



Site Audit: Issues

Jupiter

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Subdomain: www.jupiterintel.com

Last Update: October 3, 2023

Crawled Pages: 365

www.jupiterintel.com

111 -3

49 pages have duplicate meta descriptions

About this issue: Our crawler 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.

For information on how to create effective meta descriptions, please see this Google article: <https://support.google.com/webmasters/answer/35624>.

49 0

18 pages returned 4XX status code

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 crawler 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.

How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. 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.

18 0

15 redirect chains and loops

15⁰

About this issue: Redirecting one URL to another is appropriate in many situations. However, if redirects are done incorrectly, it can lead to disastrous results. Two common examples of improper redirect usage are redirect chains and loops.

Long redirect chains and infinite loops lead to a number of problems that can damage your SEO efforts. They make it difficult for search engines to crawl your site, which affects your crawl budget usage and how well your webpages are indexed, slows down your site's load speed, and, as a result, may have a negative impact on your rankings and user experience. Please note that if you can't spot a redirect chain with your browser, but it is reported in your Site Audit report, your website probably responds to crawlers' and browsers' requests differently, and you still need to fix the issue.

How to fix: The best way to avoid any issues is to follow one general rule: do not use more than three redirects in a chain. If you are already experiencing issues with long redirect chains or loops, we recommend that you redirect each URL in the chain to your final destination page. We do not recommend that you simply remove redirects for intermediate pages as there can be other links pointing to your removed URLs, and, as a result, you may end up with 404 errors.

5 issues with duplicate title tags

5⁰

About this issue: Our crawler 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. For information on how to create effective titles, please see this Google article: <https://support.google.com/webmasters/answer/35624>.

3 incorrect pages found in sitemap.xml

3⁰

About this issue: A sitemap.xml file makes it easier for crawlers to discover the pages on your website. Only good pages intended for your visitors should be included in your sitemap.xml file.

This error is triggered if your sitemap.xml contains URLs that:

1. lead to webpages with the same content.
2. redirect to a different webpage.
3. return non-200 status code. Populating your file with such URLs will confuse search engines, cause unnecessary crawling or may even result in your sitemap being rejected.

How to fix: Review your sitemap.xml for any redirected, non-canonical or non-200 URLs. Provide the final destination URLs that are canonical and return a 200 status code.

1 page doesn't have a title tag

1 0

About this issue: A <title> tag is a key on-page SEO element. It appears in browsers and search results, and helps both search engines and users understand what your page is about. If a page is missing a title, or a <title> tag is empty, Google may consider it low quality.

In case you promote this page in search results, you will miss chances to rank high and gain a higher click-through rate. How to fix: Ensure that every page on your website has a unique and concise title containing your most important keywords. For information on how to create effective titles, please see this Google article:

<https://support.google.com/webmasters/answer/35624>.

0 pages returned 5XX status code

0 0

0 pages couldn't be crawled

0 -1

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

0 0

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

0 0

0 internal images are broken

0 0

Robots.txt file has format errors

0 0

0 sitemap.xml files have format errors

0 0

0 pages have a WWW resolve issue

0 0

This page has no viewport tag

0 0

0 pages have too large HTML size

0 0

0 AMP pages have no canonical tag

0 0

0 issues with hreflang values

0 0

0 hreflang conflicts within page source code

0 0

0 issues with incorrect hreflang links	0
0 non-secure pages	0
0 issues with expiring or expired certificate	0
0 issues with old security protocol	0
0 issues with incorrect certificate name	0
0 issues with mixed content	0
No redirect or canonical to HTTPS homepage from HTTP version	0
0 pages with a broken canonical link	0
0 pages have multiple canonical URLs	0
0 pages have a meta refresh tag	0
0 issues with broken internal JavaScript and CSS files	0
0 subdomains don't support secure encryption algorithms	0
0 sitemap.xml files are too large	0
0 links couldn't be crawled (incorrect URL formats)	0
0 structured data items are invalid	0
0 pages are missing the viewport width value	0

0 pages have slow load speed

0 -2

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603 +5**228 pages have duplicate H1 and title tags**

About this issue: It is a bad idea to duplicate your title tag content in your first-level header. If your page's <title> and <h1> tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page.

For more information, please see this Google article:

<https://support.google.com/webmasters/answer/35624>. How to fix: Try to create different content for your <title> and <h1> tags.

228 +1**227 pages have low text-HTML ratio**

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 issue 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.

227 +1**87 pages have too much text within the title tags**

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. For more information, please see this Google article:

<https://support.google.com/webmasters/answer/35624>.

How to fix: Try to rewrite your page titles to be 70 characters or less.

87 0**26 pages don't have meta descriptions**

About this issue: 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.

For more information, please see these article: Create good titles and snippets in Search Results:

<https://support.google.com/webmasters/answer/35624>. How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

26 0

11 pages don't have enough text within the title tags

11 0

About this issue: Generally, using short titles on webpages is a recommended practice. However, keep in mind that titles containing 10 characters or less do not provide enough information about what your webpage is about and limit your page's potential to show up in search results for different keywords. For more information, please see this Google article:

<https://support.google.com/webmasters/answer/35624>.

How to fix: Add more descriptive text inside your page's <title> tag.

9 links on HTTPS pages leads to HTTP page

9 0

3 pages have too many parameters in their URLs

3 0

1 issue with unminified JavaScript and CSS files

1 0

About this issue: 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. For more information, please see this Google article

<https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>.

How to fix: Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files. If this issue doesn't affect your page load time, simply ignore it.

0 external images are broken

0 0

0 pages don't have an h1 heading

0 0

0 pages have too many on-page links

0 0

0 URLs with a temporary redirect

0 0

0 images don't have alt attributes

0 0

0 pages have no hreflang and lang attributes

0 0

0 pages don't have character encoding declared

0 0

0 pages don't have doctype declared

0 0

0 pages have incompatible plugin content	0 0
0 pages contain frames	0 0
0 pages have underscores in the URL	0 0
0 outgoing internal links contain nofollow attribute	0 0
Sitemap.xml not indicated in robots.txt	0 0
Sitemap.xml not found	0 0
Homepage does not use HTTPS encryption	0 0
0 subdomains don't support SNI	0 0
0 HTTP URLs in sitemap.xml for HTTPS site	0 0
0 uncompressed pages	0 0
0 issues with blocked internal resources in robots.txt	0 0
0 issues with uncompressed JavaScript and CSS files	0 0
0 issues with uncached JavaScript and CSS files	0 0
0 pages have a JavaScript and CSS total size that is too large	0 0
0 pages use too many JavaScript and CSS files	0 0
0 link URLs are too long	0 0

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2129 +1**842 links on this page have no anchor text**

About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL), or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about. Also, Google considers anchor text when indexing a page.

So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about. Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide

https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0.

842 +1**355 URLs with a permanent redirect**

About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users.

How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.

355 -4**243 pages have more than one H1 tag**243 +1**218 links have non-descriptive anchor text**

About this issue: This issue is triggered if a non-descriptive anchor text is used for a link (either internal or external). An anchor is considered to be non-descriptive if it doesn't give any idea of what the linked-to page is about, for example, "click here", "right here", etc. This type of anchor provides little value to users and search engines as it doesn't provide any information about the target page.

Also, such anchors will offer little in terms of the target page's ability to be indexed by search engines, and as a result, rank for relevant search requests. For more information on the criteria used to trigger this check, refer to kb article title. How to fix: To let users and search engines understand the meaning of the linked-to page, use a succinct anchor text that describes the page's content.

For best practices on how to optimize your anchor text, refer to the "Write good link text" section in Google's Search Engine Optimization (SEO) Starter Guide

https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0.

218 0

179 pages have only one incoming internal link

179 +1

About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them.

How to fix: Add more incoming internal links to pages with important content.

77 links to external pages or resources returned a 403 HTTP status code

77 +2

About this issue: This issue is triggered if a crawler gets a 403 code when trying to access an external webpage or resource via a link on your site. A 403 HTTP status code is returned if a user is not allowed to access the resource for some reason. In the case of crawlers, this usually means that a crawler is being blocked from accessing content at the server level.

How to fix: Check that the page is available to browsers and search engines. To do this, follow a link in your browser and check the Google Search Console data. 1.

If a page or resource is not available, contact the owner of the external website to restore deleted content or change the link on your page. 2. If a page is available but our bot is blocked from accessing it, you can ask the external website owner to unblock the page, so we can check all resources correctly.

You can also hide this issue from your list.

2 subdomains don't support HSTS

2 0

0 pages are blocked from crawling

0 0

0 page URLs are longer than 200 characters

0 0

0 outgoing external links contain nofollow attributes

0 0

Robots.txt not found

0 0

0 pages have hreflang language mismatch issues

0 0

0 orphaned pages in Google Analytics

0 0

0 pages blocked by X-Robots-Tag: noindex HTTP header

0 0

0 issues with blocked external resources in robots.txt

0 0

0 issues with broken external JavaScript and CSS files

0 0

0 pages need more than 3 clicks to be reached

0

0 resources are formatted as page link

0