



# Site Audit: Issues

BlueJet Holidays Pvt Ltd

# Site Audit: Issues

**Subdomain:** www.bluejetholidays.com

**User Agent:** GoogleBot-Desktop

**Last Update:** November 12, 2018

**Crawled Pages:** 100

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## ERRORS

97 +21

### 39 pages have slow load speed

About this issue: Page (HTML) load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates. Please note that "page load speed" usually refers to the amount of time it takes for a webpage to be fully rendered by a browser. However, crawler only measures the time it takes to load a webpage's HTML code - load times for images, JavaScript and CSS are not factored in. How to fix: The main factors that negatively affect your HTML page generation time are your server's performance and the density of your webpage's HTML code. So, try to clean up your webpage's HTML code. If the problem is with your web server, you should think about moving to a better hosting service with more resources.

39 +10

### 28 issues with duplicate title tags

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.

28 +8

### 28 pages have duplicate content issues

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.

28 +8

### 1 issue with mixed content

About this issue: If your website contains any elements that are not secured with HTTPS, this may lead to security issues. Moreover, browsers will warn users about loading unsecure content, and this may negatively affect user experience and reduce their confidence in your website. How to fix: Only embed HTTPS content on HTTPS pages.

1 0

## No redirect or canonical to HTTPS homepage from HTTP version

1 0

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.

0 pages returned 5XX status code

0 0

0 pages returned 4XX status code

0 0

0 pages don't have title tags

0 0

0 internal links are broken

0 0

0 pages couldn't be crawled

0 -1

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

0 0

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

0 0

0 internal images are broken

0 0

0 pages have duplicate meta descriptions

0 -4

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
This page has no viewport tag	0
0 pages have too large HTML size	0
0 AMP pages have no canonical tag	0
0 issues with hreflang values	0
0 hreflang conflicts within page source code	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 redirect chains and loops	0
0 pages with a broken canonical link	0
0 pages have multiple canonical URLs	0
0 pages have a meta refresh tag	0

0 issues with broken internal JavaScript and CSS files

0

0 subdomains don't support secure encryption algorithms

0

0 sitemap.xml files are too large

0

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## WARNINGS

3604 +448**1655 issues with uncompressed JavaScript and CSS files**1655 -62

About this issue: This issue is triggered if compression is not enabled in the HTTP response. Compressing JavaScript and CSS files significantly reduces their size as well as the overall size of your webpage, thus improving your page load time. Uncompressed JavaScript and CSS files make your page load slower, which negatively affects user experience and may worsen your search engine rankings. If your webpage uses uncompressed CSS and JS files that are hosted on an external site, you should make sure they do not affect your page's load time. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: Enable compression for your JavaScript and CSS files on your server. If your webpage uses uncompressed CSS and JS files that are hosted on an external site, contact the website owner and ask them to enable compression on their server. If this issue doesn't affect your page load time, simply ignore it.

**885 issues with unminified JavaScript and CSS files**885 -15

About this issue: Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files. If this issue doesn't affect your page load time, simply ignore it.

**610 links on HTTPS pages leads to HTTP page**610 +589

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.

**206 images don't have alt attributes**206 -22

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., "".

**75 uncompressed pages**75 +3

About this issue: This issue is triggered if the Content-Encoding entity is not present in the response header. Page compression is essential to the process of optimizing your website. Using uncompressed pages leads to a slower page load time, resulting in a poor user experience and a lower search engine ranking. How to fix: Enable compression on your webpages for faster load time.

### 53 pages have low text-HTML ratio

**53** +5

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.

### 49 pages have too much text within the title tags

**49** +2

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.

### 49 pages don't have meta descriptions

**49** +2

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.

### 20 pages don't have an h1 heading

**20** -2

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 pages have a low word count

**2** -9

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.

0 external links are broken

**0** 0

0 external images are broken

**0** -36

0 pages don't have enough 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 pages have temporary redirects	0
0 pages have too many parameters in their URLs	0
0 pages have no hreflang and lang attributes	0
0 pages don't have character encoding declared	0
0 pages don't have doctype declared	0
0 pages use Flash	0
0 pages contain frames	0
0 pages have underscores in the URL	0
0 outgoing internal links contain nofollow attribute	-7
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 issues with blocked internal resources in robots.txt

0 0

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0 issues with uncached JavaScript and CSS files

0 0

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0 pages have a JavaScript and CSS total size that is too large

0 0

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0 pages use too many JavaScript and CSS files

0 0

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## NOTICES

939 -14**555 URLs with a permanent redirect**555 -29

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.

**375 outgoing external links contain nofollow attributes**375 +15

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.

**5 pages have only one incoming internal link**5 0

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.

**2 pages have more than one H1 tag**2 0

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>.

**2 subdomains don't support HSTS**2 0

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.

## 0 pages are blocked from crawling

0 0

## URLs on 0 pages are too long

0 0

## Robots.txt not found

0 0

## 0 pages have hreflang language mismatch issues

0 0

0 orphaned pages in Google Analytics	0
0 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