightbulbHow it worksexpand\_more

This audit describes the search engine's ability to access your site and crawl the content of your page.

**Links are Crawlable**

0.0/100

warning Links are not crawlable

lightbulbHow it worksexpand\_more

Google can follow links only if they are an <a> tag with an href attribute.

| **Uncrawlable Link** |
| --- |
| <a class="action compare no-display" data-bind="attr: {'href': compareProducts().listUrl}, css: {'no-display': !comparePro…"> |
| <a class="action compare no-display" data-bind="attr: {'href': compareProducts().listUrl}, css: {'no-display': !comparePro…"> |
| <a class="level-top" style="cursor: pointer;"> |
| <a href="javascript:void(0)" class="level-top"> |
| <a href="javascript:void(0)" class="level-top"> |
| <a id="contentarea" tabindex="-1"> |
| <a href="javascript:void(0)" id="totop"> |

**Sitemap**

100.0/100

Good Job! You have setup correctly the sitemap

This is the list of Sitemap was found:

Sitemap: https://www.motomachines.com/pub/media/sitemap.xml

**Security**

**HTTPS**

100.0/100

The HTTPS protocol of this page is optimized

**iFrame**

100.0/100

check\_circle No frames finded in this page. Keep it up!

## Why optimize it?

You shouldn’t use too many iFrames, cause they can slow down your page and pose a security risk, especially if you use content from a suspicious website.

**JS No Vulnerable Libraries**

0.0/100

warning Includes front-end JavaScript libraries with known security vulnerabilities

## Why optimize it?

Fix JS vulnerable libraries could help you to enhance the security of your webpages by prevent attack by hackers.

**Content**

**H1**

0.0/100

warning Warning! You must optimize the H1 of this page

## Why optimize it?

Headings, and in particular H1, is crucial to effectively communicate the topics covered on the page to your users and to search engines.

They give it a good value, so pay close attention to make sure it is effective and consistent with the target keyword you have chosen to optimize your text.

Solution In this page is absent the tag <h1>. Add it, by following our tips.

Example

<h1>Enter here your H1 tag </h1>

Best practices

* Use only 1 H1 for each page
* Include the main and secondary keyword
* Keep it consistent
* Make it appealing, clear, and concise (do not exceed 70 characters)

**H1 Coherence**

0.0/100

warning No keyword of the H1 is included in the page text

Before working on this audit you need to enter the tag <h1>

You have to use more keywords in your content to ensure that it appears more coherent to your <title>.

**Low Word Count**

100.0/100

check\_circle Great job! The words' number on your page is optimal.

There are 1167/400 words inside the page.

This audit considers a low word count page if it contains less than 400 words.

## Why optimize it?

For search engines, pages with low word count are not likely to give good coverage of the topic. Their algorithm appreciates complete content.

**Image Missing Alt**

0.0/100

warning Image elements do not have `[alt]` attributes

## Why optimize it?

This text helps screen-reading tools describe images to visually impaired readers and allows search engines to better crawl and rank your website.

**Title on Tag <a>**

7.5/100

warning Some Tag <a> of this page don't contain the title attribute. Fix it!

There are 382/415 tag <a> without the title attribute.

## Why optimize it?

We suggest optimizing the title on the tag a in order to help your readers to understand on what page they are going.  
Enter it will improve the user experience of your website.2

**Performance**

**Result in**

[PageSpeed Insights](https://pagespeed.web.dev/)

Graphical user interface, text, application

Description automatically generated

Graphical user interface, website

Description automatically generated

Desktop Solution

Serve images in next-gen formats - Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

Reduce unused JavaScript - Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity.

Reduce initial server response time- Keep the server response time for the main document short because all other requests depend on it.

Eliminate render-blocking resources - Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles

Properly size images - Serve images that are appropriately-sized to save cellular data and improve load time.

Minify JavaScript - Minifying JavaScript files can reduce payload sizes and script parse time

##### **Spam Score**

# 10%

This Score Should be less then 10

Crawled pages[333 of 10600](https://sitechecker.pro/app/main/project/2578541/audit/issues?filters=1)

Current crawling14:58, Dec 9

Google indexed pages10600

Page-level issues

14

Criticals

462

Warningsarrow\_forward

1444

Notices

Critical Errors

All Issues

Critical Errors

Title duplicates: 9 pages

All Issues

Critical Errors

Warnings

Notices

Missing alt text: 321 pages

- URLs contain images that have no alt attribute (e.g. <img src="https://someurl/image/png" />).

URL receives both follow and nofollow internal links: 2 pages

- Follow links are the best way to build out the internal link architecture of your content marketing.

Open Graph tags incomplete: 89 pages

-Open Graph formatting allows displaying your social media content in an attractive manner. This allows for generating more traffic from social media, as well as making your posts look more professional. The absence of any Open Graph microdata makes the social media generate the missing data independently. Eventually, it might look different from the way you have planned.

Description duplicates: 28 pages

-Duplicated meta descriptions typically fail to accurately describe the content of each individual page. They are usually either too broad or simply do not match the information on the corresponding pages.

H1 duplicates: 11 pages

- Duplicate h1 headings don’t come with penalties. But identical headings on pages with different content imply that the headings don’t uniquely describe the specific content on each page.

Canonical is missing: 1 page

- Omitting the rel="canonical" tag doesn’t denote a duplicate content issue. Nevertheless, when having many pages with highly similar or duplicated content, omitting this rel=canoncial tag can result in such issues with a high probability. Note that duplicate content issues can be highly detrimental to your site in terms of SEO.

H1 is missing: 3 pages

- Given the importance that search engines place on h1 tags, omitting these is a failure to “tell” the search engine what keywords one wants to highlight in a given article or in other words, what the content of the article is. Besides, h1 headings announce the general topic and help readers better recognize the hierarchy of the content, making articles more readable.

302 redirects: 4 pages

- The typical way to redirect from one URL to another is through the 301 “permanent redirect”. The HTTP status code 301 sent by the web server in the HTTP response header is intended to signal to the client that the requested page has permanently moved to a new location.

Improvements

Twitter card missing: 321 pages

-

Open Graph tags missing:

6 pages

Noindex follow page:

2 pages

Page has nofollow outgoing internal links:

2 pages

H1 too short:

7 pages

High external linking:

10 pages

Text to code ratio < 10%:

321 pages

Description = Title:

4 pages

Description too long:

26 pages

Description too short:

4 pages

H1 = Title:

32 pages

H1 too long:

3 pages

More than one h1 on page:

1 page

Title too short:

25 pages

Title too long:

7 pages

Canonical ≠ URL:

3 pages

Meta nofollow pages:

1 page

Meta noindex pages:

3 pages

Non-indexable pages:

3 pages

Indexable pages:

330 pages 302 redirects: 4 pages

**Response time**

0.59 s

**File size**

216.60 kB

**Words**

1064

**Media files**

58

**Number of links**

395 internal / 10 external

## Meta specifications

**Title**

**Moto Machines: Premium Motorcycle Accessories**

 The length of the page title is perfect. (**446** pixels out of **580** max pixel length)

 There are no duplicate words in the title

**Meta description**

**Moto Machines offers the most instock accessories for over 700 motorcycle models, with exclusive imports from Hepco & Becker, Ermax, Amphibious Dry Equipment, and Pyramid Plastics. We are a family owned business based in Sterling, Virginia, dedicated to providing quality and versatility so you can build the ultimate bike.**

 The meta description is too long: **2017** pixels from max. **1000** pixels.

**Crawlability**

 There are no problems in accessing the website.

**Canonical URL**

**https://www.motomachines.com/**

 There is a valid canonical link specified.

**Language**

**Language detected in text: en**

**Language defined in HTML: en**

**Server location: Italy**

 The following language is defined by HTML: **en**

**Content**

 Only **2** paragraph/s was/were found on this page.

**Texts on your website should neither be too short nor too long**

**Mobile optimization**

 No Apple touch icon is specified.

 This page loads **5** JavaScript files. This may affect the load time negatively.

**Bold and strong tags**

 Empty bold or strong tags were found on this page.

 The following tag is repeated too often: **follow us for the latest moto machines madness!**

**Social Networks**

 There are only a few social sharing widgets on the page. Make your website popular in social networks with social sharing widgets.

**H1 heading**

 There is no H1 heading specified.

**Headings**

 The structure of headings is missing one or more levels. Do not skip heading levels.

## Link structure

**Internal links**

* Some internal links have dynamic parameters. All internal URLs, which are not marked as nofollow, should not contain dynamic parameters.
* Some anchor texts are used more than once.
* **14** links don't have an anchor text.

## Server configuration

**Performance**

* The page response time of **0.59** seconds is longer than the recommended limit of 0.4 seconds. A high response time unnecessarily slows down search engine crawling and results in bad user experience as well.
* This page loads **37** CSS files. This may affect the page load time negatively.
* This page loads **5** JavaScript files. This may affect the load time negatively.