



Monthly Site Report

Created exclusively for You by ZeroZen Design

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Search

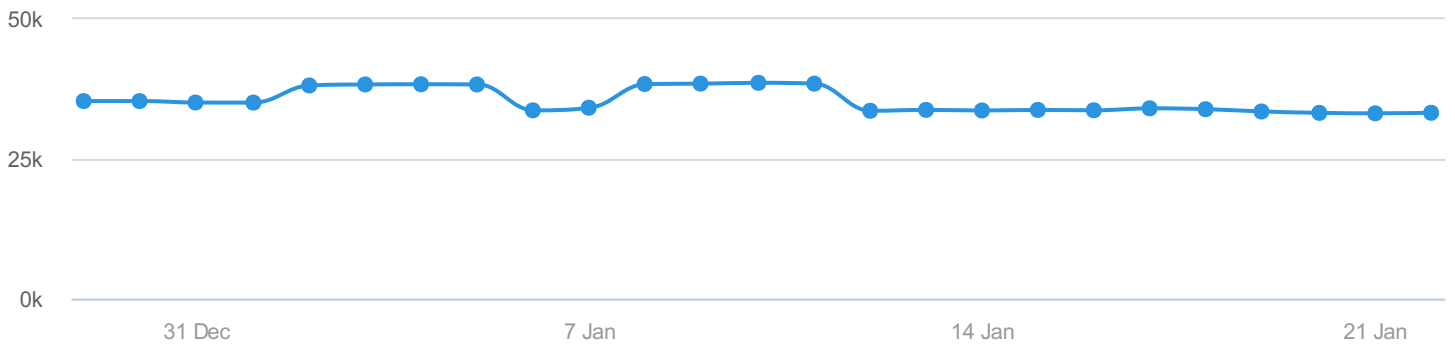
Organic Search: Top keywords (13,311)

US | brightview.com

Keyword	Pos	Volume	CPC	Traffic
brightview landscaping	1 (1)	9,900	3.44	23.81%
brightview	1 (1)	14,800	1.07	20.91%
valley crest	1 (1)	1,600	1.31	2.26%
overwatering plants	1 (1)	1,600	0.25	2.26%
brickman landscaping	1 (1)	1,600	3.33	2.26%

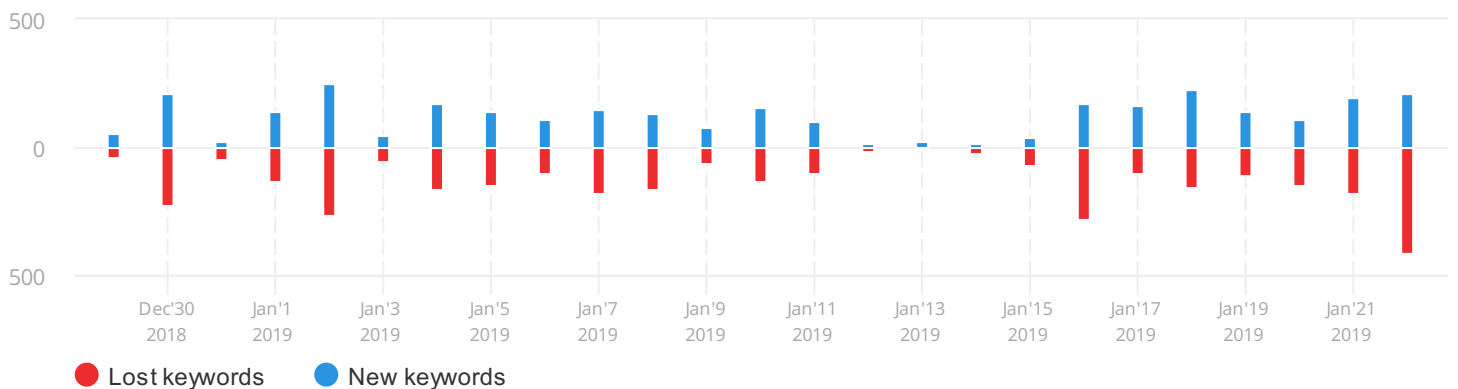
Organic Search: Traffic chart

brightview.com | US | 1 Month




















New vs Lost Organic Keywords




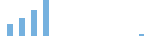

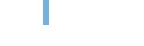












brightview.com | US | 1 Month



Position Changes: Improved Organic Keywords 1 - 100 (213)















US | brightview.com

Improved Keyword	Pos	Position Difference	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend
landscape maintenance	2 (3)	+1	2,900	51.51	4.21	↗	1.13	1.79	0.32	629,000,000	
landscape maintenance	3 (4)	+1	2,900	51.51	4.21	↗	0.78	1.24	0.32	629,000,000	
landscaping jobs	8 (9)	+1	6,600	69.97	2.82	↗	0.59	0.63	0.72	194,000,000	
brightview tree company fillmore	1 (3)	+2	90	84.49	11.34	↗	0.12	0.54	0.28	-	
landscape maintenance contractors	2 (4)	+2	170	47.30	0.00	↗	0.06	0.00	1.00	64,600,000	
brightview landscape phone number	5 (6)	+1	390	71.19	3.63	↗	0.05	0.07	0.19	-	
brightview ehr	4 (5)	+1	170	72.48	9.93	↗	0.03	0.13	0.18	18,000	
custom grow	9 (98)	+89	390	63.33	0.00	↗	0.03	0.00	0.07	448,000,000	
brightview tree company fillmore	2 (4)	+2	90	84.49	11.34	↗	0.03	0.14	0.28	-	
baseball diamond	35 (77)	+42	14,800	77.96	0.87	↗	0.03	0.01	0.62	158,000,000	
brightview corporate office	3 (4)	+1	110	73.24	1.98	↗	0.02	0.02	0.12	-	
landscaping and maintenance services	7 (9)	+2	210	49.29	2.22	↗	0.02	0.02	0.50	185,000,000	
drought tolerant plants	24 (26)	+2	5,400	67.91	0.67	↗	0.02	0.00	1.00	-	
bright lawns	3 (5)	+2	70	74.14	0.00	↗	0.01	0.00	0.14	10,100,000	
brickman snow removal contract	4 (5)	+1	90	60.88	0.00	↗	0.01	0.00	0.53	-	
brightview calabaras ca	3 (4)	+1	70	78.20	0.00	↗	0.01	0.00	0.02	-	
landscaping jobs orlando	11 (14)	+3	110	85.38	1.94	↗	0.01	0.01	0.75	6,880,000	

Improved Keyword	Pos	Position Difference	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend
commercial landscape maintenance companies	5 (6)	+1	110	47.22	6.79	[Link]	0.01	0.04	0.26	68,500,000	
landscaping companies hiring near me	12 (13)	+1	390	74.02	1.91	[Link]	0.01	0.01	0.82	10,600,000	
tree company	27 (28)	+1	3,600	33.34	8.02	[Link]	0.01	0.04	0.31	565,032,000	
nj snow	34 (41)	+7	6,600	81.58	2.10	[Link]	0.01	0.01	0.01	-	
commercial tree	9 (10)	+1	140	55.27	2.68	[Link]	0.01	0.01	0.50	2,520,000,000	
stella storm	31 (33)	+2	6,600	85.34	0.00	[Link]	0.01	0.00	0.14	51,900,000	
landscape subcontractor	4 (8)	+4	50	66.25	3.34	[Link]	< 0.01	0.01	0.74	2,120,000	
gardening jobs austin	7 (8)	+1	90	64.97	0.00	[Link]	< 0.01	0.00	0.74	10,700,000	
stockton jobs	35 (37)	+2	2,900	80.14	1.05	[Link]	< 0.01	0.00	0.29	37,400,000	
riverside jobs	33 (35)	+2	2,900	82.67	0.75	[Link]	< 0.01	0.00	0.26	208,000,000	
lawn care jobs in jacksonville fl	9 (17)	+8	70	77.27	0.00	[Link]	< 0.01	0.00	0.00	3,640,000	
landscaping services near me	37 (41)	+4	3,600	51.51	6.05	[Link]	< 0.01	0.01	0.51	335,000,000	
busco trabajo en austin tx	15 (16)	+1	210	62.35	0.32	[Link]	< 0.01	0.00	0.50	-	
pacific palms resort	29 (38)	+9	5,400	83.16	1.58	[Link]	< 0.01	0.00	0.31	10,300,000	
snow removal jobs near me	13 (14)	+1	140	77.21	1.82	[Link]	< 0.01	0.00	0.79	196,000,000	
west bay landscape	91 (97)	+6	170	79.39	2.58	[Link]	< 0.01	0.00	0.10	473,000,000	
landscaping companies in brighton mi	70 (72)	+2	70	44.06	0.00	[Link]	< 0.01	0.00	1.00	311,000	
winter storm stella track	61 (91)	+30	110	92.04	0.00	[Link]	< 0.01	0.00	0.00	7,840,000	

Improved Keyword	Pos	Position Difference	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend
dell medical school	81 (84)	+3	3,600	74.12	5.53	[link]	< 0.01	0.00	0.04	59,800,000	
baseball diamond home plate	63 (64)	+1	90	73.76	1.39	[link]	< 0.01	0.00	1.00	18,500,000	
mlb mexico	52 (57)	+5	170	81.49	0.00	[link]	< 0.01	0.00	0.02	67,700,000	
tucker equipment	37 (39)	+2	110	62.05	0.00	[link]	< 0.01	0.00	0.16	51,300,000	
los angeles county museum of art	60 (68)	+8	8,100	84.67	1.04	[link]	< 0.01	0.00	0.07	65,700,000	
precision castparts ceo	22 (27)	+5	140	86.20	0.00	[link]	< 0.01	0.00	0.02	90,000	
porter landscaping	44 (48)	+4	110	69.03	5.36	[link]	< 0.01	0.00	0.20	21,400,000	
landscaping services phoenix	38 (56)	+18	110	45.00	4.90	[link]	< 0.01	0.00	0.52	27,000,000	
allied subcontractors corp	83 (96)	+13	70	77.97	0.00	[link]	< 0.01	0.00	0.11	450,000	
skilled movers tallahassee	46 (75)	+29	90	62.60	1.04	[link]	< 0.01	0.00	0.84	921,000	
landscape irrigation experts	39 (71)	+32	90	63.40	3.15	[link]	< 0.01	0.00	0.86	13,500,000	
landscaping companies in rhode island	34 (61)	+27	90	40.46	1.46	[link]	< 0.01	0.00	0.33	2,410,000	
maintenance supply headquarters tampa fl	48 (52)	+4	90	69.70	0.00	[link]	< 0.01	0.00	0.15	9,580,000	
southern connecticut state university	47 (71)	+24	33,100	84.21	4.70	[link]	< 0.01	0.00	0.01	61,300,000	
escondido landscape contractors	46 (60)	+14	90	53.08	0.00	[link]	< 0.01	0.00	0.57	204,000	
llws location	48 (51)	+3	140	84.41	0.00	[link]	< 0.01	0.00	0.00	-	
oakwood search	23 (39)	+16	140	78.41	0.00	[link]	< 0.01	0.00	0.00	40,500,000	
trabajos en sunrise florida	34 (39)	+5	140	76.98	0.25	[link]	< 0.01	0.00	0.55	-	

Improved Keyword	Pos	Position Difference	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend
landscape companies greenville sc	66 (93)	+27	110	44.70	3.23	[link]	< 0.01	0.00	0.29	835,000	
golf solutions zionsville in	56 (59)	+3	70	75.06	0.00	[link]	< 0.01	0.00	0.00	-	
landscaping jobs augusta ga	14 (15)	+1	70	76.98	4.95	[link]	< 0.01	0.00	0.71	-	
kelly landscape management	20 (21)	+1	90	71.33	1.57	[link]	< 0.01	0.00	0.09	43,300,000	
leaf burning basket	59 (68)	+9	70	74.32	0.00	[link]	< 0.01	0.00	1.00	11,700,000	
cuscowilla golf club georgia	15 (45)	+30	90	67.59	0.20	[link]	< 0.01	0.00	0.14	25,000	
tree care charlotte nc	25 (26)	+1	70	40.49	5.22	[link]	< 0.01	0.00	0.60	31,800,000	
mature olive trees for sale southern california	26 (37)	+11	90	45.21	1.67	[link]	< 0.01	0.00	0.96	23,500,000	
corporate image maintenance	71 (78)	+7	70	78.34	0.00	[link]	< 0.01	0.00	0.00	274,000,000	
local landscaping contractors	59 (83)	+24	210	51.82	6.38	[link]	< 0.01	0.00	0.88	46,100,000	
landscaping companies in my area	16 (32)	+16	140	57.93	3.29	[link]	< 0.01	0.00	0.71	352,000,000	
aurora brite	61 (63)	+2	390	63.98	0.13	[link]	< 0.01	0.00	0.62	-	
landscaping edgewater md	90 (98)	+8	90	61.78	0.00	[link]	< 0.01	0.00	0.30	-	
design your own baseball field	14 (16)	+2	90	60.19	0.79	[link]	< 0.01	0.00	1.00	88,800,000	
texas flood rescue	91 (94)	+3	260	82.70	0.00	[link]	< 0.01	0.00	0.00	12,100,000	
the view com	63 (74)	+11	3,600	78.97	0.12	[link]	< 0.01	0.00	0.49	105,098,000	
work at a resort in hawaii	42 (44)	+2	70	73.68	0.45	[link]	< 0.01	0.00	0.19	59,700,000	
california landscaping ideas front yard	83 (88)	+5	110	77.42	2.14	[link]	< 0.01	0.00	0.21	22,000,000	

Improved Keyword	Pos	Position Difference	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend
brightview north andover jobs	36 (41)	+5	70	78.74	0.23	[link]	< 0.01	0.00	0.66	-	
university lawn care pontiac mi	36 (37)	+1	90	81.13	2.76	[link]	< 0.01	0.00	0.57	-	
enterprise solutions llc	73 (76)	+3	90	43.63	0.00	[link]	< 0.01	0.00	0.18	94,400,000	
places hiring in san marcos	59 (74)	+15	110	89.02	0.39	[link]	< 0.01	0.00	0.16	1,150,000	
exxon spring tx	33 (34)	+1	210	79.73	0.00	[link]	< 0.01	0.00	0.03	658,000	
tree removal baltimore city	59 (60)	+1	90	41.02	16.68	[link]	< 0.01	0.00	0.74	17,600,000	
carolina landscapes nc	61 (71)	+10	70	45.65	0.00	[link]	< 0.01	0.00	0.00	8,280,000	
trees company san francisco	69 (71)	+2	90	52.55	8.23	[link]	< 0.01	0.00	0.63	54,900,000	
landscaping warwick ri	71 (72)	+1	110	51.61	2.11	[link]	< 0.01	0.00	0.41	-	
hurricane harvey katy	66 (67)	+1	210	68.79	0.00	[link]	< 0.01	0.00	0.05	3,750,000	
portfolio	92 (97)	+5	74,000	77.17	2.11	[link]	< 0.01	0.00	0.56	781,000,000	
boston retail products bv	58 (64)	+6	70	68.91	0.00	[link]	< 0.01	0.00	0.00	3,040,000	
jobs in newbury ohio	39 (44)	+5	50	81.91	1.00	[link]	< 0.01	0.00	0.40	2,360,000	
service uniform jobs	61 (64)	+3	90	80.00	0.24	[link]	< 0.01	0.00	0.38	693,000,000	
landscape design stuart fl	47 (48)	+1	70	40.44	0.00	[link]	< 0.01	0.00	0.73	-	
anthem community council	30 (60)	+30	210	76.43	0.00	[link]	< 0.01	0.00	0.01	17,800,000	
lawn striping kit for riding mower	77 (82)	+5	110	67.44	0.16	[link]	< 0.01	0.00	1.00	-	
landscape contractors near me	41 (53)	+12	1,900	60.21	7.22	[link]	< 0.01	0.00	0.50	85,500,000	

Improved Keyword	Pos	Position Difference	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Trend
residential maintenance company	88 (95)	+7	70	63.65	0.00	[link]	< 0.01	0.00	0.74	436,000,000	
empleos en brooklyn	44 (48)	+4	210	71.14	0.10	[link]	< 0.01	0.00	0.30	-	
navigate game	25 (32)	+7	140	66.24	0.04	[link]	< 0.01	0.00	0.18	227,000,000	
santa clarita jobs	55 (57)	+2	4,400	80.73	0.73	[link]	< 0.01	0.00	0.39	21,600,000	
electric garden equipment	47 (48)	+1	90	74.15	0.00	[link]	< 0.01	0.00	1.00	695,000,000	
property upkeep services	60 (68)	+8	90	65.80	0.00	[link]	< 0.01	0.00	0.12	15,200,000	
wesley palms employment	60 (68)	+8	90	75.23	0.00	[link]	< 0.01	0.00	0.00	4,850,000	
brightview west end	31 (32)	+1	210	66.57	0.10	[link]	< 0.01	0.00	0.04	-	
lawn maintenance homestead fl	33 (55)	+22	70	74.63	0.26	[link]	< 0.01	0.00	0.54	-	
sterling crest austin	45 (47)	+2	110	72.84	0.39	[link]	< 0.01	0.00	0.10	-	
mercier tree service hamilton nj	43 (48)	+5	90	58.75	19.96	[link]	< 0.01	0.00	0.93	-	

Backlinks: Totals

Root Domain: brightview.com

Total Backlinks

61.8K

The number of links pointing to the queried URL

Referring IPs

1.8K

The number of IPs pointing to the queried URL

Authority Score

51

Authority Score is a compound metric that measures the strength and popularity of the domain. It is calculated based on Page Score, Domain Score, Trust Score, and other data.

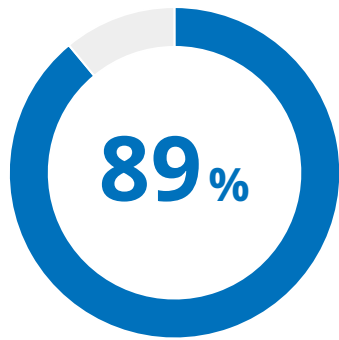
Referring Domains

1.3K

The number of Domains pointing to the queried URL

Audit

Total Score



Crawled Pages

47



● Healthy (5) ● Broken (0) ● Have issues (22) ● Redirected (13) ● Blocked (7)

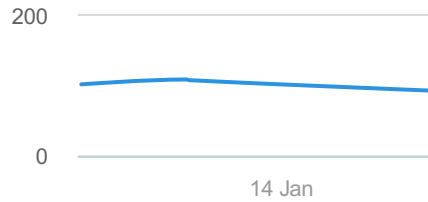
Errors

1



Warnings

93 -7



Notices

247



Top Issues

1 incorrect page found in sitemap.xml	errors	0% of total issues
59 issues with unminified JavaScript and CSS files	warnings	17% of total issues
2 issues with uncached JavaScript and CSS files	warnings	1% of total issues

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ERRORS

1 0

1 incorrect page found in sitemap.xml

1

About this issue: A sitemap.xml file makes it easier for crawlers to discover the pages on your website. Only good pages intended for your visitors should be included in your sitemap.xml file. This error is triggered if your sitemap.xml contains URLs that: 1. lead to webpages with the same content. 2. redirect to a different webpage. 3. return non-200 status code. Populating your file with such URLs will confuse search engines, cause unnecessary crawling or may even result in your sitemap being rejected. How to fix: Review your sitemap.xml for any redirected, non-canonical or non-200 URLs. Provide the final destination URLs that are canonical and return a 200 status code.

0 pages returned 5XX status code

0

0 pages returned 4XX status code

0

0 pages don't have title tags

0

0 issues with duplicate title tags

0

0 pages have duplicate content issues

0

0 internal links are broken

0

0 pages couldn't be crawled

0

0 pages couldn't be crawled (DNS resolution issues)

0

0 pages couldn't be crawled (incorrect URL formats)

0

0 internal images are broken

0

0 pages have duplicate meta descriptions

0

Robots.txt file has format errors

0

0 sitemap.xml files have format errors

0

0 pages have a WWW resolve issue	0
This page has no viewport tag	0
0 pages have too large HTML size	0
0 AMP pages have no canonical tag	0
0 issues with hreflang values	0
0 hreflang conflicts within page source code	0
0 issues with incorrect hreflang links	0
0 non-secure pages	0
0 issues with expiring or expired certificate	0
0 issues with old security protocol	0
0 issues with incorrect certificate name	0
0 issues with mixed content	0
No redirect or canonical to HTTPS homepage from HTTP version	0
0 redirect chains and loops	0
0 pages with a broken canonical link	0

0 pages have multiple canonical URLs 0 0

0 pages have a meta refresh tag 0 0

0 issues with broken internal JavaScript and CSS files 0 0

0 subdomains don't support secure encryption algorithms 0 0

0 sitemap.xml files are too large 0 0

0 pages have slow load speed 0 0

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WARNINGS 93 -7

59 issues with unminified JavaScript and CSS files 59 -3

About this issue: Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: 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. If this issue doesn't affect your page load time, simply ignore it.

18 pages have low text-HTML ratio 18 -1

About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster. How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

7 pages don't have an h1 heading

About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly. How to fix: Provide a concise, relevant h1 heading for each of your page.

7 -1

5 pages have a low word count

About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

5 -2

2 issues with uncached JavaScript and CSS files

About this issue: This issue is triggered if browser caching is not specified in the response header. Enabling browser caching for JavaScript and CSS files allows browsers to store and reuse these resources without having to download them again when requesting your page. That way the browser will download less data, which will decrease your page load time. And the less time it takes to load your page, the happier your visitors are. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: If JavaScript and CSS files are hosted on your website, enable browser caching for them. If JavaScript and CSS files are hosted on a website that you don't own, contact the website owner and ask them to enable browser caching for them. If this issue doesn't affect your page load time, simply ignore it.

2 0

1 page has duplicate H1 and title tags

About this issue: It is a bad idea to duplicate your title tag content in your first-level header. If your page's <title> and <h1> tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page. For more information, please see this Google article: <https://support.google.com/webmasters/answer/35624>. How to fix: Try to create different content for your <title> and <h1> tags.

1 0

1 image doesn't have an alt attribute

About this issue: Alt attributes within tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. For more information, please see these articles: Using ALT attributes smartly: <https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and Google Image Publishing Guidelines: <https://support.google.com/webmasters/answer/114016?hl=en>. How to fix: Specify a relevant alternative attribute inside an tag for each image on your website, e.g., "".

1 0

0 external links are broken

0 0

0 external images are broken	0 0
0 links on HTTPS pages leads to HTTP page	0 0
0 pages don't have enough text within the title tags	0 0
0 pages have too much text within the title tags	0 0
0 pages don't have meta descriptions	0 0
0 pages have too many on-page links	0 0
0 pages have temporary redirects	0 0
0 pages have too many parameters in their URLs	0 0
0 pages have no hreflang and lang attributes	0 0
0 pages don't have character encoding declared	0 0
0 pages don't have doctype declared	0 0
0 pages use Flash	0 0
0 pages contain frames	0 0
0 pages have underscores in the URL	0 0
0 outgoing internal links contain nofollow attribute	0 0

Sitemap.xml not indicated in robots.txt	0
Sitemap.xml not found	0
Homepage does not use HTTPS encryption	0
0 subdomains don't support SNI	0
0 HTTP URLs in sitemap.xml for HTTPS site	0
0 uncompressed pages	0
0 issues with blocked internal resources in robots.txt	0
0 issues with uncompressed JavaScript and CSS files	0
0 pages have a JavaScript and CSS total size that is too large	0
0 pages use too many JavaScript and CSS files	0

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NOTICES

247

138 orphaned pages in sitemaps

138 +1

About this issue: An orphaned page is a webpage that is not linked to internally. Including orphaned pages in your sitemap.xml files is considered to be a bad practice, as these pages will be crawled by search engines. Crawling outdated orphaned pages will waste your crawl budget. If an orphaned page in your sitemap.xml file has valuable content, we recommend that you link to it internally. How to fix: Review all orphaned pages in your sitemap.xml files and do either of the following: If a page is no longer needed, remove it; If a page has valuable content and brings traffic to your website, link to it from another page on your website; If a page serves a specific need and requires no internal linking, leave it as is.

53 orphaned pages in Google Analytics

53 ⁰

About this issue: A webpage that is not linked to internally is called an orphaned page. It is very important to check your website for such pages. If a page has valuable content but is not linked to by another page on your website, it can miss out on the opportunity to receive enough link juice. Orphaned pages that no longer serve their purpose confuse your users and, as a result, negatively affect their experience. We identify orphaned pages on your website by comparing the number of pages we crawled to the number of pages in your Google Analytics account. That's why to check your website for any orphaned pages, you need to connect your Google Analytics account. How to fix: Review all orphaned pages on your website and do either of the following: 1. If a page is no longer needed, remove it. 2. If a page has valuable content and brings traffic to your website, link to it from another page on your website. 3. If a page serves a specific need and requires no internal linking, leave it as is

35 URLs with a permanent redirect

35 ⁻³

About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users. How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.

7 pages are blocked from crawling

7 ⁰

About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

5 pages have only one incoming internal link

5 ⁺²

About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them. How to fix: Add more incoming internal links to pages with important content.

4 pages take more than 1 second to become interactive

4 ⁰

About this issue: We all know that slow page-load speed negatively affects user experience. However, if a user can start interacting with your webpage within 1 second, they are much less likely to click away from this page. That's why it is important to keep a close eye on the time it takes your most important webpages to become usable, known as the Average Document Interactive Time. For more information, please see [Why Performance Matters: https://developers.google.com/web/fundamentals/performance/why-performance-matters/](https://developers.google.com/web/fundamentals/performance/why-performance-matters/). To evaluate your site performance, use the Site Performance report. How to fix: Make sure that users can start interacting with your most important pages as quickly as possible.

3 pages have more than one H1 tag

3 ⁰

About this issue: Although multiple `<h1>` tags are allowed in HTML5, we still do not recommend that you use more than one `<h1>` tag per page. Including multiple `<h1>` tags may confuse users. How to fix: Use multiple `<h2>`-`<h6>` tags instead of an `<h1>`.

2 subdomains don't support HSTS

2

About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.

URLs on 0 pages are too long

0

0 outgoing external links contain nofollow attributes

0

Robots.txt not found

0

0 pages have hreflang language mismatch issues

0

0 pages blocked by X-Robots-Tag: noindex HTTP header

0

0 issues with blocked external resources in robots.txt

0

0 issues with broken external JavaScript and CSS files

0

0 pages need more than 3 clicks to be reached

0

Site Audit: Crawlability Issues

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ERRORS

0

0 pages returned 5XX status code

0

0 pages returned 4XX status code

0

0 pages have duplicate content issues

0

0 pages have too large HTML size 0

0 redirect chains and loops 0

0 pages have slow load speed 0

WARNINGS 0

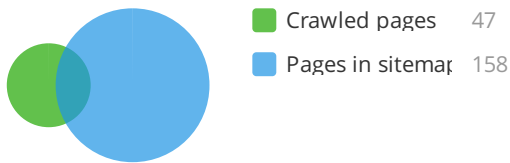
NOTICES 7

7 pages are blocked from crawling 7

About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

Site Audit: Sitemap vs. Crawled Pages

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4xx errors

i About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

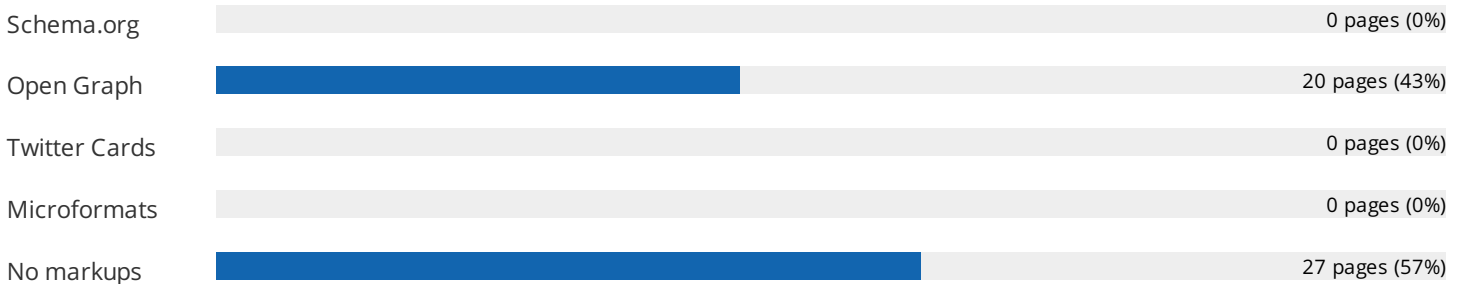
Historical chart for audits

Period: January 2, 2019 (13:16) - January 22, 2019 (05:14)



Site Audit: Pages Markup

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Crawled pages: 47 (100%)

Report Notes