

# SEO AUDIT REPORT



Factor	Description	Pass/Fail	Current Status	Action Plan / Assignee
Duplicate Title Tags	When more than one page on a website has the same title tag, it makes it difficult for search engines to correctly categorize and rank each page. You want each page to have its own unique title to increase the likelihood it will appear in search engine results.			
Missing Title Tags	Each page on a website should have its own unique title tag. The title tag tells search engines what the page is about, which helps it rank better.			
Long Title Tags	Search engine results can only display up to 65 characters in a title tag; title tags for each page should be no longer than that.			
Multiple Title Tags	Because search engines use title tags to categorize and understand pages, every page needs its own unique title tag. Pages on a website should not use the same title tag as it can confuse search crawlers and negatively impact SEO.			
Hostname	Sites allow users to visit them through different hostnames (i.e., a site may use both "http://domain.com" and "http://www.domain.com"). All hostnames should point to the same site. This tells search engines it is one site rather than two different sites.			
Reachability	The deepest level of your content should be no more than three clicks from the homepage. When website architecture is structured this way, it makes it more accessible for both users and search engines. Sites with proper architecture are more visible in search as engine crawlers can find more pages as they move through the site.			
Redirects	Redirect links take users from one URL and send them to another URL. A site should not use too many redirect links because it makes it difficult for search engines to crawl the site.			
Anchor Text	Anchor text is a snippet of copy that is linked on a webpage. Search engines use anchor text to help identify what the destination page is about. The anchor text used on a site to link to other internal pages should be descriptive. Sites should use anchor text that describes the click-thru page rather than generic terms like "click here."			
Broken Links	When there are links on a website that point to a nonexistent URL, they are considered broken. Broken links negatively impact SEO as they send search engine crawlers to wrong pages and waste their resources.			
Dead-End Pages	A dead-end page is one with no links to other internal pages. It is a dead end for the user because they have no way to navigate to another page on the site. Each page should have a link to another page as this keeps users on a site.			


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Page Not Found	A website should have a "page not found" error page setup. This page displays if a user clicks on an internal link that is broken. This "404" page tells users the link is broken without creating a negative user experience, and it tells search engine crawlers the page is an error.			
Long URLs	For URLs to be optimized for SEO, they should be no more than 128 characters. At this length, the full URL will show in search engine results. Plus, these links are better for sharing on social media platforms.			
Duplicate Content	A website should never publish the same copy on more than one page. If the same copy is published on more than one page, it is duplicate content. This creates problems for search engine crawlers and leads to poor placement in search results.			
Duplicate Meta Descriptions	Just as a page needs its own unique title tag, it also needs its own unique meta description. A meta description is a blurb that explains the page, helps search crawlers categorize it, and appears on search engine result pages. Each page on a website should have a unique meta description detailing what the page is about.			
Too Many Links	While it is good to have links on a webpage, you can have too many links. When pages have a high volume of links, search engine crawlers may think the page is low quality or spam. You should keep the number of pages with more than 100 links to a minimum and avoid pages with more than 1,000 links.			
Robots.txt	Robots.txt is a file on a web server that prevents search engine crawlers from accessing parts of or an entire site. When this file is present, it severely restricts a website's ability to show up in a search.			
Session IDs	A session ID is information on a website used to track a visitor's activity. It is often included in a URL. Using this type of data can negatively impact search rankings as search engine crawlers have trouble understanding session IDs.			
Search Engine Marketing	Through search engine marketing (SEM), you can attract users to a website by paying to appear in search. Websites should use search engine marketing by paying for keywords that are popular with users and related to their site.			
On-Site Links	Search engines favor the pages on a website that have a higher number of inbound links. A page that is frequently linked to by other pages will have a higher authority in search. Important pages should have a high number of inbound links directed at them.			
Low Word Count	Webpages with a low word count often receive poor placement in search results. Pages with 300 or more words will be more likely to show up in a search.			

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<b>Image Descriptions</b>	Using descriptions for images helps optimize webpages for SEO because it adds text to graphics. Without the descriptions, images cannot be crawled by search engines. Adding text helps improve a page's SEO authority.			
<b>Speed Analysis</b>	The amount of time it takes a website and webpage to load impacts its ability to perform well in SEO. Pages with slow load speeds may rank lower than pages with higher load speeds.			
<b>Insecure Forms</b>	Websites that request secure information from users should use a secure connection ("https"). Without this secure connection, others may intercept users' information, such as email addresses and passwords.			
<b>Metadata</b>	HTML tags on a website can share information about the software used to build the site. This information could help someone attack or compromise a website. It's important to remove these tags to protect a website from malicious users.			
<b>Web Analytics</b>	Continually assessing, analyzing, and improving a site requires analytics. A website should include code that collects analytic information on every page of the website. Without this code, it is difficult to see website traffic statistics, determine how a site is performing, and create plans to improve the site.			
<b>Social Sharing</b>	Tags can be added to a website to help users share pages and posts through social media. Because pages that have many shares on social media may perform better in search, it is important to have tools that make sharing from a website easy.			
<b>Links from Top Sites</b>	When popular websites link to a third-party website, it improves SEO authority. The more high-ranking websites link to a website, the better it will perform in a search. You want and need many sites to link back to your site.			

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Overall Grade	Category Grades				
<b>A</b> 93/100	SEO <b>B</b> 83/100	Performance <b>A</b> 99/100	Security <b>B</b> 88/100	HTML Tags <b>A</b> 96/100	Reputation <b>A</b> 98/100
Previous Report	Previous Report				
<b>A</b> 93/100	<b>B</b> 83/100	<b>A</b> 99/100	<b>B</b> 88/100	<b>A</b> 96/100	<b>A</b> 98/100

**Recommended Action**

Here are the most important steps you can take to help improve your site's grade. Go to the topic for more details.

**SEO**

- 1. Give important pages unique titles. See [Duplicate Title Tags](#).
- 2. Shorten page titles to 65 characters or fewer. See [Long Title Tags](#).
- 3. Add links to hard-to-find pages. See [Reachability](#).
- 4. Replace redirects with direct links or reconfigure server. See [Redirects](#).
- 5. Replace generic anchor text. See [Anchor Text](#).