

Site Auditor Summary

Total Issues: 95 (Change: 87%)

7 Pages Crawled - June 18, 2013

Visibility Issues	META Issues	Content Issues	Link Issues	Image Issues	Semantic Issues
0 0%	4 300%	2 0%	3 0%	86 83%	0 0%

Visibility Issues	# of Issues
<p>0 pages were blocked by robots.txt A robots.txt file permits or restricts access to your website by search engine robots that crawl the web. These bots are automated, and before they access your website, they check to see if the robots.txt file blocks them from accessing certain pages.</p>	0
<p>0 pages have redirects Redirects are used for pages, folders and domains that have moved. Search engines recommend using 301 redirects for content that has been permanently moved. However, other types of redirects may be appropriate for the changes you're making to your site.</p>	0
<p>0 page errors were detected A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server.</p>	0
<p>No malware found Kinds of malware include (but are not limited to) viruses, worms, spyware, and Trojan horses. Once a site or computer has been compromised, it can be used to host malicious content such as phishing sites (sites designed to trick users into parting with personal and credit card information).</p>	0

Site Auditor Summary

META Issues	# of Issues
<p>2 pages have a duplicate page title</p> <p>Search engines prefer it when your website has a unique page title for each page. Identical page titles could confuse website visitors trying to navigate your site, as well as the algorithm trying to understand the page. Search engines may ignore any pages with the same titles.</p>	2
<p>2 pages have a meta description that is considered a duplicate</p> <p>Search engines prefer it when your website has unique meta descriptions for each page. Unique meta descriptions help their algorithms interpret your content and its quality. Search engines may ignore any pages with duplicate meta descriptions.</p>	2
<p>0 pages are missing a page title</p> <p>Page titles are critical to giving searchers quick insight into the content of a result. It is a primary piece of information they use to decide which result to click on, so it's important to use high-quality, descriptive titles on your pages.</p>	0
<p>0 pages have a page title that is too short or too long</p> <p>Search results limit the number of characters they display for page titles. It's considered best practice to keep page titles to a length between 10 and 70 characters.</p>	0
<p>0 pages are missing a meta description</p> <p>The description attribute (a.k.a. meta description) is a short, helpful summary of your page's content. It is a primary piece of information searchers use to decide which result to click on. Having a description attribute doesn't guarantee that a search engine will use it in its search results, but in most cases it will.</p>	0
<p>0 pages have a meta description that is too short or too long</p> <p>Search results limit the number of characters they display for meta descriptions. It's considered best practice to keep meta descriptions to a minimum of 50 characters and a maximum 156 characters.</p>	0
<p>0 pages are missing Google Analytics</p> <p>Any website can use Google Analytics code to track site usage and visitor behavior. Pages that are missing Google Analytics tracking code don't record that activity.</p>	0

Site Auditor Summary

Content Issues	# of Issues
2 pages have content with a low word count Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words.	2
0 pages have duplicate content issues Duplicate content generally refers to substantive blocks of content within your website (or on another domain) that completely match other content or are appreciably similar. While search engines do a good job of choosing a version of the content to show in their search results, it's best practice to reduce or eliminate duplicate content as much as possible.	0

Site Auditor Summary

Link Issues	# of Issues
<p>2 external links are broken</p> <p>When external links are broken, it means that links that point to other websites cannot find the destination page (they receive a 404 page error or server error). If search engine bots find too many broken external links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience.</p>	2
<p>1 external link is missing anchor or ALT text</p> <p>Including text for links helps search engines better understand the context of the page you're linking to. If a text links doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.</p>	1
<p>0 internal links are broken</p> <p>When internal links are broken, it means that links that point to other pages on your site cannot find the destination page. If search engine bots find too many broken internal links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience.</p>	0
<p>0 internal links use rel="nofollow"</p> <p>The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text. It's considered best practice to not use the nofollow attribute for internal links, because you're essentially telling search engines to not trust parts of your site.</p>	0
<p>0 external links use rel="nofollow"</p> <p>The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text.</p>	0
<p>0 internal links are missing anchor or ALT text</p> <p>Including text for links helps search engines better understand the context of the page you're linking to. If a text links doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.</p>	0

Site Auditor Summary

Image Issues	# of Issues
1 image is missing ALT text The ALT attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query.	1
85 images are missing title text The title attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query.	85
0 images are broken When images are broken, it means that they are corrupted or no longer exist. If search engine bots find too many broken images, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken images also create a poor user experience.	0

Site Auditor Summary

Semantic Issues	# of Issues
0 pages without headers were detected Headings help communicate and emphasize content themes to search engine algorithms. Not using headings may make it more difficult for those algorithms to comprehend the meaning of the page content.	0
1 page uses Schema.org microdata Schema.org microdata – a special way of formatting content in HTML – can help search engines better understand page content. For example, you can use structured data to correctly communicate the details of a product review or a recipe. Search engines may also use structured data to enhance the appearance of your search results – known as rich snippets.	1