Site Audit: Issues

chicagomakersstudio.com

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Subdomain: chicagomakersstudio.com
Last Update: April 19, 2024
Crawled Pages: 174

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218 0

160 internal links are broken

160 0

About this issue: Broken internal links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource.

If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

24 pages have duplicate meta descriptions

24 0

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.

14 issues with duplicate title tags

14 0

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.

12 pages returned 4XX status code

12 0

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.

8 pages have duplicate content issues

8 0

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.

0 pages returned 5XX status code

0 0

0 pages don't have title tags

0 0

0 pages couldn't be crawled

0 0

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

0 0

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
No redirect or canonical to HTTPS homepage from HTTP version	**0**	0

0 redirect chains and loops

0 0

0 pages with a broken canonical link

0 0

0 pages have multiple canonical URLs

0 0

0 pages have a meta refresh tag

0 0

0 issues with broken internal JavaScript and CSS files

0 0

0 subdomains don't support secure encryption algorithms

0 0

0 sitemap.xml files are too large

0 0

0 links couldn't be crawled (incorrect URL formats)

0 0

0 structured data items are invalid

0 0

0 pages are missing the viewport width value

0 0

0 pages have slow load speed

0 0

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456 0

148 0

148 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.

148 0

148 issues with blocked internal resources in robots.txt

About this issue: Blocked resources are resources (e.g., CSS, JavaScript, image files, etc.) that are blocked from crawling by a "Disallow" directive in your robots.txt file. By disallowing these files, you're preventing 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. How to fix: To unblock a resource, simply update your robots.txt file.

104 0

104 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.

32 0

32 pages have too much text within the title tags

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.

18 pages don't have meta descriptions

18 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.

3 pages don't have an h1 heading

3 0

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.

3 pages have too many parameters in their URLs

3 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 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

0 0

0 pages have no hreflang and lang attributes

0 0

0 pages don't have character encoding declared	**0** 0
0 pages don't have doctype declared	**0** 0
0 pages have a low word count	**0** 0
0 pages have incompatible plugin content	**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 indicated in robots.txt	**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 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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593 0

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296 links have non-descriptive anchor text

296 0

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?hl=en&ref_topic=9460495&authuser=0.

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148 outgoing external links contain nofollow attributes

148 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.

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109 pages have more than one H1 tag

109 0

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12 pages need more than 3 clicks to be reached

12 0

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.

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11 pages have only one incoming internal link

11 0

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.

7 links on this page have no anchor text

7 0

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.

6 pages are blocked from crawling

6 0

3 orphaned pages in sitemaps

3 0

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.

1 URL with a permanent redirect

1 0

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.

0 page URLs are longer than 200 characters

0 0

Robots.txt not found

0 0

0 pages have hreflang language mismatch issues

0 0

0 subdomains don't support HSTS

0 0

0 orphaned pages in Google Analytics

0 0

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

0 0

0 issues with blocked external resources in robots.txt

0 0

0 issues with broken external JavaScript and CSS files

0 0

0 resources are formatted as page link

0 0

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

0 0