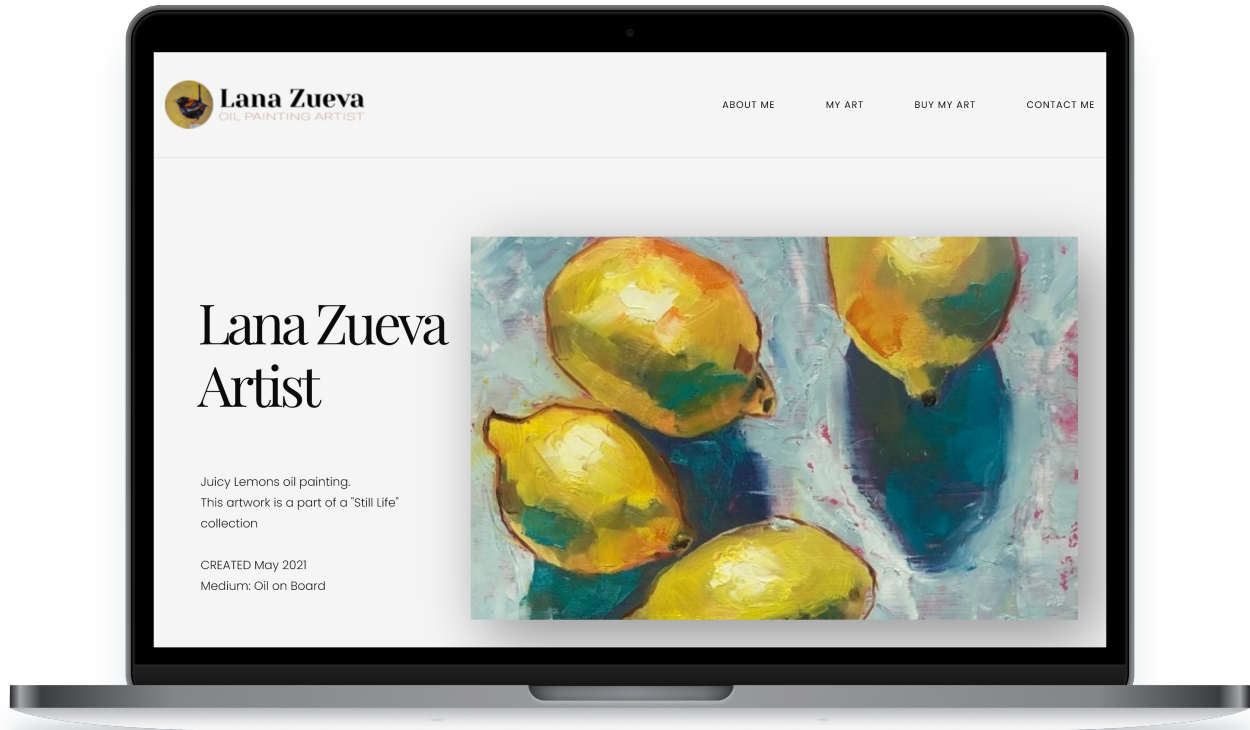


Technical SEO Audit

<https://lanazuevaartist.com>

2/17/2022



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Contents

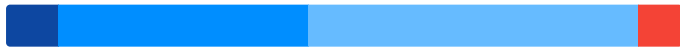
- Overview
- URL Structure
- Status Codes
- Crawling and Indexing
- Click and URL Depth
- Load Speed
- HTTP/HTTPS Protocols
- Content Optimization
- Issues
- Let's Discuss

Overview

This section contains a brief overview of the audit results. Detailed reports on particular optimization aspects are presented in the next sections.

Checked URLs:

431



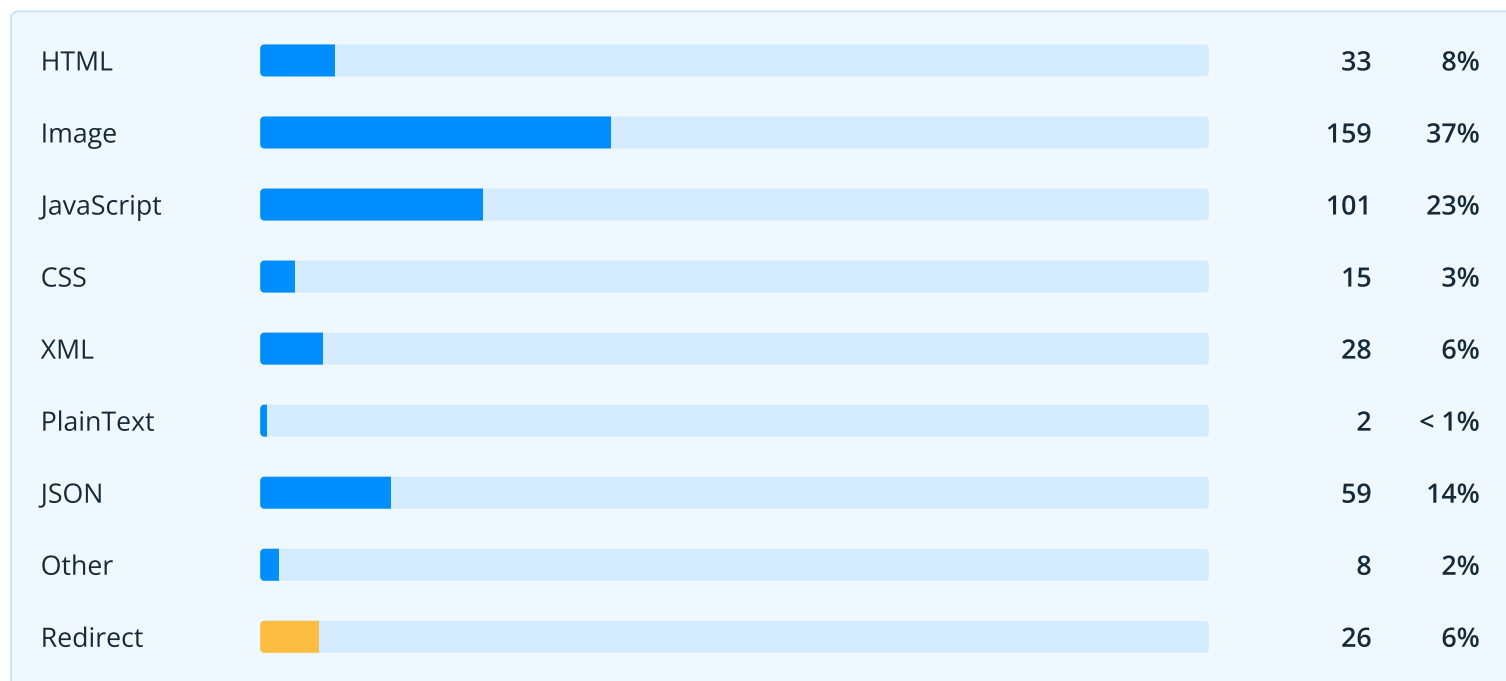
● Internal HTML	33	8%
● Internal images	159	37%
● Internal resources	211	49%
● External HTML	0	0%
● External images	0	0%
● External resources	0	0%
● AMP HTML	0	0%
● Non-2xx	28	6%

URLs with major issues:

154 (36%)

Broken pages	2	< 1%
Redirects	26	6%
Non-compliant	28	6%
Long load time	0	0%
Duplicate content	0	0%
Missing important content	4	< 1%
Thin content	0	0%
Missing internal links	0	0%
Image issues	31	7%

Content Type of Internal URLs



Top Hosts

This table contains main hosts spotted during the audit.

Host	URL Count	URLs, %
https://lanazuevaartist.com	431	100%

URL Structure


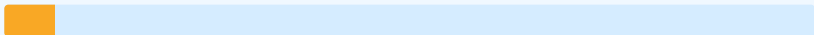
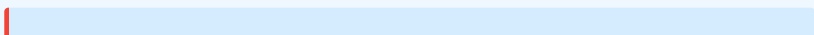
This report helps to visually evaluate the URL structure. It shows the most popular hosts and second tier segments (e.g. site.com/category/).

Host	URL Segment	URL Count	URLs, %
https://lanazuevaartist.com/	wp-content/	265	65%
	wp-json/	86	21%
	2022/	20	5%
	wp-includes/	12	3%
	category/	10	2%
	xmlrpc.php	2	< 1%
	[root documents]	1	< 1%
	feed/	1	< 1%
	comments/	1	< 1%
	home/	1	< 1%
	buy-my-art/	1	< 1%
	visit-us/	1	< 1%
	about-us/	1	< 1%
	collection/	1	< 1%
	privacy-policy-cookies/	1	< 1%
	terms-and-conditions/	1	< 1%

Status Codes

This section shows status codes of the internal and external URLs. Pay attention to the inaccessible documents, redirects, pages returning 4xx and higher status codes – landing on such URLs, users and search engines may consider the site low-quality.

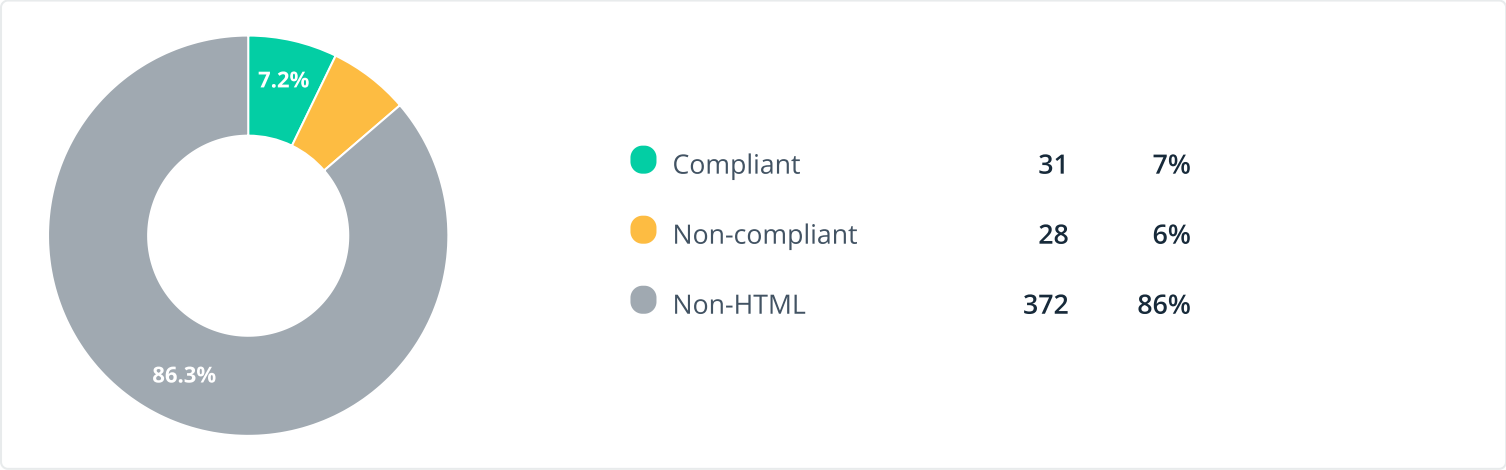
Status Code of Internal URLs

200 OK		403	94%
301 Moved Permanently		26	6%
405 Method Not Allowed		2	< 1%

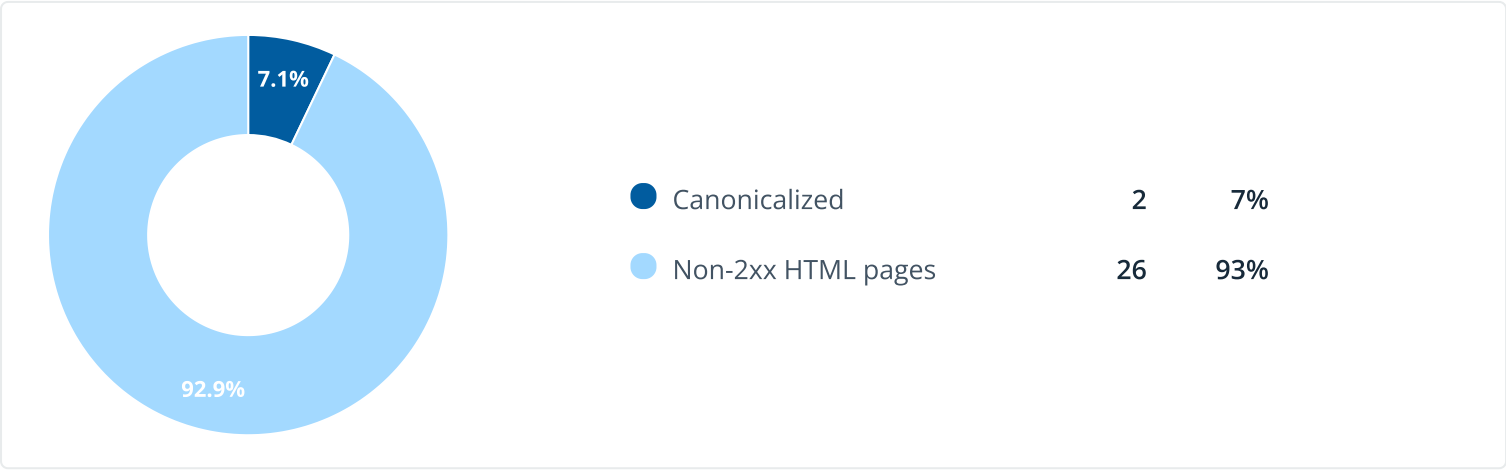
Crawling and Indexing

This section shows data on instructions and server settings affecting the crawling and indexing of the internal URLs content. Non-compliant documents usually don't drive search traffic and even waste crawl budget.

URL Compliance



Reasons for URL Non-Compliance



Meta Robots and X-Robots-Tag

- Instructions not restricting anything are highlighted in green.
- Instructions that affect crawling and results in SERP are highlighted in yellow.
- Instructions that affect indexing are highlighted in red.
- Other found instructions are highlighted in black.

Directive	URL Count	URLs, %
[Empty or missing]	305	71%
follow	7	2%
nofollow	2	< 1%
noindex	95	22%
max-image-preview:large	33	8%

Canonical Use

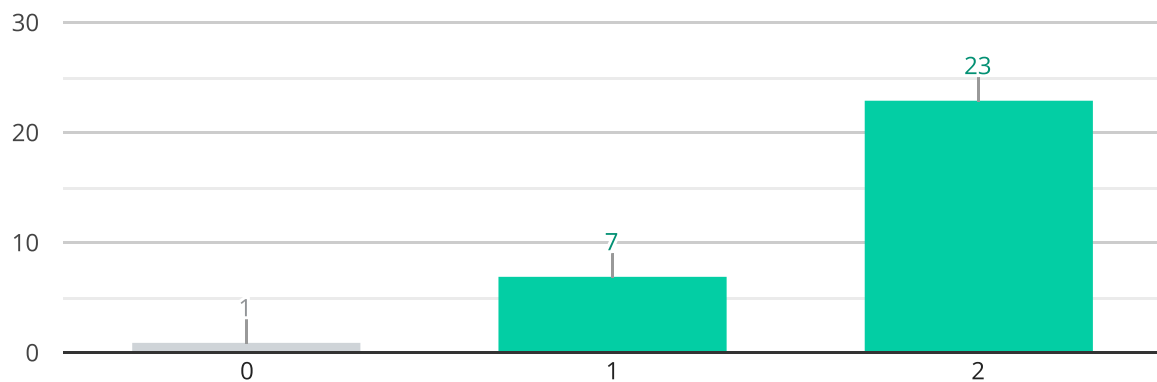
Value	URL Count	URLs, %
Missing	398	92%
Pointing to itself	31	7%
Pointing to another internal URL	2	< 1%

Click and URL Depth

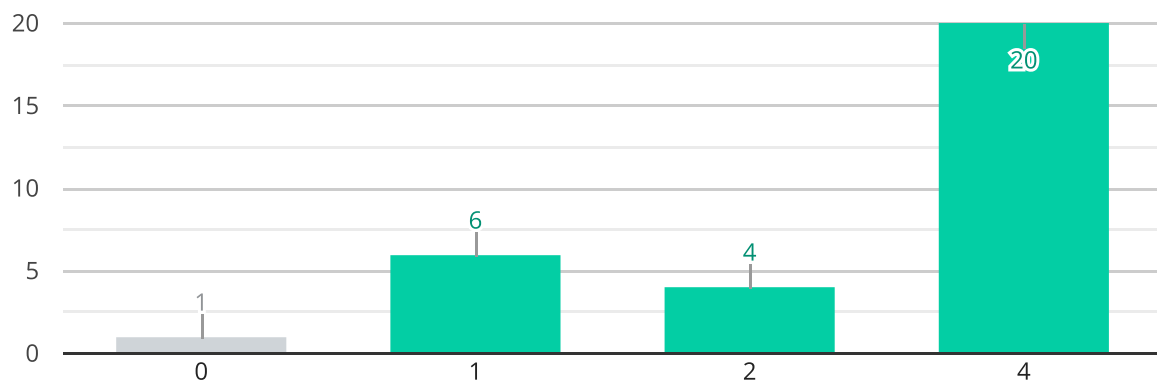
This section shows click depth (the number of clicks from the initial page) and URL depth (the number of segments in the URL) of the internal compliant HTML pages.

- Pages with click depth over '4' may have indexing issues, thus not drive organic traffic.
- Page URLs with depth over '4' and/or too long address may be hard to perceive for site visitors.

Click Depth



URL Depth



Load Speed

This report helps to evaluate server response time of the internal and external compliant documents. This parameter is a major ranking factor – fast sites usually drive more traffic, have lower bounce rate, and higher conversion rate.

Response Time of Internal HTML pages

Max:

1,156 ms



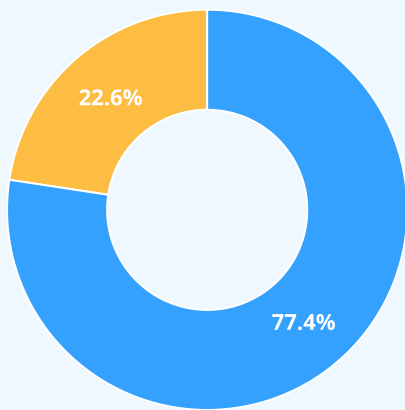
Min:

771 ms



Median:

901 ms



● Medium (500 ms < 1 s)	24	77%
● Slow (1 s < 2 s)	7	23%

Response Time of Internal Images and Resources

Max:

301 ms



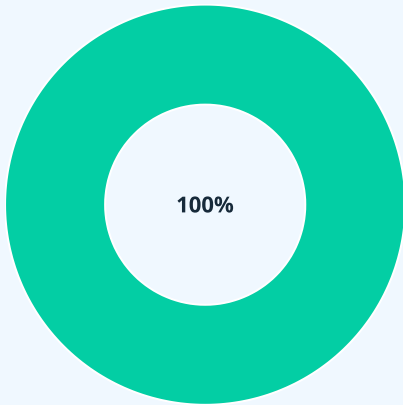
Min:

26 ms



Median:

44 ms



● Fast (< 500 ms)

277 100%

HTTP/HTTPS Protocols

This section contains document protocols: secure (HTTPS), and insecure (HTTP). If websites with HTTPS protocol have HTML pages, images, or resources with HTTP protocol, it may cause the 'Mixed content' issue. In this case users may see a corresponding warning in browser and search engines will consider the site insecure.

Protocol of Internal HTML pages

HTTPS	<div></div>	33	100%
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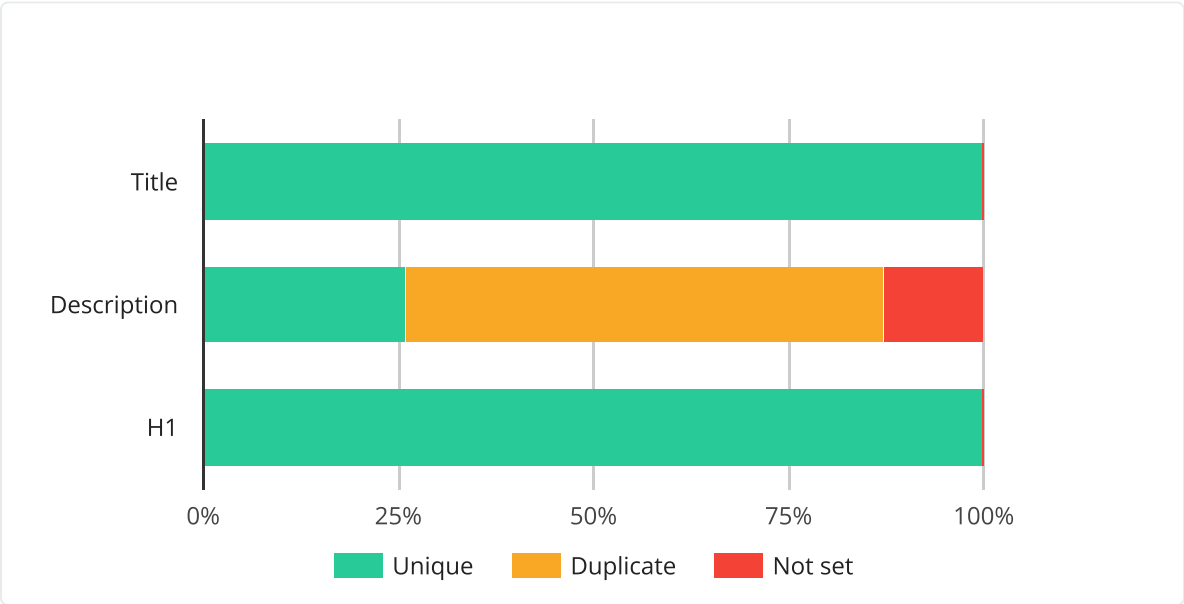
Protocol of Internal Images and Resources

HTTPS	<div></div>	398	100%
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Content Optimization

Duplicate and Missing Title, Description, H1

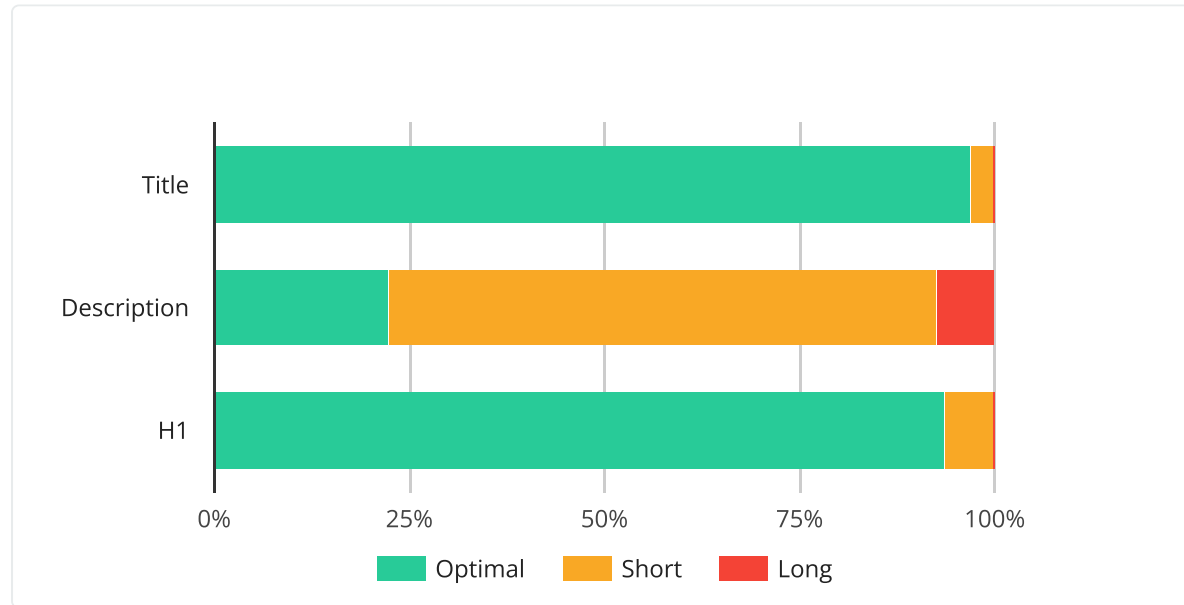
This report helps to evaluate the percentage and number of compliant pages with duplicate or missing SEO elements. Duplicate or missing title, description, and H1 are wasted opportunities that can negatively affect ranking and website visibility in SERP.



Element	Unique	Duplicate	Not set
Title	31 (100%)	0 (0%)	0 (0%)
Description	8 (26%)	19 (61%)	4 (13%)
H1	31 (100%)	0 (0%)	0 (0%)

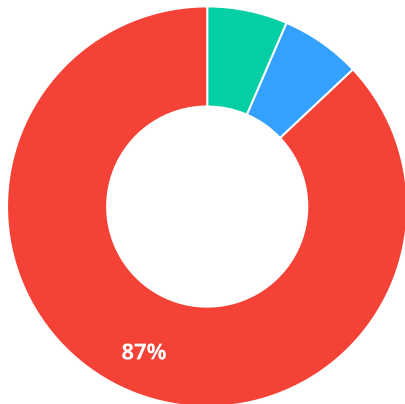
Short and Long Title, Description, H1

This report helps to evaluate the percentage and number of compliant pages with short and long SEO elements. Short texts in title, description, and H1 may be a wasted optimization opportunity, and the long ones might get truncated in the SERP snippet and not be fully considered by search engines.



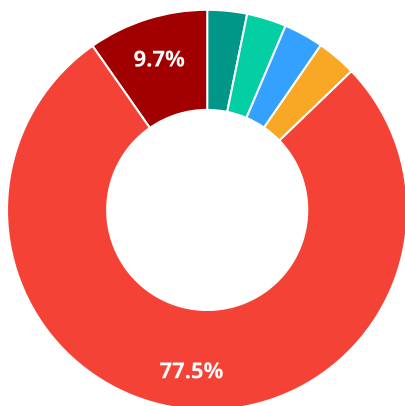
Element	Optimal	Short	Long
Title	30 (97%)	1 (3%)	0 (0%)
Description	6 (22%)	19 (70%)	2 (7%)
H1	29 (94%)	2 (6%)	0 (0%)

Number of Characters on the Page



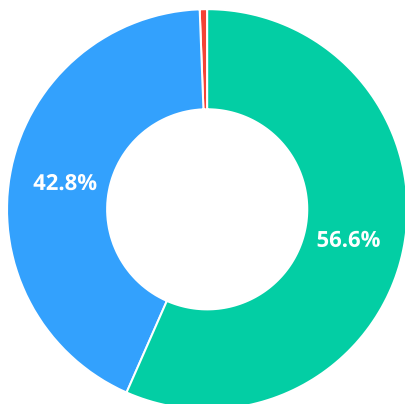
Good (> 5,000)	2	6%
Enough (1,500 – 5,000)	2	6%
Not enough (< 1,500)	27	87%

Number of Words on the Page



Perfect (> 1,000)	1	3%
Good (801 – 1,000)	1	3%
Enough (501 – 800)	1	3%
Not enough (301 – 500)	1	3%
Little (151 – 300)	24	77%
Too little (< 150)	3	10%

Image Size

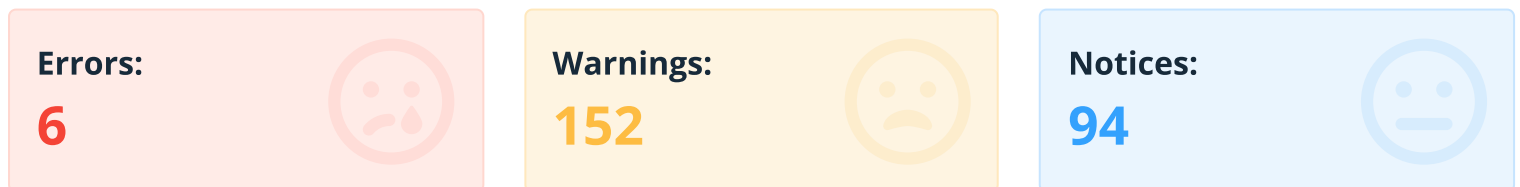


Optimal (< 100 kBs)	90	57%
Big (100 kBs – 1 MB)	68	43%
Too big (> 1 MB)	1	< 1%

Issues

This section contains reports on issues detected during the audit: the number of URLs with issues of different severity; top errors and warnings that may have the most noticeable effect when fixed; the issue list with examples of the URLs they've been detected on.

Issue Severity



Top Major Issues (by Number of URLs)

Blocked by X-Robots-Tag	<div><div></div></div>	93	22%
Images Without Alt Attributes	<div><div></div></div>	31	7%
3xx Redirected Pages	<div><div></div></div>	26	6%

Errors	
Issue	URLs with Issue
*example of the URL with issue	
Broken Pages https://lanazuevaartist.com/xmlrpc.php	2
4xx Error Pages: Client Error https://lanazuevaartist.com/xmlrpc.php?rsd	2
Missing or Empty Description https://lanazuevaartist.com/category/animals/	4

Warnings	
Issue	URLs with Issue
*example of the URL with issue	
Images Without Alt Attributes https://lanazuevaartist.com/	31

3xx Redirected Pages https://lanazuevaartist.com/?p=175	26
Blocked by Meta Robots https://lanazuevaartist.com/category/still-art/page/2/	2
Blocked by X-Robots-Tag https://lanazuevaartist.com/feed/	93

Notices	
Issue	URLs with Issue
*example of the URL with issue	
URLs with Uppercase Characters https://lanazuevaartist.com/wp-content/uploads/2022/01/Buzz.jpg	61
Emojis or Special Characters in Description https://lanazuevaartist.com/visit-us/	1
Multiple H1 https://lanazuevaartist.com/	1
Canonicalized Pages https://lanazuevaartist.com/category/collections/page/2/	2
Nofollowed by Meta Robots https://lanazuevaartist.com/category/still-art/page/2/	2
Hyperlinks with Empty Anchor Text https://lanazuevaartist.com/about-us/	31
Self-Referencing Hyperlinks https://lanazuevaartist.com/buy-my-art/	31
External Nofollow Links https://lanazuevaartist.com/2022/01/15/grape/	20

Let's Discuss

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