

Short Technical Audit

Conducted by Oleksii Shereta — SEO Expert

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Analysis of Technical SEO of **arla.com**

After analysing **over 17340 URLs** on your website www.arla.com, 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 — **4824** errors • **very high level**
2. Errors in Title — **1385** errors • **very high level**
3. Errors in Meta — **2022** errors • **very high level**
4. H1 (Level 1 heading) Elements issues — 201 errors • **medium level**
5. No response from URLs: dead link — 44 errors • **high level**
6. **371** errors in Sitemap file • **very high level**
7. Invalid Content Type — 4 errors • **medium level**
8. Violation of image optimisation recommendations — **3205** images • **very high level**
9. Syntax errors in Structured Data — **2073** errors • **critical level**
10. Invalid URL formatting — 1259 errors • **medium level**
11. Validation errors in Structured Data — **1646** errors • **critical level**
12. Warnings in Structured Data fields — 253 warnings • **high level**
13. H2 (Level 2 heading) Elements Issues — 1486 errors • **medium level**
14. **188** URLs with 404 errors • **critical level**
15. 19 URLs with 500 server errors • **critical level**

Unfortunately, this is not the whole list of errors found on your website.

I did not do an audit of the semantic core, starting words, backlinks, and other optimisation processes, as some of the errors listed earlier would simply nullify all the effort – you can spend any amount of budget, but **having such critical and fundamental errors in a website will reduce everything to zero.**

I understand how unpleasant it is to hear, but it sounds like your website **is not being properly maintained** by a SEO specialist or agency. Many of the technical metrics that directly affect SEO optimisation, organic search, and your site's position in the SERPs are in disrepair. Overall, for the end-user, your site is performing properly, but for search engines, your site is

poorly optimised. It's not your developers' fault — they shouldn't be doing SEO, as it's not their responsibility. But, as a SEO specialist, it seems to me that **your site has incorrect SEO optimization, or doesn't have it at all.**

Thank you
Oleksii Shereta
SEO Expert