



organicdigital

example.com

Technical SEO & Web Performance Audit

Prepared for:

A Pretend Client

Prepared by:

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20/09/2023

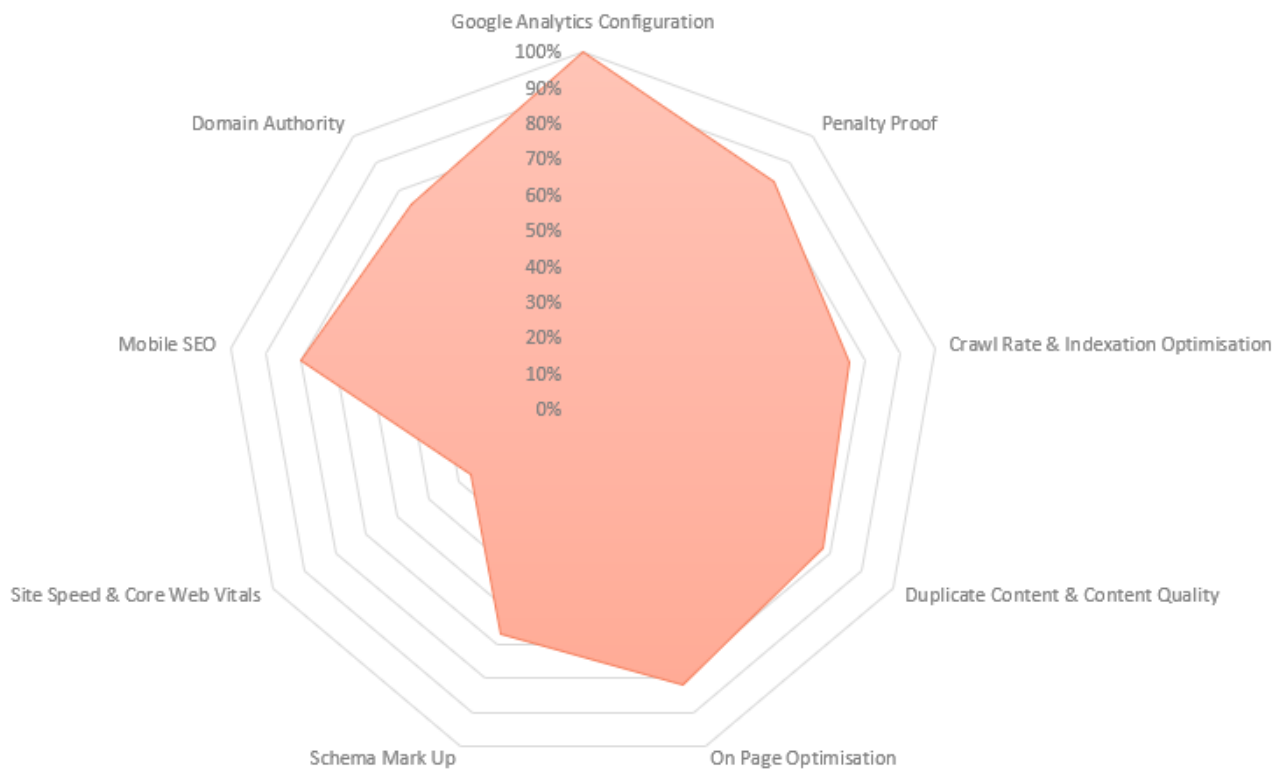
Summary

A comprehensive Technical SEO & Web Performance Audit of the example.com website has been conducted, covering various areas including Google Analytics Configuration, Penalty Proofing, Crawl Rate & Indexation Optimization, Duplicate Content, On-Page Optimization, Schema Markup, Site Speed, International SEO, Local Search, Mobile SEO, and Domain Authority.

The audit has highlighted several areas of improvement that can help enhance the website's organic traffic and conversion rate. A score has been assigned to each area based on the performance checkpoints and metrics analyzed, with the aim to get each section as close to 100% complete as possible.

In the following report, there is a breakdown of the performance within each area, along with key performance metrics and our recommendations for on-site optimization. It also identifies issues and opportunities that need to be addressed, and more detailed explanations will be provided with implementation directions, and how these changes will affect the performance metrics.

Organic Search Performance Score: 72%



The overall score of 64% is an aggregate of the scores in each section:

Google Analytics Configuration:	100%
Penalty Proof:	83%
Crawl Rate & Indexation Optimisation:	76%
Duplicate Content & Content Quality:	78%
On Page Optimisation:	82%
Schema Mark Up:	67%
Site Speed:	36%
Mobile SEO:	80%
Domain Authority:	75%

Key Organic Performance Metrics

At the start of any project we take a snapshot of current site performance. These metrics give us an indication as to how your site currently performs across a number of areas. Improving these should contribute towards improving the overall organic search performance score, which in turn leads to increased traffic and is the main focus of any ongoing site optimisation project.

For more insight into what these metrics mean in relation to your organic performance, see **Appendix A: What The Metrics Mean**

Organic Visibility:

Metric	Last Month
Unique Pages	14,817
Unique Keywords	161,058
Search Impressions	4,960,068
Clicks	111,235
Click Through Rate (CTR)	2.20%
Average Position	14.0

Engagement GA4

Metric	Last Month
Organic Sessions	121,931
Organic Engaged Sessions	78,872
Organic Engagement Rate	64.69%
Organic Engagement Time Per Session	00:01:57
Organic Event Count	1,034,634
Organic Events Per Session	8.49
Organic Conversions	1,060
Organic Revenue	£82,893

Domain Authority & External Links

Metric	01/08/2023
Domain Authority	53
Home Page Authority	21
Total Linking Domains	20,700
Total External Links	3,000
Broken External Links	155
Broken Outbound Content	0
Links to Suspicious Sites	0

Crawl Rate & Indexation Optimisation

Metric	01/08/2023
Indexed Pages	8,566
XML Sitemap Pages	3,604
Crawlable URLs on Site	14,772
Indexable URLs on Site	6,242
Non-Indexable URLs on Site	7,264
Internal Redirects on Site	1,202
Broken Pages on Site	63
Crawl Issues	53,056

Duplicate Content

Metric	01/08/2023
Duplicate Page Titles	16
Duplicate Meta Descriptions	62
Duplicate H1 Tags	5
Cannibalised Keywords	26,605
Duplicate Content	13
Similar Pages	0

On Page Optimisation

Metric	01/08/2023
Short Titles	2,587
Long Titles	439
Missing Titles	437
Short Descriptions	321
Long Descriptions	2,165
Missing Descriptions	467
Missing H1 Tags	434
Missing Alt Tags	63,049
Pages with a Low Word Count	0
Missing Twitter Preview	1,370
Missing a Facebook Preview	0

Schema Mark Up

Metric	01/08/2023
Number of Item Types Detected	5
Reported Valid Items	7,655
Reported Items with Warnings	0
Reported Items with Errors	2,295

Site Speed & Core Web Vitals

Metric	01/08/2023
Mobile Performance	8%
Mobile Accessibility	73%
Mobile Best Practice	75%
Mobile SEO	77%
Desktop Performance	53%
Desktop Accessibility	70%
Desktop Best Practice	75%
Desktop SEO	75%
Home Page File Size	3.89MB
Total Pages Over 1MB	6,014
Total Pages Under 1MB	0
Page Load Speed	14.4s
CWV Poor Pages	100%
CWV Average Pages	0%
CWV Good Pages	0%

Mobile SEO

Metric	01/08/2023
Valid Mobile Pages Reported	92
Mobile Usability Errors Reported	3,200
Missing Viewport Tag	0%
Overlapping Tap Targets	100%
Illegible Text	2%

Site Audit Issues, Resolutions & Opportunities

PENALTY PROOF

Whilst we are unable to confirm if this is an issue, it has been noted that when landing on the site from search users are presented with a pop up:

Whilst it may not be an issue, Google introduced a mobile intrusive interstitial penalty in January 2017.

This penalty only impacts intrusive interstitials that happen directly after going from a Google mobile search result to a specific page. It does not impact or penalize pages after that, so if you have an intrusive interstitial that comes up later in the click path on your website, this won't impact it: it only looks for the intrusive interstitial after the click from the Google search results page.

More information can be found here on what constitutes an intrusive pop up:

<https://searchengineland.com/google-confirms-rolling-mobile-intrusive-interstitials-penalty-yesterday-267408>

In any case, it is recommended that pop ups are introduced when the user is more than one click into the site to improve user experience and engagement.

Recommended actions

- Configure pop ups to appear one or more clicks into the site

Metrics Affected

- Unique Pages
- Unique Keywords
- Search Impressions
- Clicks
- Click Through Rate (CTR)
- Average Position
- Organic Sessions
- Organic Bounce Rate
- Organic Pages Per Session
- Organic Time On Site
- Organic Conversion Rate

- Organic Leads
- Organic Ecommerce Conversion Rate
- Organic Revenue

CRAWL RATE & INDEXATION OPTIMISATION

Crawl Rate Optimisation is required due to the number of duplicate and unnecessary pages which are being crawled by the search engines.

Each site has a crawl budget generally determined by their domain strength which in turn determines how many pages on the site a search engine will crawl on each visit. The more often a page is visited, the more important it is deemed which can potentially enhance its organic performance.

Therefore, we implement crawl rate optimisation to ensure that each time a search engine visits your site, they crawl only pages we want to rank well.

Aligning Crawl Rate Metrics

From reviewing various site metrics, we can see:

- There are 8,566 pages currently indexed by Google.
- There are at 14,772 crawlable URLs on the site
 - Of which 6,242 are indexable
- There are 3,604 pages listed in the XML sitemap

The aim of crawl rate optimisation is to bring in line the numbers above to ensure site crawls are efficient as possible and only primary pages are being crawled and indexed. The above metrics tells us that either too many pages are indexed, or, bots are unable to crawl all pages which means there are potentially a high number of orphaned pages.

To help get the metrics aligned, the following areas should be addressed:

Indexable Pages missing in the Sitemap.xml

This issue shows you pages that are indexable but could not be found in the sitemap.xml. It's best practice to add all indexable page to your Sitemap.xml to increase the chance of these pages getting indexed.

Examples of these include:

- <https://www.example.com/this-calculator>
- <https://www.example.com/that-calculator>
- <https://www.example.com/other-calculator>
- <https://www.example.com/specialised-nutrition>
- <https://www.example.com/filter-foam>
- <https://www.example.com/nutrition-pellets>
- <https://www.example.com/exercise-mirror>
- <https://www.example.com/floating-log>
- <https://www.example.com/leaf-hammock>

Block Crawlable Parameter Pages on Site

There are duplicate URLs on the due to URL parameters which are unnecessarily crawlable, for example:

- https://www.example.com/page?multiple_select_offers%5B1%5D=Clearance&multiple_select_offers%5B2%5D=BOGOF&multiple_select_offers%5B3%5D=Deal&p=9
- https://www.example.com/page?multiple_select_offers%5B1%5D=Clearance&multiple_select_offers%5B2%5D=BOGOF&multiple_select_offers%5B3%5D=Deal&p=5
- https://www.example.com/page?multiple_select_offers%5B1%5D=Clearance&multiple_select_offers%5B2%5D=BOGOF&multiple_select_offers%5B3%5D=Deal&p=6
- https://www.example.com/page?multiple_select_offers%5B0%5D=Sale&multiple_select_offers%5B1%5D=Deal&p=41
- https://www.example.com/page?multiple_select_offers%5B0%5D=Sale&multiple_select_offers%5B1%5D=Deal&p=40
- https://www.example.com/page?multiple_select_offers%5B0%5D=Sale&multiple_select_offers%5B1%5D=Deal&p=36

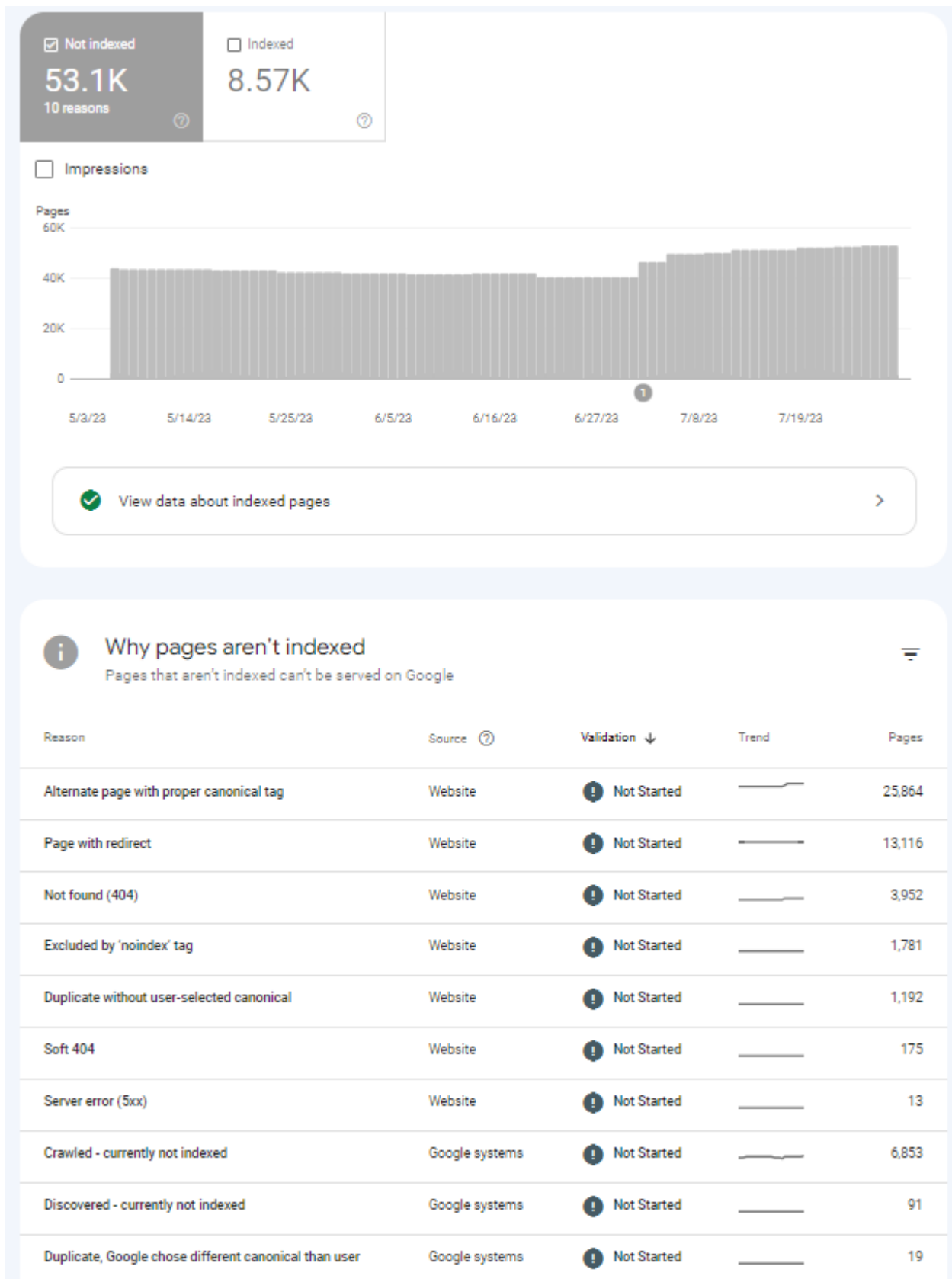
Initially, these pages should be set to noindex to remove duplicate content from the index. Once they have been crawled, processed and de-indexed, all URL parameters should be added to the robots.txt file and blocked via the “Disallow” directive.

Resolve Non-Indexed Pages Where Applicable

Google Search Console reports over 53k pages that are crawled but not being indexed. (see screengrab below):

These tend to be old pages that have not been redirected, soft 404s (which are thin in content and are treated as a broken page) or crawl anomalies that lead to a blank page or misconfigured page not found.

A number of these, such as pages blocked by robots.txt, aren't an issue – so this is a metric we try to reduce as much as possible whilst ensuring an efficient crawl. Therefore, we should review the various types of issues reported and take remedial action where required.



Not found (404)

These pages gave a 404 error. Google found them without being asked or from a sitemap. It may have been linked from another page or deleted. Googlebot will keep trying it for a while. You can't make Googlebot forget a URL. Use a 301 redirect to redirect to a similar page or parent category.

Excluded by 'noindex' tag

This means that the page is not appearing in search results because it has been excluded by the "noindex" tag. This is not necessarily an issue, but if you want the page to appear in search results, you will need to remove the "noindex" tag from the page's HTML code. However, due to the high volume and URL structure these are most likely pages that don't need to be crawled.

Alternate page with proper canonical tag

Google has detected an issue with duplicate content on your website. When Google crawls your website, it may find multiple pages with very similar or identical content. This can happen for various reasons, such as when multiple versions of the same page are created or when a website uses dynamic URL parameters.

Duplicate without user-selected canonical

This page is a duplicate of another page, but there is no preferred canonical page indicated. Google has selected the other page as the canonical page and will not display this page in search results. This is not an error, as Google does not display duplicate pages. If you believe that Google has selected the wrong URL as the canonical page, you can manually mark the canonical page for this page.

Implement A HTML Sitemap

To assist with crawl rate optimisation and to further enhance signals as to what the important pages on the site are, a HTML sitemap should be created which points to key landing and category pages on the site. A best practice sitemap has the following structure:

<https://organicdigital.co/sitemap/>

Recommended actions

- Configure XML Sitemap
- Block Crawlable Parameter Pages on Site
- Correctly Configure Robots.txt File
- Amend Internal Links That Link to 30x Redirects
- Resolve Non-Indexed Pages Where Applicable
- Implement A HTML Sitemap

Metrics Affected

- Indexed Pages

- XML Sitemap Pages
- Crawlable URLs on Site
- Indexable URLs on Site
- Non-Indexable URLs on Site
- Internal Redirects on Site
- Broken Pages on Site
- Crawl Issues
- Orphaned Pages
- Home Page Last Indexed

DUPLICATE & THIN CONTENT

Whilst a site crawl detects **16** duplicate page titles and **62** meta descriptions, we've discovered more instances of duplicate content or similar which will be causing quality issues on the site and diluting the ability to rank across key pages and search terms.

Despite popular belief, there is no such thing as a duplicate content penalty, however, large amounts of duplicate content will dilute a site's ability to rank across many key product and category pages if there are instances of duplicate / near duplicate content across the site.

Resolve Keyword Cannibalisation

Keyword cannibalization is when you have too many identical or similar keywords spread throughout the meta data and content on your website. As a result, search engines may struggle to determine the most relevant page for a keyword and dilute the page's ability to rank we well as it could.

There are x keyword which are generating differing pages in the SERPs over the last 30 days, for example:

Keyword example 1

URL	Clicks	Impressions	Avg CTR	Position
/help-guides/url-1/	2	0	0	7.5
/test/url-2	124	0	0	9
/help-guides/frequently-asked-questions/	1	0	0	3
/help-guides/how-to-select-the-right/	14	2	14.3	3.5
/premium-kits	1	0	0	11
/something	1	0	0	11
/something-else	232	2	0.9	8.1
/filter-system	1	0	0	11
/help-guides/how-often-should-i-clean-my-thing/	1	0	0	2
/help-guides/how-to-get-rid-of-green-things/	2	0	0	7.5
/test/electricals/things	124	0	0	9

Keyword example 2

URL	Clicks	Impressions	Avg CTR	Position
/help-guides/url-1/	1	0	0	15
/test/url-2	581	5	0.9	12.2
/help-guides/frequently-asked-questions/	1	0	0	4
/help-guides/how-to-select-the-right/	3	0	0	6.7
/premium-kits	362	3	0.8	11.7
/something	1	0	0	2

This can be resolved via enhanced on page optimisation and internal linking, and in some cases by creating new pages/content – e.g. a landing page that targets “xxx” which contains all products that are “xxx”.

De-Index Paginated Content

Instances of paginated content have been indexed, such as:

- <https://www.example.com/things/accessories/special-offers/some-offers?p=2>
- <https://www.example.com/things/accessories/special-offers/special-offers?p=2>
- <https://www.example.com/things/accessories/special-offers?p=11>
- <https://www.example.com/things/accessories/special-offers?p=2>

These dilute site quality as they target similar terms have near duplicate content – pages beyond page one within a category should be set to noindex.

De-Index Duplicate Parameter Content

Due to some parameter content being indexable, there are instances of duplicate / near duplicate content indexed, e.g.

- https://www.example.com/test-item?srsltid=ASuElwQaIhzQNY0uPtX_STv2dHiHRVtrqQGIDC6Am4TFRzVI6YpHEOzjIcc#test-item-light-48-122cm
- <https://www.example.com/test-item?srsltid=ASuElwRqaDKfE0PkxHF5QHpyaVeqpz9IsjaPqW-7qRnBl6bldJTjW5HLajw#test-item-light-21-53cm>
- https://www.example.com/test-item?srsltid=ASuElwSlorF3M5CUwAl9WYVEmLhaWIK_3cfffZh0sY3S0hMJTVF9GpvrI9s#test-item-light-12-30cm

- <https://www.example.com/test-item?srsltid=ASuElwSDn0AL3naq4b2pHYg213rEanbZ3wjvgUNhot7wNo1TE13W-gPxDCc#test-item-light-12-30cm>
- <https://www.example.com/test-item?srsltid=ASuElwTetXoLLRM6lYo7VzLrZFBzzCKUd4Nt0am8QLu7nJX7oPUBIMqosjA#test-item-light-57-145cm>

We recommend that any URL which contains a URL parameter is set to noindex.

De-Index Thin Content

Due to some config issues review pages are indexed:

- <https://www.example.com/review/product/listAjax/id/781/?limit=20>
- <https://www.example.com/review/product/listAjax/id/79/?limit=50>
- <https://www.example.com/review/product/listAjax/id/79/?p=2>

These should be de-indexed and blocked from crawl

Recommended actions

- Resolve Keyword Cannibalisation
- De-Index Paginated Content
- De-Index Thin Content
- De-Index Duplicate Parameter Content

Metrics Affected

- Unique Pages
- Unique Keywords
- Search Impressions
- Clicks
- Click Through Rate (CTR)
- Average Position
- Duplicate Page Titles
- Duplicate Meta Descriptions

- Duplicate H1 Tags
- Cannibalised Keywords
- Duplicate Content
- Similar Pages
- Indexed Pages
- Crawlable URLs on Site
- Indexable URLs on Site
- Non-Indexable URLs on Site

ON PAGE OPTIMISATION

Keyword research and title tag & on page optimisation will be required to ensure that the right pages are targeting the right keywords to drive the right kind of visitors.

Keyword research is carried out to ensure the individual pages on your site are targeting the most relevant, higher volume search phrases, to capture as much relevant traffic as possible via higher rankings and click through rate.

For example, from reviewing the site content and carrying out initial keyword research, we believe there is scope for the site to rank higher or increase click through rate for, for example, the following home page terms:

Keyword	Clicks	Impressions	Avg CTR	Position
organic seo consultant	0	2070	0	69.7
website optimisation consultant	0	628	0	57.6
freelance technical seo	0	340	0	36.1
organic digital marketing	0	339	0	67.7
organic digital agency	1	302	0.3	12.1
technical seo freelancer	0	238	0	26.5
search engine optimisation consultant	0	133	0	179.6
organic digital	7	114	6.1	2.8
seo audit freelancer	0	100	0	29.6
optimisation consultant	0	87	0	31.6
site:organicdigital.co	0	64	0	1
organic seo expert	0	58	0	72.8
freelance digital consultant	0	54	0	91.9
organik seo	0	45	0	71
freelance seo consultant	0	41	0	150.6
organic visibility	0	40	0	57.7
organic digital marketing agency	0	39	0	36.9
digital co	0	37	0	34.1
freelance technical seo consultant	0	34	0	37.3
organic website	0	34	0	86.5
organic consultant	0	33	0	34
organic seo agency consultant	0	33	0	86.2
local seo freelancer and international	0	32	0	53.9
international seo freelancer	0	31	0	61.7
digital freelance	0	29	0	69.2

We can also see a number of opportunities called low hanging fruit – these are terms which currently rank on page two and via good on site optimisation should be able to rank on page 1:

Keyword	Clicks	Impressions	Avg CTR	Position
wordpress seo consultant	6	1770	0.3	11.2
seo migration services	0	1130	0	13.3
magento seo consultants	0	482	0	13

organization schema	0	365	0	15.9
seo migration service	0	350	0	10.9
organization schema markup	0	344	0	11.9
website migration seo service	0	338	0	12.9
organic digital agency	1	303	0.3	12.3
wordpress seo consulting	0	303	0	10.3
magento seo specialist	0	269	0	14.1
consultant seo wordpress	0	239	0	16
schema organization example	0	170	0	15.3
ga4 configuration service	0	166	0	19.9
global seo services	0	157	0	13.4
international seo audits	0	153	0	17.8
organization schema example	1	147	0.7	11
ecommerce seo freelancer	1	145	0.7	11
international seo consultancy	0	127	0	16.2
website migration seo services	0	121	0	19.1

Whilst the following questions offer potential for driving more traffic to the site via FAQ content and schema:

Keyword	Clicks	Impressions	Avg CTR	Position
what is faq schema	0	134	0	33.7
how to find all pages on a domain	0	109	0	96.8
how to fix redirect chains	0	102	0	76.2
how to setup google analytics	0	100	0	81.1
how to remove crawler search engine	0	97	0	88
how to check google indexed pages	0	89	0	68.4
how to block bot traffic in google analytics	0	87	0	32.3
how to set up events in google analytics	0	81	0	63.6
what are redirects	0	80	0	87.6
how to check when google crawled my site	0	78	0	9.2
how can i tell if google has indexed my site	0	75	0	13.7
what is a website migration	0	72	0	73
how to create faq schema	0	71	0	53.1
how google crawler see my site	0	65	0	31.1
how to check if a page is being indexed	0	64	0	23.9
what is a site migration	0	63	0	86.8
what is site migration	0	63	0	90.9
how to see if a page is indexed	0	62	0	30.6
how to allow google to crawl website	0	61	0	66
how to check if page is crawlable	0	58	0	12.3
what is crawl rate	0	58	0	71
how to filter bot traffic in google analytics	0	57	0	76.2
can google see my site	0	56	0	52.9
how to add faq schema in wordpress	0	55	0	92

In addition to resolving the content and crawl issues, by optimizing key elements on relevant pages we would anticipate the above and many other relevant terms could see an improvement in visibility. Those elements include:

- Page Titles
- Meta Descriptions
- Page Content
- H1 Tags
- ALT tags
- Internal Links
- URL Structure / Naming Conventions

Recommended actions

- Keyword research on home and key service pages
- Optimise key page elements:
 - Page Titles
 - Meta Descriptions
 - Page Content
 - H1 Tags
 - ALT tags
 - Internal Links
 - URL Structure / Naming Conventions

Metrics Affected

- Unique Pages
- Unique Keywords
- Search Impressions
- Clicks
- Click Through Rate (CTR)
- Average Position

- Duplicate Page Titles
- Duplicate Meta Descriptions
- Duplicate H1 Tags
- Cannibalised Keywords
- Duplicate Content
- Similar Pages
- Short Titles
- Long Titles
- Missing Titles
- Short Descriptions
- Long Descriptions
- Missing Descriptions
- Missing H1 Tags
- Missing Alt Tags
- Pages with a Low Word Count
- Missing Twitter Preview
- Missing a Facebook Preview

SCHEMA MARK UP

Schema is a type of microdata that makes it easier for search engines to parse and interpret the information on your web pages more effectively, so they can serve relevant results to users based on search queries.

By adding markup to the HTML on your website, you can make elements such as testimonials, products, reviews, events, addresses and breadcrumbs more “visible” to search engines and allow them to show this data directly in the SERPs (search engine results page) – which in turn can have a positive effect on click through rates.

The following provide opportunities for the site to enhance visibility and in each case we recommend using JSON syntax rather than HTML mark up.

Implement / Optimise Organisation Schema

This helps with brand searches by including logos, company details and social profile links in the search results, for example:

Results for Heathbank Rd, Cheadle Hulme, Cheadle SK8 6HG · Choose area

Pets at Home
https://www.petsathome.com

All your Pet Shop needs here at Pets At Home
Pets At Home offers the ultimate pet shop experience. We have all the pet supplies, pet food, toys and accessories you and your pet needs at great prices.

Results from petsathome.com

Fish
Live Plants & Aquascaping - Gravel & Sand - Fish Food - ...

Dog Supplies
Dog Food - Dry Dog Food - Dog Beds - Dog Treats - Dog Toys

Cat
Cat Food - Cat Litter - Scratching & Furniture - Cat Beds - Cat Toys

Store Finder
Please use our store finder to locate the closest 'Pets at Home ...

Pets at Home locations

Map showing Pets at Home locations near Manchester Airport, including Handforth, Stockport, and Baguley.

A Pets at Home Handforth
1.5 mi · Handforth · 0345 288 8522
Closed · Opens 9 am Wed

Website Directions

Pets at Home < **Pets at Home**
Retail company

petsathome.com

Pets at Home is a British pet supplies retailer selling pet products including food, toys, bedding, medication, accessories and pets. It is listed on the London Stock Exchange and is a constituent of the FTSE 250 Index. Founded in 1991, the company operates 453 stores across the UK, as well as an online store. [Wikipedia](#)

Stock price: PETS (LON)
387.80 GBX -4.80 (-1.17%)
1 Aug, 17:49 BST · Disclaimer

Headquarters: Handforth
CEO: Lyssa McGowan (1 Jun 2022–)
Customer service: 0800 328 4204
Founded: 1991

Disclaimer

Profiles

Facebook Twitter Instagram LinkedIn

People also search for View 10+ more

SPORTS DIRECT ASDA B&M Home Bargains

Sports Direct International Limited

Feedback

Implement / Optimise LocalBusiness Schema

This helps with location based searches and enhances brand searches by including a map listing and social profile links in the search results, for example: :

● Results for **Heathbank Rd, Cheadle Hulme, Cheadle SK8 6HG** · Choose area

Pets at Home
https://www.petsathome.com

All your Pet Shop needs here at Pets At Home
Pets At Home offers the ultimate pet shop experience. We have all the pet supplies, pet food, toys and accessories you and your pet needs at great prices.

Results from petsathome.com


Fish
Live Plants & Aquascaping - Gravel & Sand - Fish Food - ...

Dog Supplies
Dog Food - Dry Dog Food - Dog Beds - Dog Treats - Dog Toys

Cat
Cat Food - Cat Litter - Scratching & Furniture - Cat Beds - Cat Toys

Store Finder
Please use our store finder to locate the closest 'Pets at Home ...


Pets at Home locations




Hours Sort by

A Pets at Home Handforth
1.5 mi · Handforth · 0345 286 8522
Closed · Opens 9 am Wed

Website Directions

Pets at Home < 
Retail company

 [petsathome.com](https://www.petsathome.com)





Pets at Home is a British pet supplies retailer selling pet products including food, toys, bedding, medication, accessories and pets. It is listed on the London Stock Exchange and is a constituent of the FTSE 250 Index. Founded in 1991, the company operates 453 stores across the UK, as well as an online store. [Wikipedia](#)

Stock price: PETS (LON)
387.80 GBX -4.80 (-1.17%)
1 Aug, 17:49 BST - Disclaimer





Headquarters: Handforth
CEO: Lyssa McGowan (1 Jun 2022–)
Customer service: 0800 328 4204
Founded: 1991

Disclaimer

Profiles

 Facebook  Twitter  Instagram  LinkedIn

People also search for View 10+ more

Sports Direct Limited B&M Home Bargains

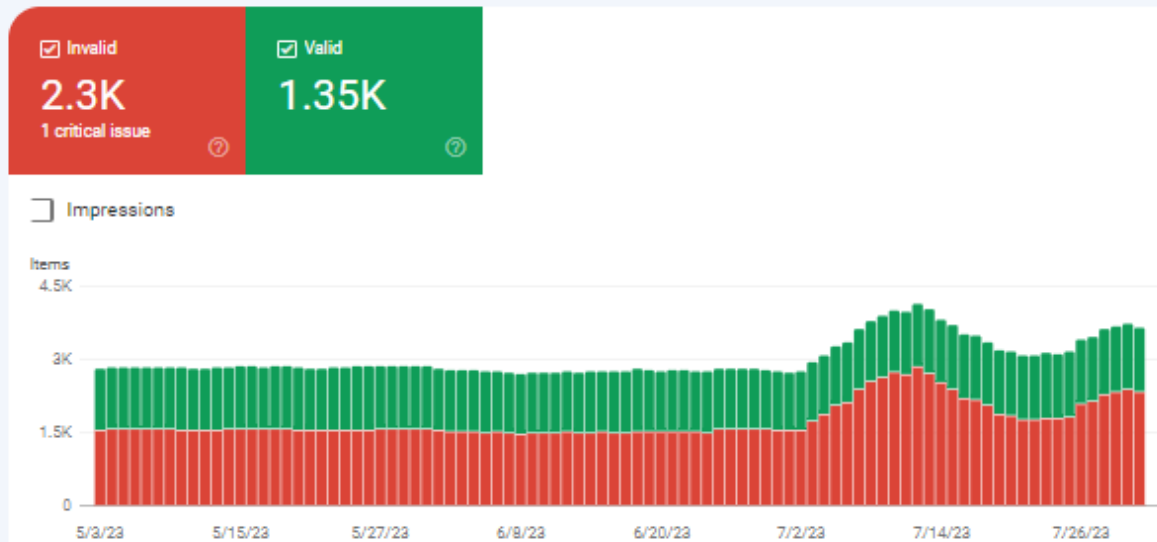
Feedback

Implement / Optimise Product, Offer & Review Schema

Add markup to your product pages so Google can provide detailed product information in rich Search results — including Google Images. Users can see price, availability, and review ratings right on Search results.

Reviews have been implemented but are generating a high number of errors:

Source: Smartphone crawler ⓘ Last updated: 7/31/23

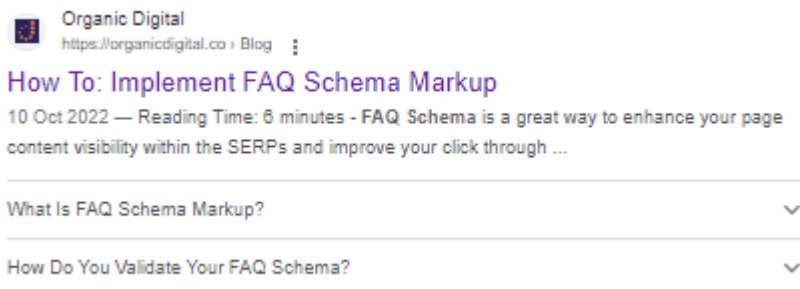


Implement / Optimise FAQ Schema

There may be scope to write and optimise FAQ guides around your services, e.g.

- what is faq schema
- how to find all pages on a domain
- how to fix redirect chains

FAQ Schema allows the questions and answers to be shown in the SERPs and can lead to an increase in CTR, as well as establishing you as an authority on engineering inspections – e.g,



Recommended actions

- Implement / Optimise Organisation Schema
- Implement / Optimise LocalBusiness Schema
- Implement / Optimise Review Schema
- Implement / Optimise FAQ Schema

Metrics Affected

- Number of Item Types Detected
- Reported Valid Items
- Reported Items with Warnings
- Reported Items with Errors
- Unique Pages
- Unique Keywords
- Search Impressions
- Clicks
- Click Through Rate (CTR)
- Average Position
- Organic Sessions

SITE SPEED & CORE WEB VITALS

Site speed and core web vitals optimization are important for a website's SEO and visibility because they directly impact user experience and satisfaction.

When a website takes too long to load or has poor performance, users are likely to leave the site before it fully loads, resulting in high bounce rates. Additionally, slow loading times can negatively impact user engagement and reduce the time users spend on the site, which can also harm the website's SEO performance.

Core web vitals are a set of specific user experience metrics that Google uses to evaluate a website's page experience. These metrics include loading speed, interactivity, and visual stability. Websites that meet Google's core web vitals standards are more likely to rank higher in search engine results pages (SERPs) than those that do not.

Moreover, with Google's Page Experience update, which was rolled out in May 2021, the core web vitals metrics have become a significant ranking factor for websites. This update means that websites that prioritize user experience by improving their site speed and core web vitals are more likely to rank higher in Google's search results, leading to increased visibility and traffic for their website.

There is scope to improve this by:

Reduce File Size On Home Page and Across The Site

The home page file size is 3.98MB – this is too high and the aim should be to reduce this to under 1MB or at least under 2MB – this will enhance crawl efficiency and improve mobile experience, the following areas will help with this

Avoid Scaled Images

Large images, in terms of file size and dimensions, are used on the site in their original format but scaled down to fit the page, for example:

<https://www.example.com/media/catalog/product/cache/3342f7408cf8141881f1130078907878/s/u/sthing.png>



This image is resized in HTML or CSS:



Serving a scaled image could save 55kB. This applies to a number of images on the home page and across the site.

There are several images on the home page that when scaled could save 1.2MB

Implement Next Generation Images

Using Next Generation images can significantly reduce file size, If possible, images should be converted to a format such as WebP for enhanced performance

Minify CSS, JS & HTML

Some code has already been minified, but carrying this out across all CSS and JS files along with the HTML code, will reduce file size

Avoid Render Blocking Resources

JS and CSS files should be placed at the foot of the page (without breaking the site) so that the page code can be loaded in fully before rendering begins.

Defer Offscreen Images

Currently, all images on a page are loaded when a page is requested. Lazy loading images means that images won't be downloaded until they appear in a users view.

Implement a CDN

Asset files and images can be hosted on a separate server to reduce the download speed of the main page – e.g. cdn.example.com

Optimise Pages to Enhance Core Web Vitals

Optimizing pages to enhance Core Web Vitals can improve the user experience of a website. Core Web Vitals are a set of metrics that measure the loading speed, interactivity, and visual stability of a web page. By optimizing pages to meet these metrics, websites can ensure that users have a fast, responsive, and stable experience. This can lead to lower bounce rates, longer session durations, and ultimately a better overall user experience. Additionally, optimizing pages for Core Web Vitals can also improve search engine rankings, as Google has stated that these metrics will be a factor in their search algorithm starting in May 2021.

These pages on the site measure as follows:

- <https://www.example.com/>
- <https://www.example.com/page-a>
- <https://www.example.com/page-b>
- <https://www.example.com/help-guides/page-c/>

Metric	Home Page	Category	Product	Guide
First Contentful Paint	675ms	2.0s	474ms	430ms
Time to Interactive	8.9s	7.3s	6.3s	4.5s
Speed Index	5.2s	2.9s	1.2s	1.0s
Total Blocking Time	908ms	348ms	484ms	192ms
Largest Contentful Paint	1.6s	2.4s	661ms	651ms
Cumulative Layout Shift	0.35	0.04	0.09	0.14

Colour Code:

- Good - Nothing to do here
- Longer than recommended
- Much longer than recommended

First Contentful Paint

How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less. This can be improved by:

- Reducing server response time
 - a) Reducing initial server response time
 - b) Using a Content Delivery Network (CDN)
 - c) Serving static assets with an efficient cache policy
 - d) Avoiding multiple page redirects
 - e) Establishing early connections to important third-party origins
- Eliminating render-blocking resources
- Minimizing request counts and payload sizes

Time to Interactive

How long it takes for your page to become fully interactive. A good user experience is 2.5s or less. This can be improved by:

- Optimizing JavaScript execution
 - a) Reducing JavaScript execution time
 - b) Minimizing main-thread work
 - c) Removing unused JavaScript
 - d) Reducing the impact of third-party code
 - e) Replacing large JavaScript libraries with smaller alternatives
- Serving minimal requests
- Using preconnect and dns-prefetch resource to establish early connections

Speed Index

How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less. This can be improved

- Reducing JavaScript execution time
- Minimizing main-thread work
- Removing unused JavaScript
- Reducing the impact of third-party code
- Replacing large JavaScript libraries with smaller alternatives

Total Blocking Time

How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less. Learn more. This can be improved by:

- Reducing JavaScript execution time
- Minimizing main-thread work
- Removing unused JavaScript
- Reducing the impact of third-party code
- Replacing large JavaScript libraries with smaller alternatives

Largest Contentful Paint

How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less. Learn more. This can be improved by:

- Reducing initial server response time
- Using a Content Delivery Network (CDN)
- Serving static assets with an efficient cache policy
- Establishing early connections to important third-party origins
- Properly sizing images
- Efficiently encoding images
- Combining images using CSS sprites
- Serving images in next-gen formats
- Using video formats for animated content
- Eliminating render-blocking resources

Cumulative Layout Shift

How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less. Learn more. This can be improved by:

- Specifying image dimensions
- Reducing layout shifts caused by ads, embeds, and iframes

- Avoiding inserting new content above existing content

Recommended actions

- Reduce File Size On Home Page and Across The Site
- Avoid Scaled Images
- Implement Next Generation Images
- Minify CSS, JS & HTML
- Avoid Render Blocking Resources
- Defer Offscreen Images
- Implement a CDN
- Optimise Pages to Enhance Core Web Vitals

Metrics Affected

- Mobile Performance
- Mobile Accessibility
- Mobile Best Practice
- Mobile SEO
- Desktop Performance
- Desktop Accessibility
- Desktop Best Practice
- Desktop SEO
- Home Page File Size
- Total Pages Over 1MB
- Total Pages Under 1MB
- Page Load Speed
- CWV Poor Pages
- CWV Average Pages
- CWV Good Pages
- Average Position

- Organic Sessions
- Organic Bounce Rate
- Organic Pages Per Session
- Organic Time On Site
- Organic Conversion Rate
- Organic Leads
- Organic Ecommerce Conversion Rate
- Organic Revenue

MOBILE SEO

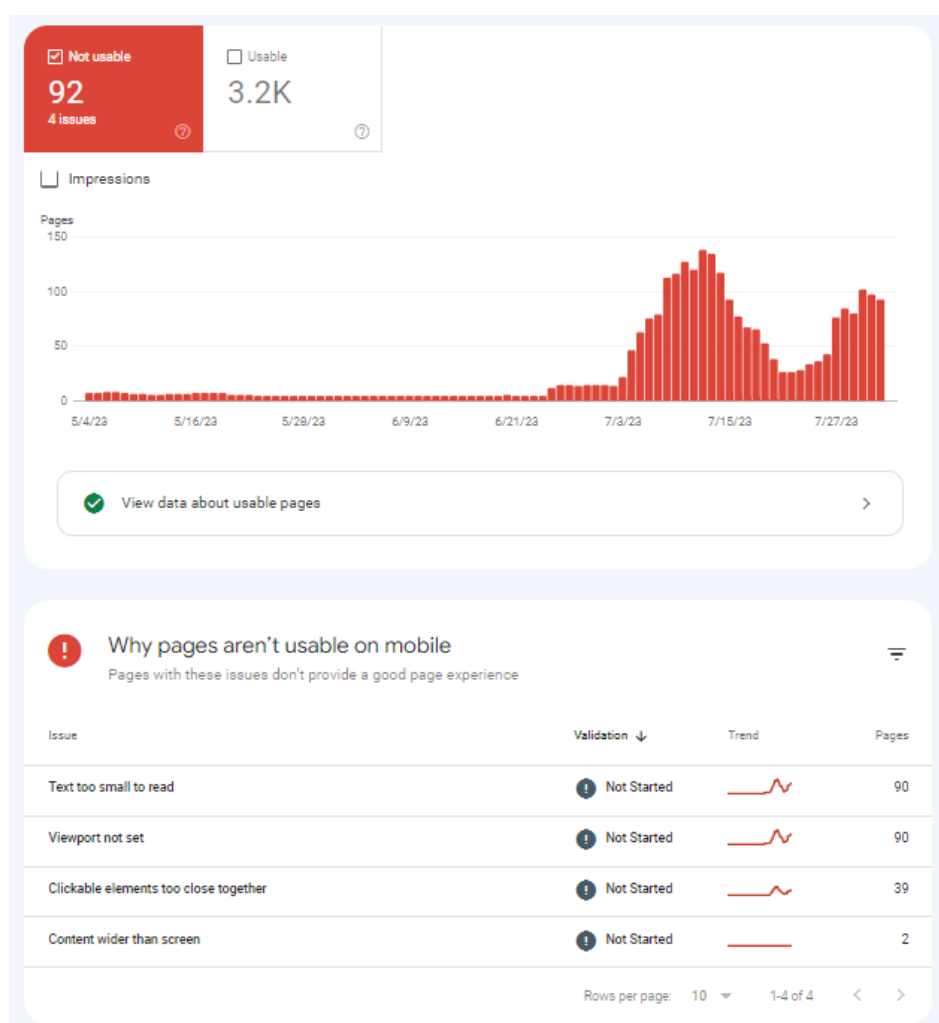
Mobile optimization ensures that mobile visitors have an experience optimized for their mobile device and takes into consideration site design, site structure, page speed and more to ensure a quality mobile user experience.

It is of particular importance because as of March 2021 or thereabouts, Google will rank sites based on the mobile site only. Desktop sites will no longer be used to rank desktop search results – everything will depend on the optimisation of your mobile site.

As such, it's imperative that your site is fully optimised for mobile, though currently this is not the case.

Resolve Mobile Usability Errors

A number of pages currently generate mobile usability errors:



These are caused by the review pages that need to be de-indexed then blocked from crawl, e.g.

- <https://www.example.com/review/product/listAjax/id/205/?p=17>
- <https://www.example.com/review/product/listAjax/id/1156/?limit=20&p=2>
- <https://www.example.com/review/product/listAjax/id/297/?limit=20&p=5>
- <https://www.example.com/review/product/listAjax/id/969/?limit=10&p=17>

Resolve Overlapping Tap Targets

Tap targets are the areas of a web page that users on touch devices can interact with such as buttons, links, and form elements. It's important to ensure that tap targets are big enough and far enough apart from each other for a user-friendly and accessible website.

There are a number of pages on your website with tap targets are too close together. These pages have targets that are smaller than 48 px by 48 px or closer than 8 px apart.

You can fix tap targets by increasing the padding property to 48dp minimum touch target size, and increasing the spacing between tap targets that are too close together using properties like margin to ensure there should be at least 8 px between tap targets.

If tap targets are too close together because of a missing viewport configuration you just need to add `<meta name="viewport" content="width=device-width, initial-scale=1">` to the header area of every page.

For example, on the home page, these elements:

Tap Target
<code>Returns</code>
<code><button class="needsclick go3894874857 kl-private-reset-css-Xuajsl" type="button" tabindex="0" style="background: rgb(48, 59, 67); border-radius: 13px; border-style: none;">Sign-up</button></code>
<code><button class="needsclick go3894874857 kl-private-reset-css-Xuajsl" type="button" tabindex="0" style="background: rgb(48, 59, 67); border-radius: 13px; border-style: none;">Sign-up</button></code>
<code>Returns</code>

Are overlapped by:

Overlapping Target
<code>Damages</code>
<code>div.pagebuilder-column-line > div.pagebuilder-column > figure > a</code>
<code>div.pagebuilder-column-line > div.pagebuilder-column > figure > a</code>
<code>Contact us</code>

Recommended actions

- Resolve Mobile Usability Errors
- Resolve Overlapping Tap Targets

Metrics Affected

- Valid Mobile Pages Reported
- Mobile Usability Errors Reported
- Missing Viewport Tag
- Overlapping Tap Targets
- Illegible Text
- Search Impressions
- Clicks
- Click Through Rate (CTR)
- Average Position
- Organic Sessions
- Organic Bounce Rate
- Organic Pages Per Session
- Organic Time On Site
- Organic Conversion Rate
- Organic Leads
- Organic Ecommerce Conversion Rate
- Organic Revenue

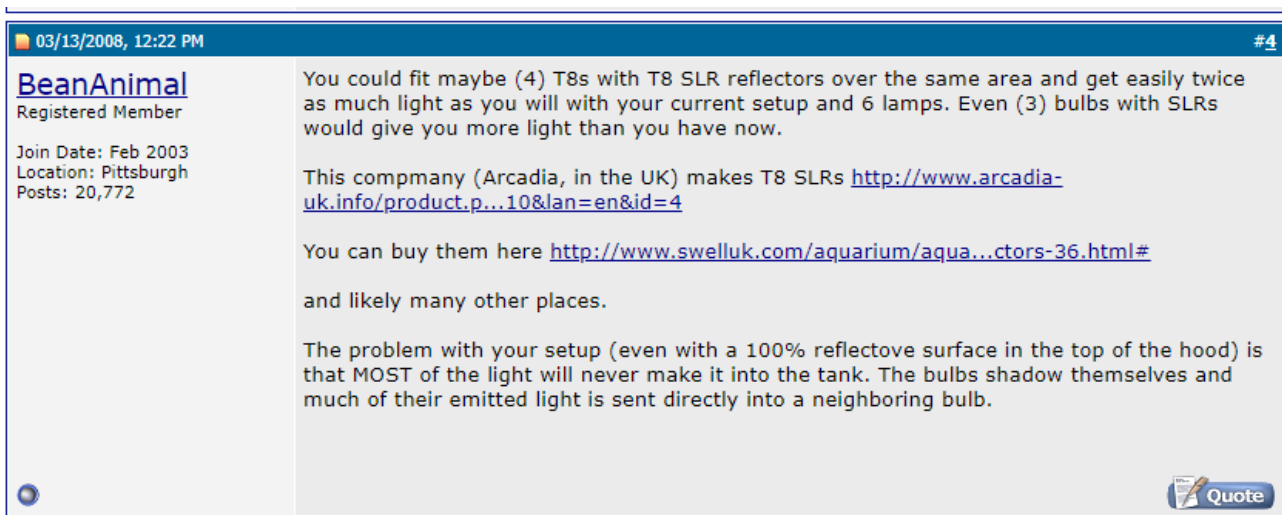
DOMAIN AUTHORITY

A site's domain authority influences its ability to rank and compete on high volume terms. The higher the domain authority, which is influenced by the number of external links pointing at the site, the better a site will perform.

Redirect External Links Pointing to Broken Pages

Currently, there are **122** reported broken links – these will not be passing authority as they point to a broken page, such as:

<http://www.reefcentral.com/forums/showthread.php?t=1344568>



Which points to:

<https://www.example.com/page-3.html>

The site's current DA is **53** – this can be increased by redirecting broken links to a relevant page or category.

Recommended actions

- Redirect External Links Pointing to Broken Pages

Metrics Affected

- Domain Authority
- Home Page Authority
- Total Linking Domains
- Total External Links
- Broken External Links
- Broken Outbound Content

- Links to Suspicious Sites

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Website Scores

Have used 3rd party tools that rank a website's quality overall and in three areas below.

This isn't as in-depth as my overall audit, but it is useful to get a top-level overview of the site's via public facing metrics and help to identify what needs to be improved and close any gaps on the competition

the description of each category as follows:

Overall Score (OPS):

The OPS is calculated using a complex algorithm which takes into account many different OnPage factors.

When calculating the OPS for the project, the OPS for each individual URL is firstly determined. Factors such as status code, number of inbound links, loading time, click depth from the homepage, canonical tag usage, and many other factors are taken into consideration.

Then, all factors are weighed and summarized in the URL-specific OPS. It's possible that a URL with one serious error might have a lower OPS than a URL with lots of smaller errors.

The OPS displayed on the dashboard shows the weighted, average OPS of all URLs of the website. The OPS therefore gives an indication of the level of optimization of the whole project. A few critical errors can drag down the score of the whole website.

Website Quality:

Covers things like broken pages, files, images, slow pages and large images.

Content Quality:

Covers things like duplicate meta data and page content, low word counts and missing alt tags

SEO Quality:

Covers all things crawl rate and indexation wise.

Metric	Your Site	Domain B	Domain C	Domain D	Domain E
OVERALL SCORE	67	57	63	45	64
WEBSITE QUALITY	69	46	77	31	69
CONTENT QUALITY	45	55	27	36	36
SEO	69	81	50	69	69

Conclusion

The site has a good top level overall score – the only area that is lower than we'd like is content quality which relates to duplicate content.

Domain Authority

Metric	Your Site	Domain B	Domain C	Domain D	Domain E
DA	49	53	68	54	48
TOTAL LINKS	44,100	980	16,300	50,000	4,300
LINKING DOMAINS	1,200	712	2,000	616	525
KEYWORD REACH	14,400	15,700	23,700	16,900	19,800
RANKING PAGES	3,340	2,664	6,820	3,190	4,681

Conclusion

The site is amongst the weakest in terms of authority and keyword reach. Moving forward, this would be an area to look to improve via outreach/PR/link building.

Crawl Rate & Indexation

Metric	Your Site	Domain B	Domain C	Domain D	Domain E
INDEXED PAGES	4,520	4,640	9,850	4,240	4,160
SITEMAP PAGES	5,147	3,776	7,882	0	4,152
SITE PAGES	6,083	2,396	9,497	44,002	80,240
INDEXED - SITEMAP	-627	864	1,968	4,240	8
SITE PAGES - SITEMAP	936	-1,380	1,615	44,002	76,088

Conclusion

From top level public facing metrics we can see the site performs well against the competition in terms of crawl rate, and we know this is something we can improve to make the site stronger.

On Page Optimisation

Metric	Your Site	Domain B	Domain C	Domain D	Domain E
DUPE TITLES	17 (0.2%)	2 (0.08%)	58 (0.6%)	338 (0.7%)	23 (0.02%)
DUPE META	427 (7%)	9 (0.3%)	194 (2%)	340 (0.7%)	34 (0.04%)
DUPE H1	379 (6.2%)	9 (0.3%)	824 (8.6%)	337 (0.7%)	31 (0.04%)
DUPE CONTENT	129 (2.1%)	0	11 (0.1%)	4	5

Conclusion

This is where the site has weakness in terms of the amount of dupe content over the site – though this has since been resolved, and whilst a number of paginated pages are still indexed, we know we are making progress here.

Site Speed & Core Web Vitals

Metric	Your Site	Domain B	Domain C	Domain D	Domain E
MOBILE SCORE	51	38	78	30	41
DESKTOP SCORE	90	77	98	80	97
PAGE LOADS	4.8s	12.4s	933ms	4.8s	6.9s
PAGES > 1MB	0%	0%	80%	0%	0%
PAGES < 1MB	100%	100%	20%	100%	100%

Conclusion

The site is fast, but Domain C is noticeably faster and has a high number of files below 1MB

Overall Score

For each metric, we score the highest at 25 points, then 20, 15, 10 & 5. The overall scores are below:

- Domain C: 375
- Domain E: 350
- Your Site: 340
- Domain B: 300
- Domain D: 265

Once the duplicate content and crawl rate issue are resolved, in terms of this analysis the site would be second to Domain C.

Domain C is the fastest site and strongest in terms of authority, so it makes sense this would come out on top and do well after updates.

Ecigstore in terms of optimisation can improve via crawl and index optimisation. It would be worth looking at implementation of next generation images and anything else that could reduce file size on a page by page and site wide basis.

Following that, it would seem that the way to close the gap on the competition leaves domain strengthening in terms of links – and/or, look to expand keyword reach via content.

SUMMARY AND PRIORITY ACTIONS

The following is a summary of actions that should be carried out in priority order. Note, some high priority items such as pruning content and fixing coverage issues are most likely to be ongoing tasks, whilst medium priority tasks are quick wins – therefore we should look to start and complete all items as soon as possible.

At this stage we recommend a call / meeting with your team and developers to determine who will do what moving forward, and what, if any, require assistance from Organic Digital.

High Priority Actions

- Configure XML Sitemap
- Block Crawlable Parameter Pages on Site
- Correctly Configure Robots.txt File
- De-Index Paginated Content
- Resolve Non-Indexed Pages Where Applicable
- De-Index Thin Content
- De-Index Duplicate Parameter Content
- Implement / Optimise Organisation Schema
- Implement / Optimise LocalBusiness Schema
- Implement / Optimise Review Schema
- Resolve Mobile Usability Errors
- Redirect External Links Pointing to Broken Pages

Medium Priority Actions

- Keyword research on home and key service pages
- Optimise key page elements:
- Resolve Keyword Cannibalisation
- Implement / Optimise FAQ Schema
- Reduce File Size On Home Page and Across The Site
- Avoid Scaled Images
- Implement Next Generation Images
- Minify CSS, JS & HTML
- Avoid Render Blocking Resources
- Defer Offscreen Images
- Implement a CDN
- Optimise Pages to Enhance Core Web Vitals

Low Priority Actions

- Resolve Overlapping Tap Targets
- Amend Internal Links That Link to 30x Redirects
- Configure pop ups to appear one or more clicks into the site
- Implement A HTML Sitemap

Appendix A: What the Metrics Mean

Organic Visibility:

Unique Generating impressions Keywords

This is the number of unique keywords that generated search impressions over the last 28 days. Whilst it's not every keyword you could actually rank for, it's an indicator of your organic keyword reach. This metric is provided by Google Search Console.

Unique Generating impressions Page

This is the number of unique pages that generated search impressions via the unique keywords over the last 28 days. This is an indication of how many pages are your site are actually or organic value, and gives an indication of content that may not be required and therefore removed or de-indexed. This metric is provided by Google Search Console.

Monthly Traffic Value

This value is calculated by multiplying the average CPC of each keywords by the number of times it was clicked

Search Impressions

How many links to your site a user saw on Google search results, i.e. how many times you appeared in a search result, over the last 28 days. If you increase your ranking keywords across your most popular terms, the more search impressions you'll get, along with the scope for more traffic. This metric is provided by Google Search Console.

Clicks

The number of clicks your site received from Google search results over the last 28 days.

Click Through Rate (CTR)

The ratio of clicks to search impressions that your search results received, over the last 28 days.. The higher your click through rate, the more traffic will visit your site. This metric is provided by Google Search Console.

Average Position

The average ranking position of all the topmost results for all keywords your site had search impressions for, over the last 28 days. So, for example, if your site has three results at positions 2, 4, and 6, the position is reported as 2. If a second query returned results at positions 3, 5, and 9, your average position would be $(2 + 3)/2 = 2.5$. This metric is provided by Google Search Console.

Engagement:

Organic Bounce Rate

A user engagement metric that indicates the percentage of people who land on one of your web pages and then leave without clicking to anywhere else on your website. As a rule of thumb,

a bounce rate in the range of 26 to 40 percent is very good. 41 to 55 percent is roughly average. Anything higher could suggest that visitors needs are not being met. Whilst we can report on this, and the following, metrics on all sources or other specific sources, our work in the first instance targets organic search traffic. This metric is provided by Google Analytics.

Organic Pages Per Session

The average number of pages viewed on each visit your site receives. This metric is provided by Google Analytics.

Organic Time On Site

The average time spent on your site by each visitor. This metric is provided by Google Analytics.

Organic Conversion Rate

Your conversion rate is the percentage of visitors to your website that complete a desired goal (a conversion) out of the total number of visitors.

Domain Authority & External Links:

Domain Authority

A domain's ability to rank for targeted keywords is determined by a number of factors, and whilst these are constantly updating, both the number and quality of links your site has pointing to it are still a major factor. The more quality backlinks you gain, the higher your domain rating and ability to rank will become. For example, bbc.co.uk has a rating of 81/100 and google.com has a rating of 93/100. This metric is provided by ahrefs.com – more can be found on this here: <https://ahrefs.com/blog/domain-rating/>

Home Page Authority

The relative home page authority score based on all the links detected pointing to your home page. The home page may not be the strongest page on your site but is generally the one which acquires most links – the page authority will have a bearing, amongst other factors, as to how your home page will perform for relevant keyword searches, so increasing this (along with any other pages on the site) will enhance that page's performance. This metric is provided by ahrefs.com

Total Linking Domains

This is the total number of site's which have been detected as having a link which points to your site. This metric is provided by ahrefs.com

Total External Links

This is the total number of links which have been detected as pointing to your site. As some sites will link more than once, or have site wide links, this will generally be higher than the total linking domains. This metric is provided by ahrefs.com

Broken External Links

This is the number of external links pointing to pages on the site that are no longer live. Broken links do not pass on link authority from the linking domain and should be fixed to help improve domain authority. This metric is provided by ahrefs.com.

Broken Outbound Content

The total number of links pointing to external pages which are broken

Links to Suspicious Sites

The total number of external links on your site which point to dubious websites or potentially hacked sites

Crawl Rate & Indexation Optimisation:

Indexed Pages

The number of pages from your domain currently in Google's search index. This metric is provided by Google Search Console.

XML Sitemap Pages

If set up correctly within Google Search Console, this is the amount of specific pages on your site you want Google to crawl and index. This metric is provided by Google Search Console based on your site's actual XML sitemap.

Crawlable URLs on Site

The number of live pages we can currently crawl on your site. If this number is higher than the number of indexed pages, this may mean not all your content is being found by Google. If it is less, it would suggest a lot more content has been found than is on the site and so there are duplicate content or crawl rate issues. This metric is calculated following a site crawl using the Screaming Frog and/or Ryte.

Indexable URLs on Site

The number of pages on your site that search engines are able to crawl and index. If this is less or more than the number of XML sitemap pages and total indexed pages, it tells us we have issues with either too much or too little content that can be crawled and indexed. This metric is calculated following a site crawl using the Screaming Frog and/or Ryte.

Internal Redirects on Site

This is the number of internal links on your site that point to a page that in turn redirects to direct the user to the correct page – these are caused by updating old URLs or deleting old content and redirecting to something. If a search engine bot has to visit a redirect URL to get to the page, it consumes double the amount of crawl budget (or more if there is a redirect chain of 2 or more redirects), therefore for a more efficient crawl we look to make all internal links point directly to a live page where possible. This metric is calculated following a site crawl using the Screaming Frog and/or Ryte

Broken Pages on Site

This is the number of internal links on your site that point to a broken page due to being deleted / amended but not redirected. These waste crawl budget, offer poor user experience and potentially lose domain authority if they have links pointing to them – all internal links where possible should point to live pages, or redirect to a relevant page. This metric is calculated following a site crawl using the Screaming Frog and/or Ryte

Crawl Issues

This is the number of crawl issues Google reports when attempting to crawl the site and any old legacy URLs in its index. Crawl Errors are caused by things like a page not being found, if they return a soft 404, or if they generate a server error. These will consume crawl budget and should be fixed to ensure search engines are able to crawl the site as efficiently as possible. This metric is provided by Google Search Console.

Orphaned Pages

This is the number of pages which do not have any internal links pointing to them, which in turn can affect their performance

External Links Broken

The total number of external links which point to broken pages

Pages with Long Click Path

The number of URLs on the site that are more than 6 clicks from the homepage

Pages with Few Internal Incoming Links

The number of pages with a low amount of internal links

Home Page Last Indexed

When a site has optimised crawl efficiency, the home page should be indexed once a day – and regular crawling and indexing of key pages on the site perform better than those which are visited less frequently. Therefore if we see a last indexed date which is more than 1 day ago, it suggests there are crawling issues on the site. This metric is provided by Google Search Console.

Duplicate Content:

Duplicate Page Titles, Duplicate Meta Descriptions & Duplicate H1 tags

The number of duplicate titles and meta descriptions currently crawlable on the site – these duplicate elements may indicate duplicate pages on your site that compete against each other for similar terms, reduce site quality and your site's overall ability to rank for relevant and targeted keywords. This metric is taken from Screaming Frog site crawl data.

Cannibalised Keywords:

The number of keywords in the last month that have seen search results split over more than one page

Duplicate Content

The number of pages on your website has a high percentage of the same written content.

Similar Pages

The number of pages on your website where the content is considered near duplicate to another page

On Page Optimisation:

Short Titles, Long Titles, Missing Titles, Short Descriptions, Long Descriptions, Missing Descriptions

This is the number of title tags and meta descriptions which do not following best practice in terms of length – when optimising a site we want to create succinct meta data which encourages a user to click through to the site and where possible avoid null data. This metric is taken from Screaming Frog site crawl data.

Missing H1 Tags

Whilst not necessary, when optimising page structure we aim to ensure each page has best practice semantic mark up with appropriate header tags, therefore each page should have a valid H1 tag. This metric is taken from Screaming Frog site crawl data.

Missing Alt Tags

Each image on the site should aim to have an alt tag which is a description of the image. This metric is taken from Screaming Frog site crawl data.

Pages with a Low Word Count

The number of pages with less than 300 words.

Pages missing a Twitter Preview

The number of pages where the preview image for the page has not been set for Twitter.

Pages missing a Facebook Preview

The number of pages where the preview image for the page has not been specified for Facebook.

Schema Mark Up:

Number of Schema Item Types Detected

Structured data / schema is code of a specific format that can be added to a site / page so that search engines understand the context of the information on the page. It is used on elements such as breadcrumbs, products, reviews and addresses. When implemented search engines are able to then use the information to alter search results so as to display, for example, star ratings which in turn can enhance click through rate. This metric is provided by Google Search Console.

Total Valid Schema Items

This is the total number of schema items detected which are validated and will be used to enhance search results. This metric is provided by Google Search Console.

Total Schema Items with Warnings

This is the total number of schema items detected which are valid and may appear in search,

but missing recommended attributes which may effect it's overall search appearance. This metric is provided by Google Search Console.

Total Schema Items with Errors

This is the total number of items which are invalid and as such will not be used for enhanced search results. This metric is provided by Google Search Console.

Site Speed & Core Web Vitals:

Mobile Speed Score & Desktop Speed Score

Your site's score out of 100 regarding its download speed and core web vitals performance. With site speed becoming an increasingly important ranking factor, particularly in relation to mobile rankings, it's imperative that your site downloads as fast as possible. This metric is provided by Google Mobile Page Speed Insights report.

3G Load Speed

This is how long the primary content of your page takes to appear using Chrome on a Moto G4 device within a 3G network. Loading time can vary based on server location, device, browser, and third-party apps. If your site contains carousels, overlays, or interstitials, this may impact your loading time results. This metric is provided by Test Your Site With Google.

Home Page File Size

The total file size of all page assets. A large file size can increase page load speeds, particularly on mobile devices over 3G. The aim should be to get file size less than 1MB where possible. Anything over 2MB would be considered too big. This metric is provided by GTMetrix.

Total Pages Over 1MB

The total number of pages with a file size over 1MB, which ideally should be reduced where possible

Total Pages Under 1MB

The total number of pages with a file size under 1MB

Page Load Speed

This is calculated by webpagetest.org which carries out website speed test from multiple locations around the globe using real browsers and at real consumer connection speeds

Fast URLs, Ok URLs, Slow URLs, Very Slow URLs, Timeout URLs

A classification of the download speed of all resources on your site including pages, images, CSS files, JS files and XML

CWV Poor Pages, CWV Average Pages, CWV Good Pages

The Core Web Vitals are user-centered metrics regarding loading time, interactivity and visual stability of websites. The Core Web vitals will be included in Page Experience, which will be a ranking factor from May 2021..

Indexed AMP Pages

The number of valid indexed Accelerated Mobile Pages (AMP). These are lightweight pages designed to load quickly on mobile devices and have no issues. This metric is provided by Google Search Console.

Mobile SEO:

Valid Mobile Pages Reported

The total number of pages on the site detected as having few or no mobility issues and which pass Google's mobile friendly test. This metric is provided by Google Search Console.

Mobile Usability Errors Reported

This is the number of pages on your site with usability problems for visitors on mobile devices. Websites with mobile usability issues may not rank as well in mobile search results

Pages with Missing Viewport Tag

The number of pages with a missing or incorrectly set-up viewport tag.

Pages with Overlapping Tap Targets

The number of pages on your website tap targets are too close together. These pages have targets that are smaller than 48 px by 48 px or closer than 8 px apart.

Pages with Illegible Text

The number of pages where 40% or more of the text has a font size smaller than 12px, which is too small to read on mobile devices.

AMP Indexed

The number of valid AMP pages which have been indexed with no issues.

AMP Warnings

The number of pages that have AMP issues that should be addressed but can still be show as AMP in search results. Issues include non-optimal pages, or use of deprecated AMP features that may become errors in the future. This metric is provided by Google Search Console.

AMP Errors

AMP-related errors encountered when Google crawled your site. Pages with AMP errors or lacking required structured data elements will not be shown in Google search results with AMP-related features. This metric is provided by Google Search Console.

International SEO:

HREF Language Pages

The number of pages with alternate language tags detected and reported by GSC

HREF Language Errors

The number of pages with alternate language tags errors reported by GSC

Languages:

The number of alternate languages detected by ISO tags

Translations:

The number of pages with meta data indicating it is translated