Site Audit: Issues

ebay.com

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Subdomain: ebay.com
User Agent: SEMrushBot-Desktop
Last Update: August 25, 2017
Crawled Pages: 1000

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ERRORS

74 +74

56 hreflang conflicts within page source code

56 +56

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

6 issues with duplicate title tags

6 +6

About this issue: 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.

6 pages have duplicate content issues

6 +6

About this issue: Webpages are considered duplicate if they contain identical or nearly identical content. Excessive duplicate content may confuse search engines as to which page to index and which one to prioritize in search results. Using duplicated content across multiple pages may lead to traffic loss and poor placement in search results, and it may even provoke search engines to ban your page. Please note that crawler may flag your webpages as duplicates if there is too much text in your website's navigation compared to the amount of unique text on your page. How to fix: Here are a few ways to fix duplicate content: 1. Provide some unique content on the webpage. 2. Remove duplicate content. 3. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results.

4 external links are broken

4 +4

About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

1 page doesn't have a title tag

1 +1

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. How to fix: If you don't want to miss the opportunity to rank high in search results and gain a higher click-through rate, you should ensure that each of your website's pages has a unique and concise title containing your most important keywords.

1 issue with incorrect hreflang links

1 +1

About this issue: 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 for them. It is very important to make sure your pages don't have any hreflang link issues, otherwise search engines will not be able to interpret them correctly and, as a result, will not show the correct language version of your pages to the relevant audience. How to fix: To avoid any problems with hreflang links, we recommend that you review your hreflang attributes and do the following: 1. Fix broken hreflang URLs. 2. Fix hreflang redirects. 3. Replace relative URLs with absolute ones

0 pages returned 5XX status code **0** 0

0 pages returned 4XX status code **0** 0

0 internal links are broken **0** 0

0 pages couldn't be crawled **0** 0

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

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

0 internal images are broken **0** 0

0 external images are broken **0** 0

0 pages have duplicate meta descriptions **0** 0

Robots.txt file has format errors **0** 0

0 sitemap.xml files have format errors **0** 0

0 incorrect pages found in sitemap.xml **0** 0

0 pages have a WWW resolve issue **0** 0

This page has no viewport tag **0** 0

0 pages have too large HTML size **0** 0

0 AMP pages have no canonical tag **0** 0

0 issues with hreflang values **0** 0

0 non-secure pages **0** 0

0 issues with expiring or expired certificate **0** 0

0 issues with old security protocol **0** 0

0 issues with incorrect certificate name **0** 0

0 issues with mixed content **0** 0

No redirect or canonical to HTTPS homepage from HTTP version   **0** 0

0 redirect chains and loops   **0** 0

0 AMP pages have HTML issues   **0** 0

0 AMP pages have style and layout issues   **0** 0

0 AMP pages have templating issues   **0** 0

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WARNINGS   **9217** +9121

7689 links on HTTPS pages leads to HTTP page   **7689** +7689
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.

Sitemap.xml not found   **542** +446
About this issue: A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL. Using a sitemap.xml file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines, it also quickly informs search engines about any new or updated content on your website. Therefore, your website will be crawled faster and more intelligently. How to fix: Consider generating a sitemap.xml file if you don't already have one.

368 internal links contain nofollow attribute   **368** +368
About this issue: The rel="nofollow" attribute is an element in an <a> tag that tells crawlers not to follow the link (e.g., "Nofollow link example")."Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website. Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from <a> tags, if necessary.

226 images don't have alt attributes

About this issue: Alt attributes within <img> 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. How to fix: Specify a relevant alternative attribute inside an <img> tag for each image on your website, e.g., "<img src="mylogo.png" alt="This is my company logo">".

226 +226

131 pages have low text-HTML ratio

About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This warning 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.

131 +131

67 pages don't have meta descriptions

About this issue: Though meta descriptions don t have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users. 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.

67 +67

51 pages have underscores in the URL

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. How to fix: Replace underscores with hyphens. However, if your page ranks well, we do not recommend that you do this.

51 +51

45 pages have duplicate H1 and title tags

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

45 +45

27 pages have temporary redirects

About this issue: Temporary redirects (i.e., a 302 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 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 302/307 redirect with a 301/308 one.

27 +27

20 pages have more than one H1 tag

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>.

20 +20

19 pages have too much text within the title tags

About this issue: Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. How to fix: Try to rewrite your page titles to be 75 characters or less.

19 +19

16 pages have a low word count

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. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

16 +16

8 pages have no hreflang and lang attributes

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"/>

8 +8

4 pages have too many parameters in their URLs

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.

4 +4

2 pages don't have an h1 heading

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.

2 +2

1 page doesn't have enough text within the title tags

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

1 +1

1 page doesn't have doctype declared

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.

1 +1

0 pages have too many on-page links

0 0

0 pages have slow load speed

0 0

0 pages don't have character encoding declared

0 0

0 pages use Flash

0 0

0 pages contain frames

0 0

Sitemap.xml not indicated in robots.txt

0 0

Homepage does not use HTTPS encryption

0 0

0 subdomains don't support SNI

0 0

0 HTTP URLs in sitemap.xml for HTTPS site

0 0

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NOTICES

57 +57

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48 pages are blocked from crawling

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.

48 +48

URLs on 4 pages are too long

About this issue: According to Google, URLs longer than 100 characters are not SEO friendly. Excessive URL length intimidates users and discourages them from clicking or sharing it, thus hurting your page's click-through rate and usability. Besides, some browsers may have difficulties parsing extremely long URLs. How to fix: Rewrite your URLs to be fewer than 100 characters.

4 +4

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3 external links contain nofollow attributes

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.

3 +3

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2 subdomains don't support HSTS

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.

2 +2

Robots.txt not found

0 0

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0 pages have hreflang language mismatch issues

0 0

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0 orphaned pages in Google Analytics

0 0

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0 orphaned pages in sitemaps

0 0