

# Analysis of carandclassic.com

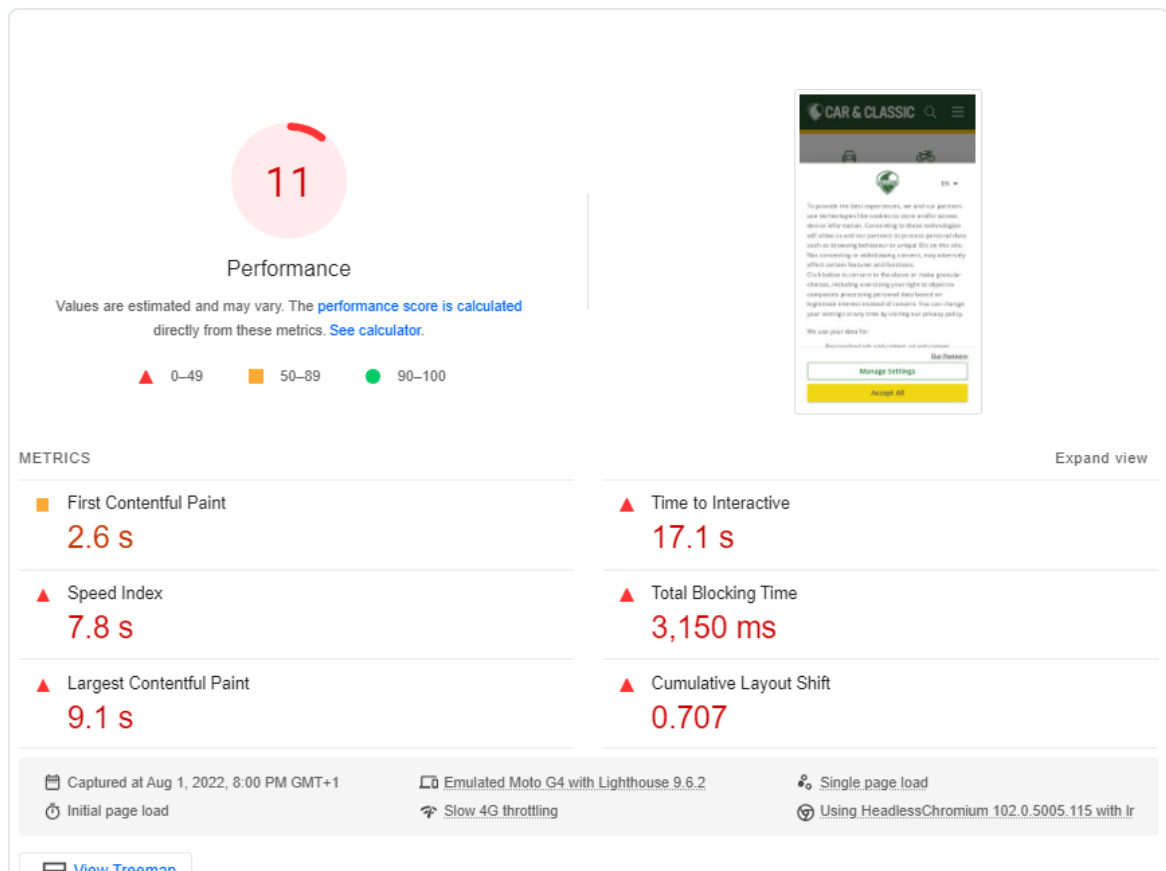
Deep Audit by SEO Expert Oleksii Shereta

1/08/2022

I analyzed more than 81616 URLs on the website “www.carandclassic.com”, and after my analysis, I provide the following information:

- Missing Hreflang attribute — 17835 errors (99.98% pages affected) • critical level
- SEO-related tag (Title, Meta, H1, etc.) is updated by JS — 2220 errors • critical level
- Violation of image optimization recommendations — 1083 errors • critical level
- The “ALT” attribute is missing — 16911 errors • critical level
- Meta is below the required minimum length — 842 errors • critical level
- Meta is missing — 60 errors • critical level
- The “Title” is below the required minimum length — 1935 errors • critical level
- Client Error (4xx) — 784 errors • critical level
- Bad Content Type of file — 124 errors • critical level
- Security concerns — 125 errors • critical level
- URLs not in Sitemap — 11829 errors (58.78% pages affected) • critical level
- Validation errors in Structured Data — 2748 errors • critical level
- Validation Warnings in Structured Data, related to data fields — 2756 errors • critical level
- URL Formatting issues — 8213 errors • critical level

Except for these technical problems, I also identified issues related to the performance of the website:



After an analysis of the website's performance, I found that the website is severely slowed down by 3rd-party JS scripts, poorly-optimized images, unused JS/CSS, and off-screen images — fixing these issues will have a very significant influence on the website's performance, and about 2-3 times speedup can be achieved.

## ▲ Reduce unused JavaScript

2.26 s ^

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. [Learn more](#). [LCP](#)

☒ Show 3rd-party resources (8)

URL	Transfer Size	Potential Savings
/latest/vendor.js (cmp-consent-tool.privacymanager.io)	165.5 KiB	79.6 KiB
...config/163...?v=2.9.69&r=stable (connect.facebook.net)	85.1 KiB	67.6 KiB
/modules.5c91593...js (script.hotjar.com)	63.9 KiB	42.3 KiB
/gtag/js?id=G-W958ERVRNW&l=dataLayer&cx=c (www.googletagmanager.com)	71.4 KiB	29.6 KiB
/gtm.js?id=GTM-MQSH2CP (www.googletagmanager.com)	75.7 KiB	29.2 KiB
/optimize.js?id=OPT-TXQPKHD (www.googleoptimize.com)	41.0 KiB	26.5 KiB
...v0.179.2/bundle.js (assets.ubembed.com)	47.7 KiB	26.4 KiB
.../node_modules/@unbounce/ub-emb-core/lib/utls/upgradeActivationRule.js	4.9 KiB	4.7 KiB
(unmapped)	5.5 KiB	3.5 KiB
.../node_modules/raven-js/src/raven.js	4.4 KiB	3.3 KiB
.../node_modules/rxjs/_esm5/internal/observable/dom/AjaxObservable.js	1.4 KiB	1.3 KiB
.../node_modules/raven-js/vendor/TraceKit/tracekit.js	1.0 KiB	0.8 KiB
/datadog-rum-v4.js (www.datadoghq-browser-agent.com)	38.5 KiB	24.4 KiB
...js/app.js?id=6b809d9... (www.carandclassic.com)	58.6 KiB	23.8 KiB

## ■ Reduce unused CSS

0.71 s ^




Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. [Learn more](#). [FCP](#) [LCP](#)

URL	Transfer Size	Potential Savings
...css/fontawesome.css?id=827f170... (www.carandclassic.com)	18.4 KiB	18.2 KiB
...css/app.css?id=e11773c... (www.carandclassic.com)	18.2 KiB	15.7 KiB

## Defer offscreen images

0.63 s

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn more.](#)

	URL	Resource Size	Potential Savings
 <p>Picture of 1991 Lotus Excel "Hethel" Celebration</p> <pre>&lt;img src="https://assets.carandclassic.com/listing-assets/lotus/excel-hethel-celebra..." alt="Picture of 1991 Lotus Excel &amp;quot;Hethel&amp;quot; Celebration" height="144" class="w-full h-48 sm:h-36 object-cover object-center "&gt;</pre>	...stuart-br.../msFTPPoVr...jpg?ar=... (assets.carandclassic.com)	39.1 KiB	39.1 KiB
 <p>Picture of 1970 MGB GT Coupe</p> <pre>&lt;img src="https://assets.carandclassic.com/listing-assets/mg/b-gt/1970-mgb-gt-coupe-..." alt="Picture of 1970 MGB GT Coupe" height="144" class="w-full h-48 sm:h-36 object-cover object-center "&gt;</pre>	...1970-mgb-.../LGypFPBr1....jpg?ar=... (assets.carandclassic.com)	27.8 KiB	27.8 KiB
 <p>Picture of 2002 Jaguar X-Type 3.0</p> <pre>&lt;img src="https://assets.carandclassic.com/listing-assets/jaguar/x-type/2002-jaguar-..." alt="Picture of 2002 Jaguar X-Type 3.0" height="144" class="w-full h-48 sm:h-36 object-cover object-center "&gt;</pre>	...2002-jagu.../igHDv9OTF...jpg?ar=... (assets.carandclassic.com)	22.7 KiB	22.7 KiB

Address	Content Type	Size	IMG Status	Indexability	Indexability Status
1 https://uploads.carandclassic.co.uk/tlx/DNEpUHQHTRB9DmH0268apR794C1925.jpg	image/jpeg	6.4 MB	1	Indescribable	
2 https://uploads.carandclassic.co.uk/tlx/IIIAIDPYNQJ3XECBAtqP4K3Q7YRyZa89.jpg	image/jpeg	5.4 MB	1	Indescribable	
3 https://uploads.carandclassic.co.uk/tlx/VIXRXNVS0K2F2001L5SRQIMuU9U477Y9uW66.jpg	image/jpeg	4.4 MB	1	Indescribable	
4 https://uploads.carandclassic.co.uk/tlx/gNvXURtJAAR9spP0REdb1eXU134uA0Y7CAI.jpg	image/jpeg	4.3 MB	1	Indescribable	
5 https://uploads.carandclassic.co.uk/tlx/ff09R9H3u9gl9mH7WdX02Zv4vH7d6mQ2V8.jpg	image/jpeg	4.0 MB	1	Indescribable	
6 https://uploads.carandclassic.co.uk/tlx/ucsfKJW3D9N0M3dm10Q2LUP0W0023MgRM96.jpg	image/jpeg	3.6 MB	1	Indescribable	
7 https://uploads.carandclassic.co.uk/tlx/Idzz1VeB48MCH4Hb7V8L00XmLEBUs0LZT0.jpg?_hct=42471418.dfb9a1c9062c3db...	image/jpeg	3.5 MB	0	Indescribable	
8 https://uploads.carandclassic.co.uk/tlx/Idzz1VeB48MCH4Hb7V8L00XmLEBUs0LZT0.jpg	image/jpeg	3.5 MB	1	Indescribable	
9 https://uploads.carandclassic.co.uk/tlx/WB5FpC38yQ2Zm8.g9WYwQ24v4KZCZTm7y.jpg	image/jpeg	3.4 MB	1	Indescribable	
10 https://uploads.carandclassic.co.uk/tlx/ucsfKJW3D9N0M3dm10Q2LUP0W0023MgRM96.jpg	image/jpeg	2.4 MB	2	Indescribable	
11 https://uploads.carandclassic.com/uploads/new/3696716/1955-all-makes-all-614427e10d173.jpg	image/jpeg	2.3 MB	1	Indescribable	
12 https://assets.carandclassic.com/listing-assets/dm/xs-30/no-reserve-rat-ulon-2004-dm-x-30-g0J087u075NkUvDZ2Zu...	image/jpeg	1.8 MB	1	Indescribable	
13 https://assets.carandclassic.com/listing-assets/dm/xs-30/no-reserve-rat-ulon-2004-dm-x-30-g0J087u075NkUvDZ2Zu...	image/jpeg	1.7 MB	1	Indescribable	
14 https://uploads.carandclassic.com/uploads/cars/incoln/13057700.png	image/png	1.4 MB	2	Indescribable	
15 https://uploads.carandclassic.com/uploads/cars/incoln/13057702.png	image/png	1.3 MB	2	Indescribable	
16 https://assets.carandclassic.com/listing-assets/mercedes/230ce/march-ciesw6s-1992-mercedes-230ce-8qgpx8l0du9cJdpgKQZu...	image/jpeg	1.3 MB	1	Indescribable	
17 https://assets.carandclassic.com/listing-assets/mercedes/230ce/march-ciesw6s-1992-mercedes-230ce-8qgpx8l0du9cJdpgKQZu...	image/jpeg	1.3 MB	1	Indescribable	
18 https://uploads.carandclassic.com/uploads/new/4409216/1962-47-626699664071.jpg	image/jpeg	1.2 MB	1	Indescribable	
19 https://assets.carandclassic.com/listing-assets/mercedes/230ce/march-ciesw6s-1992-mercedes-230ce-8qgpx8l0du9cJdpgKQZu...	image/jpeg	1.1 MB	1	Indescribable	
20 https://assets.carandclassic.com/listing-assets/mercedes/230ce/march-ciesw6s-1992-mercedes-230ce-8qgpx8l0du9cJdpgKQZu...	image/jpeg	1.1 MB	1	Indescribable	
21 https://uploads.carandclassic.com/uploads/cars/incoln/13057704.png	image/png	1.1 MB	2	Indescribable	
22 https://uploads.carandclassic.com/uploads/new/4363050/1961-airstream-safari-land-yacht-625e71b0699d.jpg	image/jpeg	1.1 MB	1	Indescribable	
23 https://uploads.carandclassic.co.uk/tlx/p0pU0xou7ancwB0bWkZs0YMHgX02Jmnoe.jpg	image/jpeg	1.1 MB	1	Indescribable	
24 https://assets.carandclassic.com/listing-assets/dm/xs-30/no-reserve-rat-ulon-2004-dm-x-30-g0J087u075NkUvDZ2Zu...	image/jpeg	1007.6 KB	1	Indescribable	
25 https://uploads.carandclassic.com/uploads/cars/incoln/13057706.png	image/png	988.9 KB	3	Indescribable	
26 https://assets.carandclassic.com/listing-assets/harley-davidson/death-row-harley-davidson-1340-evo-mariboro-man-replica-1978-deat...	image/jpeg	958.2 KB	1	Indescribable	
27 https://uploads.carandclassic.com/uploads/cars/incoln/13057696.png	image/png	916.6 KB	3	Indescribable	
28 https://assets.carandclassic.com/listing-assets/dm/xs-30/no-reserve-rat-ulon-2004-dm-x-30-g0J087u075NkUvDZ2Zu...	image/jpeg	857.4 KB	1	Indescribable	

Export

Search

Zoom: 10%

From https://www.carandclassic.com/auctions/1969-jaguar-e-type-roadster-series-2-8d-g2dPm To https://uploads.carandclassic.co.uk/tlx/DNEpUHQHTRB9DmH0268apR794C1925.jpg

Selected Cells: 0 Total: 1

Structured Data Details

PageSpeed Details

Spelling & Grammar Details

URL Details

Insights

Image Details

Resources

SEOP Support

Rendered Page

View Source

HTTP Headers

Cookies

Duplicate Details

Spot Mode: Played Average: 5.83 URL/s. Current: 2.70 URL/s

Images
















Over 100 KB

Missing Alt Text

Missing Alt Attribute

Alt Text Over 100 Characters

Completed 78,459 of 135,122 (56.39%) 40,664 Remaining

Name	Status	Domain	Size	Time
 gdpr.bundle.js	200	gdpr.privacymanager.io	41.1 kB	2.45 s
 app.js?id=6b809d906e87ab6...	200	www.carandclassic.com	59.6 kB	4.34 s
 v652eace1692a40cfa3763df6...	200	static.cloudflareinsights...	5.2 kB	977 ms
 gdpr-liveramp.js	200	gdpr-wrapper.privacym...	122 kB	5.11 s
 bat.js	200	bat.bing.com	11.5 kB	1.34 s
 fbevents.js	200	connect.facebook.net	26.5 kB	2.23 s
 5d2aac6388bc408a993ea50b...	200	5d2aac6388bc408a993...	1.3 kB	655 ms
 datadog-rum-v4.js	200	www.datadoghq-brows...	37.8 kB	2.79 s
 modules.5c91593e915a450b0...	200	script.hotjar.com	65.3 kB	3.37 s
 149010706.js	204	bat.bing.com	120 B	661 ms
 163351905982549?v=2.9.69&...	200	connect.facebook.net	86.0 kB	2.89 s
 bundle.js	200	assets.ubembed.com	48.8 kB	865 ms
 datadog-logs-v4.js	200	www.datadoghq-brows...	13.0 kB	711 ms
 main.bundle-384ff03.z.js	200	builder-assets.unbounc...	33.9 kB	777 ms
 658b3585b9?a=324611609&...	200	bam.nr-data.net	711 B	569 ms

▲ Minimize main-thread work — 9.2 s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more](#)

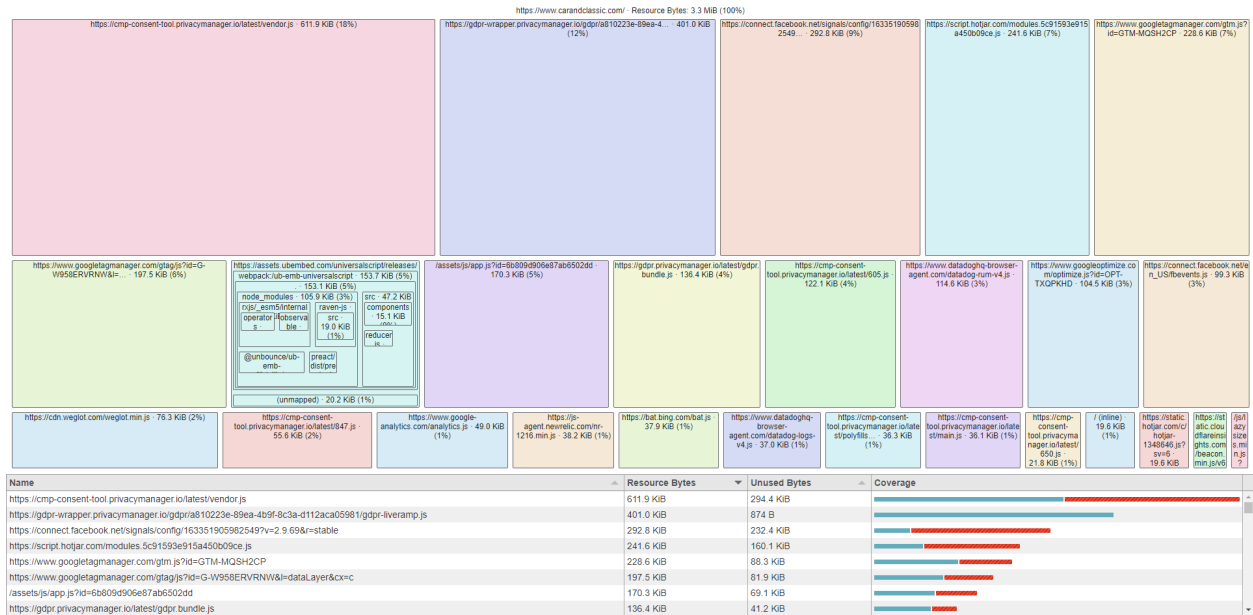
TBT

Category	Time Spent
Script Evaluation	5,279 ms
Style & Layout	1,759 ms
Other	969 ms
Rendering	376 ms
Parse HTML & CSS	313 ms
Garbage Collection	253 ms
Script Parsing & Compilation	201 ms

The website loads a lot of 3rd-party JS scripts, and some of them share very similar functionality. I do not know why they are being loaded, and in general, why they are needed, but what I know, is that they negatively influence the website's performance. If it's possible, I would recommend compressing, minifying, deferring, or even eliminating scripts.

Even further, almost 50% of the code from the scripts that are loaded is not used, which means that the website's JS network payload can become approximately two times smaller. I would recommend removing non-critical code — it will significantly speed up the website.

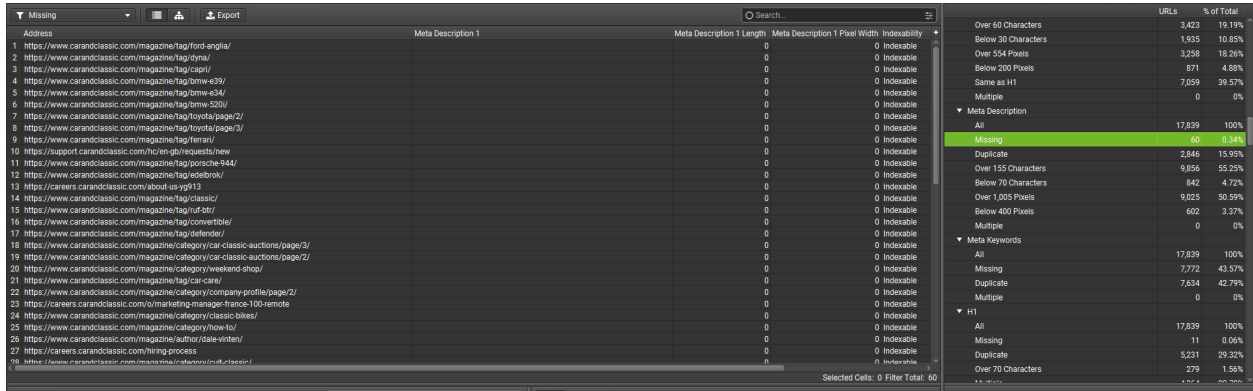
https://www.carandclassic.com/



There are a lot of images on the carandclassic.com website — most of them are already well compressed, and that’s great. Sadly, there are still more than 1000 images that are very “heavy”, and they have a very big influence on the website’s performance and network payload. In general, I advise recompressing all large pictures and even further, converting all images to WEBP or AVIF formats, and then, serving 3 different types of images using the “Picture” tag. This way, the user’s browser will select the best image, supported by the user’s device, and as a result, the website’s speed will be improved significantly. Except for optimizing the images, most of them can also be deferred — all off-screen images can be “lazy-loaded”, which means that they only will be loaded once the user scrolls near to them.

Now, going back to the technical issues, I highlighted some of the most important concerns, which I would recommend fixing in the first instance:

## Meta and Title



1055	https://www.carandclassic.com/car/C1376194	1 1958 Wolseley 1500 SOLD	
1056	https://www.carandclassic.com/car/C1476950	1 1963 Bond Mini For Sale	
1057	https://www.carandclassic.com/car/C1317473	1 1965 DB 5 Coup For Sale	
1058	https://www.carandclassic.com/car/C1391484	1 1965 Nice 1200 For Sale	
1059	https://www.carandclassic.com/car/C1483177	1 1967 Traveller For Sale	
1060	https://www.carandclassic.com/car/C1413796	1 1970 NSU RO 80 For Sale	
1061	https://www.carandclassic.com/car/C1234760	1 1972 VW Camper For Hire	
1062	https://www.carandclassic.com/car/C1437135	1 1974 Iso Fidra For Sale	
1063	https://www.carandclassic.com/car/C1417865	1 1975 MG Midget For Sale	
1064	https://www.carandclassic.com/car/C1482468	1 1978 SUZUKI X7 For Sale	
1065	https://www.carandclassic.com/car/C1481533	1 1988 AMC Eagle For Sale	
1066	https://www.carandclassic.com/car/C1200807	1 1990 Barn find For Sale	
1067	https://www.carandclassic.com/car/C1480832	1 1994 GCS HAWKE For Sale	
1068	https://www.carandclassic.com/car/C1450093	1 1997 Volvo S70 For Sale	
1069	https://www.carandclassic.com/car/C1460372	1 2002 Kamaz 6x6 For Sale	
1070	https://www.carandclassic.com/car/C1415326	1 2004 Jeep CJ-5 For Sale	
1071	https://www.carandclassic.com/car/C1460087	1 2004 MG TF 135 For Sale	
1072	https://www.carandclassic.com/car/C1474290	1 2013 Fiat 500s For Sale	
1073	https://www.carandclassic.com/car/C1185913	1 2016 BMW M2 manual SOLD	
1074	https://www.carandclassic.com/car/C1448248	1 2020 Sport Red For Sale	
1075	https://www.carandclassic.com/car/C1401296	1 2021 Maserati MC20 SOLD	
1076	https://www.carandclassic.com/user/cts4042	1 Adrenaline Motor Cycles	
1077	https://www.carandclassic.com/user/cts2974	1 AJF Motor Engineers Ltd	
1078	https://www.carandclassic.com/user/cts2229	1 Andy Tiernan (Est 1972)	
1079	https://www.carandclassic.com/clubs/austin-maxi-owners-club	1 Austin Maxi Owners Club	
1080	https://www.carandclassic.com/user/cts3518	1 Autofocus AG, Goodtimer	
1081	https://www.carandclassic.com/user/cts4952	1 Barry Hopkinson Limited	

Address	Meta Description 1	Meta Description 1 Length	Meta Description 1 Pixel Width	Indexability
1 https://www.carandclassic.com/user/cts1350	View all Car & Classic vehicle listings by Outwood	50	310	Indexable
2 https://www.carandclassic.com/user/cts1356	View all Car & Classic vehicle listings by Valley Cars and Classics	67	410	Indexable
3 https://www.carandclassic.com/user/cts1357	View all Car & Classic vehicle listings by Emblem Sports Cars Ltd	65	407	Indexable
4 https://www.carandclassic.com/user/cts1358	View all Car & Classic vehicle listings by Retro Classic Car	60	365	Indexable
5 https://www.carandclassic.com/user/cts1362	View all Car & Classic vehicle listings by Spurr Classic Cars	61	372	Indexable
6 https://www.carandclassic.com/user/cts1361	View all Car & Classic vehicle listings by Top Gear Cars	56	349	Indexable
7 https://www.carandclassic.com/user/cts1364	View all Car & Classic vehicle listings by Affordable Classics	62	375	Indexable
8 https://www.carandclassic.com/user/cts1359	View all Car & Classic vehicle listings by Halmark Cars Bedford	64	397	Indexable
9 https://www.carandclassic.com/user/cts1303	View all Car & Classic vehicle listings by Munich Legends	57	358	Indexable
10 https://www.carandclassic.com/dealers/region/lancashire/	Classic Car Traders. List by County, Country, Category or Advert Type	69	446	Indexable
11 https://www.carandclassic.com/user/cts1471	View all Car & Classic vehicle listings by Mecanic Import Ltd	61	373	Indexable
12 https://www.carandclassic.com/user/cts1473	View all Car & Classic vehicle listings by Fine Cars Switzerland	64	391	Indexable
13 https://www.carandclassic.com/user/cts1476	View all Car & Classic vehicle listings by MBM Motoristica s.r.l.	66	398	Indexable
14 https://www.carandclassic.com/user/cts1477	View all Car & Classic vehicle listings by Oldtimer Galerie (Swiss)	67	406	Indexable
15 https://www.carandclassic.com/user/cts1480	View all Car & Classic vehicle listings by SuperStrada Tony Erker	65	408	Indexable
16 https://www.carandclassic.com/user/cts1493	View all Car & Classic vehicle listings by Bobs Affordable Classics	67	411	Indexable
17 https://www.carandclassic.com/user/cts1486	View all Car & Classic vehicle listings by WalkerSport	54	332	Indexable
18 https://www.carandclassic.com/user/cts1406	View all Car & Classic vehicle listings by Cummins Classic Cars (Aus)	69	433	Indexable
19 https://www.carandclassic.com/user/cts1420	View all Car & Classic vehicle listings by ShipMyCar.co.uk Ltd	62	385	Indexable
20 https://www.carandclassic.com/dealers/country/belgium/	Classic Car Traders. List by County, Country, Category or Advert Type	69	446	Indexable
21 https://www.carandclassic.com/user/cts1591	View all Car & Classic vehicle listings by MKG Autos	52	325	Indexable
22 https://www.carandclassic.com/user/cts1570	View all Car & Classic vehicle listings by VIP Classics	55	331	Indexable
23 https://www.carandclassic.com/user/cts1571	View all Car & Classic vehicle listings by Radford Racing Ltd	61	377	Indexable
24 https://www.carandclassic.com/user/cts1572	View all Car & Classic vehicle listings by Sargents of Sussex	61	376	Indexable
25 https://www.carandclassic.com/user/cts1579	View all Car & Classic vehicle listings by Casticum Collector Cars	67	411	Indexable
26 https://www.carandclassic.com/user/cts1574	View all Car & Classic vehicle listings by Blue Butts Chequered Flag	68	425	Indexable
27 https://www.carandclassic.com/user/cts1576	View all Car & Classic vehicle listings by Houtkamp Collection	62	383	Indexable
28 https://www.carandclassic.com/user/cts1575	View all Car & Classic vehicle listings by Houtkamp Classic Cars Ltd	69	476	Indexable

- Meta is below the required minimum length — 842 errors • critical level
- Meta is missing — 60 errors • critical level
- The “Title” is below the required minimum length — 1935 errors • critical level

Both Meta description and Title tags are, probably, one of the most important SEO tags, and right now there are a lot of pages that have short Meta or Title, or don’t have them at all — I recommend adding more information to these fields, for example, the current location of the car, some technical specifications, etc.

## Sitemap

URLs not in Sitemap							URLs		% of Total
Address	Content Type	Status Code	Status	Indexability	Indexable	Indexable			
1 https://www.carandclassic.com/era/10/2368/	text/html, charset=UTF-8	200		Indexable					
2 https://www.carandclassic.com/auctions/no-reserve-1999-jaguar-xj-nq598	text/html, charset=UTF-8	200		Indexable					
3 https://www.carandclassic.com/car/C1450268	text/html, charset=UTF-8	200		Indexable					
4 https://www.carandclassic.com/test/25/left%20hand%20drive/	text/html, charset=UTF-8	200		Indexable					
5 https://www.carandclassic.com/car/C1450271	text/html, charset=UTF-8	200		Indexable					
6 https://www.carandclassic.com/car/C1450272	text/html, charset=UTF-8	200		Indexable					
7 https://www.carandclassic.com/car/C1474238	text/html, charset=UTF-8	200		Indexable					
8 https://www.carandclassic.com/test/44/16550-hgs/	text/html, charset=UTF-8	200		Indexable					
9 https://www.carandclassic.com/car/C1449283	text/html, charset=UTF-8	200		Indexable					
10 https://www.carandclassic.com/cat/17/21/r100/	text/html, charset=UTF-8	200		Indexable					
11 https://www.carandclassic.com/cat/23/9/image+red+label/	text/html, charset=UTF-8	200		Indexable					
12 https://www.carandclassic.com/cat/23/8/1+passion+convertible/	text/html, charset=UTF-8	200		Indexable					
13 https://www.carandclassic.com/car/C1474250	text/html, charset=UTF-8	200		Indexable					
14 https://www.carandclassic.com/car/C1450265	text/html, charset=UTF-8	200		Indexable					
15 https://www.carandclassic.com/car/C1474257	text/html, charset=UTF-8	200		Indexable					
16 https://www.carandclassic.com/test/20/6/	text/html, charset=UTF-8	200		Indexable					
17 https://www.carandclassic.com/car/C1450264	text/html, charset=UTF-8	200		Indexable					
18 https://www.carandclassic.com/car/C1474256	text/html, charset=UTF-8	200		Indexable					
19 https://www.carandclassic.com/car/C1450260	text/html, charset=UTF-8	200		Indexable					
20 https://www.carandclassic.com/new/cr151364	text/html, charset=UTF-8	200		Indexable					
21 https://www.carandclassic.com/car/C1450257	text/html, charset=UTF-8	200		Indexable					
22 https://www.carandclassic.com/car/C1450259	text/html, charset=UTF-8	200		Indexable					
23 https://www.carandclassic.com/car/C1450258	text/html, charset=UTF-8	200		Indexable					
24 https://www.carandclassic.com/new/cr37947	text/html, charset=UTF-8	200		Indexable					
25 https://www.carandclassic.com/car/C1258550	text/html, charset=UTF-8	200		Indexable					
26 https://www.carandclassic.com/car/C1474261	text/html, charset=UTF-8	200		Indexable					
27 https://www.carandclassic.com/car/C1426291	text/html, charset=UTF-8	200		Indexable					
28 https://www.carandclassic.com/test/57562-wu/d/	text/html, charset=UTF-8	200		Indexable					

Sitemaps		URLs	% of Total
Contains Disallowed HTML		0	0%
Other Validation Errors		0	0%
Structured Data			
All		17,839	100%
Contains Structured Data		17,829	99.94%
Missing		10	0.06%
Validation Errors		2,748	15.4%
Parse Errors		0	0%
Microdata URLs		15,931	89.3%
JSON-LD URLs		88	0.49%
RDFa URLs		17,829	99.94%
Sitemaps			
All		20,124	100%
URLs in Sitemap		4,183	20.79%
URLs not in Sitemap		11,829	58.78%
Orphan URLs		0	0%
Non-Indexable URLs in Sitemap		542	2.64%
URLs in Multiple Sitemaps		0	0%
XML Sitemap with over 50k URLs		0	0%
XML Sitemap over 50MB		0	0%
PageSpeed			
All		17,839	100%
Eliminate Render-Blocking Resources		0	0%
Properly Size Images		0	0%

Right now, 11829 pages are not in the Sitemap — I am not sure why they are not included, maybe it was done on purpose. In any case, I don't see any harm in specifying all correct website pages in the Sitemap — it will definitely improve the indexation.

## Hreflang

Hreflang			URLs	% of Total
All			17,839	100%
Contains hreflang			4	0.02%
Non-200 hreflang URLs			0	0%
Unlinked hreflang URLs			0	0%
Missing Return Links			0	0%
Inconsistent Language & Region Return Links			0	0%
Non-Canonical Return Links			0	0%
Noindex Return Links			0	0%
Incorrect Language & Region Codes			0	0%
Multiple Entries			0	0%
Missing Self Reference			0	0%
Not Using Canonical			0	0%
Missing X-Default			4	0.02%
Missing			17,835	99.98%

I can see that the website is translated into three languages: French, Italian, and German. I would recommend adding a parameter to each page, for example “?lang=fr”, and then creating HrefLang for each of these pages. Creating 4 “mirror” pages will allow Google to use localized Title and Meta, and also crawl and index all pages in four languages. Right now, I can't find a page with an ideal text match, simply because Google doesn't know that it is translated into French. In order to test it, I copied a phrase from some of your page, and tried to find it with Google:




2001 Mercedes-Benz S500L (Ex v x +

https://www.carandclassic.com/auctions/2001-mercedes-benz-s500l-ex-david-beckham-car-4003d4

CAR & CLASSIC RECHERCHE ENCHÈRES VOITURES CLASSIQUES VÉLOS CLASSIQUES MAGAZINE VENDRE MON CLASSIQUE SE CONNECTER Français

Toutes les ventes aux enchères A partir de maintenant Résultats Enchères Vendre aux enchères Comment ça marche

## 2001 MERCEDES-BENZ S500L (EX VOITURE DE DAVID BECKHAM)



Enchère actuelle (2 offres)

**£ 10 250**

⌚ 2 DAYS 17H 19M

Ending Thursday 4th Aug 2022 17:05

Connectez-vous pour enchérir

Modalités et conditions

Suivre cette enchère ⓘ

Voir les FAQ sur les ventes aux enchères

Message de l'équipe de vente aux enchères C&C

Spécifications du véhicule

Photos fournies par le vendeur

POINTS FORTS

- Précédemment détenu par David Beckham
- Spécifications très élevées

NO BUYERS FEES

The only 10 online auction with no buyer's fee

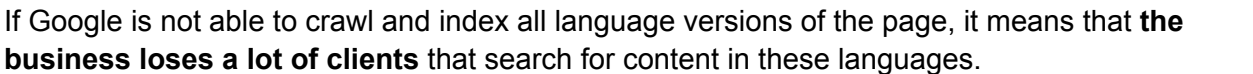
Car & Classic's 10 online auction with no buyer's fee

## L'EXTÉRIEUR

- Peinture noire récemment retouchée
- Jantes en alliage AMG à 5 rayons
- Phares au xénon



Pour un **véhicule aussi grand** (plus de 5 m de long et 1,8 m de large), la S500L est une belle voiture, avec de bonnes proportions et des garnitures et détails attrayants. Il s'agit certainement d'un design beaucoup plus propre et moins fastidieux que la plupart des voitures modernes.

[illegible]

Currently, there are 16911 images with empty ALT — Google values websites that have good Accessibility, therefore having descriptive ALT is very important. If there are a lot of empty ALTs, Google may treat the website as “low-quality”, **which will lead to position reduction in SERP, and loss of clients.**