

# Continual SEO Content and Brand Enhancement Report

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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.