



# Site Audit: Overview

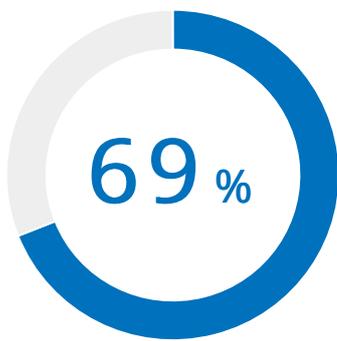
OW Mobility (last update: May 13, 2016)

# Site Audit: Overview

Subdomain: owmobility.com  
User Agent: SEMrushBot-Desktop  
Last Update: May 13, 2016  
Crawled Pages: 389

## TOTAL SCORE

## CRAWLED PAGES



407



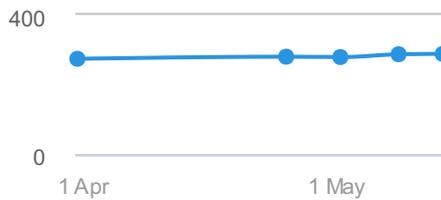
## ERRORS

338 -15



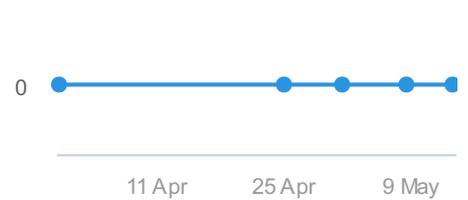
## WARNINGS

288 +1

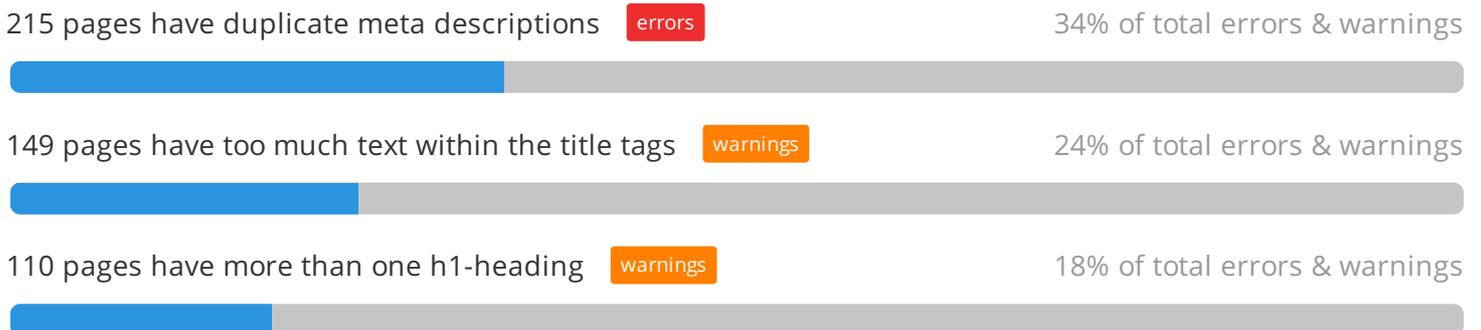


## NOTICES

0



## TOP 3 ISSUES, ERRORS & WARNINGS



## 215 pages have duplicate meta descriptions

**215** -2

About this issue: SEMrushBot 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.

## 79 internal links are broken

**79** -1

About this issue: Broken internal links can cause a webpage to return an error status. This can occur due to an incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Multiple broken internal links may discourage users from visiting other pages of your website. Also, broken links prevent crawlers from indexing your site properly. As a result, your website rank may be downgraded. Please note that SEMrushBot may detect a working link as broken if your website blocks our crawler from accessing it. This may happen due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all the links reported as broken. If a 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 may try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt.

## 23 external links are broken

**23** -11

About this issue: Broken external 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 SEMrushBot 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.

## 13 pages returned 4XX status codes

**13** -1

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that SEMrushBot may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all links reported as 4xx. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

## 8 issues with duplicate title tags

 8 0

About this issue: SEMrushBot 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.

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0 AMP pages have no canonical tag

 0 0


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0 pages have too large HTML size

 0 0


---

This page has no viewport tag

 0 0


---

0 pages have a WWW resolve issue

 0 0


---

0 wrong pages found in sitemap.xml

 0 0


---

0 sitemap.xml files have format errors

 0 0


---

Robots.txt file has format errors

 0 0


---

0 external images are broken

 0 0


---

0 internal images are broken

 0 0


---

0 pages couldn't be crawled (incorrect URL formats)

 0 0


---

0 pages couldn't be crawled (DNS resolution issues)

 0 0


---

0 pages couldn't be crawled

 0 0


---

0 pages have duplicate content issues

 0 0

0 pages don't have title tags

0 0

0 pages returned 5XX status codes

0 0

owmobility.com, SEMrushBot-Desktop

## WARNINGS

288 +1

### 149 pages have too much text within the title tags

149 0

About this issue: Most search engines truncate titles containing more than 70 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. How to fix: Try to rewrite your page titles to be 70 characters or less.

### 110 pages have more than one h1-heading

110 0

About this issue: 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. How to fix: Use multiple `<h2>`-`<h6>` tags instead of an `<h1>`.

### 9 pages have a low word count

9 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. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

### 7 images don't have alt attributes

7 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. 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'>`".

### 5 pages have temporary redirects

5 +2

About this issue: Temporary redirects (i.e., a 302 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/307 redirect with a 301/308 one.

#### 4 pages have low text-HTML ratio

4 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 warning 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.

#### 2 pages have too many on-page links

2 -1

About this issue: This issue is triggered if a webpage contains more than a hundred links. SEMrushBot doesn't crawl more than a hundred on-page links. As a rule, other search engines crawlers treat webpages with too many links the same way: they crawl the first 100 links on a page and ignore all the links that are over a hundred limit. Placing tons of links on a webpage can make your page look low quality and even spammy to search engines, which may cause your page to drop in rankings or not to show up in search results at all. Having too many on-page links is also bad for user experience. How to fix: Try to keep the number of on-page links to under 100.

#### Sitemap.xml not found

1 0

About this issue: A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL. Using a sitemap.xml file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines, it also quickly informs search engines about any new or updated content on your website. Therefore, your website will be crawled faster and more intelligently. How to fix: Consider generating a sitemap.xml file if you don't already have one.

#### 1 page doesn't have an h1 heading

1 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.

#### Homepage does not use HTTPS encryption

0 0

#### Sitemap.xml not indicated in robots.txt

0 0

#### 0 internal links contain nofollow attributes

0 0

#### 0 pages have underscores in the URL

0 0

#### 0 pages contain frames

0 0

0 pages use Flash	0	0
0 pages don't have doctype declared	0	0
0 pages don't have character encoding declared	0	0
0 pages don't have language declared	0	0
0 pages have too many parameters in their URLs	0	0
0 pages have slow load speed	0	0
0 pages don't have meta descriptions	0	0
0 pages have duplicate content in the h1 heading and the title tag	0	0
0 pages don't have enough text within the title tags	0	0