

Website Audit Report
<http://www.binaryone.co.uk>

November 18, 2017

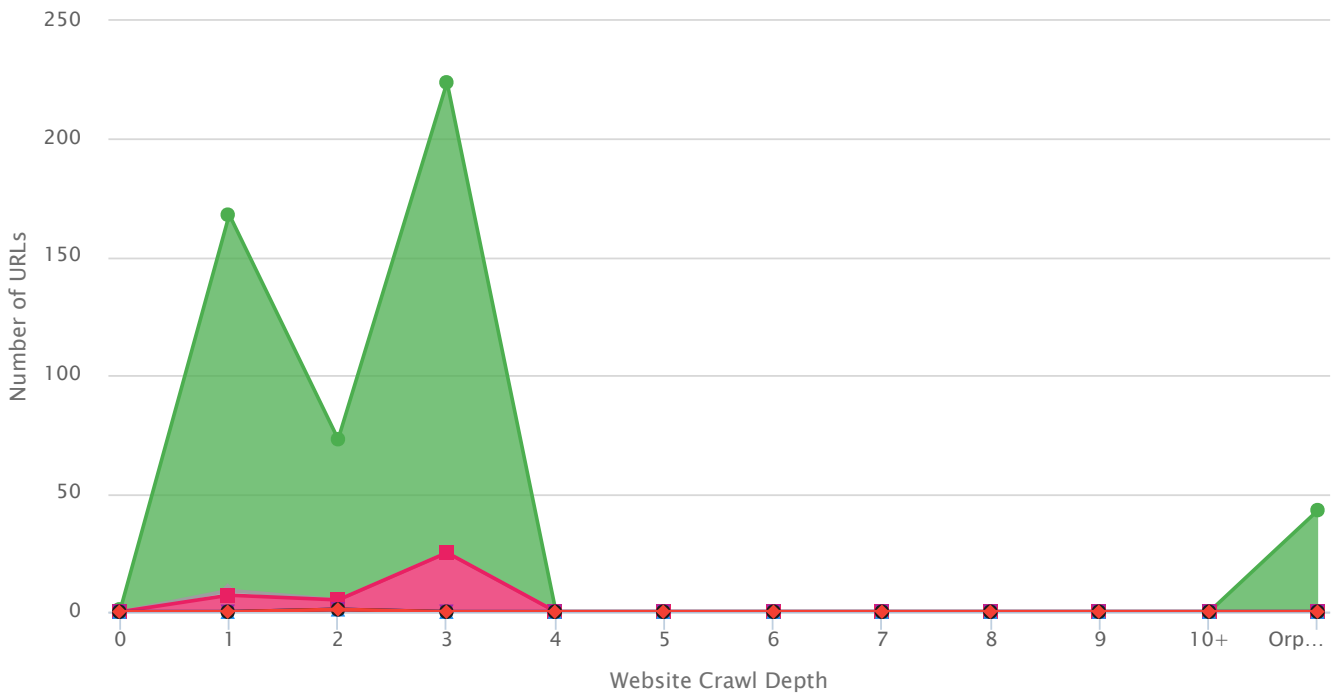
Crawl Summary

Crawled	Internal	External	Resources	Uncrawled
509 ▲ 60	286 ▲ 64	58 ▼ -6	165 ▼ -6	0 -

Crawled URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Success 470	Not Found 2	Redirected 36	Disallowed 0	Timeout 0	Forbidden 0	Error 1
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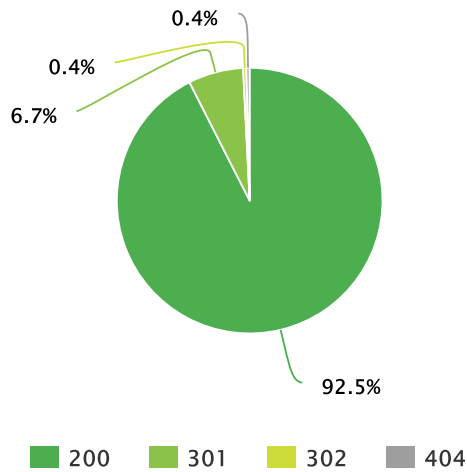
Total Hints Triggered	Issue Hints	Advisory Hints	Passed Hints
43 ▲ 18	23 ▲ 10	20 ▲ 8	169 ▼ -18

URL Resolution

- ✓ Returns a 404 Status Code with a Custom HTML Page
- ✓ HTTPS redirects to HTTP
- ✓ Non-www redirects to www version

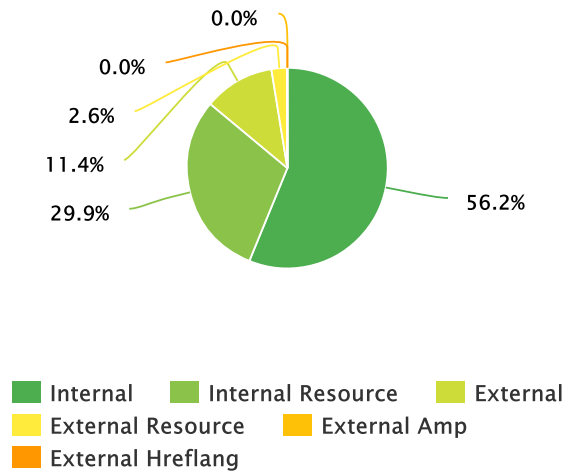
HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.



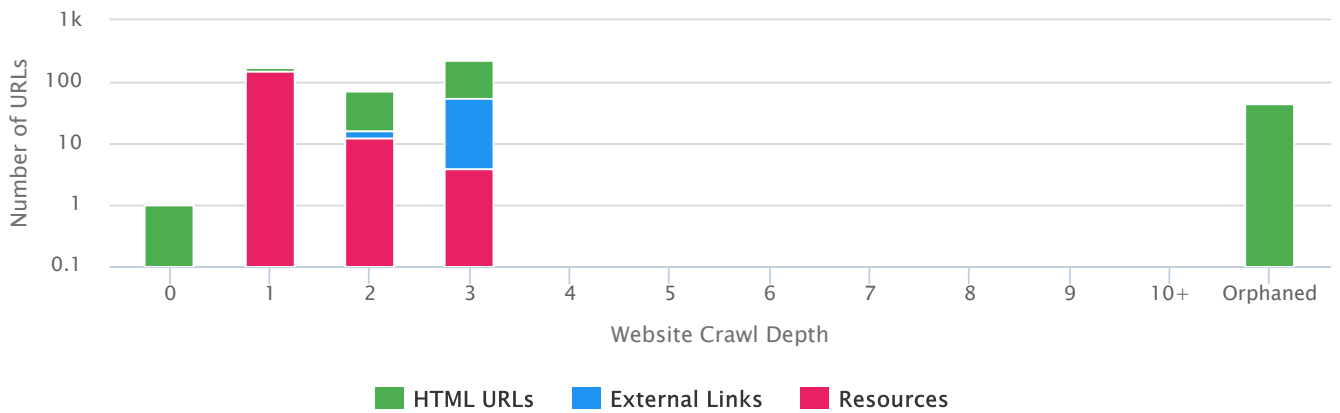
URL Segments

This chart shows the composition of the crawl in terms of different URL Segments found, which will include internal, external and resource URLs.



URL Type by Depth

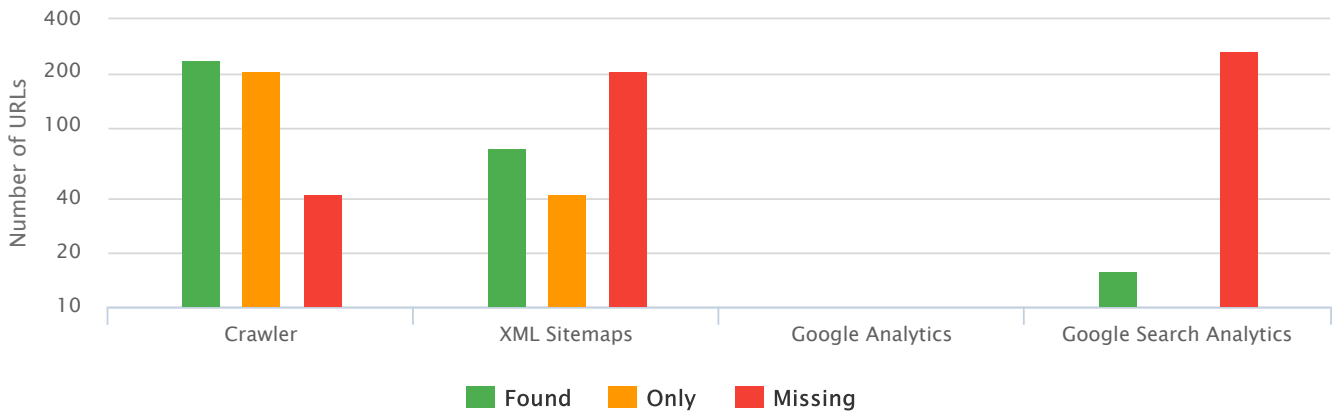
This chart shows the distribution of each different URL Type, at each crawl depth of the website.



Status/Depth	0	1	2	3	4	5	6	7	8	9	10+	Orphaned
HTML URLs	1	15	57	170	0	0	0	0	0	0	0	43
External Links	0	4	4	50	0	0	0	0	0	0	0	0
Resources	0	149	12	4	0	0	0	0	0	0	0	0

HTML URL Sources

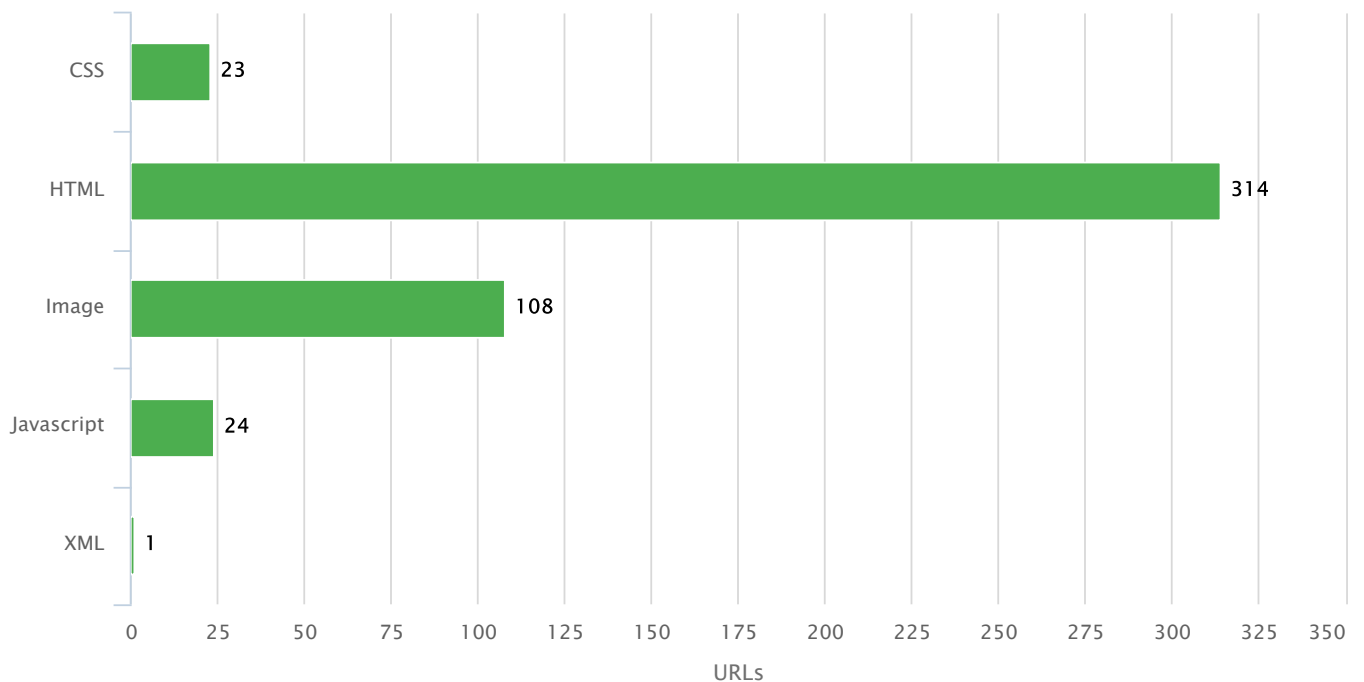
This chart shows the relative contribution of each crawl source to the total crawled URLs. Pay particular attention to the 'Only' and 'Missing' totals, which potentially identify orphaned pages or indexation issues.



Status	Crawler	XML Sitemaps	Google Analytics	Google Search Analytics
Found	241	77	0	16
Only	207	43	0	0
Missing	43	207	0	268

Content Types

This chart shows all successful (Status 200) URLs crawled, broken down by content type.



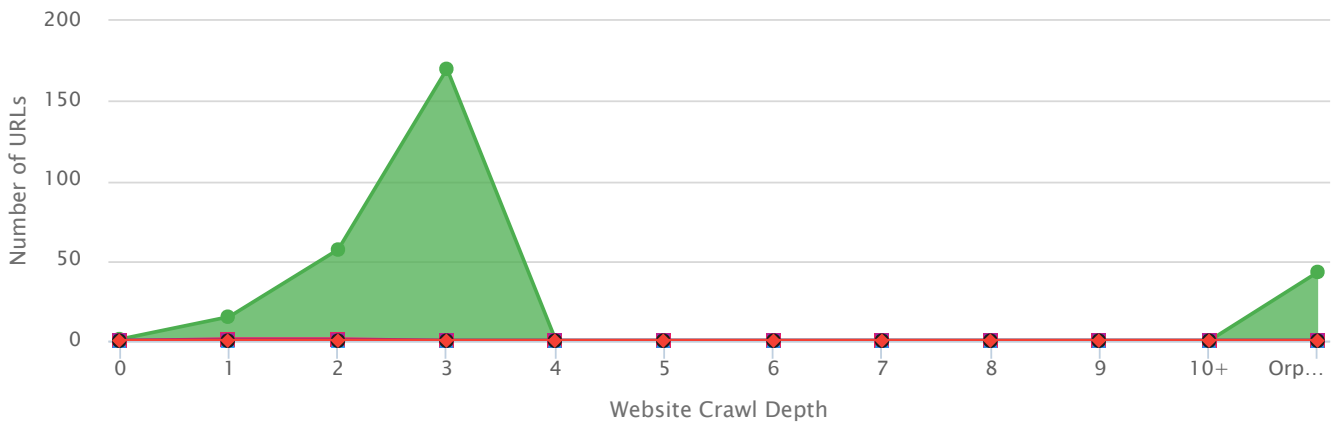
Internal URLs

All	HTML	Downloads	Broken
286 ▲ 64	284 ▲ 64	0 -	0 -

Internal URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

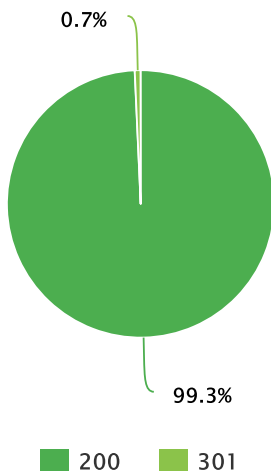
Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Success 284	Not Found 0	Redirected 2	Disallowed 0	Timeout 0	Forbidden 0	Error 0
--------------------	--------------------	---------------------	---------------------	------------------	--------------------	----------------

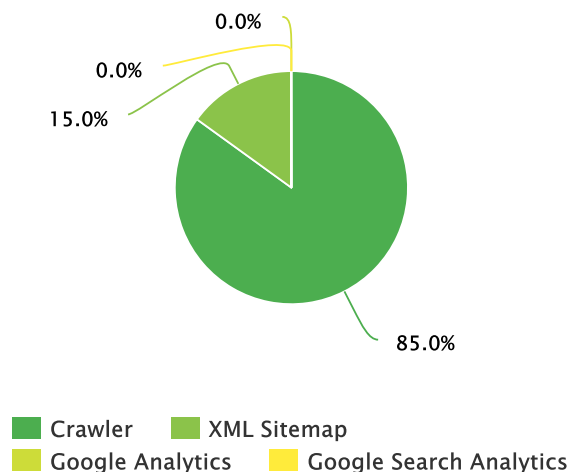
HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.



Crawl Source

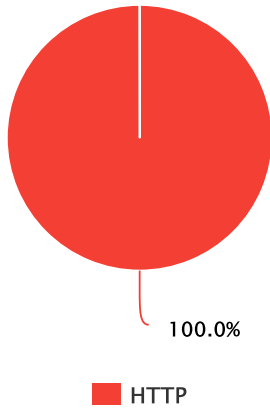
This chart shows the relative contribution of each source to the total internal URLs crawled.



Protocols Found

This chart shows you the relative split between different protocols used across the site (generally this will be HTTP/HTTPS).

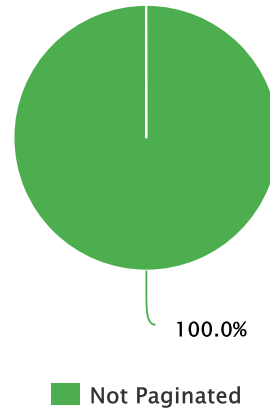
Most sites should only use a single type, so any significant volume of URLs in both may indicate a configuration error.



Paginated URLs

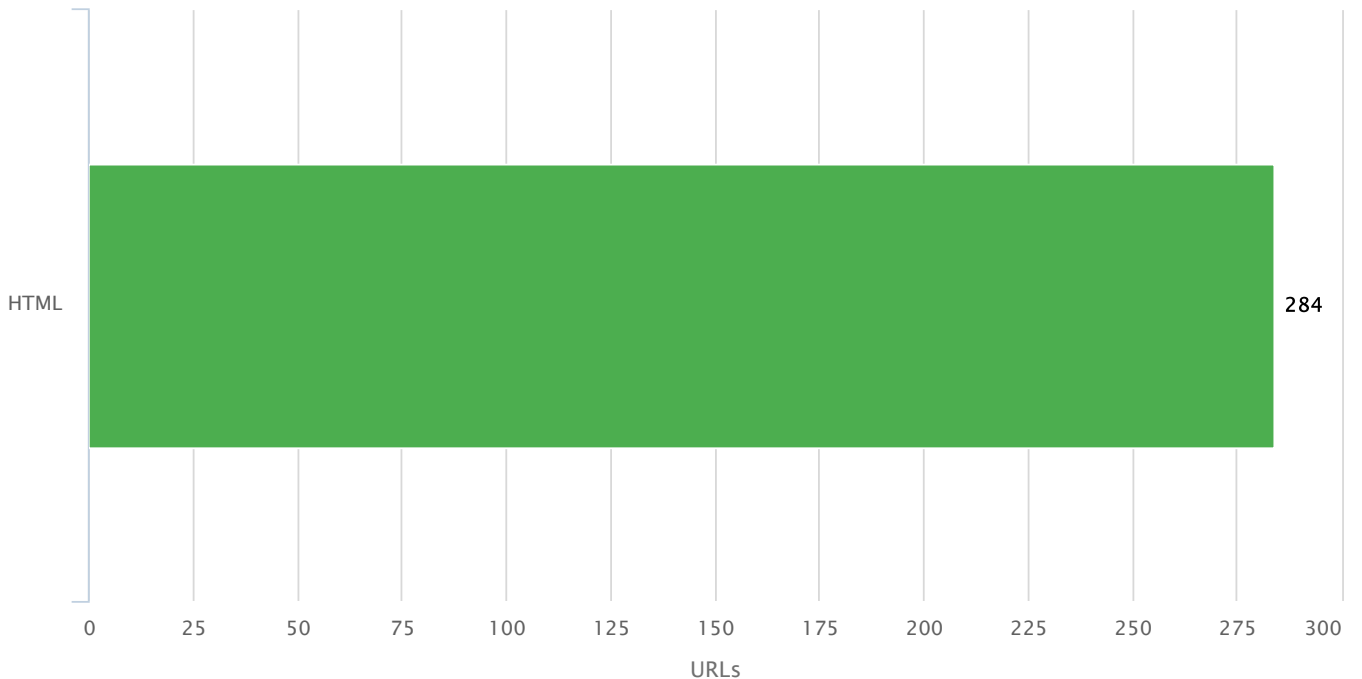
This chart shows you the relative split between Paginated and Not Paginated indexable URLs, where a Paginated URL is one of a paginated series of URLs (e.g. page 2 of 4).

Pagination, if poorly implemented, has the potential to cause significant SEO issues.



Internal URL Content Types

This chart shows the breakdown of content types, for all URLs that are linked to by an internal anchor. On most sites, the majority of these should be HTML - if not then this could lead to PageRank wastage.



Internal URL - Indexable Issues

	URLs	Change	Trend	Name
Pass	None	No Change		Broken internal URLs
Pass	None	No Change		Query string contains a question mark
Pass	None	No Change		Query string contains more than three parameters
Pass	None	No Change		Query string contains paginated parameters
Pass	None	No Change		Query string contains repetitive parameters
Pass	None	No Change		Query string contains search or filter parameters
Pass	None	No Change		Query string contains sort parameters
Pass	None	No Change		URL contains a double slash
Pass	None	No Change		URL contains non-ASCII characters
Pass	None	No Change		URL contains repetitive elements
Pass	None	No Change		URL contains upper case characters
Pass	None	No Change		URL contains whitespace
Pass	None	No Change		URL resolves under both HTTP and HTTPS

Internal URL - Not Indexable Issues

	URLs	Change	Trend	Name
Pass	None	No Change		Broken internal URLs
Pass	None	No Change		Query string contains a question mark
Pass	None	No Change		Query string contains more than three parameters
Pass	None	No Change		Query string contains paginated parameters
Pass	None	No Change		Query string contains repetitive parameters
Pass	None	No Change		Query string contains search or filter parameters
Pass	None	No Change		Query string contains sort parameters
Pass	None	No Change		URL contains a double slash
Pass	None	No Change		URL contains non-ASCII characters
Pass	None	No Change		URL contains repetitive elements
Pass	None	No Change		URL contains upper case characters
Pass	None	No Change		URL contains whitespace
Pass	None	No Change		URL resolves under both HTTP and HTTPS

Links

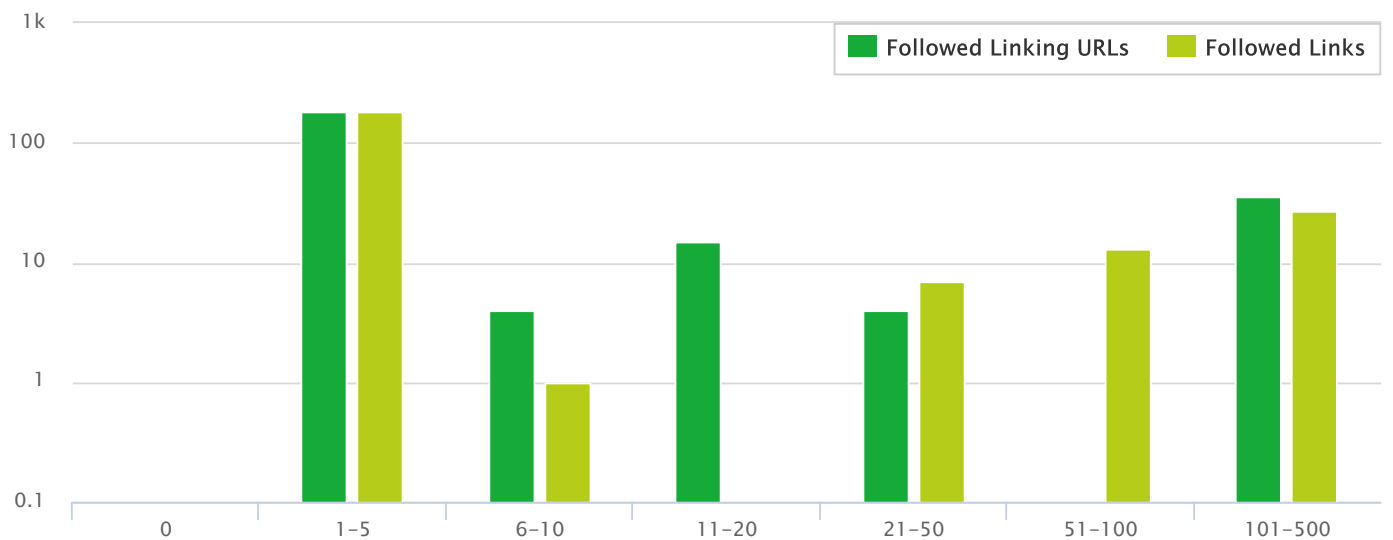
All	Unique	Broken	Redirects
16611 ▲ 4.7K	709 ▲ 8	0 –	479 ▲ 73

Incoming Internal Followed Links

This chart shows the number of incoming followed internal links, split into ranges along the x-axis. The two bars represent slightly different things:

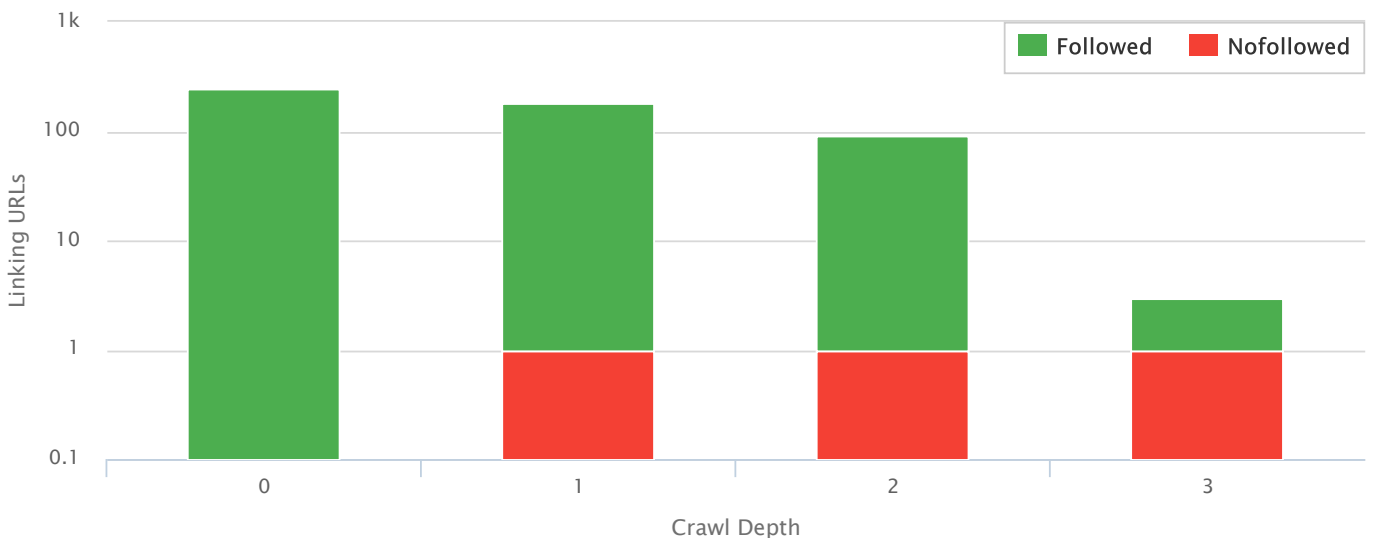
- Followed Linking URLs is the number of actual URLs that link to a URL.
- Followed Links is the number of actual links to a URL (where any single URL could link to another URL on multiple occasions).

As an example, a given URL may have 7 links in total, coming from 3 unique URLs. This would contribute 1 to the range 1-5 for 'Followed Linking URLs', and 1 to the range 6-10 for 'Followed Links'.



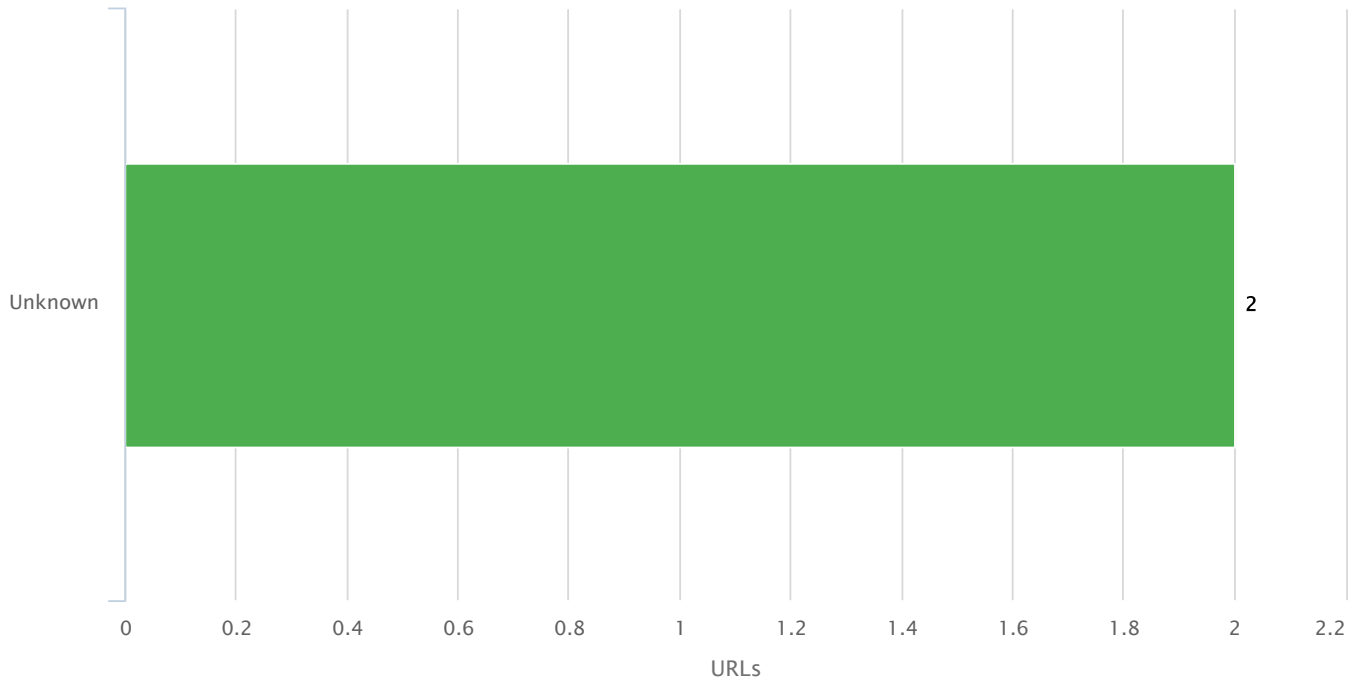
Average Incoming Unique Internal Links

This chart shows the average (median) incoming internal links, by Website Crawl Depth. This can be considered a representation of the website architecture, showing how link equity is distributed across different levels of the site.



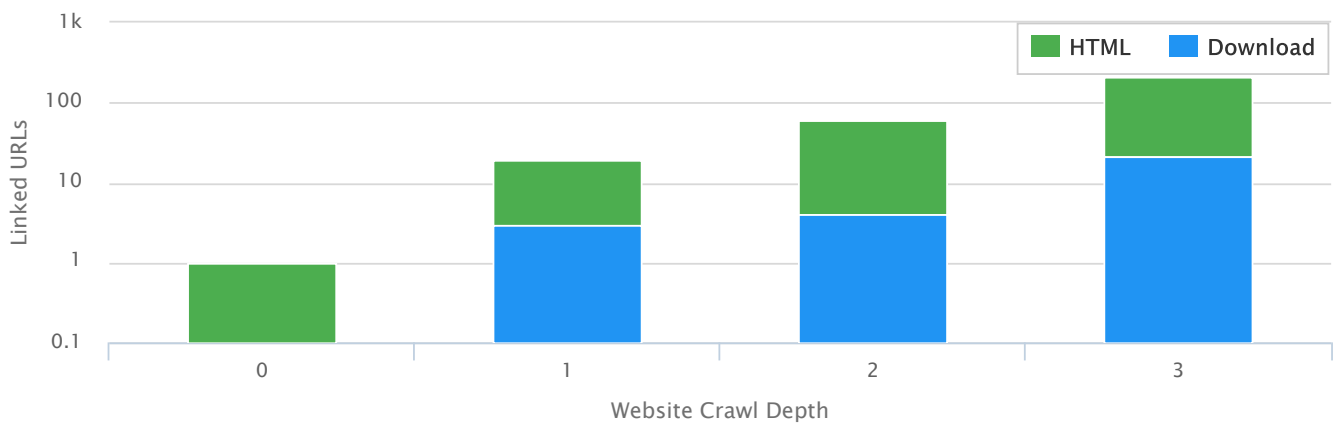
Non-HTML Content Types Receiving Internal Followed Links

This chart shows the breakdown of different download content types that are linked to by followed internal links. A large quantity of followed links going to non-HTML content types could lead to PageRank wastage.



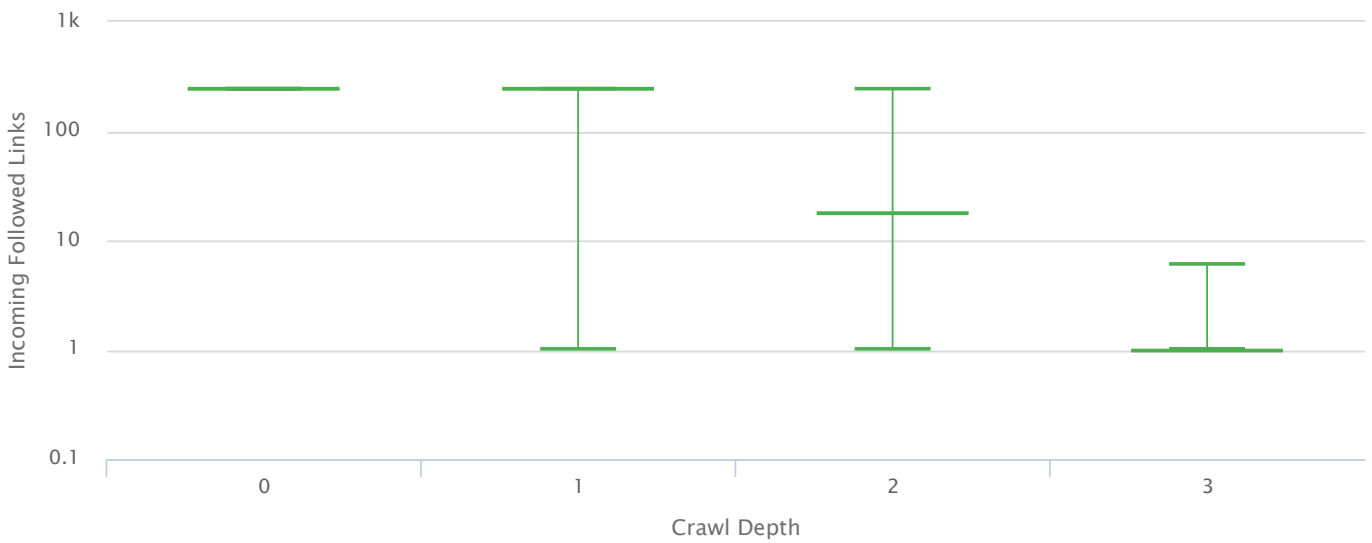
URLs with Internal Followed Links by Crawl Depth

This chart shows the number of HTML and Download URLs with internal followed links, by Crawl Depth. Followed links to too many non-HTML URLs can lead to PageRank wastage, and this chart will help you determine what these URLs are, and where they sit in the hierarchy of the website.



Unique Incoming Internal Links to HTML URLs

This chart shows the max, min and median number of followed internal links to HTML URLs, plotted against Website Crawl Depth. This provides a representation of how link equity is distributed across the site – how many links are pointing at URLs from each crawl depth. On most websites, you would expect to see a lower depth correspond to a higher amount of internal links. The max and min values can be used to help identify outliers.

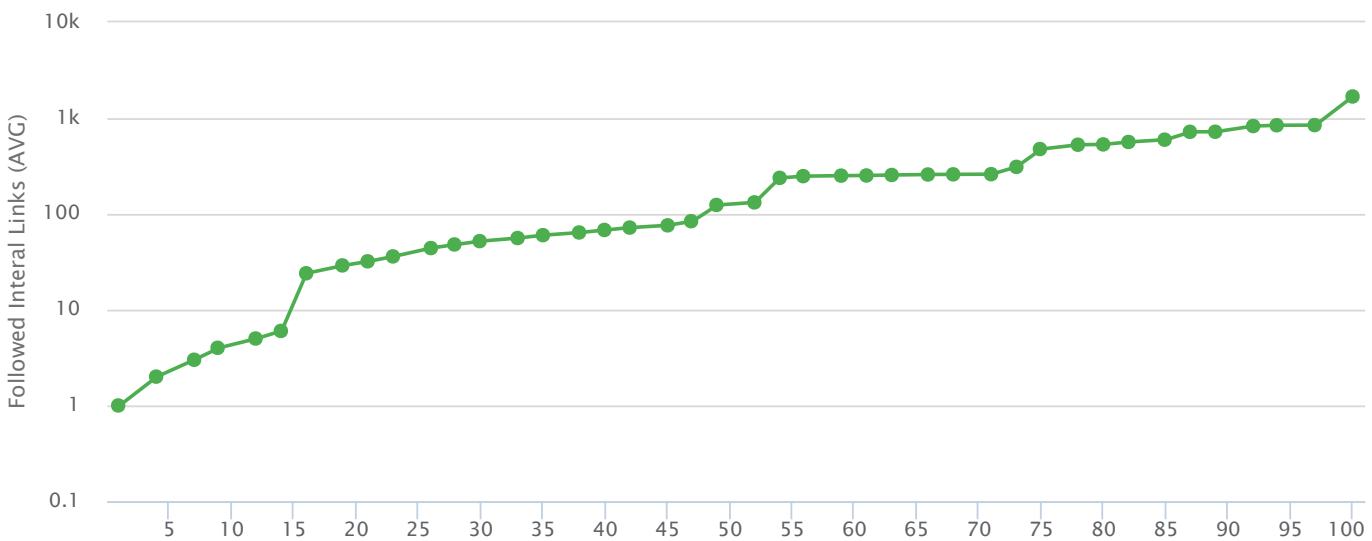


Unique Followed Internal Links by Percentile

This graph shows how the total volume of followed links is distributed among all URLs.

This allows you to see how internal links are distributed – do they point at just a few URLs or are they evenly dispersed across the site?

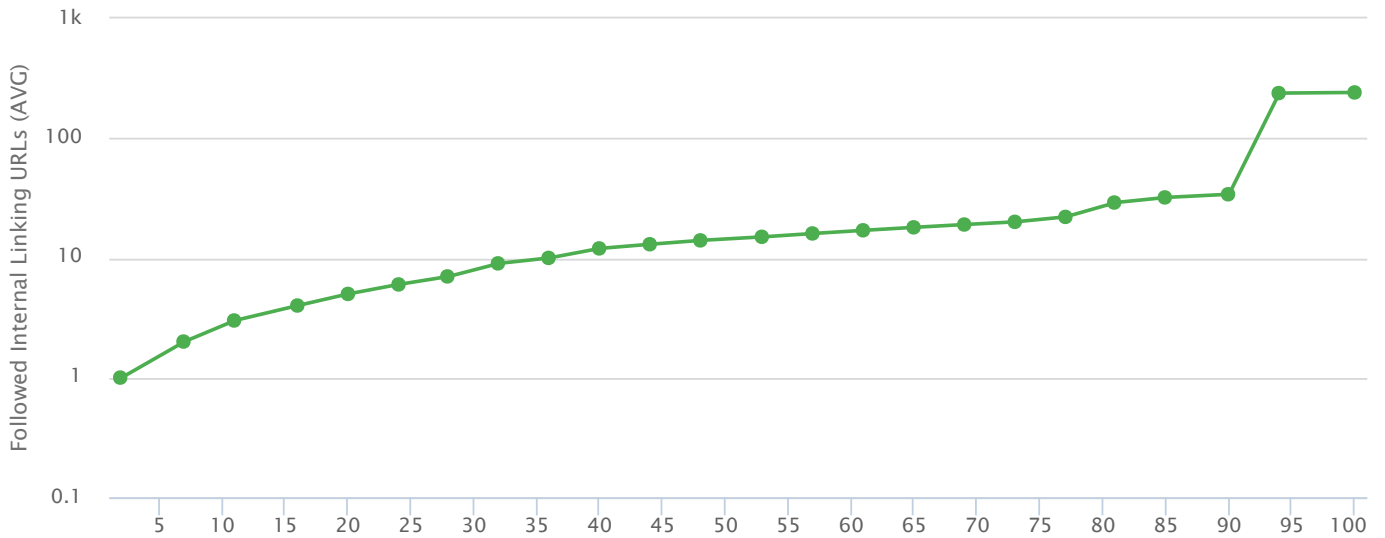
In general, you will want your 'top' pages to receive the most internal links, and pages which target long-tail traffic to receive a relatively small proportion. A typical well-structured site will have a relatively smooth progression, with some small jumps in the 90th-100th percentiles.

















Unique Followed Internal Linking URLs by Percentile

This graph shows how the total volume of followed linking URLs is distributed among all URLs.


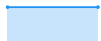












This graph is different from the one above, as it focuses only on linking URLs, rather than raw link counts. This can be a better gauge in terms of link equity (since PageRank does not reward multiple links per page), allowing you to see if a few pages receive a disproportionately small or large amount of internal links.




Internal Links - Indexable Issues

	URLs	Change	Trend	Name
Issue	2	No Change		Has an internal link with no anchor text
Pass	None	No Change		Has a link with an empty href attribute
Pass	None	No Change		Has a link with no href attribute
Pass	None	No Change		Has a link with whitespace in href attribute
Pass	None	No Change		Has an anchored image with no alt text
Pass	None	No Change		Has link with a URL in onclick attribute
Pass	None	No Change		Has no outgoing links
Pass	None	No Change		Has only one followed incoming internal link
Pass	None	No Change		Has outgoing links with malformed href data
Pass	None	No Change		HTTPS URL links to an HTTP URL
Pass	None	No Change		Only has links from URLs that do not pass Link Equity
Pass	None	No Change		Orphaned pagination URL
Pass	None	No Change		URL is orphaned (has no internal followed links)
Pass	None	No Change		URL links to a non-HTTP protocol

Internal Links - Not Indexable Issues

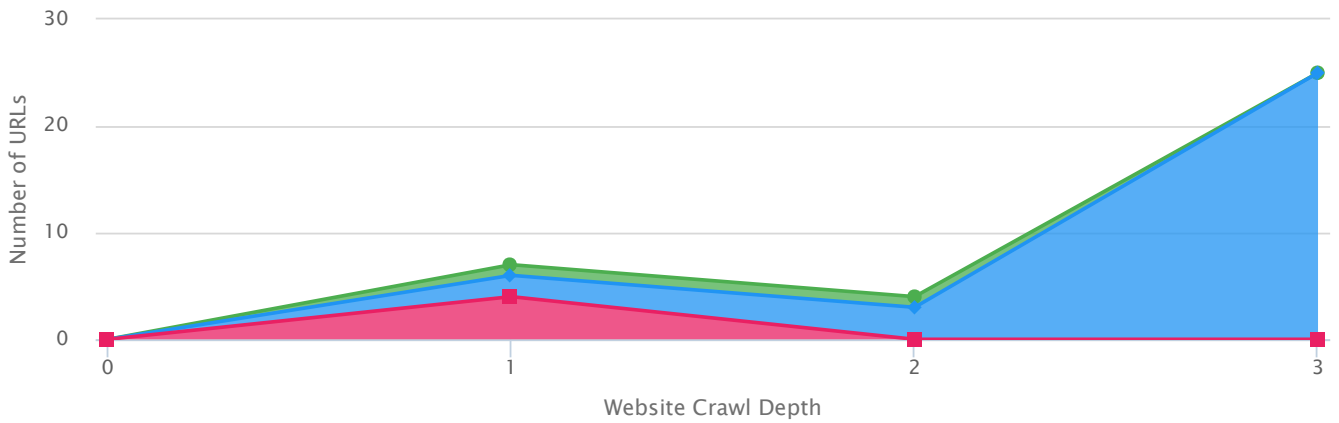
	URLs	Change	Trend	Name
Advisory	162	▲ 58		Has only one followed incoming internal link
Issue	43	No Change		URL is orphaned (has no internal followed links)
Pass	None	No Change		Has a link with an empty href attribute
Pass	None	No Change		Has a link with no href attribute
Pass	None	No Change		Has a link with whitespace in href attribute
Pass	None	No Change		Has an anchored image with no alt text
Pass	None	No Change		Has an internal link with no anchor text
Pass	None	No Change		Has link with a URL in onclick attribute
Pass	None	No Change		Has no outgoing links
Pass	None	No Change		Has outgoing links with malformed href data
Pass	None	No Change		HTTPS URL links to an HTTP URL
Pass	None	No Change		Only has links from URLs that do not pass Link Equity
Pass	None	No Change		Orphaned pagination URL
Pass	None	No Change		URL links to a non-HTTP protocol

Redirects

Internal Redirects	External Redirects	Page Resource Redirects
2 -	29 ▲ 1	0 ▼ -4
		

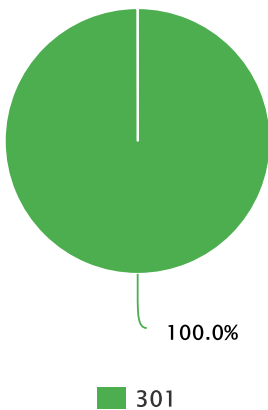
Redirected URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website. Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



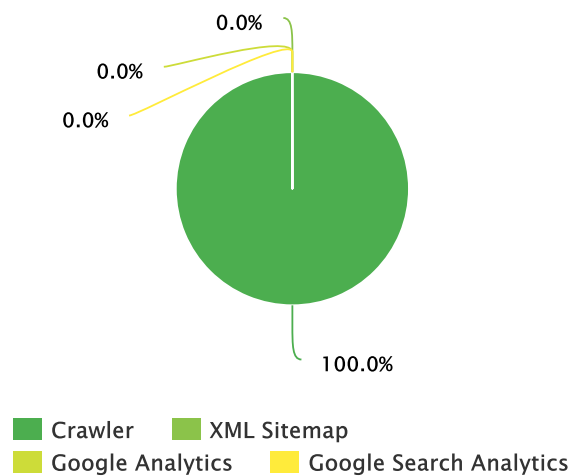
Internal Redirected URL HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.












Internal Redirected URL Crawl Source

This chart shows the relative contribution of each source to the total internal URLs crawled.



Redirect Issues

	URLs	Change	Trend	Name
Advisory	29	▲ 1		External redirected URLs
Issue	2	No Change		Internal redirected URLs
Pass	None	No Change		External URL redirect broken (4XX or 5XX)
Pass	None	No Change		Internal URL redirect broken (4XX or 5XX)
Pass	None	No Change		Redirects using a Meta refresh
Pass	None	No Change		Resource URL part of redirect loop
Pass	None	No Change		Resource URL redirect broken (4XX or 5XX)
Pass	None	No Change		URL part of redirect loop
Pass	None	▼ -4		Redirected page resource URLs

Indexability

Indexable	Not Indexable	Nofollow	Disallowed
34 —	250 ▲ 64	43 —	0 —

Robots.txt Configuration

If a search engine crawler is being blocked by robots.txt, it is unlikely that the website's content will be crawled.

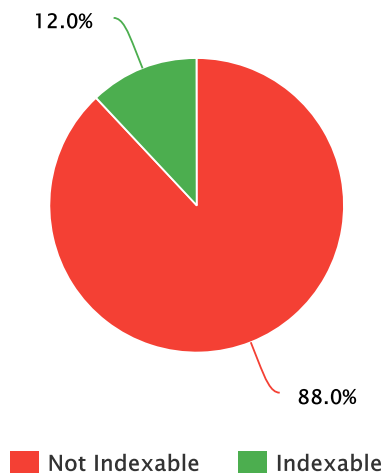
Google	✓ Crawable	Bing	✓ Crawable	Yahoo!	✓ Crawable
DuckDuckGo	✓ Crawable	Baidu	✓ Crawable	Yandex	✓ Crawable

Canonical to Noindex	Canonical to Disallowed	Canonical to Error	Canonical to Redirect
0 —	0 —	0 —	0 —

Indexability Status

The chart shows the split of Indexability to Not Indexable URLs, for internal HTML URLs only.

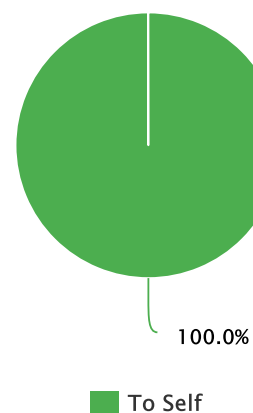
URLs that are non indexable are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.



Canonicals

This chart shows the breakdown of canonicalization, for internal HTML URLs only.

URLs that are canonicalized to anything other than 'self' are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.

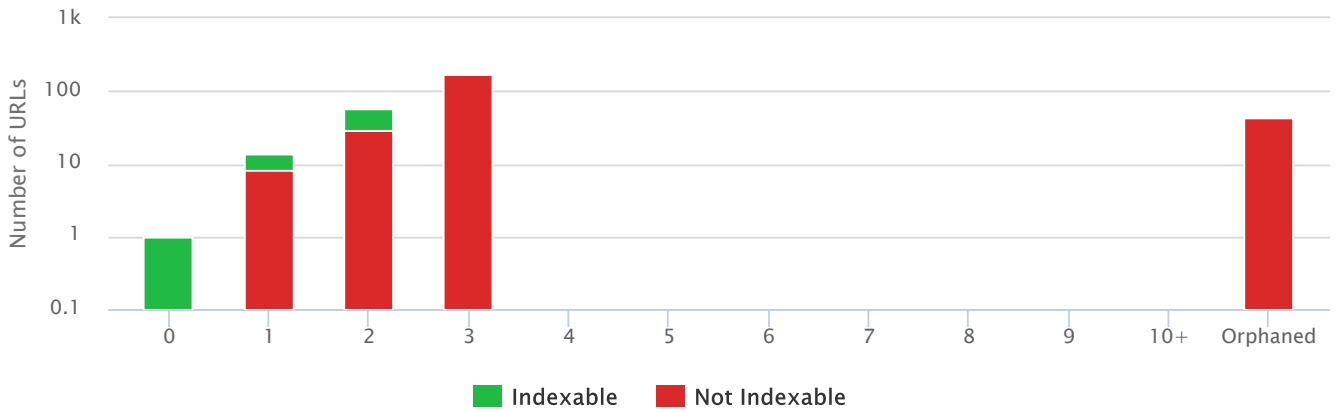


Indexability Status by Depth

This graph shows the Indexability distribution at each crawl depth of the website, for internal HTML URLs only.

A large quantity of Not Indexable pages at low crawl depth could cause potential issues in search.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



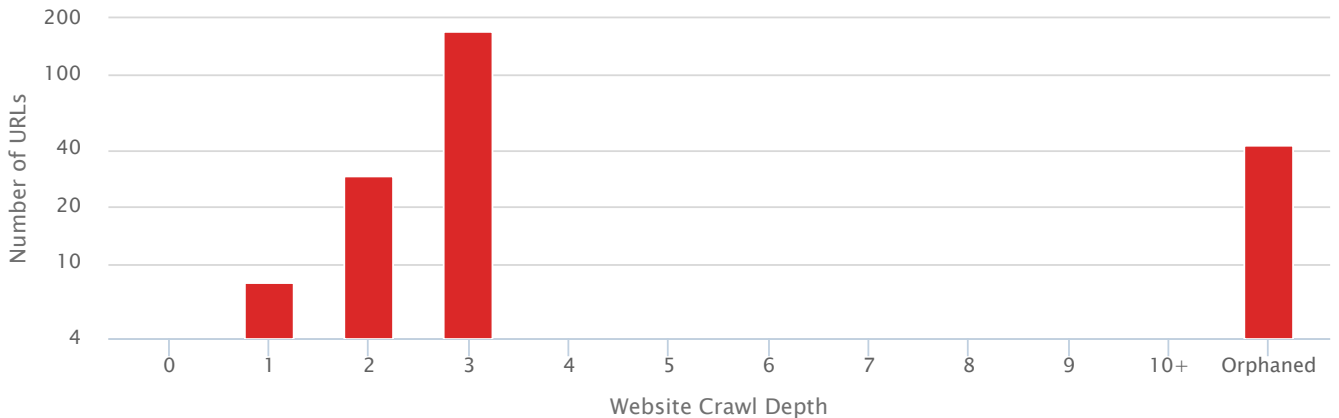
Status	0	1	2	3	4	5	6	7	8	9	10+	Orphaned
Indexable	1	6	27	0	0	0	0	0	0	0	0	0
Not Indexable	0	8	29	170	0	0	0	0	0	0	0	43

Noindex by Depth

This graph shows the distribution of Noindex URLs at each crawl depth of the website, for internal HTML URLs only.

A large quantity of Not Indexable pages at low crawl depth could cause potential issues in search.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Robots Issues

	URLs	Change	Trend	Name
Advisory	43	No Change		Has noindex and nofollow directives
Issue	26	No Change		URL receives both follow & nofollow internal links
Pass	None	No Change		Alternate URL has no incoming internal links
Pass	None	No Change		Disallowed image
Pass	None	No Change		Disallowed JavaScript file
Pass	None	No Change		Disallowed Style Sheet
Pass	None	No Change		Internal Disallowed URLs
Pass	None	No Change		Mismatched nofollow directives in HTML and header
Pass	None	No Change		Mismatched noindex directives in HTML and header
Pass	None	No Change		Multiple nofollow directives
Pass	None	No Change		Multiple noindex directives
Pass	None	No Change		Nofollow in HTML and HTTP header
Pass	None	No Change		Noindex in HTML and HTTP header
Pass	None	No Change		URL only has nofollow incoming internal links

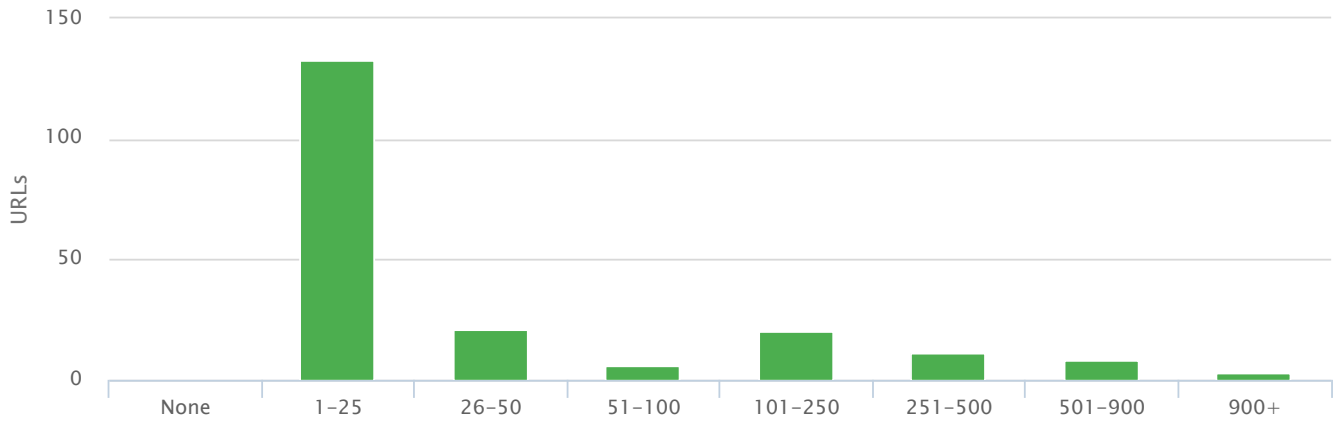
Canonical Issues

	URLs	Change	Trend	Name
Pass	None	No Change		Canonical is a relative URL
Pass	None	No Change		Canonical is malformed or empty
Pass	None	No Change		Canonical loop
Pass	None	No Change		Canonical outside of head
Pass	None	No Change		Canonical points to a different internal URL
Pass	None	No Change		Canonical points to a disallowed URL
Pass	None	No Change		Canonical points to a noindex nofollow URL
Pass	None	No Change		Canonical points to a noindex URL
Pass	None	No Change		Canonical points to a redirecting URL
Pass	None	No Change		Canonical points to a URL that is Error (5XX)
Pass	None	No Change		Canonical points to a URL that is Not Found 404
Pass	None	No Change		Canonical points to another canonicalized URL
Pass	None	No Change		Canonical points to external URL
Pass	None	No Change		Canonical points to HTTP version
Pass	None	No Change		Canonical points to HTTPS version
Pass	None	No Change		Canonical tag in HTML and HTTP header
Pass	None	No Change		Canonical URL has no incoming internal links
Pass	None	No Change		Mismatched canonical tag in HTML and HTTP header
Pass	None	No Change		Multiple canonical tags
Pass	None	No Change		Multiple, mismatched canonical tags
Pass	None	No Change		Paginated URL missing next/prev canonicals

On Page

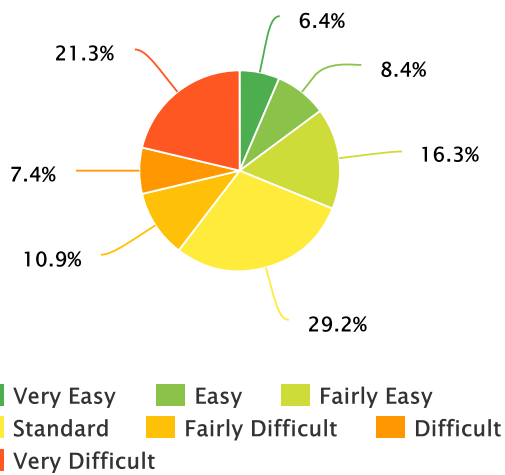
Word Counts

This graph shows the amount of URLs with different word count ranges, so you can see if you have lots of URLs with only a small number of words – which could be considered thin content.



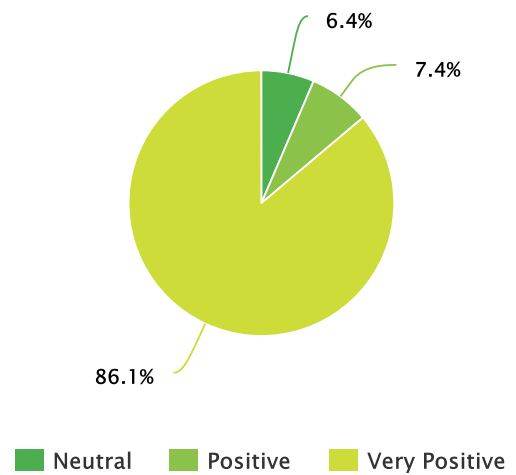
Readability

This graph shows the proportion of URLs across the site that fall into each readability band, where each URL is scored based on the Flesch Reading Ease test.



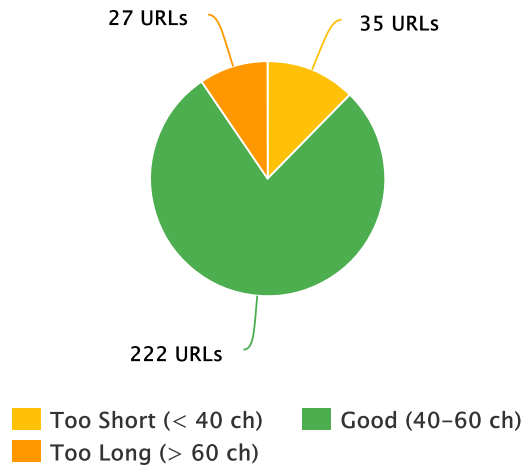
Sentiment

This graph shows the proportion of URLs across the site that fall into each sentiment band, where each URL is scored based on a sentiment index called AFINN-111.



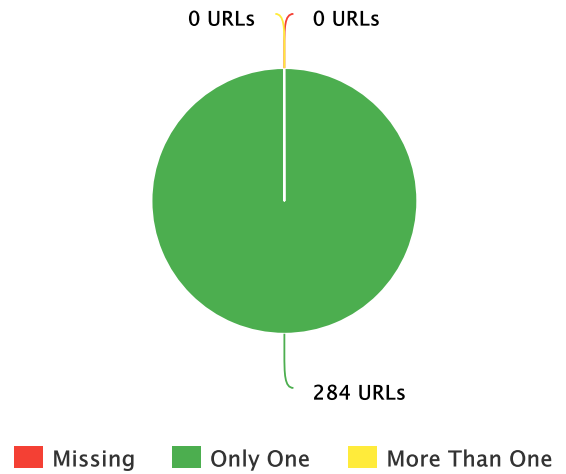
Title Length

This chart shows the distribution of URLs based on the length of their title tag, in characters.



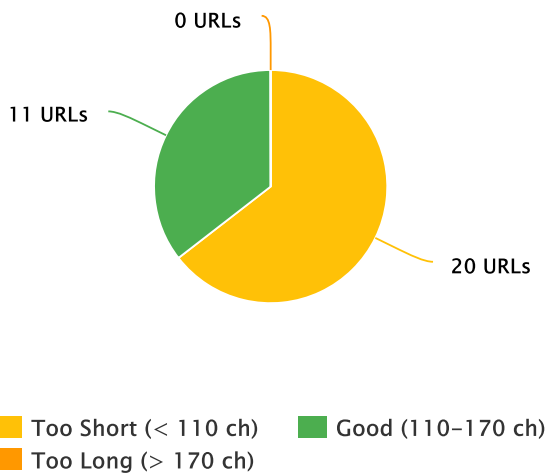
Title Identification

This chart shows the distribution of URLs based on the number of title tags present..



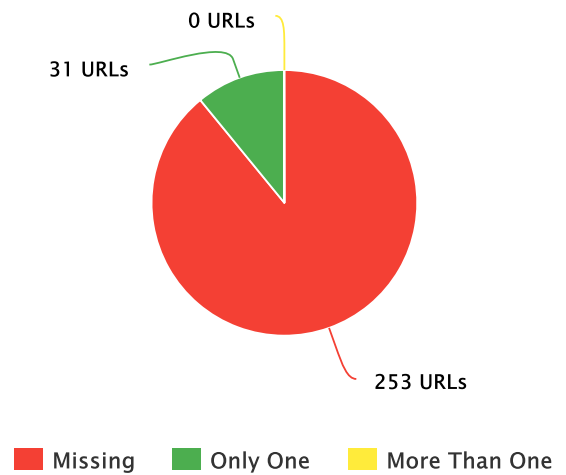
Meta Description Length

This chart shows the distribution of URLs based on the length of their meta description, in characters.



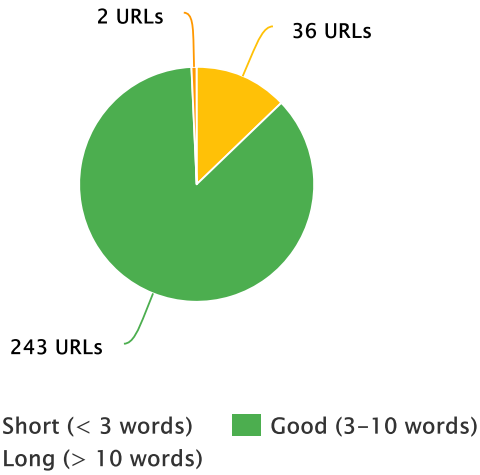
Meta Description Identification

This chart shows the distribution of URLs based on the number of meta descriptions present.



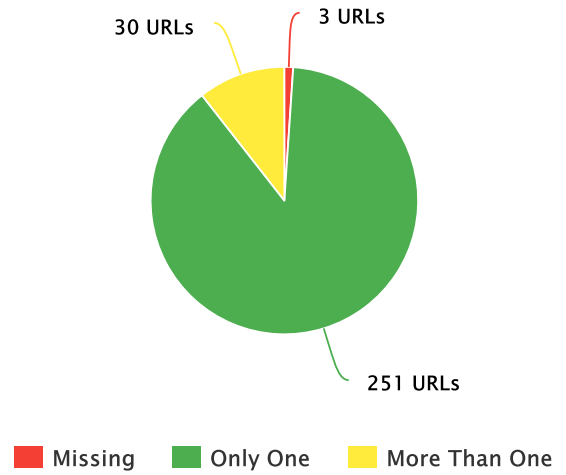
Header 1 Length

This chart shows the distribution of URLs based on the length of their header 1, in words.



Header 1 Identification













This chart shows the distribution of URLs based on the number of h1 tags present.








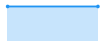






HTML

	URLs	Change	Trend	Name
Advisory	284	▲ 64		URL contains more than one Google Analytics code
Advisory	284	▲ 64		URL contains no Google Tag Manager code
Advisory	3	No Change		URL contains a frame or iframe
Pass	None	No Change		Base URL malformed or empty
Pass	None	No Change		HTTP URL contains a form posting to HTTPS
Pass	None	No Change		HTTP URL contains a password input field
Pass	None	No Change		HTTPS URL contains a form posting to HTTP
Pass	None	No Change		Multiple base URLs
Pass	None	No Change		Multiple, mismatched base URLs
Pass	None	No Change		URL contains a form with a GET method
Pass	None	No Change		URL contains more than one Google Tag Manager code
Pass	None	No Change		URL contains no Google Analytics code

SEO - Indexable Issues

	URLs	Change	Trend	Name
Advisory	29	No Change		Multiple <h1> tags
Advisory	20	▲ 20		Meta description length too short
Advisory	15	▼ -4		Title tag length too long
Advisory	4	▲ 4		Title tag length too short
Advisory	3	No Change		Meta description missing or empty
Advisory	2	▲ 2		<h1> length too long
Advisory	2	▲ 2		<h1> length too short
Pass	None	No Change		<h1> tag missing or empty
Pass	None	No Change		Multiple meta descriptions
Pass	None	No Change		Multiple title tags
Pass	None	No Change		Title tag missing
Pass	None	▼ -5		Meta description length too long

SEO - Not Indexable Issues

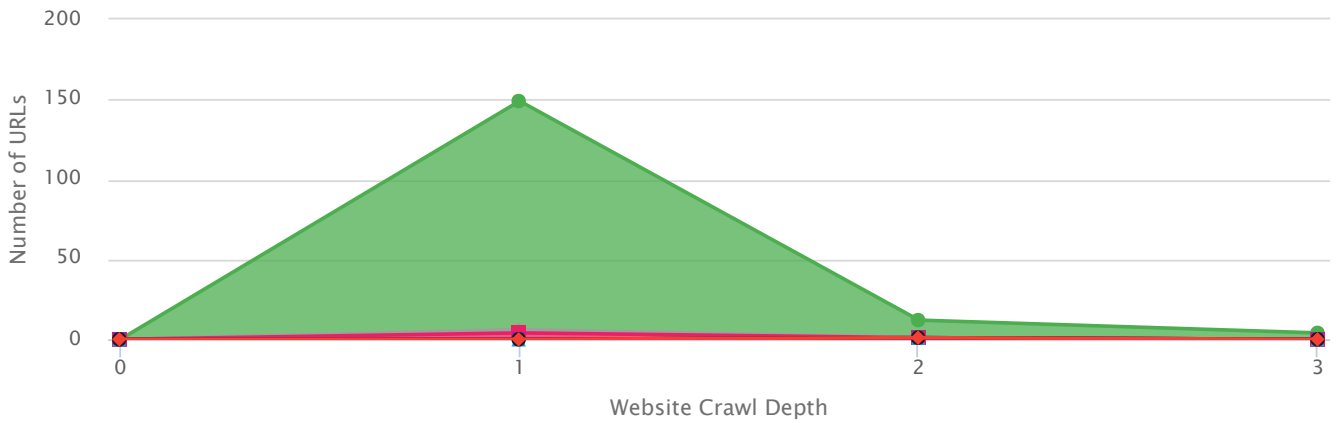
	URLs	Change	Trend	Name
Advisory	250	▲ 64		Meta description missing or empty
Advisory	34	▲ 34		<h1> length too short
Advisory	31	▲ 31		Title tag length too short
Advisory	12	▼ -18		Title tag length too long
Advisory	3	▲ 3		<h1> tag missing or empty
Advisory	1	No Change		Multiple <h1> tags
Pass	None	No Change		<h1> length too long
Pass	None	No Change		Meta description length too long
Pass	None	No Change		Meta description length too short
Pass	None	No Change		Multiple meta descriptions
Pass	None	No Change		Multiple title tags
Pass	None	No Change		Title tag missing

Page Resources

All	CSS	JavaScript	Images
165 ▼ -6	23 -	24 ▲ 2	109 ▼ -8

Page Resource URLs by Depth

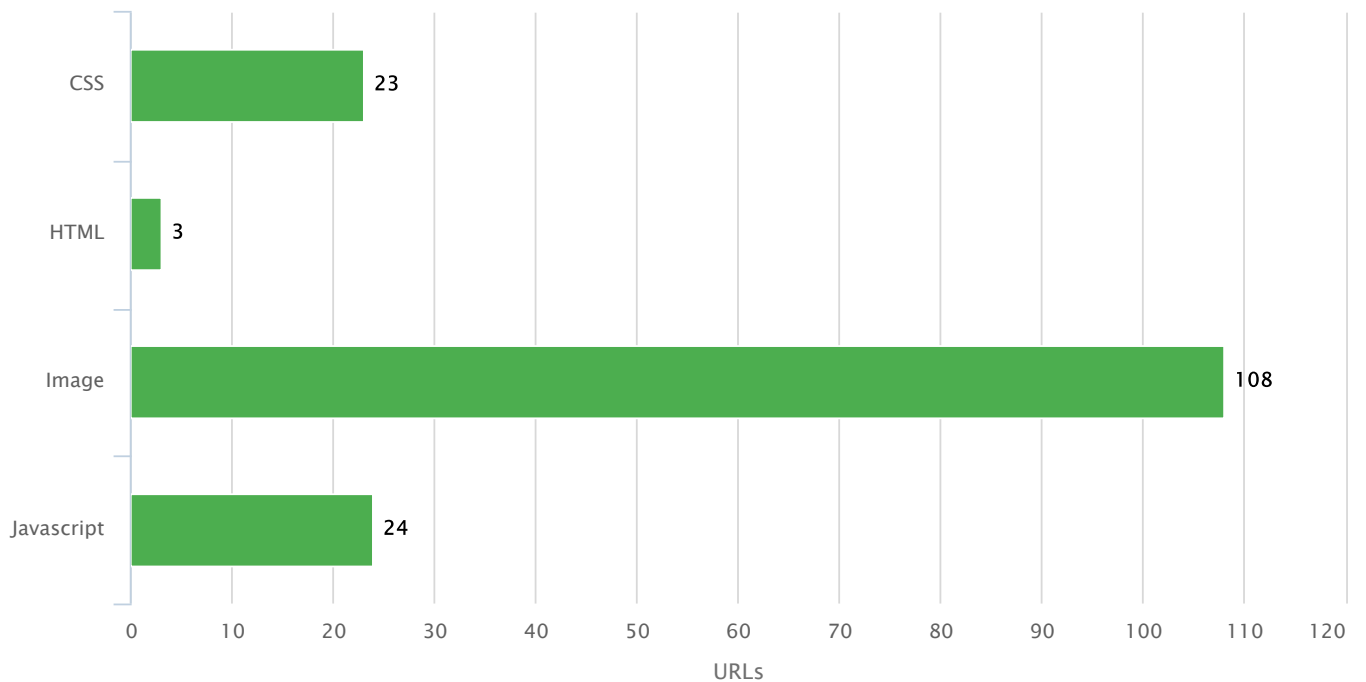
This graph shows the distribution of each different URL status at each crawl depth of the website. The graph gives you an idea where most of your resources sit within the overall structure of the website.



Success 158	Not Found 2	Redirected 0	Disallowed 0	Timeout 0	Forbidden 0	Error 1
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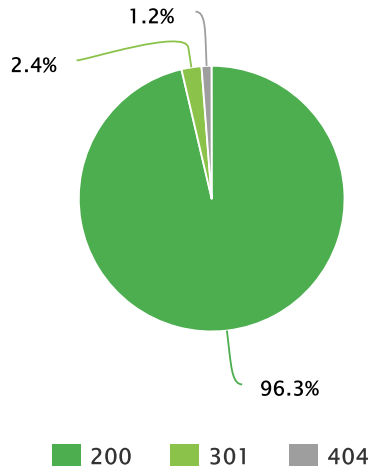
Content Types

This graph splits out all the resources found into different content types, so you can see which ones are most prevalent.



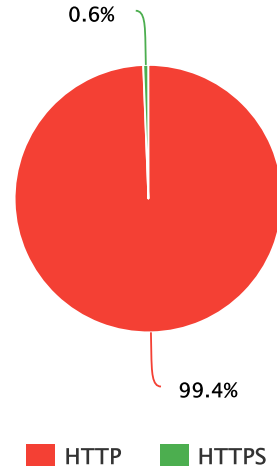
HTTP Status Codes

The chart visualizes the status code distribution among all resource URLs. For optimum user experience, all resources would return a 200 (OK) status code.



Protocols Found

This chart shows you the relative split between different protocols used across the site for resource URLs (generally this will be HTTP/HTTPS).



Page Resource Issues

	URLs	Change	Trend	Name
Issue	14	No Change		Resource URL contains repetitive elements
Pass	None	No Change		Has images with missing alt text
Pass	None	No Change		Loads HTTPS HTTP mixed content
Pass	None	No Change		Resource URL contains a double slash
Pass	None	No Change		Resource URL contains non-ASCII characters
Pass	None	No Change		Resource URL contains whitespace

Site Speed

Site Speed Score

C 71%

Slowest Time to First Byte

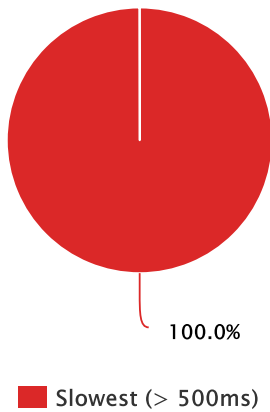
2158ms

Slowest Download Time

2561ms

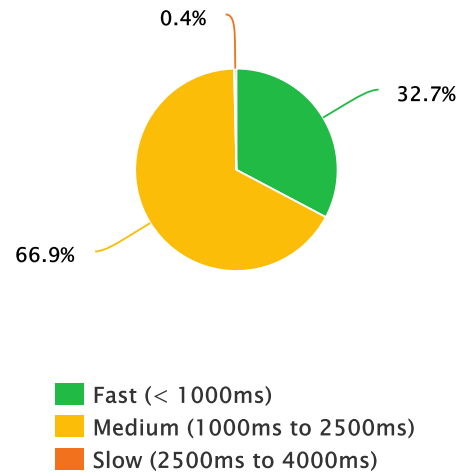
Time to First Byte

The distribution of Time to First Byte (TTFB) across all URLs.



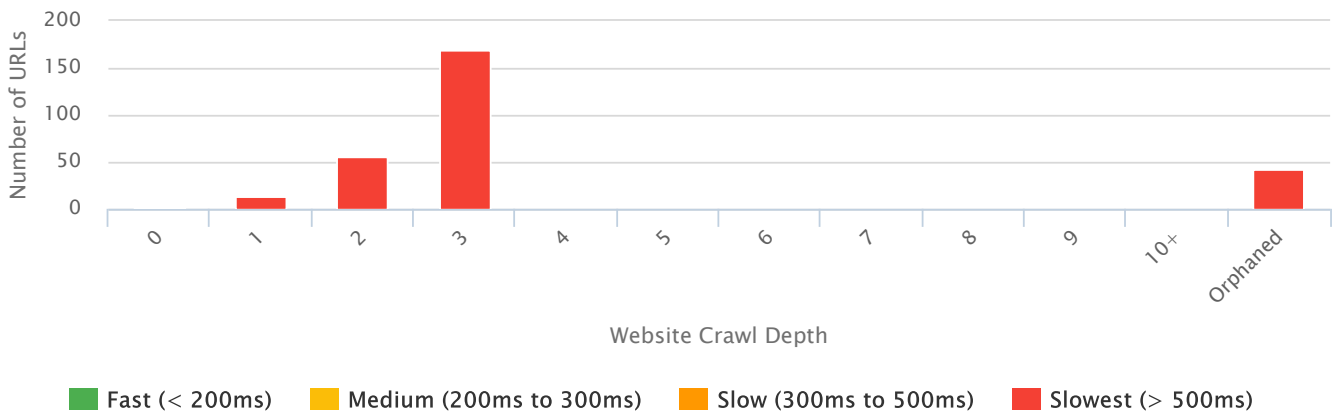
Download Time

The distribution of Download Times across all URLs.



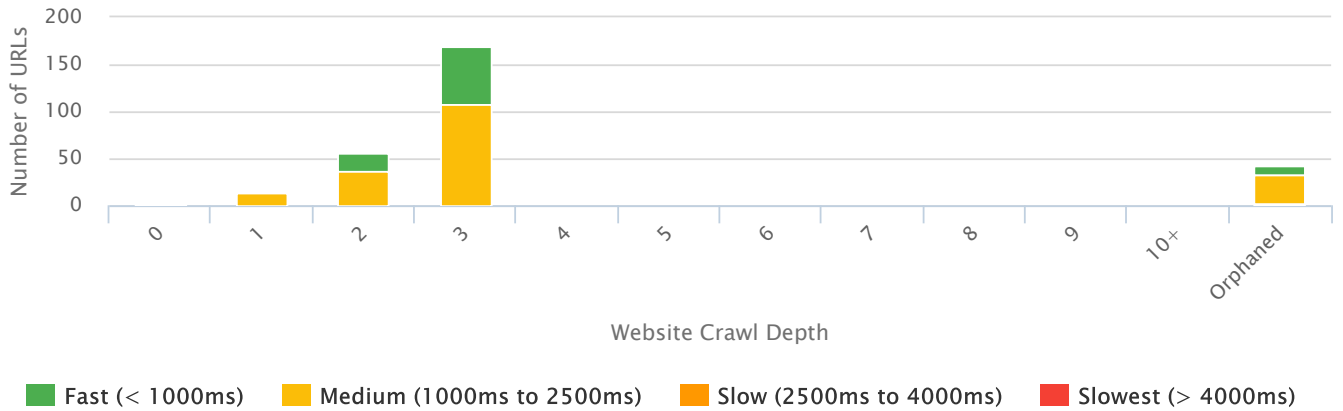
Time to First Byte by Depth

The distribution of Time to First Byte (TTFB) by Website Crawl Depth. Typically, pages closer to the homepage (i.e. low crawl depth) are more important, so if these pages are particularly slow they probably deserve attention.



Download Time by Depth

The distribution of Download Time by Website Crawl Depth. Typically, pages closer to the homepage (i.e. low crawl depth) are more important, so if these pages are particularly slow they probably deserve attention.



Site Speed Resource Scores

	Name	URLs
F 0%	Avoid extra requests by setting cache headers	34
F 3%	Keep connections open that are used multiple times	34
F 20%	Minify CSS	34
C 70%	Avoid frontend single point of failure	79
C 70%	Minify JavaScript	34
B 80%	Make each CSS response small	34
B 97%	Avoid missing and error requests	6
B 98%	Avoid doing redirects	3
A 100%	Always compress text content	0
A 100%	Do not use private headers on static content	0
A 100%	Set long expires cache headers	0
A 100%	The favicon should be small and cacheable	0

Site Speed URL Scores

	Name	URLs	Resources
F 2%	Avoid slowing down the critical rendering path	79	0
E 38%	Avoid too many synchronous JavaScript requests	33	0
E 47%	Avoid too many CSS requests	33	0
C 73%	Total page size for mobile should not be too big	9	0
B 90%	Avoid too many requests per domain	34	0
B 94%	Total page size for desktop should not be too big	2	0
B 96%	Do not scale images in the browser	2	0
B 97%	Total image size should not be too big	1	0
A 100%	Avoid a character set in the meta tag	0	0
A 100%	Avoid empty src and href attributes	0	0
A 100%	Avoid redirecting the main document	0	0
A 100%	Avoid too many web fonts	0	0
A 100%	Do not load specific stylesheets for printing	0	0
A 100%	Inline CSS for faster first render	0	0
A 100%	Response headers should not be too big	0	0
A 100%	Specify a character set early	0	0
A 100%	Total CSS size should not be too big	0	0
A 100%	Total JavaScript size should not be too big	0	0

Mobile Rendering Scores

	Name	URLs	Resources
F 0%	Use legible font sizes	34	0
A 100%	Do not use client plugins	0	0
A 100%	Do not use frames	0	0
A 100%	Do not use image maps	0	0
A 100%	Set mobile viewport	0	0
A 100%	Should not have inline style measurements	0	0

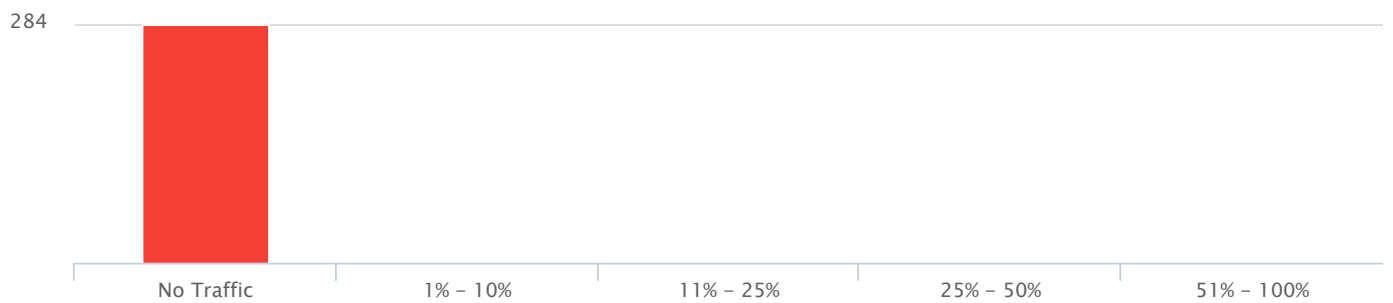
Search Traffic

Search Traffic data collected between **October 18, 2017** and **November 17, 2017**

Percentile Ranges of Organic Search Traffic

This graph shows how the total volume of organic search traffic is distributed among HTML URLs.

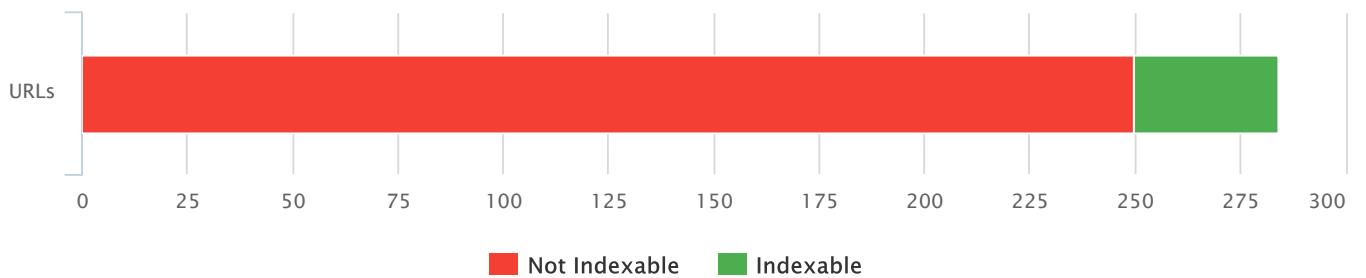
This allows you to see if a high proportion of search traffic is being received by only a few URLs, or if the increase is more gradual.



Range	URLs
No Traffic	284
1% - 10%	0
11% - 25%	0
26% - 50%	0
51% - 100%	0

Indexable Status of URLs with No Traffic

This chart is a visual representation of the indexable status of URLs that do not have any search traffic.



Percentile of Organic Search Traffic to HTML URLs

This chart splits out the number of indexable and non-indexable URLs (y-axis) that fall into different percentile bands of overall organic search traffic (x-axis).

A high proportion of indexable URLs receiving no organic search traffic (or very little organic search traffic) could be a cause for concern, and should be investigated further.

Organic Search Visits (AVG)

Organic Search Traffic Dwell Times

This graph shows the distribution of URLs in terms of the average dwell time on a page, for users from organic search, where a longer dwell time suggests better engagement.

















0 to 15 Seconds

16 to 30 Seconds

















31 to 60 Seconds

60+ Seconds

Search Traffic - Indexable Issues

	URLs	Change	Trend	Name
Advisory	34	▲ 34		URL received no desktop organic search traffic
Advisory	34	▲ 34		URL received no mobile organic search traffic
Advisory	34	▲ 34		URL received no organic search traffic
Advisory	34	▲ 34		URL received no tablet organic search traffic
Pass	None	No Change		Average time on page less than or equal to 10s
Pass	None	No Change		Canonicalized URL received organic search traffic
Pass	None	No Change		Disallowed URL received organic search traffic
Pass	None	No Change		Forbidden (403) URL received search traffic
Pass	None	No Change		Had bounce rate greater than or equal to 80%
Pass	None	No Change		Noindex URL received organic search traffic
Pass	None	No Change		Not Found (4XX) URL received search traffic
Pass	None	No Change		Only has desktop organic search traffic
Pass	None	No Change		Redirect (3XX) URL received organic search traffic
Pass	None	No Change		URL only received mobile organic search traffic
Pass	None	No Change		URL only received tablet organic search traffic
Pass	None	No Change		URL received search traffic but 0 goal conversions

Search Traffic - Not Indexable Issues

	URLs	Change	Trend	Name
Advisory	250	▲ 250		URL received no desktop organic search traffic
Advisory	250	▲ 250		URL received no mobile organic search traffic
Advisory	250	▲ 250		URL received no organic search traffic
Advisory	250	▲ 250		URL received no tablet organic search traffic
Pass	None	No Change		Average time on page less than or equal to 10s
Pass	None	No Change		Canonicalized URL received organic search traffic
Pass	None	No Change		Disallowed URL received organic search traffic
Pass	None	No Change		Forbidden (403) URL received search traffic
Pass	None	No Change		Had bounce rate greater than or equal to 80%
Pass	None	No Change		Noindex URL received organic search traffic
Pass	None	No Change		Not Found (4XX) URL received search traffic
Pass	None	No Change		Only has desktop organic search traffic
Pass	None	No Change		Redirect (3XX) URL received organic search traffic
Pass	None	No Change		URL only received mobile organic search traffic
Pass	None	No Change		URL only received tablet organic search traffic
Pass	None	No Change		URL received search traffic but 0 goal conversions

AMP

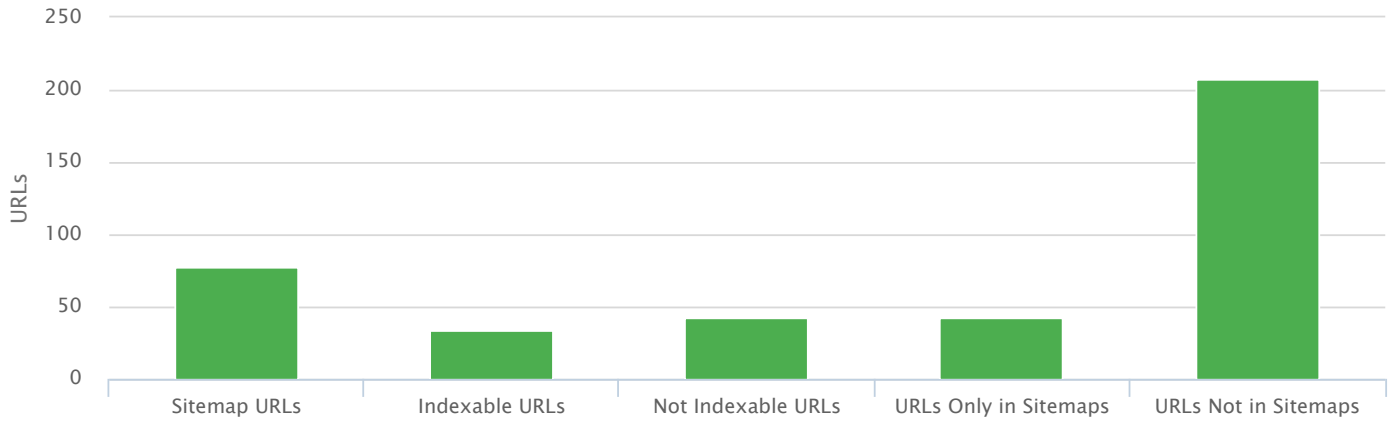
	URLs	Change	Trend	Name
Pass	None	No Change	—————	AMP Page has canonical URL which is canonicalized
Pass	None	No Change	—————	AMP URL has canonical URL which is disallowed
Pass	None	No Change	—————	AMP URL has canonical URL which is Error (5XX)
Pass	None	No Change	—————	AMP URL has canonical URL which is Forbidden (403)
Pass	None	No Change	—————	AMP URL has canonical URL which is noindex
Pass	None	No Change	—————	AMP URL has canonical URL which is Not Found (4XX)
Pass	None	No Change	—————	AMP URL has canonical URL which is not indexable
Pass	None	No Change	—————	AMP URL has canonical URL which is Redirect (3XX)
Pass	None	No Change	—————	AMP URL is disallowed
Pass	None	No Change	—————	AMP URL is Error (5XX)
Pass	None	No Change	—————	AMP URL is Forbidden (403)
Pass	None	No Change	—————	AMP URL is missing a canonical tag
Pass	None	No Change	—————	AMP URL is missing top-level <html amp> tag
Pass	None	No Change	—————	AMP URL is noindex
Pass	None	No Change	—————	AMP URL is Not Found (4XX)
Pass	None	No Change	—————	AMP URL is Redirect (3XX)
Pass	None	No Change	—————	AMP URL loops

XML Sitemaps

Sitemaps	Sitemap URLs	Non-Indexable	Only in Sitemaps	Not in Sitemaps
12 ▲ 4	77 –	43 –	43 –	207 ▲ 64

Sitemap URLs

A typical 'healthy sitemap would not include non-indexable URLs, or URLs that are not accessible to the crawler (i.e. 'URLs Only in Sitemaps'). If there are a large amount of URLs Not in Sitemaps, you may wish to consider whether some of these need to be added to sitemaps.



XML Sitemap Issues

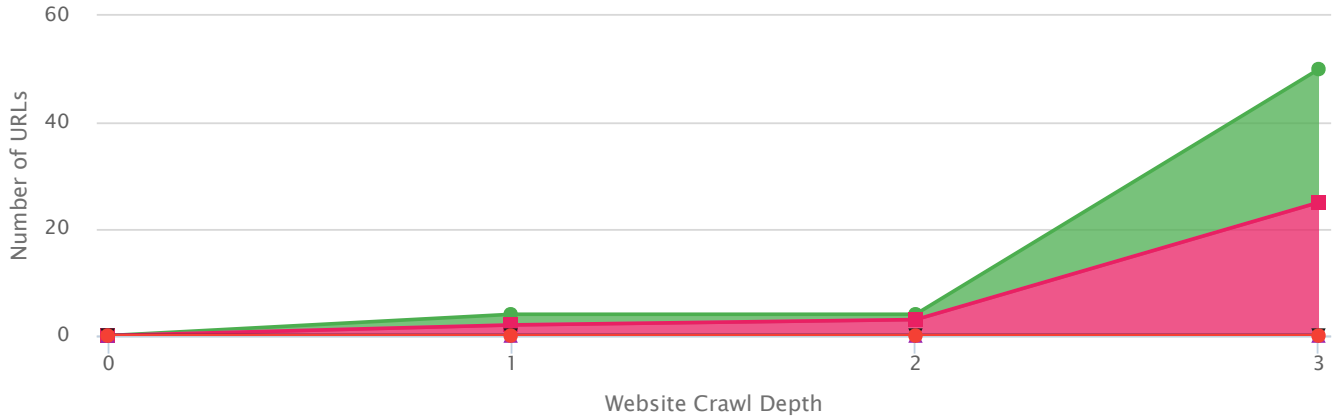
	URLs	Change	Trend	Name
Issue	43	No Change		Noindex URL in XML Sitemaps
Advisory	1	No Change		URL in multiple XML Sitemaps
Pass	None	No Change		Canonicalized URL in XML Sitemaps
Pass	None	No Change		Disallowed URL in XML Sitemaps
Pass	None	No Change		Error (5XX) URL in XML Sitemaps
Pass	None	No Change		Forbidden (403) URL in XML Sitemaps
Pass	None	No Change		Not Found (4XX) URL in XML Sitemaps
Pass	None	No Change		Redirect (3XX) URL in XML Sitemaps
Pass	None	No Change		Timed out URL in XML Sitemaps

External URLs

All	Subdomains	HTML	Downloads	Broken
58 ▲ 2	0 -	27 -	1 -	0 -

External URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.



Success 28	Not Found 0	Redirected 29	Disallowed 0	Timeout 0	Forbidden 0	Error 0
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Status	0	1	2	3	4	5	6	7	8	9	10+	Orphaned
Success	1	159	68	199	0	0	0	0	0	0	0	43
Not Found	0	2	0	0	0	0	0	0	0	0	0	0
Redirect	0	7	4	25	0	0	0	0	0	0	0	0
Timeout	0	0	0	0	0	0	0	0	0	0	0	0
Error	0	0	1	0	0	0	0	0	0	0	0	0
Failed	0	0	0	0	0	0	0	0	0	0	0	0
Disallowed	0	0	0	0	0	0	0	0	0	0	0	0
Forbidden	0	0	0	0	0	0	0	0	0	0	0	0

External Content Types

This chart shows the breakdown of content types, for all external URLs that are linked to by an internal anchor.

