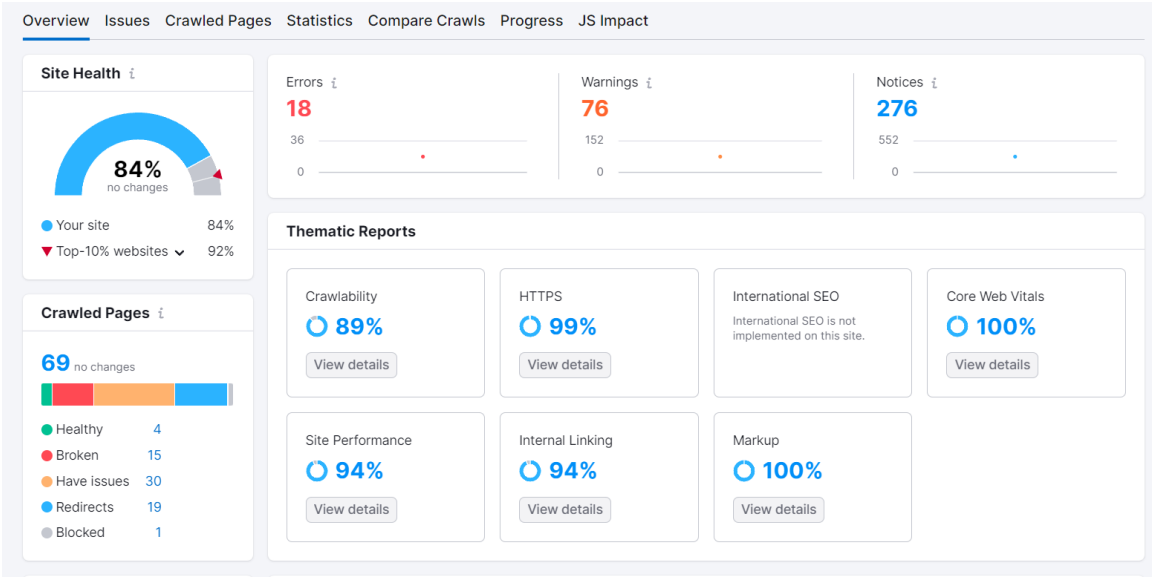
Audit Report For oprc.ca

Every pain is different

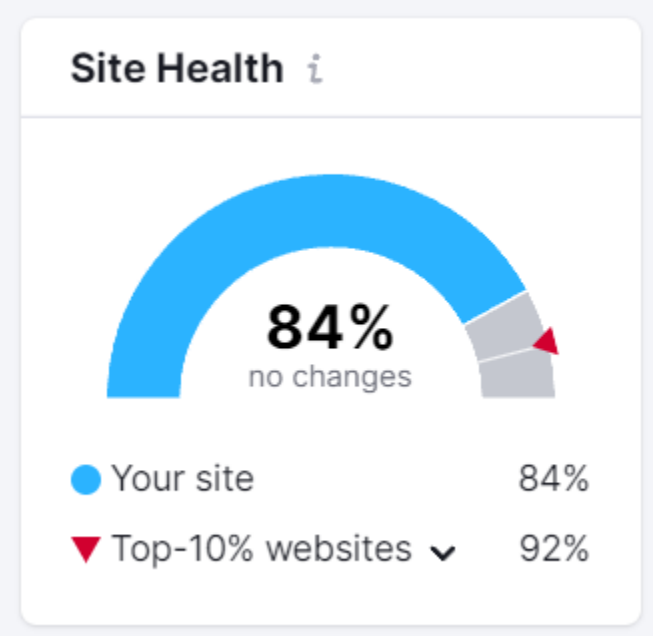
Site Audit Overview

Here you can see an overview data of your website. I will explain what issues your website is facing and what needs to be done for better SEO.



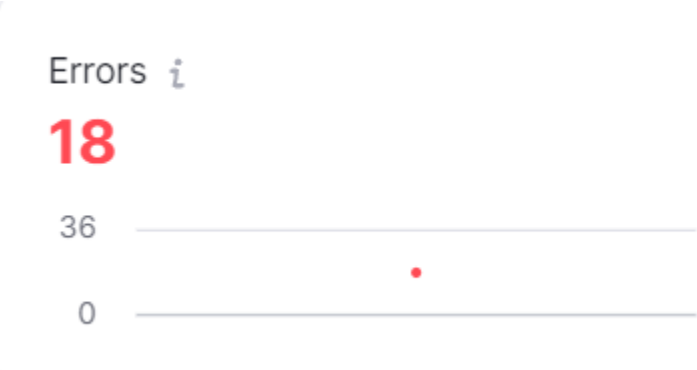
Website Health

According to **SEMRUSH** data, your website health is **84%**. But if you want to stand out from your competitors and get better SEO Results on your website, you need to make it at least **92%.**

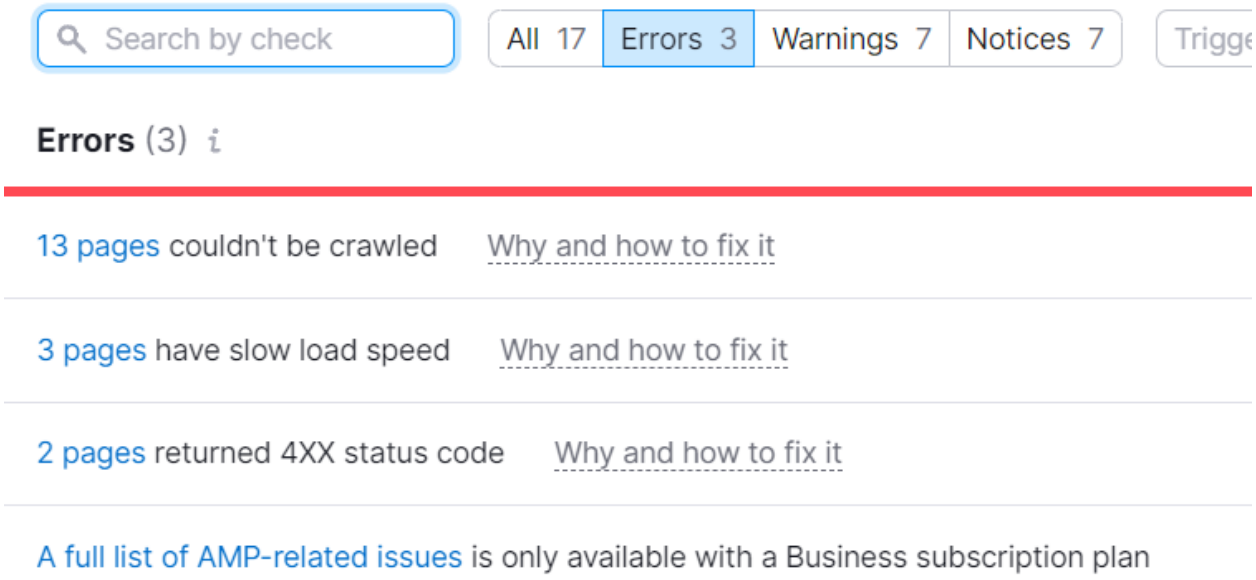


A healthy website means a healthy ranking on SERP.

Technical Errors



We can see that SEMRUSH detected **18 technical errors** on your website. **Technical errors** on a website cannot be ignored for SEO because they harm user experience, hinder search engine indexing, slow down page speed, and lead to lower rankings and less traffic.
In this screenshot you. can check all the 18 Technical errors among them:



- **13 pages couldn't be crawled:**

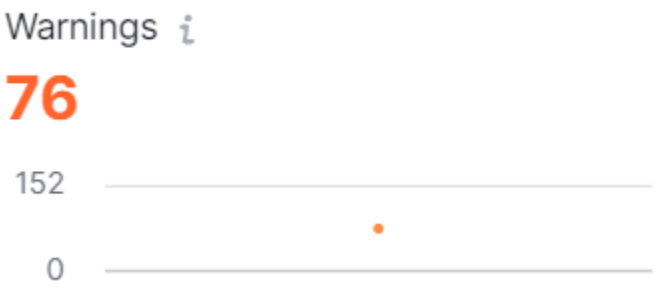
1. **Check robots.txt:** Ensure that the robots.txt file allows access to these pages for search engine bots.
2. **XML Sitemap:** Add missing pages to the XML sitemap and submit it to search engines for indexing.
3. **Internal Links:** Include internal links from other pages to these pages, improving their discoverability.

- **3 pages have slow load speed:**

Try to clear cache and cache install plugins like WP ROCKET to solve this issue.

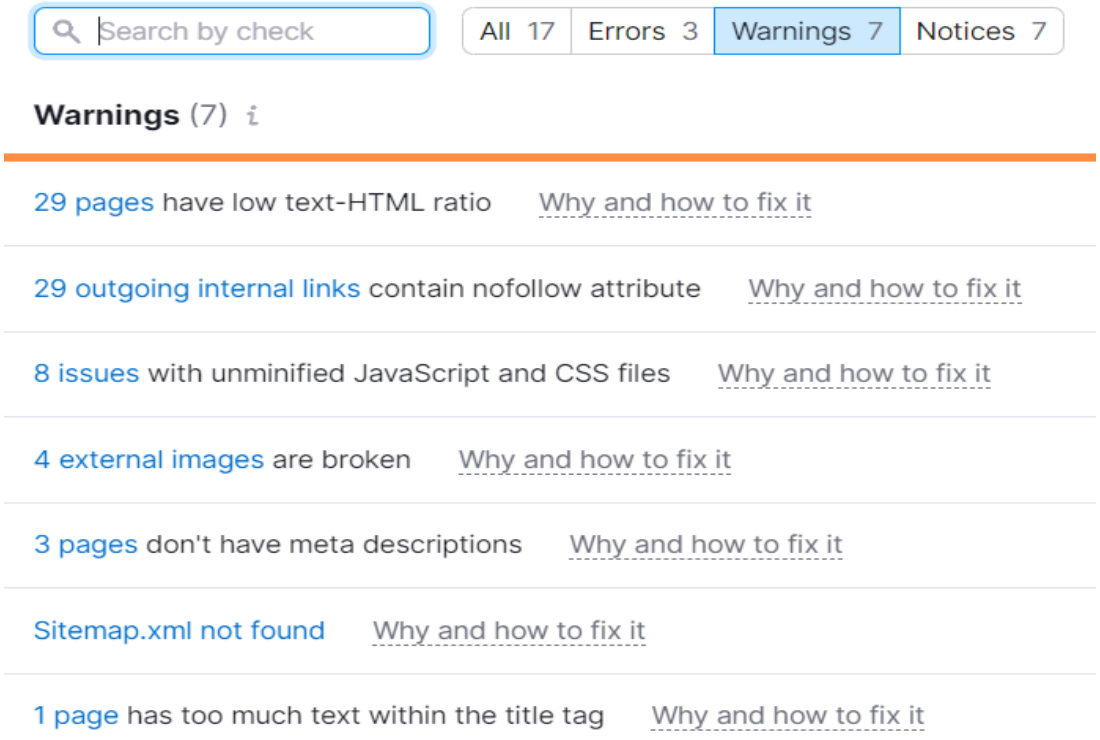
- **2 pages returned 4XX status code:**
  If a webpage returns an error, remove all links leading to the error page or replace it with another resource.

Technical Warnings



We can see that SEMRUSH detected **76 technical warnings** on your website. **Technical warnings** on a website should be addressed for SEO. These warnings indicate issues that could harm user experience, indexing, and search rankings. Addressing them helps ensure better site performance and visibility.

In this screenshot you. can check all the 79 Technical errors among them:



- **29 outgoing internal links contain the nofollow attribute:**

It’s not something important, so that we can ignore it. But still, Make sure not to use **nofollow attributes by mistake**. Remove them from <a> tags, if necessary.

- **29 pages have a low text-HTML ratio:**

Split your webpage's text content and code into separate files and compare their size. If your code file exceeds the text file size, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

- **Sitemap.xml not found:**

Consider generating a sitemap.xml file if you don't already have one.

- **8 issues with unminified JavaScript and CSS files:**

Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files.

- **4 external images are broken:**

To fix a broken external image, perform one of the following:
- If an image was deleted or damaged, replace it with a new one
- If an image is no longer needed, simply remove it from your page's code
- If an image moved to a different location and you know its new address, change its URL

- **3 pages don't have meta descriptions:**

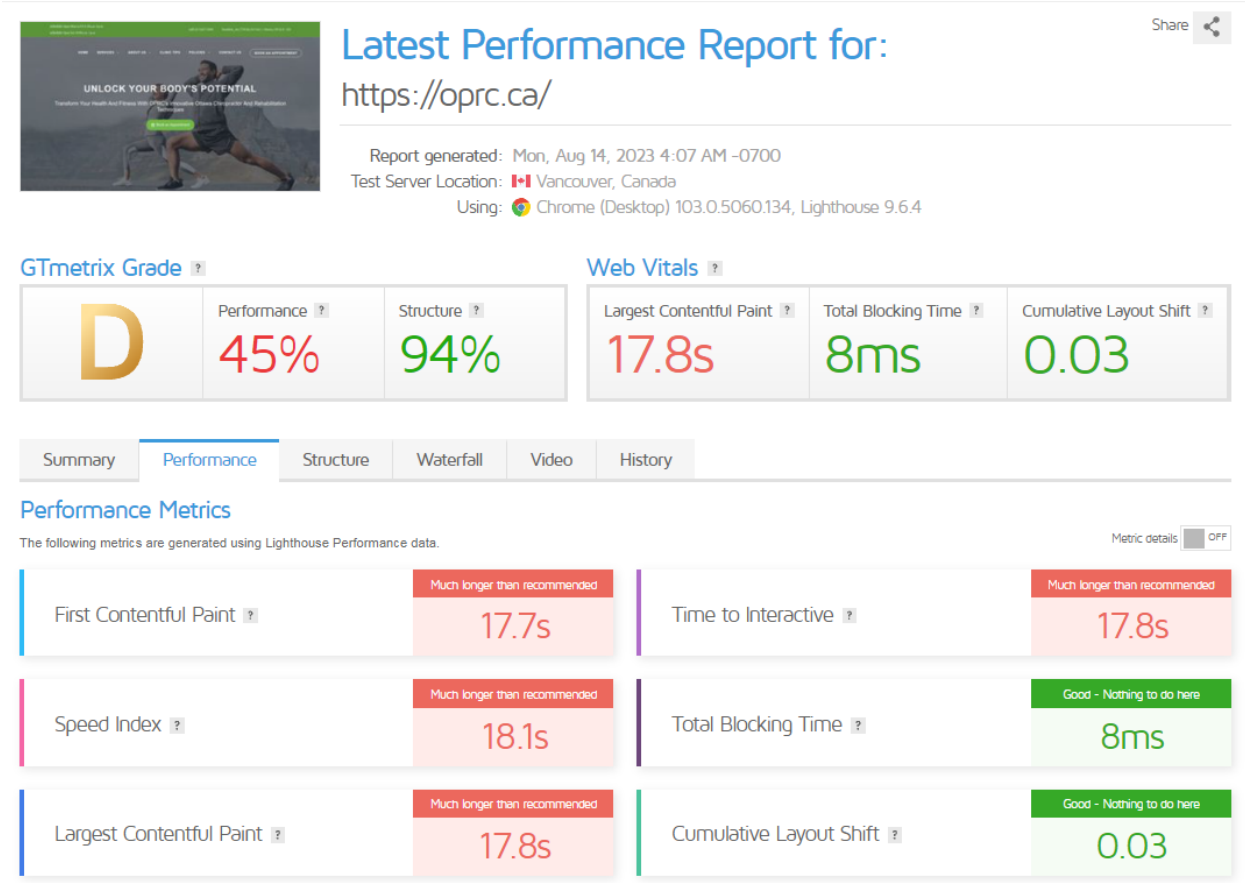
In order to gain a higher **click-through rate (CTR)**, you should ensure that all of your web pages have meta descriptions that contain relevant **keywords**.

- **1 page has longer title tags:**

Try to rewrite your page titles to be **70 characters** or less.

Speed Performance Check

GTMetrix



[Link to results]

Another Test On **Page Speed Insights**

[Link to results]

Your website speed needs a performance boost. The best solution for this issue will be to install the WP Rocket plugin if you use **WordPress.**

That's all for now, If you need a **30-minute FREE SEO CONSULTANT** feel free to contact me.