Sample Website Audit

WD ATX

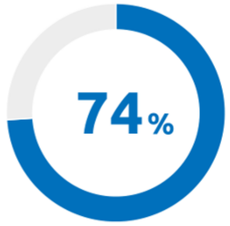
WEBSITE DESIGN
AUSTIN TEXAS

samplereport.com
Overview

Website Onsite SEO: Overview

Subdomain: [redacted]
Last Update: [redacted]
Crawled Pages: 41

Site Health



Crawled Pages

41

Errors	Warnings	Notices
70	1660	171

Onsite SEO: High Priority Issues

Issue	What It Means
24 internal links are broken	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.
24 issues with broken internal JavaScript and CSS files	A broken JavaScript or CSS file is an issue that should be watched out for on your website. Any script that has stopped running on your website may jeopardize your rankings, since search engines will not be able to properly render and index your webpages. Moreover, broken JS and CSS files may cause website errors, and this will certainly spoil your user experience.
12 structured data items are invalid	This issue is triggered if structured data items contain fields that do not meet Google's guidelines. Implementing and maintaining your structured data correctly is important if you want to get an edge over your competitors in search results. If your website markup has errors, crawlers will not be able to properly understand it, and you may run the risk of losing the chance of gaining rich snippets and getting more favorable rankings.
1,247 issues with uncached JavaScript and CSS files	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.
272 issues with unminified JavaScript and CSS files	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.
20 pages don't have meta descriptions	Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users.
13 pages don't have an h1 heading	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.
9 pages have more than one H1 tag	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.

Current Keyword Rankings

Organic Research: [redacted]

US 11 | AU 3 | CA 3 | ... | Device: Desktop | Date: [redacted] | Currency: USD

Overview | Positions | Position Changes | Competitors | Pages | Subdomains

Filter by keyword | Positions | Volume | KD | Intent | SERP features | Advanced filters

Keywords	Traffic	Traffic Cost
11 10.0%	0 0.0%	$1 0.0%

Organic Search Positions 1 - 11 (11)

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume
[redacted]	T		55 → 55	0	< 0.01	70
	I		33 → 33	0	< 0.01	50
	I		52 → 52	0	< 0.01	90
	I		44 → 44	0	< 0.01	90
	T	+3	51 → 51	0	< 0.01	50
	I T		49 → 49	0	< 0.01	50
	I		37 → 37	0	< 0.01	90
	I	+2	63 → 63	0	< 0.01	110
	I T	+3	32 → 32	0	< 0.01	880
	I		94 → 94	0	< 0.01	70
	I		24 → 24	0	< 0.01	90

Current Core Web Vitals Score

The Core Web Vitals algorithm helps Google determine if you're providing users with an enjoyable online experience.

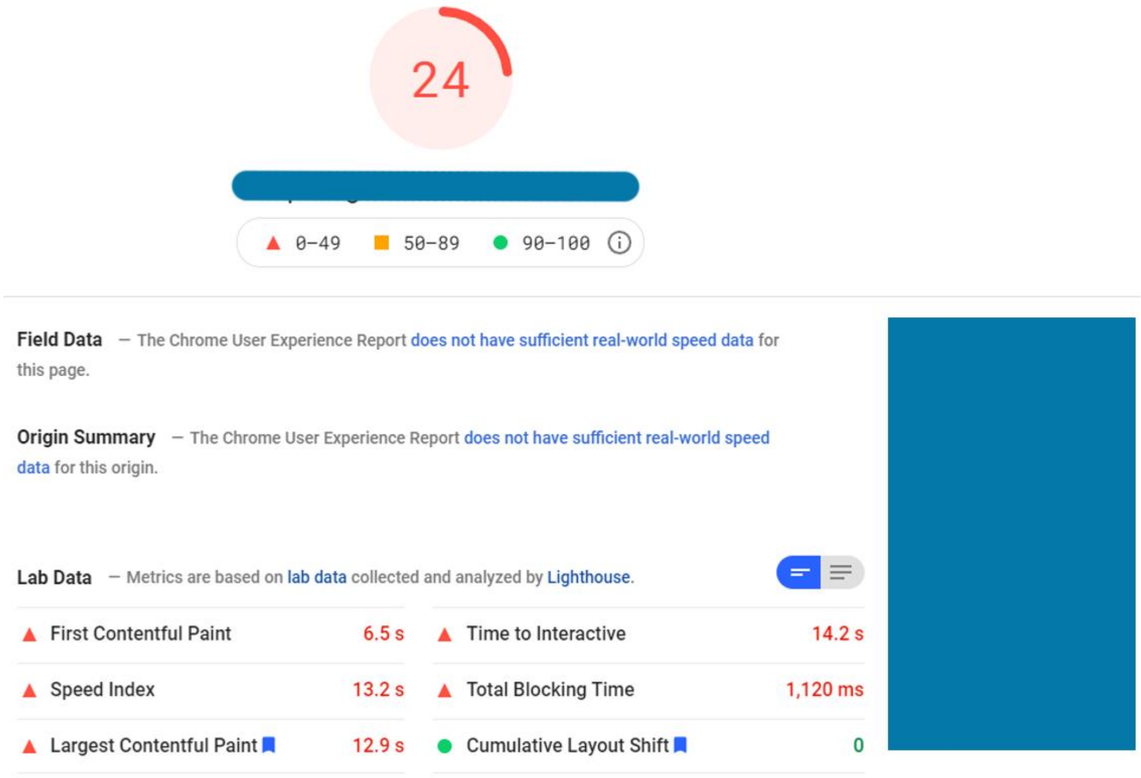
Your website is evaluated and scored by:

- How efficiently it loads
- How quickly it loads
- How quickly it is interactable
- How stable your website elements load

Google combined this with their existing search signals for web page experiences, including:

- Mobile-friendliness
- Safe-browsing
- HTTPS-securing
- Intrusive interstitial guidelines

Not optimizing for the Core Web Vitals or any of the above mentioned signals will prevent you from competitively ranking and receiving traffic from search engines.



Recommended Next Steps

READY TO GET STARTED?
LET US KNOW

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