Technical Site Audit 5/28/2016

Technical

We've discovered a number of technical issues on and we've listed out the most wide-spread issues in the slides following, as well as how we recommend they be fixed. We have focused on the 20% of problems and solutions that will yield 80% of the results. The rest we will follow up with in time. The corresponding URLs to these issues are in separate Excel docs.

Technical Issues	Baseline
Total Errors	1,008
Page errors were detected	49
Pages have redirects	26
Pages blocked by robots.txt	0
Pages are missing a meta description	0
Pages are missing Google Analytics	217
Pages have a page title that is too long or too short	2
Pages have a meta description that is too long or too short	132
Pages are missing a page title	0
Pages have a duplicate page title	150
Pages have a duplicate meta description	162
Pages have a low word count	40
Pages have duplicate content issues	0
External links are broken	6
Internal links are missing anchor or ALT text	0
Internal links use rel='nofollow'	0
External links use rel='nofollow'	0
Internal links are broken	0
External links are missing anchor or ALT text	0
Images are missing ALT text	224
Images are missing title text	0
Images are broken	0
Pages without headers were detected	0
Pages with Schema.org Microdata	0

Technical Recommendation Priorities

For the quickest results on your SEO campaign, we recommend addressing the below issues first, in order of priority:

- ✓ Add XML sitemap to site.
- ✓ Add Google Analytics tracking code to all pages currently missing it that you would like to track.
- ✓ Implement recommended 404-301 redirects.
- ✓ Change 302 Temporary Redirects to 301 Permanent Redirects.
- ✓ Fix broken external links.
- ✓ Implement recommended ALT text for images currently missing ALT text.
- ✓ Implement recommended Titles & META Descriptions.
- ✓ Consider adding content to those pages that currently have a low word count.
- ✓ Implement Google's suggestions for improving the speed of your site on mobile devices.

Page Errors Detected

A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server. Typically, these are 404 not found errors, meaning that the page previously existed but no longer does. Ideally, these URLs should be 301 permanently redirected to closely related, but currently existing pages. Below is a sample of URLs with a 404 not found error—these are pages which we will create 301 redirects for in the coming weeks. Our technical audit discovered at least 49 page errors which can be found in the included Excel file.

URL	404 Error
riting-dispatch/medium.com	Yes
riting-dispatch/www.insidehook.com	Yes
r-update/pickcrew.com	Yes
r-update/twitter.com/mikaelcho	Yes
pickcrew.com	Yes
pickcrew.com	Yes
uber.com	Yes
ve-growth-to-chance/pickcrew.com	Yes
tch/blog.pickcrew.com/why-i-killed-my-standing-	Yes
tch/pickcrew.com	Yes

Pages With Redirects

Redirects are used for pages, folders and domains that have moved. Search engines recommend using 301 redirects for content that has been permanently moved. However, other types of redirects may be appropriate for the changes you're making to your site—for instance, if the change is temporary, then a 302 temporary redirect may be appropriate. Temporary redirects, however, should not be used for permanently moved pages. Our site audit found 26 redirects, all of which are 302 redirects. If these redirects are permanent, then they should be changed to 301 permanent redirects.

URL	Type Of Redirect
o/stories	302 - Found
o/users/work_on_projects	302 - Found
o/how-it-works	302 - Found
o/press-kit	302 - Found
o/marvel	302 - Found
co/app	302 - Found
o/referrals	302 - Found
o/manifesto	302 - Found
o/team	302 - Found
o/hiring	302 - Found

Pages With Title Element Too Long Or Short

The title element actually cuts off after 71 characters, so each page that has title tags that are too long get concatenated, or cut off, or (in some cases) Google will appropriate their own title tag from on-page text for that page. Likewise, page titles that are too short (significantly less than 55 characters) are not the best for SEO purposes, either.

A way around this is to limit the max title tag character count to 71 site-wide, this way we can make sure we are putting the best possible title tag out, and we are also not being harmed by Google discounting our page's authority due to a long title tag that is not well optimized for their platform. 2 pages were found to have a title element that is too long or too short on your site. Some are below while the rest are in the Excel document.

URL	Title Element Too Long Or Short?
abs/	Yes
w.co/labs/	Yes

Pages With META Description Too Long Or Short

Search results limit the number of characters they display for meta descriptions. It's considered best practice to keep meta descriptions to a minimum of 50 characters and a maximum 156 characters. 132 pages have a META description too long or too short. The full list is available in the Excel spreadsheet.

URL	META Description Too Long Or Short?
-online-business/what-to-prepare-for-a-developer/	Yes
ild-an-online-business/what-to-prepare-for-a-developer/	Yes
-online-business/idea-vs-execution/	Yes
ild-an-online-business/idea-vs-execution/	Yes
-online-business/the-last-ten-percent/	Yes
ild-an-online-business/the-last-ten-percent/	Yes
-online-business/plan-business-before-building/	Yes
ild-an-online-business/plan-business-before-building/	Yes
	Yes
	Yes

Pages With Duplicate Page Title

No pages on the site should have duplicate page titles, this is one of the biggest on-page SEO red flags to Google and can really harm you if not kept in-line.

One way to combat this is to make sure any paginated pages that can't be redirected to a single page either:

- Have their own unique programmatically appended page title
- Have a rel=canonical link to a single page

This should counteract these duplicate page title issues, and honestly should both be implemented simultaneously to ensure there isn't duplicate page content as well, as mentioned in a slide above.

150 pages have a duplicate page title currently. Below are 10—the rest can be found in our Excel document.

URL	Duplicate Page Title?
submit_new_project/	Yes
users/work_on_projects/	Yes
users/work_on_projects	Yes
submit_new_project/home	Yes
how-it-works	Yes
faqs	Yes
	Yes
submit_new_project/eventbrite-referrals	Yes
submission-process	Yes
selection-process	Yes

Pages With Duplicate META Description

Search engines prefer it when your website has unique meta descriptions for each page. Unique meta descriptions help their algorithms interpret your content and its quality. Search engines may ignore any pages with duplicate meta descriptions.

162 pages have a duplicate META description. These are all listed in the Excel document along with a sampling below.

URL	Duplicate META Description
bmit_new_project/	Yes
ers/work_on_projects/	Yes
ers/work_on_projects	Yes
gin	Yes
bmit_new_project/home	Yes
w-it-works	Yes
ąs	Yes
	Yes
bmit_new_project/eventbrite-referrals	Yes
ers/reset_password	Yes

Pages With Low Word Count

Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words. Currently 40 pages have a low word count.



External Links Broken

When external links are broken, it means that links that point to other websites cannot find the destination page (they receive a 404 page error or server error). If search engine bots find too many broken external links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience. There are 6 external links broken currently.

URL	Broken?
	Yes
ieisyoung	Yes
odPointCO	Yes
nsip84	Yes
	Yes
a_lihan	Yes

Images Missing ALT Text

The ALT attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query. 224 images are currently missing ALT text.

File Name	Image Missing ALT Text?
i-happy.svg	Yes
invision-52dd634c5f418738cf6da17ae8f9f6fd.png	Yes
icon-brief-flexible-1312865b37500855c674e94135ea0bfe.png	Yes
black.svg	Yes
referrals-cc-marlee.png	Yes
wireframe-92312e56e1fc38ee4d87fc5be12ee6b7.png	Yes
icon-engagement-months-021641d378b12a5cbd796caeadd6daab.png	Yes
mailbox-31cf1de79382e4e73482deb3bfcf19c8.jpg	Yes
redpen-72ef52fdc8cc201114595556f7575ce9.png	Yes
unsplash-b61e2c305bd67e50f80457b3c13e6209.jpg	Yes

Pages Missing Google Analytics

Any website can use Google Analytics code to track site usage and visitor behavior. Pages that are missing Google Analytics tracking code don't record that activity. We would recommend adding Analytics tacking code to every page of your site that you wish to track. Our site audit found 217 pages to be missing Google Analytics tracking code. Some of them are listed below while the complete list can be found in the Excel spreadsheet.

URL	Missing Analytics?
	Yes
new_project/	Yes
	Yes
ork_on_projects/	Yes
ork_on_projects	Yes
	Yes
new_project/home	Yes
protection	Yes
vorks	Yes
to	Yes