SEMRUSH

Site Audit: Overview

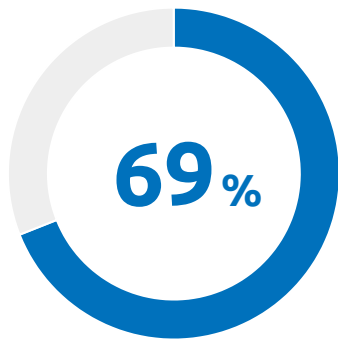sankhlaenterprises.com

SEMRUSH

Site Audit: Overview

Subdomain: sankhlaenterprises.com
Last Update: March 1, 2023
Crawled Pages: 139

Site Health

69%

Crawled Pages

139

● Healthy (3) ● Broken (2) ● Have issues (133) ● Redirected (1) ● Blocked (0)

Errors

495

600

0

1 Mar

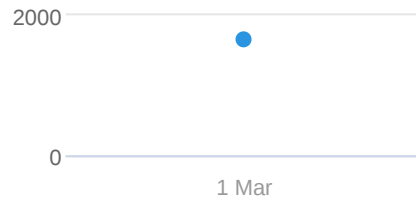## Warnings

1669

2000

0

1 Mar

Notices

112

120

0

1 Mar
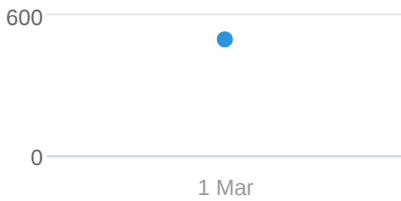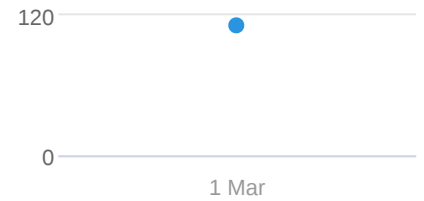
Top Issues

No redirect or canonical to HTTPS homepage from HTTP version errors   0% of total issues

124 pages don't have title tags errors   5% of total issues

132 pages have duplicate content issues errors   6% of total issues

Site Audit: Issues

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sankhlaenterprises.com

495 ⓞ

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132 pages have duplicate content issues

132 ⓞ

About this issue: Webpages are considered duplicates if their content is 85% identical. Having duplicate content may significantly affect your SEO performance. First of all, Google will typically show only one duplicate page, filtering other instances out of its index and search results, and this page may not be the one you want to rank.

In some cases, search engines may consider duplicate pages as an attempt to manipulate search engine rankings and, as a result, your website may be downgraded or even banned from search results. Moreover, duplicate pages may dilute your link profile. How to fix.

Here are a few ways to fix duplicate content issues: 1. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results. 2.

Use a 301 redirect from a duplicate page to the original one. 3. Use a rel="next" and a rel="prev" link attribute to fix pagination duplicates.

4. Instruct GoogleBot to handle URL parameters differently using Google Search Console. 5. Provide some unique content on the webpage. For more information, please read these articles: https://support.google.com/webmasters/answer/66359?hl=en and https://support.google.com/webmasters/answer/139066?hl=en.

132 pages have duplicate meta descriptions

132 ⓞ

About this issue: Our crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords.

Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages.

For information on how to create effective meta descriptions, please see this Google article: https://support.google.com/webmasters/answer/35624 .

124 pages don't have title tags

About this issue: A <title> tag is a key on-page SEO element. It appears in browsers and search results, and helps both search engines and users understand what your page is about. If a page is missing a title, or a <title> tag is empty, Google may consider it low quality.

In case you promote this page in search results, you will miss chances to rank high and gain a higher click-through rate. How to fix: Ensure that every page on your website has a unique and concise title containing your most important keywords. For information on how to create effective titles, please see this Google article: https://support.google.com/webmasters/answer/35624.

124 0

54 internal links are broken

About this issue: Broken internal links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken.

Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource.

If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

54 0

42 internal images are broken

About this issue: An internal broken image is an image that can't be displayed because it no longer exists, its URL is misspelled, or because the file path is not valid. Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality. How to fix: To fix a broken internal image, perform one of the following: 1.

If an image is no longer located in the same location, change its URL. 2. If an image was deleted or damaged, replace it with a new one.

3. If an image is no longer needed, simply remove it from your page's code.

42 0

8 issues with duplicate title tags

About this issue: Our crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned.

Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords. For information on how to create effective titles, please see this Google article: https://support.google.com/webmasters/answer/35624.

8 0

2 pages returned 5XX status code

About this issue: 5xx errors refer to problems with a server being unable to perform the request from a user or a crawler. They prevent users and search engine robots from accessing your webpages, and can negatively affect user experience and search engines' crawlability. This will in turn lead to a drop in traffic driven to your website.

How to fix: Investigate the causes of these errors and fix them.

2 0

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1669 ⓪

1060 issues with unminified JavaScript and CSS files

1060 ⓪

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.

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236 images don't have alt attributes

236 ⓪

About this issue: Alt attributes within <img> 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 <img> tag for each image on your website, e.g., "<img src="mylogo.png" alt="This is my company logo">".

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130 pages don't have an h1 heading

130 ⓪

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.

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122 pages have low text-HTML ratio

122 ⓪

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.

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114 pages have a low word count

114 ⓪

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.

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