

# Short Technical Audit

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## Analysis of Technical SEO of [www.nivoda.net](http://www.nivoda.net)

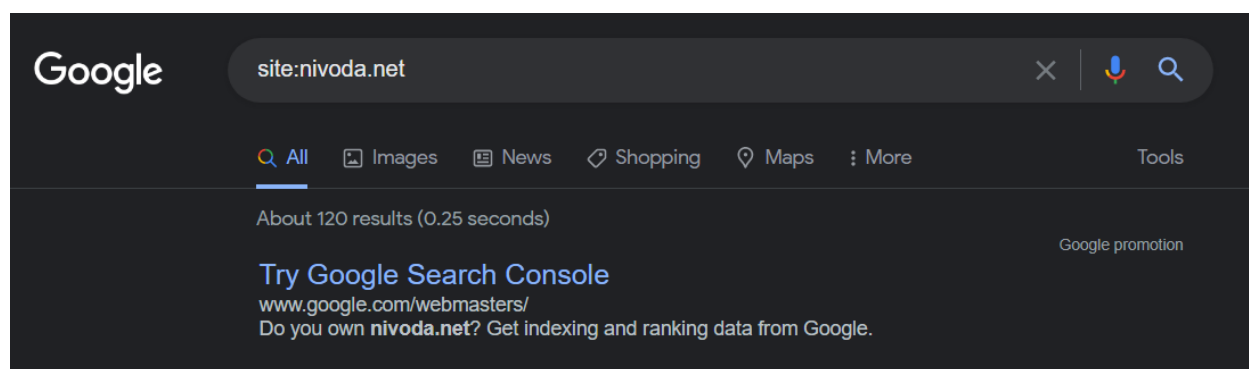
**In general, your website is in good condition** — it has good-looking design, and thankfully, the amount of critical errors on your website is not very high. But still, there are various technical errors on your website, which may significantly worsen your position in results.

After analysing **over 990 URLs** on your website [www.nivoda.net](http://www.nivoda.net), I have found many issues, of varying degrees of severity, which can lead to significant downgrades in search engines, or even to your website being excluded from the search results:

1. Empty ALT text — **1570 errors • very high level**
2. Errors in Title — 41 errors • **high level**
3. Errors in Meta — 86 errors • **high level**
4. H1 Elements issues — 49 errors • **medium level**
5. Incorrect SEO optimisation of the Title — 54 • **very high level**
6. Invalid Content Type — 73 errors • **high level**
7. No response from URLs: dead link — 28 errors • **high level**
8. 53 errors in Sitemap file • **very high level**
9. H2 Elements Issues — 60 errors • **medium level**
10. Incorrect SEO optimisation of the Meta — 42 • **very high level**
11. Violation of image optimisation recommendations — 37 images • **very high level**
12. Invalid URL formatting — 31 errors • **medium level**
13. 6 URLs with 404 errors • **critical level**
14. Not meaningful ALT description — 271 occurrences • **very high level**
15. Orphan URLs — 11 • **high level**

Below, you can find several screenshots I took to show you some of the issues.

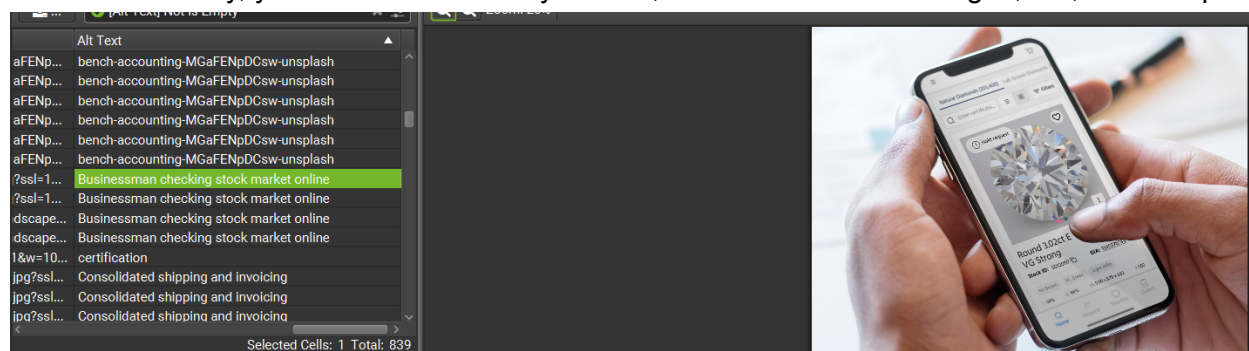
First of all, it looks like your website does not use the Google Search Console, which at least, looks strange. **In general, your website is in good condition, so the absence of Google Search Console is a strange encounter.** I recommend you to claim ownership of your domain, and sign up for the Google Search Console. It will allow you to see a lot of useful information regarding the organic search.



Sadly, your website has multiple issues with non-meaningful ALT attributes. Let me show you an example:



The text “*bench-accounting-MgAfen...*” is a non-meaningful message, because it doesn’t tell you anything about what is happening on this image. People with low-vision will not be able to understand what do you mean by this, and even further, Google punishes websites for such errors. What is worse than having an empty ALT, is having a non-meaningful ALT. **Your website has 271 occurrences like this, and Google may reduce your position because of such errors.** Thankfully, your website has many correct, well-written ALT messages, too, for example:



“*Businessman checking stock market online*” is a very good ALT text — a person with low vision will easily understand what this image is about.

Thank you  
Oleksii Shereta  
SEO Expert

