

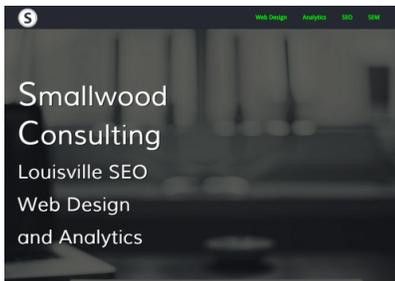


Comprehensive Website Audit

from Smallwood Consulting at LouisvilleWebsiteBuilder.com

The comprehensive website audit is a deep-dive into your website. Inspection areas include website performance, technical errors, SEO factors, responsive/mobile design and content analysis.

This audit also provides links to resources as well as recommendations for correcting each error.



louisvillewebsitebuilder.com

Louisville SEO, Web Design and Analytics

600 issues found

Errors: 10 | Warnings: 16 | Info: 574 | Date: 12/20/2016

Site Audit: Summary

Indexing and crawlability

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

Redirects

Fixed www and non-www versions	Yes
Issues with HTTP/HTTPS site versions	N/A
Pages with 302 redirect	0

Encoding and technical factors

Pages with multiple canonical URLs	0
Mobile friendly	No
Pages with Frames	0
Too big pages	0
URLs	
Dynamic URLs	0
Too long URLs	0
On-page	
Empty title tags	3
Duplicate titles	0

 Pages with 301 redirect	17
 Pages with meta refresh	0
 Pages with rel="canonical"	3

 Too long titles	4
 Empty meta description	6
 Duplicate meta descriptions	0
 Too long meta description	3

Links

 Broken links	2
 Pages with excessive number of links	4

Domain Information

Country	 USA
IP	162.144.136.136
Age	1y 2m

Site Audit: Detail View

Resources with 4xx status code (5 resources)

Some of your resources return 4xx status codes.

Resource URL	HTTP status code	Found on pages
http://www.louisvillewebsitebuilder.com/images/google_analytics-services.webp	404 Not found	1
http://www.louisvillewebsitebuilder.com/pricing/index.html	404 Not found	1
http://www.louisvillewebsitebuilder.com/services/web-design.phpindex.php	404 Not found	1
http://www.louisvillewebsitebuilder.com/services/analytics	404 Not found	1
http://www.louisvillewebsitebuilder.com/ages/certs/miscellaneous/Mastering-FTP-Training-Course.jpg	Error: Unknown host	1

About this SEO Factor:

4xx errors often point to a problem on a website. For example, if you have a broken link on a page, and visitors click it, they may see a 4xx error. It's

important to regularly monitor and fix these errors, because they may have negative impact and lower your site's authority in users' eyes.

✔ Resources with 5xx status code (0 resources)

Well done! Your website is free from 5xx errors.

About this SEO Factor:

5xx error messages are sent when the server has a problem or error. It's important to regularly monitor these errors and investigate their causes, because they may have negative impact and lower the site's authority in search engines' eyes.

✔ 404 page set up correctly (Yes)

Good job! Your site's 404 error page is set up correctly.

About this SEO Factor:

A custom 404 error page can help you keep users on the website. In a perfect world, it should inform users that the page they are looking for doesn't exist, and feature such elements as your HTML sitemap, the navigation bar and a search field. But more importantly, a 404 error page should return the 404 response code. This may sound obvious, but unfortunately it's rarely so.

According to Google Search Console:

"Returning a code other than 404 or 410 for a non-existent page... can be problematic. Firstly, it tells search engines that there's a real page at that URL. As a result, that URL may be crawled and its content indexed. Because of the time Googlebot spends on non-existent pages, your unique URLs may not be discovered as quickly or visited as frequently and your site's crawl coverage may be impacted. We recommend that you always return a 404 (Not found) or a 410 (Gone) response code in response to a request for a non-existing page."

✔ robots.txt file (Yes)

Well done! A robots.txt file is available on your website.

About this SEO Factor:

The robots.txt file is automatically crawled by robots when they arrive at your website. This file should contain commands for robots, such as which pages should or should not be indexed. If you want to disallow indexing of some content (for example, pages with private or duplicate content), just use an appropriate rule in the robots.txt file. For more information on such rules, check out <http://www.robotstxt.org/robotstxt.html>.

Please note that commands placed in the robots.txt file are more like suggestions rather than absolute rules for robots to follow. There's no guarantee that some robot will not check the content that you have disallowed.

✔ .xml sitemap (Yes)

Well done! An .xml sitemap is present on your website. Remember to resubmit it to search engines each time you make changes to it.

About this SEO Factor:

An XML sitemap should contain all of the website pages that you want to be indexed, and should be located on the website one directory structure away from the homepage (ex. <http://www.site.com/sitemap.xml>). In general, it serves to aid indexing. You should update it each time you add new pages to your

website. Besides, the sitemap should follow particular syntax.

The sitemap allows you to set the priority of each page, telling search engines which pages they are supposed to crawl more often (i.e. they are more frequently updated). Learn how to create an .xml sitemap at <http://www.sitemaps.org/>.

✔ Resources restricted from indexing (0 resources)

None of your site's resources are restricted from indexing.

About this SEO Factor:

A resource can be restricted from indexing in several ways:

- in the robots.txt file;
- by Noindex X-Robots tag;
- by Noindex Meta tag.

Each of these is a line of HTML code that says how crawlers should handle certain resources on the site. Specifically, the tag tells crawlers if they are not allowed to index the page or resource, follow its links, and/or archive its contents. So make sure that all your unique and useful content is available for indexing.

✔ Fixed www and non-www versions (Yes)

Good job! www and non-www versions on your website have been merged.

About this SEO Factor:

Usually websites are available with and without "www" in the domain name. Merging both URLs will help you prevent search engines from indexing two versions of a website.

Although the indexing of both versions won't cause a penalty, setting one of them as a priority is a best practice, in part because it helps funnel the SEO value from links to one common version. You can look up or change your current primary version in the .htaccess file. Also, it is recommended to set the preferred domain in Google Search Console.

⊖ Issues with HTTP/HTTPS site versions (N/A)

There is no data for this factor.

About this SEO Factor:

Using secure encryption is highly recommended for many websites (for instance, those taking transactions and collecting sensitive user information.) However, in many cases, webmasters face technical issues when installing SSL certificates and setting up the HTTP/HTTPS versions of the website.

In case you're using an invalid SSL certificate (ex. untrusted or expired one), most Web browsers will prevent users from visiting your site by showing them an "insecure connection" notification.

If the HTTP and HTTPS versions of your website are not set properly, both of them can get indexed by search engines and cause duplicate content issues that may undermine your website rankings.

✔ Pages with 302 redirect (0 pages)

Good job! No 302 redirects have been found on your website.

About this SEO Factor:

302 redirects are temporary, so they don't pass any link juice. If you use them instead of 301s, search engines may continue to index the old URLs, and disregard the new ones as duplicates. Or they may divide the link popularity between the two versions, thus hurting search rankings. That's why it is not recommended to use 302 redirects if you are permanently moving a page or a website. Stick to a 301 redirect instead to preserve link juice and avoid duplicate content issues.

ℹ Pages with 301 redirect (17 pages)

There are 301 redirects found on your website. Check all your 301 redirects and make sure they point to relevant pages and are set up correctly.

Page URL	Redirect Page	Found on pages
/analytics/	http://www.louisvillewebsitebuilder.com/services/analytics.php Title not found	2
/analytics/index.php	http://www.louisvillewebsitebuilder.com/services/analytics.php Title not found	4
/beginners-guide-to-seo-optimization.html	http://www.louisvillewebsitebuilder.com/guides/beginners-seo-guide.php Title not found	1
/beginners-guide-to-seo.html	http://www.louisvillewebsitebuilder.com/guides/beginners-seo-guide.php Title not found	1
/index.html	http://www.louisvillewebsitebuilder.com/ Title not found	3
/index.php	http://www.louisvillewebsitebuilder.com/ Title not found	2
/index2.html	http://www.louisvillewebsitebuilder.com/index.php Title not found	0
/keyword-plan.html	http://www.louisvillewebsitebuilder.com/services/seo.php Title not found	0
/resume.php	http://www.louisvillewebsitebuilder.com/resume/index.php Title not found	2
/security/index.php	http://www.louisvillewebsitebuilder.com/	0

	.com/index.php	
	Title not found	
/sem/index.php	http://www.louisvillewebsitebuilder.com/services/sem.php	1
	Title not found	
/seo/index.php	http://www.louisvillewebsitebuilder.com/services/seo.php	3
	Title not found	
/seo/pagespeed.php	http://www.louisvillewebsitebuilder.com/guides/pagespeed.php	1
	Title not found	
/sitemap.html	http://www.louisvillewebsitebuilder.com/sitemap.php	1
	Title not found	
/web-design/index.php	http://www.louisvillewebsitebuilder.com/services/web-design.phpindex.php	1
	Title not found	
/webdesign/index.php	http://www.louisvillewebsitebuilder.com/services/web-design.php	1
	Title not found	
/website-builder-and-web-design-development.html	http://www.louisvillewebsitebuilder.com/services/web-design.php	1
	Title not found	

About this SEO Factor:

301 redirects are permanent and are usually used to solve problems with duplicate content or to redirect certain URLs that are no longer necessary. The use of 301 redirects is absolutely legitimate, and it's good for SEO because a 301 redirect will funnel link juice from the old page to the new one. Just make sure you redirect old URLs to the most relevant pages.

 **Pages with meta refresh (0 pages)**

Well done! No Meta refresh redirects were found on your website.

About this SEO Factor:

Basically, Meta refresh may be seen as a violation of Google's Quality Guidelines and therefore is not recommended from the SEO point of view. As one of Google's representatives points out: "In general, we recommend not using meta-refresh type redirects, as this can cause confusion with users (and search engine crawlers, who might mistake that for an attempted redirect)... This is currently not causing any problems with regards to crawling, indexing, or ranking, but it would still be a good idea to remove that." So stick to the permanent 301 redirect instead.

 **Pages with rel="canonical" (3 pages)**

There are pages with canonical URLs specified for them on your website. Please, make sure that your rel="canonical" tags or rel="canonical" HTTP headers are set up correctly.

Page	Canonical URL
/ [homepage] Louisville SEO Company & Web Design, SEM and Analytics	http://www.louisvillewebsitebuilder.com/
/resume/ Louisville, KY Front End Developer & Digital Marketing Resume	http://www.louisvillewebsitebuilder.com/resume/
/resume/index.php Louisville, KY Front End Developer & Digital Marketing Resume	http://www.louisvillewebsitebuilder.com/resume/

About this SEO Factor:

In most cases duplicate URLs are handled via 301 redirects. However sometimes, for example when the same product appears in two categories with two different URLs and both need to be live, you can specify which page should be considered a priority with the help of rel="canonical" tags. It should be correctly implemented within the <head> tag of the page and point to the main page version that you want to rank in search engines. Alternatively, if you can configure your server, you can indicate the canonical URL using rel="canonical" HTTP headers.

 **Pages with multiple canonical URLs (0 pages)**

Good job! None of your website's pages have multiple canonical URLs.

About this SEO Factor:

Having multiple canonical URLs specified for a page happens frequently in conjunction with **SEO plugins that often insert a default rel="canonical" link**, possibly unknown to the webmaster who installed the plugin. Double-checking the page's source code and your server's rel="canonical" HTTP headers configurations will help correct the issue.

In case of multiple rel="canonical" declarations, Google will likely ignore all the rel=canonical hints, so your effort to avoid duplicate content issues may go useless.

 **Mobile friendly (No)**

Your site's homepage is not mobile-friendly. Please, see the results fetched by Google: <https://www.google.com/webmasters/tools/mobile-friendly/?url=http://www.louisvillewebsitebuilder.com>

Mobile-friendliness is one of the ranking factors used by Google for mobile search engine results. If lots of your traffic comes from mobile devices, you should make your site mobile-friendly to get higher rankings and more traffic.

About this SEO Factor:

According to Google, the mobile-friendly algorithm affects mobile searches in all languages worldwide and has a significant impact in Google's search results. This algorithm works on a page-by-page basis - it is not about how mobile-friendly your pages are, it is simply are you mobile-friendly or not.

The algo is based on such criteria as small font sizes, tap targets/links, readable content, your viewpoint, etc.

 **Pages with Frames (0 pages)**

Well done! Your website pages are free from Frames.

About this SEO Factor:

Frames allow displaying more than one HTML document in the same browser window. As a result, text and hyperlinks (the most important signals for search engines) appear missing from such documents. If you use Frames, search engines will fail to properly index your valuable content.

 **Too big pages (0 pages)**

Good job! The size of every page on your site is less than 3MB.

About this SEO Factor:

Naturally, there's a direct correlation between the size of the page and its loading speed, which, in turn, is one of the numerous ranking factors. Basically, heavy pages load longer. That's why the general rule of thumb is to keep your page size up to 3MB. Of course, it's not always possible. For example, if you have an e-commerce website with a large number of images, you can push this up to more MBs, but this can significantly impact page loading time for users with a slow connection speed.

 **Dynamic URLs (0 pages)**

No dynamic URLs were found on your website. It means that all your website's URLs are easy to read for users and search engines.

About this SEO Factor:

URLs that contain dynamic characters like "?", "_", and parameters are not user-friendly because they are not descriptive and are harder to memorize. To increase your pages' chances to rank, it's best to setup URLs so that they would be descriptive and include keywords, not numbers or parameters. As Google Webmaster Guidelines state, "URLs should be clean coded for best practice, and not contain dynamic characters."

 **Too long URLs (0 pages)**

Well done! The length of all URLs on your website is within the recommended limits (up to 115 characters).

About this SEO Factor:

URLs shorter than 115 characters are easier to read by end users and search engines, and will work to keep the website user-friendly.

 **Broken links (2 links)**

There are some broken outgoing links on your website. This may result in poor user experience and signal to search engines that your site is neglected. Look through those links and fix them.

Page URL	Anchor	HTTP status code (for Anchor)
/privacy-policy.html	http://www.louisvillewebsitebuilder.com/pricing/index.html	404 Not found
	Services	
/sitemap.php	http://www.louisvillewebsitebuilder.com/services/analytics	404 Not found

About this SEO Factor:

Broken outgoing links can be a bad quality signal to search engines and users. If a site has many broken links, they conclude that it has not been updated for some time. As a result, the site's rankings may be downgraded.

Although 1-2 broken links won't cause a Google penalty, try to regularly check your website, fix broken links (if any), and make sure their number doesn't go up. Besides, users will like your website more if it doesn't show them broken links pointing to non-existing pages.

i Pages with excessive number of links (4 pages)

There are pages on your site with more than 100 outgoing links. Check these pages and, if possible, decrease the number of outgoing links.

Page	Total links	Internal links	External links
/jobs/louisville.php Louisville Technology Job Openings	185	51	113
/guides/pagespeed.php Page Speed Insights Guide	177	69	84
/guides/beginners-seo-guide.php Beginner's SEO Guide	159	66	69
/services/seo.php Affordable SEO Packages	143	56	66

About this SEO Factor:

According to Matt Cutts (former head of Google's Webspam team), "...there's still a good reason to recommend keeping to under a hundred links or so: the user experience. If you're showing well over 100 links per page, you could be overwhelming your users and giving them a bad experience. A page might look good to you until you put on your "user hat" and see what it looks like to a new visitor." Although Google keeps talking about users experience, too many links on a page can also hurt your rankings. So the rule is simple: the fewer links on a page, the fewer problems with its rankings. So try to stick to the best practices and keep the number of outgoing links (internal and external) up to 100.

✘ Empty title tags (3 pages)

Some of your website pages are missing titles. Please, review the problematic pages and create unique titles for them.

Page URL

[/services/analytics.php](#)

[/sitemap.php](#)

[/training/sales-lead-training.php](#)

About this SEO Factor:

If a page doesn't have a title, or the title tag is empty (i.e. it just looks like this in the code: <title></title>), Google and other search engines will decide for themselves which text to show as your page title in their SERP snippets. Thus, you'll have no control what people see on Google when they find your page.

Therefore, every time you are creating a webpage, don't forget to add a meaningful title that would also be attractive to users.

✔ Duplicate titles (0 pages)

Congratulations! All of your website pages have unique titles.

About this SEO Factor:

A page title is often treated as the most important on-page element. It is a strong relevancy signal for search engines, because it tells them what the page is really about. It is, of course, important that title includes your most relevant keyword. But more to that, every page should have a unique title to ensure that search engines have no trouble in determining which of the website pages is relevant for a query. Pages with duplicate titles have fewer chances to rank high. Even more, if your site has pages with duplicate titles, this may negatively influence other pages' rankings, too.

⚠ Too long titles (4 pages)

Some of your titles are longer than 55 characters. Review and rewrite them.

Page	Title length
/resume/index.php Louisville, KY Front End Developer & Digital Marketing Resume	61
/resume/ Louisville, KY Front End Developer & Digital Marketing Resume	61
/certifications/web-development.php Website Design Certifications Louisville Website Builder	58
/audit/index.php Comprehensive Website Audit Louisville Website Builder	56

About this SEO Factor:

Every page should have a unique, keyword-rich title. At the same time, you should try to keep title tags concise. Titles that are longer than 55 characters get truncated by search engines and will look unappealing in search results. Even if your pages rank on page 1 in search engines, yet their titles are shortened or incomplete, they won't attract as many clicks as they would have driven otherwise.

⚠ Empty meta description (6 pages)

Some of your pages do not have meta descriptions. Review those pages and create meta descriptions where necessary.

Page

[/audit/index.php](#)

Comprehensive Website Audit | Louisville
Website Builder

[/certifications/sem-advertising.php](#)

Search Engine Marketing Certifications

[/certifications/web-development.php](#)

Website Design Certifications | Louisville
Website Builder

[/services/analytics.php](#)

Title not found

[/sitemap.php](#)

Title not found

[/training/sales-lead-training.php](#)

Title not found

About this SEO Factor:

Although meta descriptions don't have direct influence on rankings, they are still important while they form the snippet people see in search results. Therefore, it should "sell" the webpage to the searcher and encourage them to click through.

If the meta description is empty, search engines will decide for themselves what to include into a snippet.

✔ Duplicate meta descriptions (0 pages)

Congratulations! All of your website pages have unique descriptions.

About this SEO Factor:

According to Matt Cutts, it is better to have unique meta descriptions and even no meta descriptions at all, than to show duplicate meta descriptions across your pages. Hence, make sure that your top-important pages have unique and optimized descriptions.

⚠ Too long meta description (3 pages)

Some meta descriptions on your website are longer than 155 characters. They will be cut by search engines and as a result will look unappealing to users. Please review the problematic descriptions, and rewrite them.

For a meta description, use a maximum of 155 characters, while longer meta descriptions will get truncated by search engines.

Page	Meta description	Meta description length
/services/web-design.php Louisville Web Design	Louisville web design services include full lifecycle development, feature additions, single page designs or complete redesigns. We are proficient building WordPress, Drupal, Weebly, Joomla and custom websites.	210

/guides/google-webmaster-guidelines.php Google Webmaster Guidelines	The Google Webmaster Guidelines Part One is a guide for Google's Search Console. Sections include Sitemap creation, robots exclusion standard, alt text image tags and custom error pages.	186
/certifications/miscellaneous.php Miscellaneous Certifications And Courses	Miscellaneous certifications, training, and courses completed by Andrew Smallwood. The subject include areas such as business administration, web servers and others.	166

About this SEO Factor:

Although meta descriptions don't have direct effect on rankings, they are still important while they form the snippet people see in search results. Therefore, descriptions should "sell" the webpage to the searchers and encourage them to click through. If the meta description is too long, it'll get cut by the search engine and may look unappealing to users.

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