



Site Audit: Issues

www.marketingco.com

Site Audit: Issues

Subdomain: www.marketkingco.com

Last Update: March 8, 2024

Crawled Pages: 6

www.marketkingco.com

80

2 issues with duplicate title tags

20

About this issue: Our crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned.

Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords. For information on how to create effective titles, please see this Google article: <https://support.google.com/webmasters/answer/35624>.

2 pages have duplicate content issues

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About this issue: Webpages are considered duplicates if their content is 85% identical. Having duplicate content may significantly affect your SEO performance. First of all, Google will typically show only one duplicate page, filtering other instances out of its index and search results, and this page may not be the one you want to rank.

In some cases, search engines may consider duplicate pages as an attempt to manipulate search engine rankings and, as a result, your website may be downgraded or even banned from search results. Moreover, duplicate pages may dilute your link profile. How to fix.

Here are a few ways to fix duplicate content issues: 1. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results. 2. Use a 301 redirect from a duplicate page to the original one. 3. Use a rel="next" and a rel="prev" link attribute to fix pagination duplicates.

4. Instruct GoogleBot to handle URL parameters differently using Google Search Console. 5. Provide some unique content on the webpage. For more information, please read these articles: <https://support.google.com/webmasters/answer/66359?hl=en> and <https://support.google.com/webmasters/answer/139066?hl=en>.

2 pages have duplicate meta descriptions

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About this issue: Our crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords.

Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages.

For information on how to create effective meta descriptions, please see this Google article: <https://support.google.com/webmasters/answer/35624>.

1 page doesn't have a title tag

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About this issue: A <title> tag is a key on-page SEO element. It appears in browsers and search results, and helps both search engines and users understand what your page is about. If a page is missing a title, or a <title> tag is empty, Google may consider it low quality.

In case you promote this page in search results, you will miss chances to rank high and gain a higher click-through rate. How to fix: Ensure that every page on your website has a unique and concise title containing your most important keywords. For information on how to create effective titles, please see this Google article:

<https://support.google.com/webmasters/answer/35624>.

No redirect or canonical to HTTPS homepage from HTTP version

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About this issue: If you're running both HTTP and HTTPS versions of your homepage, it is very important to make sure that their coexistence doesn't impede your SEO. Search engines are not able to figure out which page to index and which one to prioritize in search results.

As a result, you may experience a lot of problems, including pages competing with each other, traffic loss and poor placement in search results.

To avoid these issues, you must instruct search engines to only index the HTTPS version.

How to fix: Do either of the following: 1. Redirect your HTTP page to the HTTPS version via a 301 redirect.

2. Mark up your HTTPS version as the preferred one by adding a rel="canonical" to your HTTP pages.

0 pages returned 5XX status code

00

0 pages returned 4XX status code

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

0 internal images are broken

0 0

Robots.txt file has format errors

0 0

0 sitemap.xml files have format errors

0 0

0 incorrect pages found in sitemap.xml

0 0

0 pages have a WWW resolve issue

0 0

This page has no viewport tag

0 0

0 pages have too large HTML size

0 0

0 AMP pages have no canonical tag

0 0

0 issues with hreflang values

0 0

0 hreflang conflicts within page source code

0 0

0 issues with incorrect hreflang links

0 0

0 non-secure pages

0 0

0 issues with expiring or expired certificate

0 0

0 issues with old security protocol

0 0

0 issues with incorrect certificate name

0 0

0 issues with mixed content 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 are missing the viewport width value 0

0 pages have slow load speed 0

31 0

14 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.

14 0

4 issues with uncached JavaScript and CSS files

About this issue: This issue is triggered if browser caching is not specified in the response header. Enabling browser caching for JavaScript and CSS files allows browsers to store and reuse these resources without having to download them again when requesting your page.

That way the browser will download less data, which will decrease your page load time.

And the less time it takes to load your page, the happier your visitors are. For more

information, please see this Google article

<https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>.

How to fix: If JavaScript and CSS files are hosted on your website, enable browser caching for them.

If JavaScript and CSS files are hosted on a website that you don't own, contact the website owner and ask them to enable browser caching for them. If this issue doesn't affect your page load time, simply ignore it.

4 0

3 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.

3 0

3 pages have no hreflang and lang attributes

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About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location.

That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines.

It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the <html> tag, e.g., "<html lang='en'>".

2. Add a hreflang attribute to your page's <head> tag, e.g., <link rel='alternate' href='http://example.com/' hreflang='en'/>.

2 issues with uncompressed JavaScript and CSS files

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About this issue: This issue is triggered if compression is not enabled in the HTTP response. Compressing JavaScript and CSS files significantly reduces their size as well as the overall size of your webpage, thus improving your page load time. Uncompressed JavaScript and CSS files make your page load slower, which negatively affects user experience and may worsen your search engine rankings.

If your webpage uses uncompressed CSS and JS files that are hosted on an external site, you should make sure they do not affect your page's load time. For more information, please see this Google article

<https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: Enable compression for your JavaScript and CSS files on your server.

If your webpage uses uncompressed CSS and JS files that are hosted on an external site, contact the website owner and ask them to enable compression on their server. If this issue doesn't affect your page load time, simply ignore it.

1 page doesn't have an h1 heading

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About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly.

How to fix: Provide a concise, relevant h1 heading for each of your page.

1 page doesn't have a meta description

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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.

1 page has a low word count

About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines.

Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts.

For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

1 0

Sitemap.xml not indicated in robots.txt

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.

1 0

1 uncompressed page

About this issue: This issue is triggered if the Content-Encoding entity is not present in the response header. Page compression is essential to the process of optimizing your website. Using uncompressed pages leads to a slower page load time, resulting in a poor user experience and a lower search engine ranking.

How to fix: Enable compression on your webpages for faster load time.

1 0

0 external links are broken

0 0

0 external images are broken

0 0

0 links on HTTPS pages lead to HTTP page

0 0

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

0 0

0 pages have too much text within the title tags

0 0

0 pages have duplicate H1 and title tags

0 0

0 pages have too many on-page links

0 0

0 URLs with a temporary redirect

0 0

0 images don't have alt attributes	00
0 pages have too many parameters in their URLs	00
0 pages don't have character encoding declared	00
0 pages don't have doctype declared	00
0 pages have incompatible plugin content	00
0 pages contain frames	00
0 pages have underscores in the URL	00
0 outgoing internal links contain nofollow attribute	00
Sitemap.xml not found	00
Homepage does not use HTTPS encryption	00
0 subdomains don't support SNI	00
0 HTTP URLs in sitemap.xml for HTTPS site	00
0 issues with blocked internal resources in robots.txt	00
0 pages have a JavaScript and CSS total size that is too large	00
0 pages use too many JavaScript and CSS files	00
0 link URLs are too long	00

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3 subdomains don't support HSTS

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0 pages have more than one H1 tag

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0 pages are blocked from crawling

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0 page URLs are longer than 200 characters

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0 outgoing external links contain nofollow attributes

00

Robots.txt not found

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0 pages have hreflang language mismatch issues

00

0 orphaned pages in Google Analytics

00

0 orphaned pages in sitemaps

00

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

00

0 issues with blocked external resources in robots.txt

00

0 issues with broken external JavaScript and CSS files

00

0 pages need more than 3 clicks to be reached

00

0 pages have only one incoming internal link

00

0 URLs with a permanent redirect

00

0 resources are formatted as page link 0

0 links on this page have no anchor text 0

0 links have non-descriptive anchor text 0

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