



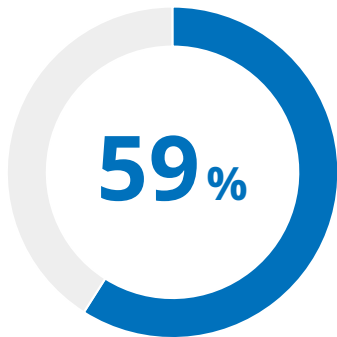
Full Site Audit Report

Google

Full Site Audit Report

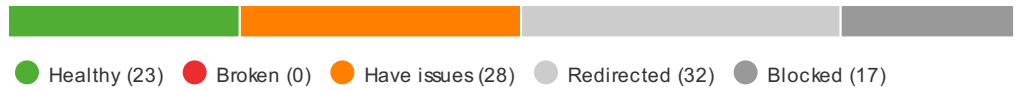
Subdomain: www.google.com
User Agent: GoogleBot-Mobile
Last Update: July 3, 2019
Crawled Pages: 100

Total Score



Crawled Pages

100



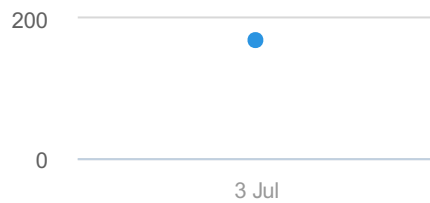
Errors

40



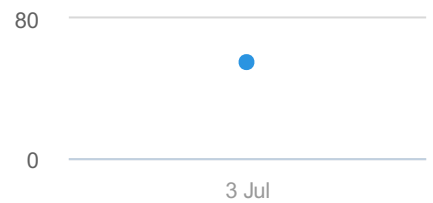
Warnings

169



Notices

55



Top Issues

4 issues with hreflang values	errors	2% of total issues
1 page doesn't have a title tag	errors	0% of total issues
1 hreflang conflict within page source code	errors	0% of total issues

ERRORS

40 ⁰**13 issues with duplicate title tags**

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>

13 ⁰**12 pages have duplicate content issues**

About this issue: Webpages are considered duplicates if their content is 85% identical. Having duplicate content may significantly affect your SEO performance. First of all, Google will typically show only one duplicate page, filtering other instances out of its index and search results, and this page may not be the one you want to rank. In some cases, search engines may consider duplicate pages as an attempt to manipulate search engine rankings and, as a result, your website may be downgraded or even banned from search results. Moreover, duplicate pages may dilute your link profile. How to fix. Here are a few ways to fix duplicate content issues: 1. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results. 2. Use a 301 redirect from a duplicate page to the original one. 3. Use a rel="next" and a rel="prev" link attribute to fix pagination duplicates. 4. Instruct GoogleBot to handle URL parameters differently using Google Search Console. 5. Provide some unique content on the webpage. For more information, please read these articles: <https://support.google.com/webmasters/answer/66359?hl=en> and <https://support.google.com/webmasters/answer/139066?hl=en>

12 ⁰**6 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>

6 ⁰

4 issues with hreflang values

4 0

About this issue: This issue is triggered if: 1. Your country code is not in the ISO_3166-1_alpha-2 format. 2. Your language code is not in the ISO 639-1 format. A hreflang (rel="alternate" hreflang="x") attribute helps search engines understand which page should be shown to visitors based on their location. Utilizing this attribute is necessary if you're running a multilingual website and would like to help users from other countries find your content in the language that is most appropriate to them. It is very important to properly implement hreflang attributes, otherwise search engines will not be able to show the correct language version of your page to the relevant audience. For more information, please see these article - Tell Google about localized versions of your page: <https://support.google.com/webmasters/answer/189077>. How to fix: Make sure that your hreflang attributes are used correctly. Here are a few ways to avoid hreflang implementation issues: 1. Specify the correct ISO 639-1 language code. For language script variations, use the ISO 15924 standard format. 2. Specify the correct ISO_3166-1_alpha-2 country 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>

This page has no viewport tag

1 0

About this issue: The viewport meta tag is an HTML tag that allows you to control a page's viewport size and scale on mobile devices. This tag is indispensable if you want to make your website accessible and optimized for mobile devices. For more information about the viewport meta tag, please see the Responsive Web Design Basics article: <https://developers.google.com/web/fundamentals/design-and-ux/responsive/>. How to fix: Set the viewport meta tag for each page, and then test your website on a mobile device to make sure everything works fine.

1 hreflang conflict within page source code

1 0

About this issue: If you're running a multilingual website, it is necessary to help users from other countries find your content in the language that is most appropriate for them. This is where the hreflang (rel="alternate" hreflang="x") attribute comes in handy. This attribute helps search engines understand which page should be shown to visitors based on their location. It is very important to properly synchronize your hreflang attributes within your page's source code, otherwise you may experience unexpected search engine behavior. For more information, see this article <https://support.google.com/webmasters/answer/189077?hl=en>. How to fix: To avoid any conflicts, we recommend that you review your hreflang attributes within your page's source code and fix any of the following issues: 1. Conflicting hreflang and rel=canonical URLs. 2. Conflicting hreflang URLs. 3. No self-referencing hreflang URLs

No redirect or canonical to HTTPS homepage from HTTP version1

About this issue: If you're running both HTTP and HTTPS versions of your homepage, it is very important to make sure that their coexistence doesn't impede your SEO. Search engines are not able to figure out which page to index and which one to prioritize in search results. As a result, you may experience a lot of problems, including pages competing with each other, traffic loss and poor placement in search results. To avoid these issues, you must instruct search engines to only index the HTTPS version. How to fix: Do either of the following: 1. Redirect your HTTP page to the HTTPS version via a 301 redirect. 2. Mark up your HTTPS version as the preferred one by adding a rel="canonical" to your HTTP pages.

1 page has a meta refresh tag1

About this issue: A meta refresh tag instructs a web browser to redirect a user to a different page after a given interval. Generally, it is recommended that you avoid using a meta refresh tag as it is considered a poor, slow and outdated technique that may lead to SEO and usability issues. How to fix: Review all pages with a meta refresh tag. If this tag is used to redirect an old page to a new one, replace it with a 301 redirect.

0 pages returned 5XX status code

0

0 pages returned 4XX status code

0

0 internal links are broken

0

0 pages couldn't be crawled

0

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

0

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

0

0 internal images are broken

0

Robots.txt file has format errors

0

0 sitemap.xml files have format errors

0

0 incorrect pages found in sitemap.xml

0

0 pages have a WWW resolve issue	0
0 pages have too large HTML size	0
0 AMP pages have no canonical tag	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
0 redirect chains and loops	0
0 AMP HTML issues	0
0 AMP style and layout issues	0
0 AMP templating issues	0
0 pages with a broken canonical link	0
0 pages have multiple canonical URLs	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 pages have slow load speed

0

WARNINGS

169 **27 pages have temporary redirects**27 

About this issue: Temporary redirects (i.e., a 302, 303 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, 303 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 302/303/307 redirect with a 301 one.

26 pages have low text-HTML ratio26 

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.

21 pages have a low word count21 

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. For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

20 pages don't have an h1 heading20 

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.

19 pages don't have meta descriptions19 

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.

19 images don't have alt attributes

19 0

About this issue: Alt attributes within `` 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. For more information, please see these articles: Using ALT attributes smartly: <https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and Google Image Publishing Guidelines: <https://support.google.com/webmasters/answer/114016?hl=en>. How to fix: Specify a relevant alternative attribute inside an `` tag for each image on your website, e.g., "``".

16 links on HTTPS pages leads to HTTP page

16 0

About this issue: If any link on website points to the old HTTP version of website, search engines can become confused as to which version of the page they should rank. How to fix: Replace all HTTP links with the new HTTPS versions.

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

7 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.

5 pages have no hreflang and lang attributes

5 0

About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the `<html>` tag, e.g., "`<html lang='en'>`". 2. Add a hreflang attribute to your page's `<head>` tag, e.g., `<link rel='alternate' href='http://example.com/' hreflang='en'/>`

4 pages have too many parameters in their URLs

4 0

About this issue: Using too many URL parameters is not an SEO-friendly approach. Multiple parameters make URLs less enticing for users to click and may cause search engines to fail to index some of your most important pages. How to fix: Try to use no more than four parameters in your URLs.

3 pages have underscores in the URL

3 0

About this issue: When it comes to URL structure, using underscores as word separators is not recommended because search engines may not interpret them correctly and may consider them to be a part of a word. Using hyphens instead of underscores makes it easier for search engines to understand what your page is about. Although using underscores doesn't have a huge impact on webpage visibility, it decreases your page's chances of appearing in search results, as opposed to when hyphens are used. For more information, please see this Google article: <https://support.google.com/webmasters/answer/76329?hl=en>. How to fix: Replace underscores with hyphens. However, if your page ranks well, we do not recommend that you do this.

1 page doesn't have character encoding declared

1 0

About this issue: Providing a character encoding tells web browsers which set of characters must be used to display a webpage's content. If a character encoding is not specified, browsers may not render the page content properly, which may result in a negative user experience. Moreover, search engines may consider pages without a character encoding to be of little help to users and, therefore, place them lower in search results than those with a specified encoding. How to fix: Declare a character encoding either by specifying one in the charset parameter of the HTTP Content-Type header (Content-Type: text/html; charset=utf-8) or by using a meta charset attribute in your webpage HTML (<meta charset="utf-8"/>).

1 page doesn't have doctype declared

1 0

About this issue: A webpage's doctype instructs web browsers which version of HTML or XHTML is being used. Declaring a doctype is extremely important in order for a page's content to load properly. If no doctype is specified, this may lead to various problems, such as messed up page content or slow page load speed, and, as a result, negatively affect user experience. How to fix: Specify a doctype for each of your pages by adding a <!Doctype> element (e.g., "<!Doctype HTML5>") to the very top of every webpage source, right before the <html> tag.

0 external links are broken

0 0

0 external images are broken

0 0

0 pages have too much text within the title tags

0 0

0 pages have duplicate H1 and title tags

0 0

0 pages have too many on-page links

0 0

0 pages use Flash

0 0

0 pages contain frames

0 0

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



www.google.com | GoogleBot-Mobile

NOTICES

55

17 pages are blocked from crawling

17

About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

17 URLs with a permanent redirect

17

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.

14 pages have only one incoming internal link

14

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.

5 subdomains don't support HSTS

5

About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.

1 page has more than one H1 tag

1

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>.

1 outgoing external link contains a nofollow attribute

1

About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

URLs on 0 pages are too long

0

Robots.txt not found

0

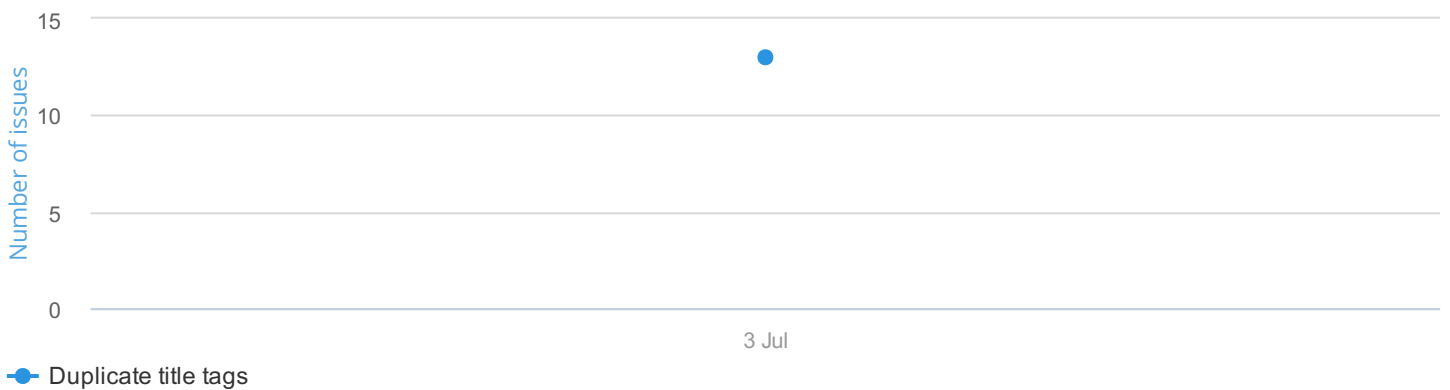
0 pages have hreflang language mismatch issues	0
0 orphaned pages in Google Analytics	0
0 orphaned pages in sitemaps	0
0 pages take more than 1 second to become interactive	0
0 pages blocked by X-Robots-Tag: noindex HTTP header	0
0 issues with blocked external resources in robots.txt	0
0 issues with broken external JavaScript and CSS files	0
0 pages need more than 3 clicks to be reached	0

Duplicate title tags

- i** *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>*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Duplicate title tags 13

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Duplicates	Pages with the same title	Discovered
Google https://www.google.com/	7	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/	3	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStjAhXIZc0KHRVyBPMQ0tQDCAyoAQ	7	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=wT	3	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	7	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=wf	7	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=wC&followup=https://contacts.google.com/?hl=en&tab=wC&hl=en	3	July 3, 2019 (04:12) [new]

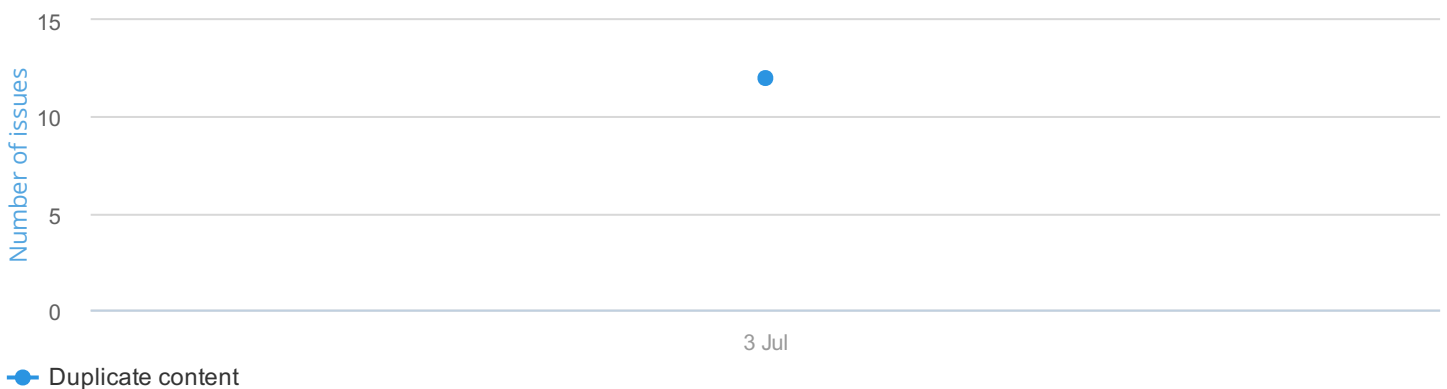
Duplicates	Pages with the same title	Discovered
Google Translate https://translate.google.com/?hl=en&tab=iT	3	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/	3	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	7	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStjJjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	3	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStjJjAhUMbc0KHMVHBy4Q0tQDCAUoAA	7	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	7	July 3, 2019 (04:12) [new]

Duplicate content

i About this issue: Webpages are considered duplicates if their content is 85% identical. Having duplicate content may significantly affect your SEO performance. First of all, Google will typically show only one duplicate page, filtering other instances out of its index and search results, and this page may not be the one you want to rank. In some cases, search engines may consider duplicate pages as an attempt to manipulate search engine rankings and, as a result, your website may be downgraded or even banned from search results. Moreover, duplicate pages may dilute your link profile. How to fix. Here are a few ways to fix duplicate content issues: 1. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results. 2. Use a 301 redirect from a duplicate page to the original one. 3. Use a rel="next" and a rel="prev" link attribute to fix pagination duplicates. 4. Instruct GoogleBot to handle URL parameters differently using Google Search Console. 5. Provide some unique content on the webpage. For more information, please read these articles: <https://support.google.com/webmasters/answer/66359?hl=en> and <https://support.google.com/webmasters/answer/139066?hl=en>

Historical chart for audits

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Duplicate content 12



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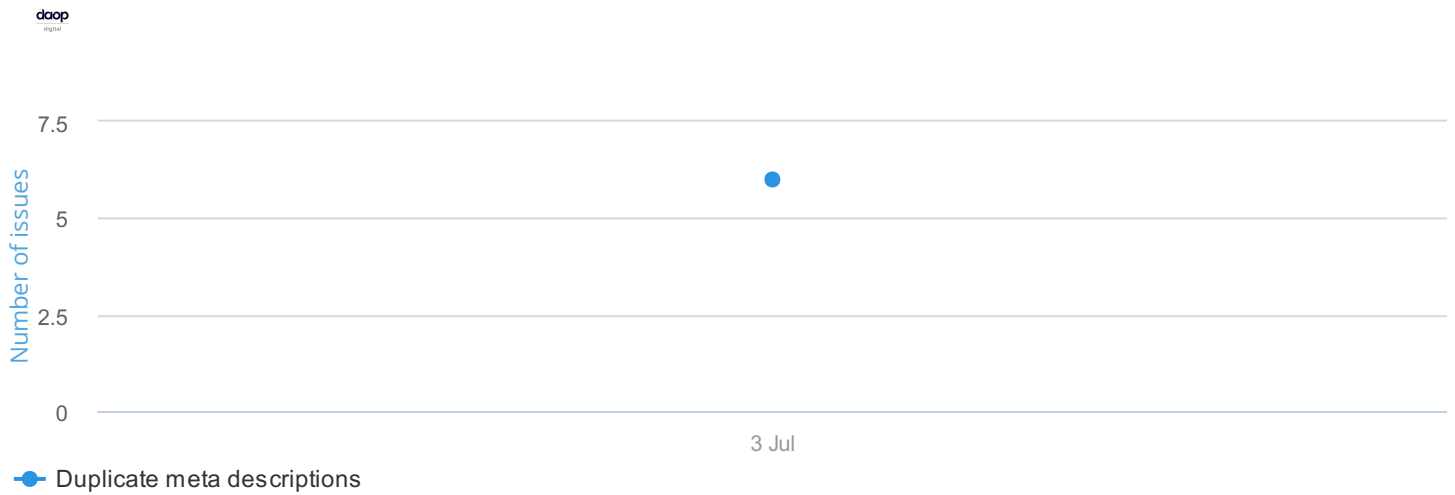
Page URL	Similar Pages	Discovered
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/	2	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKewihqQCStjAhXIZc0KHRVyBPMQ0tQDCAyoAQ	2	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=wC&followup=https://contacts.google.com/?hl=en&tab=wC&hl=en	2	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/	2	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=iT	2	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=wT	2	July 3, 2019 (04:12) [new]
Google https://www.google.com/	3	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	1	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=wf	1	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKewi62cyStjAhUMbc0KHMHBy4Q0tQDCAUoAA	3	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	3	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	3	July 3, 2019 (04:12) [new]

Duplicate meta descriptions

i *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>*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Duplicate meta descriptions 6

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Page URL	Pages with Duplicate Meta Description	Discovered
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/	2	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	2	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=wC&followup=https://contacts.google.com/?hl=en&tab=wC&hl=en	2	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/	2	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=iT	2	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=wT	2	July 3, 2019 (04:12) [new]

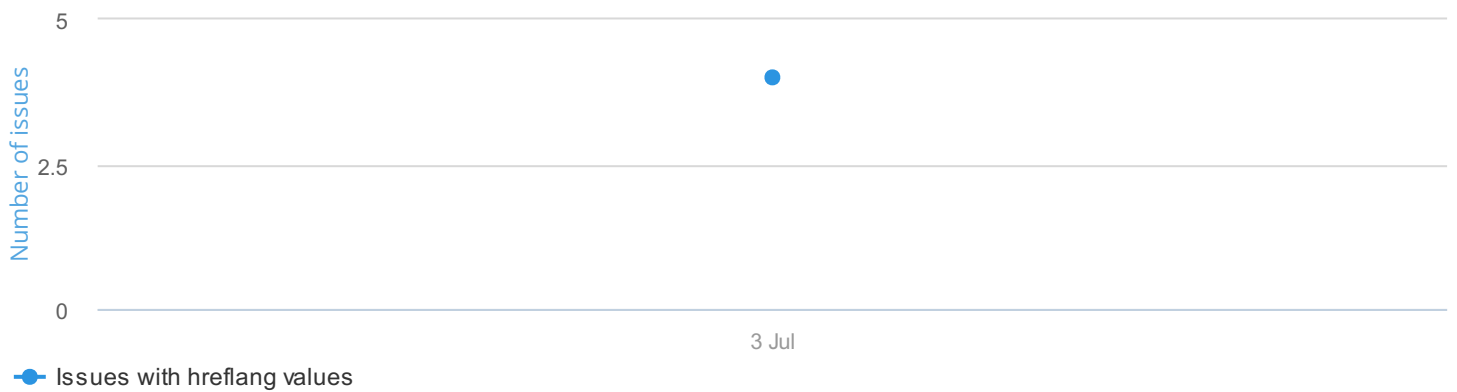
Issues with hreflang values

- i** *About this issue: This issue is triggered if: 1. Your country code is not in the ISO_3166-1_alpha-2 format. 2. Your language code is not in the ISO 639-1 format. A hreflang (rel="alternate" hreflang="x") attribute helps search engines understand which page should be shown to visitors based on their location. Utilizing this attribute is necessary if you're running a multilingual website and would like to help users from other countries find your content in the language that is most appropriate to them. It is very important to properly implement hreflang attributes, otherwise search engines will not be able to show the correct language version of your page to the relevant audience. For more information, please see these article - Tell Google about localized versions of your page: <https://support.google.com/webmasters/answer/189077>. How to fix: Make sure that your hreflang attributes are used correctly. Here are a few ways to avoid hreflang implementation issues: 1. Specify the correct ISO 639-1 language code. For language script variations, use the ISO 15924 standard format. 2. Specify the correct ISO_3166-1_alpha-2 country code*



Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Issues with hreflang values 4

www.google.com, GoogleBot-Mobile

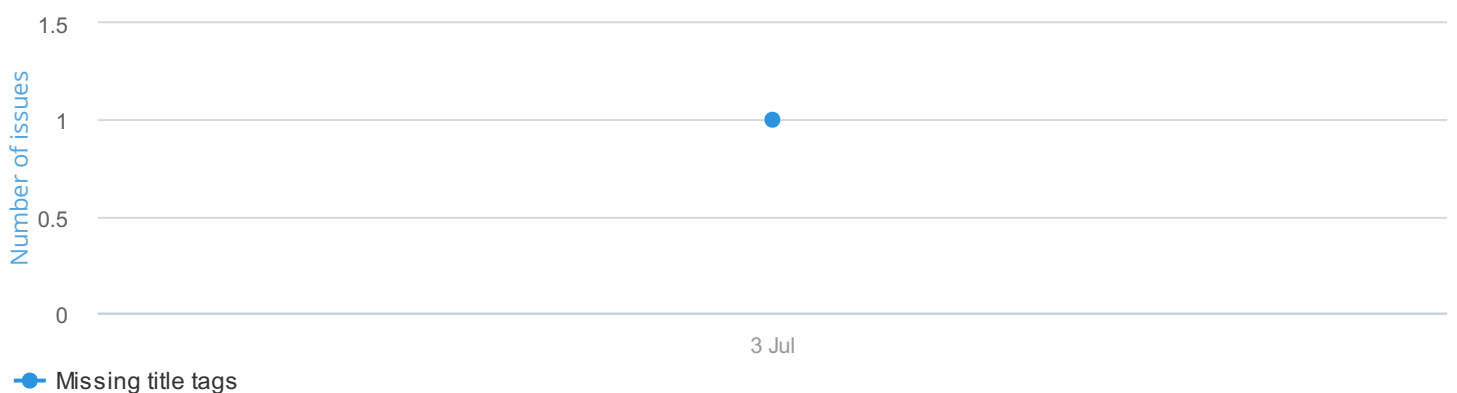
Page URL	Hreflang Value	Issue Type	Discovered
https://play.google.com/store?hl=en&tab=w8	fil, gsw	Unknown language code	July 3, 2019 (04:12) [new]
	es-419, sr-latn	Unknown country code	

Missing title tags

- i** 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>

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Missing title tags 1

www.google.com, GoogleBot-Mobile

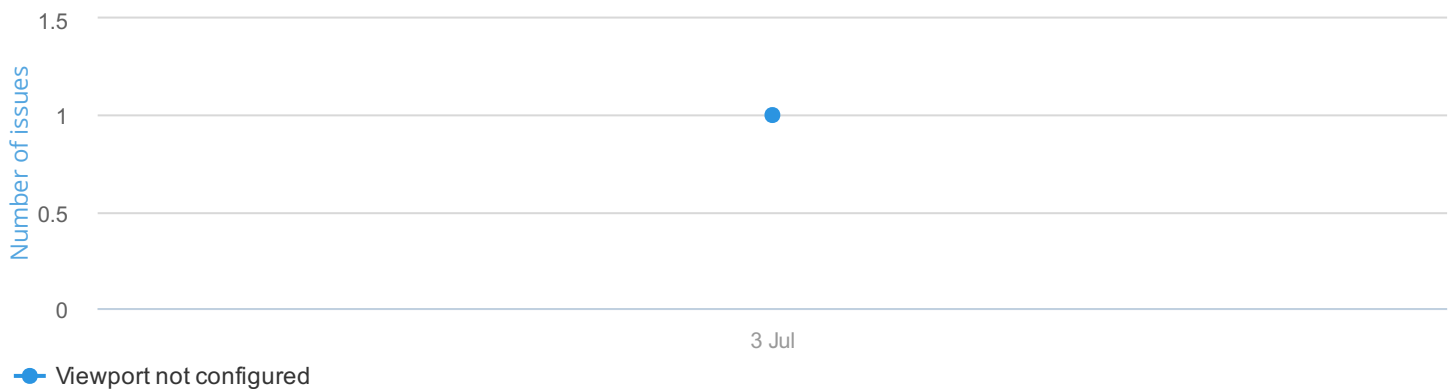
Page URL	Discovered
https://www.google.com/intl/en_us/policies/privacy/?fg=1	July 3, 2019 (04:12) [new]

Viewport not configured

- i** *About this issue: The viewport meta tag is an HTML tag that allows you to control a page's viewport size and scale on mobile devices. This tag is indispensable if you want to make your website accessible and optimized for mobile devices. For more information about the viewport meta tag, please see the Responsive Web Design Basics article: <https://developers.google.com/web/fundamentals/design-and-ux/responsive/>. How to fix: Set the viewport meta tag for each page, and then test your website on a mobile device to make sure everything works fine.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Viewport not configured 1

www.google.com, GoogleBot-Mobile

Page URL	Discovered
https://www.google.com/intl/en_us/policies/privacy/?fg=1	July 3, 2019 (04:12) [new]

Hreflang conflicts within page source code

- i** *About this issue: If you're running a multilingual website, it is necessary to help users from other countries find your content in the language that is most appropriate for them. This is where the hreflang (rel="alternate" hreflang="x") attribute comes in handy. This attribute helps search engines understand which page should be shown to visitors based on their location. It is very important to properly synchronize your hreflang attributes within your page's source code, otherwise you may experience unexpected search engine behavior. For more information, see this article <https://support.google.com/webmasters/answer/189077?hl=en>. How to fix: To avoid any conflicts, we recommend that you review your hreflang attributes within your page's source code and fix any of the following issues: 1. Conflicting hreflang and rel=canonical URLs. 2. Conflicting hreflang URLs. 3. No self-referencing hreflang URLs*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Hreflang conflicts within page source code 1

www.google.com, GoogleBot-Mobile

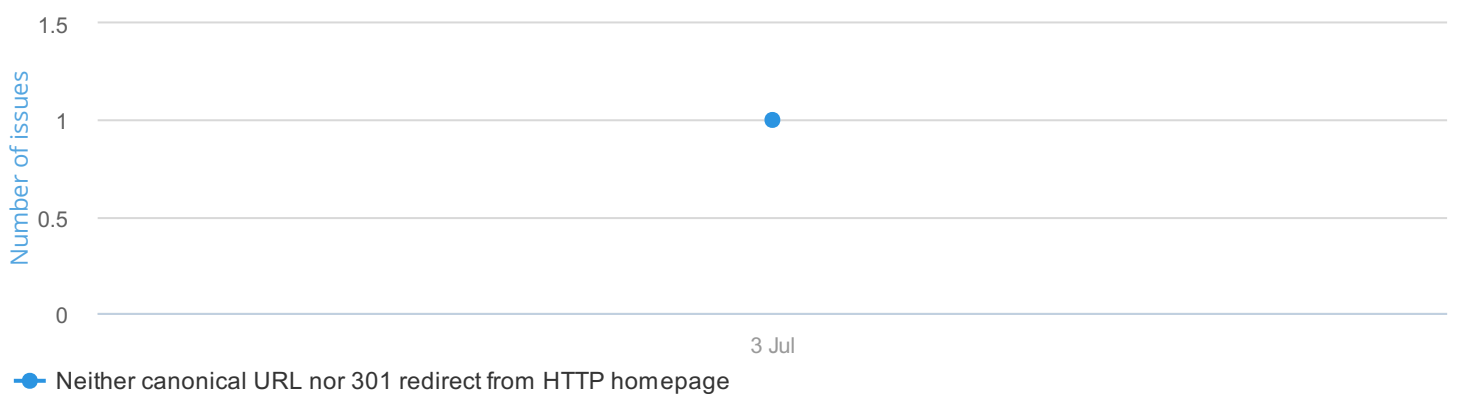
Page URL	Hreflang Value	Issue Type	Discovered
https://play.google.com/store?hl=en&tab=w8	—	No self-referencing hreflang	July 3, 2019 (04:12) [new]

Neither canonical URL nor 301 redirect from HTTP homepage

- i** *About this issue: If you're running both HTTP and HTTPS versions of your homepage, it is very important to make sure that their coexistence doesn't impede your SEO. Search engines are not able to figure out which page to index and which one to prioritize in search results. As a result, you may experience a lot of problems, including pages competing with each other, traffic loss and poor placement in search results. To avoid these issues, you must instruct search engines to only index the HTTPS version. How to fix: Do either of the following: 1. Redirect your HTTP page to the HTTPS version via a 301 redirect. 2. Mark up your HTTPS version as the preferred one by adding a rel="canonical" to your HTTP pages.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Neither canonical URL nor 301 redirect from HTTP homepage 1

www.google.com, GoogleBot-Mobile

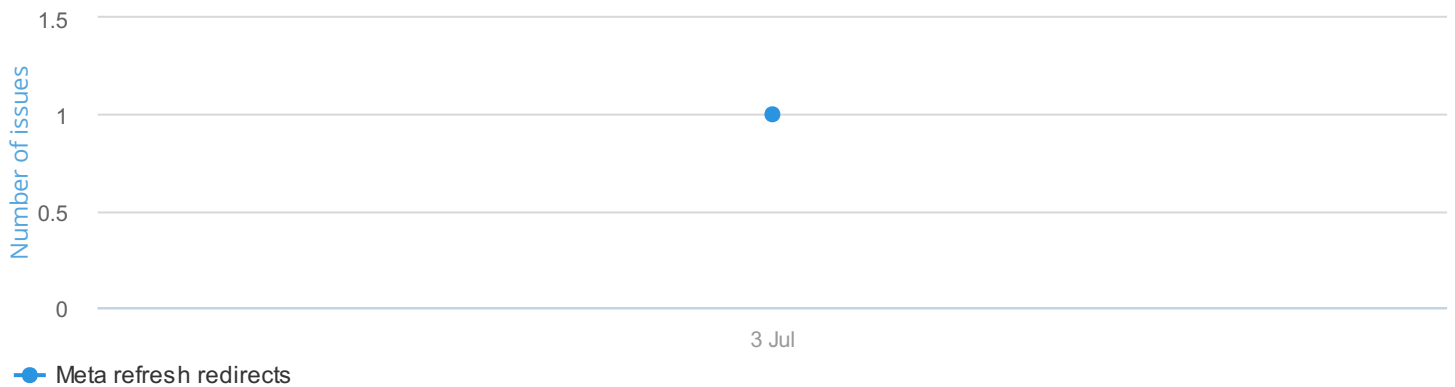
Page URL	Discovered
http://www.google.com/	July 3, 2019 (04:12) [new]

Meta refresh redirects

- i** *About this issue: A meta refresh tag instructs a web browser to redirect a user to a different page after a given interval. Generally, it is recommended that you avoid using a meta refresh tag as it is considered a poor, slow and outdated technique that may lead to SEO and usability issues. How to fix: Review all pages with a meta refresh tag. If this tag is used to redirect an old page to a new one, replace it with a 301 redirect.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Meta refresh redirects 1

www.google.com, GoogleBot-Mobile

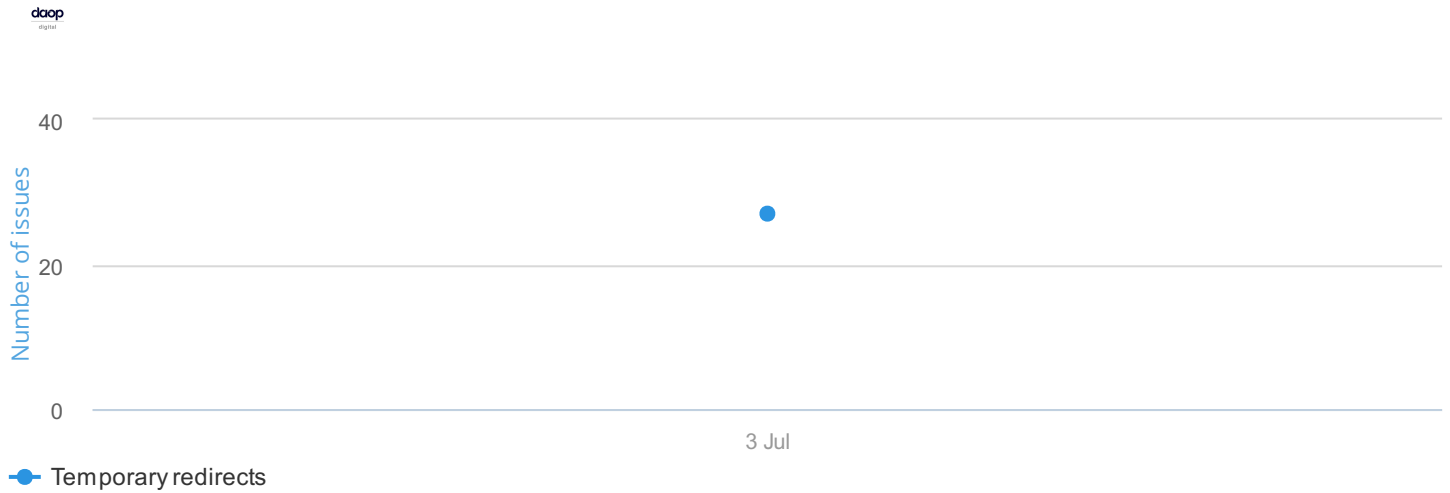
Page URL	Meta refresh URL	Discovered
https://www.google.com/intl/en_us/policies/terms?fg=1	https://policies.google.com/terms	July 3, 2019 (04:12) [new]

Temporary redirects

- i** *About this issue: Temporary redirects (i.e., a 302, 303 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, 303 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 302/303/307 redirect with a 301 one.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Temporary redirects 27

www.google.com, GoogleBot-Mobile

Page URL	Redirect URL	Discovered
http://www.google.com/about	https://about.google/	July 3, 2019 (04:12) [new]
https://accounts.google.com/	https://accounts.google.com/ManageAccount	July 3, 2019 (04:12) [new]
https://accounts.google.com/TOS?loc=US&hl=en	https://policies.google.com/terms?gl=US&hl=en	July 3, 2019 (04:12) [new]
https://accounts.google.com/TOS?loc=US&hl=en&privacy=true	https://policies.google.com/privacy?gl=US&hl=en	July 3, 2019 (04:12) [new]
https://contacts.google.com/	https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/&followup=https://contacts.google.com/	July 3, 2019 (04:12) [new]
https://contacts.google.com/?hl=en&tab=iC	https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=iC&followup=https://contacts.google.com/?hl=en&tab=iC&hl=en	July 3, 2019 (04:12) [new]
https://contacts.google.com/?hl=en&tab=wC	https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=wC&followup=https://contacts.google.com/?hl=en&tab=wC&hl=en	July 3, 2019 (04:12) [new]
https://duo.google.com/?usp=duo_ald	https://duo.google.com/about?usp=duo_ald	July 3, 2019 (04:12) [new]
https://keep.google.com/	https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://keep.google.com/&followup=https://keep.google.com/&btmpl=mobile&mpl=keep	July 3, 2019 (04:12) [new]
https://maps.google.com/	https://maps.google.com/maps	July 3, 2019 (04:12) [new]
https://myaccount.google.com/	https://myaccount.google.com/intro	July 3, 2019 (04:12) [new]
https://myaccount.google.com/?utm_source=OGB&tab=Tk&utm_medium=app	https://myaccount.google.com/intro?utm_source=OGB&tab=Tk&utm_medium=app	July 3, 2019 (04:12) [new]
https://myaccount.google.com/?utm_source=OGB&tab=ik&utm_medium=app	https://myaccount.google.com/intro?utm_source=OGB&tab=ik&utm_medium=app	July 3, 2019 (04:12) [new]
https://myaccount.google.com/?utm_source=OGB&tab=wk&utm_medium=app	https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	July 3, 2019 (04:12) [new]
https://news.google.com/	https://news.google.com/?hl=en-US&gl=US&ceid=US:en	July 3, 2019 (04:12) [new]

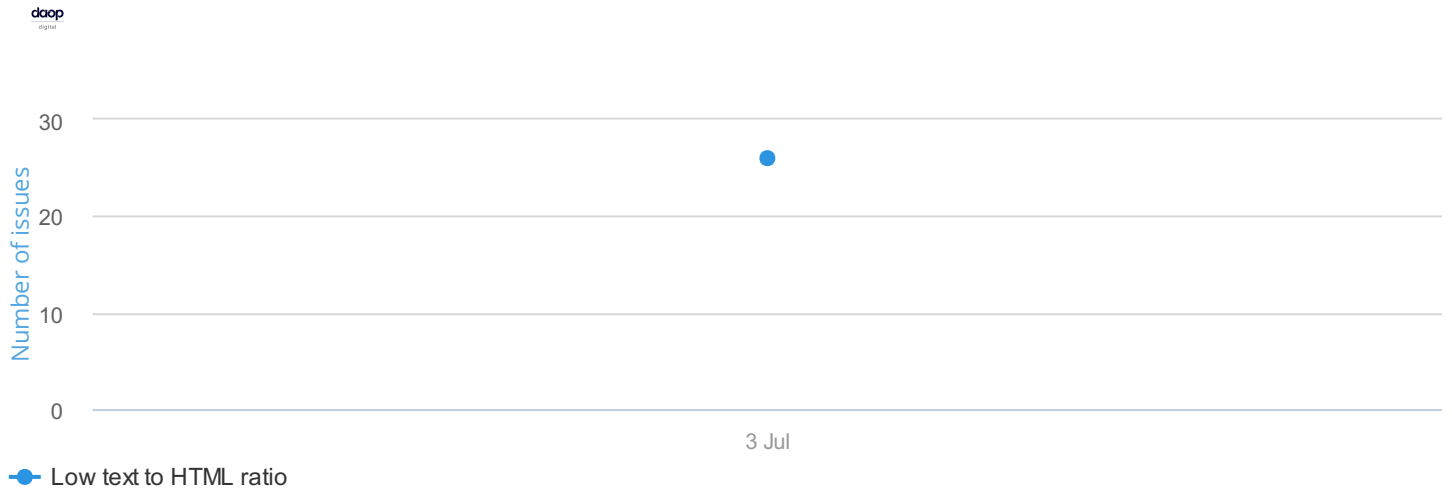
Page URL	Redirect URL	Discovered
https://photos.google.com/?tab=iq&pageId=none	https://www.google.com/photos/about/	July 3, 2019 (04:12) [new]
https://photos.google.com/?tab=wq&pageId=none	https://www.google.com/photos/about/	July 3, 2019 (04:12) [new]
https://play.google.com/	https://play.google.com/store	July 3, 2019 (04:12) [new]
https://play.google.com/?hl=en&tab=T8	https://play.google.com/store?hl=en&tab=T8	July 3, 2019 (04:12) [new]
https://play.google.com/?hl=en&tab=i8	https://play.google.com/store?hl=en&tab=i8	July 3, 2019 (04:12) [new]
https://play.google.com/?hl=en&tab=w8	https://play.google.com/store?hl=en&tab=w8	July 3, 2019 (04:12) [new]
https://support.google.com/accounts?p=signin_privatebrowsing&hl=en	https://support.google.com/accounts/answer/2917834?visit_id=636977419463492406-3447523938&p=signin_privatebrowsing&hl=en&rd=1	July 3, 2019 (04:12) [new]
https://www.google.com/history/optout?hl=en&fg=1	https://www.google.com/history/optout?hl=en&fg=1&nzb=1	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en/about/products?tab=Th	https://about.google/intl/en/products?tab=Th	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en/about/products?tab=ih	https://about.google/intl/en/products?tab=ih	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en/about/products?tab=wh	https://about.google/intl/en/products?tab=wh	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en_us/about/?utm_source=google-US&utm_medium=referral&utm_campaign=hp-footer&fg=1	https://about.google/intl/en_us/?utm_source=google-US&utm_medium=referral&utm_campaign=hp-footer&fg=1	July 3, 2019 (04:12) [new]

Low text to HTML ratio

- i** *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.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Low text to HTML ratio 26

www.google.com, GoogleBot-Mobile

Page URL	Ratio	Discovered
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/	0.00	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	0.00	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=wC&followup=https://contacts.google.com/?hl=en&tab=wC&hl=en	0.00	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	0.00	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	0.00	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	0.00	July 3, 2019 (04:12) [new]
Hangouts IOS install page_Avatar - chat@2x https://hangouts.google.com/	0.06	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	0.00	July 3, 2019 (04:12) [new]
Google Play https://play.google.com/store?hl=en&tab=w8	0.06	July 3, 2019 (04:12) [new]
Google Account Help https://support.google.com/accounts?hl=en	0.01	July 3, 2019 (04:12) [new]
Google Translate Help https://support.google.com/translate/	0.01	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/	0.00	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=iT	0.00	July 3, 2019 (04:12) [new]

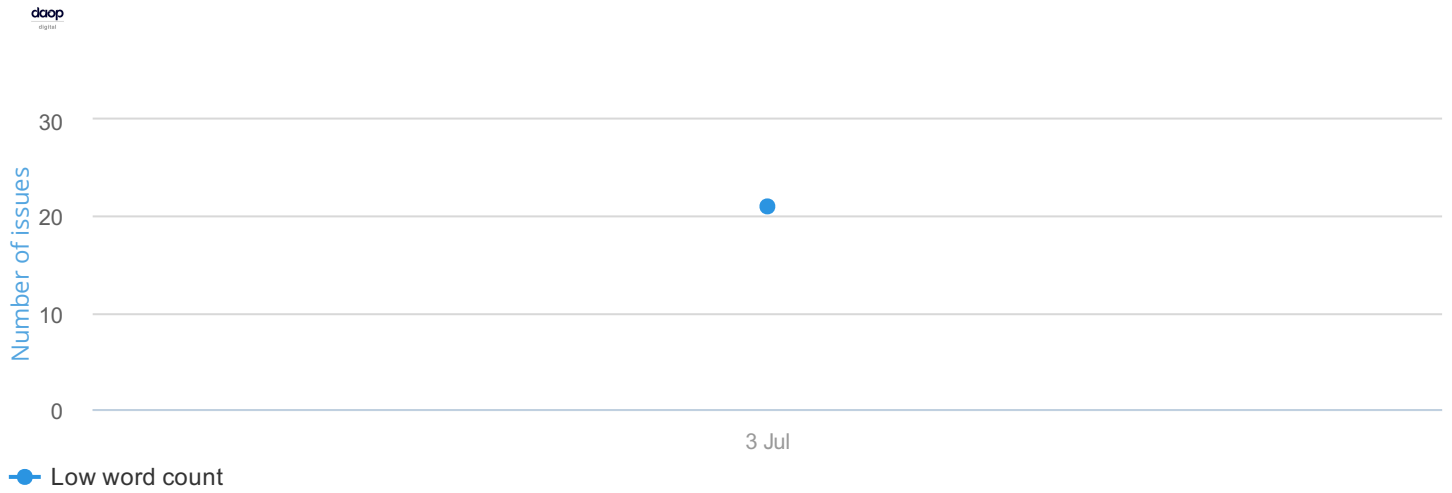
Page URL	Ratio	Discovered
Google Translate https://translate.google.com/?hl=en&tab=wT	0.00	July 3, 2019 (04:12) [new]
Google https://www.google.com/	0.00	July 3, 2019 (04:12) [new]
Google Advanced Image Search https://www.google.com/advanced_image_search?hl=en&fg=1	0.03	July 3, 2019 (04:12) [new]
Google Advanced Search https://www.google.com/advanced_search?hl=en&fg=1	0.03	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	0.00	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en_us/policies/privacy/?fg=1	0.04	July 3, 2019 (04:12) [new]
Google Business Solutions - Online Marketing Tools & Apps for Your Business https://www.google.com/services/?subid=ww-ww-et-g-awa-a-g_hpbfoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google_hpbfooter&fg=1	0.07	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	0.00	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=wf	0.00	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	0.00	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStJjAhUMbc0KHMHBBy4Q0tQDCAUoAA	0.00	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	0.00	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	0.00	July 3, 2019 (04:12) [new]

Low word count

- i** *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. For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Low word count 21

www.google.com, GoogleBot-Mobile

Page URL	Words Count	Discovered
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/	109	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKewihqqCStjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	109	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=wC&followup=https://contacts.google.com/?hl=en&tab=wC&hl=en	109	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	29	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	29	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	29	July 3, 2019 (04:12) [new]
Hangouts IOS install page_Avatar - chat@2x https://hangouts.google.com/	22	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	118	July 3, 2019 (04:12) [new]
Google Translate Help https://support.google.com/translate/	97	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/	42	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=iT	42	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=wT	42	July 3, 2019 (04:12) [new]
Google https://www.google.com/	49	July 3, 2019 (04:12) [new]

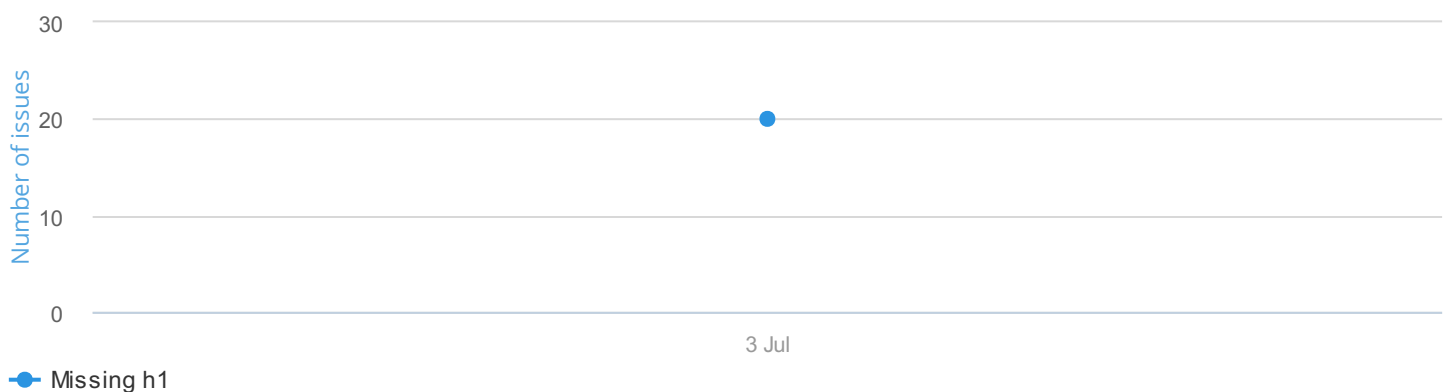
Page URL	Words Count	Discovered
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	166	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en_us/policies/privacy/?fg=1	1	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	35	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=wf	35	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStjJjAhXIZc0KHRVYBPMQ0tQDCAYoAQ	48	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStjJjAhUMbc0KHMHBBy4Q0tQDCAUoAA	49	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	49	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	49	July 3, 2019 (04:12) [new]

Missing h1

- i** 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.

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Missing h1 20

www.google.com, GoogleBot-Mobile



Page URL	Discovered
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	July 3, 2019 (04:12) [new]
Hangouts IOS install page_Avatar - chat@2x https://hangouts.google.com/	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	July 3, 2019 (04:12) [new]
Google Play https://play.google.com/store?hl=en&tab=w8	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=iT	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=wT	July 3, 2019 (04:12) [new]
Google https://www.google.com/	July 3, 2019 (04:12) [new]
Google Advanced Image Search https://www.google.com/advanced_image_search?hl=en&fg=1	July 3, 2019 (04:12) [new]
Google Advanced Search https://www.google.com/advanced_search?hl=en&fg=1	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en_us/policies/privacy/?fg=1	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=wf	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStJjjAhUMbc0KHMHBBy4Q0tQDCAUoAA	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	July 3, 2019 (04:12) [new]

Missing meta description

- i** *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.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Missing meta description 19

www.google.com, GoogleBot-Mobile

Page URL	Discovered
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	July 3, 2019 (04:12) [new]
Hangouts IOS install page_Avatar - chat@2x https://hangouts.google.com/	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	July 3, 2019 (04:12) [new]
Privacy Policy – Privacy & Terms – Google https://policies.google.com/privacy?hl=en&gl=us	July 3, 2019 (04:12) [new]
Google Account Help https://support.google.com/accounts?hl=en	July 3, 2019 (04:12) [new]
Google Translate Help https://support.google.com/translate/	July 3, 2019 (04:12) [new]
Google https://www.google.com/	July 3, 2019 (04:12) [new]

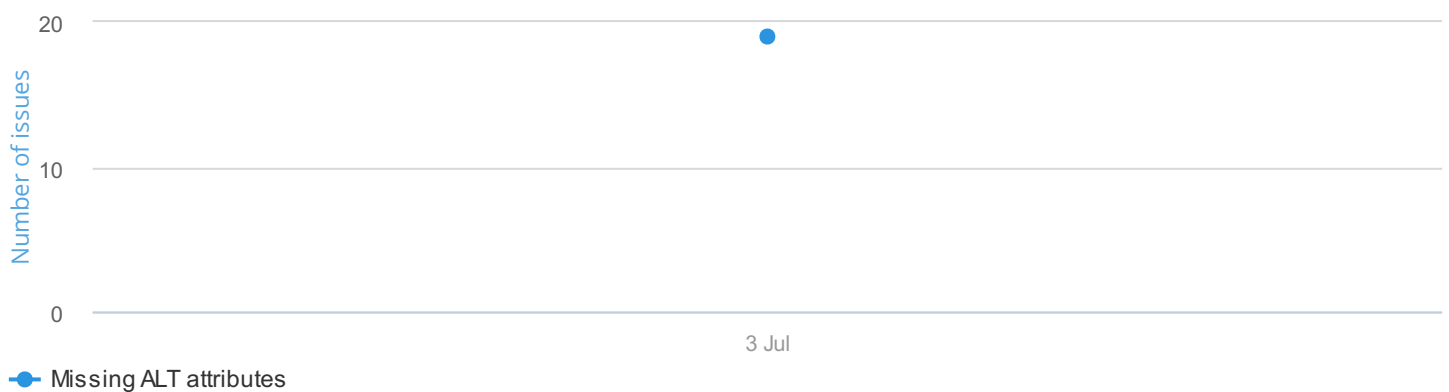
Page URL	Discovered
Google Advanced Image Search https://www.google.com/advanced_image_search?hl=en&fg=1	July 3, 2019 (04:12) [new]
Google Advanced Search https://www.google.com/advanced_search?hl=en&fg=1	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en_us/policies/privacy/?fg=1	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=wf	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStJjjAhUMbc0KHVMHBy4Q0tQDCAUoAA	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	July 3, 2019 (04:12) [new]

Missing ALT attributes

i About this issue: Alt attributes within `` 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. For more information, please see these articles: *Using ALT attributes smartly*: <https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and *Google Image Publishing Guidelines*: <https://support.google.com/webmasters/answer/114016?hl=en>. How to fix: Specify a relevant alternative attribute inside an `` tag for each image on your website, e.g., "``".

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Missing ALT attributes 19

www.google.com, GoogleBot-Mobile

Page URL	Image URL	Discovered
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	https://www.gstatic.com/identity/boq/accountsettingsmobile/menu_home_selected_24x24_9d6bbfa62af2a7aaa6923725ff3e2e28.png	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	https://www.gstatic.com/identity/boq/accountsettingsmobile/menu_personalinfo_24x24_2b08480abc2504e2d70d74f2470f0ae0.png	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	https://www.gstatic.com/identity/boq/accountsettingsmobile/menu_data_and_personalization_24x24_1af4cbe9d198b2f4a2e94e52732d8171.png	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	https://www.gstatic.com/identity/boq/accountsettingsmobile/menu_people_and_sharing_24x24_f99bacf0b3bb6b80c1159263d4323379.png	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	https://www.gstatic.com/identity/boq/accountsettingsmobile/menu_feedback_24x24_fe8ef3663c826d5218dfd17847430fa5.png	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	https://www.gstatic.com/identity/boq/accountsettingsmobile/signedout_home_scene_316x112_20184f6462bbd0091f1c66748cc4b75f.png	July 3, 2019 (04:12) [new]
Google Translate Help https://support.google.com/translate/	https://www.gstatic.com/images/branding/product/1x/translate_64dp.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/activity_settings_2x-3a6c0a9bbbed6774817d8e9f3728ffcc6.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/how_activity_data_makes_search_work_2x-141e7bd53d8aea27f814d88ffc7f7ea80.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/ad_settings_2x-746e64580f7671cc44056c67e3dca180.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/how_search_uses_data_from_your_google_account_2x-4b85447db5cc4c3d013f52ab16e4199d.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/google_account_2x-637f01d556f651485634b77b87803711.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/more_options_around_privacy_2x-b6a87bc04d5e2696d80d80534c01c7c8.png	July 3, 2019 (04:12) [new]

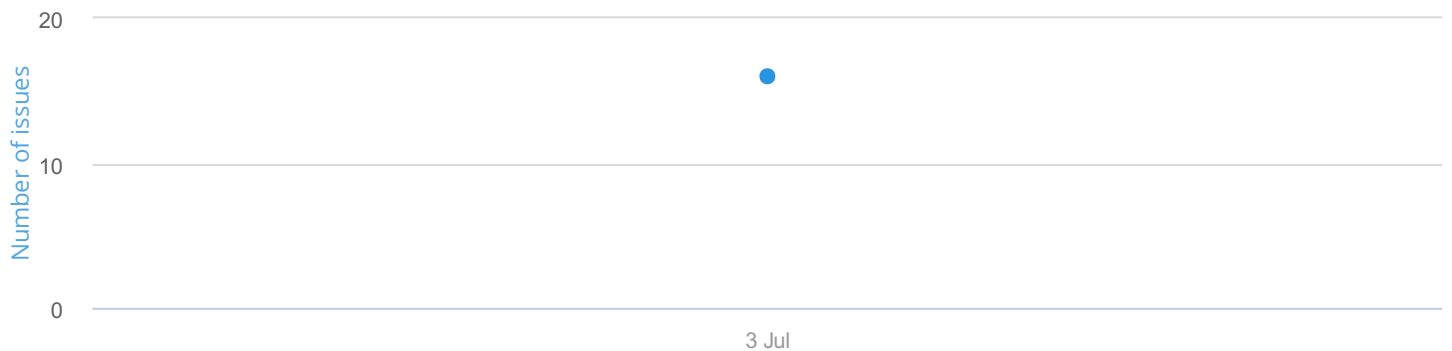
Page URL	Image URL	Discovered
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/google_account_2x-637f01d556f651485634b77b87803711.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/google_account_2x-637f01d556f651485634b77b87803711.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/safety_centre_2x-c29845eb20fed95cf98ed90e4086b02b.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/safety_centre_2x-c29845eb20fed95cf98ed90e4086b02b.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/privacy_policy_2x-ba9c38f835642573879efd829f487f7e.png	July 3, 2019 (04:12) [new]
Your data in Search https://www.google.com/history/privacyadvisor/search?utm_source=googlemenu&fg=1	https://www.gstatic.com/myactivity/privacyadvisor/privacy_policy_2x-ba9c38f835642573879efd829f487f7e.png	July 3, 2019 (04:12) [new]

Links lead to HTTP pages for HTTPS site

i About this issue: If any link on website points to the old HTTP version of website, search engines can become confused as to which version of the page they should rank. How to fix: Replace all HTTP links with the new HTTPS versions.

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



● Links lead to HTTP pages for HTTPS site

Links lead to HTTP pages for HTTPS site 16

www.google.com, GoogleBot-Mobile

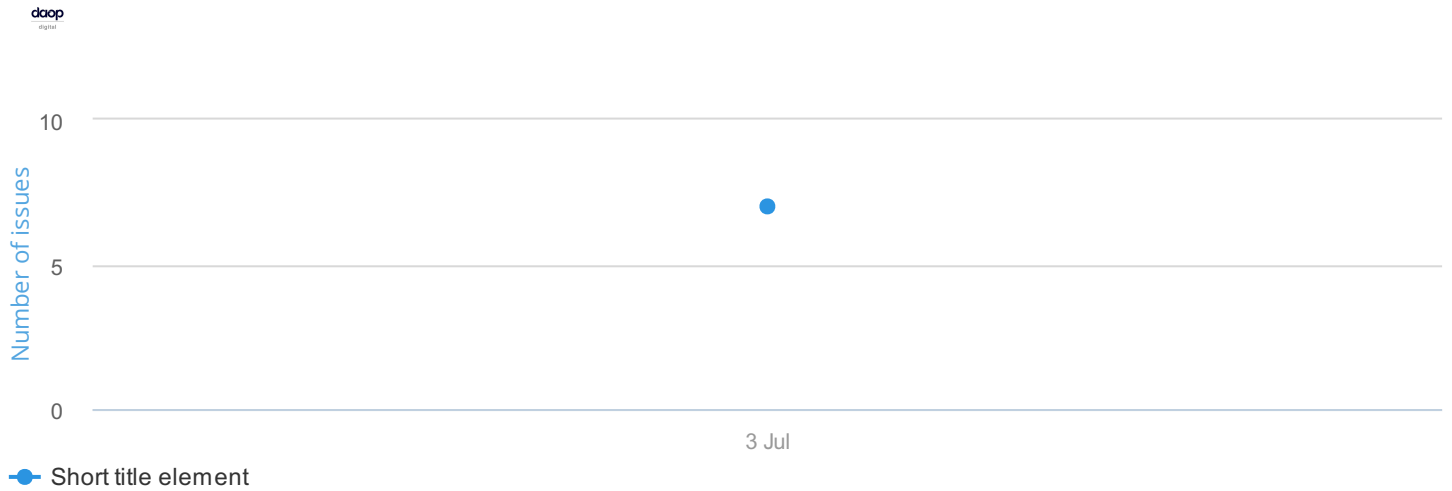
Page URL	HTTP page URL	Discovered
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	http://www.google.com/webhp?hl=en&tbm=vid&tab=pv	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	http://m.google.com	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	http://books.google.com/support/partner?hl=en	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	http://books.google.com/support/topic/4359341?hl=en	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	http://www.google.com/webhp?hl=en&tbm=vid&tab=pv	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	http://m.google.com	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	http://books.google.com/support/partner?hl=en	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	http://books.google.com/support/topic/4359341?hl=en	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	http://www.google.com/webhp?hl=en&tbm=vid&tab=pv	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	http://m.google.com	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	http://books.google.com/support/partner?hl=en	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	http://books.google.com/support/topic/4359341?hl=en	July 3, 2019 (04:12) [new]
Google Play https://play.google.com/store?hl=en&tab=w8	http://www.google.com/intl/en_us/policies/privacy/	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/	http://www.google.com/about	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=iT	http://www.google.com/about	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=wT	http://www.google.com/about	July 3, 2019 (04:12) [new]

Short title element

- i** *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.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Short title element 7

www.google.com, GoogleBot-Mobile

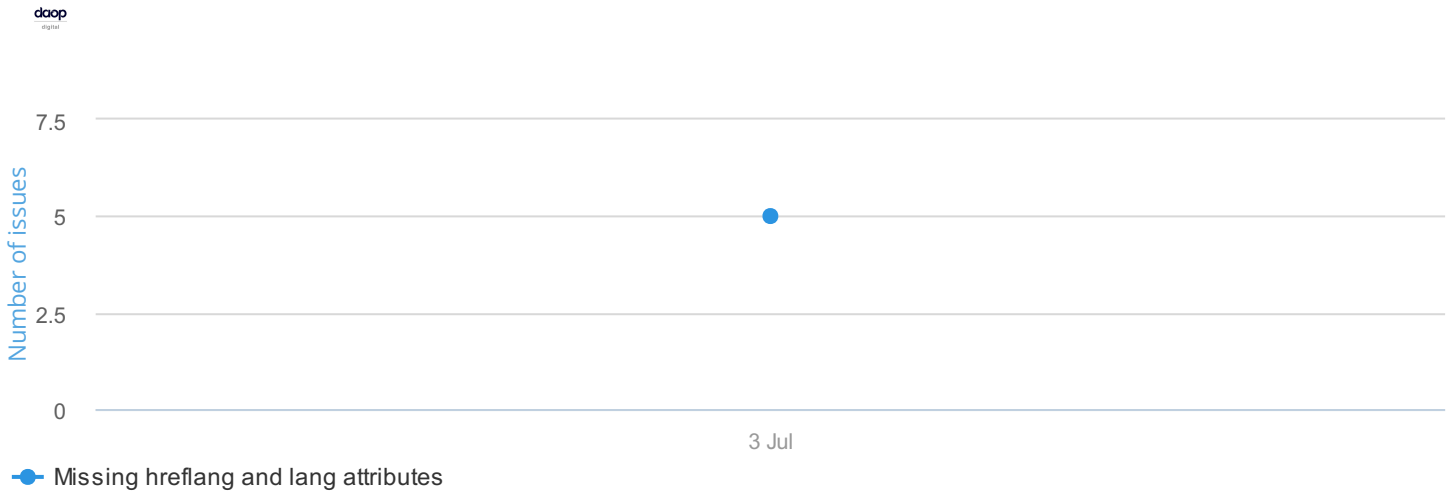
Page URL	Title	Discovered
Google https://www.google.com/	Google	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	Google	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=wf	Google	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjjAhXIZc0KHRVyBPMQ0tQDCAyoAQ	Google	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStJjjAhUMbc0KHVMHBy4Q0tQDCAUoAA	Google	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	Google	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	Google	July 3, 2019 (04:12) [new]

Missing hreflang and lang attributes

- i** *About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the <html> tag, e.g., "<html lang="en">". 2. Add a hreflang attribute to your page's <head> tag, e.g., <link rel="alternate" href="http://example.com/" hreflang="en"/>*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Missing hreflang and lang attributes 5

www.google.com, GoogleBot-Mobile

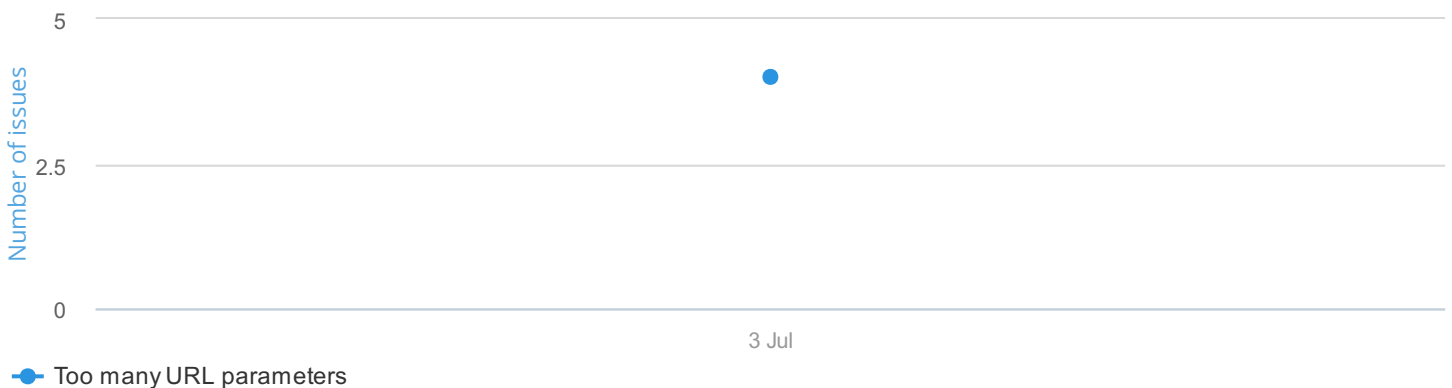
Page URL	Discovered
Google Books https://books.google.com/bkshp?hl=en&tab=Tp	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=wp	July 3, 2019 (04:12) [new]
Hangouts IOS install page_Avatar - chat@2x https://hangouts.google.com/	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en_us/policies/privacy/?fg=1	July 3, 2019 (04:12) [new]

Too many URL parameters

i About this issue: Using too many URL parameters is not an SEO-friendly approach. Multiple parameters make URLs less enticing for users to click and may cause search engines to fail to index some of your most important pages. How to fix: Try to use no more than four parameters in your URLs.

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Too many URL parameters 4

www.google.com, GoogleBot-Mobile

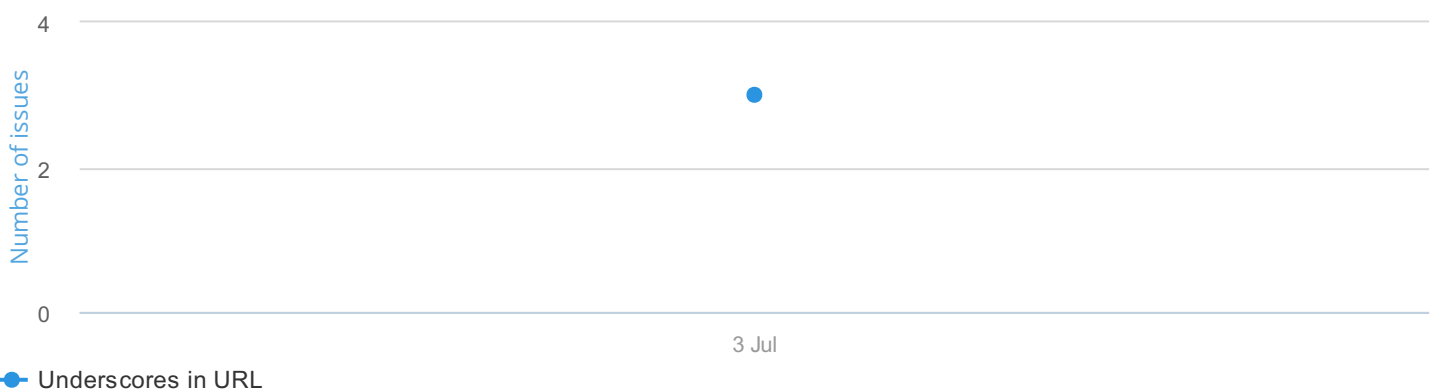
Page URL	Params Count	Discovered
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	7	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=wC&followup=https://contacts.google.com/?hl=en&tab=wC&hl=en	6	July 3, 2019 (04:12) [new]
Google Business Solutions - Online Marketing Tools & Apps for Your Business https://www.google.com/services/?subid=ww-ww-et-g-awa-a-g_hpbfoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google_hpbfooter&fg=1	5	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	5	July 3, 2019 (04:12) [new]

Underscores in URL

i About this issue: When it comes to URL structure, using underscores as word separators is not recommended because search engines may not interpret them correctly and may consider them to be a part of a word. Using hyphens instead of underscores makes it easier for search engines to understand what your page is about. Although using underscores doesn't have a huge impact on webpage visibility, it decreases your page's chances of appearing in search results, as opposed to when hyphens are used. For more information, please see this Google article: <https://support.google.com/webmasters/answer/76329?hl=en>. How to fix: Replace underscores with hyphens. However, if your page ranks well, we do not recommend that you do this.

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Underscores in URL 3

www.google.com, GoogleBot-Mobile

Page URL	Discovered
Google Advanced Image Search https://www.google.com/advanced_image_search?hl=en&fg=1	July 3, 2019 (04:12) [new]

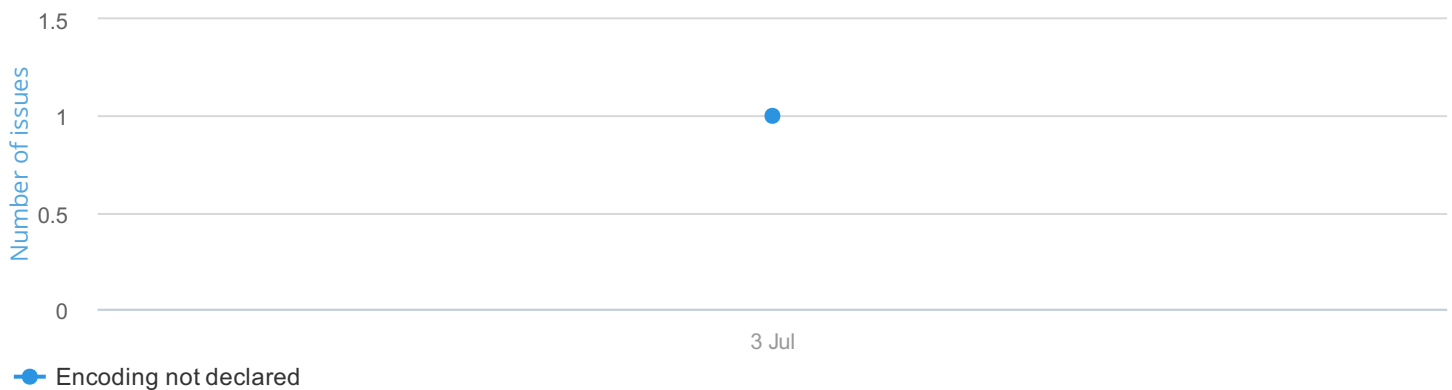
Page URL	Discovered
Google Advanced Search https://www.google.com/advanced_search?hl=en&fg=1	July 3, 2019 (04:12) [new]
https://www.google.com/intl/en_us/policies/privacy/?fg=1	July 3, 2019 (04:12) [new]

Encoding not declared

- i** *About this issue: Providing a character encoding tells web browsers which set of characters must be used to display a webpage's content. If a character encoding is not specified, browsers may not render the page content properly, which may result in a negative user experience. Moreover, search engines may consider pages without a character encoding to be of little help to users and, therefore, place them lower in search results than those with a specified encoding. How to fix: Declare a character encoding either by specifying one in the charset parameter of the HTTP Content-Type header (Content-Type: text/html; charset=utf-8) or by using a meta charset attribute in your webpage HTML (<meta charset="utf-8"/>).*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Encoding not declared 1

www.google.com, GoogleBot-Mobile

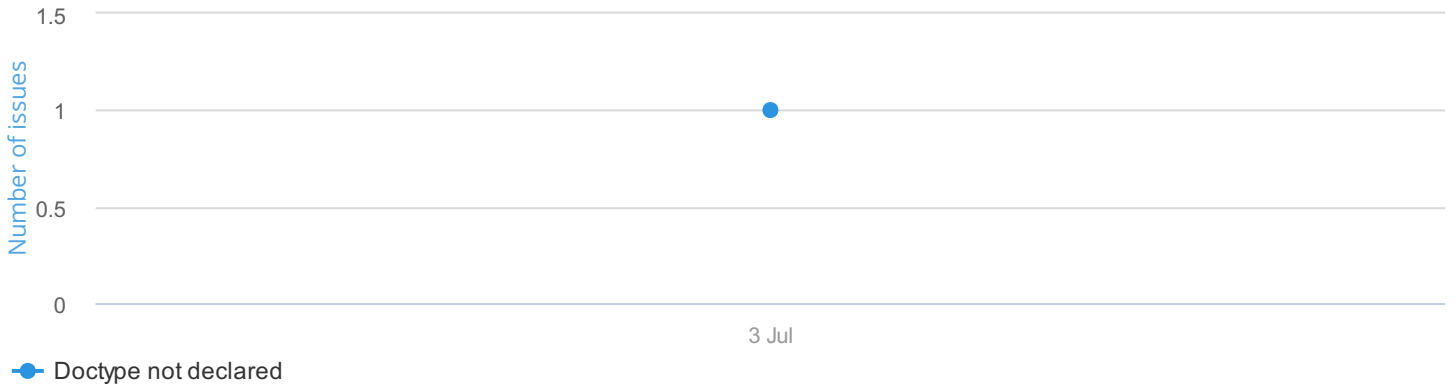
Page URL	Discovered
https://www.google.com/intl/en_us/policies/privacy/?fg=1	July 3, 2019 (04:12) [new]

Doctype not declared

- i** *About this issue: A webpage's doctype instructs web browsers which version of HTML or XHTML is being used. Declaring a doctype is extremely important in order for a page's content to load properly. If no doctype is specified, this may lead to various problems, such as messed up page content or slow page load speed, and, as a result, negatively affect user experience. How to fix: Specify a doctype for each of your pages by adding a <!Doctype> element (e.g., "<!Doctype HTML5>") to the very top of every webpage source, right before the <html> tag.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Doctype not declared 1

www.google.com, GoogleBot-Mobile

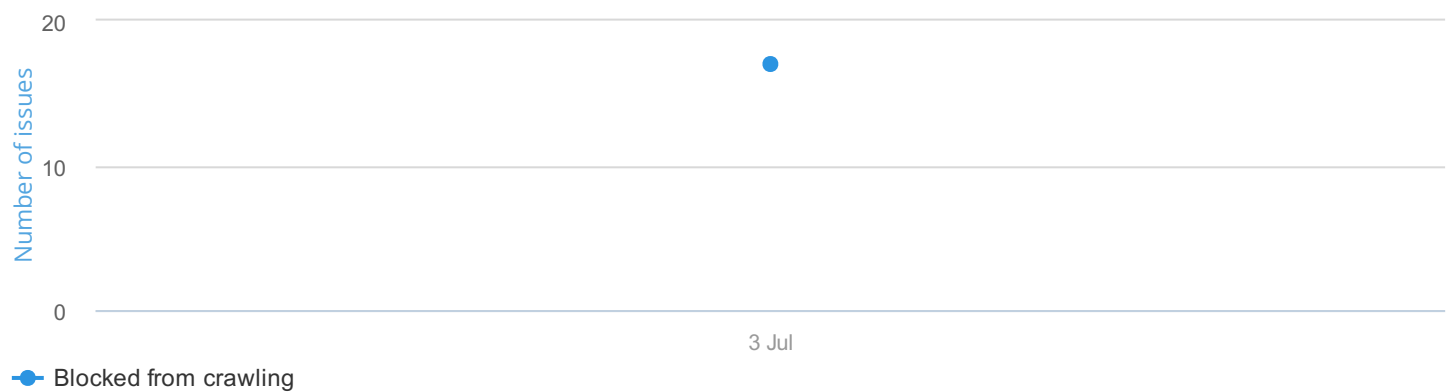
Page URL	Discovered
Hangouts IOS install page_Avatar - chat@2x https://hangouts.google.com/	July 3, 2019 (04:12) [new]

Blocked from crawling

i About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Blocked from crawling 17

www.google.com, GoogleBot-Mobile

Page URL	Discovered
https://drive.google.com/?tab=To	July 3, 2019 (04:12) [new]
https://jamboard.google.com/?usp=jam_ald	July 3, 2019 (04:12) [new]

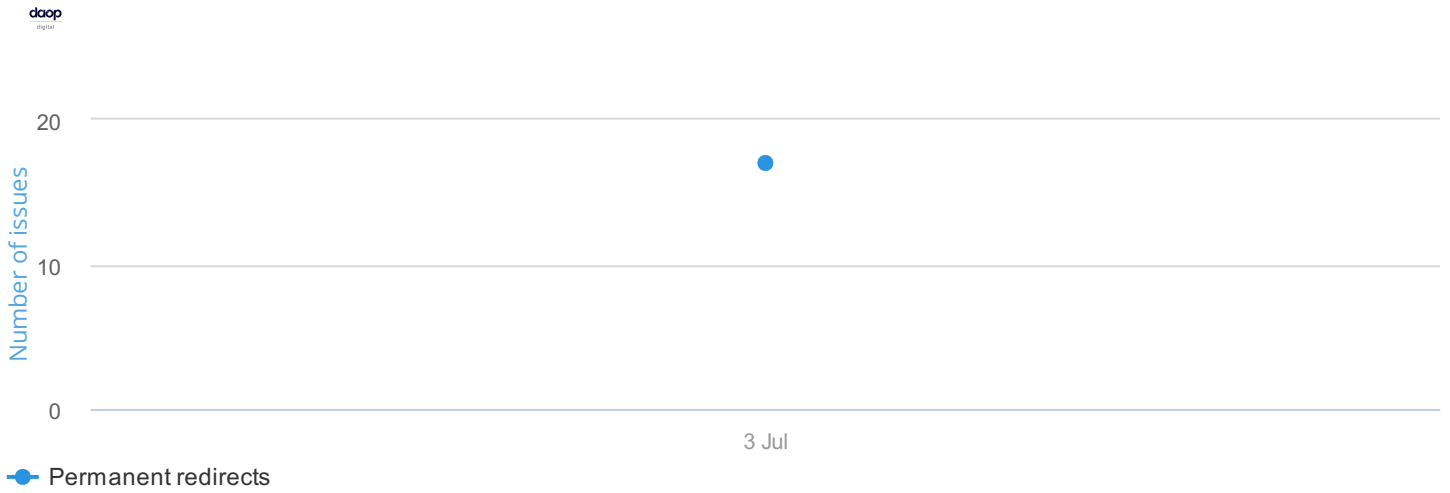
Page URL	Discovered
https://mail.google.com/mail/?tab=Tm	July 3, 2019 (04:12) [new]
https://mail.google.com/mail/x/ogb/gp/?tab=im	July 3, 2019 (04:12) [new]
https://mail.google.com/mail/x/ogb/gp/?tab=wm	July 3, 2019 (04:12) [new]
https://maps.google.com/maps?hl=en&tab=TI	July 3, 2019 (04:12) [new]
https://maps.google.com/maps?hl=en&tab=il	July 3, 2019 (04:12) [new]
https://maps.google.com/maps?hl=en&tab=wl	July 3, 2019 (04:12) [new]
https://news.google.com/news?tab=in	July 3, 2019 (04:12) [new]
https://news.google.com/news?tab=wn	July 3, 2019 (04:12) [new]
https://news.google.com/nwshp?hl=en&tab=Tn	July 3, 2019 (04:12) [new]
https://www.google.com/calendar/gpcal?tab=ic	July 3, 2019 (04:12) [new]
https://www.google.com/calendar/gpcal?tab=wc	July 3, 2019 (04:12) [new]
https://www.google.com/preferences?hl=en	July 3, 2019 (04:12) [new]
https://www.google.com/preferences?hl=en&fg=1	July 3, 2019 (04:12) [new]
Collections https://www.google.com/save	July 3, 2019 (04:12) [new]
https://www.google.com/search?q=Fourth+of+July&oi=ddle&ct=119273973&hl=en&kgmid=/m/03bxns&ictx=1&sa=X&ved=0ahUKEwihqCStJjAhXIZc0KHRVyBPMQPQGH	July 3, 2019 (04:12) [new]

Permanent redirects

- i** *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.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Permanent redirects 17

www.google.com, GoogleBot-Mobile

Page URL	Link URL	HTTP Status Code	Discovered
Google Translate https://translate.google.com/	https://www.google.com/policies	301	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=iT	https://www.google.com/policies	301	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=wT	https://www.google.com/policies	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/	https://www.google.com/intl/en_us/ads/?subid=ww-ww-et-g-a-wa-a-g_hpafoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google_hpafooter&fg=1	301	July 3, 2019 (04:12) [new]
Google Advanced Image Search https://www.google.com/advanced_image_search?hl=en&fg=1	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google Advanced Search https://www.google.com/advanced_search?hl=en&fg=1	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=wf	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStJjjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	https://www.google.com/intl/en_us/ads/?subid=ww-ww-et-g-a-wa-a-g_hpafoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google_hpafooter&fg=1	301	July 3, 2019 (04:12) [new]



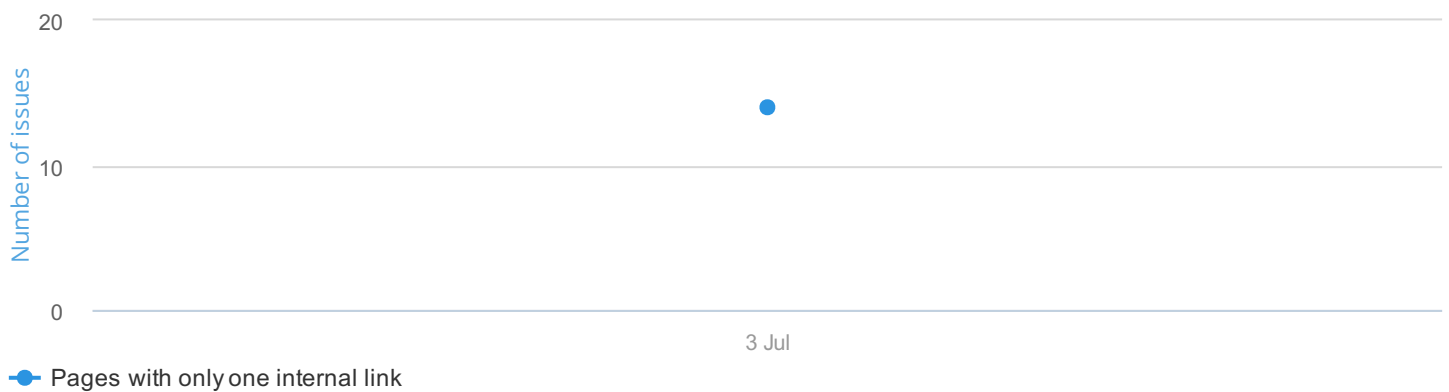
Page URL	Link URL	HTTP Status Code	Discovered
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStjjiAhUMbc0KHVMHBy4Q0tQDCAUoAA	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStjjiAhUMbc0KHVMHBy4Q0tQDCAUoAA	https://www.google.com/intl/en_us/ads/?subid=ww-ww-et-g-a-wa-a-g_hpafoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google_hpafooter&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	https://www.google.com/intl/en_us/ads/?subid=ww-ww-et-g-a-wa-a-g_hpafoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google_hpafooter&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	https://support.google.com/websearch/?p=ws_results_help&hl=en&fg=1	301	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=ww	https://www.google.com/intl/en_us/ads/?subid=ww-ww-et-g-a-wa-a-g_hpafoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google_hpafooter&fg=1	301	July 3, 2019 (04:12) [new]

Pages with only one internal link

i 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.

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Pages with only one internal link 14

www.google.com, GoogleBot-Mobile

Page URL	Discovered
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/	July 3, 2019 (04:12) [new]



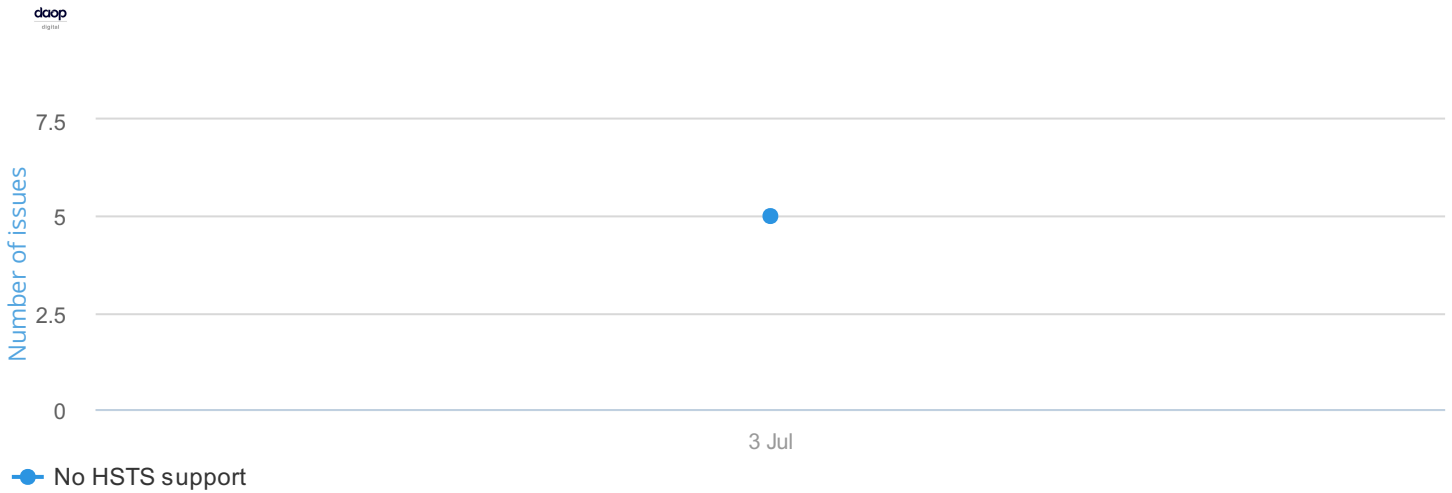
Page URL	Discovered
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?hl=en&passive=true&continue=https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	July 3, 2019 (04:12) [new]
Sign in - Google Accounts https://accounts.google.com/ServiceLogin?passive=1209600&continue=https://contacts.google.com/?hl=en&tab=wC&followup=https://contacts.google.com/?hl=en&tab=wC&hl=en	July 3, 2019 (04:12) [new]
Google Books https://books.google.com/bkshp?hl=en&tab=ip	July 3, 2019 (04:12) [new]
Google Account https://myaccount.google.com/intro?utm_source=OGB&tab=wk&utm_medium=app	July 3, 2019 (04:12) [new]
Google Play https://play.google.com/store?hl=en&tab=w8	July 3, 2019 (04:12) [new]
Privacy Policy – Privacy & Terms – Google https://policies.google.com/privacy?hl=en&gl=us	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/	July 3, 2019 (04:12) [new]
Google Translate https://translate.google.com/?hl=en&tab=iT	July 3, 2019 (04:12) [new]
Google Advanced Image Search https://www.google.com/advanced_image_search?hl=en&fg=1	July 3, 2019 (04:12) [new]
Google https://www.google.com/shopping?hl=en&source=og&tab=if	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?output=search&tbm=isch&tbo=u&sa=X&ved=0ahUKEwihqqCStjAhXIZc0KHRVyBPMQ0tQDCAYoAQ	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?sa=X&output=search&ved=0ahUKEwi62cyStjAhUMbc0KHMHBBy4Q0tQDCAUoAA	July 3, 2019 (04:12) [new]
Google https://www.google.com/webhp?tab=iw	July 3, 2019 (04:12) [new]

No HSTS support

- i** *About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.*

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



No HSTS support 5

www.google.com, GoogleBot-Mobile

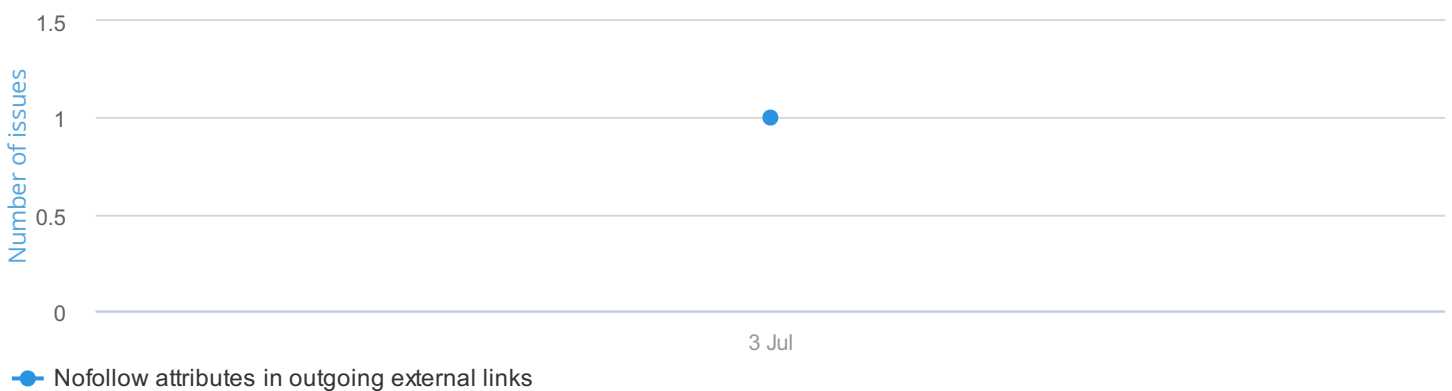
Subdomain	Discovered
google.com	July 3, 2019 (04:12) [new]
maps.google.com	July 3, 2019 (04:12) [new]
play.google.com	July 3, 2019 (04:12) [new]
translate.google.com	July 3, 2019 (04:12) [new]
www.google.com	July 3, 2019 (04:12) [new]

Nofollow attributes in outgoing external links

i About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Nofollow attributes in outgoing external links 1

www.google.com, GoogleBot-Mobile

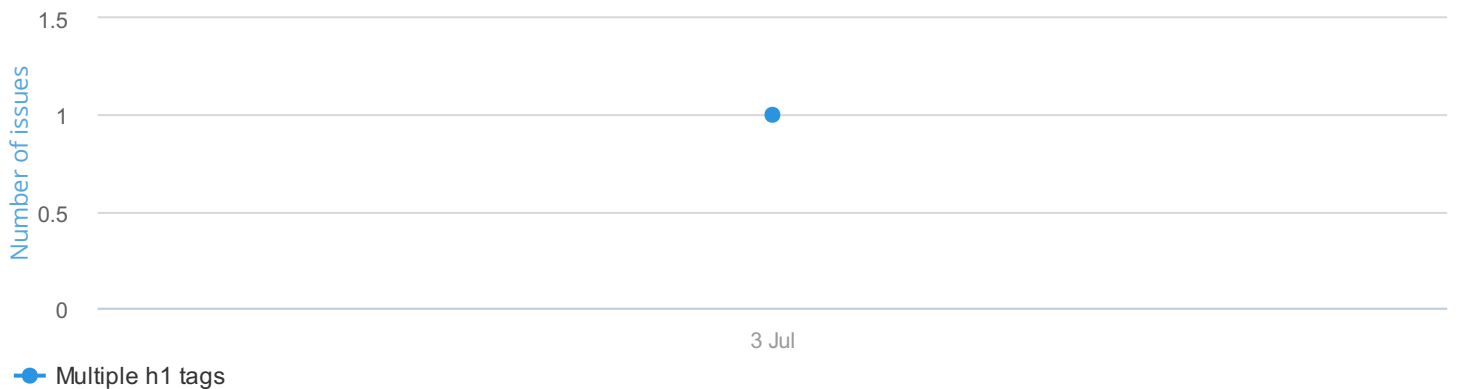
Page URL	Link URL	Discovered
Google Business Solutions - Online Marketing Tools & Apps for Your Business https://www.google.com/services/?subid=ww-ww-et-g-awa-a-g_hpbfoot1_1!o2&utm_source=google.com&utm_medium=referral&utm_campaign=google_hpbfooter&fg=1	https://twitter.com/googleads	July 3, 2019 (04:12) [new]

Multiple h1 tags

- i** 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>`.

Historical chart for audits

Period: July 3, 2019 (04:12) - July 3, 2019 (04:12)



Multiple h1 tags 1

www.google.com, GoogleBot-Mobile

Page URL	H1 Count	Discovered
Privacy Policy - Privacy & Terms - Google https://policies.google.com/privacy?hl=en&gl=us	14	July 3, 2019 (04:12) [new]