

Continual SEO Content and Brand Enhancement Report

For YourShop.com - 2018-06-27



Report for 2018-06-27

BEFORE

Indexing and crawlability

Resources with 4xx status code	11
Resources with 5xx status code	87
Resources restricted from indexing	15,430
404 page set up correctly	Yes
robots.txt file	Yes
.xml sitemap	Yes

Redirects

Fixed www and non-www versions	Yes
Issues with HTTP/HTTPS site versions	No
Pages with 302 redirect	1,032
Pages with 301 redirect	19
Pages with long redirect chains	5
Pages with meta refresh	0
Pages with rel="canonical"	2,208

Links

Broken links	4,355
Pages with excessive number of links	4,058
Dofollow external links	12,179

Encoding and technical factors

Mobile friendly	Yes
HTTPS pages with mixed content issues	0
Pages with multiple canonical URLs	1,920
Pages with Frames	0
Pages with W3C HTML errors and warnings	-
Pages with W3C CSS errors and warnings	-
Too big pages	4,058

URLs

Dynamic URLs	2,000
Too long URLs	0

Images

Broken images	42
Empty alt text	37,575

On-page

Empty title tags	115
Duplicate titles	148
Too long titles	3,143
Empty meta description	140
Duplicate meta descriptions	1,559
Too long meta description	0



AFTER

Indexing and crawlability

Resources with 4xx status code	0
Resources with 5xx status code	0
Resources restricted from indexing	12
404 page set up correctly	Yes
robots.txt file	Yes
.xml sitemap	Yes

Redirects

Fixed www and non-www versions	Yes
Issues with HTTP/HTTPS site versions	No
Pages with 302 redirect	0
Pages with 301 redirect	6
Pages with long redirect chains	0
Pages with meta refresh	0
Pages with rel="canonical"	31

Links

Broken links	0
Pages with excessive number of links	0
Dofollow external links	274

Encoding and technical factors

Mobile friendly	Yes
HTTPS pages with mixed content issues	0
Pages with multiple canonical URLs	0
Pages with Frames	0
Pages with W3C HTML errors and warnings	37
Pages with W3C CSS errors and warnings	37
Too big pages	3

URLs

Dynamic URLs	0
Too long URLs	0

Images

Broken images	0
Empty alt text	0

On-page

Empty title tags	0
Duplicate titles	0
Too long titles	0
Empty meta description	4
Duplicate meta descriptions	0
Too long meta description	0

Before Review	After Solution / Action
Logo in .jpg format should be in .png	Fixed .png
Privacy policy not GDPR compliant	Action: Customer to obtain GDPR document template and complete
Checkout button broken on iPhone 7	Fixed. Button text reduced on mobile to fit button
Product images too big	Fixed. Images optimised for web saved 300Kb
Coupon code not working	Discuss: Need to discuss with customer.