Website Audit Report

https://jetfuelmeals.com/

October 13, 2022

Audit Overview

Audit Score	SEO Score	Security Score
85	88	65

Crawled	Internal	External	Resources	Uncrawled
901	261	66	574	52

Crawled URLs by Depth

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

Success 795	Not Found 0	Redirected 19	Disallowed 52	Timeout 14	Forbidden 0	Error 21

Status	0	1	2	3	4	5	6	7
Success	1	151	99	179	311	40	8	6
Not Found	0	0	0	0	0	0	0	0
Redirect	0	1	7	2	8	1	0	0
Timeout	0	0	0	7	6	1	0	0
Error	0	0	0	0	14	6	1	0
Failed	0	0	0	0	0	0	0	0
Disallowed	0	29	10	13	0	0	0	0
Forbidden	0	0	0	0	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

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	261	0	0	0	0
Only	0	0	0	0	0
Missing	0	0	0	0	0

Content Types

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

Content Type	URLs
Download	1
Font	2
HTML	274
Image	490
Javascript	16
SVG	12

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	1

Broken External 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	34

SEO Score

Critical 3 | High 6 | Medium 8 | Low 10 | Insights 3 | No Issue 88

All Hints 30 | Issues 12 | Potential Issues 4 | Opportunities 11

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

URLs: 250 | Percentage: 100% | Indexable: 109 | Not Indexable: 141

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

Disallowed JavaScript file

URLs:	51	Percentage:	78.46%

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.

Critical | Issue

Disallowed image

URLs:	1	Percentage:	0.2%

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.

High | Issue

URLs with duplicate page titles

URLs:	7	Percentage:	6.42%

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:	7	Percentage:	6.42%

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 | Opportunity

Has only one followed internal linking URL

URLs:	15	Percentage:	5.75%	Indexable:	1	Not Indexable:	14

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

Isolated URL - only found via a noindex,follow

URLs:	6	Percentage:	2.3%

URLs that are accessible via links on pages that are noindex,follow, but which have no other incoming anchor links from internal URLs. Over time, Google will stop following links to these pages, which means that they end up isolated from the link graph. Eventually, these URLs will lose their ability to rank for relevant search queries, and may end up being dropped from the index.

High | Issue

Broken internal URLs

URLs:	1	Percentage:	0.38%	Indexable:	0	Not Indexable:	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

Canonical points to a noindex URL

URLs:	1	Percentage:	0.38%

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 | Issue

Internal redirects from trailing slash mismatch

URLs:	2

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

Has incoming followed links that do not use descriptive anchor text

URLs:	65	Percentage:	24.9%	Indexable:	65	Not Indexable:	0

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.

Medium | Opportunity

Images with missing alt text

URLs:	1.2K	Percentage:	17.09%

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 | Issue

URL receives both follow & nofollow internal links

URLs:	16	Percentage:	6.13%	Indexable:	16	Not Indexable:	0

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

Has an internal link with no anchor text

URLs:	10	Percentage:	3.83%	Indexable:	10	Not Indexable:	0

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 one or more outgoing followed links with non descriptive anchor text

URLs:	10	Percentage:	3.83%	Indexable:	10	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

Internal redirected URLs

URLs:	10	Percentage:	3.83%

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 | Opportunity

Has an anchored image with no alt text

URLs:	1	Percentage:	0.38%	Indexable:	1	Not Indexable:	0

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

Canonical points to homepage

URLs:	1	Percentage:	0.38%

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

URL contains more than one Google Analytics code

URLs:	250	Percentage:	100%	Indexable:	109	Not Indexable:	141

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

Meta description is missing

URLs:	139	Percentage:	55.6%	Indexable:	15	Not Indexable:	124

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:	75	Percentage:	30%	Indexable:	20	Not Indexable:	55

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

Title tag length too long

URLs:	59	Percentage:	23.6%	Indexable:	56	Not Indexable:	3

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

<h1> length too short

URLs:	43	Percentage:	17.2%	Indexable:	14	Not Indexable:	29

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 | Issue

URLs with duplicate meta descriptions

URLs:	9	Percentage:	8.26%

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 | Potential Issue

Multiple <h1> tags

URLs:	19	Percentage:	7.6%	Indexable:	16	Not Indexable:	3

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 | Opportunity

Meta description length too short

URLs:	14	Percentage:	5.6%	Indexable:	11	Not Indexable:	3

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

<h1> length too long

URLs:	6	Percentage:	2.4%	Indexable:	6	Not Indexable:	0

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 | Issue

Has a link with an empty href attribute

URLs:	1	Percentage:	0.38%	Indexable:	1	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.

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

URLs:	250	Percentage:	100%	Indexable:	109	Not Indexable:	141

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 **External redirected URLs**

URLs:	9	Percentage:	13.64%

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.

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

URLs:	15	Percentage:	5.75%

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.

No Issue **<head> contains invalid HTML elements**

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.

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 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 **HTML is missing or empty**

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.

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 **Title tag is empty**

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.

No Issue **Title tag is missing**

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.

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 **Canonicalized URL is noindex, nofollow**

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.

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 a link with whitespace in href attribute**

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.

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 **Has no outgoing links**

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.

No Issue **Has outgoing links with malformed href data**

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.

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 **Isolated URL - only found via a canonical**

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 the canonical URL is not part of the overall site architecture - it is not accessible to website visitors, and is not being properly assigned link equity for ranking purposes.

No Issue **Isolated URL - only found via a redirect**

URLs that are set as the location on redirecting URLs, but which have no incoming anchor links from internal URLs. This means that the destination URL is isolated from the main link graph, and may not be properly assigned link equity for ranking purposes.

No Issue **Isolated URL - only linked from other isolated URLs**

URLs that are accessible via links on isolated URLs, but which have no other incoming anchor links from internal URLs. Since these pages are effectively the 'children' of isolated pages, they suffer the same problems as isolated pages, in that they may have difficulty getting indexed and will struggle to rank due to low/no link equity.

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 title tags**

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.

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 contains a form with a GET method**

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

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 **URLs with similar content**

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.

No Issue **<h1> tag is empty**

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.

No Issue **<h1> tag is missing**

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.

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 **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 **Only receives nofollow links or links from canonicalized URLs**

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.

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

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.

No Issue **Redirected page resource URLs**

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 **URL contains upper case characters**

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.

No Issue **URL contains whitespace**

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.

No Issue **URLs with duplicate h1s**

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).

No Issue **Base URL malformed or empty**

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.

No Issue **Canonical tag in HTML and HTTP header**

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.

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 **Meta description length too long**

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.

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 canonical tags**

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).

No Issue **Multiple meta descriptions**

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.

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 a question mark**

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.

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 **Title and meta description are the same**

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 **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 more than one Google Tag Manager code**

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.

No Issue **URL contains non-ASCII characters**

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.

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 **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 **Has noindex and nofollow directives**

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 **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 more than three parameters**

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.

No Issue **Query string contains paginated parameters**

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 **Query string contains search or filter parameters**

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.

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 contains no Google Analytics code**

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.

No Issue **URL contains no Google Tag Manager code**

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.

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
261	261	0	1

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 250	Not Found 0	Redirected 10	Disallowed 0	Timeout 0	Forbidden 0	Error 1

Status	0	1	2	3	4	5	6	7
Success	1	26	27	63	106	13	8	6
Not Found	0	0	0	0	0	0	0	0
Redirect	0	1	2	2	4	1	0	0
Timeout	0	0	0	0	0	0	0	0
Error	0	0	0	0	0	0	1	0
Failed	0	0	0	0	0	0	0	0
Disallowed	0	0	0	0	0	0	0	0
Forbidden	0	0	0	0	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	250

95

Internal URLs Score

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

All Hints 2 | Issues 1 | Potential Issues 1 | Opportunities 0

High Issue Broken internal URLs

URLs: 1 | Percentage: 0.38% | Indexable: 0 | Not Indexable: 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.

Low Potential Issue URL contains more than one Google Analytics code

URLs: 250 | Percentage: 100% | Indexable: 109 | Not Indexable: 141

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.

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 URL contains upper case characters

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.

No Issue URL contains whitespace

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.

No Issue Query string contains a question mark

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.

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 more than one Google Tag Manager code**

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.

No Issue **URL contains non-ASCII characters**

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.

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 more than three parameters**

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.

No Issue **Query string contains paginated parameters**

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 **Query string contains search or filter parameters**

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.

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

URL contains no Google Analytics code

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.

No Issue

URL contains no Google Tag Manager code

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.

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)	12.5K	1.1K
Broken (404 or 410)	0	0
Redirect (301 or 302)	354	16
Error (5xx)	2	2
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)	188	27
Broken (404 or 410)	0	0
Redirect (301 or 302)	73	10
Error (5xx)	68	16
Forbidden (401 or 403)	0	0
Timeout	107	15
Not Crawled	0	0

Internal Links - Response vs Render

State	All	Unique
Response	12.9K	1.1K
Rendered (JavaScript)	0	0

External Links - Response vs Render

State	All	Unique
Response	497	83
Rendered (JavaScript)	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	5K	366
Navigation	416	306
Footer	5.9K	138
Content	1.5K	327

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	40	5
Footer	0	0
Content	457	78

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	0	144	43	20	11	32
Redirect	0	7	2	0	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	0	1	0	0	0	26
Depth 2	0	19	10	0	0	0
Depth 3	0	23	19	10	7	6
Depth 4	0	80	16	10	4	0
Depth 5	0	14	0	0	0	0
Depth 6	0	9	0	0	0	0
Depth 7	0	6	0	0	0	0

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	0	119	13	7	6	7
Indexable	0	33	32	13	5	26

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	57
2 Words	112
3 Words	100
4 Words	45
5+ Words	291
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	83
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	0	0
1-5	53	46
6-10	121	108
11-20	35	17
21-50	19	47
51-100	4	11
101-500	29	30
500+	0	2

94

Links Score

Critical	High	Medium	Low	Insights	No Issue
0	1	5	1	0	10

All Hints	Issues	Potential Issues	Opportunities
7	2	0	5

High | Opportunity | Has only one followed internal linking URL

URLs:	Percentage:	Indexable:	Not Indexable:
15	5.75%	1	14

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.

Medium | Opportunity | Has incoming followed links that do not use descriptive anchor text

URLs:	Percentage:	Indexable:	Not Indexable:
65	24.9%	65	0

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.

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

URLs:	Percentage:	Indexable:	Not Indexable:
16	6.13%	16	0

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 | Has an internal link with no anchor text

URLs:	Percentage:	Indexable:	Not Indexable:
10	3.83%	10	0

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 one or more outgoing followed links with non descriptive anchor text

URLs:	Percentage:	Indexable:	Not Indexable:
10	3.83%	10	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 | Opportunity | Has an anchored image with no alt text

URLs:	Percentage:	Indexable:	Not Indexable:
1	0.38%	1	0

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.

Low | Issue

Has a link with an empty href attribute

URLs:	1	Percentage:	0.38%	Indexable:	1	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 a link with whitespace in href attribute

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.

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

Has no outgoing links

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.

No Issue

Has outgoing links with malformed href data

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.

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

Only receives nofollow links or links from canonicalized URLs

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.

No Issue

Pagination URL has no incoming internal links

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.

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
109	152	0	52

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
1	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	4	5	6	7
Indexable	1	25	19	28	28	2	6	0
Not Indexable	0	2	10	37	82	12	3	6

59

Indexability Score

Critical	High	Medium	Low	Insights	No Issue
3	2	1	0	2	38

All Hints	Issues	Potential Issues	Opportunities
8	5	1	0

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

URLs:	Percentage:	Indexable:	Not Indexable:
250	100%	109	141

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 Disallowed JavaScript file

URLs:	Percentage:
51	78.46%

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.

Critical Issue Disallowed image

URLs:	Percentage:
1	0.2%

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.

High Issue Isolated URL - only found via a noindex,follow

URLs:	Percentage:
6	2.3%

URLs that are accessible via links on pages that are noindex,follow, but which have no other incoming anchor links from internal URLs. Over time, Google will stop following links to these pages, which means that they end up isolated from the link graph. Eventually, these URLs will lose their ability to rank for relevant search queries, and may end up being dropped from the index.

High Issue Canonical points to a noindex URL

URLs:	Percentage:
1	0.38%

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:	1	Percentage:	0.38%

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.

Insight

<head> contains a <noscript> tag

URLs:	250	Percentage:	100%	Indexable:	109	Not Indexable:	141

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:	15	Percentage:	5.75%

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.

No Issue

<head> contains invalid HTML elements

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.

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 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 **Canonicalized URL is noindex, nofollow**

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.

No Issue **Isolated URL - only found via a canonical**

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 the canonical URL is not part of the overall site architecture - it is not accessible to website visitors, and is not being properly assigned link equity for ranking purposes.

No Issue **Isolated URL - only found via a redirect**

URLs that are set as the location on redirecting URLs, but which have no incoming anchor links from internal URLs. This means that the destination URL is isolated from the main link graph, and may not be properly assigned link equity for ranking purposes.

No Issue **Isolated URL - only linked from other isolated URLs**

URLs that are accessible via links on isolated URLs, but which have no other incoming anchor links from internal URLs. Since these pages are effectively the 'children' of isolated pages, they suffer the same problems as isolated pages, in that they may have difficulty getting indexed and will struggle to rank due to low/no link equity.

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 **URL contains a form with a GET method**

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

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 **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 **Base URL malformed or empty**

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.

No Issue **Canonical tag in HTML and HTTP header**

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.

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 canonical tags**

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).

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 **Has noindex and nofollow directives**

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 **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
10	9	0

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	4	5
Internal	0	1	2	2	4	1
External	0	0	5	0	4	0
Resource	0	0	0	0	0	0

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.

99

Redirects Score

Critical 0 | High 0 | Medium 1 | Low 0 | Insights 1 | No Issue 11

All Hints 2 | Issues 1 | Potential Issues 0 | Opportunities 0

High Issue Internal redirects from trailing slash mismatch

URLs: 2

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: 10 | Percentage: 3.83%

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.

Insight External redirected URLs

URLs: 9 | Percentage: 13.64%

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 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 **Redirected page resource URLs**

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 **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	0
1 to 25 Words	0
25 to 50 Words	3
50 to 100 Words	6
100 to 250 Words	39
250 to 500 Words	5
500 to 900 Words	6
900+ Words	191

Image Alt Text

The options below present three different ways to access image alt text data, either at an image level, or a page level (HTML URLs).

State	URLs
Images (<img>) with Alt Text	5666
Images (<img>) with Missing or empty Alt Text	1168
HTML URLs with Images Missing Alt Text	69

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.

96

On Page Score

Critical	High	Medium	Low	Insights	No Issue
0	0	1	7	0	10

All Hints	Issues	Potential Issues	Opportunities
8	0	2	6

Medium | Opportunity

Images with missing alt text

URLs:	Percentage:
1.2K	17.09%

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.

Low | Potential Issue

Meta description is missing

URLs:	Percentage:	Indexable:	Not Indexable:
139	55.6%	15	124

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:	Percentage:	Indexable:	Not Indexable:
75	30%	20	55

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

Title tag length too long

URLs:	Percentage:	Indexable:	Not Indexable:
59	23.6%	56	3

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

<h1> length too short

URLs:	Percentage:	Indexable:	Not Indexable:
43	17.2%	14	29

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 | Potential Issue

Multiple <h1> tags

URLs:	Percentage:	Indexable:	Not Indexable:
19	7.6%	16	3

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 | Opportunity

Meta description length too short

URLs:	14	Percentage:	5.6%	Indexable:	11	Not Indexable:	3

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

<h1> length too long

URLs:	6	Percentage:	2.4%	Indexable:	6	Not Indexable:	0

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.'

No Issue

HTML is missing or empty

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.

No Issue

Title tag is empty

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.

No Issue

Title tag is missing

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.

No Issue

Multiple title tags

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.

No Issue

<h1> tag is empty

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.

No Issue

<h1> tag is missing

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.

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 **Meta description length too long**

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.

No Issue **Multiple meta descriptions**

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.

No Issue **Title and meta description are the same**

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.

Duplicate Content

Content	Similar	Page Titles	URLs
0	0	7	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).

88

Duplicate Content Score

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

All Hints	Issues	Potential Issues	Opportunities
3	3	0	0

High Issue URLs with duplicate page titles

URLs: 7 | Percentage: 6.42%

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: 7 | Percentage: 6.42%

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).

Low Issue URLs with duplicate meta descriptions

URLs: 9 | Percentage: 8.26%

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.

No Issue URLs with similar content

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.

No Issue **URLs with duplicate h1s**

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).

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	250
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	250
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	250
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	250
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	12,858
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	497
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

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	ECDHE_RSA_WITH_AES_128_CBC_SHA256	Secure	None
TLS 1.2	ECDHE_RSA_WITH_AES_256_CBC_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	ECDHE_RSA_WITH_CHACHA20_POLY1305_SHA256	Secure	None

Certificates

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

Certificate 1	
Subject	CN=jetfuelmeals.com
Common Name	jetfuelmeals.com
Alternative Names	jetfuelmeals.com, www.jetfuelmeals.com
Issuer	R3
Effective Date	28-08-2022 16:16:27
Expiration Date	26-11-2022 16:16:26
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	04-09-2020 05:30:00
Expiration Date	15-09-2025 21:30:00
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	21-01-2021 00:44:03
Expiration Date	30-09-2024 23:44:03
Key	4096

65

Security Score

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

All Hints	Issues	Potential Issues	Opportunities
6	3	0	0

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

URLs: 250 | Percentage: 100%

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 JavaScript served via a CDN without subresource integrity

URLs: 250 | Percentage: 100%

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.

Low Issue — Leaks server information useful for compromising servers

URLs: 250 | Percentage: 100%

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 — Content-Security-Policy HTTP header is missing or invalid

URLs: 250 | Percentage: 100%

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.

Insight — Referrer-Policy HTTP header is missing

URLs: 250 | Percentage: 100%

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 — Has external opener links vulnerable to tabnapping

URLs: 11 | Percentage: 4.4%

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.

No Issue **Internal HTTP URLs**

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.

No Issue **Mixed content (loads HTTP resources on HTTPS URL)**

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

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).

No Issue **HTTPS URL links to an HTTP URL**

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

No Issue **Loads page resources using protocol relative URIs**

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.

No Issue **Strict-Transport-Security HTTP (HSTS) header is missing**

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

No Issue **X-Content-Type-Options HTTP header is missing**

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".

No Issue **X-Frame-Options HTTP header is missing or invalid**

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".

No Issue **X-XSS-Protection HTTP header is missing or invalid**

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

Page Resources

All	CSS	JavaScript	Images
574	0	67	491

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 522	Not Found 0	Redirected 0	Disallowed 52	Timeout 0	Forbidden 0	Error 0

Status	0	1	2	3	4	5
Success	0	125	72	114	190	21
Not Found	0	0	0	0	0	0
Redirect	0	0	0	0	0	0
Timeout	0	0	0	0	0	0
Error	0	0	0	0	0	0
Failed	0	0	0	0	0	0
Disallowed	0	29	10	13	0	0
Forbidden	0	0	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
Download	1
Font	2
HTML	1
Image	490
Javascript	16
SVG	12

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).

Performance

URL Performance Scores

The performance scores for each URL audited, which is based on a weighted average of the individual metrics scores (Web Vitals).

A sample of 10% of the internal HTML URLs were used to collect these Web Vitals metrics.

Largest Contentful Paint (LCP)

The time at which the largest image or text block becomes visible.

Status	URLs

Cumulative Layout Shift (CLS)

A measurement of movement in visual elements as they are rendered.

Status	URLs

Total Blocking Time (TBT)

The total time the page was blocked, preventing input responsiveness.

Status	URLs

Time to Interactive (TTI)

The time it takes for the page to become fully interactive.

Status	URLs

Time to First Byte (TTFB)

The time it takes to receive data from the server.

Status	URLs

First Contentful Paint (FCP)

The time at which the first text or image becomes visible.

Status	URLs

Performance Budget

The data below shows the number of URLs that passed/failed the maximum size budget for each type of page resource.

Type	Max Size	Passed	Failed
Document	30KB	250	0
Script	400KB	250	0
Style Sheet	70KB	250	0
Font	120KB	250	0
Image	1000KB	250	0
Media	2000KB	250	0
Other	1KB	250	0
Third Party	100KB	250	0
Total	1800KB	250	0

Performance Score

Critical | High | Medium | Low | No Issue

All Hints | Opportunities | Diagnotics

No Issue Avoid enormous network payloads

URLs that have an extremely large page size (over 5Mb), which make them slow to download. A large page size translates into a large network payload when a browser requests the page. This takes the browser longer to download and process the page resources, and therefore longer to render the page.

No Issue Eliminate render blocking resources

URLs that contain JavaScript or CSS that block the initial render of the page. 'Render blocking resources' are JS or CSS files that are not critical for the first paint of your page, yet still need to be processed before this first render can occur. This means you are forcing the browser to spend extra time on network transmission, decompressing, parsing and compiling code that is not actually necessary for the initial render.

No Issue Serve static assets with an efficient cache policy

URLs that contain page resources which do not specify a cache header. Fetching something over the network is both slow and expensive. Setting a cache header on your server response will tell the browser that it doesn't need to download assets again, which avoids unnecessary requests to the server. As such, HTTP caching can speed up your page load time on repeat visits.

No Issue Defer offscreen images

URLs that contain images which are fully loaded by the browser even though they are not visible in the user's viewport. This means that the browser spends time during the initial render downloading images that are not necessary to download right away, which increases the Time to Interactive.

No Issue Efficiently encode images

URLs that contain images which are unoptimized. Image optimization is a valuable process because it allows you to serve images that are smaller in size (KiB) and therefore download faster, yet are not noticeably different to the user.

No Issue Enable text compression

URLs that contain text-based resources that are not served with compression. Compression makes text-based resources like HTML, CSS and JavaScript smaller, which means they download more quickly.

No Issue Minify CSS

URLs that contain CSS files that are not minified or could be minified further. Minification works by analyzing and rewriting the text-based parts of a file to reduce its overall size, resulting in faster response times and lower bandwidth costs.

No Issue Minify JavaScript

URLs that contain JavaScript files that are not minified or could be minified further. Web servers and browsers can parse file content without comments and well-structured code, both of which create additional network traffic without providing any functional benefit.

No Issue **Reduce server response times (TTFB)**

URLs that had a Time-to-First-Byte (TTFB) greater than 600ms. TTFB is a measure of how long it takes to receive data from the server, and high TTFB is a cause of slow page load.

No Issue **Add dimensions to images**

URLs that contain images which do not have width and height size attributes. If you don't specify width and height on images, when loading the page, the browser does not know how much space to allocate for the images. This results in an image 'jump', as the layout shifts around the images.

No Issue **Ensure text remains visible during webfont load**

URLs that hide text content until the webfont loads, causing a flash of invisible text. This means it takes longer before the user is able to engage with the text content, and also causes the layout to change during rendering, which can be jarring for the user.

No Issue **Properly size images**

URLs that contain images which are larger than the size they are rendered at. Serving images that are larger than the screen size available means that the browser needs to resize the images down to fit. From a user perspective, this means that they need to unnecessarily download useless data, which increases load time and is a waste of cellular data.

No Issue **Remove unused CSS**

URLs that contain 'unused CSS', which is not actually used for rendering. If you have 'unused CSS', this means that the browser needs to download CSS that it is not even going to use, delaying rendering in the process.

No Issue **Remove unused JavaScript**

URLs that contain 'unused JavaScript', which is not actually used for rendering. If you have 'unused JavaScript', this means that the browser needs to download additional JavaScript that it is not even going to use, unnecessarily delaying rendering in the process.

No Issue **Use HTTP/2 for all of its resources**

URLs that do not use HTTP/2 for all first-party page resources. HTTP/2 serves your page's resources faster and with less data moving over the wire.

No Issue **Avoid excessive DOM depth**

URLs for which the DOM has nodes exceeding the maximum recommended depth of 32. While browsers can handle larger DOM trees, they are optimized for a maximum of 32 elements deep. A large DOM tree can harm network efficiency and load performance, runtime performance and memory performance.

No Issue **Avoid excessive DOM size**

URLs that contain more than 1500 elements in the DOM. While browsers can handle larger DOM trees, they are optimized for a maximum of 1500 nodes in total. A large DOM tree can harm network efficiency and load performance, runtime performance and memory performance.

No Issue **Avoid excessive DOM width**

URLs for which the DOM has a parent node with more than the recommended 60 child nodes. While browsers can handle larger DOM trees, they are optimized for a maximum of 60 elements wide. A large DOM tree can harm network efficiency and load performance, runtime performance and memory performance.

No Issue **Serve images in next gen formats**

URLs that contain images which are in older formats (BMP, JPEG or PNG). Older image formats do not offer the level of compression or quality characteristics as their newer, 'next-gen', counterparts: JPEG 2000, JPEG XR and WebP. Using a next-gen image format allows you to further reduce image file sizes.

No Issue **Use video formats for animated content**

URLs that contain animated content in GIF format. GIFs are problematic for performance because of their typically huge file size. Even a small clip of a few seconds can easily blow up to several MB of data - which results in additional resource that browsers need to download.

Accessibility

Accessibility Score

Critical	High	Medium	Low	Insights	No Issue
1	2	0	1	0	59

All Hints	Issues	Potential Issues	Opportunities
4	4	0	0

Critical Issue **Images must have alternate text**

URLs: 34 | Percentage: 13.6%

All images must have alternate text to convey their purpose and meaning to screen reader users.

High Issue **Links must have discernible text**

URLs: 3 | Percentage: 1.2%

Link text and alternate text for images, when used as links, must be discernible by a screen reader, must not have a duplicate label, and must be focusable.

High Issue ** and <ol> must only directly contain <li>, <script> or <template> elements**

URLs: 3 | Percentage: 1.2%

Lists must be marked up correctly, meaning they must not contain **content** elements other than <li> elements.

Low Issue **ID attribute values must be unique**

URLs: 4 | Percentage: 1.6%

The value assigned to an ID attribute must be unique to prevent the second instance from being overlooked by assistive technology. Put another way; ID attributes may not be used more than once in the same document to differentiate each element from another.

No Issue **<audio> elements must have a captions <track>**

The <track> element must be present for each HTML5 <audio> element, with <kind="captions"> set as a property. Captions are text—synchronized with the audio file—of the dialog, narration, and any important auditory information, for the benefit of deaf users.

No Issue **<video> elements must have a <track> for captions**

An HTML5 <video> element must include a <track> element with <kind="captions"> set as a property. The captions should convey all meaningful auditory information in the video including dialogue, musical cues, sound effects, and other relevant information for deaf users.

No Issue **Active <area> elements must have alternate text**

An image map is a single image with many clickable areas. Like all images, an image map must have alternate text for *each* of the different clickable areas, as well as for the larger image itself, since screen readers have no way of translating graphics into text.

No Issue **All non-empty <td> elements in tables larger than 3 by 3 must have an associated table header**

Data table markup can be tedious and confusing. Tables must be marked up done semantically and with the correct header structure. Screen readers have features to ease table navigation, but tables must be marked up accurately for these features to work correctly.

No Issue **ARIA attributes must conform to valid names**

ARIA attributes starting with <aria-> must have valid names. Referring to a misspelled attribute or to one that does not exist will result in an invalid attribute and thus failure of this rule.

No Issue **ARIA attributes must conform to valid values**

ARIA attributes starting with <aria-> must contain valid values. These values must be spelled correctly and correspond to values that make sense for a particular attribute in order to perform the intended accessibility function.

No Issue **ARIA roles used must conform to valid values**

Values assigned to ARIA role values must be valid. Role values must be spelled correctly, correspond to existing ARIA <role> values, and must not be abstract roles to correctly expose the purpose of the element.

No Issue **aria-hidden="true" must not be present on the document <body>**

Document content is not accessible to assistive technology if <body aria-hidden="true">.

No Issue **Buttons must have discernible text**

Buttons must have discernible text that clearly describes the destination, purpose, function, or action for screen reader users.

The <input-button-name> rule separates functionality from the <button-name> rule to ensure that input buttons have discernible text; advise relevant to input button names was incorrect for button elements.

No Issue **Certain ARIA roles must be contained by particular parent elements**

Certain ARIA roles must be contained by particular parent <role>s in order to perform the intended accessibility functions.

No Issue **Certain ARIA roles must contain particular children**

Some ARIA parent <role> values applied to elements must contain specific child elements and <role> values to perform intended accessibility function.

No Issue **Elements must only use allowed ARIA attributes**

Not all ARIA role-attribute combinations are valid. This Rule checks that each role is supplied with allowed attributes.

No Issue **Form <input> elements must have labels**

Each form element must have a programmatically associated label element.

No Issue **IDs used in ARIA and labels must be unique**

The value assigned to an <id> attribute used in ARIA or in form labels must be unique to prevent the second instance from being overlooked by assistive technology. Put another way; ID values used in ARIA and in labels may not be used more than once in the same document to differentiate each element from another.

No Issue **Image buttons must have alternate text**

Ensures <input type="image"> elements have alternate text.

No Issue **Input buttons must have discernible text**

Ensures input buttons have discernible text.

The <input-button-name> rule separates functionality from the <button-name> rule to ensure that input buttons have discernible text; advise relevant to input button names was incorrect for button elements.

No Issue **Required ARIA attributes must be provided**

ARIA widget roles must have appropriate attributes describing the state or properties of the widget.

No Issue **select element must have an accessible name**

Each select element must have a programmatically associated label element.

No Issue **Timed refresh must not exist**

The document must not use <meta http-equiv="refresh"> because it can prevent control over when the refresh occurs for users with disabilities.

No Issue **<blink> elements are deprecated and must not be used**

This rule requires that no <blink> elements are present. Flashing text can be difficult to read and blinking objects can be difficult to activate. The associated automated check finds the presence of all <blink> elements so that they can be removed.

No Issue **<dl> elements must only directly contain properly-ordered <dt> and <dd> groups, <script>, or <template> elements**

Definition lists (<dl>) must contain only properly-ordered <dt> and <dd> groups, , <script>, or <template> elements.

No Issue **<dt> and <dd> elements must be contained by a <dl>**

Definition list items (<dt> and/or <dd>) must be wrapped in parent <dl> elements to be valid. This enables screen reader users to understand the proper hierarchy of information in the list.

No Issue **<html> element must have a lang attribute**

The HTML document element must contain a valid <lang> attribute or must correspond to a valid <lang> code for multilingual screen reader users who may prefer a language other than the default.

No Issue **<html> element must have a valid value for the lang attribute**

The HTML document must contain a valid <lang> attribute or must correspond to a valid <lang> code for multilingual screen reader users who may prefer a language other than the default.

No Issue ** elements must be contained in a <ul> or **

All list items (<li>) must be contained within <ul> or <ol> parent elements.

No Issue **<marquee> elements are deprecated and must not be used**

<marquee> elements must not be present because they are deprecated, increase difficulty for users with limited dexterity, and are distracting for users with cognitive or attention deficits.

No Issue **<object> elements must have alternate text**

All embedded objects must have text alternatives to be read out to screen reader users.

No Issue **All <th> elements and elements with role="columnheader" or role="rowheader" must have data cells they describe**

Data table markup can be tedious and confusing. Markup tables semantically and with the correct header structure. Screen readers have features to ease table navigation, but tables must be marked up accurately for these features to work correctly.

No Issue **All cells in a <table> element that use the headers attribute must only refer to other cells of that same <table>**

Data table markup can be tedious and confusing. Markup tables semantically and with the correct header structure. Screen readers have features to ease table navigation, but tables must be marked up accurately for these features to work correctly.

No Issue **ARIA button, link, and menuitem must have an accessible name**

ARIA command elements must have discernible text that clearly describes the destination, purpose, function, or action for screen reader users.

No Issue **ARIA input fields must have an accessible name**

Ensures every ARIA input field has an accessible name.

No Issue **ARIA meter must have an accessible name**

Aria meter elements must have discernible text that clearly describes the destination, purpose, function, or action for screen reader users.

No Issue **ARIA progressbar must have an accessible name**

Aria progressbar elements must have discernible text that clearly describes the destination, purpose, function, or action for screen reader users.

No Issue **ARIA toggle fields have an accessible name**

Ensures every ARIA toggle field has an accessible name.

No Issue **ARIA tooltip must have an accessible name**

Aria tooltip elements must have discernible text that clearly describes the destination, purpose, function, or action for screen reader users.

No Issue **aria-hidden elements do not contain focusable elements**

This rule checks <aria-hidden> elements do not contain focusable elements.

No Issue **Autocomplete attribute must be used correctly**

The purpose for each common input field that collects an individual's personal data is programmatically defined based on the list of 53 Input Purposes for User Interface Components. The autocomplete attribute values must be valid and correctly applied for screen readers to function correctly.

No Issue **Bold, italic text and font-size are not used to style <p> elements as a heading**

Styled <p> elements must not be used to represent headings because the structure of the document cannot otherwise be determined by screen reader users.

No Issue **CSS Media queries are not used to lock display orientation**

The screen orientation (e.g. portrait or landscape) of mobile applications should not be locked in one mode. Users should be able to change the orientation of their device between portrait and landscape with the page adjusting accordingly in order to remain understandable. Also, when opening a page, it should display in the userâ€™s current orientation.

No Issue **Data or header cells should not be used to give caption to a data table**

Data table markup can be tedious and confusing. Screen readers have some features to ease table navigation, but tables must be marked up accurately for these features to work correctly. Some tables use cells with a <colspan> element to visually indicate a caption, instead of using an actual caption element.

No Issue **Documents must contain a title element to aid in navigation**

The HTML document must have a <title> element to provide users with an overview of its content, and when present, it must not be empty.

No Issue **Elements containing role="img" have an alternative text**

Ensures elements marked <role="img"> elements have alternate text.

No Issue **Ensures <frame> and <iframe> elements with focusable content do not have tabindex=-1**

<frame> and <iframe> elements with focusable content must not have <tabindex="-1">.

No Issue **Frames must have title attribute**

All <frame> or <iframe> elements in the document must have a title that is not empty to describe their contents to screen reader users.

No Issue **ID attribute value must be unique**

The value assigned to active ID attributes on focusable elements must be unique to prevent the second instance from being overlooked by assistive technology. Put another way, active ID attributes may not be used more than once on focusable elements in the same document; focusable active elements require unique IDs for assistive technology to distinguish one element from another.

No Issue **Inline text spacing must be adjustable with custom stylesheets**

Ensure that text spacing set through style attributes can be adjusted with custom stylesheets.

No Issue **Label and name from content mismatch**

Interactive elements labeled through their content must have their visible label as part of their accessible name

No Issue **lang attribute must have a valid value**

The language specified in the HTML document must be one of the valid languages to ensure text is pronounced correctly for screen reader users.

No Issue **Links must be distinguished from surrounding text in a way that does not rely on color**

Ensures users who cannot distinguish between colors can tell when text is a link by verifying the link has either a distinct style that does not rely on color or has a contrast difference of greater than 3:1 (which alerts you that manual testing is required).

No Issue **Nested interactive controls are not announced by screen readers**

Nested interactive controls are not announced by screen readers

No Issue **Page must have means to bypass repeated blocks**

Each page must have a <main> landmark to provide a mechanism to bypass repeated blocks of content or interface elements (like header and navigation) and quickly arrive at the main content.

No Issue **SVG images and graphics require accessible text**

Ensures SVG elements with an <img>, graphics-document or graphics-symbol role have an accessible text alternative.

No Issue **Text elements must have sufficient color contrast against the background**

All text elements must have sufficient contrast between text in the foreground and background colors behind it in accordance with WCAG 2 AA contrast ratio thresholds.

No Issue **Use aria-roledescription on elements with a semantic role**

Ensures that the <aria-roledescription> attribute is only used on elements with an implicit or explicit <role> values.

No Issue **<html> elements with lang and xml:lang must have the same base language**

The HTML document must contain a valid <lang> attribute or must correspond to a valid <lang> code for multilingual screen reader users who may prefer a language other than the default. The <xml:lang> attribute value, if included on the <html> element, must duplicate the value of the <lang> exactly.

No Issue **Audio must have controls that provide users with the ability to stop automatically played audio after three seconds**

Ensures <video> or <audio> elements do not autoplay audio for more than three seconds without a control mechanism to stop or mute the audio.

No Issue **Ensure that scrollable region has keyboard access**

Elements that have scrollable content should be accessible by keyboard

No Issue **Form fields do not have duplicate labels**

Ensures form field does not have multiple labels.

No Issue **Server-side image maps must not be used**

The document contains an image map that is server-side instead of client-side.

External URLs

All	Subdomains	HTML	Downloads	Broken
66	0	66	0	34

External URLs by Depth

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

Success 23	Not Found 0	Redirected 9	Timeout 14	Forbidden 0	Error 20

Status	0	1	2	3	4	5
Success	0	0	0	2	15	6
Not Found	0	0	0	0	0	0
Redirect	0	0	5	0	4	0
Timeout	0	0	0	7	6	1
Error	0	0	0	0	14	6
Failed	0	0	0	0	0	0
Disallowed	0	0	0	0	0	0
Forbidden	0	0	0	0	0	0

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
HTML	23

Structured Data

URLs with Search Features

Status	URLs
With Search Features	250
Without Search Features	0

URLs with Schema

Status	URLs
With Schema	250
Without Schema	0

Search Feature URL Validation

Status	URLs
Passed	248
Failed	2

Schema URL Validation

Status	URLs
Passed	250
Failed	0

Search Feature Validation

Status	Total
Passed	827
Failed	2

Schema Entity Validation

Status	Total
Passed	2,909
Failed	0

Google Search Features

Type	Format	Entities	Instances	URLs	URLs without	Errors	Warnings
Breadcrumb	JSON-LD	235	250	250	0	2	0

Type	Name	URLs	Total
Error	Missing required property	2	2

Property	Total
ListItem item - Must be a type of Thing.	2

Logo	JSON-LD	1	250	250	0	0	0
Sitelinks Search Box	JSON-LD	0	250	250	0	0	0
Article	JSON-LD	52	52	52	198	0	52

Type	Name	URLs	Total
Warning	For best results, provide multiple high-resolution images	52	52

Property	Total
Article @type	52

Product	JSON-LD	27	27	27	223	0	135

Type	Name	URLs	Total
Warning	Missing recommended property (optional)	27	108

Property	Total
Product aggregateRating - Must be a type of AggregateRating.	27
Product brand - Must be a one of these types: OrganizationBrand.	27
Product gtin - Must be a type of Text.	27
Product review - Must be a type of Review.	27

Warning	For best results, provide multiple high-resolution images	27	27

Property	Total
Product @type	27

Schema Entities

Type	Format	Entities	Instances	URLs	URLs without	Errors
Thing	JSON-LD	512	1706	250	0	0
ListItem	JSON-LD	1	577	250	0	0
ImageObject	JSON-LD	218	521	250	0	0
Organization	JSON-LD	2	277	250	0	0
WebSite	JSON-LD	1	250	250	0	0
SearchAction	JSON-LD	1	250	250	0	0
EntryPoint	JSON-LD	1	250	250	0	0
BreadcrumbList	JSON-LD	235	250	250	0	0
CollectionPage	JSON-LD	116	124	124	126	0
WebPage	JSON-LD	105	120	120	130	0
ReadAction	JSON-LD	1	120	120	130	0
Person	JSON-LD	5	52	52	198	0
Article	JSON-LD	52	52	52	198	0
Product	JSON-LD	27	27	27	223	0
AggregateOffer	JSON-LD	1	21	21	229	0
WebPage/CollectionPage	JSON-LD	1	6	6	244	0
Offer	JSON-LD	1	6	6	244	0