

## Website Audit Report

https://[REDACTED]

September 29, 2022

**This is only a partial report and is meant to be indicative of the kind of audits I provide.**

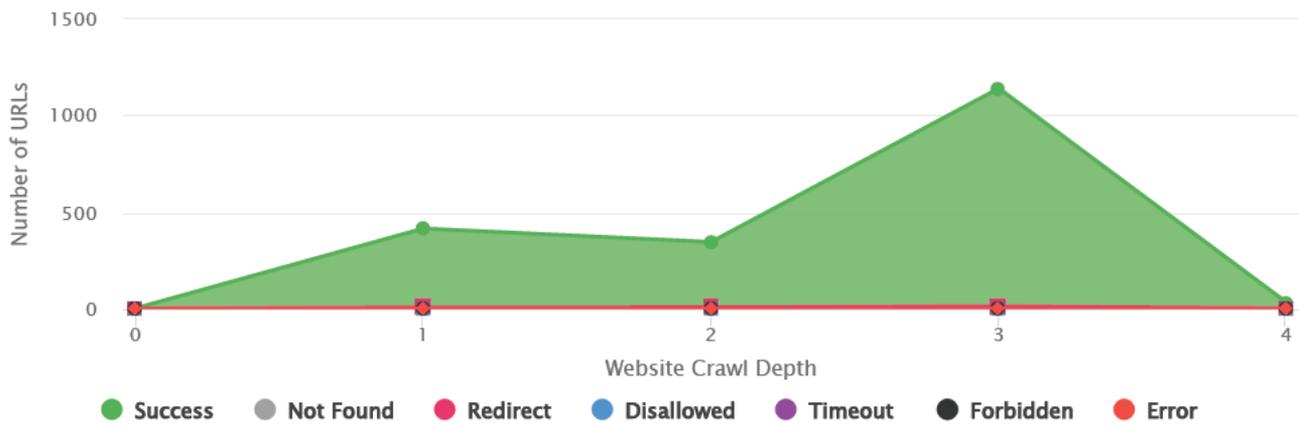
## Audit Overview



<b>Crawled</b>	<b>Internal</b>	<b>External</b>	<b>Resources</b>	<b>Uncrawled</b>
1,934	665	152	1,117	0

### Crawled URLs by Depth

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

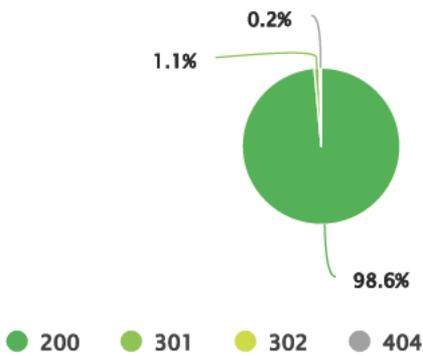


Success	1,907	Not Found	4	Redirected	23	Disallowed	0	Timeout	0	Forbidden	0	Error	0
---------	-------	-----------	---	------------	----	------------	---	---------	---	-----------	---	-------	---

Status	0	1	2	3	4
Success	1	408	338	1,130	30
Not Found	0	2	1	1	0
Redirect	0	5	6	11	1
Timeout	0	0	0	0	0
Error	0	0	0	0	0
Failed	0	0	0	0	0
Disallowed	0	0	0	0	0
Forbidden	0	0	0	0	0

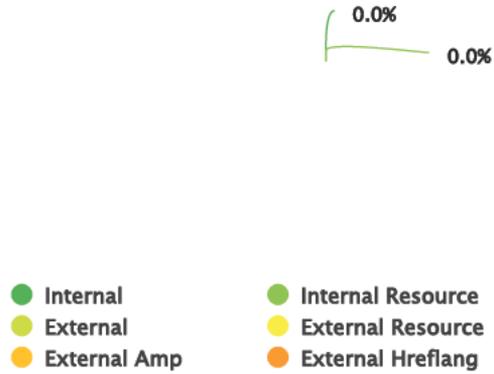
### HTTP Status Codes

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.



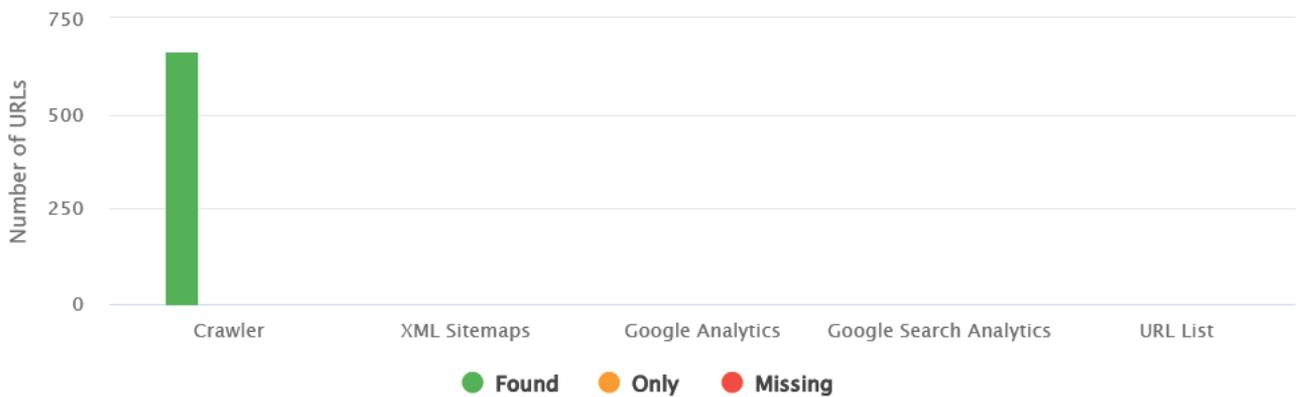
### URL Type by Depth

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

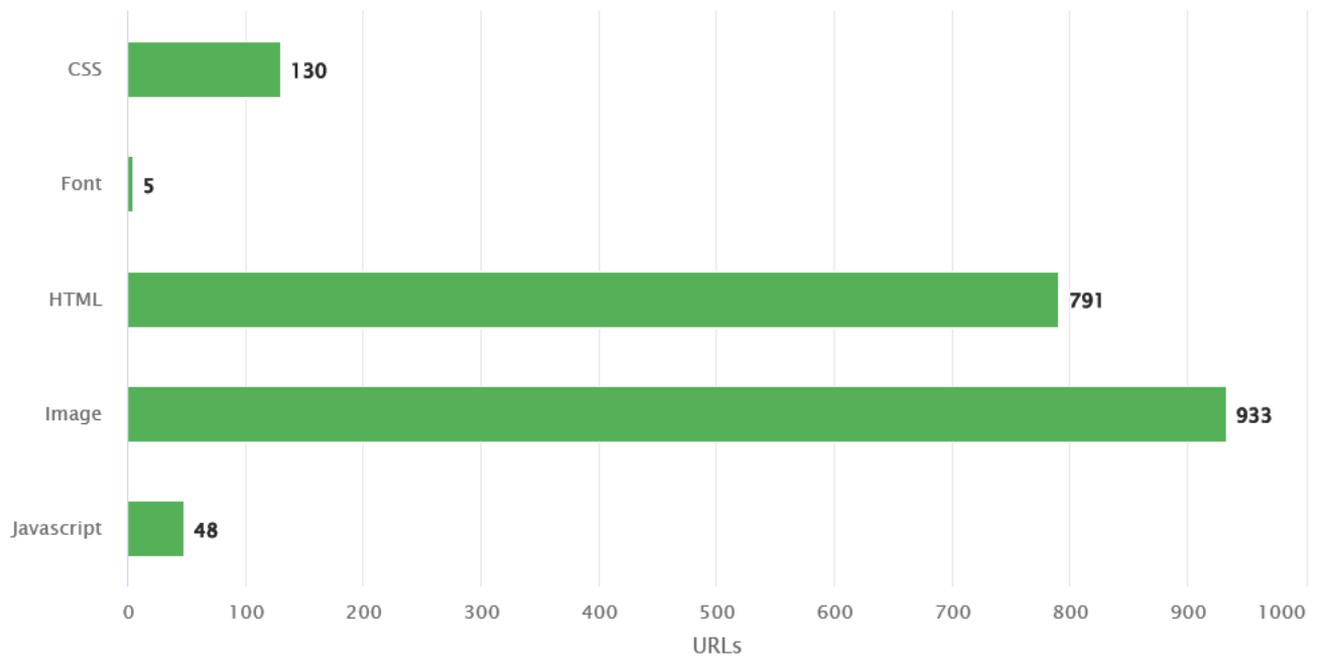
This chart shows the relative contribution of each source to the total crawled URLs.



Status	Crawler	XML Sitemaps	Google Analytics	Google Search Analytics	URL List
Found	665	0	0	0	0
Only	0	0	0	0	0
Missing	0	0	0	0	0

## Content Types

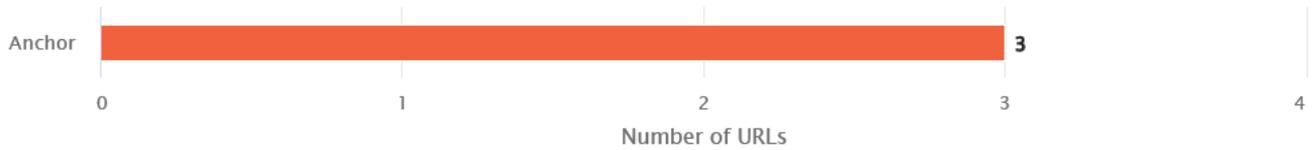
This chart shows all successful (Status 200) URLs crawled, broken down by content type.



Content Type	URLs
CSS	130
Font	5
HTML	791
Image	933
Javascript	48

### 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	3

### Broken External URLs by Source

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



URL Source	URLs
Anchor	1

### SEO Score



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

URLs: 653    Percentage: 100%    Indexable: 553    Not Indexable: 100

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.

#### High Opportunity Has only one followed internal linking URL

URLs: 458    Percentage: 68.87%    Indexable: 358    Not Indexable: 100

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

**High**

Issue

**URLs with duplicate page titles**

URLs: 52

Percentage: 9.4%

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

**Broken internal URLs**

URLs: 3

Percentage: 0.45%

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

**URLs with duplicate title and meta descriptions**

URLs: 2

Percentage: 0.36%

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

**High**

Issue

**Duplicate URLs (technical duplicates)**

URLs: 2

Percentage: 0.36%

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.

**High**

Issue

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

URLs: 1

Percentage: 0.15%

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.

**High**

Issue

**Internal redirects from trailing slash mismatch**

URLs: 1

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 an anchored image with no alt text

URLs: 652

Percentage: 98.05%

Indexable: 552

Not Indexable: 100

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

Opportunity

Images with missing alt text

URLs: 4K

Percentage: 62.13%

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

Medium

Opportunity

Has incoming followed links that do not use descriptive anchor text

URLs: 110

Percentage: 16.54%

Indexable: 103

Not Indexable: 7

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

URLs with duplicate h1s

URLs: 60

Percentage: 10.85%

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

Medium

Opportunity

Has one or more outgoing followed links with non descriptive anchor text

URLs: 71

Percentage: 10.68%

Indexable: 71

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

Opportunity

<h1> tag is missing

URLs: 26

Percentage: 3.98%

Indexable: 26

Not Indexable: 0

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

Medium

Issue

Internal redirected URLs

URLs: 9

Percentage: 1.35%

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 internal link with no anchor text

URLs: 4

Percentage: 0.6%

Indexable: 4

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

Issue

Redirected page resource URLs

URLs: 1

Percentage: 0.09%

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.

Low

Potential Issue

Meta description is missing

URLs: 442

Percentage: 67.69%

Indexable: 342

Not Indexable: 100

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

<h1> length too short

URLs: 330

Percentage: 50.54%

Indexable: 330

Not Indexable: 0

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

Low

Opportunity

Title tag length too long

URLs: 91

Percentage: 13.94%

Indexable: 91

Not Indexable: 0

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

Title tag length too short

URLs: 46

Percentage: 7.04%

Indexable: 17

Not Indexable: 29

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

Potential Issue

Multiple <h1> tags

URLs: 12

Percentage: 1.84%

Indexable: 12

Not Indexable: 0

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.

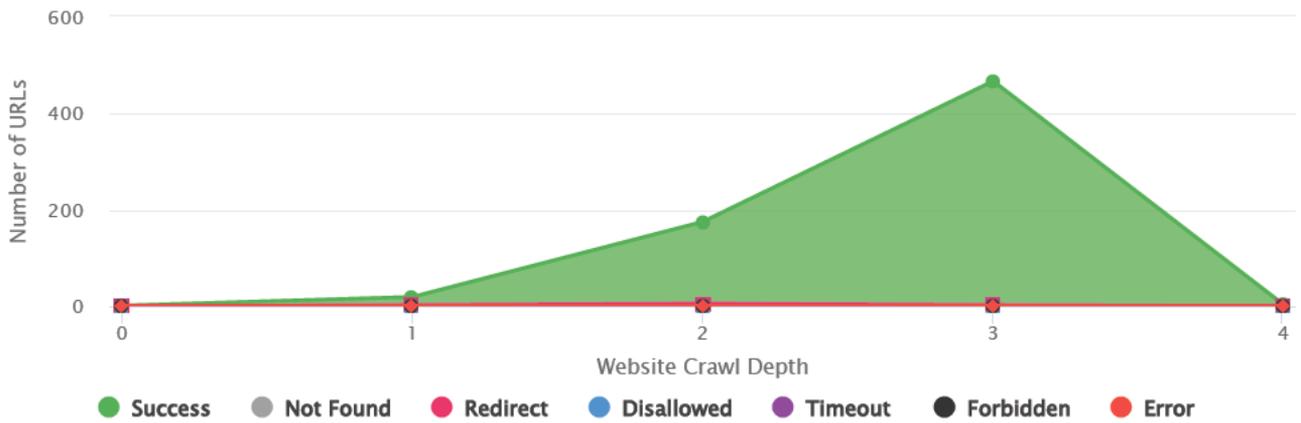
## Internal URLs

All	HTML	Downloads	Broken
665	665	0	3

### 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.

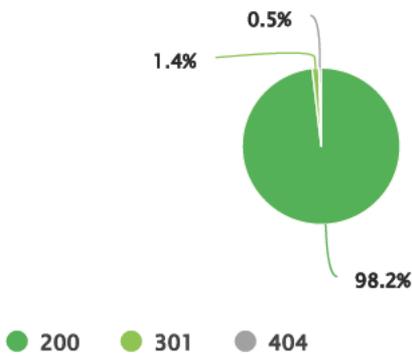


Success <b>653</b>	Not Found <b>3</b>	Redirected <b>9</b>	Disallowed <b>0</b>	Timeout <b>0</b>	Forbidden <b>0</b>	Error <b>0</b>
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Status	0	1	2	3	4
Success	1	16	169	464	3
Not Found	0	1	1	1	0
Redirect	0	2	5	2	0
Timeout	0	0	0	0	0
Error	0	0	0	0	0
Failed	0	0	0	0	0
Disallowed	0	0	0	0	0
Forbidden	0	0	0	0	0

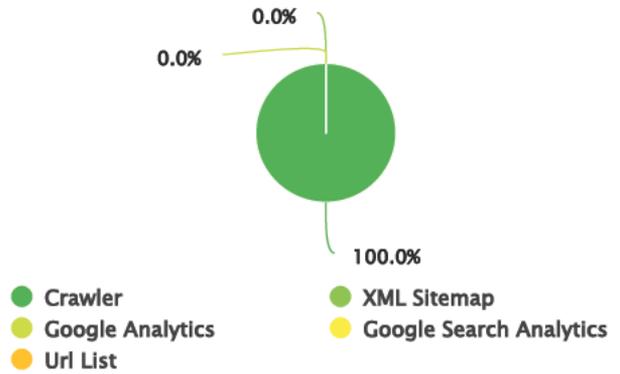
### HTTP Status Codes

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

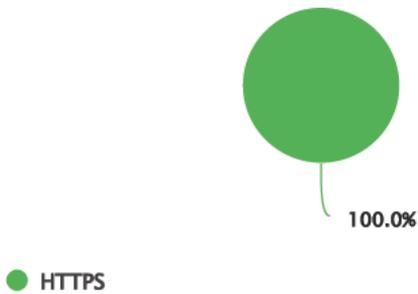
This chart shows the relative contribution of each source to the total internal URLs crawled.



### Protocols Found

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

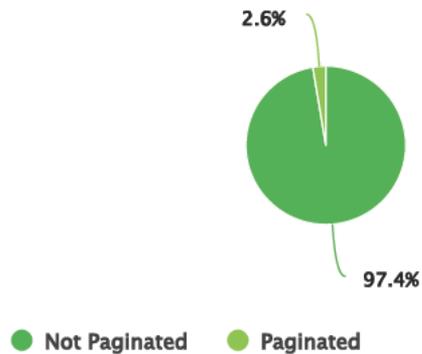
Most sites should only use a single type, so any significant volume of URLs in both may indicate a configuration error.



### Paginated URLs

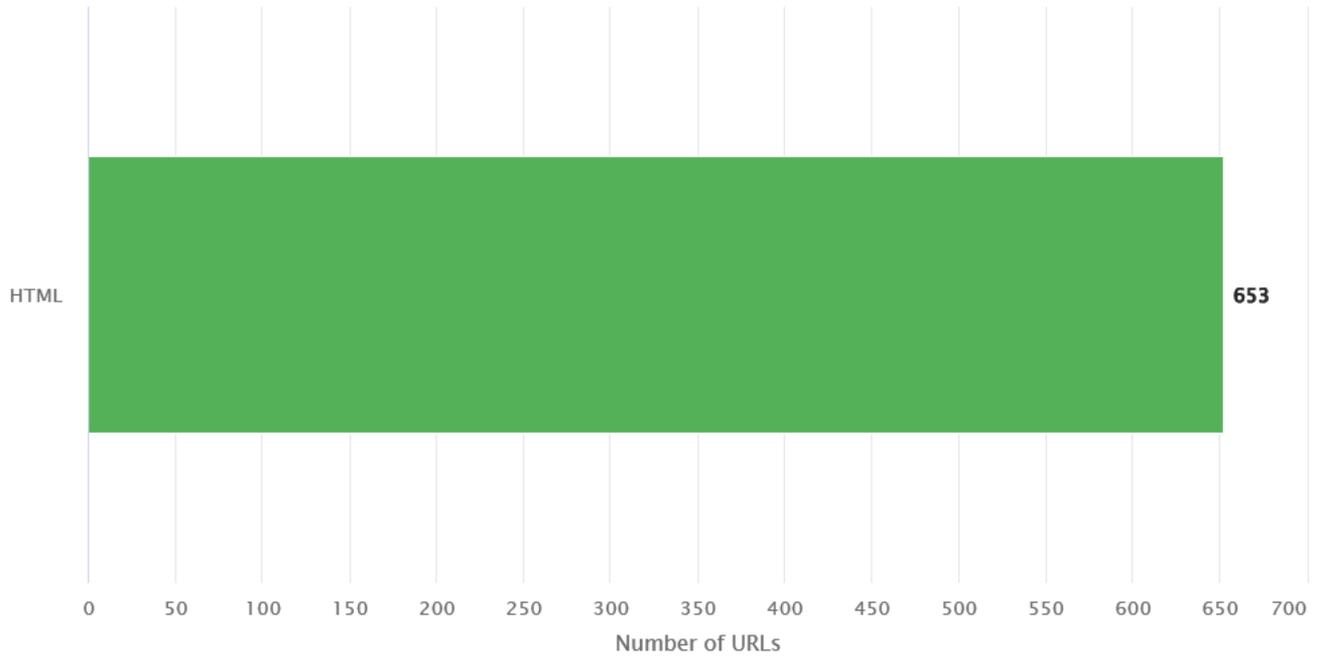
This chart shows you the relative split between Paginated and Not Paginated indexable URLs, where a Paginated URL is one of a paginated series of URLs (e.g. page 2 of 4).

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



## Internal URL Content Types

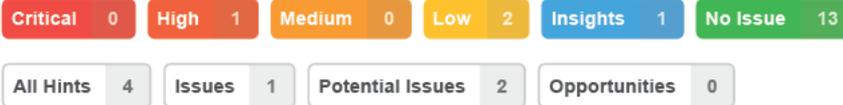
This chart shows the breakdown of content types, for all URLs that are linked to by an internal anchor. On most sites, the majority of these should be HTML – if not then this could lead to PageRank wastage.



Content Type	URLs
HTML	653



## Internal URLs Score



High

Issue

### Broken internal URLs

URLs: 3

Percentage: 0.45%

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 repetitive elements

URLs: 6

Percentage: 1.08%

Indexable: 6

Not Indexable: 0

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>

Low

Potential Issue

### URL contains non-ASCII characters

URLs: 2

Percentage: 0.3%

Indexable: 2

Not Indexable: 0

URLs that contain characters outside the ASCII set (e.g. <http://example.com/pag >). 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.

Insight

### Query string contains paginated parameters

URLs: 1

Percentage: 0.15%

Indexable: 0

Not Indexable: 1

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

No Issue

### URL resolves under both HTTP and HTTPS

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

No Issue

### URL contains upper case characters

URLs that contain upper case characters in the URL (e.g. <http://example.com/ContactUs>). 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 Analytics code

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 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** 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 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)	18.1K	1.6K
Broken (404 or 410)	659	3
Redirect (301 or 302)	1.4K	10
Error (5xx)	0	0
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)	10.6K	149
Broken (404 or 410)	653	1
Redirect (301 or 302)	669	17
Error (5xx)	0	0
Forbidden (401 or 403)	0	0
Timeout	0	0
Not Crawled	0	0

### Internal Links - Response vs Render ?

State	All	Unique
Response	20.1K	1.6K
Rendered (JavaScript)	0	0

### External Links - Response vs Render ?

State	All	Unique
Response	14.5K	171
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	13.8K	231
Navigation	2.4K	1.2K
Footer	3.3K	5
Content	649	98

### 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	13.1K	10
Navigation	167	159
Footer	653	1
Content	653	1

### 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	1	540	76	15	7	14
Redirect	0	2	3	2	0	2
Not Found	0	2	0	0	0	1

### 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	0	2	4	0	13
Depth 2	0	80	75	10	7	3
Depth 3	1	461	2	3	0	0
Depth 4	0	3	0	0	0	0

### URL Rank (UR) by Index Status

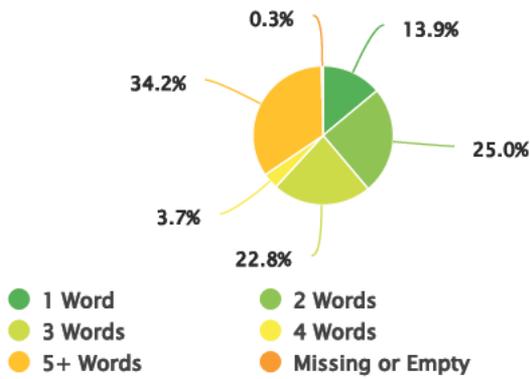
URL Rank (UR) by Index Status allows you to spot any strong pages which are not indexable, which is a wasteful use of the site's link equity.

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	104	3	2	0	3
Indexable	1	440	76	15	7	14

### Internal Anchor Text Word Counts

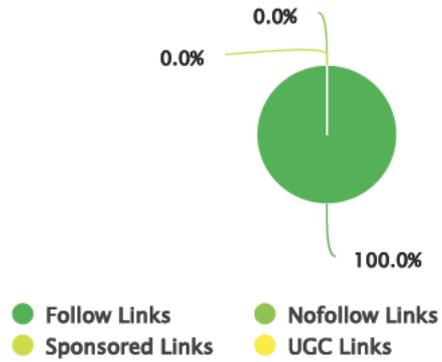
This pie chart groups internal links based on the number of words used in anchor text. For example, '2 words' represents all the unique 2 word combinations used in anchor text for internal links on the website.



Words	URLs
1 Word	121
2 Words	218
3 Words	199
4 Words	32
5+ Words	298
Missing or Empty	3

### 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	171
Nofollow Links	0
Sponsored Links	0
UGC Links	0

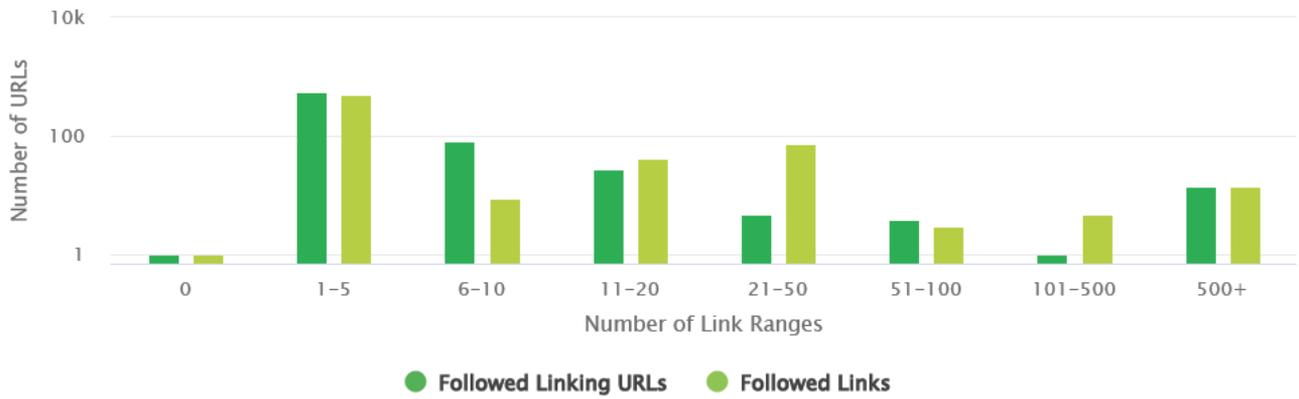
## Incoming Internal Followed Links

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).

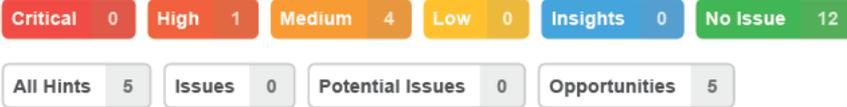
As an example, a given URL may have 7 links in total, coming from 3 unique URLs. This would contribute 1 to the range 1-5 for 'Followed Linking URLs', and 1 to the range 6-10 for 'Followed Links'.



Range	Followed Linking URLs	Followed Links
0	1	1
1-5	531	521
6-10	81	9
11-20	28	41
21-50	5	71
51-100	4	3
101-500	1	5
500+	14	14



## Links Score



High

Opportunity

Has only one followed internal linking URL

URLs: 458

Percentage: 68.87%

Indexable: 358

Not Indexable: 100

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 an anchored image with no alt text

URLs: 652

Percentage: 98.05%

Indexable: 552

Not Indexable: 100

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

Opportunity

Has incoming followed links that do not use descriptive anchor text

URLs: 110

Percentage: 16.54%

Indexable: 103

Not Indexable: 7

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

Has one or more outgoing followed links with non descriptive anchor text

URLs: 71

Percentage: 10.68%

Indexable: 71

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

Opportunity

Has an internal link with no anchor text

URLs: 4

Percentage: 0.6%

Indexable: 4

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.

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 like 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** URL receives both follow & nofollow internal links

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.

**No Issue** Has a link with an empty href attribute

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 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

<b>Indexable</b>	<b>Not Indexable</b>	<b>Nofollow</b>	<b>Disallowed</b>
553	112	0	0

### Robots.txt Configuration

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

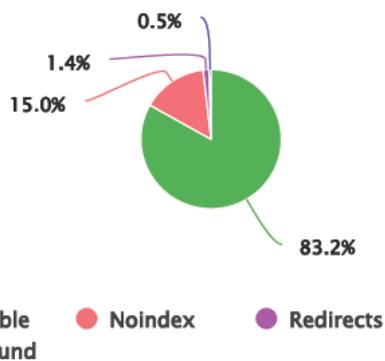
<b>Google</b>	✓ Crawable	<b>Bing</b>	✓ Crawable	<b>Yahoo!</b>	✓ Crawable
<b>DuckDuckGo</b>	✓ Crawable	<b>Baidu</b>	✓ Crawable	<b>Yandex</b>	✓ Crawable

<b>Canonical to Noindex</b>	<b>Canonical to Disallowed</b>	<b>Canonical to Error</b>	<b>Canonical to Redirect</b>
0	0	0	0

### Indexability Status

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

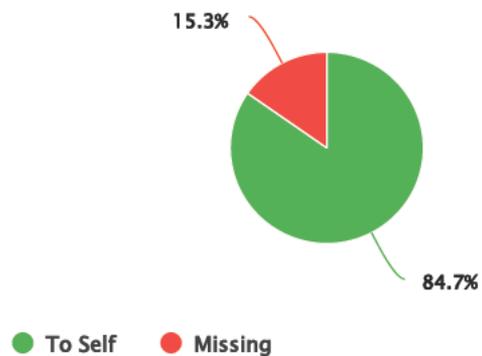
URLs that are non indexable are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.



### 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.

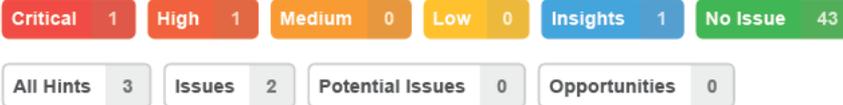
Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Status	0	1	2	3	4
Indexable	1	16	163	370	3
Not Indexable	0	3	12	97	0



## Indexability Score



**Critical**

Issue

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

URLs: 653

Percentage: 100%

Indexable: 553

Not Indexable: 100

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.

**High**

Issue

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

URLs: 1

Percentage: 0.15%

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.

**Insight**

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

URLs: 653

Percentage: 100%

Indexable: 553

Not Indexable: 100

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.

**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 image**

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