

# Search Engine Optimization Technical Review

Prepared for: <https://xyx.com/>

## 1. Website Analysis Report

Date	*****
DA + PA	14 + 33
Spam Score	1%
Loading Time	3.81 s
301 Redirect (WWW Redirect)	Yes
404 Redirect (Not Found Redirect)	404 Page
Domain listing in Google	With https
Robots.txt	Yes
Content Copyscape Found	No
External Links	9
Internal Links	46
Backlinks	232
Broken Links	0
Blog on the website	Yes
Ref Domain	0
Flash on the website	Yes
Website Structure	Good
Crawlability	Good
W3c Validation	90 Error 104 Warning
W3c CSS Validation	4 Error 1586 Warning
Domain Age	3 Years 9 Month 27 Days
Domain Penalised?	-
Development Platform	Word press
<b>Sitemap</b>	
Sitemap.html	No

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Sitemap.xml	Yes
<b>Analytics</b>	
Google Analytics	Yes
<b>Local Business Submission</b>	
Google	Yes
Yahoo	No
Bing	Yes
<b>Off pages listed in</b>	
Google	21
Yahoo	62
Bing	62
<b>Social Media Details</b>	
Facebook Profile	Yes
Twitter Profile	Yes
Instagram Profile	Yes
Youtube Profile	Yes
Facebook Likes	180
Facebook Like Button	No
<b>Other Details</b>	
Has Malware?	No
Java Script Files	More than 5
CSS Files	More than 5

## 2. Technical Inspection Summary

**Total Optimization Issues Found: 109\***

Website Crawl Date: 3<sup>rd</sup> October 2022

Visibility Issues	Content Issues	Meta Issues	Link Issues	Image Issues
<b>10*</b>	<b>0</b>	<b>9</b>	<b>0</b>	<b>30*</b>

Visibility Issues	Total Issues	Priority
<p><b>Are 301 and 404 re-directions active?</b></p> <p>A redirect is a way to send both users and search engines to a different URL than the one they originally requested. Google requires this to avoid users accessing broken links.</p>	<b>0</b>	<b>High</b>
<p><b>H1 tag issues found on your website</b></p> <p>Every target page must have a H1 tag. This tag is extremely important for on-page optimization as the search algorithms use your H1 to understand page relevance.</p>	<b>0</b>	<b>High</b>
<p><b>H2, H3 tag issues found on your website</b></p> <p>A H2 tag must also follow the H1 tag. H3 tags cannot be placed without a relevant H2 tag as it creates a bad impression with the search algorithms.</p>	<b>0</b>	<b>Medium</b>
<p><b>Pages on the website which are blocked by your robots.txt file</b></p> <p>Your website's Robots.txt file tells the search engine which pages should be indexed and which to ignore. This file is a very important for both on and off page optimization.</p>	<b>0</b>	<b>Medium</b>

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<b>No malware found</b> Malware and viruses can alter a website's code and affect its visibility in Google's search results.	0	High
<b>Does your website have optimized URLs?</b> Typically, many website URLs contain unnecessary elements that make them look complicated. Use lowercase letters only in the URL and ensure the keyword is included for better optimization.	0	High
<b>Are inline styles being used on your website pages?</b> You should avoid using raw JavaScript code in your HTML code as it reduces the density of your keywords by increasing the amount of words your page contains. Use Style Sheets to display text rather than using <STYLE> because search engines don't like <STYLE> code in a web page.	10*	High

Content Issues	Total Issues	Priority
<b>Duplicate content found on your website?</b> Copyscape is the world's leading tool to identify whether content has been copied or replicated across websites on the internet. Google gives a high priority to unique, quality content and demotes content replicated from other sources. It is becoming the highest priority in on-page optimisation.	0	High

Meta Issues	Total Issues	Priority
<b>Pages are missing a page title</b> Title tags define the title of a document. It is one of the most important SEO elements. Page title includes all our targeted keywords. Our title should be of 60-65 characters long with space, because Google can display only up to 65 characters in search results.	0	High
<b>Pages have a page title that is too short or too long or Duplicate</b> Our title should be of 60-65 characters long with space, because Google can display only up to 65 characters in their search results.	0	Low
<b>Pages have a Meta description that is too short or too long or Missing</b> Our meta description should have limit of 150 to 160 characters along with space, because Google can display only up to 150 characters in their search results.	7	Medium
<b>Pages have Duplicate meta description</b> Meta descriptions are HTML attributes that provides explanations of the contents of web pages. These are commonly used on search engine result pages (SERPs) to display preview snippets for a given page.	2	Medium

Link Issues	Total Issues	Priority
<b>Internal links are broken</b> One of the ways to rank websites in search engines is by crawling their links. If there are dead links or broken links on your website, it can stop search engine bots from crawling your site and, thus, indexing it. It is good that our website has 0 dead links.	0	High
<b>Internal links are missing anchor text (title)</b> Including title for the links helps search engine and users to better understand about the page you're linking to. We must put titles on all the links so that user can easily understand that it is a link and we are linking to that page.	0	Low

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<b>External links are missing anchor text (title) &amp; nofollow attribute</b> Including title for the links helps search engine and users to better understand about the page you're linking to. We must put titles on all the links so that user can easily understand that it is a link and we are linking to that page.	<b>0</b>	<b>Low</b>
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Image Issues	No. of Issues	Priority
<b>Images are missing ALT attributes</b> The ALT image tag has become particularly important with the increase in demand for image searches which can significantly contribute to your search engine traffic if used properly. Google can't read images; it can read only text, so by ALT tag it can understand that this image is about what.	<b>12</b>	<b>Medium</b>
<b>Images are missing Title attributes</b> Including title for the images helps search engine and users in understanding that the image is about what. If you put title on every image, then user can easily understand the purpose of putting that image.	<b>20*</b>	<b>Medium</b>