



Site Audit: Issues

www.teqfocus.com

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Subdomain: www.teqfocus.com

Last Update: March 11, 2023

Crawled Pages: 378

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6 +2

4 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.

4 +2

2 pages returned 4XX status code

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt.

2 0

0 pages returned 5XX status code

0 0

0 pages don't have title tags

0 0

0 issues with duplicate title tags

0 0

0 pages have duplicate content issues

0 0

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)	00
0 internal images are broken	00
0 pages have duplicate meta descriptions	00
Robots.txt file has format errors	00
0 sitemap.xml files have format errors	00
0 pages have a WWW resolve issue	00
This page has no viewport tag	00
0 pages have too large HTML size	00
0 AMP pages have no canonical tag	00
0 issues with hreflang values	00
0 hreflang conflicts within page source code	00
0 issues with incorrect hreflang links	00
0 non-secure pages	00

0 issues with expiring or expired certificate	00
0 issues with old security protocol	00
0 issues with incorrect certificate name	00
0 issues with mixed content	00
No redirect or canonical to HTTPS homepage from HTTP version	00
0 redirect chains and loops	00
0 pages with a broken canonical link	00
0 pages have multiple canonical URLs	00
0 pages have a meta refresh tag	00
0 issues with broken internal JavaScript and CSS files	00
0 subdomains don't support secure encryption algorithms	00
0 sitemap.xml files are too large	00
0 links couldn't be crawled (incorrect URL formats)	00
0 structured data items are invalid	00
0 pages are missing the viewport width value	00
0 pages have slow load speed	00

136 -3**80 issues with uncompressed JavaScript and CSS files**80 -6

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.

24 pages have too much text within the title tags24 0

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.

23 pages have duplicate H1 and title tags23 +1

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.

3 pages don't have an h1 heading3 +2

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.

2 pages don't have meta descriptions2 0

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.

2 outgoing internal links contain nofollow attribute

2 0

About this issue: The rel="nofollow" attribute is an element in an <a> tag that tells crawlers not to follow the link (e.g., "Nofollow link example"). "Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website.

Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from <a> tags, if necessary.

1 link on HTTPS pages leads to HTTP page

1 0

1 page has an underscore in the URL

1 0

About this issue: When it comes to URL structure, using underscores as word separators is not recommended because search engines may not interpret them correctly and may consider them to be a part of a word. Using hyphens instead of underscores makes it easier for search engines to understand what your page is about. Although using underscores doesn't have a huge impact on webpage visibility, it decreases your page's chances of appearing in search results, as opposed to when hyphens are used.

For more information, please see this Google article:

<https://support.google.com/webmasters/answer/76329?hl=en>. How to fix: Replace underscores with hyphens. However, if your page ranks well, we do not recommend that you do this.

0 external links are broken

0 0

0 external images are broken

0 0

0 pages don't have enough text within the 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

0 0

0 pages have low text-HTML ratio

0 0

0 pages have too many parameters in their URLs

0 0

0 pages have no hreflang and lang attributes

0 0

0 pages don't have character encoding declared	00
0 pages don't have doctype declared	00
0 pages have a low word count	00
0 pages have incompatible plugin content	00
0 pages contain frames	00
Sitemap.xml not indicated in robots.txt	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 uncompressed pages	00
0 issues with blocked internal resources in robots.txt	00
0 issues with uncached JavaScript and CSS files	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 issues with unminified JavaScript and CSS files	00

0 link URLs are too long

0

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763 -27

196 pages are blocked from crawling

196 0

194 URLs with a permanent redirect

194 -22

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.

138 outgoing external links contain nofollow attributes

138 0

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.

138 issues with blocked external resources in robots.txt

138 -1

About this issue: Blocked external resources are resources (e.g., CSS, JavaScript, image files, etc.) that are hosted on an external website and blocked from crawling by a "Disallow" directive in an external robots.txt file. Disallowing these files may prevent search engines from accessing them and, as a result, properly rendering and indexing your webpages. This, in return, may lead to lower rankings.

For more information, please see this article

<https://support.google.com/webmasters/answer/6153277?hl=en>. How to fix: If blocked resources that are hosted on an external website have a strong impact on your website, contact the website owner and ask them to edit their robots.txt file. If blocked resources are not necessary for your site, simply ignore them.

39 pages need more than 3 clicks to be reached

39 -3

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.

31 links on this page have no anchor text

310

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

10 resources are formatted as page link

100

About this issue: We detected that some links to resources are formatted with `<a href>` HTML element. An `<a>` tag with a href attribute is used to link to other webpages and must only contain a page URL. Search engines will crawl your site from page to page by following these HTML page links.

When following a page link that contains a resource, for example, an image, the returned page will not contain anything except an image. This may confuse search engines and will indicate that your site has poor architecture. How to fix: Review your links.

Replace `<a href>` links with tags necessary for specific resources. For example, if you'd like to add an image, use an `` tag with an alt attribute describing the contents of your image.

7 pages have only one incoming internal link

70

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.

5 pages take more than 1 second to become interactive

50

About this issue: We all know that slow page-load speed negatively affects user experience. However, if a user can start interacting with your webpage within 1 second, they are much less likely to click away from this page. That's why it is important to keep a close eye on the time it takes your most important webpages to become usable, known as the Average Document Interactive Time.

For more information, please see Why Performance Matters:

<https://developers.google.com/web/fundamentals/performance/why-performance-matters/>. To evaluate your site performance, use the Site Performance report. How to fix: Make sure that users can start interacting with your most important pages as quickly as possible.

2 subdomains don't support HSTS

20

2 links on this page have non-descriptive anchor text

20

About this issue: This issue is triggered if a non-descriptive anchor text is used for a link (either internal or external). An anchor is considered to be non-descriptive if it doesn't give any idea of what the linked-to page is about, for example, "click here", "right here", etc. This type of anchor provides little value to users and search engines as it doesn't provide any information about the target page.

Also, such anchors will offer little in terms of the target page's ability to be indexed by search engines, and as a result, rank for relevant search requests. For more information on the criteria used to trigger this check, refer to kb article title. How to fix: To let users and search engines understand the meaning of the linked-to page, use a succinct anchor text that describes the page's content.

For best practices on how to optimize your anchor text, refer to the "Write good link text" section in Google's Search Engine Optimization (SEO) Starter Guide

[https://support.google.com/webmasters/answer/7451184?](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0)

[hl=en&ref_topic=9460495&authuser=0](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0).

1 page has more than one H1 tag

1-1

0 page URLs are longer than 200 characters

00

Robots.txt not found

00

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 broken external JavaScript and CSS files

00

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

00