Website Audit Report

https://nopedals.cz

October 2, 2021

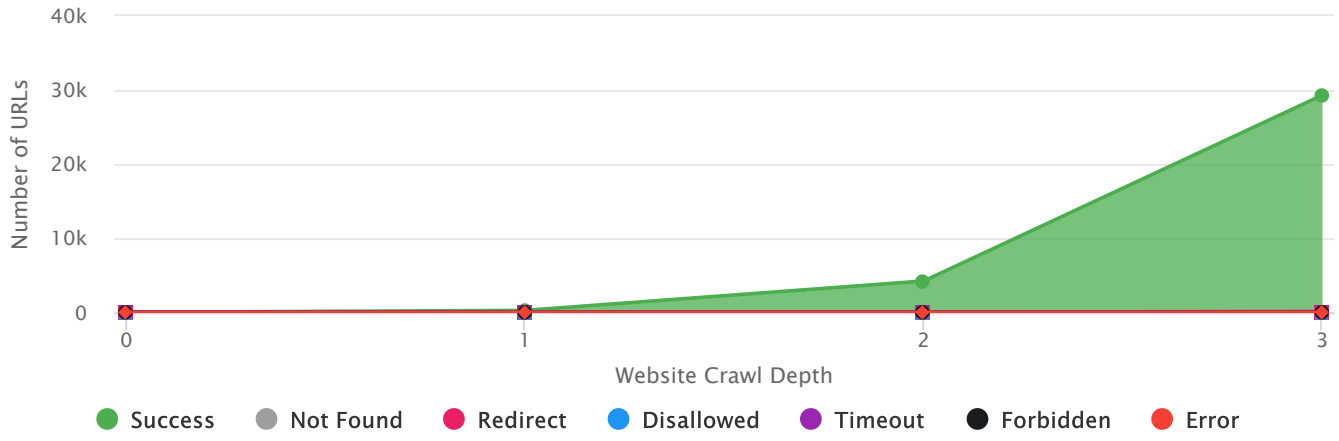
Audit Overview

Audit Score	SEO Score	Security Score
73	76	42

Crawled	Internal	External	Resources	Uncrawled
33,816 ▲ 4	7,947 ▲ 1	0	25,869 ▲ 3	250,741 ▲ 34

Crawled URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

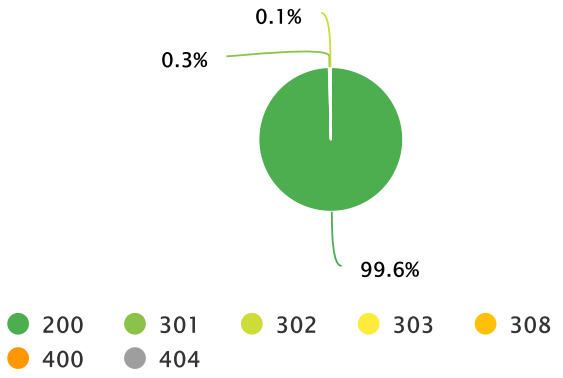


Success	Not Found	Redirected	Disallowed	Timeout	Forbidden	Error
33,664	9	140	0	0	0	3

Status	0	1	2	3
Success	1	259	4,200	29,204
Not Found	0	1	2	6
Redirect	0	2	30	108
Timeout	0	0	0	0
Error	0	1	1	1
Failed	0	0	0	0
Disallowed	0	0	0	0
Forbidden	0	0	0	0

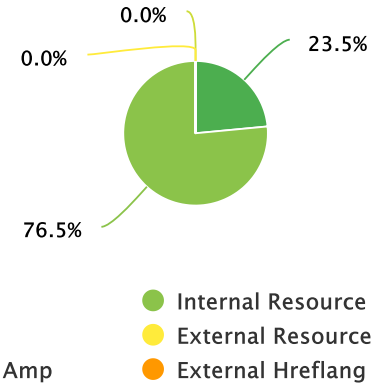
HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.



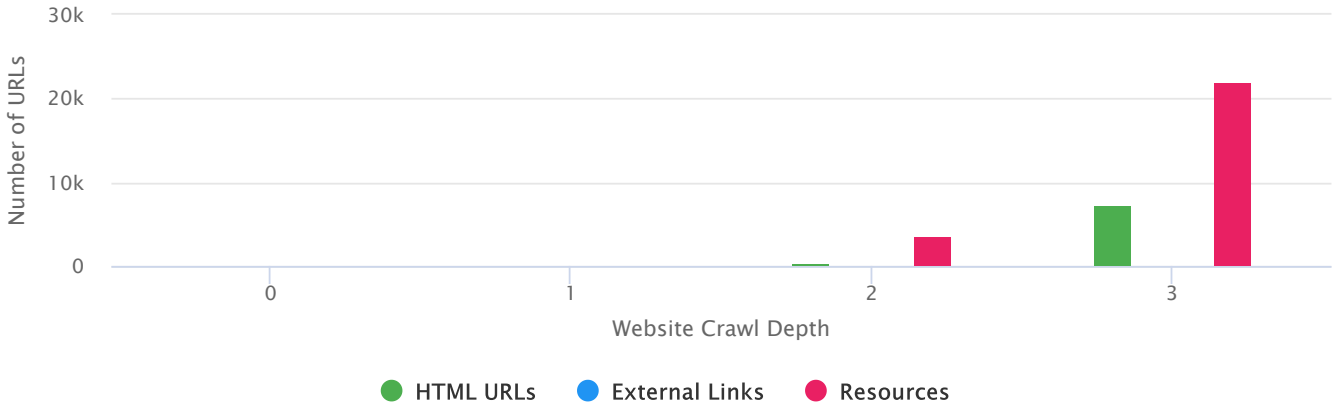
URL Segments

This chart shows the composition of the crawl in terms of different URL Segments found, which will include internal, external and resource URLs.



URL Type by Depth

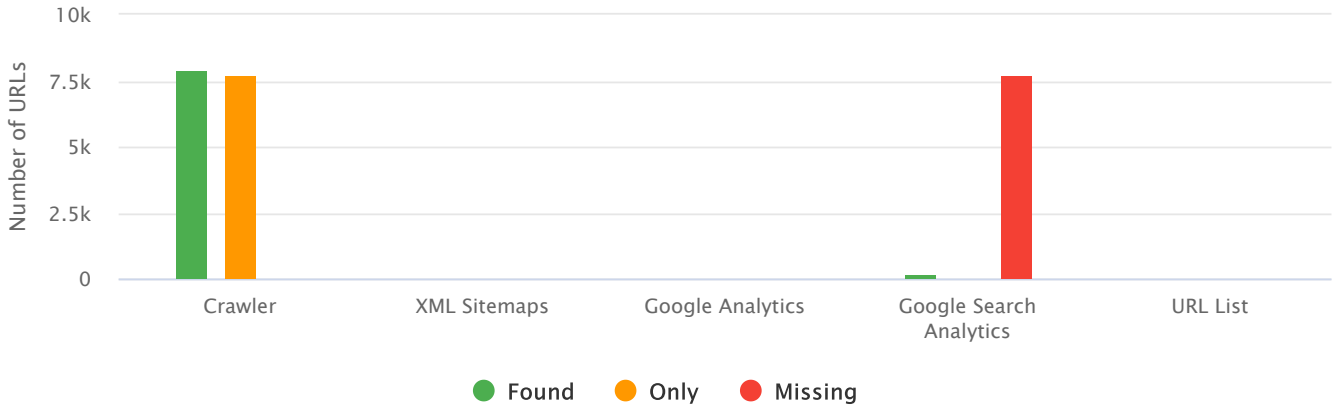
This chart shows the distribution of each different URL Type, at each crawl depth of the website. Hover over any column to see the breakdown of URL Types for the corresponding crawl depth.



Status	0	1	2	3
HTML URLs	1	45	519	7,382
External Links	0	0	0	0
Resources	0	218	3,714	21,937

HTML URL Sources

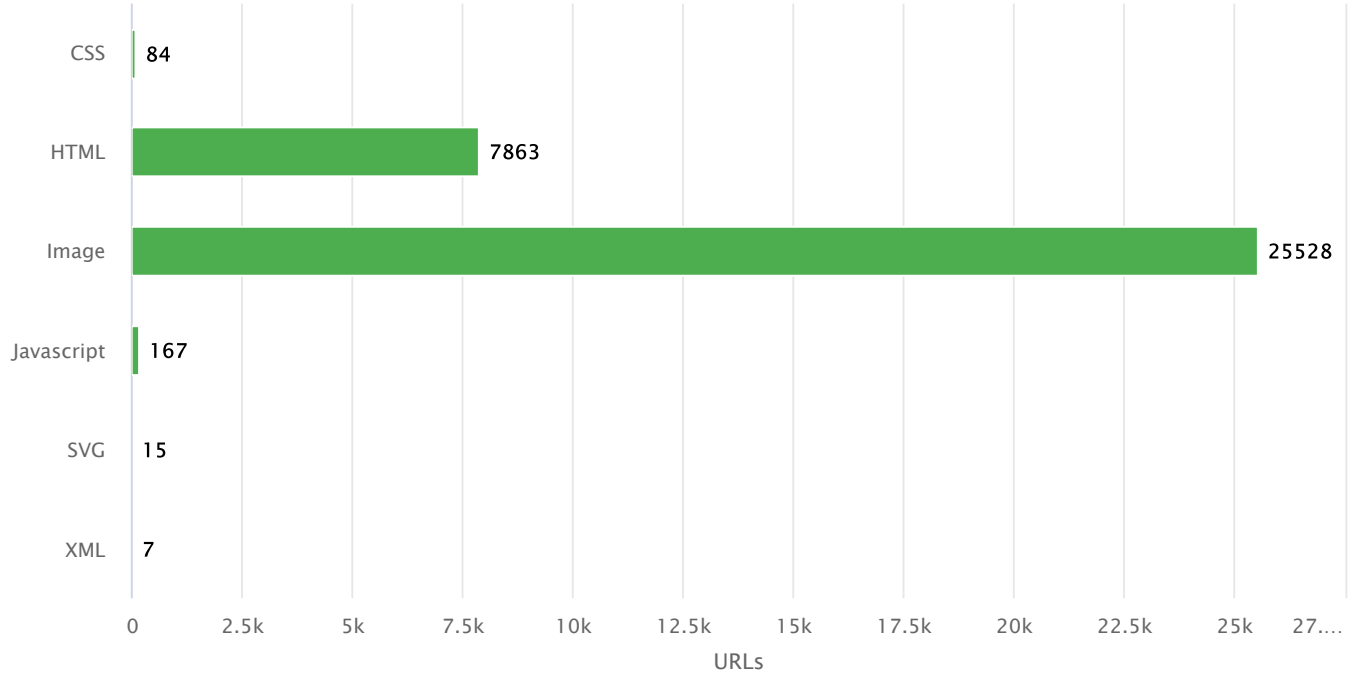
This chart shows the relative contribution of each source to the total crawled URLs.



Status	Crawler	XML Sitemaps	Google Analytics	Google Search Analytics	URL List
Found	7,936	0	0	193	0
Only	7,743	0	0	0	0
Missing	0	0	0	7,743	0

Content Types

This chart shows all successful (Status 200) URLs crawled, broken down by content type.

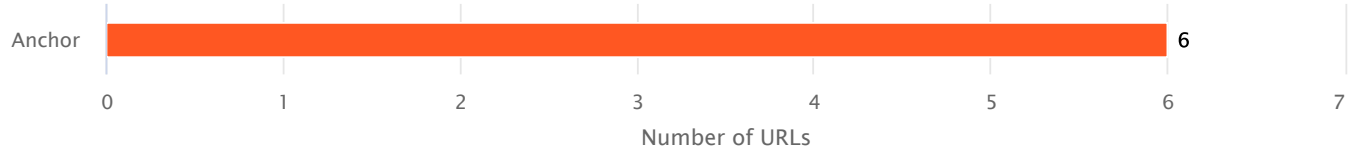


Content Type	URLs
CSS	84
HTML	7,863
Image	25,528
Javascript	167
SVG	15
XML	7

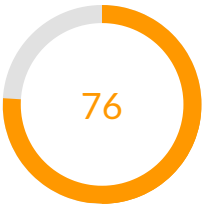
SEO

Broken Internal URLs by Source

This chart shows all broken internal URLs broken down by source, that didn't return a 200 status code.">



URL Source	URLs
Anchor	6



SEO Score

Critical 6 | High 19 | Medium 17 | Low 19 | Insights 9 | No Issue 70

All Hints 70 | Issues 31 | Potential Issues 15 | Opportunities 15

Critical Issue **<head> contains a <noscript> tag, which includes an image**

URLs: 7K ▲ 2 | Percentage: 89.44% | Indexable: 2K ▲ 1 | Not Indexable: 5K ▲ 1

URLs where the <head> contains a <noscript> tag, which includes an image. Including an <img> tag in the <head> is invalid. This can be problematic for search engines crawlers that do not render JavaScript (i.e. most crawlers, most of the time), as the presence of the <img> tag breaks the <head>, which may cause important tags (e.g. meta robots) to be missed.

Critical Issue **Title tag is missing**

URLs: 13 ▲ 5 | Percentage: 0.17% | Indexable: 13 ▲ 5 | Not Indexable: 0

HTML URLs that do not contain the <title> element. The title tag is considered one of the most important on-page SEO factors, so if it is missing this represents an issue that may affect search engine rankings and click-through-rate from the search results.

Critical Issue **HTML is missing or empty**

URLs: 9 ▲ 2 | Percentage: 0.11% | Indexable: 9 ▲ 2 | Not Indexable: 0

URLs do not contain any HTML. If there is no HTML content, then users and search engines alike will not be able to access any visible content.

Critical Issue **<head> contains invalid HTML elements**

URLs: 1 | Percentage: 0.01% | Indexable: 0 | Not Indexable: 1

URLs where the <head> contains invalid DOM elements. Valid elements that can be used inside the <head> element are <title>, <meta>, <base>, <link>, <script>, <noscript>, <style> and <template>. Including invalid elements can lead to the HTML document not being parsed correctly, as the presence of other elements breaks the <head>, which may cause important tags (e.g. meta robots) to be missed.

Critical | Issue | **Title tag is empty**

URLs:	1	Percentage:	0.01%	Indexable:	1	Not Indexable:	0

HTML URLs that contain an empty <title> element. The title tag is considered one of the most important on-page SEO factors, so if it is not present this represents an issue that may affect search engine rankings and click-through-rate from the search results.

High | Potential Issue | **URL contains a form with a GET method**

URLs:	7.3K	▲ 2	Percentage:	92.25%	Indexable:	2.3K	▲ 1	Not Indexable:	5K	▲ 1

URLs that contain a form element with the method set to GET, which creates submission URLs with the form data in the query string. This presents a potential vulnerability for a large number of URLs to be created and/or cached, which could cause issues with crawl efficiency or index bloat

High | Opportunity | **Has only one followed internal linking URL**

URLs:	2.7K	Percentage:	34.24%	Indexable:	223	Not Indexable:	2.5K

URLs that only have a followed incoming link from one other URL on the website. URLs with only a single followed incoming link only inherit a small amount of link equity, which can make ranking very difficult.

High | Issue | **URLs with similar content**

URLs:	339	▼ -1	Percentage:	12.41%

URLs that have substantially similar HTML content to at least one other indexable URL. This could also be referred to as 'near duplicate content', where most of the HTML content on the pages is the same - without all the content being identical. If this sort of duplication occurs, it may be serious issue, as URLs with almost identical content are accessible to search engine crawlers, which could trip quality algorithms like Google's Panda.

High | Issue | **URLs with duplicate page titles**

URLs:	61	Percentage:	2.23%

URLs that have the exact same page title as at least one other indexable URL. If multiple pages have the same title, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization (multiple pages on your own site competing for the same search terms, and hurting each others' rankings).

High | Issue | **Canonicalized URL is noindex, nofollow**

URLs:	98	Percentage:	1.23%

URLs that are canonicalized, and also noindex, nofollow. Canonicals consolidate and combine indexing signals, so if a URL has a noindex on it, this noindex may also get passed through to the canonicalized page.

High | Issue | **URLs with duplicate title and meta descriptions**

URLs:	26	Percentage:	0.95%

URLs that have the exact same page title and meta description as at least one other indexable URL. If multiple pages have the same title, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization. If a page has both a duplicate title AND a duplicate meta description, this may indicate a more systemic issue at play (than simply a copy/paste human error).

High Issue **Canonical points to a noindex URL**

URLs:	18	Percentage:	0.23%

URLs that specify a canonical URL which is noindex. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored.

High Potential Issue **Has no outgoing links**

URLs:	7	▼ -2	Percentage:	0.09%	Indexable:	6	▼ -2	Not Indexable:	1

URLs that don't link to any other URL, internal or external. If you have URLs with no outgoing links, this means that they are unable to pass on link equity to other URLs within the website architecture. As such, they act link a PageRank black hole - they accumulate link equity from incoming links, but don't pass it back out to other URLs on the website.

High Issue **Broken internal URLs**

URLs:	6	▼ -2	Percentage:	0.08%	Indexable:	0	Not Indexable:	1	▼ -1

All internal URLs that weren't successfully audited, and had a crawl status of either Not Found, Error, Forbidden or Timeout. Broken URLs are unwelcome, as they result in a poor user experience, and can also have a negative SEO impact, depending on the type and scale of the issue.

High Issue **Has a link with whitespace in href attribute**

URLs:	5	Percentage:	0.06%	Indexable:	5	Not Indexable:	0

URLs that contain at least one outgoing anchor link which has trailing or leading whitespace character in the href attribute. Whitespace in href attributes may cause a loss or dissipation of link equity, if search engines treat the link targets as distinct URLs.

High Issue **Has outgoing links with malformed href data**

URLs:	2	Percentage:	0.03%	Indexable:	2	Not Indexable:	0

URLs that contain at least one outgoing anchor link which has malformed href data. This means that link equity will not be passed through to the link target, as the link itself is invalid. It may also mean that crawlers are unable to find the destination URL, so crawling, indexing and ranking may all be affected.

High Issue **Multiple title tags**

URLs:	1	Percentage:	0.01%	Indexable:	1	Not Indexable:	0

URLs that contain more than one <title> element. If there are multiple title tags on the page, it may lead to search engines displaying the 'wrong' one, which in turn may lead to lower engagement or CTR from search results, and may also have an SEO impact.

High Issue **Internal redirects from trailing slash mismatch**

URLs:	4

Internal URLs that redirect due to a trailing slash mismatch. This occurs when the server encounters URLs that don't match expectation - so it will redirect to a URL that either adds or removes the trailing slash, depending on the setup. Internal links that cause these redirects cause unnecessary work for search engine crawlers, and the server itself, particularly when they are template based, and therefore widespread.

Medium | Opportunity | **Images with missing alt text**

URLs:	227.7K	▲ 17	Percentage:	45.15%

Images with no alt attribute or missing alt text. Alt text is important for accessibility, to communicate meaning and context about the image to visually impaired users. Search engines also use alt text to understand the meaning and context, so images with no alt text represent poor accessibility, and a missed SEO opportunity.

Medium | Opportunity | **Has an internal link with no anchor text**

URLs:	2.7K	▲ 1	Percentage:	34.1%	Indexable:	2.6K	▲ 1	Not Indexable:	61

URLs that contain at least one outgoing anchor link which has no anchor text. This represents a missed opportunity to provide additional information about the target page to search engines, which could have an impact on this page's ability to rank for relevant search queries.

Medium | Opportunity | **Has an anchored image with no alt text**

URLs:	1.7K	Percentage:	20.84%	Indexable:	1.6K	Not Indexable:	49

URLs that contain anchor links to image URLs with no alt text, or no alt attribute. For linked images, the alt text is considered equivalent to anchor text, and represents an opportunity to communicate meaning and context to search engines.

Medium | Potential Issue | **URL contains upper case characters**

URLs:	613	▲ 1	Percentage:	7.71%	Indexable:	441	▲ 5	Not Indexable:	172	▼ -4

URLs that contain upper case characters in the URL (e.g. http://example.com/**C**ontact**U**s). Ideally URLs should be lower case and not be mixed case, as mixed case URLs can lead to duplicate content, a loss of link equity to the correct version and wasted crawl budget.

Medium | Issue | **URL receives both follow & nofollow internal links**

URLs:	595	Percentage:	7.5%	Indexable:	591	Not Indexable:	4

URLs that have a mixture of followed and nofollowed incoming links. If a given URL receives nofollowed links, this is usually a deliberate act, either because the website owner does not want to pass link equity to the linked URL, or they do not want search engines to crawl it. However, if even one other URL links to this page using followed links, this can negate the affect that the website owner was trying to achieve with the nofollow.

Medium | Opportunity | **<h1> tag is missing**

URLs:	387	▲ 6	Percentage:	4.92%	Indexable:	366	▲ 6	Not Indexable:	21

HTML URLs that do not contain a header 1. The header 1 (h1) tag is considered important to help both users and search engines to quickly understand what content they can expect to find on the page. If the <h1> is not present, this represents a missed optimization opportunity.

Medium | Potential Issue | **Only receives nofollow links or links from canonicalized URLs**

URLs:	170	Percentage:	2.14%	Indexable:	0	Not Indexable:	170

URLs found by the crawler that only receive incoming nofollow links, or incoming links from canonicalized URLs. In other words, the URL only receives links from URLs that do not pass Link Equity - which means that the URL has no power to rank in search results.

Medium | Issue | **URLs with duplicate h1s**

URLs:	33	▲ 2	Percentage:	1.21%

URLs that have the exact same header 1 (h1) tag as at least one other indexable URL. If multiple pages have the same h1, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization (multiple pages on your own site competing for the same search terms, and hurting each others' rankings).

Medium | Issue | **Internal redirected URLs**

URLs:	71	Percentage:	0.89%

Internal URLs that redirect (3XX) to another URL. Redirects add an extra 'hop' to the request, which means it takes longer for the content to become available, which is a bad user signal, and means that search engine crawlers have to do additional 'work' to find the content.

Medium | Issue | **URL contains whitespace**

URLs:	22	Percentage:	0.28%	Indexable:	14	Not Indexable:	8

URLs that contain one or more whitespace characters in the path (e.g. http://example.com/page 1). URLs with whitespace characters are not recommended as they could cause issues when site visitors share or link to the URL, potentially leading to broken links and a loss of potential link equity.

Medium | Issue | **Redirected page resource URLs**

URLs:	69	▼ -1	Percentage:	0.27%

Page resource URLs, such as JavaScript and CSS files, that redirect to another URL - which may affect load time and cause page content to render incorrectly.

Medium | Opportunity | **Has one or more outgoing followed links with non descriptive anchor text**

URLs:	13	Percentage:	0.16%	Indexable:	13	Not Indexable:	0

The URL contains outgoing anchor links which do not use descriptive anchor text (they instead have anchor text like 'click here', go', 'here', etc...). Descriptive anchor text can help search engines and users alike to better understand your content.

Medium | Potential Issue | **Canonical points to homepage**

URLs:	8	Percentage:	0.1%

URLs that specify a canonical URL that points to the homepage. This causes an issue when URLs which are not duplicates of the homepage have a canonical which points to the homepage, as this typically indicates a misconfiguration, and could cause indexing issues.

Medium | Opportunity | **<h1> tag is empty**

URLs:	3	Percentage:	0.04%	Indexable:	3	Not Indexable:	0

HTML URLs that have an empty header 1. The header 1 (h1) tag is considered important to help both users and search engines to quickly understand what content they can expect to find on the page. If the <h1> is empty, this represents a missed optimization opportunity.

Medium | Issue | **Pagination URL has no incoming internal links**

URLs:	1	Percentage:	0.01%	Indexable:	1	Not Indexable:	0

URLs that are declared as a pagination URL, via rel=next/prev links on another URL, but which has no incoming anchor links from internal URLs. Typically, this is a result of a misconfiguration in the website platform or CMS, which erroneously adds pagination markup and spawns pages that should not exist.

Low | Potential Issue | **Meta description is missing**

URLs:	4.2K	Percentage:	53%	Indexable:	1.2K	▲ 4	Not Indexable:	2.9K	▼ -4

URLs that do not contain a meta description. The meta description is considered important to help users quickly understand what content they can expect to find on the page, when clicking through from the search engine results page. Well written meta descriptions typically achieve a better click-through-rate. If the meta description is missing, this represents a missed optimization opportunity.

Low | Opportunity | **Title tag length too short**

URLs:	4K	▼ -4	Percentage:	50.97%	Indexable:	956	Not Indexable:	3.1K	▼ -4

URLs that contain a title tag with too few characters. If the title uses too few characters, it may not be sufficient to effectively communicate the desired message.

Low | Opportunity | **<h1> length too short**

URLs:	3K	▲ 2	Percentage:	38.17%	Indexable:	936	▲ 2	Not Indexable:	2.1K

URLs that contain a header 1 with too few words. If the <h1> does not use many words, in may not be well optimized to effectively communicate the desired message. It is considered best practice to try and include the main target keywords for the page in the <h1>, whilst also communicating 'what the page is about.'

Low | Opportunity | **Title tag length too long**

URLs:	1.3K	▲ 1	Percentage:	16.75%	Indexable:	567	▲ 1	Not Indexable:	750

URLs that contain a title tag with too many characters. If the title uses too many characters, it may not be well optimized to effectively communicate the desired message. Depending on the query, search engines may truncate or rewrite titles that are too long.

Low | Opportunity | **Meta description length too short**

URLs:	510	▲ 2	Percentage:	6.49%	Indexable:	257	▲ 1	Not Indexable:	253	▲ 1

URLs that contain a meta description with too few characters. If the meta description is particularly short, this may mean it has been automatically generated or is not well optimized, and may achieve poor click-through-rate as a result.

Low | Potential Issue | **URL contains non-ASCII characters**

URLs:	222	Percentage:	2.79%	Indexable:	208	Not Indexable:	14

URLs that contain characters outside the ASCII set (e.g. http://example.com/pagé). This is dangerous as you cannot be certain how search engines or browsers will handle these characters, which could cause unwelcome results if there are issues with the encoding procedure.

Low | Issue | **Has a link with an empty href attribute**

URLs:	220	Percentage:	2.77%	Indexable:	220	Not Indexable:	0

URLs that contain at least one outgoing anchor link which has an empty href attribute. This may be because a link was intended to be added, but was not. It also may represent a bug in the underlying code, which is adding <a>tags where it should not.

Low | Issue | **URLs with duplicate meta descriptions**

URLs:	75	▲ 2	Percentage:	2.75%

URLs that have the exact same meta description as at least one other indexable URL. If lots of meta descriptions are duplicate, this represents a missed optimization opportunity. It may make it difficult for users to differentiate similar pages in search results, and may result in search engines simply re-writing the descriptions for you (sometimes with disastrous results).

Low | Opportunity | **Meta description length too long**

URLs:	201	▼ -209	Percentage:	2.56%	Indexable:	52	▼ -91	Not Indexable:	149	▼ -118

URLs that contain a meta description with too many characters. If the meta description is very long, this may mean it has been automatically generated or is not well optimized, and may achieve poor click-through-rate as a result. Depending on the query, search engines may truncate or rewrite meta descriptions that are too long.

Low | Opportunity | **<h1> length too long**

URLs:	84	Percentage:	1.07%	Indexable:	17	Not Indexable:	67

URLs that contain a header 1 with too many words. If the <h1> uses too many words, in may not be well optimized to effectively communicate the desired message. It is considered best practice to try and include the main target keywords for the page in the <h1>, whilst also communicating 'what the page is about.'

Low | Potential Issue | **Multiple <h1> tags**

URLs:	65	Percentage:	0.83%	Indexable:	60	Not Indexable:	5

URLs that contain multiple header 1s. Having more than one <h1> tag can be a sign of poor content structure, and could de-emphasize keyword associations with the page.

Low | Potential Issue | **URL contains more than one Google Analytics code**

URLs:	6	Percentage:	0.08%	Indexable:	4	Not Indexable:	2

URLs that contain multiple Google Analytics codes. Whilst valid, and sometimes deliberate, this might imply a configuration error - such as a plugin inserting an additional code.

Low | Potential Issue | **Multiple canonical tags**

URLs:	3	Percentage:	0.04%

URLs that specify a canonical URL more than once, either in the HTML, in the HTTP header, or in both. This Hint is flagged as Advisory as it may not be 'wrong' per se, but could lead to future complications if changes are made to one canonical element but not the other. As such, we recommend that canonicals are only declared once on any given URL, using a single method (HTML or HTTP header).

Low Issue **Multiple meta descriptions**

URLs:	3	Percentage:	0.04%	Indexable:	2	Not Indexable:	1

URLs that contain multiple meta descriptions. If there are multiple meta descriptions on the page, it may lead to search engines displaying the 'wrong' one, which in turn may lead to lower engagement or CTR from search results.

Low Potential Issue **URL contains more than one Google Tag Manager code**

URLs:	2	Percentage:	0.03%	Indexable:	2	Not Indexable:	0

URLs that contain multiple Google Tag Manager codes. Whilst it is valid, Google advise to keep the number of Google Tag Manager containers on the page minimal, for best performance.

Low Potential Issue **Query string contains a question mark**

URLs:	1	Percentage:	0.01%	Indexable:	0	Not Indexable:	1

URLs that contain more than one question mark in the URL path (e.g. http://example.com/page?a=1?&a=1). If you include a second question mark in the query, this would be treated as a literal question mark (i.e. it has no significance beyond that of a regular character). Whilst this is not invalid, it is quite unusual, and may indicate some sort of issue with how URLs are generated, so it could warrant further investigation.

Low Potential Issue **Canonical tag in HTML and HTTP header**

URLs:	1	Percentage:	0.01%

URLs that have a canonical URL defined both in the HTML and in the HTTP header. This Hint is flagged as Advisory as it is not 'wrong' per se, but could lead to future complications if changes are made to one canonical element but not both. As such, we recommend only using one method of declaring canonical URLs.

Low Issue **Base URL malformed or empty**

URLs:	1	Percentage:	0.01%	Indexable:	1	Not Indexable:	0

URLs that specify a base URL which is malformed or empty. The base tag is used to determine the URL base for all relative links used within a page. If the base tag is malformed or empty, this may cause problems for search engines crawling relative links.

Low Potential Issue **Title and meta description are the same**

URLs:	1	Percentage:	0.01%	Indexable:	1	Not Indexable:	0

URLs that have identical text for the title and meta description. The title and meta description serve very different purposes, and if they are identical then this is usually the result of a misconfigured plugin or script.

Insight **URL contains no Google Analytics code**

URLs:	7.5K	▲ 2	Percentage:	95.42%	Indexable:	2.4K	▲ 6	Not Indexable:	5.1K	▼ -4

URLs that do not contain a Google Analytics code. This may simply be because the website does not use Google Analytics, but may also represent instances where the Google Analytics code is accidentally missing.

Note that this Hint is independent of any Google Tag Manager implementation, and simply means that no Google Analytics code was found on the page.

Insight **<head> contains a <noscript> tag**

URLs:	7.1K	▲ 3	Percentage:	90.89%	Indexable:	2.1K	▲ 2	Not Indexable:	5.1K	▲ 1

URLs where the <head> contains a <noscript> tag. You need to be very careful using <noscript> tags in the <head>, as you can very easily break the <head>, which can cause problems for search engines as they may be unable to find important head-only tags, such as hreflang.

Insight **Canonical points to a different internal URL**

URLs:	5K	▼ -3	Percentage:	63.62%

URLs that specify a canonical URL which is not self-referential, and instead points to another internal URL. This Hint is flagged as Advisory as it could be the case that nothing is actually wrong here - canonicals are used as a valid means of avoiding duplicate content issues - so you may simply wish to check that the canonicals are pointing at the 'right' URLs.

Insight **Query string contains search or filter parameters**

URLs:	3.6K	Percentage:	45.48%	Indexable:	24	Not Indexable:	3.6K

URLs that contain a query string with apparent search or filter parameters (e.g. http://example.com/search?w=shoes). Since 'search' URLs present the same content in a different order, they don't offer a way for search engines to discover new content, so you typically don't want them spending time crawling these URLs if there are more important unique URLs that are being neglected from a crawl perspective.

Insight **Query string contains more than three parameters**

URLs:	1.9K	▲ 1	Percentage:	23.98%	Indexable:	19	▲ 1	Not Indexable:	1.9K

URLs that contain a query string with more than 3 parameters (e.g. http://example.com/page?a=1&b=2&c=3&d=4). URLs with more than 3 parameters could be considered highly dynamic, for example, faceted search URLs that include multiple filters and sorts. If these are accessible to search engines, they could lead to issues with crawl budget or duplicate content.

Insight **URL contains no Google Tag Manager code**

URLs:	757	▲ 2	Percentage:	9.63%	Indexable:	604	▲ 5	Not Indexable:	153	▼ -3

URLs that do not contain a Google Tag Manager code. This may simply be because the website does not use Google Tag Manager, but may also represent instances where the Google Tag Manager code is accidentally missing.

Insight **Has noindex and nofollow directives**

URLs:	16	Percentage:	0.2%

Internal URLs with both the noindex and nofollow robots directives. This means that search engines are being instructed not to include the URL in their index, and to not schedule and crawl any of the links found on the pages. This Hint is Advisory since using these type of robots directives is a common way to control what content search engines can crawl and index (e.g. a user login area). However it is worth double checking that there are no URLs using these directives that you actually want to be properly crawled and indexed.

Insight **Query string contains paginated parameters**

URLs:	3	Percentage:	0.04%	Indexable:	0	Not Indexable:	3

URLs that contain a query string with apparent pagination parameters (e.g. http://example.com/search?w=shoes&p=2). URLs with lots of parameters can be considered highly dynamic, for example, faceted search URLs that include multiple filters and sorts. If these also contain pagination parameters, they could lead to issues with crawl budget or duplicate content.

No Issue **Canonical outside of head**

URLs that have a canonical link element in the HTML which has been placed outside the <head>. Search engines will ignore canonical designations that do not appear in the <head>, so this issue could cause indexing problems.

No Issue **Disallowed image**

Image URLs that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Disallowed JavaScript file**

JavaScript files that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Disallowed Style Sheet**

CSS files that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Has link with a URL referencing a local or UNC file path**

URLs that contain at least one outgoing anchor link with a URL referencing a local or UNC file path. These links are normally left in by accident, and will not be publicly accessible, so site visitors and search engines will be unable to follow the link.

No Issue **Has link with a URL referencing LocalHost or 127.0.0.1**

URLs that contain at least one outgoing anchor link with a URL referencing LocalHost or 127.0.0.1. These links are normally the accidental remains of development work, and will not be publicly accessible, so site visitors and search engines will be unable to follow the link.

No Issue **Meta robots found outside of <head>**

URLs that have a meta robots tag in the HTML which has been placed outside the <head>. Meta robots tags are supposed to only be contained in the <head>, but even if they are found in the <body> they will be respected by search engines, despite what you might expect. This may mean you are giving conflicting or inaccurate indexing signals to search engines, without realising it.

No Issue **Canonical is malformed or empty**

URLs that specify a canonical URL which is invalid or undefined. If canonical URLs are undefined (e.g. <link rel="canonical" href="">) or invalid (e.g. <link rel="canonical" href="http//example.com/">) this indicates a configuration issue and should be addressed.

No Issue **Canonical loop**

URLs that specify a canonical URL, where the canonical URL also specifies a canonical, which in turn points back to the original URL. This causes a canonical loop (e.g. URL1 -> URL2 -> URL1) and could cause search engines to completely ignore all canonical instructions.

No Issue **Canonical only found in rendered DOM**

URLs that contain a canonical link element on the rendered version of the page, but do not contain one in the HTML source. Google have stated categorically that the rendered canonical is not taken into account, so relying on it for indexing purposes is not recommended.

No Issue **Canonical points to a disallowed URL**

URLs that specify a canonical URL which is disallowed by robots.txt. Search engines will be unable to crawl the disallowed URL, so the canonical instruction will likely be ignored.

No Issue **Canonical points to a URL that is Error (5XX)**

URLs that specify a canonical URL which returned an Error (5XX) HTTP status. This can indicate to search engines that the canonical information is inaccurate, and as such, the canonical instruction may be ignored. Server errors can be transient, so it is worth double checking the error URLs to verify there is an issue.

No Issue **Canonical points to a URL that is Not Found 404**

URLs that specify a canonical URL which returned a Not Found (4XX) HTTP status. This indicates that the canonical URL has either been removed or misconfigured, and as such, the canonical instruction is likely to be ignored by search engines.

No Issue **Canonical points to another canonicalized URL**

URLs that specify a canonical URL, where the canonical URL also specifies a (different) canonical URL. This causes a canonical chain (e.g. URL1 -> URL2 -> URL3) and could cause search engines to completely ignore all canonical instructions.

No Issue **Canonical points to HTTP version**

HTTPS URLs that specify a canonical URL which is the HTTP version of the same URL (i.e. mismatched protocol). This could lead to search engines indexing the 'wrong' version of the URL, or ignoring the canonical instruction entirely.

No Issue **Canonical points to HTTPS version**

HTTP URLs that specify a canonical URL which is the HTTPS version of the same URL (i.e. mismatched protocol). This could lead to search engines indexing the 'wrong' version of the URL, or ignoring the canonical instruction entirely.

No Issue **Duplicate URLs (technical duplicates)**

URLs that are technically identical to at least one other indexable URL. This could be URLs that are only different based on case, or have the same query string parameters and values (but in a different order). If this sort of duplication occurs, you have a relatively serious issue, whereby identical URLs are being generated and are accessible to search engine crawlers.

No Issue **External URL redirect broken (4XX or 5XX)**

External URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). This is a bad experience for users and search engines alike, as they will be unable to reach the content.

No Issue **Has link to a non-HTTP protocol**

The URL contains outgoing anchor links which use a non-HTTP protocol (e.g. link to ftp://example.com/page). If you have links with a non-HTTP protocol, there is no guarantee how they would be handled by the user's browser. For example, using the FTP protocol in a HTML link will cause the link to be opened by the users' default FTP client.

No Issue **Internal redirects from case normalization**

Internal URLs that redirect due to case normalization. This occurs when the server encounters URLs that don't match expectation - so it will redirect to a URL with characters of the correct case (typically lower case). Internal links that cause these redirects cause unnecessary work for search engine crawlers, and the server itself, particularly when they are template based, and therefore widespread.

No Issue **Internal URL is part of a chained redirect loop**

Internal URLs that are part of a redirect chain which results in a redirect loop (e.g. URL 1 -> URL -> 2 -> URL 3 -> URL 1). This is bad for SEO as search engine crawlers will be unable to access the page content to index it. It is also bad for users, who will be shown an error page (e.g. 'Website redirected you too many times').

No Issue **Internal URL redirect broken (4XX or 5XX)**

URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). This is a bad experience for users and search engines alike, as they will be unable to reach the content.

No Issue **Internal URL redirects back to itself**

Internal URLs that redirect in a loop (e.g. URL 1 -> URL 1). This is bad for SEO as search engine crawlers will be unable to access the page content to index it. It is also bad for users, who will be shown an error page (e.g. 'Website redirected you too many times').

No Issue **Mismatched canonical tag in HTML and HTTP header**

URLs that have a canonical URL defined both in the HTML and in the HTTP header, which are specifying different canonical URLs. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored.

No Issue **Mismatched nofollow directives in HTML and header**

URLs with the robots follow/nofollow directive specified in both the HTML <head> and also in the X-Robots-Tag, where the directives do not match. This means that one location uses 'follow' and the other uses 'nofollow', and net result of this is that search engines will consider the page 'nofollow'. This may cause crawling and indexing issues on important pages.

No Issue **Mismatched noindex directives in HTML and header**

URLs with the robots index/noindex directive specified in both the HTML <head> and also in the X-Robots-Tag, where the directives do not match. This means that one location uses 'index' and the other uses 'noindex', and net result of this is that search engines will consider the page 'noindex', which may cause important pages to end up not indexed.

No Issue **Multiple, mismatched canonical tags**

URLs that specify a canonical URL more than once, either in the HTML, in the HTTP header, or in both, where the canonical URLs do not match. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored. In this circumstance, we recommend selecting the correct canonical URL, and ensuring that canonical URLs are declared only once on any given URL, using a single method (HTML or HTTP header).

No Issue **Page resource URL is part of a chained redirect loop**

Page resource URLs that are part of a redirect chain which results in a redirect loop (e.g. URL 1 -> URL -> 2 -> URL 3 -> URL 1). This means that the resource is inaccessible, which may affect how page content is rendered.

No Issue **Page resource URL redirects back to itself**

Page resource URLs that redirect in a loop (e.g. URL 1 -> URL 1). This means that the resource is inaccessible, which may affect how page content is rendered.

No Issue **Rendered Canonical is different to HTML source**

URLs that contain a canonical link element on the rendered version of the page, which is different to the one in the source HTML. Google have stated categorically that the rendered canonical is not taken into account, so relying on it for indexing purposes is not recommended. At best, this situation leads to ambiguity - at worst, search engines will select the wrong version and you could damage organic search traffic.

No Issue **Resource URL redirect broken (4XX or 5XX)**

Resource URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). The URL in question is a page resource URL (e.g. CSS or JavaScript file), which means it is used for rendering the content on a page. If the resource is no longer accessible, this may affect how it is rendered, which could cause a poor user experience.

No Issue **URL is orphaned and was not found by the crawler**

URLs that are not part of the crawlable website architecture. Orphaned URLs were not found as part of the website crawl, so were instead picked up by a different crawl source (XML Sitemap, URL List, Google Analytics or Google Search Console). The presence of orphaned URLs is not necessarily bad, however the cases you need to pay attention to are when you find orphaned URLs that return a 200 (OK) response. These are typically old URLs that need to be removed, or URLs that should be linked to, but aren't for some reason.

No Issue **URL resolves under both HTTP and HTTPS**

URLs that resolve under both HTTP and HTTPS protocols. This could pose a security risk if users are able to access insecure content (which should be secure) and may also lead to duplicate content issues, if search engines end up crawling both HTTP and HTTPS versions.

No Issue **URLs with duplicate content**

URLs that have identical HTML content to at least one other indexable URL. If this sort of duplication occurs, you have a relatively serious issue, whereby URLs with identical content are accessible to search engine crawlers. If this results in large scale duplicate content issues on the site, you could trip quality algorithms like Google's Panda, which can depress organic search traffic to the site as a whole.

No Issue **Canonical is a relative URL**

URLs that specify a canonical URL using a relative URL. Search engines do not recommend using relative URLs for canonicals as they can lead to future issues (even if there are no issues currently).

No Issue **Canonical points to a redirecting URL**

URLs that specify a canonical URL which returned a Redirect (3XX) HTTP status. This indicates to search engines that the canonical information is inaccurate, and as such, the canonical instruction may be ignored.

No Issue **Canonical URL has no incoming internal links**

URLs that are declared as the canonical URL (on another URL), but which have no incoming anchor links from internal URLs (i.e. the only links they have are from the canonical link element). This means that a canonical URL is not part of the overall site architecture. This is an unusual situation, as any URL which is deemed important enough to act as a canonical should also be part of the overall site architecture.

No Issue **Has incoming followed links that do not use descriptive anchor text**

The URL receives incoming followed links from other internal URLs, which do not use descriptive anchor text (they instead have anchor text like 'click here', go', 'here', etc...). Descriptive anchor text can help search engines and users alike to better understand your content.

No Issue **Multiple nofollow directives**

URLs with the robots nofollow directive specified in more than one location (e.g. two SEO plugins that both add robots directives to the HTML). It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Multiple noindex directives**

URLs with the robots noindex directive specified in more than one location (e.g. two SEO plugins that both add robots directives to the HTML).It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Nofollow in HTML and HTTP header**

URLs with the robots nofollow directive specified in both the HTML <head> and also in the X-Robots-Tag. It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Noindex in HTML and HTTP header**

URLs with the robots noindex directive specified in both the HTML <head> and also in the X-Robots-Tag. It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Meta description is empty**

URLs that have an empty meta description. The meta description is considered important to help users quickly understand what content they can expect to find on the page, when clicking through from the search engine results page. Well written meta descriptions typically achieve a better click-through-rate. If the meta description is empty, this represents a missed optimization opportunity.

No Issue **Multiple base URLs**

URLs that specify more than one base URL. The base tag is used to determine the URL base for all relative links used within a page. A document can have no more than one base element, so multiple base tags is invalid, and this may cause problems for search engines crawling relative links.

No Issue **Multiple, mismatched base URLs**

URLs that specify more than one base URL, and the URLs are different. The base tag is used to determine the URL base for all relative links used within a page. A document can have no more than one base element, so multiple base tags is invalid, and this may cause problems for search engines crawling relative links - particularly as the base URLs are different, there is no guarantee they will select the 'right' one.

No Issue **Query string contains repetitive parameters**

URLs that contain repetitive parameters in the query string (e.g. http://example.com/page?a=1&a=1). Since the second parameter is redundant, the existence of these URLs could lead to duplicate content issues, since the content would be identical to the equivalent URLs with a single parameter. This could also indicate a much bigger problem, as it might imply an issue with the logic of the underlying software which generates the URLs in the first place.

No Issue **URL contains a double slash**

URLs that contain a double slash in the path (e.g. http://example.com//page1). A double slash in the URL path is valid and will respond in the browser, but is typically unwelcome, as this could cause duplicate content issues if the CMS delivers the same content on two URLs (i.e. single slash and double slash).

No Issue **URL contains repetitive elements**

URLs that contain repetitive elements in the URL path, which can cause duplicate content issues or broken internal links. Repetitive elements in URL paths are usually caused when the crawler comes across links with relative URLs and the page doesn't have a base URL e.g. https://example.com/**pages**/**pages**/page1. They can be generated by Content Management Systems, plugins or broken HTML.

A common false positive for this Hint is dates in the path - these can normally be ignored e.g. https://example.com/2017/**11**/**11**/page-name

No Issue **Canonical points to external URL**

URLs that specify a canonical URL which is on a different domain or subdomain. This Hint is flagged as Advisory as it could be the case that nothing is actually wrong here - cross-domain canonicals are used as a valid means of avoiding duplicate content issues - so you may simply wish to check that the canonicals are pointing at the 'right' URLs.

No Issue **External redirected URLs**

External URLs that redirect (3XX) to another URL. This Hint is Advisory as it does not represent an SEO issue, simply a (relatively small) user issue. Whereas internal redirects can have an impact upon crawl budget and load speed, this does not apply to external redirects.

No Issue **Has link with a URL in onclick attribute**

URLs that contain at least one outgoing anchor link with a URL in an onclick attribute. This means that the link destination is JavaScript dependent, which search engines can struggle with.

No Issue **Internal Disallowed URLs**

Internal URLs that are disallowed in robots.txt. Disallowed URLs are not crawlable by search engines, which means that content from disallowed pages is not indexable. This Hint is Advisory since disallowing URLs is a common method for managing search engine crawlers, so they do not end up crawling areas of a website that you don't want them to crawl (e.g. a user login area). However it is worth double checking that there are no URLs that are being disallowed which should not be disallowed.

No Issue **Query string contains sort parameters**

URLs that contain a query string with apparent sort parameters (e.g. http://example.com/search?w=shoes&sort=name). Since 'sort' URLs present the same content in a different order, they don't offer a way for search engines to discover new content, so you typically don't want them spending time crawling these URLs if there are more important unique URLs that are being neglected from a crawl perspective.

No Issue **Redirects using a Meta refresh**

The Meta refresh is a simple on page redirect, and is usually used when it is not possible to implement a HTTP redirect. Search engines will follow a meta refresh, and pass on some link equity, but they offer a poor user experience so are not recommended.

No Issue **URL only has nofollow incoming internal links**

URLs that do not have any followed internal links pointing at them - only nofollow links. If a given URL receives only nofollow links from all the internal URLs that link to it, that means it will no accumulate link equity, and as such would have no power to rank for search queries. This Hint is Advisory since, in some cases, it is entirely appropriate for a URL to have only nofollow links pointing at it (e.g. a user login page). However it is worth double checking that there are no such URLs that you actually want to be properly crawled and indexed.

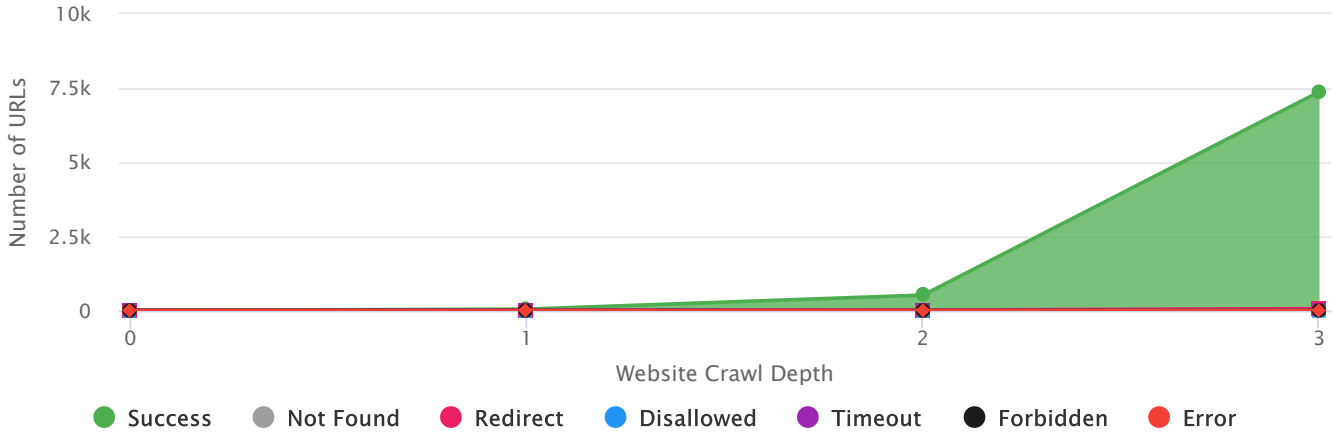
Internal URLs

All	HTML	Downloads	Broken
7,947 ▲ 1	7,936 ▲ 1	11 –	6 ▼ -2

Internal URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.

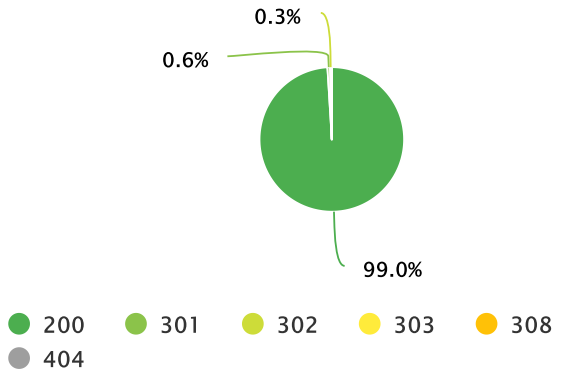


Success 7870	Not Found 5	Redirected 71	Disallowed 0	Timeout 0	Forbidden 0	Error 1

Status	0	1	2	3
Success	1	45	505	7,319
Not Found	0	0	2	3
Redirect	0	0	11	60
Timeout	0	0	0	0
Error	0	0	1	0
Failed	0	0	0	0
Disallowed	0	0	0	0
Forbidden	0	0	0	0

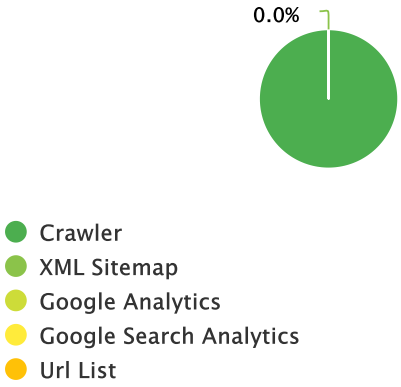
HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.



Crawl Source

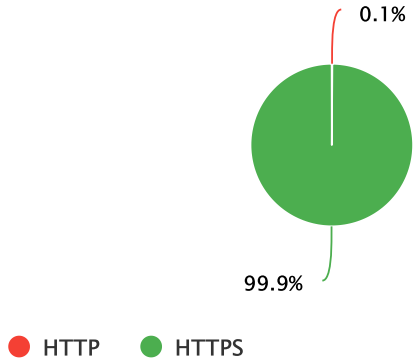
This chart shows the relative contribution of each source to the total internal URLs crawled.



Protocols Found

This chart shows you the relative split between different protocols used across the site (generally this will be HTTP/HTTPS).

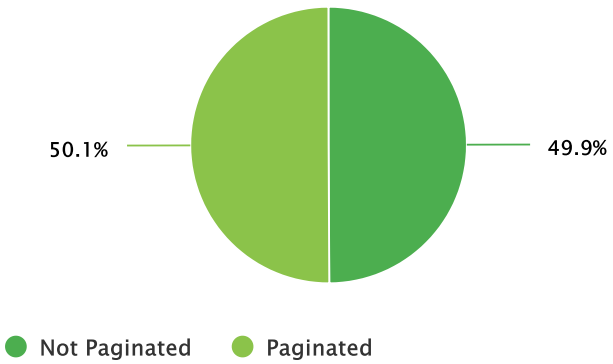
Most sites should only use a single type, so any significant volume of URLs in both may indicate a configuration error.



Paginated URLs

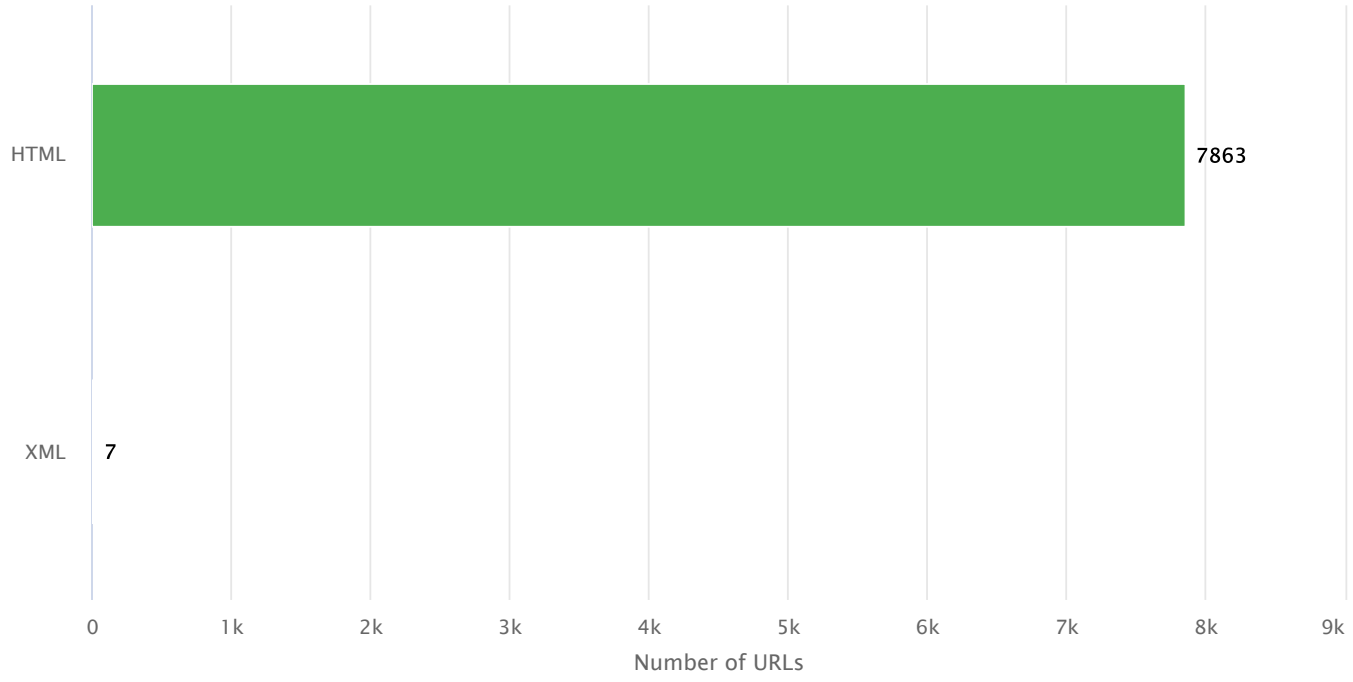
This chart shows you the relative split between Paginated and Not Paginated indexable URLs, where a Paginated URL is one of a paginated series of URLs (e.g. page 2 of 4).

Pagination, if poorly implemented, has the potential to cause significant SEO issues.



Internal URL Content Types

This chart shows the breakdown of content types, for all URLs that are linked to by an internal anchor. On most sites, the majority of these should be HTML – if not then this could lead to PageRank wastage.



Content Type	URLs
HTML	7,863
XML	7

Internal URLs Score

Critical	High	Medium	Low	Insights	No Issue
0	1	2	4	5	5

All Hints	Issues	Potential Issues	Opportunities
12	2	5	0

High Issue Broken internal URLs

URLs:	Percentage:	Indexable:	Not Indexable:
6 ▼ -2	0.08%	0	1 ▼ -1

All internal URLs that weren't successfully audited, and had a crawl status of either Not Found, Error, Forbidden or Timeout. Broken URLs are unwelcome, as they result in a poor user experience, and can also have a negative SEO impact, depending on the type and scale of the issue.

Medium Potential Issue URL contains upper case characters

URLs:	Percentage:	Indexable:	Not Indexable:
613 ▲ 1	7.71%	441 ▲ 5	172 ▼ -4

URLs that contain upper case characters in the URL (e.g. http://example.com/**C**ontact**U**s). Ideally URLs should be lower case and not be mixed case, as mixed case URLs can lead to duplicate content, a loss of link equity to the correct version and wasted crawl budget.

Medium Issue URL contains whitespace

URLs:	Percentage:	Indexable:	Not Indexable:
22	0.28%	14	8

URLs that contain one or more whitespace characters in the path (e.g. http://example.com/page 1). URLs with whitespace characters are not recommended as they could cause issues when site visitors share or link to the URL, potentially leading to broken links and a loss of potential link equity.

Low Potential Issue URL contains non-ASCII characters

URLs:	Percentage:	Indexable:	Not Indexable:
222	2.79%	208	14

URLs that contain characters outside the ASCII set (e.g. http://example.com/pagé). This is dangerous as you cannot be certain how search engines or browsers will handle these characters, which could cause unwelcome results if there are issues with the encoding procedure.

Low Potential Issue URL contains more than one Google Analytics code

URLs:	Percentage:	Indexable:	Not Indexable:
6	0.08%	4	2

URLs that contain multiple Google Analytics codes. Whilst valid, and sometimes deliberate, this might imply a configuration error - such as a plugin inserting an additional code.

Low Potential Issue URL contains more than one Google Tag Manager code

URLs:	Percentage:	Indexable:	Not Indexable:
2	0.03%	2	0

URLs that contain multiple Google Tag Manager codes. Whilst it is valid, Google advise to keep the number of Google Tag Manager containers on the page minimal, for best performance.

Low | Potential Issue

Query string contains a question mark

URLs:	1	Percentage:	0.01%	Indexable:	0	Not Indexable:	1

URLs that contain more than one question mark in the URL path (e.g. http://example.com/page?a=1?&a=1). If you include a second question mark in the query, this would be treated as a literal question mark (i.e. it has no significance beyond that of a regular character). Whilst this is not invalid, it is quite unusual, and may indicate some sort of issue with how URLs are generated, so it could warrant further investigation.

Insight

URL contains no Google Analytics code

URLs:	7.5K	▲ 2	Percentage:	95.42%	Indexable:	2.4K	▲ 6	Not Indexable:	5.1K	▼ -4

URLs that do not contain a Google Analytics code. This may simply be because the website does not use Google Analytics, but may also represent instances where the Google Analytics code is accidentally missing.

Note that this Hint is independent of any Google Tag Manager implementation, and simply means that no Google Analytics code was found on the page.

Insight

Query string contains search or filter parameters

URLs:	3.6K	Percentage:	45.48%	Indexable:	24	Not Indexable:	3.6K

URLs that contain a query string with apparent search or filter parameters (e.g. http://example.com/search?w=shoes). Since 'search' URLs present the same content in a different order, they don't offer a way for search engines to discover new content, so you typically don't want them spending time crawling these URLs if there are more important unique URLs that are being neglected from a crawl perspective.

Insight

Query string contains more than three parameters

URLs:	1.9K	▲ 1	Percentage:	23.98%	Indexable:	19	▲ 1	Not Indexable:	1.9K

URLs that contain a query string with more than 3 parameters (e.g. http://example.com/page?a=1&b=2&c=3&d=4). URLs with more than 3 parameters could be considered highly dynamic, for example, faceted search URLs that include multiple filters and sorts. If these are accessible to search engines, they could lead to issues with crawl budget or duplicate content.

Insight

URL contains no Google Tag Manager code

URLs:	757	▲ 2	Percentage:	9.63%	Indexable:	604	▲ 5	Not Indexable:	153	▼ -3

URLs that do not contain a Google Tag Manager code. This may simply be because the website does not use Google Tag Manager, but may also represent instances where the Google Tag Manager code is accidentally missing.

Insight

Query string contains paginated parameters

URLs:	3	Percentage:	0.04%	Indexable:	0	Not Indexable:	3

URLs that contain a query string with apparent pagination parameters (e.g. http://example.com/search?w=shoes&p=2). URLs with lots of parameters can be considered highly dynamic, for example, faceted search URLs that include multiple filters and sorts. If these also contain pagination parameters, they could lead to issues with crawl budget or duplicate content.

No Issue

URL resolves under both HTTP and HTTPS

URLs that resolve under both HTTP and HTTPS protocols. This could pose a security risk if users are able to access insecure content (which should be secure) and may also lead to duplicate content issues, if search engines end up crawling both HTTP and HTTPS versions.

No Issue **Query string contains repetitive parameters**

URLs that contain repetitive parameters in the query string (e.g. http://example.com/page?a=1&a=1). Since the second parameter is redundant, the existence of these URLs could lead to duplicate content issues, since the content would be identical to the equivalent URLs with a single parameter. This could also indicate a much bigger problem, as it might imply an issue with the logic of the underlying software which generates the URLs in the first place.

No Issue **URL contains a double slash**

URLs that contain a double slash in the path (e.g. http://example.com//page1). A double slash in the URL path is valid and will respond in the browser, but is typically unwelcome, as this could cause duplicate content issues if the CMS delivers the same content on two URLs (i.e. single slash and double slash).

No Issue **URL contains repetitive elements**

URLs that contain repetitive elements in the URL path, which can cause duplicate content issues or broken internal links. Repetitive elements in URL paths are usually caused when the crawler comes across links with relative URLs and the page doesn't have a base URL e.g. https://example.com/**pages**/**pages**/page1. They can be generated by Content Management Systems, plugins or broken HTML.

A common false positive for this Hint is dates in the path - these can normally be ignored e.g. https://example.com/2017/**11**/**11**/page-name

No Issue **Query string contains sort parameters**

URLs that contain a query string with apparent sort parameters (e.g. http://example.com/search?w=shoes&sort=name). Since 'sort' URLs present the same content in a different order, they don't offer a way for search engines to discover new content, so you typically don't want them spending time crawling these URLs if there are more important unique URLs that are being neglected from a crawl perspective.

Links

Internal Link Status

This table shows the status of internal links, so you can instantly see how internal links break down, and if there are any major issues with broken links or redirects.

The 'All' column represents every single link found, whereas 'Unique' represents links that have unique anchor text, target URL and link location (i.e. a templated header link from 500 pages only counts as 1 unique link).

State	All	Unique
Success (200)	236.7K	28.2K
Broken (404 or 410)	417	13
Redirect (301 or 302)	2K	325
Error (5xx)	1	1
Forbidden (401 or 403)	0	0
Timeout	0	0
Not Crawled	0	0

External Link Status

This table shows the status of external links, so you can instantly see how external links break down, and if there are any major issues with broken or error links.

The 'All' column represents every single link found, whereas 'Unique' represents links that have unique anchor text, target URL and link location (i.e. a templated header link from 500 pages only counts as 1 unique link).

State	All	Unique
Success (200)	0	0
Broken (404 or 410)	0	0
Redirect (301 or 302)	0	0
Error (5xx)	0	0
Forbidden (401 or 403)	0	0
Timeout	0	0
Not Crawled	0	0

Internal Link Location

This table shows the breakdown of where internal links were found on page, either in the header, footer, 'other' navigation, or in the content area itself. This allows you to split out your link analysis to consider templated links separately from more contextual content-based cross links.

The 'All' column represents every single link found, whereas 'Unique' represents links that have unique anchor text, target URL and link location (i.e. a templated header link from 500 pages only counts as 1 unique link).

Location	All	Unique
Header	67.9K	16.9K
Navigation	266.6K	147.3K
Footer	38.2K	5.5K
Content	146.1K	70.8K

External Link Location

This table shows the breakdown of where external links were found on page, either in the header, footer, 'other' navigation, or in the content area itself. This allows you to split out your link analysis to consider templated links separately from more contextual content-based cross links.

The 'All' column represents every single link found, whereas 'Unique' represents links that have unique anchor text, target URL and link location (i.e. a templated header link from 500 pages only counts as 1 unique link).

Location	All	Unique
Header	0	0
Navigation	0	0
Footer	0	0
Content	0	0

URL Rank (UR) by Crawl Status

URL Rank (UR) by Crawl Status allows you to quickly spot if you have any broken or redirect pages that are strong in terms of URL Rank (UR), which is a wasteful use of the site's link equity.

This table plot pages grouped by ranges of URL Rank (UR) against Crawl Status. The ranges go from 0-2 (weakest pages) up to 8-10 (strongest pages).

Crawl Status	0	1 to 20	21 to 40	41 to 60	61 to 80	81 to 100
Success	199	6,843	319	227	189	93
Redirect	8	57	0	1	1	4
Not Found	1	2	0	1	0	1
Error	0	1	0	0	0	0

URL Rank (UR) by Depth

URL Rank (UR) by Depth allows you to see where strong or weak pages lie in the overall architecture of the website. Typically you would expect to see the strongest pages at depth 0 or 1, with the weaker pages much deeper in the architecture.

This table plot pages grouped by ranges of URL Rank (UR) against crawl Depth. The ranges go from 0-2 (weakest pages) up to 8-10 (strongest pages).

Depth	0	1 to 20	21 to 40	41 to 60	61 to 80	81 to 100
Depth 0	0	0	0	0	0	1
Depth 1	1	9	2	8	6	19
Depth 2	11	272	80	56	47	53
Depth 3	196	6,622	237	165	137	25

URL Rank (UR) by Index Status

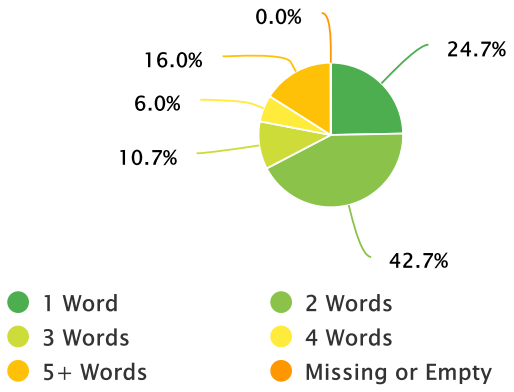
URL Rank (UR) by Index Status allows you to spot any strong pages which are not indexable, which is a wasteful use of the site's link equity.

This table plot pages grouped by ranges of URL Rank (UR) against Index Status. The ranges go from 0-2 (weakest pages) up to 8-10 (strongest pages).

Index Status	0	1 to 20	21 to 40	41 to 60	61 to 80	81 to 100
Not Indexable	181	4,962	13	6	12	35
Indexable	27	1,941	306	223	178	63

Internal Anchor Text Word Counts

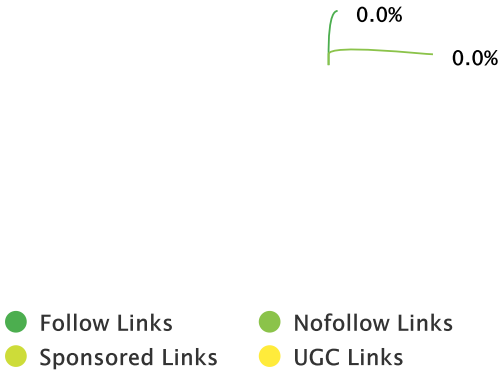
This pie chart groups internal links based on the number of words used in anchor text. For example, '2 words' represents all the unique 2 word combinations used in anchor text for internal links on the website.



Words	URLs
1 Word	15,429
2 Words	26,651
3 Words	6,676
4 Words	3,739
5+ Words	9,988
Missing or Empty	1

Unique External Nofollow Links

This pie chart groups unique external links based on their link rel values, which would either be follow (by default), nofollow, sponsored or ugc – either singularly or in combination.



Type	URLs
Follow Links	0
Nofollow Links	0
Sponsored Links	0
UGC Links	0

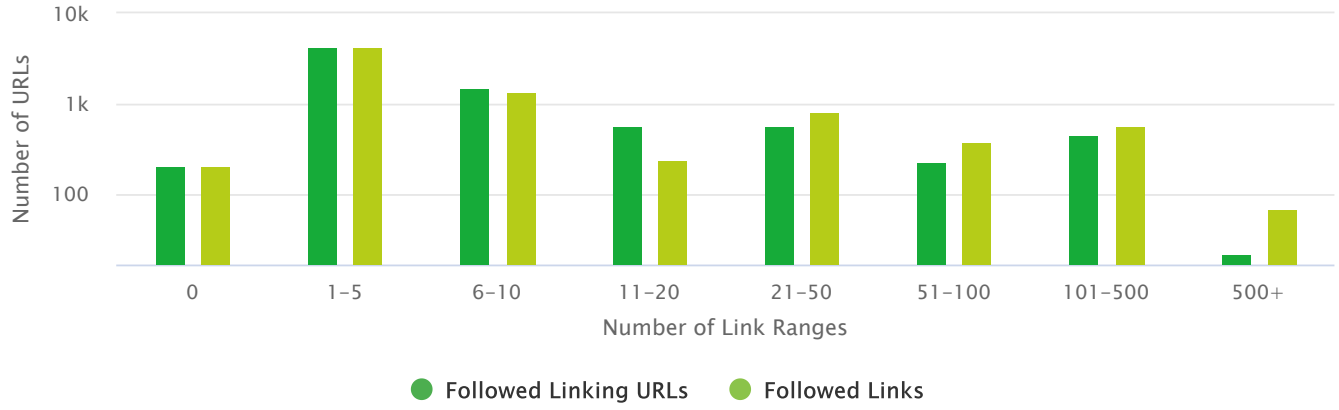
Incoming Internal Followed Links

This chart shows the number of incoming followed internal links, split into ranges along the x-axis.

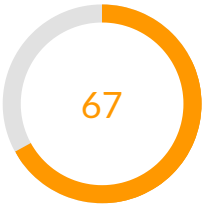
The two bars represent slightly different things:

- Followed Linking URLs is the number of actual URLs that link to a URL.
- Followed Links is the number of actual links to a URL (where any single URL could link to another URL on multiple occasions).

As an example, a given URL may have 7 links in total, coming from 3 unique URLs. This would contribute 1 to the range 1-5 for 'Followed Linking URLs', and 1 to the range 6-10 for 'Followed Links'.



Range	Followed Linking URLs	Followed Links
0	208	208
1-5	4,397	4,343
6-10	1,505	1,346
11-20	571	236
21-50	565	811
51-100	223	382
101-500	457	555
500+	21	66



Links Score

Critical 0 | High 4 | Medium 6 | Low 1 | Insights 0 | No Issue 6

All Hints 11 | Issues 5 | Potential Issues 2 | Opportunities 4

High | Opportunity | **Has only one followed internal linking URL**

URLs:	2.7K	Percentage:	34.24%	Indexable:	223	Not Indexable:	2.5K

URLs that only have a followed incoming link from one other URL on the website. URLs with only a single followed incoming link only inherit a small amount of link equity, which can make ranking very difficult.

High | Potential Issue | **Has no outgoing links**

URLs:	7 ▼ -2	Percentage:	0.09%	Indexable:	6 ▼ -2	Not Indexable:	1

URLs that don't link to any other URL, internal or external. If you have URLs with no outgoing links, this means that they are unable to pass on link equity to other URLs within the website architecture. As such, they act link a PageRank black hole - they accumulate link equity from incoming links, but don't pass it back out to other URLs on the website.

High | Issue | **Has a link with whitespace in href attribute**

URLs:	5	Percentage:	0.06%	Indexable:	5	Not Indexable:	0

URLs that contain at least one outgoing anchor link which has trailing or leading whitespace character in the href attribute. Whitespace in href attributes may cause a loss or dissipation of link equity, if search engines treat the link targets as distinct URLs.

High | Issue | **Has outgoing links with malformed href data**

URLs:	2	Percentage:	0.03%	Indexable:	2	Not Indexable:	0

URLs that contain at least one outgoing anchor link which has malformed href data. This means that link equity will not be passed through to the link target, as the link itself is invalid. It may also mean that crawlers are unable to find the destination URL, so crawling, indexing and ranking may all be affected.

Medium | Opportunity | **Has an internal link with no anchor text**

URLs:	2.7K ▲ 1	Percentage:	34.1%	Indexable:	2.6K ▲ 1	Not Indexable:	61

URLs that contain at least one outgoing anchor link which has no anchor text. This represents a missed opportunity to provide additional information about the target page to search engines, which could have an impact on this page's ability to rank for relevant search queries.

Medium | Opportunity | **Has an anchored image with no alt text**

URLs:	1.7K	Percentage:	20.84%	Indexable:	1.6K	Not Indexable:	49

URLs that contain anchor links to image URLs with no alt text, or no alt attribute. For linked images, the alt text is considered equivalent to anchor text, and represents an opportunity to communicate meaning and context to search engines.

Medium | Issue | **URL receives both follow & nofollow internal links**

URLs:	595	Percentage:	7.5%	Indexable:	591	Not Indexable:	4

URLs that have a mixture of followed and nofollowed incoming links. If a given URL receives nofollowed links, this is usually a deliberate act, either because the website owner does not want to pass link equity to the linked URL, or they do not want search engines to crawl it. However, if even one other URL links to this page using followed links, this can negate the affect that the website owner was trying to achieve with the nofollow.

Medium | Potential Issue | **Only receives nofollow links or links from canonicalized URLs**

URLs:	170	Percentage:	2.14%	Indexable:	0	Not Indexable:	170

URLs found by the crawler that only receive incoming nofollow links, or incoming links from canonicalized URLs. In other words, the URL only receives links from URLs that do not pass Link Equity - which means that the URL has no power to rank in search results.

Medium | Opportunity | **Has one or more outgoing followed links with non descriptive anchor text**

URLs:	13	Percentage:	0.16%	Indexable:	13	Not Indexable:	0

The URL contains outgoing anchor links which do not use descriptive anchor text (they instead have anchor text like 'click here', go', 'here', etc...). Descriptive anchor text can help search engines and users alike to better understand your content.

Medium | Issue | **Pagination URL has no incoming internal links**

URLs:	1	Percentage:	0.01%	Indexable:	1	Not Indexable:	0

URLs that are declared as a pagination URL, via rel=next/prev links on another URL, but which has no incoming anchor links from internal URLs. Typically, this is a result of a misconfiguration in the website platform or CMS, which erroneously adds pagination markup and spawns pages that should not exist.

Low | Issue | **Has a link with an empty href attribute**

URLs:	220	Percentage:	2.77%	Indexable:	220	Not Indexable:	0

URLs that contain at least one outgoing anchor link which has an empty href attribute. This may be because a link was intended to be added, but was not. It also may represent a bug in the underlying code, which is adding <a>tags where it should not.

No Issue | **Has link with a URL referencing a local or UNC file path**

URLs that contain at least one outgoing anchor link with a URL referencing a local or UNC file path. These links are normally left in by accident, and will not be publicly accessible, so site visitors and search engines will be unable to follow the link.

No Issue | **Has link with a URL referencing LocalHost or 127.0.0.1**

URLs that contain at least one outgoing anchor link with a URL referencing LocalHost or 127.0.0.1. These links are normally the accidental remains of development work, and will not be publicly accessible, so site visitors and search engines will be unable to follow the link.

No Issue **Has link to a non-HTTP protocol**

The URL contains outgoing anchor links which use a non-HTTP protocol (e.g. link to ftp://example.com/page). If you have links with a non-HTTP protocol, there is no guarantee how they would be handled by the user's browser. For example, using the FTP protocol in a HTML link will cause the link to be opened by the users' default FTP client.

No Issue **URL is orphaned and was not found by the crawler**

URLs that are not part of the crawlable website architecture. Orphaned URLs were not found as part of the website crawl, so were instead picked up by a different crawl source (XML Sitemap, URL List, Google Analytics or Google Search Console). The presence of orphaned URLs is not necessarily bad, however the cases you need to pay attention to are when you find orphaned URLs that return a 200 (OK) response. These are typically old URLs that need to be removed, or URLs that should be linked to, but aren't for some reason.

No Issue **Has incoming followed links that do not use descriptive anchor text**

The URL receives incoming followed links from other internal URLs, which do not use descriptive anchor text (they instead have anchor text like 'click here', go', 'here', etc...). Descriptive anchor text can help search engines and users alike to better understand your content.

No Issue **Has link with a URL in onclick attribute**

URLs that contain at least one outgoing anchor link with a URL in an onclick attribute. This means that the link destination is JavaScript dependent, which search engines can struggle with.

Indexability

Indexable	Not Indexable	Nofollow	Disallowed
2,731 ▲ 6	5,212 ▼ -10	114 –	0 –

Robots.txt Configuration

If a search engine crawler is being blocked by robots.txt, it is unlikely that the website's content will be crawled.

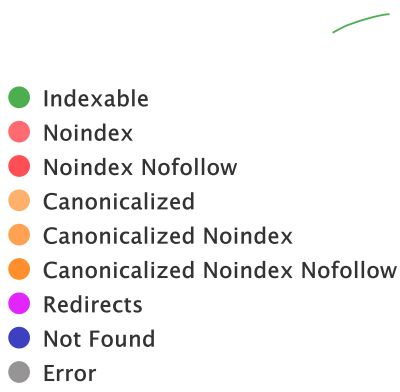
Google	✔ Crawlable	**Bing**	✔ Crawlable	**Yahoo!**	✔ Crawlable
DuckDuckGo	✔ Crawlable	**Baidu**	✔ Crawlable	**Yandex**	✔ Crawlable

Canonical to Noindex	Canonical to Disallowed	Canonical to Error	Canonical to Redirect
18 –	0 –	0 –	0 –

Indexability Status

The chart shows the split of Indexability to Not Indexable URLs, for internal HTML URLs only.

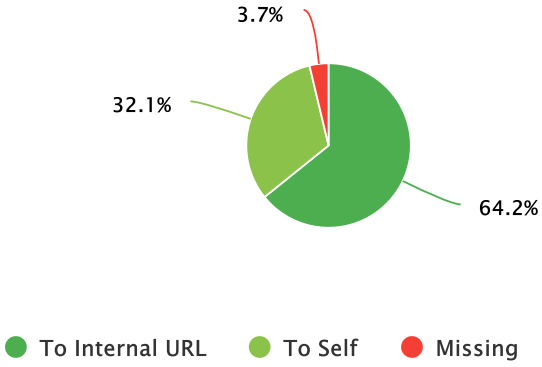
URLs that are non indexable are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.



Canonicals

This chart shows the breakdown of canonicalization, for internal HTML URLs only.

URLs that are canonicalized to anything other than 'self' are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.

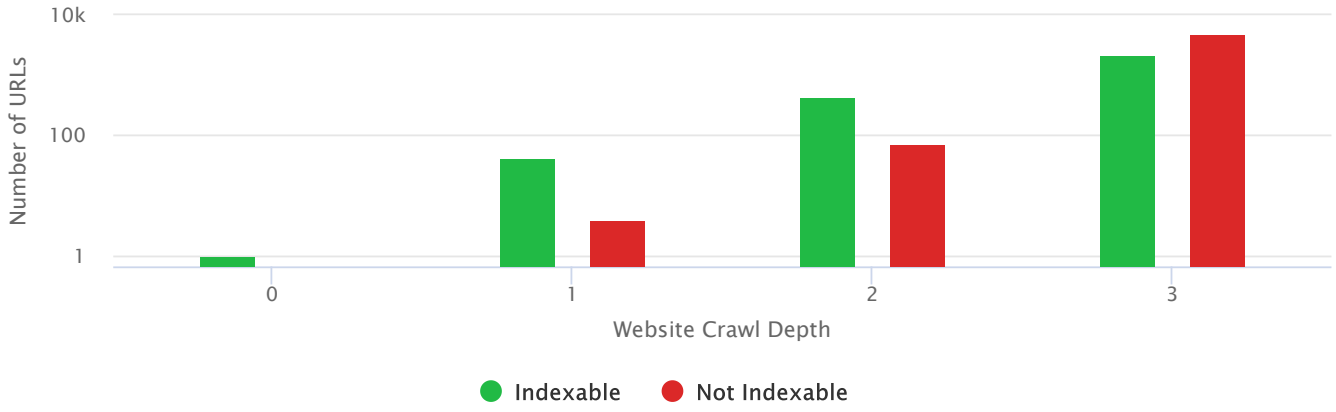


Indexability Status by Depth

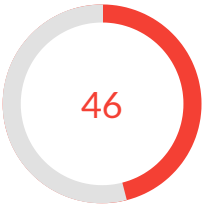
This graph shows the Indexability distribution at each crawl depth of the website, for internal HTML URLs only.

A large quantity of Not Indexable pages at low crawl depth could cause potential issues in search.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Status	0	1	2	3
Indexable	1	41	444	2,245
Not Indexable	0	4	72	5,129



Indexability Score

Critical 2 | High 3 | Medium 1 | Low 3 | Insights 3 | No Issue 31

All Hints 12 | Issues 5 | Potential Issues 4 | Opportunities 0

Critical Issue **<head> contains a <noscript> tag, which includes an image**

URLs: 7K ▲ 2 | Percentage: 89.44% | Indexable: 2K ▲ 1 | Not Indexable: 5K ▲ 1

URLs where the <head> contains a <noscript> tag, which includes an image. Including an <img> tag in the <head> is invalid. This can be problematic for search engines crawlers that do not render JavaScript (i.e. most crawlers, most of the time), as the presence of the <img> tag breaks the <head>, which may cause important tags (e.g. meta robots) to be missed.

Critical Issue **<head> contains invalid HTML elements**

URLs: 1 | Percentage: 0.01% | Indexable: 0 | Not Indexable: 1

URLs where the <head> contains invalid DOM elements. Valid elements that can be used inside the <head> element are <title>, <meta>, <base>, <link>, <script>, <noscript>, <style> and <template>. Including invalid elements can lead to the HTML document not being parsed correctly, as the presence of other elements breaks the <head>, which may cause important tags (e.g. meta robots) to be missed.

High Potential Issue **URL contains a form with a GET method**

URLs: 7.3K ▲ 2 | Percentage: 92.25% | Indexable: 2.3K ▲ 1 | Not Indexable: 5K ▲ 1

URLs that contain a form element with the method set to GET, which creates submission URLs with the form data in the query string. This presents a potential vulnerability for a large number of URLs to be created and/or cached, which could cause issues with crawl efficiency or index bloat

High Issue **Canonicalized URL is noindex, nofollow**

URLs: 98 | Percentage: 1.23%

URLs that are canonicalized, and also noindex, nofollow. Canonicals consolidate and combine indexing signals, so if a URL has a noindex on it, this noindex may also get passed through to the canonicalized page.

High Issue **Canonical points to a noindex URL**

URLs: 18 | Percentage: 0.23%

URLs that specify a canonical URL which is noindex. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored.

Medium Potential Issue **Canonical points to homepage**

URLs: 8 | Percentage: 0.1%

URLs that specify a canonical URL that points to the homepage. This causes an issue when URLs which are not duplicates of the homepage have a canonical which points to the homepage, as this typically indicates a misconfiguration, and could cause indexing issues.

Low | Potential Issue | **Multiple canonical tags**

URLs:	3	Percentage:	0.04%

URLs that specify a canonical URL more than once, either in the HTML, in the HTTP header, or in both. This Hint is flagged as Advisory as it may not be 'wrong' per se, but could lead to future complications if changes are made to one canonical element but not the other. As such, we recommend that canonicals are only declared once on any given URL, using a single method (HTML or HTTP header).

Low | Potential Issue | **Canonical tag in HTML and HTTP header**

URLs:	1	Percentage:	0.01%

URLs that have a canonical URL defined both in the HTML and in the HTTP header. This Hint is flagged as Advisory as it is not 'wrong' per se, but could lead to future complications if changes are made to one canonical element but not both. As such, we recommend only using one method of declaring canonical URLs.

Low | Issue | **Base URL malformed or empty**

URLs:	1	Percentage:	0.01%	Indexable:	1	Not Indexable:	0

URLs that specify a base URL which is malformed or empty. The base tag is used to determine the URL base for all relative links used within a page. If the base tag is malformed or empty, this may cause problems for search engines crawling relative links.

Insight | **<head> contains a <noscript> tag**

URLs:	7.1K	▲ 3	Percentage:	90.89%	Indexable:	2.1K	▲ 2	Not Indexable:	5.1K	▲ 1

URLs where the <head> contains a <noscript> tag. You need to be very careful using <noscript> tags in the <head>, as you can very easily break the <head>, which can cause problems for search engines as they may be unable to find important head-only tags, such as hreflang.

Insight | **Canonical points to a different internal URL**

URLs:	5K	▼ -3	Percentage:	63.62%

URLs that specify a canonical URL which is not self-referential, and instead points to another internal URL. This Hint is flagged as Advisory as it could be the case that nothing is actually wrong here - canonicals are used as a valid means of avoiding duplicate content issues - so you may simply wish to check that the canonicals are pointing at the 'right' URLs.

Insight | **Has noindex and nofollow directives**

URLs:	16	Percentage:	0.2%

Internal URLs with both the noindex and nofollow robots directives. This means that search engines are being instructed not to include the URL in their index, and to not schedule and crawl any of the links found on the pages. This Hint is Advisory since using these type of robots directives is a common way to control what content search engines can crawl and index (e.g. a user login area). However it is worth double checking that there are no URLs using these directives that you actually want to be properly crawled and indexed.

No Issue | **Canonical outside of head**

URLs that have a canonical link element in the HTML which has been placed outside the <head>. Search engines will ignore canonical designations that do not appear in the <head>, so this issue could cause indexing problems.

No Issue **Disallowed image**

Image URLs that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Disallowed JavaScript file**

JavaScript files that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Disallowed Style Sheet**

CSS files that are disallowed in robots.txt, which may affect how search engines render page content. If these page resource URLs are disallowed in robots.txt, it means that Googlebot may be unable to correctly render the page content. Google relies on rendering in a number of their algorithms - most notably the 'mobile friendly' one - so if content cannot be properly rendered, this could have a knock on effect in terms of search engine rankings.

No Issue **Meta robots found outside of <head>**

URLs that have a meta robots tag in the HTML which has been placed outside the <head>. Meta robots tags are supposed to only be contained in the <head>, but even if they are found in the <body> they will be respected by search engines, despite what you might expect. This may mean you are giving conflicting or inaccurate indexing signals to search engines, without realising it.

No Issue **Canonical is malformed or empty**

URLs that specify a canonical URL which is invalid or undefined. If canonical URLs are undefined (e.g. <link rel="canonical" href="">) or invalid (e.g. <link rel="canonical" href="http//example.com/">) this indicates a configuration issue and should be addressed.

No Issue **Canonical loop**

URLs that specify a canonical URL, where the canonical URL also specifies a canonical, which in turn points back to the original URL. This causes a canonical loop (e.g. URL1 -> URL2 -> URL1) and could cause search engines to completely ignore all canonical instructions.

No Issue **Canonical only found in rendered DOM**

URLs that contain a canonical link element on the rendered version of the page, but do not contain one in the HTML source. Google have stated categorically that the rendered canonical is not taken into account, so relying on it for indexing purposes is not recommended.

No Issue **Canonical points to a disallowed URL**

URLs that specify a canonical URL which is disallowed by robots.txt. Search engines will be unable to crawl the disallowed URL, so the canonical instruction will likely be ignored.

No Issue **Canonical points to a URL that is Error (5XX)**

URLs that specify a canonical URL which returned an Error (5XX) HTTP status. This can indicate to search engines that the canonical information is inaccurate, and as such, the canonical instruction may be ignored. Server errors can be transient, so it is worth double checking the error URLs to verify there is an issue.

No Issue **Canonical points to a URL that is Not Found 404**

URLs that specify a canonical URL which returned a Not Found (4XX) HTTP status. This indicates that the canonical URL has either been removed or misconfigured, and as such, the canonical instruction is likely to be ignored by search engines.

No Issue **Canonical points to another canonicalized URL**

URLs that specify a canonical URL, where the canonical URL also specifies a (different) canonical URL. This causes a canonical chain (e.g. URL1 -> URL2 -> URL3) and could cause search engines to completely ignore all canonical instructions.

No Issue **Canonical points to HTTP version**

HTTPS URLs that specify a canonical URL which is the HTTP version of the same URL (i.e. mismatched protocol). This could lead to search engines indexing the 'wrong' version of the URL, or ignoring the canonical instruction entirely.

No Issue **Canonical points to HTTPS version**

HTTP URLs that specify a canonical URL which is the HTTPS version of the same URL (i.e. mismatched protocol). This could lead to search engines indexing the 'wrong' version of the URL, or ignoring the canonical instruction entirely.

No Issue **Mismatched canonical tag in HTML and HTTP header**

URLs that have a canonical URL defined both in the HTML and in the HTTP header, which are specifying different canonical URLs. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored.

No Issue **Mismatched nofollow directives in HTML and header**

URLs with the robots follow/nofollow directive specified in both the HTML <head> and also in the X-Robots-Tag, where the directives do not match. This means that one location uses 'follow' and the other uses 'nofollow', and net result of this is that search engines will consider the page 'nofollow'. This may cause crawling and indexing issues on important pages.

No Issue **Mismatched noindex directives in HTML and header**

URLs with the robots index/noindex directive specified in both the HTML <head> and also in the X-Robots-Tag, where the directives do not match. This means that one location uses 'index' and the other uses 'noindex', and net result of this is that search engines will consider the page 'noindex', which may cause important pages to end up not indexed.

No Issue **Multiple, mismatched canonical tags**

URLs that specify a canonical URL more than once, either in the HTML, in the HTTP header, or in both, where the canonical URLs do not match. This constitutes conflicting messages to search engines, and as such the canonical instruction will likely be ignored. In this circumstance, we recommend selecting the correct canonical URL, and ensuring that canonical URLs are declared only once on any given URL, using a single method (HTML or HTTP header).

No Issue **Rendered Canonical is different to HTML source**

URLs that contain a canonical link element on the rendered version of the page, which is different to the one in the source HTML. Google have stated categorically that the rendered canonical is not taken into account, so relying on it for indexing purposes is not recommended. At best, this situation leads to ambiguity - at worst, search engines will select the wrong version and you could damage organic search traffic.

No Issue **Canonical is a relative URL**

URLs that specify a canonical URL using a relative URL. Search engines do not recommend using relative URLs for canonicals as they can lead to future issues (even if there are no issues currently).

No Issue **Canonical points to a redirecting URL**

URLs that specify a canonical URL which returned a Redirect (3XX) HTTP status. This indicates to search engines that the canonical information is inaccurate, and as such, the canonical instruction may be ignored.

No Issue **Canonical URL has no incoming internal links**

URLs that are declared as the canonical URL (on another URL), but which have no incoming anchor links from internal URLs (i.e. the only links they have are from the canonical link element). This means that a canonical URL is not part of the overall site architecture. This is an unusual situation, as any URL which is deemed important enough to act as a canonical should also be part of the overall site architecture.

No Issue **Multiple nofollow directives**

URLs with the robots nofollow directive specified in more than one location (e.g. two SEO plugins that both add robots directives to the HTML). It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Multiple noindex directives**

URLs with the robots noindex directive specified in more than one location (e.g. two SEO plugins that both add robots directives to the HTML).It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Nofollow in HTML and HTTP header**

URLs with the robots nofollow directive specified in both the HTML <head> and also in the X-Robots-Tag. It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Noindex in HTML and HTTP header**

URLs with the robots noindex directive specified in both the HTML <head> and also in the X-Robots-Tag. It is considered best practice to only specify robots directives once on any given URL, as this helps avoid potential issues in the future.

No Issue **Multiple base URLs**

URLs that specify more than one base URL. The base tag is used to determine the URL base for all relative links used within a page. A document can have no more than one base element, so multiple base tags is invalid, and this may cause problems for search engines crawling relative links.

No Issue **Multiple, mismatched base URLs**

URLs that specify more than one base URL, and the URLs are different. The base tag is used to determine the URL base for all relative links used within a page. A document can have no more than one base element, so multiple base tags is invalid, and this may cause problems for search engines crawling relative links - particularly as the base URLs are different, there is no guarantee they will select the 'right' one.

No Issue **Canonical points to external URL**

URLs that specify a canonical URL which is on a different domain or subdomain. This Hint is flagged as Advisory as it could be the case that nothing is actually wrong here - cross-domain canonicals are used as a valid means of avoiding duplicate content issues - so you may simply wish to check that the canonicals are pointing at the 'right' URLs.

No Issue **Internal Disallowed URLs**

Internal URLs that are disallowed in robots.txt. Disallowed URLs are not crawlable by search engines, which means that content from disallowed pages is not indexable. This Hint is Advisory since disallowing URLs is a common method for managing search engine crawlers, so they do not end up crawling areas of a website that you don't want them to crawl (e.g. a user login area). However it is worth double checking that there are no URLs that are being disallowed which should not be disallowed.

No Issue **URL only has nofollow incoming internal links**

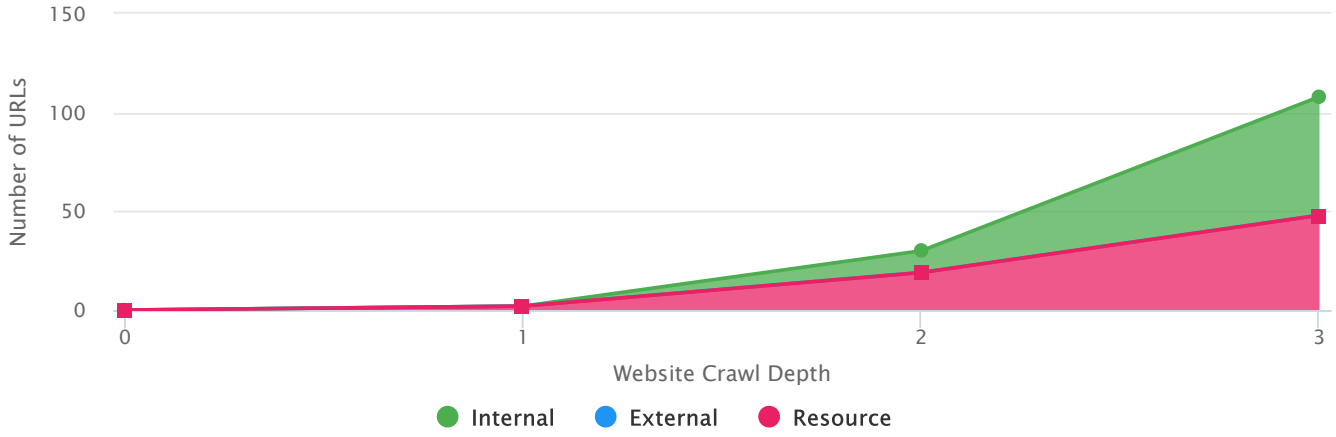
URLs that do not have any followed internal links pointing at them - only nofollow links. If a given URL receives only nofollow links from all the internal URLs that link to it, that means it will no accumulate link equity, and as such would have no power to rank for search queries. This Hint is Advisory since, in some cases, it is entirely appropriate for a URL to have only nofollow links pointing at it (e.g. a user login page). However it is worth double checking that there are no such URLs that you actually want to be properly crawled and indexed.

Redirects

Internal Redirects	External Redirects	Page Resource Redirects
71 –	0 –	69 ▼ -1

Redirected URLs by Depth

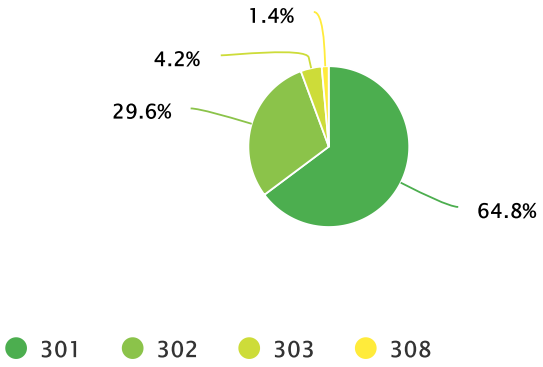
This graph shows the distribution of each different URL status at each crawl depth of the website. Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Status	0	1	2	3
Internal	0	0	11	60
External	0	0	0	0
Resource	0	2	19	48

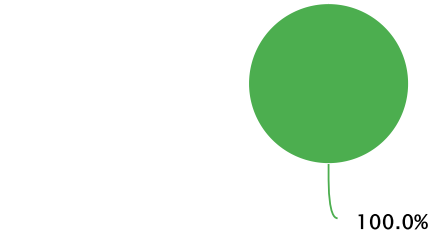
Internal Redirected URL HTTP Status Codes

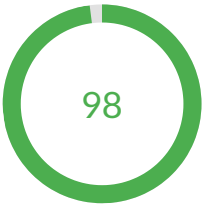
This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.



Internal Redirected URL Crawl Source

This chart shows the relative contribution of each source to the total internal URLs crawled.





Redirects Score

Critical 0 | High 0 | Medium 2 | Low 0 | Insights 0 | No Issue 9

All Hints 2 | Issues 2 | Potential Issues 0 | Opportunities 0

High Issue Internal redirects from trailing slash mismatch

URLs: 4

Internal URLs that redirect due to a trailing slash mismatch. This occurs when the server encounters URLs that don't match expectation - so it will redirect to a URL that either adds or removes the trailing slash, depending on the setup. Internal links that cause these redirects cause unnecessary work for search engine crawlers, and the server itself, particularly when they are template based, and therefore widespread.

Medium Issue Internal redirected URLs

URLs: 71 | Percentage: 0.89%

Internal URLs that redirect (3XX) to another URL. Redirects add an extra 'hop' to the request, which means it takes longer for the content to become available, which is a bad user signal, and means that search engine crawlers have to do additional 'work' to find the content.

Medium Issue Redirected page resource URLs

URLs: 69 ▼ -1 | Percentage: 0.27%

Page resource URLs, such as JavaScript and CSS files, that redirect to another URL - which may affect load time and cause page content to render incorrectly.

No Issue External URL redirect broken (4XX or 5XX)

External URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). This is a bad experience for users and search engines alike, as they will be unable to reach the content.

No Issue Internal redirects from case normalization

Internal URLs that redirect due to case normalization. This occurs when the server encounters URLs that don't match expectation - so it will redirect to a URL with characters of the correct case (typically lower case). Internal links that cause these redirects cause unnecessary work for search engine crawlers, and the server itself, particularly when they are template based, and therefore widespread.

No Issue Internal URL is part of a chained redirect loop

Internal URLs that are part of a redirect chain which results in a redirect loop (e.g. URL 1 -> URL -> 2 -> URL 3 -> URL 1). This is bad for SEO as search engine crawlers will be unable to access the page content to index it. It is also bad for users, who will be shown an error page (e.g. 'Website redirected you too many times').

No Issue Internal URL redirect broken (4XX or 5XX)

URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). This is a bad experience for users and search engines alike, as they will be unable to reach the content.

No Issue **Internal URL redirects back to itself**

Internal URLs that redirect in a loop (e.g. URL 1 -> URL 1). This is bad for SEO as search engine crawlers will be unable to access the page content to index it. It is also bad for users, who will be shown an error page (e.g. 'Website redirected you too many times').

No Issue **Page resource URL is part of a chained redirect loop**

Page resource URLs that are part of a redirect chain which results in a redirect loop (e.g. URL 1 -> URL -> 2 -> URL 3 -> URL 1). This means that the resource is inaccessible, which may affect how page content is rendered.

No Issue **Page resource URL redirects back to itself**

Page resource URLs that redirect in a loop (e.g. URL 1 -> URL 1). This means that the resource is inaccessible, which may affect how page content is rendered.

No Issue **Resource URL redirect broken (4XX or 5XX)**

Resource URLs that redirect to a URL which is Not Found (4XX) or Error (5XX). The URL in question is a page resource URL (e.g. CSS or JavaScript file), which means it is used for rendering the content on a page. If the resource is no longer accessible, this may affect how it is rendered, which could cause a poor user experience.

No Issue **External redirected URLs**

External URLs that redirect (3XX) to another URL. This Hint is Advisory as it does not represent an SEO issue, simply a (relatively small) user issue. Whereas internal redirects can have an impact upon crawl budget and load speed, this does not apply to external redirects.

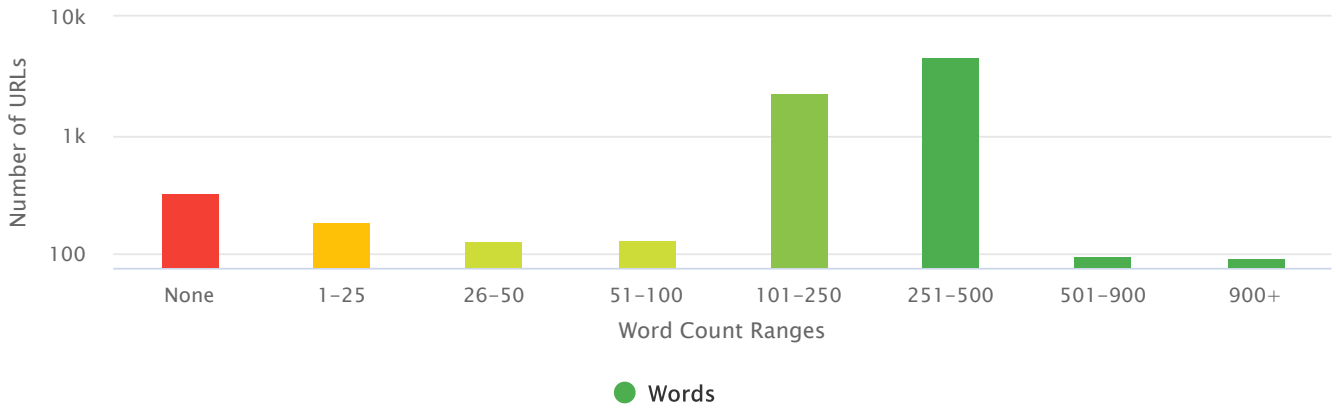
No Issue **Redirects using a Meta refresh**

The Meta refresh is a simple on page redirect, and is usually used when it is not possible to implement a HTTP redirect. Search engines will follow a meta refresh, and pass on some link equity, but they offer a poor user experience so are not recommended.

On Page

Word Counts

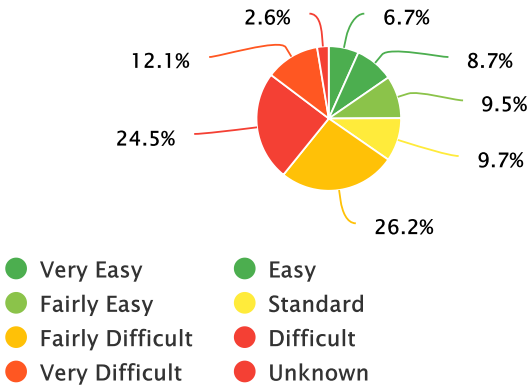
This graph shows the amount of URLs with different word count ranges, so you can see if you have lots of URLs with only a small number of words – which could be considered thin content.



Range	URLs
No words found	328
1 to 25 Words	191
25 to 50 Words	129
50 to 100 Words	134
100 to 250 Words	2,296
250 to 500 Words	4,589
500 to 900 Words	98
900+ Words	93

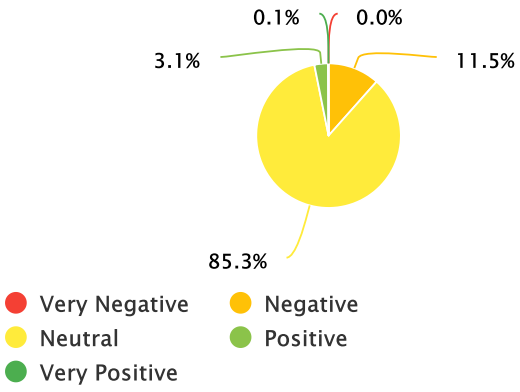
Readability

This graph shows the proportion of URLs across the site that fall into each readability band, where each URL is scored based on the Flesch Reading Ease test.



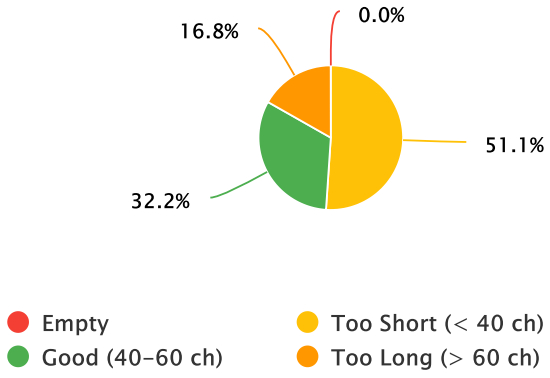
Sentiment

This graph shows the proportion of URLs across the site that fall into each sentiment band, where each URL is scored based on a sentiment index called AFINN-111.



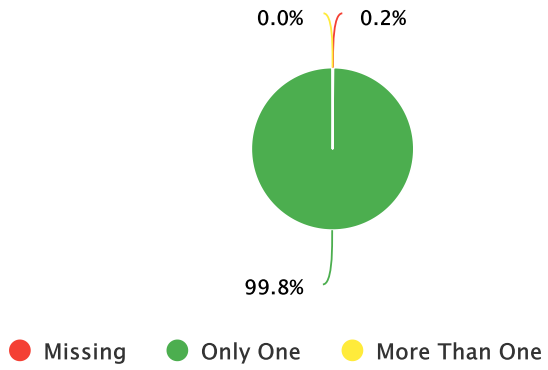
Title Length

This chart shows the distribution of URLs based on the length of their title tag, in characters.



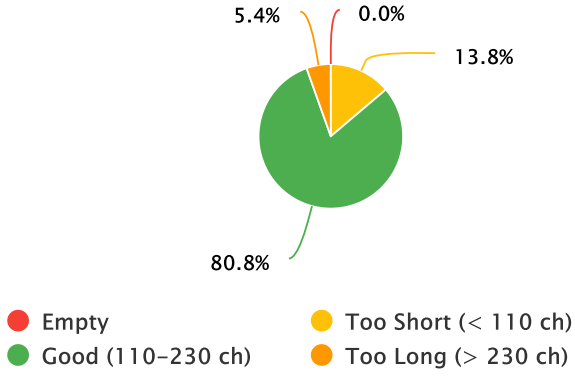
Title Identification

This chart shows the distribution of URLs based on the number of title tags present..



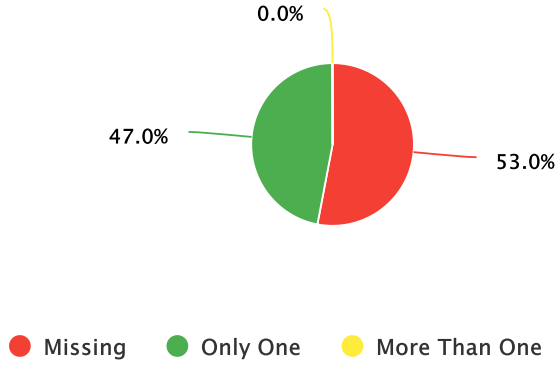
Meta Description Length

This chart shows the distribution of URLs based on the length of their meta description, in characters.



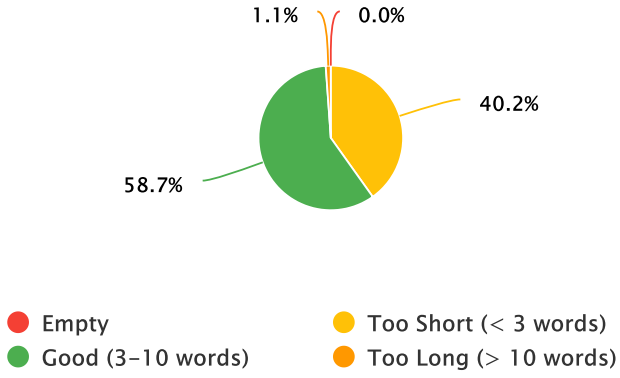
Meta Description Identification

This chart shows the distribution of URLs based on the number of meta descriptions present.



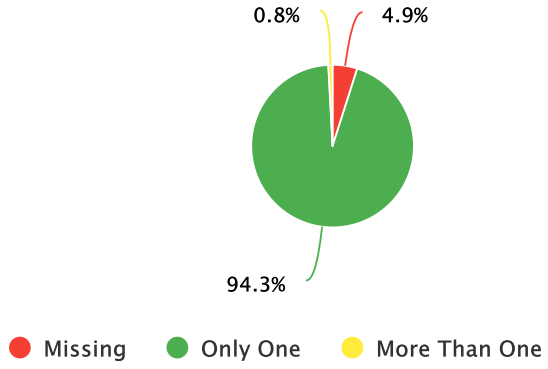
Header 1 Length

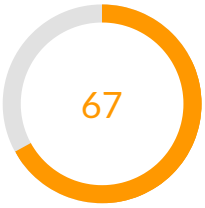
This chart shows the distribution of URLs based on the length of their header 1, in words.



Header 1 Identification

This chart shows the distribution of URLs based on the number of h1 tags present.





On Page Score

Critical 3 | High 1 | Medium 3 | Low 10 | Insights 0 | No Issue 2

All Hints 17 | Issues 5 | Potential Issues 3 | Opportunities 9

Critical Issue **Title tag is missing**

URLs: 13 ▲ 5 | Percentage: 0.17% | Indexable: 13 ▲ 5 | Not Indexable: 0

HTML URLs that do not contain the <title> element. The title tag is considered one of the most important on-page SEO factors, so if it is missing this represents an issue that may affect search engine rankings and click-through-rate from the search results.

Critical Issue **HTML is missing or empty**

URLs: 9 ▲ 2 | Percentage: 0.11% | Indexable: 9 ▲ 2 | Not Indexable: 0

URLs do not contain any HTML. If there is no HTML content, then users and search engines alike will not be able to access any visible content.

Critical Issue **Title tag is empty**

URLs: 1 | Percentage: 0.01% | Indexable: 1 | Not Indexable: 0

HTML URLs that contain an empty <title> element. The title tag is considered one of the most important on-page SEO factors, so if it is not present this represents an issue that may affect search engine rankings and click-through-rate from the search results.

High Issue **Multiple title tags**

URLs: 1 | Percentage: 0.01% | Indexable: 1 | Not Indexable: 0

URLs that contain more than one <title> element. If there are multiple title tags on the page, it may lead to search engines displaying the 'wrong' one, which in turn may lead to lower engagement or CTR from search results, and may also have an SEO impact.

Medium Opportunity **Images with missing alt text**

URLs: 227.7K ▲ 17 | Percentage: 45.15%

Images with no alt attribute or missing alt text. Alt text is important for accessibility, to communicate meaning and context about the image to visually impaired users. Search engines also use alt text to understand the meaning and context, so images with no alt text represent poor accessibility, and a missed SEO opportunity.

Medium Opportunity **<h1> tag is missing**

URLs: 387 ▲ 6 | Percentage: 4.92% | Indexable: 366 ▲ 6 | Not Indexable: 21

HTML URLs that do not contain a header 1. The header 1 (h1) tag is considered important to help both users and search engines to quickly understand what content they can expect to find on the page. If the <h1> is not present, this represents a missed optimization opportunity.

Medium | Opportunity | **<h1> tag is empty**

URLs:	3	Percentage:	0.04%	Indexable:	3	Not Indexable:	0

HTML URLs that have an empty header 1. The header 1 (h1) tag is considered important to help both users and search engines to quickly understand what content they can expect to find on the page. If the <h1> is empty, this represents a missed optimization opportunity.

Low | Potential Issue | **Meta description is missing**

URLs:	4.2K	Percentage:	53%	Indexable:	1.2K	▲ 4	Not Indexable:	2.9K	▼ -4

URLs that do not contain a meta description. The meta description is considered important to help users quickly understand what content they can expect to find on the page, when clicking through from the search engine results page. Well written meta descriptions typically achieve a better click-through-rate. If the meta description is missing, this represents a missed optimization opportunity.

Low | Opportunity | **Title tag length too short**

URLs:	4K	▼ -4	Percentage:	50.97%	Indexable:	956	Not Indexable:	3.1K	▼ -4

URLs that contain a title tag with too few characters. If the title uses too few characters, it may not be sufficient to effectively communicate the desired message.

Low | Opportunity | **<h1> length too short**

URLs:	3K	▲ 2	Percentage:	38.17%	Indexable:	936	▲ 2	Not Indexable:	2.1K

URLs that contain a header 1 with too few words. If the <h1> does not use many words, in may not be well optimized to effectively communicate the desired message. It is considered best practice to try and include the main target keywords for the page in the <h1>, whilst also communicating 'what the page is about.'

Low | Opportunity | **Title tag length too long**

URLs:	1.3K	▲ 1	Percentage:	16.75%	Indexable:	567	▲ 1	Not Indexable:	750

URLs that contain a title tag with too many characters. If the title uses too many characters, it may not be well optimized to effectively communicate the desired message. Depending on the query, search engines may truncate or rewrite titles that are too long.

Low | Opportunity | **Meta description length too short**

URLs:	510	▲ 2	Percentage:	6.49%	Indexable:	257	▲ 1	Not Indexable:	253	▲ 1

URLs that contain a meta description with too few characters. If the meta description is particularly short, this may mean it has been automatically generated or is not well optimized, and may achieve poor click-through-rate as a result.

Low | Opportunity | **Meta description length too long**

URLs:	201	▼ -209	Percentage:	2.56%	Indexable:	52	▼ -91	Not Indexable:	149	▼ -118

URLs that contain a meta description with too many characters. If the meta description is very long, this may mean it has been automatically generated or is not well optimized, and may achieve poor click-through-rate as a result. Depending on the query, search engines may truncate or rewrite meta descriptions that are too long.

Low | Opportunity | **<h1> length too long**

URLs:	84	Percentage:	1.07%	Indexable:	17	Not Indexable:	67

URLs that contain a header 1 with too many words. If the <h1> uses too many words, in may not be well optimized to effectively communicate the desired message. It is considered best practice to try and include the main target keywords for the page in the <h1>, whilst also communicating 'what the page is about.'

Low | Potential Issue | **Multiple <h1> tags**

URLs:	65	Percentage:	0.83%	Indexable:	60	Not Indexable:	5

URLs that contain multiple header 1s. Having more than one <h1> tag can be a sign of poor content structure, and could de-emphasize keyword associations with the page.

Low | Issue | **Multiple meta descriptions**

URLs:	3	Percentage:	0.04%	Indexable:	2	Not Indexable:	1

URLs that contain multiple meta descriptions. If there are multiple meta descriptions on the page, it may lead to search engines displaying the 'wrong' one, which in turn may lead to lower engagement or CTR from search results.

Low | Potential Issue | **Title and meta description are the same**

URLs:	1	Percentage:	0.01%	Indexable:	1	Not Indexable:	0

URLs that have identical text for the title and meta description. The title and meta description serve very different purposes, and if they are identical then this is usually the result of a misconfigured plugin or script.

No Issue | **Meta description is empty**

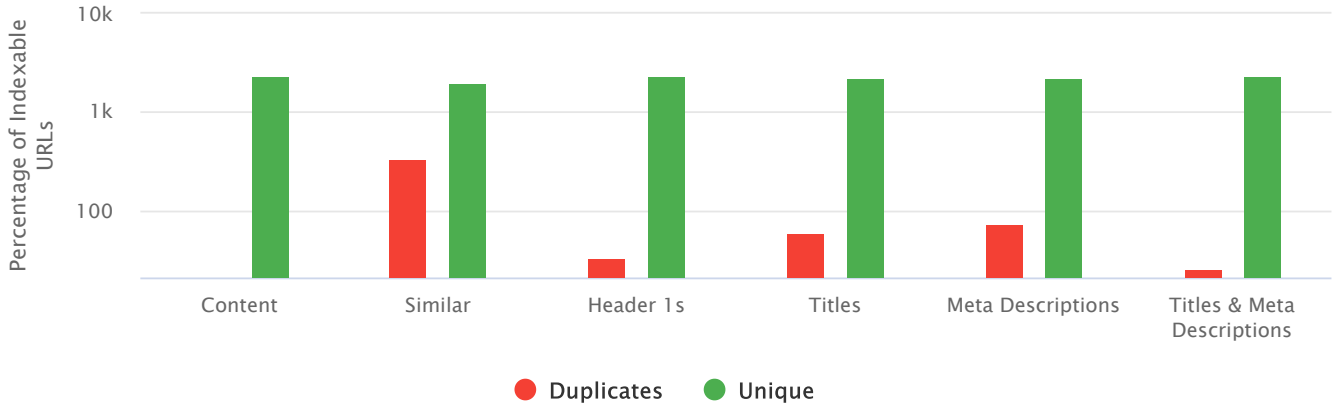
URLs that have an empty meta description. The meta description is considered important to help users quickly understand what content they can expect to find on the page, when clicking through from the search engine results page. Well written meta descriptions typically achieve a better click-through-rate. If the meta description is empty, this represents a missed optimization opportunity.

Duplicate Content

Content	Similar	Page Titles	URLs
0 –	339 ▼ -1	61 –	0 –

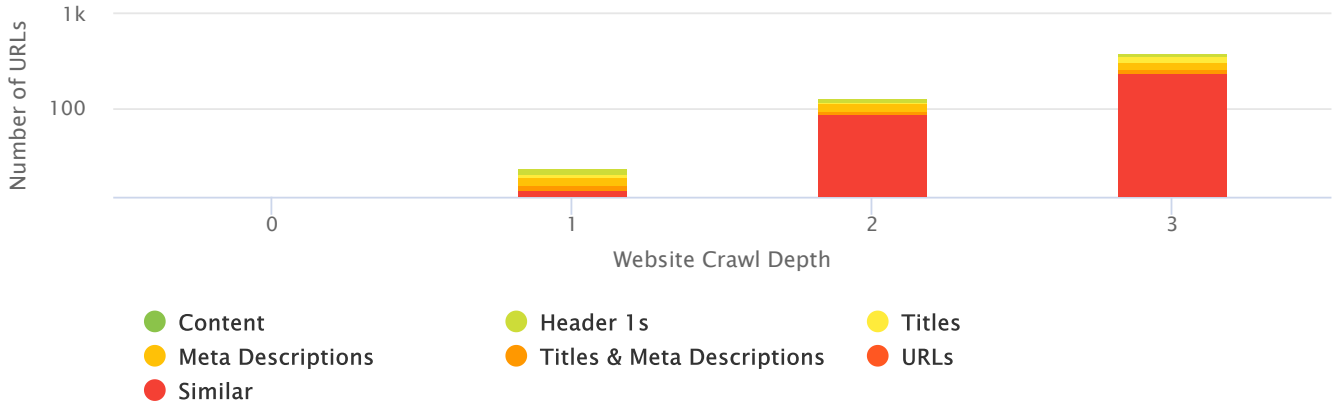
Duplicate Content Distribution

This chart shows the percentage of duplicate content vs unique content, across the 6 duplicate content categories. This illustrates the ratio of duplicate content, to help you determine if there is a duplicate content 'problem'.



Duplication by Depth

This chart shows duplicate content by website depth, which can reveal patterns in the underlying cause in duplicate content (e.g. duplicate content mostly on depth 3, which are mostly product pages).



Duplicate Content Score

Critical	High	Medium	Low	Insights	No Issue
0	3	1	1	0	2

All Hints	Issues	Potential Issues	Opportunities
5	5	0	0

High Issue URLs with similar content

URLs:	339	▼ -1	Percentage:	12.41%

URLs that have substantially similar HTML content to at least one other indexable URL. This could also be referred to as 'near duplicate content', where most of the HTML content on the pages is the same - without all the content being identical. If this sort of duplication occurs, it may be serious issue, as URLs with almost identical content are accessible to search engine crawlers, which could trip quality algorithms like Google's Panda.

High Issue URLs with duplicate page titles

URLs:	61	Percentage:	2.23%

URLs that have the exact same page title as at least one other indexable URL. If multiple pages have the same title, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization (multiple pages on your own site competing for the same search terms, and hurting each others' rankings).

High Issue URLs with duplicate title and meta descriptions

URLs:	26	Percentage:	0.95%

URLs that have the exact same page title and meta description as at least one other indexable URL. If multiple pages have the same title, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization. If a page has both a duplicate title AND a duplicate meta description, this may indicate a more systemic issue at play (than simply a copy/paste human error).

Medium Issue URLs with duplicate h1s

URLs:	33	▲ 2	Percentage:	1.21%

URLs that have the exact same header 1 (h1) tag as at least one other indexable URL. If multiple pages have the same h1, this can make it difficult for search engines to differentiate the 'best' page for a given search query, which can result in keyword cannibalization (multiple pages on your own site competing for the same search terms, and hurting each others' rankings).

Low Issue URLs with duplicate meta descriptions

URLs:	75	▲ 2	Percentage:	2.75%

URLs that have the exact same meta description as at least one other indexable URL. If lots of meta descriptions are duplicate, this represents a missed optimization opportunity. It may make it difficult for users to differentiate similar pages in search results, and may result in search engines simply re-writing the descriptions for you (sometimes with disastrous results).

No Issue **Duplicate URLs (technical duplicates)**

URLs that are technically identical to at least one other indexable URL. This could be URLs that are only different based on case, or have the same query string parameters and values (but in a different order). If this sort of duplication occurs, you have a relatively serious issue, whereby identical URLs are being generated and are accessible to search engine crawlers.

No Issue **URLs with duplicate content**

URLs that have identical HTML content to at least one other indexable URL. If this sort of duplication occurs, you have a relatively serious issue, whereby URLs with identical content are accessible to search engine crawlers. If this results in large scale duplicate content issues on the site, you could trip quality algorithms like Google's Panda, which can depress organic search traffic to the site as a whole.

Response vs Rendered

Meta Robots

Differences in meta robots between the response and rendered HTML, this may cause indexing issues.

No Change Created Modified
Duplicated Deleted

Status	URLs
No Change	0
Created	0
Modified	0
Duplicated	0
Deleted	0

Canonical

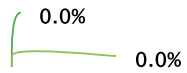
Differences in the canonical between the response and rendered HTML, this may cause indexing issues.

No Change Created Modified
Duplicated Deleted

Status	URLs
No Change	0
Created	0
Modified	0
Duplicated	0
Deleted	0

Title

Differences between the page title found in the response and rendered HTML may mean that JavaScript is modifying the page content in unexpected ways, which may warrant further investigation.



No Change Created Modified
Duplicated Deleted

Status	URLs
No Change	0
Created	0
Modified	0
Duplicated	0
Deleted	0

Meta Description

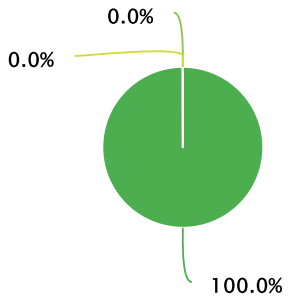
Differences between the meta description found in the response and rendered HTML may mean that JavaScript is modifying metadata in unexpected ways, which may warrant further investigation.

No Change Created Modified
Duplicated Deleted

Status	URLs
No Change	0
Created	0
Modified	0
Duplicated	0
Deleted	0

Internal Links

Differences between the internal links found in the response and rendered HTML means that JavaScript is adding or modifying links, which may affect crawling/link discovery, anchor text optimisation and internal PageRank distribution.



No Created Modified

Status	URLs
No	518,732
Created	0
Modified	0

External Links

Differences between the external links found in the response and rendered HTML means that JavaScript is adding or modifying links, which may indicate that external links are being injected without the site owner's awareness.

No Created Modified

Status	URLs
No	0
Created	0
Modified	0

Security

Protocols

Protocol	Supported		Action
TLS 1.3	Yes	✔	None
TLS 1.2	Yes	✔	None
TLS 1.1	No	✔	None
TLS 1.0	No	✔	None
SSL 3.0	No	✔	None

Cipher Suites

The server supports weak and vulnerable cipher suites. These pose a security risk and should be disabled on the server.

Suite	Name	Type	Action
TLS 1.3	TLS_AES_128_GCM_SHA256	Secure	None
TLS 1.3	TLS_AES_256_GCM_SHA384	Secure	None
TLS 1.3	TLS_CHACHA20_POLY1305_SHA256	Secure	None
TLS 1.2	RSA_WITH_AES_128_GCM_SHA256	Secure	None
TLS 1.2	RSA_WITH_AES_256_GCM_SHA384	Secure	None
TLS 1.2	ECDHE_RSA_WITH_AES_128_GCM_SHA256	Secure	None
TLS 1.2	ECDHE_RSA_WITH_AES_256_GCM_SHA384	Secure	None
TLS 1.2	RSA_WITH_AES_128_CBC_SHA	Weak	Disable
TLS 1.2	RSA_WITH_AES_256_CBC_SHA	Weak	Disable
TLS 1.2	ECDHE_RSA_WITH_AES_128_CBC_SHA	Weak	Disable
TLS 1.2	ECDHE_RSA_WITH_AES_256_CBC_SHA	Weak	Disable

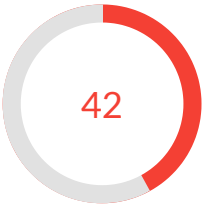
Certificates

Certificate is valid. There are no issues with the SSL certificates being served for this website.

Certificate 1	
Subject	CN=nopedals.cz
Common Name	nopedals.cz
Alternative Names	nopedals.cz, www.nopedals.cz
Issuer	R3
Effective Date	24.8.2021 13:46:07
Expiration Date	22.11.2021 12:46:06
Key	4096

Certificate 2	
Subject	CN=R3, O=Let's Encrypt, C=US
Common Name	R3
Alternative Names	R3
Issuer	ISRG Root X1
Effective Date	4.9.2020 2:00:00
Expiration Date	15.9.2025 18:00:00
Key	2048

Certificate 3	
Subject	CN=ISRG Root X1, O=Internet Security Research Group, C=US
Common Name	ISRG Root X1
Alternative Names	ISRG Root X1
Issuer	DST Root CA X3
Effective Date	20.1.2021 20:14:03
Expiration Date	30.9.2024 20:14:03
Key	4096



Security Score

Critical 2 | High 2 | Medium 3 | Low 1 | Insights 6 | No Issue 2

All Hints 14 | Issues 8 | Potential Issues 0 | Opportunities 0

Critical Issue **Mixed content (loads HTTP resources on HTTPS URL)**

URLs: 5.5K ▲ 1 | Percentage: 69.82%

URLs that are loaded over a secure HTTPS connection, with some resources that are loaded over an unsecure HTTP connection (mixed content).

Critical Issue **Internal HTTP URLs**

URLs: 2 | Percentage: 0.03% | Indexable: 2 | Not Indexable: 0

Internal HTML URLs that are loaded over HTTP. If HTTP URLs successfully resolve then this either indicates that the site has not yet migrated to HTTPS, or that some HTTP URLs have been missed, which represents a security risk and may also negatively affect user experience, since most browsers show warnings on HTTP pages.

High Issue **Loads page resources using protocol relative URIs**

URLs: 556 | Percentage: 7.07%

Loading a resource using protocol relative URIs allow it to be requested over HTTP and opens the door for Man-on-the-side attacks. If a resource is available over SSL, then always use the https:// URI.

High Issue **HTTPS URL links to an HTTP URL**

URLs: 325 | Percentage: 4.1% | Indexable: 325 | Not Indexable: 0

HTTPS URLs that contain one or more outgoing internal links to URLs which are HTTP.

Medium Issue **Has JavaScript served via a CDN without subresource integrity**

URLs: 7.3K ▲ 1 | Percentage: 92.61%

A CDN is in control of some or all of the JavaScript files on this URL, which means a third-party could make unwanted changes to the script. Using a specification called Subresource Integrity, a website can include JavaScript that will stop working if it has been modified.

Medium Issue **Has style sheets served via a CDN without subresource integrity**

URLs: 7.1K ▲ 1 | Percentage: 90.65%

A CDN is in control of some or all of the style sheets on this URL, which means a third-party could make unwanted changes to the script. Using a specification called Subresource Integrity, a website can include CSS that will stop working if it has been modified.

Medium Issue **Has external opener links vulnerable to tabnapping**

URLs:	6.6K	▼ -2	Percentage:	83.49%

Contains links to external URLs that use target='_blank' to open a new tab/window. The browser opens a new tab for the link, but also, for a very brief moment, allows the new tab to communicate with the original tab using a browser feature called the window.opener API. An attacker can place malicious code on the newly opened website, check the source of the click, and force the original tab to open a new URL.

Low Issue **Leaks server information useful for compromising servers**

URLs:	7.9K	▲ 3	Percentage:	99.85%

Servers will commonly reveal what software is running on them, what versions of the software are on there and what frameworks are powering it. Reducing the amount of information you divulge is always a benefit.

Insight **Referrer-Policy HTTP header is missing**

URLs:	7.9K	▲ 3	Percentage:	99.85%

Referrer Policy is a new header that allows a site to control how much information the browser includes with navigations away from a document and should be set by all sites.

Insight **X-XSS-Protection HTTP header is missing or invalid**

URLs:	7.6K	▲ 1	Percentage:	97.27%

X-XSS-Protection sets the configuration for the cross-site scripting filter built into most browsers. Recommended value "X-XSS-Protection: 1; mode=block".

Insight **X-Frame-Options HTTP header is missing or invalid**

URLs:	7.5K	▲ 1	Percentage:	95.69%

X-Frame-Options tells the browser whether you want to allow your site to be framed or not. By preventing a browser from framing your site you can defend against attacks like clickjacking. Recommended value "x-frame-options: SAMEORIGIN".

Insight **X-Content-Type-Options HTTP header is missing**

URLs:	7.2K	▲ 1	Percentage:	90.9%

X-Content-Type-Options stops a browser from trying to MIME-sniff the content type and forces it to stick with the declared content-type. The only valid value for this header is "X-Content-Type-Options: nosniff".

Insight **Strict-Transport-Security HTTP (HSTS) header is missing**

URLs:	7K	▲ 1	Percentage:	88.35%

HTTP Strict Transport Security (HSTS) strengthens your implementation of TLS by getting the User Agent to enforce the use of HTTPS.

Insight **Content-Security-Policy HTTP header is missing or invalid**

URLs:	929	▲ 1	Percentage:	11.81%

A Content Security Policy is an effective measure to protect your site from XSS attacks. By whitelisting sources of approved content, you can prevent the browser from loading malicious assets.

No Issue **HTTP URL contains a password input field**

URLs that are using an unsecure HTTP protocol and contain a form that posts potentially sensitive password data.

No Issue **HTTPS URL contains a form posting to HTTP**

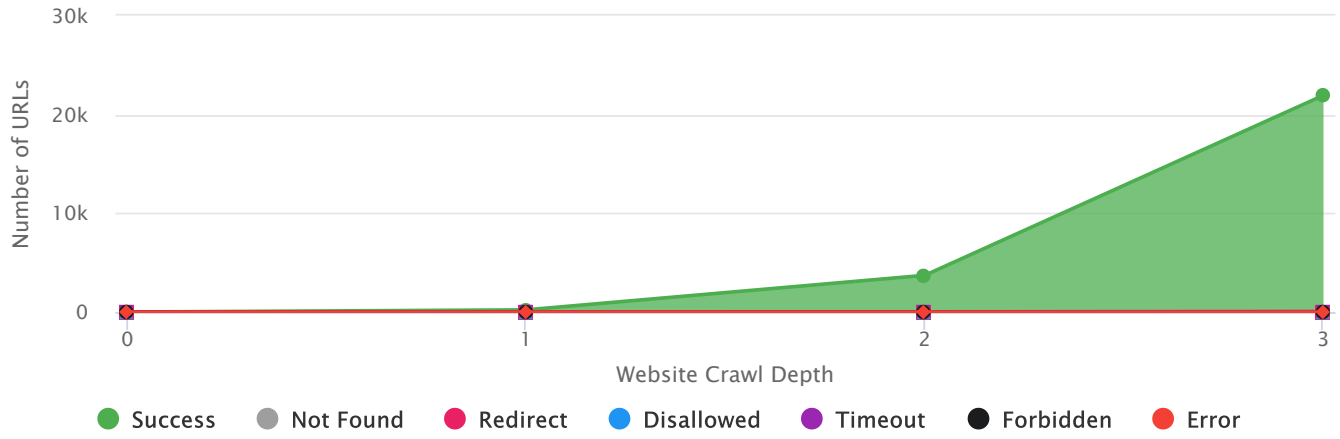
HTTPS URLs that contain a form which posts to HTTP (protocol change).

Page Resources

All	CSS	JavaScript	Images
25,869 ▲ 3	109 ▲ 2	210 ▲ 6	25,528 –

Page Resource URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website. The graph gives you an idea where most of your resources sit within the overall structure of the website.

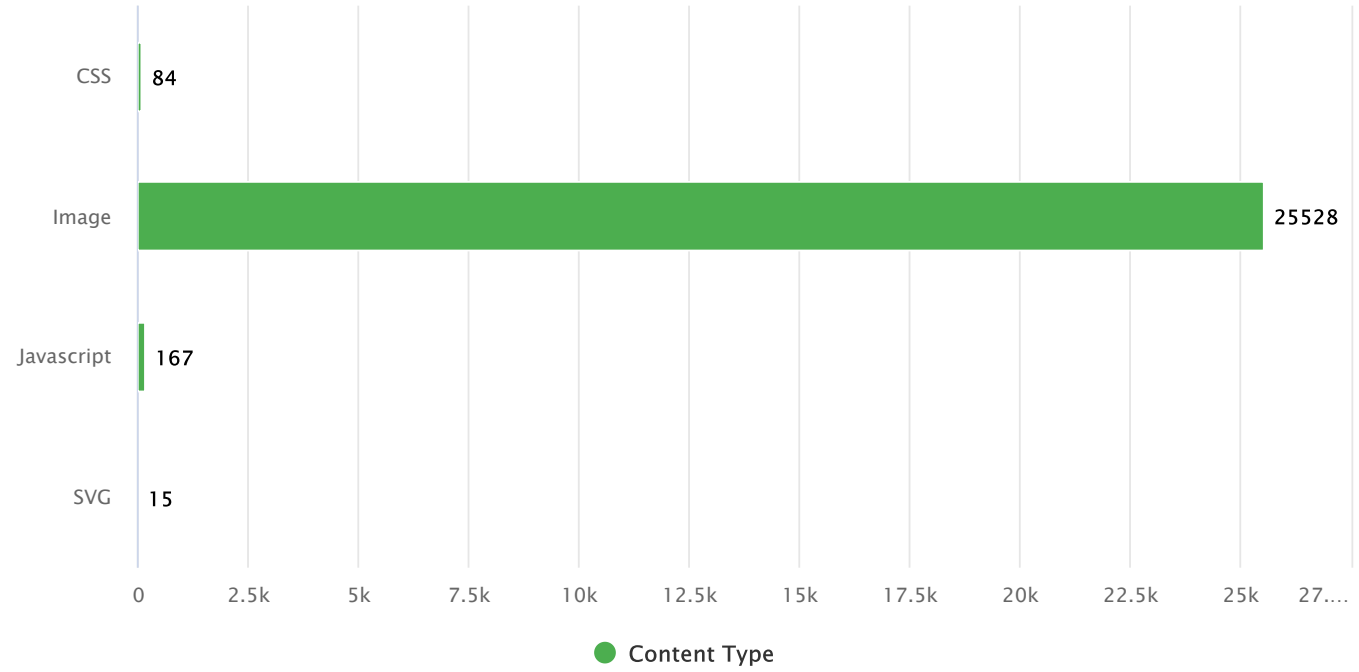


Success 25,794	Not Found 4	Redirected 69	Disallowed 0	Timeout 0	Forbidden 0	Error 2

Status	0	1	2	3
Success	0	214	3,695	21,885
Not Found	0	1	0	3
Redirect	0	2	19	48
Timeout	0	0	0	0
Error	0	1	0	1
Failed	0	0	0	0
Disallowed	0	0	0	0
Forbidden	0	0	0	0

Content Types

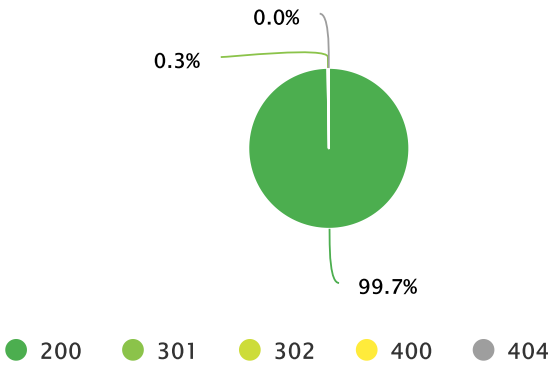
This graph splits out all the resources found into different content types, so you can see which ones are most prevalent.



Content Type	URLs
CSS	84
Image	25,528
Javascript	167
SVG	15

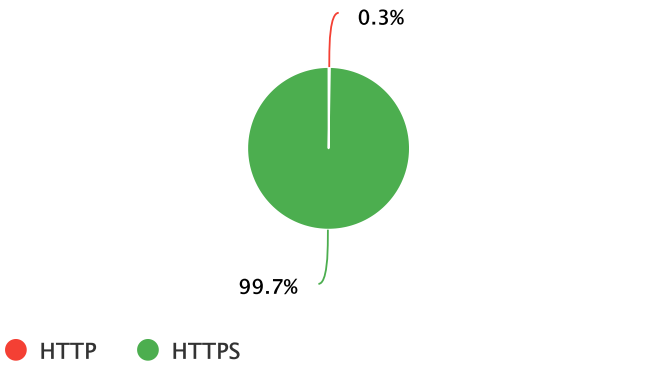
HTTP Status Codes

The chart visualizes the status code distribution among all resource URLs. For optimum user experience, all resources would return a 200 (OK) status code.



Protocols Found

This chart shows you the relative split between different protocols used across the site for resource URLs (generally this will be HTTP/HTTPS).

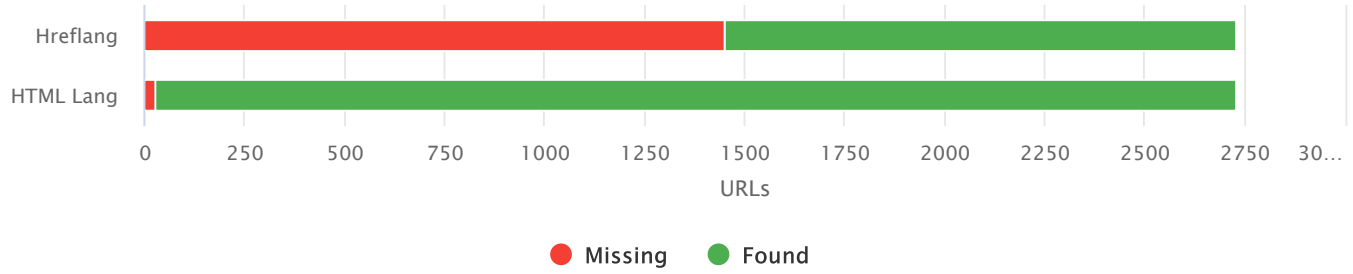


International

URLs with Hreflang	URLs Missing Hreflang	Unique Hreflang	External Hreflang
1,279 ▲ 1	1,452 ▲ 5	11 –	0 –

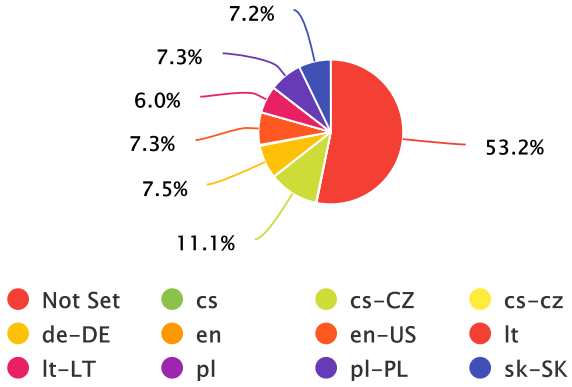
URLs

This chart is a visual representation of the Hreflang and HTML lag tag coverage throughout the site.



Hreflang Annotations

The chart shows the hreflang distribution across all HTML URLs (including URLs with no hreflang annotations).

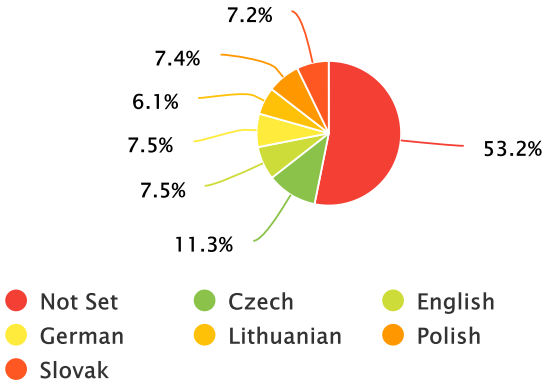


HTML Lang Attributes

This chart shows the distribution of HTML lang attributes across all HTML URLs (including URLs with no HTML lang tags).

Hreflang Annotation Languages

This chart shows the breakdown of different languages defined using hreflang annotations, across all HTML URLs (including URLs with no hreflang annotations).



- Not Set
- Czech
- English
- German
- Lithuanian
- Polish
- Slovak

HTML Lang Languages

This chart shows the breakdown of different languages defined using HTML lang attributes, across all HTML URLs (including URLs with no HTML lang tags).

- Quechua
- Romanian
- Russian
- Sanskrit
- Sardinian
- Serbian
- Sinhalese
- Slovak
- Slovenian
- Spanish
- Swahili
- Swedish
- Tagalog
- Tamil
- Thai
- Turkish
- Ukrainian
- Urdu
- Vietnamese
- Walloon
- Welsh
- Yoruba
- Zulu

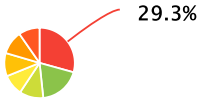
Hreflang Annotation Regions

This chart shows the breakdown of different regions defined using hreflang annotations, across all HTML URLs (including URLs with no hreflang annotations).

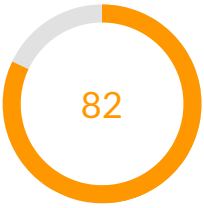
- Not Set
- Czechia
- Germany
- Lithuania
- Poland
- Slovakia
- United States of America

HTML Lang Regions

This chart shows the breakdown of different regions defined using HTML lang attributes, across all HTML URLs (including URLs with no HTML lang tags).



- Not Set
- Czechia
- Germany
- Lithuania
- Poland
- Slovakia
- United States of America



International Score

Critical 1 | High 7 | Medium 2 | Low 0 | Insights 1 | No Issue 15

All Hints 11 | Issues 7 | Potential Issues 1 | Opportunities 2

Critical Issue — Has invalid outgoing hreflang annotations

URLs: 1 | Percentage: 0.04%

URLs with hreflang annotations where one or more of the outgoing annotations is invalid (e.g. invalid language or country code). This will cause search engines to ignore the hreflang annotation.

High Potential Issue — Missing hreflang annotations

URLs: 1.5K ▲ 5 | Percentage: 53.17%

URLs that are not specified as translations through hreflang annotations. This may be intentional - if a URL does not have a translation - however this may also highlight instances where URLs are missing hreflang markup, yet should have it.

High Issue — Missing reciprocal hreflang (no return-tag)

URLs: 365 ▼ -5 | Percentage: 13.37%

URLs with hreflang annotations where at least one of the alternate hreflang URLs does not reciprocate. Hreflang must reciprocate, if it does not then search engines will ignore the hreflang instruction.

High Issue — Invalid HTML lang attribute

URLs: 23 | Percentage: 0.84%

URLs that have defined the language/region attribute using HTML lang, but either the language code or the geography code is invalid (or both are invalid). Invalid HTML lang will cause you issues in search engines that still support HTML lang (e.g. Bing), and they won't serve the correct localised content in different regions.

High Issue — Has outgoing hreflang annotations to canonicalized URLs

URLs: 5 | Percentage: 0.18%

URLs with outgoing hreflang annotations where one or more of the annotation URLs is canonicalized to another URL. This is a conflicting signal for search engines, and may lead them to ignore the hreflang or canonical instruction (or both).

High Issue — Mismatched hreflang and HTML lang declarations

URLs: 4 | Percentage: 0.15%

URLs with hreflang annotations and HTML lang attributes, which do not match. This implies that an error has been made with either the hreflang annotation, or with HTML lang (or both), and may cause search engines to include the incorrect language version in localised search results.

High Issue **Has unsupported or misconfigured hreflang**

URLs:	2	Percentage:	0.07%

URLs with hreflang annotations where one or more of the hreflang tags is configured using regular anchor links (e.g. in a HTML tag instead of a link rel). This is invalid, so the hreflang markup will not be considered by search engines at all.

High Issue **Has outgoing hreflang annotations to redirecting URLs**

URLs:	1	Percentage:	0.04%

URLs with hreflang annotations that have at least one outgoing hreflang annotation which returned a Redirect (3XX) HTTP status. Hreflang alternate URLs should not redirect, and this conflicting signal may cause search engines to ignore the hreflang instruction.

Medium Opportunity **Missing HTML lang attribute**

URLs:	29 ▲ 5	Percentage:	1.06%

Indexable URLs that have not defined the language/region attribute using HTML lang. Some search engines rely on HTML lang (instead of hreflang) to determine the language of a page, so if it is missing the language may not be correctly interpreted.

Medium Opportunity **Has hreflang annotations without HTML lang**

URLs:	1	Percentage:	0.04%

URLs with hreflang annotations, that have not defined the language/region attribute using HTML lang. Some search engines rely on HTML lang (instead of hreflang) to determine the language of a page, so if it is missing the language may not be correctly interpreted.

Insight **Hreflang annotation also x-default**

URLs:	4	Percentage:	0.15%

URLs with hreflang annotations where one of the alternate URLs is also defined as the x-default hreflang. This means that the page marked as x-default is specified as a language alternate, but also as the default 'fallback' page. If this setup is intentional, this is not an issue. Sometimes, x-default has been included by accident, and the page is not a suitable fallback for the rest of the world.

No Issue **Has outgoing hreflang annotations to noindex URLs**

URLs with hreflang annotations where one or more of the annotation URLs is noindex. As these URLs are not indexable, this offers a conflicting signal to search engines, which means they may ignore the hreflang instructions.

No Issue **Invalid incoming hreflang annotations**

URLs that are referenced by at least one incoming hreflang annotation which is invalid (e.g. invalid language or country code). This will cause search engines to ignore the hreflang annotation.

No Issue **Noindex URL has incoming hreflang**

URLs with hreflang annotations that have self-referencing hreflang, yet are also noindex URLs. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

No Issue **Canonicalized URL has incoming hreflang**

URLs that are defined as a hreflang alternate, yet also have a canonical tag pointing at a different URL. This is a conflicting signal for search engines, and may lead them to ignore the hreflang or canonical instruction (or both).

No Issue **Disallowed URL has incoming hreflang**

URLs with incoming hreflang annotations that yet are disallowed in robots.txt. Disallowed URLs are not crawlable, which means that search engines will ignore the hreflang instructions.

No Issue **Has conflicting incoming hreflang annotations**

URLs that have multiple, different incoming hreflang annotations - causing a conflict between the differing annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

No Issue **Has conflicting outgoing hreflang annotations**

URLs with hreflang where one or more outgoing hreflang annotations specify the same URL, but with different hreflang - so there is a conflict between the two annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

No Issue **Has hreflang annotations using multiple methods**

URLs with hreflang annotations defined using more than one method (HTML, HTTP Header or XML Sitemap). Whilst this is not invalid unless the annotations conflict, it opens up a greater opportunity for inconsistencies to occur in the future.

No Issue **Has multiple self-referencing hreflang annotations**

URLs with hreflang where a URL contains multiple self-referenced hreflang, using multiple different hreflang, so the 'correct' one is ambiguous. This sort of conflicting signal may cause search engines to ignore the hreflang instruction.

No Issue **Has outgoing hreflang annotation to multiple URLs**

URLs with hreflang where one or more outgoing hreflang annotation is specified against more than one URL - so there is a conflict between the various annotations. This sort of conflicting signal will cause search engines to ignore the hreflang instruction.

No Issue **Has outgoing hreflang annotations to broken URLs**

URLs with hreflang annotations that have at least one outgoing hreflang annotation which returned a Not Found (4XX) or Error (5XX) HTTP status. This is problematic as it means that the hreflang equivalent URLs are inaccessible, which either means that the annotation is incorrect (e.g. typo) or the target page does not exist.

No Issue **Has outgoing hreflang annotations to disallowed URLs**

URLs with outgoing hreflang annotations where one or more of the annotation URLs is disallowed. Disallowed URLs are not crawlable, which means that search engines will ignore the hreflang instructions.

No Issue **Has outgoing hreflang annotations using relative URLs**

URLs with hreflang annotations that have at least one outgoing hreflang annotation which is referenced as a relative URL. Using relative URLs for hreflang increases the chances that something will go wrong in the future, even if the setup is valid right now.

No Issue **Missing canonical URL**

URLs with hreflang annotations, but with no canonical tag. URLs with hreflang do not need to have canonical tags - so it is NOT a problem if your site does not use them. However, it is worth considering that canonicals and hreflang are both indexing instructions. If you can give more precise, consistent indexing signals to search engines, not only will their indexing and linking properties be more accurate, but they will be better able to serve users the URL of their preferred language.

No Issue **Missing self-reference hreflang annotation**

URLs with hreflang annotations which do not include a self-reference, using any method (HTML, HTTP header, or XML Sitemap). It is not necessary for URLs to include a hreflang self-reference, but it is considered best practice.

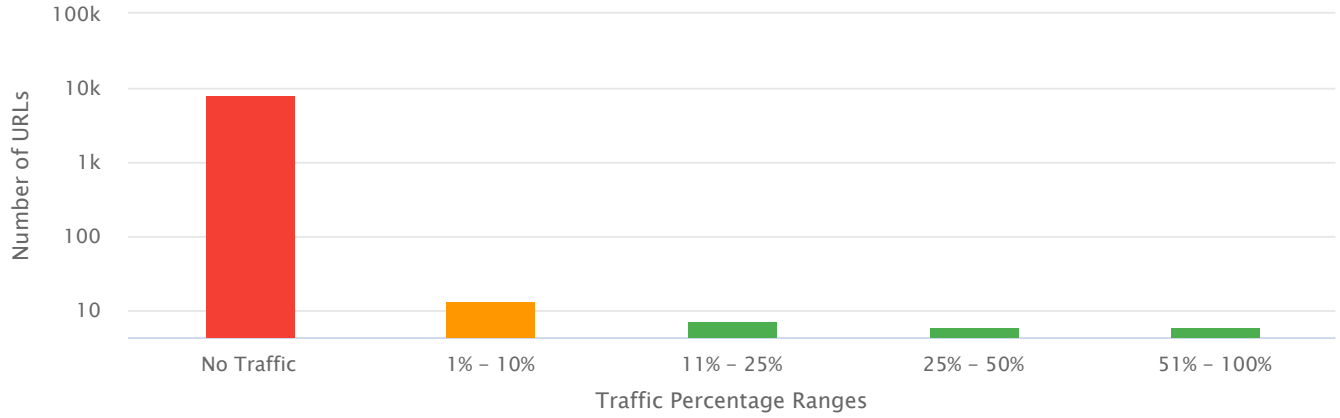
Search Traffic

Search Traffic data collected between **July 3, 2021** and **October 1, 2021**

Percentile Ranges of Organic Search Traffic

This graph shows how the total volume of organic search traffic is distributed among HTML URLs.

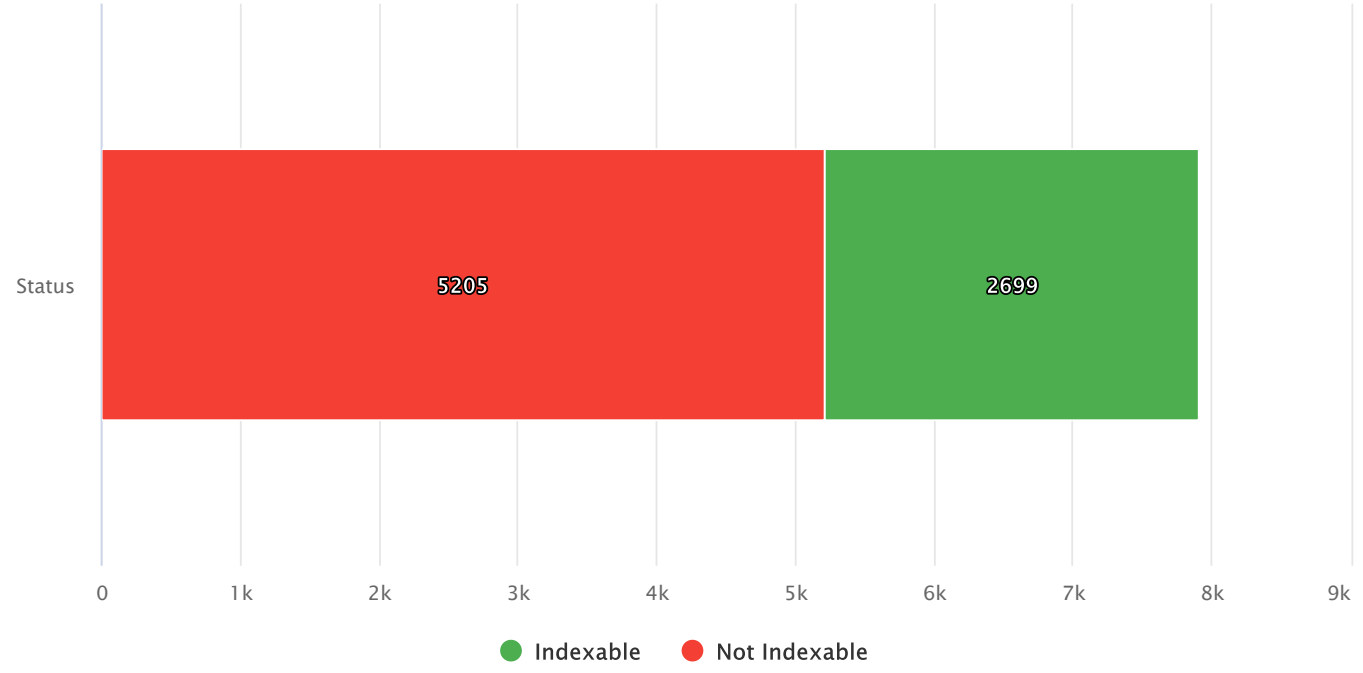
This allows you to see if a high proportion of search traffic is being received by only a few URLs, or if the increase is more gradual.



Range	URLs
No Traffic	7,904
1% - 10%	13
11% - 25%	7
26% - 50%	6
51% - 100%	6

Indexable Status of URLs with No Traffic

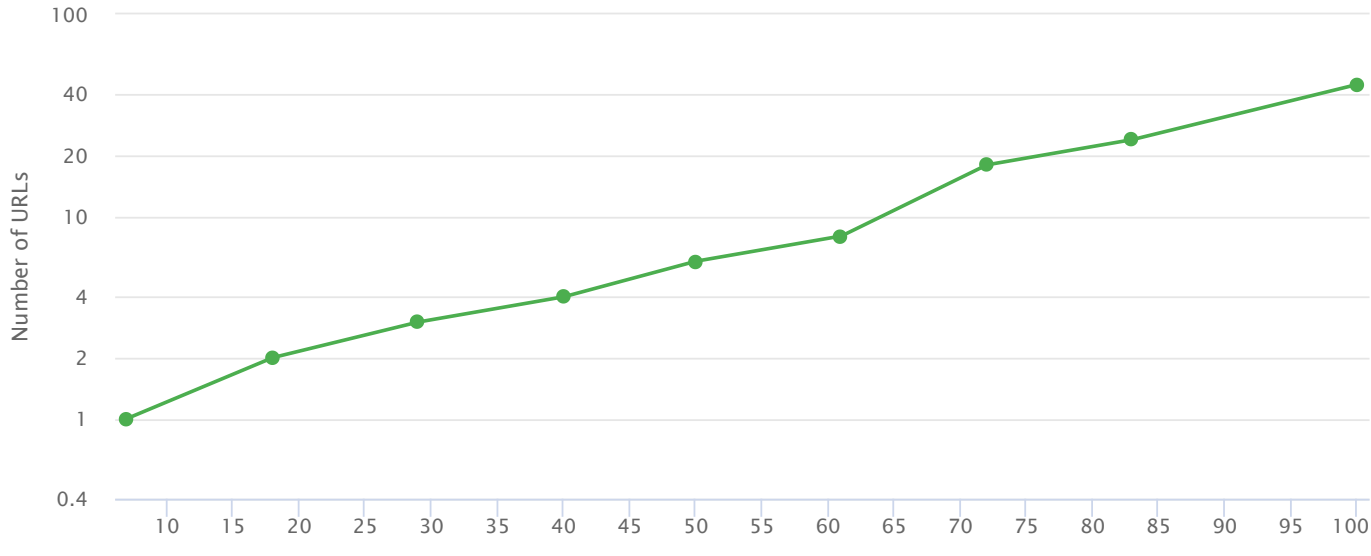
This chart is a visual representation of the indexable status of URLs that do not have any search traffic.

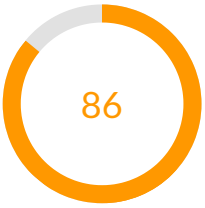


Percentile of Organic Search Traffic to HTML URLs

This chart splits out the number of indexable and non-indexable URLs (y-axis) that fall into different percentile bands of overall organic search traffic (x-axis).

A high proportion of indexable URLs receiving no organic search traffic (or very little organic search traffic) could be a cause for concern, and should be investigated further.





Organic Search Traffic Score

Critical 0 | High 0 | Medium 6 | Low 0 | Insights 0 | No Issue 11

All Hints 6 | Issues 0 | Potential Issues 6 | Opportunities 0

Medium | Potential Issue

URL received no tablet organic search traffic

URLs:	7.9K	▲ 1	Percentage:	99.97%	Indexable:	2.7K	▲ 6	Not Indexable:	5.2K	▼ -5

URLs that received no organic search traffic from tablet devices, per the connected Google Search Console account. This should be considered a flag - why did the page receive no visits on tablet devices? It could signal an issue with search performance for the page on tablet devices.

Medium | Potential Issue

URL received no desktop organic search traffic

URLs:	7.9K	▲ 1	Percentage:	99.72%	Indexable:	2.7K	▲ 6	Not Indexable:	5.2K	▼ -5

URLs that received no organic search traffic from desktop devices, per the connected Google Search Console account. This should be considered a flag - why did the page receive no visits on desktop devices? It could signal an issue with search performance for the page on desktop devices.

Medium | Potential Issue

URL received no mobile organic search traffic

URLs:	7.9K	▲ 1	Percentage:	99.68%	Indexable:	2.7K	▲ 6	Not Indexable:	5.2K	▼ -5

URLs that received no organic search traffic from mobile devices, per the connected Google Search Console account. This should be considered a flag - why did the page receive no visits on mobile devices? It could signal an issue with search performance for the page on mobile devices.

Medium | Potential Issue

URL received no organic search traffic

URLs:	7.9K	▲ 1	Percentage:	99.6%	Indexable:	2.7K	▲ 6	Not Indexable:	5.2K	▼ -5

URLs that received no organic search traffic, per the connected Google Analytics and Google Search Console accounts. If a page has received no organic search traffic, this is obviously a bad sign from an SEO perspective. It may indicate that the content is low quality, and doesn't do a good job providing an answer for relevant search queries. It may be due to the page having poor link equity - if the page has very few internal links, for instance - which would also make it difficult to rank well in organic search.

Medium | Potential Issue

URL only received mobile organic search traffic

URLs:	10	Percentage:	0.13%	Indexable:	10	Not Indexable:	0

URLs that only received organic search traffic from mobile devices, per the connected Google Search Console account. This should be considered a flag - why did the page receive visits on mobile devices, but not desktop or tablet devices? It could signal an issue with search performance for the page on desktop and tablet devices.

Medium | Potential Issue

Only has desktop organic search traffic

URLs:	7	Percentage:	0.09%	Indexable:	7	Not Indexable:	0

URLs that only received organic search traffic from desktop devices, per the connected Google Search Console account. This should be considered a flag - why did the page receive visits on desktop devices, but not tablet or mobile devices? It could signal an issue with search performance for the page on mobile and tablet devices.

No Issue **Canonicalized URL received organic search traffic**

URLs that are canonicalized to another URL, yet received organic search traffic, per the connected Google Analytics and Google Search Console accounts. If a URL is canonicalized then a specific instruction has been given to search engines to NOT index the page. Yet since URLs need to be indexed in order to receive organic search traffic, this implies that search engines may be ignoring the canonical instruction.

No Issue **Disallowed URL received organic search traffic**

URLs that are disallowed in robots.txt, yet received organic search traffic, per the connected Google Analytics and Google Search Console accounts. If a URL is disallowed then a specific instruction has been given to search engines to NOT crawl the page - typically this means that the website owner does not want the URL appearing in search results - but if the URL is receiving search traffic then this implies that it is indexed.

No Issue **Forbidden (403) URL received search traffic**

URLs that are Forbidden (403), yet received organic search traffic, per the connected Google Analytics and Google Search Console accounts. If a URL returns a status of 403 (Forbidden), this means that the content is not accessible. If search engine users are ending up on 403 pages, they would receive an extremely unsatisfactory result, which offers a very poor user experience and reflects poorly on the brand.

No Issue **Noindex URL received organic search traffic**

URLs that are noindex, yet received organic search traffic, per the connected Google Analytics and Google Search Console accounts. If a URL is noindex then a specific instruction has been given to search engines to NOT index the page. Yet since URLs need to be indexed in order to receive organic search traffic, this implies that search engines may be ignoring the robots directive.

No Issue **Not Found (4XX) URL received search traffic**

URLs that are Not Found (4XX), yet received organic search traffic, per the connected Google Analytics and Google Search Console accounts. If a URL returns a status of 404 (Not Found), this means that the content is no longer accessible. If search engine users are ending up on 404 pages, they would receive an extremely unsatisfactory result, which offers a very poor user experience and reflects poorly on the brand.

No Issue **Orphan URL received search traffic**

URLs that are not part of the crawlable website architecture, yet received organic search traffic, per the connected Google Analytics and Google Search Console accounts. Orphaned URLs should not really exist - they are normally accidental, or the result of a problem yet to be fixed. In this case, either the page should not be orphaned, and is probably missing out on MORE search traffic, or the page should be orphaned, and should not be receiving traffic at all.

No Issue **Redirect (3XX) URL received organic search traffic**

URLs that redirect, yet received organic search traffic, per the connected Google Analytics and Google Search Console accounts. If a URL is redirected yet receiving search traffic, this means that the 'wrong' URL is indexed in Google - it should be the redirect destination URL instead. Redirects don't deliver a terrible user experience - as they still result in the user ending up on the right page (usually), but they do add an extra unnecessary hop, increasing the time it takes for the user to see rendered content.

No Issue **Average time on page less than or equal to 10s**

URLs that received organic search traffic with time on page less than 10 seconds, per the connected Google Analytics account. If a page has an average time on page of 10 seconds or less, this could be an indication that the page is low quality, or the content does not provide a satisfactory answer to ranking search queries.

No Issue **Had bounce rate greater than or equal to 80%**

URLs that received organic search traffic with a bounce rate of 80% or more, per the connected Google Analytics account. Bounce rate is an engagement metric, so if visitors regularly come to the page and then bounce straight back to the SERPs, it could be an indication that the page is low quality, or the content does not provide a satisfactory answer to ranking search queries.

No Issue **URL only received tablet organic search traffic**

URLs that only received organic search traffic from tablet devices, per the connected Google Search Console account. This should be considered a flag - why did the page receive visits on tablet devices, but not desktop or mobile devices? It could signal an issue with search performance for the page on desktop and mobile devices.

No Issue **URL received search traffic but 0 goal conversions**

URLs that received organic search traffic with zero goal conversions, per the connected Google Analytics account. If a page has received organic search traffic but no goal conversions, it may mean that the page is poorly set up from a conversion perspective. However, given that it may be perfectly normal for the majority of pages on a site to achieve no goal conversions, please be aware that this Hint is only Advisory.

Keywords

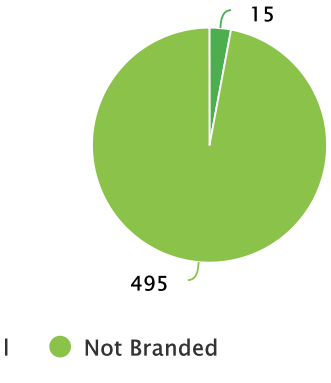
All Keywords	Desktop	Tablet	Mobile	Brand
967	510	79	378	38

Clicks by Position

This graph shows how click data is distributed based on the ranking position, for the top 10 rankings.

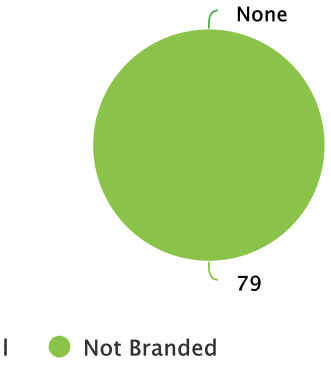
Brand Keywords Desktop

This chart shows the split of branded and not branded keywords, for desktop devices.



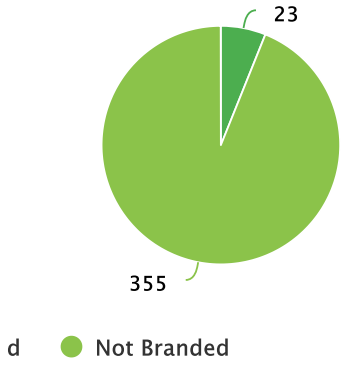
Brand Keywords Tablet

This chart shows the split of branded and not branded keywords, for tablet devices.



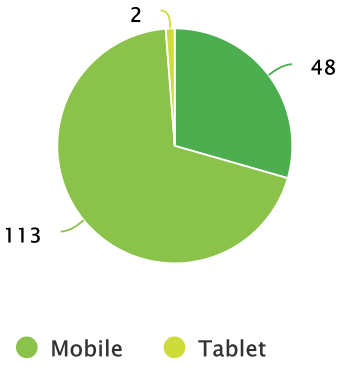
Brand Keywords Mobile

This chart shows the split of branded and not branded keywords, for mobile devices.



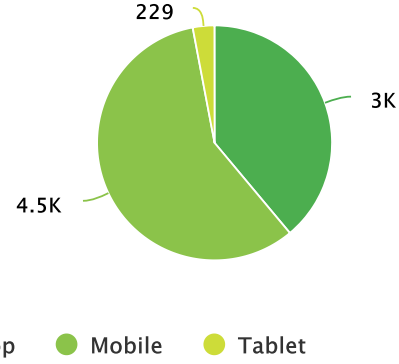
Clicks by Device

This chart shows the breakdown of clicks received, for desktop, mobile and tablet devices.



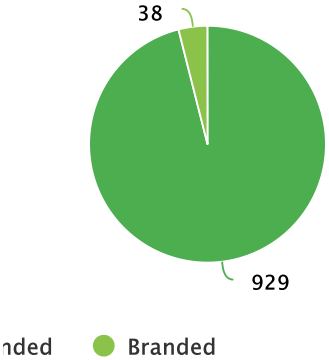
Impressions by Device

This chart shows the breakdown of impressions received, for desktop, mobile and tablet devices.



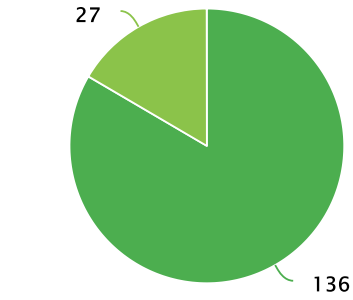
Brand Keywords

This chart shows the split of branded and not branded keywords, for all devices.



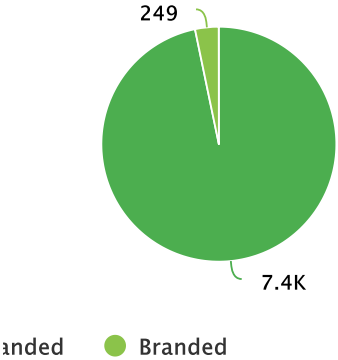
Brand Clicks

This chart shows the split of clicks received, for branded and not branded keywords, for all devices.



Brand Impressions

This chart shows the split of impressions received, for branded and not branded keywords, for all devices.



External URLs

All	Subdomains	HTML	Downloads	Broken
0 –	0 –	0 –	0 –	0 –

External URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

Success 0	Not Found 0	Redirected 0	Timeout 0	Forbidden 0	Error 0

Status

External Content Types

This chart shows the breakdown of content types, for all external URLs that are linked to by an internal anchor.

Content Type	URLs