Short Technical Audit

Conducted by Oleksii Shereta — SEO Expert

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After analysing **over 8000 URLs** on your website www.john-clark.co.uk, 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. Website performance issues **• critical level**:
    1.1.   Time to Interactive – **24.2 seconds**
    1.2.   LCP – **12.7 seconds**
    1.3.   FCP – **6.2 seconds**
    1.4.   INP – **665 milliseconds**
    1.5.   TTFB – **4.6 seconds**
    1.6.   Total Blocking Time – **11650 milliseconds**
    1.7.   Total DOM size – **27700 elements**
    1.8.   Main thread work – **25.7 seconds**
    1.9.   JavaScript (wall clock) execution time – **18.9 seconds**

2. Title duplicates - 847 errors • medium level.
3. Duplicate Meta descriptions - 875 errors • medium level.
4. The absence of 292 links in the Sitemap file • high level.
5. H1 duplicates - 693 errors • medium level.
6. Missing ALT text - 42 errors • high level.
7. Structured Data - 85 validation errors • medium level.
8. Unspecified priority links, declared in Structured Data - 7 errors • medium level.
9. Syntax violations in Structured Data - 18 errors **• critical level.**
10. Recommendations for adding Structured Data fields - 851 recommendations • medium level.
11. One hundred twenty-seven pages with 404 error **• critical level.**

Thank you
Oleksii Shereta
SEO Expert