

REPORT

We appreciate you are taking time to review this audit.

A website's quality and optimization of content are very important for ranking higher than your competitors in search results. Charts, data, conclusions and metrics presented in this audit is a small sample of the issues we can fix to reach better rankings, get more organic search traffic and customers for your business.

Feel free to contact us using the information below.

Site - ebay.com

Date - **July 1, 2016**

OVERVIEW

DOMAIN
AUTHORITY
METRICS

7

MozRank

95

Moz
Domain
Authority

26

Alexa
Rank

PAGE
INDEXATION
METRICS

17 000 000

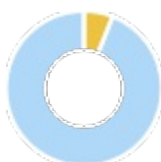
Google Index

52 700 000

Bing Index

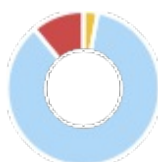
ON-PAGE RESEARCH

HTML
TAGS
PERFORMANCE



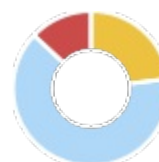
Title

Duplicates 6%
Unique 94%
Not Set 0%



Description

Duplicates 3%
Unique 86%
Not Set 11%



H1

Duplicates 23%
Unique 64%
Not Set 13%

SEO
FRIENDLY
TESTS

SEO-friendly URLs Test ●

SEO-friendly URLs do not contain implementation details of the underlying web application. It gives the benefit of reducing the difficulty and an opportunity to include relevant keywords in the URL and remove irrelevant words.

SSL Certificate Validity Check ●

This test will help you diagnose problems with your SSL certificate installation, validity, trust, expirations dates, etc.

Privacy, Terms and Disclaimer Availability Check ●

Adding privacy policy, terms of use and disclaimer pages to your website may help your site be more trusted, that ultimately can help your web site`s organic search ranking.

Trailing Slash in URLs ●

One of the SEO best practice is to use permanent (HTTP 301) redirects between URLs with/without slashes.

USABILITY

85

● Google PageSpeed

Safe Browsing Check ●

We verify if your domain listed as suspected in fishing and malware software spread.

Favicon Existence Check ●

You should use and correctly apply a favicon. It is a small image that displays in the URL navigation bar of the browser. This icon also can be seen next to the name of your URL when a page of the site is placed in bookmarks. The favicon is perceived by the user as your website`s brand and helps them to find your site easily among the list of bookmarks.

Social Networks Linking ●

Proper Social Networks linking allows you to optimize content for sharing Twitter, Facebook, Google+ and Pinterest by defining exactly how titles, descriptions, images and more appear in social streams. So, during our audit we checking if your content properly connected to Social Networks.

CRAWLING

Sitemap Availability Check ●

<http://www.ebay.com/lst/guides-0-index.xml>

Response code:

Size: 0 KB

Robots.txt Availability Check ●

<http://www.ebay.com/robots.txt>

Response code: 200

Size: 2 359 KB

Add your any comments here. Same is for other pages. Also, you can delete any chapter or page at all.

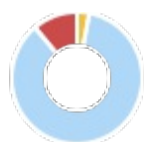
HTML TAGS

HTML TAGS PERFORMANCE



Title

Duplicates 6%
Unique 94%
Not Set 0%



Description

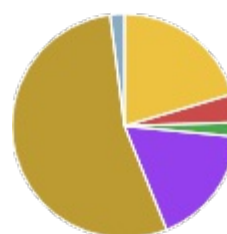
Duplicates 3%
Unique 86%
Not Set 11%



H1

Duplicates 23%
Unique 64%
Not Set 13%

FREQUENCY OF USAGE



 20%
 0%
 4%
<h1> 2%
<h2> 17%
<h3> 54%
<h4> 2%
<h5> 0%
<h6> 0%

TAGS INFO

URL	Words	Characters	H1	H2	H3	H4	H5	H6	STRONG	EM	B
www.ebay.com	623	5 184	1	4	45	0	0	0	0	0	3 1
www.ebay.com/sch/ebayadvsearch	300	4 256	1	5	0	0	0	0	0	0	1
deals.ebay.com/	1 020	8 216	1	26	147	0	0	0	0	0	0
www.ebay.com/rpp/fathers-day	21	193	1	9	0	0	0	0	0	0	4
cart.payments.ebay.com/sc/view	315	2 165	1	2	0	0	0	0	0	0	0
www.ebay.com/motors	132	1 347	1	6	0	0	0	0	0	0	4
www.ebay.com/rpp/vehicles	211	1 612	1	10	2	0	0	0	0	0	0
www.ebay.com/rpp/car-truck-vehicles	181	1 319	1	14	2	0	0	0	0	0	4
www.ebay.com/rpp/motorcycles	198	1 553	1	15	2	0	0	0	0	0	4

TAG TITLE TOO LONG

URL	Title	Pixel	Words	chars
www.ebay.com	Electronics, Cars, Fashion, Collectibles, Coupons and More eBay	600	8	67
deals.ebay.com/	eBay Daily Deals: Best Deals of the Day - Plus Free Shipping!	553	10	63
www.ebay.com/motors	New & used cars, trucks, motorcycles, parts, accessories - eBay Motors	640	9	70
www.ebay.com/rpp/motors-parts-accessories	Auto Parts & Accessories Car, Truck, Motorcycle & More - eBay Motors eBay	725	10	79
www.ebay.com/rpp/car-truck-parts	Car & Truck Parts, Accessories, Supplies - New & Used eBay	554	8	62

DUPLICATED VALUES TITLE TAGS

URL	Title
www.ebay.com/sch/BMW-/6006/i.html	BMW eBay
www.ebay.com/sch/BMW-/49974/i.html	BMW eBay
deals.ebay.com/fashion	Deals on eBay Best deals and Free shipping
deals.ebay.com/tech	Deals on eBay Best deals and Free shipping
deals.ebay.com/home-garden	Deals on eBay Best deals and Free shipping

MISSED OR BLANK DESCRIPTION TAGS

Url

www.ebay.com/rpp/motors-specials/Best-of-Motors-Deals

TAG H1 TOO LONG

Url	Title	Words	Chars
pages.ebay.com/ebaynow/	We have retired the eBay Now same-day and scheduled delivery service in the U.S., including the eBay Brooklyn pilot program.	18	124
announcements.ebay.com	Effective May 1: Offer at least 30-day returns to earn Top Rated Plus benefits [A]	12	83

TAG H1 TOO SHORT

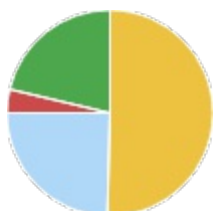
Url	Title	Words	Chars
www.ebay.com	eBay[A]	1	7
www.ebay.com/rpp/fashion-main	Fashion	1	7
www.ebay.com/rpp/jewelry	Jewelry	1	7
www.ebay.com/rpp/watches	Watches	1	7
www.ebay.com/rpp/beauty	Beauty	1	6

CONTENT QUALITY

Content's quality is one of the most important things in the whole website marketing and SEO. That's exactly what Google and people looking for on any website, and that's why you should go deeper in it. Our suggestion - don't stop on overall information represented in charts above, look thru the spreadsheets and data filters like "duplicate" and "thin" content, check for the appropriate length of the most important content in "Words count" section and "Images" attributes.

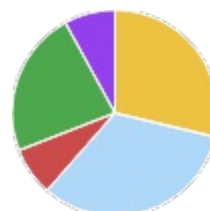
To generate content report our system is fetching all text in between <p>, <div>, , etc. HTML tags, counting them and comparing text blocks with 100+ words in between one tag to other blocks to find exactly same or similar content all over the website.

DUPLICATE
CONTENT



Unique 50%
Similar 25%
Almost Duplicate 4%
Duplicate 21%

NUMBER
OF
WORDS
PER
PAGE



0 - 150 words 29%
150 - 300 words 33%
300 - 500 words 8%
500 - 1000 words 23%
1000+ words 8%

DUPLICATE CONTENT

for 275 pages crawled

Content Quality	# of Pages
Duplicate (0-69%)	52 pages
Almost duplicate (70-89 %)	9 pages
Similar	60 pages
Unique	123 pages
Thin content	31 pages

CONTENT AMOUNT

ContentReport.report.panel2.subtitle

Words	# of Pages
0-150 words	79 pages
150-300 words	90 pages
300-500 words	21 pages
500-1000 words	63 pages
more than 1000 words	22 pages

PAGES INFO

URL	Words Count	Chars Count	Uniqueness
www.ebay.com	623	5 184	100
www.ebay.com/sch/ebayadv search	300	4 256	100
deals.ebay.com/	1 020	8 216	100
www.ebay.com/rpp/fathers- day	21	193	100
cart.payments.ebay.com/sc/ view	315	2 165	100
www.ebay.com/motors	132	1 347	100
www.ebay.com/rpp/vehicles	211	1 612	100
www.ebay.com/rpp/car-truc k-vehicles	181	1 319	100
www.ebay.com/rpp/motorcy cles	198	1 553	100
www.ebay.com/rpp/motors- parts-accessories	28	314	100
www.ebay.com/rpp/car-truc k-parts	227	1 598	100
www.ebay.com/rpp/motorcy cle-parts	28	288	100
www.ebay.com/rpp/classics- exotics	27	276	100
www.ebay.com/rpp/powersp orts	239	1 748	100
www.ebay.com/rpp/auto-to ols	29	297	100

TEXT STATISTICS

KEYWORDS DENSITY

URL	Keywords Density
www.ebay.com	<ul style="list-style-type: none"> • collection, count 101 (27%) • named, count 99 (26%) • products, count 99 (26%) • shop, count 39 (10%) • categories, count 21 (6%)
www.ebay.com/sch/ebayadvsearch	<ul style="list-style-type: none"> • items, count 9 (18%) • islands, count 9 (18%) • ebay, count 9 (18%) • search, count 9 (18%) • republic, count 8 (16%)
deals.ebay.com/	
www.ebay.com/rpp/fathers-day	<ul style="list-style-type: none"> • ebay, count 10 (25%) • cards, count 7 (18%) • egift, count 6 (15%) • father, count 6 (15%) • gift, count 6 (15%)
cart.payments.ebay.com/sc/view	<ul style="list-style-type: none"> • document, count 2 (25%) • replace, count 2 (25%) • write, count 1 (13%) • function, count 1 (13%) • advanced, count 1 (13%)
www.ebay.com/motors	<ul style="list-style-type: none"> • parts, count 11 (26%) • make, count 8 (19%) • ebay, count 8 (19%) • vehicles, count 5 (12%) • cars, count 5 (12%)
www.ebay.com/rpp/vehicles	<ul style="list-style-type: none"> • ebay, count 11 (30%) • your, count 9 (24%) • vehicles, count 5 (14%) • find, count 4 (11%) • selection, count 4 (11%)

www.ebay.com/rpp/car-truck-vehicles

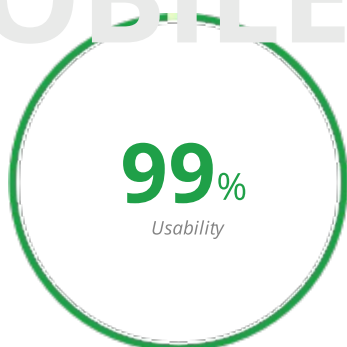
- **your**, count 10 (24%)
- **ebay**, count 10 (24%)
- **used**, count 6 (15%)
- **trucks**, count 5 (12%)
- **truck**, count 5 (12%)

www.ebay.com/rpp/motorcycles

- **your**, count 11 (29%)
- **motorcycle**, count 10 (26%)
- **ebay**, count 5 (13%)
- **bike**, count 5 (13%)
- **about**, count 4 (11%)

MOBILE USABILITY

SCORE



An average summary of all parameters has taken part in mobile readability report.

PAGE
STATISTIC

33 769

● Uncompressed HTML size

51

● Resources loaded

1

● Number of CSS files

4

● Number of javascript files

AVOID
APP
INSTALL
INTERSTITIALS
THAT
HIDE
CONTENT

Score impact - 0 ●

Groups affected: *Usability*

Your page does not appear to have any app install interstitials that hide a significant amount of content. Learn more about the importance of [avoiding the use of app install interstitials](#).

AVOID
PLUGINS

Score impact - 0 ●

Groups affected: *Usability*

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

CONFIGURE
THE
VIEWPORT

Score impact - 0 ●

Groups affected: *Usability*

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).

SIZE
CONTENT
TO
VIEWPORT

Score impact - 0 ●

Groups affected: *Usability*

The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).

SIZE
TAP
TARGETS
APPROPRIATE
Y

Score impact - 0.036934441366574 ●

Groups affected: *Usability*

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider [making these tap targets larger](#) to provide a better user experience.

USE
LEGIBLE
FONT
SIZES

Score impact - 0 ●

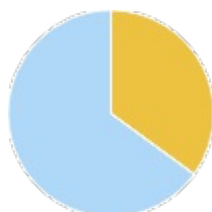
Groups affected: *Usability*

The text on your page is legible. Learn more about [using legible font sizes](#).

STRUCTURED DATA

The HTML5 structured data specification is a way for label content to describe a specific type of information: reviews, person information, or events. Each type of that data describes a specific type of item, such as a person, an event or a review.

STRUCTURE
DATA
USAGE
CHART



Found 35%
Not Found 65%

TYPES
OF
STRUCTURED
DATA
CHART





schema.org 97%
opengraph 3%

DETAILS

Type	Source	Pages	Elements
Product	schema.org	56	1284
Website	opengraph	33	33
Other	schema.org	28	28
Other	opengraph	2	2
Other	microformats.org	4	4
Person	opengraph	4	4

PAGES INFO

URL	Structured Data
www.ebay.com	
www.ebay.com/sch/ebayadvsearch	
deals.ebay.com/	
www.ebay.com/rpp/fathers-day	
cart.payments.ebay.com/sc/view	
www.ebay.com/motors	
www.ebay.com/rpp/vehicles	
www.ebay.com/rpp/car-truck-vehicles	
www.ebay.com/rpp/motorcycles	

SITE STRUCTURE

This report shows the hierarchical structure of the site and the levels of depth of pages. A competent site structure with a small number of levels of depth makes it easier for the site indexing by using search engines and adds convenience for users. With the report you can see the hierarchy of pages on the site, find the page with too many levels of depth (more than 4) and to optimize the structure of the site.

HIERARCHICAL INFO

URL Level	Pages on Level	Percent on Level
1	12	4.71%
2	153	60.00%
3	25	9.80%
4	35	13.73%
5	30	11.76%
6	0	0.00%

INTERNAL LINKS

This report shows the number of incoming and outgoing links from the pages of your website (text links, image links). Besides that, there are shown the number of dofollow and nofollow links. The more incoming links to the page and the less outgoing links are, the more "weight" the page has. The value of "weight" of pages tells search engine about their importance and authority and influences on the penetration of the high rankings. With this report you are able to correctly distribute the weight of the reference, redirect more links and weight to the promoted page and close unnecessary links using rel="nofollow".
 Read more: <https://webmasters.googleblog.com/2008/10/importance-of-link-architecture.html>
 Importance of link architecture at Google Webmaster Central Blog

INDICATORS

43 560

Total links

43 560

Text anchor

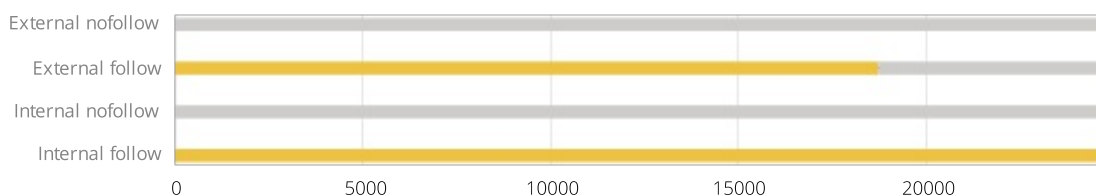
0

IMG anchor

272

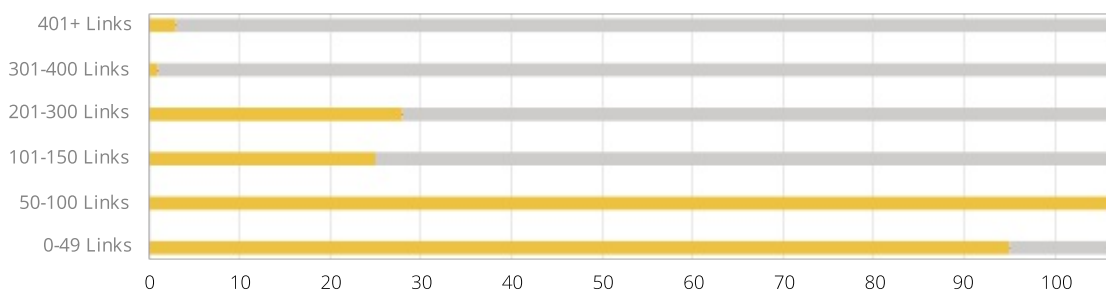
Loop links

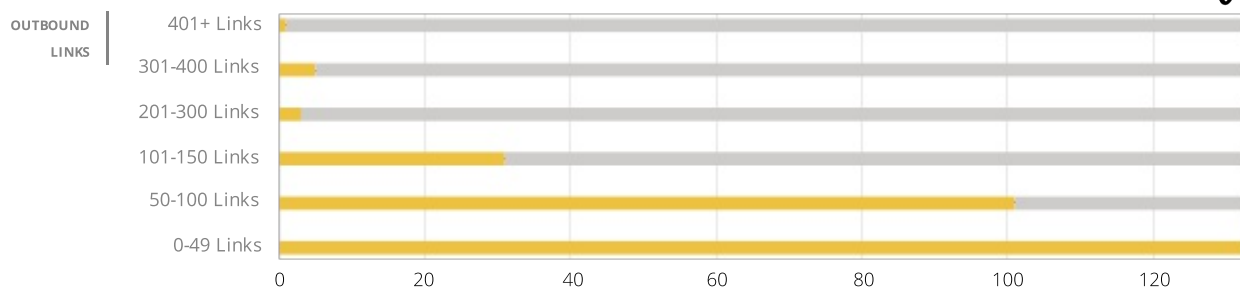
DOFOLLOW/N OFOLLOW SPREAD BETWEEN PROJECT LEVELS



Next chart reflects the distribution of the number of links on the web-site pages. For example, you can find how many pages does that site have with the number of links found on the page from 50 to 100. If the page has 100 internal and 20 external links, then it falls into the "50-100 Internal links" and "0-49 Outbound links".

INTERNAL LINKS



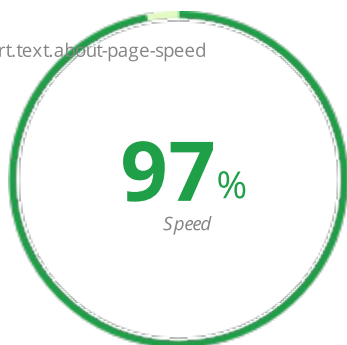


URL	to URL	from URL	from URL
www.ebay.com	355	359	142
www.ebay.com/sch/ebayadvsearch	178	19	31
deals.ebay.com/	0	91	397
www.ebay.com/rpp/fathers-day	187	18	25
cart.payments.ebay.com/sc/view	1	0	39
www.ebay.com/motors	9	52	32
www.ebay.com/rpp/vehicles	4	77	50
www.ebay.com/rpp/car-truck-vehicles	6	54	40
www.ebay.com/rpp/motorcycles	5	69	37

PAGE SPEED

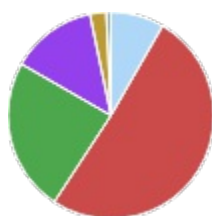
PageSpeedReport.text.about-page-speed

SCORE



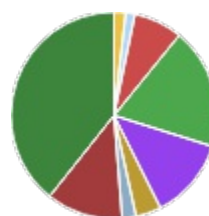
Average summary of all parameters has taken part in pages load speed.

RESPONSE TIME



0 - 30	0%
30 - 60	8%
60 - 100	51%
100 - 150	24%
150 - 200	13%
200 - 300	3%
300 - 500	1%
500 - 700	0%
more than 700	0%

PAGE SIZE



0 - 10	2%
10 - 20	1%
20 - 30	8%
30 - 40	19%
40 - 50	13%
50 - 60	4%
80 - 100	2%
100 - 130	12%
more than 130	39%

RESPONSE TIME

Time	# of pages	Percent
0 - 30	0	0
30 - 60	23	8.36
60 - 100	140	50.91
100 - 150	66	24
150 - 200	37	13.45
200 - 300	7	2.55
300 - 500	2	0.73
500 - 700	0	0
more than 700	0	0

PAGE SIZE

Size	# of pages	Percent
0 - 10	5	1.82
10 - 20	4	1.45
20 - 30	21	7.64
30 - 40	52	18.91
40 - 50	35	12.73
50 - 60	11	4
80 - 100	6	2.18
100 - 130	33	12
more than 130	108	39.27

READABILITY

The readability report scores your document for readability, cohesion and information density. These scores provide the author with an indication of how well their intended audience will understand their text in English. The scores use a variety of computational linguistic techniques to determine the reading level of the text, such as how frequently each word occurs in everyday language. The formulas used in the report are designed for analysis of content in English only, results for pages with content in other languages are completely inaccurate.

INDICATORS

56.87

● Flesch Kincaid Reading Ease

5.82

● SMOG Index

6.87

● Dale-Chall Readability Score

4.97

● Spache Readability Score

3 539

● Long Sentences

6

● Average Sentence Length

PAGES SCORE

URL	Flesch Kincaid Reading Ease	SMOG Index	Dale-Chall Readability Score	Spache Readability Score
http://www.ebay.com	60.9	5.2	7.3	5
http://www.ebay.com/sch/ebayadvsearch	0	7.7	7.6	5
http://deals.ebay.com/	76.8	4.5	5.5	5
http://www.ebay.com/rpp/fathers-day	70.2	5.7	4.7	5
http://cart.payments.ebay.com/sc/view	74.2	5.2	4.6	5
http://www.ebay.com/motors	62.6	4.5	6.3	5
http://www.ebay.com/rpp/vehicles	59.7	5.3	7.2	5
http://www.ebay.com/rpp/car-truck-vehicles	70.7	4.9	5.7	5
http://www.ebay.com/rpp/motorcycles	64.5	4.8	5.5	5

SOCIAL MEDIA

The links (Likes, Shares, etc) from social networks are accounted by search engines when ranking. In the metrics section of this report, we provide you summarized numbers of likes, shares and links to pages of your site. Also, you can find out the most likable, linkable and sharable pages by filtering spreadsheet presented below.

INDICATORS

715 004

● Facebook likes

1 267 225

● Google plus shares

572 700

● Pinterest Shares

PAGES DETAILS

URL	Facebook likes	Facebook shares	Facebook comments	Google plus shares	Pinterest shares
www.ebay.com	425 687	570 025	77 984	1 238 804	264
www.ebay.com/search/ebayadvsearch	13	25	0	4	3
deals.ebay.com/	50 879	20 605	6 632	785	482
www.ebay.com/rp/fathers-day	5 896	139	314	1	0
cart.payments.ebay.com/sc/view	20	442	178	152	1 493
www.ebay.com/motors	14 917	12 378	5 467	620	422
www.ebay.com/rp/vehicles	8 460	17	320	2	2
www.ebay.com/rp/car-truck-vehicles	0	1	0	0	0
www.ebay.com/rp/motorcycles	370	58	42	20	970

BACKLINKS

The main idea of the Backlinks Report is to show the number of backlinks, referred to your site, and analytics of their quality. We give general information only and are not intended for a complete analysis of the link juice. For details about the link juice, you need to go to ahrefs.com, semrush.com or majestic.com.

SCORE

76, **24%**
Follow Nofollow

INDICATORS

140 854

● Total backlinks

5 252

● Referring domains

4 805

● Referring domains

MAIN COMPETITORS

Competitor	Relevance	Total backlinks	Referring Domains
amazon.com	17.68	336 364 315	574 617
walmart.com	12.96	58 296	1 600
etsy.com	8.88	72 250	4 632
aliexpress.com	8.16	30 173	668
pinterest.com	8.03	601 564 286	1 103 381

CONCLUSION

72

TOTAL SCORE

WE FOUND MISSED STRUCTURED DATA

In our opinion, if you have no or less than 30% of pages marked up with structured data, it has no or minor influence on your SEO. The presence of micro-markup increases the attractiveness of snippets in search results, and thereby increases the conversion rate from search engines. Use schema.org, Open Graph and Twitter Cards markup on your website.

How to Fix

Use structured data markups on your website. You can find out more information about using schema.org, [Open Graph](#) and [Twitter Cards](#)

META TAG DESCRIPTION IS TOO SHORT

The pages with too short Meta Description Tags are on the site. For these pages is recommended to write in more detail Meta Description Tags with content keywords inside. The best SEO practice is 150-160 of characters Meta DescriptionTag.

[Matt Cutts from Google talking about Meta Description](#)

How to Fix

If you have short titles, descriptions and H1 on some of your pages, it is necessary to correct them if you want Google to index that pages correctly. You can find the list of the pages with short tags in the Tags Report and edit them in your site management system or directly in HTML.

WE FOUND MORE THAN ONE H1 PER PAGE

The best SEO practice is only ONE H1 on the page focused on a page's target. Header tags add hierarchical structure for the content of a product page. The H1 title should describe for users the main idea of the page and contain the keywords or their synonyms. Its length must be from 1 to 7 words. As long as properly H1 usage affects on rankings, we recommend you to write unique and attractive to users H1 headers for all pages on the site.

How to Fix

You can find pages URL easily with more than one H1 tag in the Tags Report. There is no point for using 2-3 H1 for one page when you can use unlimited H2-H6s although without confusing of Google's Crawler. Edit tags by in HTML or by the content management system (CMS).

INTERNAL DUPLICATE CONTENT WAS DETECTED

Similar or duplicated content within a page or even the site decreases your ranking in the same way with similar or duplicated content to other

websites. More info at: [Google Webmasters](#)

How to Fix

Minimize similar content, avoid publishing stubs, use permanent redirects instead of duplicating content, and use the Search Console to tell Google how you prefer your site to be indexed.

WE DETECTED THIN CONTENT WITH LITTLE OR NO ADDED VALUE

At least 1/3 of the crawled pages have less than 150 words of content. It is a good reason to ensure that it contains plenty of relevant content with all the main keywords, used appropriately; that indicate the subject matter of your content. The value of the content have a significant impact on rankings; that's why professional copywriting is so important.

How to Fix

To fix the issues we found, you need to analyze the URLs where are this issues (filter the results by the number of words in Content Report's spreadsheet), check out what is wrong with that page or that type of pages, and find the satisfying solution for your website.

XML SITEMAP WAS NOT FOUND

XML sitemap contains the list of pages for indexing by search engines and helps the crawler to index pages faster.

How to Fix

Check your CMS settings for sitemap feature, or you can use third-party sitemap generators presented all over the Internet. After generating of sitemap file, just add it to your Google Webmaster Tools account and place the file in to the highest-level directory of your site.

SSL VERSION REDIRECT CHECK FAILED

We found an SSL certificate but didn't find a permanent redirect (301) from HTTP to HTTPS version of the website. As Google said it in 2014, HTTPS sites would receive higher rankings comparing to HTTP ones. Sites which use a permanent redirect to SSL version provide an extra security level to their customers while logging.

How to Fix

Ask an administrator to add 301 redirects from HTTP to HTTPS version of the website or use CMS to do so.

HIGH KEYWORD DENSITY

Sculpting Keyword Density is extremely effective SEO practice. In the same time, undoubtedly that search engines have penalties for abusing pages with one keyword and keeping Keyword Density at extremely high level. According to our statistics, some of the crawled pages look too stuffed with keywords.

How to Fix

Check out our reports and try to fix the texts overstuffed with keywords. You also can find useful this [tutorial](#).

IF-MODIFIED-SINCE HTTP HEADER IS NOT USED

The presence and correct handling of the server header Last-Modified reduce stress and improve the indexing of the site by search engines. It is recommended to configure the right processing of the server header Last-Modified and If-Modified-Since.

How to Fix

If the webserver does not support (or the admin does not want to enable) this feature, you can always use some plugins. For example, WordPress plugin "If Modified Since HTTP Header" does it even if your webserver doesn't.

KEYWORD-STUFFED META KEYWORDS WERE DETECTED

Despite the fact that Google does not use Meta Keywords at all since 2009, we found that you still have very long Meta Keywords (more than 200 characters) abusing the pages code. Of course, there is a theory that Google may start to use this tag again. That is why we should keep them in place.

Watch video

How to Fix

Try to short Meta Keywords or delete them at all. Do not spend time on them when you are creating new pages and content.

KEYWORDS STUFFED TITLE TAGS WERE FOUND

An ideal title tag should contain 60-70 characters and at the same time provide enough value to be used as a good search ad in Google search results. Repeating of the same keyword in the title several times provide no benefits for SEO or even results penalties from Google. [Check video](#)

How to Fix

Change the titles of pages to make them more trustworthy and reliable, and do not repeat keywords more than two times.

WE FOUND A LONG INTERNAL LINK ANCHOR TEXT

Long and keywords stuffed internal anchors text do not bring any additional value in search engines ranking. It's even can result in penalties from search engines.

How to Fix

Try to shorten the internal links anchor texts to four or fewer words.

WE DETECTED CANONICALIZATION ERRORS

There are several SEO best practices to avoid a duplicate content issue on your website when you have some URLs linking to similar or duplicate content. Even improper use of www.example.com instead of example.com can cause this. [Read more](#) or [Watch video](#)

How to Fix

The best SEO practices about canonicalization includes 301 redirects, adding `rel="canonical"` tags to similar web pages, disallow in robots.txt and so on. Check out the detailed report and find the best way to fix it by yourself or ask your developers to do so.

WE DETECTED AN OVER-OPTIMIZED CONTENT

As a minimum, a bold tag is used to give additional weight to some words and phrases compared to the rest of the page. There is no reason to place

all the text on your site within a bold tag or use it too frequently, this sort of activity fits Google's frequent blanket description "spammy activity", and there are some penalties for that.

How to Fix

Lower the usage of Bold, Italic, or Other Emphasis tags, place them to mark up the most important keywords and phrases.

[Watch video](#)

WE COULD NOT FIND IMAGE DESCRIPTIONS (ALT TAGS)

ALT tags is used to describe pictures content to search engines, to rank them by used keywords.

[Matt Cutts from Google discusses the alt attribute](#)

How to Fix

Check detailed Content Report (images tab) and fix all missed alt tags we found.

TOO LONG ALT TAGS WERE DETECTED

A few descriptive words are usually ideal for ALT tag. Since everyone started to use it as an SEO benefiting tag, ALT tag keyword stuffing has been widely abused.

How to Fix

Check out our Report to identify long alt tags, and try to shorten them to a few words.

REDIRECT TO EXTERNAL PAGE WAS DETECTED

Redirect leads to a page that is not within the crawled domains.

How to Fix

Check the Crawler Errors Report and fix the bugs.

HREF HAS LEADING OR TRAILING WHITESPACE CHARACTERS

A leading and trailing whitespace in the href attribute gets trimmed by browsers; nonetheless, it is better to remove it. It may also indicate the problem with the site generating code.

How to Fix

Check Crawler Errors Report and fix the bugs.

WE FOUND OPENGRAPH: DESCRIPTION DUPLICATES

We detected identical Open Graph Descriptions for the several pages represented in our Social Report/Description/Duplicates filter. This metadata descriptor is very similar to the meta description tag in HTML and is where you describe your content. But, instead of showing on a search engine results page it shows the link title on Facebook.

How to Fix

Check out the list of the pages with duplicate OpenGraph Description tags and delete or fix them.

WE DETECTED OPENGRAPH: DUPLICATE TITLE

While the crawl, we found identical OpenGraph Titles for several pages represented in our Social Media Report/Duplicates Title filter. OpenGraph: Title tag is about how you define your content's title. It serves a similar purpose as the traditional meta title tag in your code. In fact, if Facebook doesn't find the OG: Title tag on your page, it uses the meta title instead.

How to Fix

Check out the list of the pages with duplicate OpenGraph: Title tags and delete or fix them.

WE DETECTED OPENGRAPH: LONG DESCRIPTION

While the crawl, we found too long OpenGraph Descriptions at the pages represented in our Social Media Report/Long Description filter. You are not limited to a character count, but it's better to use around 200 letters. In some cases, depending on a link/title/domain. Facebook can display up to 300 characters, but you have better to treat anything above 200 as something extra. This meta-data descriptor is very similar to the meta description tag in HTML. This is where you describe your content, but instead of showing on a search engine results page, it shows the link title on Facebook.

How to Fix

Check out the list of the pages with long OpenGraph: Description tags and fix them.

WE DETECTED OPENGRAPH: MISSING DESCRIPTION

While crawling, we can't identify any OpenGraph Descriptions for the pages represented in our Social Report/Description/Missing filter. This metadata descriptor is very similar to the meta description tag in HTML and where you describe your content. But, instead of showing on a search engine results page, it is shown under the title link on Facebook.

How to Fix

Check out the list of the pages with missing OpenGraph: Description tags and add or fix them.

WE DETECTED TRAILING SLASH IN THE URLS

One of the webmasters best practice is to use permanent (HTTP 301) redirects between URLs with/without slashes.

How to Fix

Add a permanent redirect between those pages.

WE FOUND OPENGRAPH: MISSING TITLE

We could not identify any OpenGraph Titles for the pages represented in our Social Report/ Title/Missing filter. OpenGraph: Title tag is about how you define your content's title. It serves a similar purpose as the traditional meta title tag in your code. In fact, if Facebook doesn't find the OG: Title tag on your page, it uses the meta title instead.

How to Fix

Check out the list of the pages with too missing OpenGraph: Title tags and add or fix them.

SOCIAL NETWORKS LINKING CHECK FAILED

We found that the website is not properly linked to social networks. Proper 'social meta tags' usage allows you to optimize a website for sharing via social networks. Missing: %tags%

How to Fix

Include special meta tags for each social network. Follow the 'Must-Have Social Meta Tags for Twitter, Google+, Facebook and More' [tutorial](#) to fix social networks linking.

WE FOUND HEADING TAGS KEYWORD STUFFING

Using the most important keywords in headings(H1, H2, H3, etc. tags) is one of the best SEO practices and it results in additional ranking weight. Same time, abusing several Headings with the same keyword can be the reason of search engine ranking penalties.

How to Fix

Check your headings (H1, H2, H3 etc.) for duplicating keywords in our tags report and change or delete them.