Table of contents

Crawl overview

Checking Indexability

Coverage data (Google Search Console)

Internal linking and crawlability

Structured data

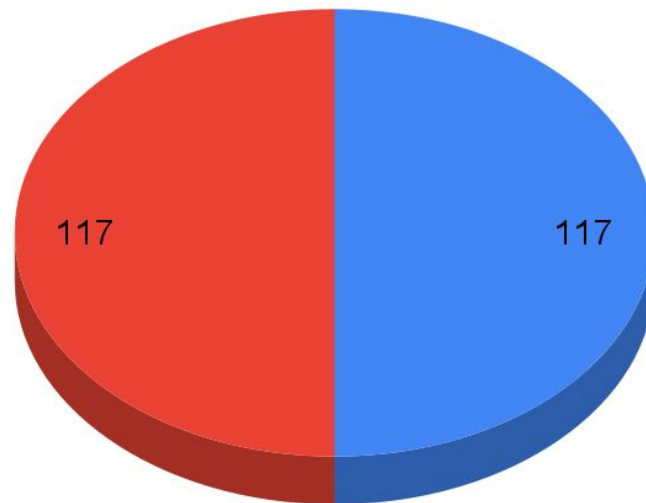Mobile usability

Crawl overview | Technical SEO report part 1

Crawl success overview

We can see from the chart that all the encountered URLs have been crawled.

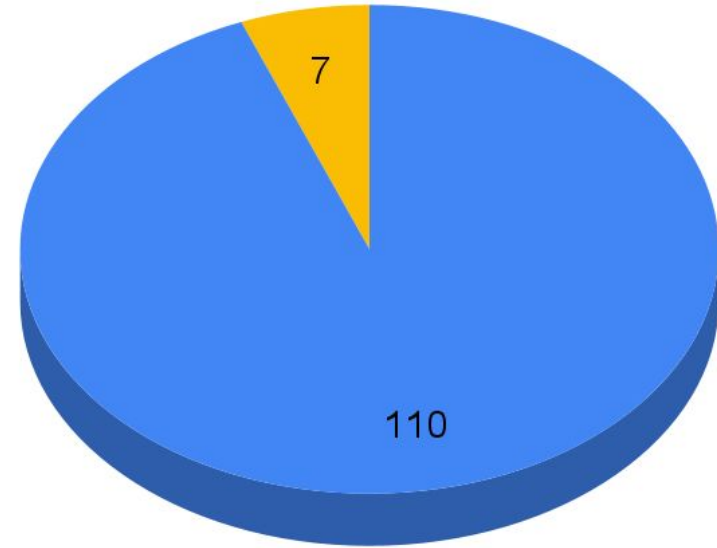None of the URLs on the site have been blocked in robots.txt.

Crawl success overview

117   117

● Total URLs Encountered   ● Total URLs Crawled

The crawled URLs: External vs internal
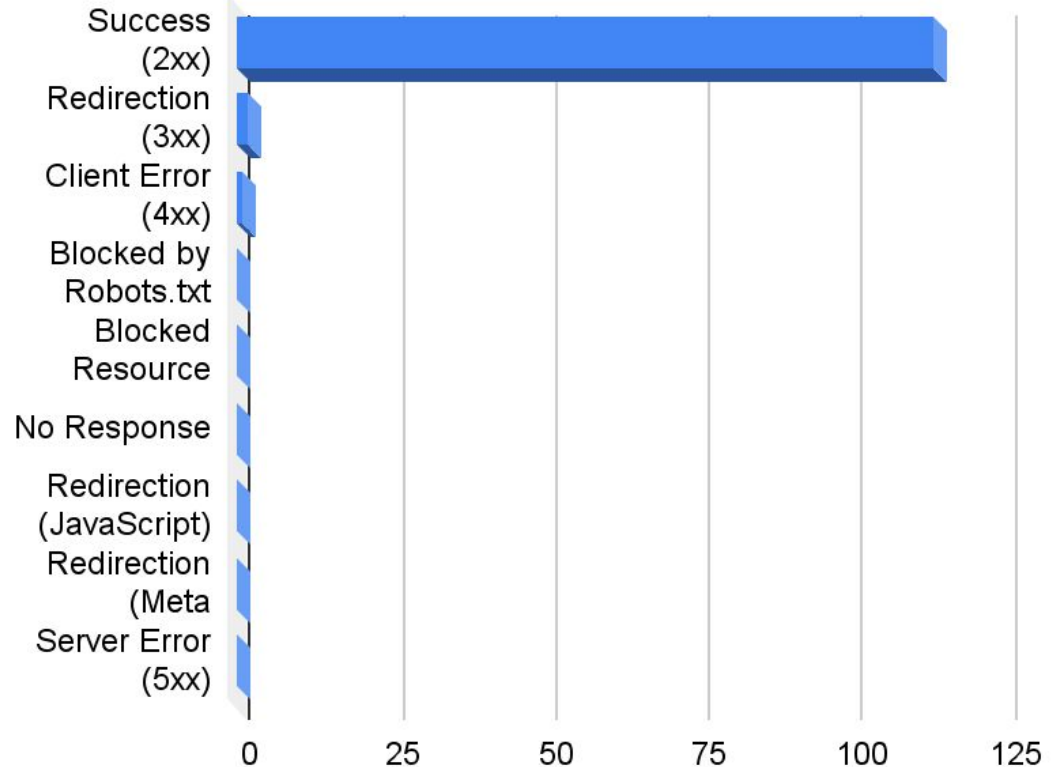
Internal vs external URLs

7

110

- Total Internal URLs
- Total External URLs

Response codes

- There are almost no broken resources or server errors on the site.
- No blocked resources
- No redirect chains.

Internal response codes

| Category	
Success (2xx)	~113
Redirection (3xx)	
Client Error (4xx)	
Blocked by Robots.txt	
Blocked Resource	
No Response	
Redirection (JavaScript)	
Redirection (Meta	
Server Error (5xx)	

Internal resources by type

The internal resources consist mostly of HTML, images, and CSS stylesheets.

Internal resources with 200 code

26 (23.6%)

17 (15.5%)

65 (59.1%)

● HTML   ● CSS   ● Images   ● Other
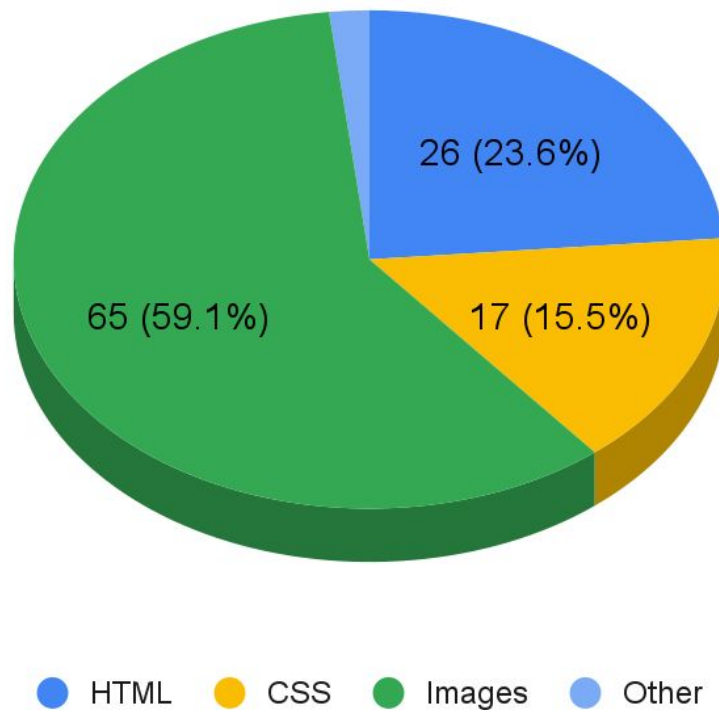
External resources breakdown

The external resources consist of HTML and Javascript.

External resource types

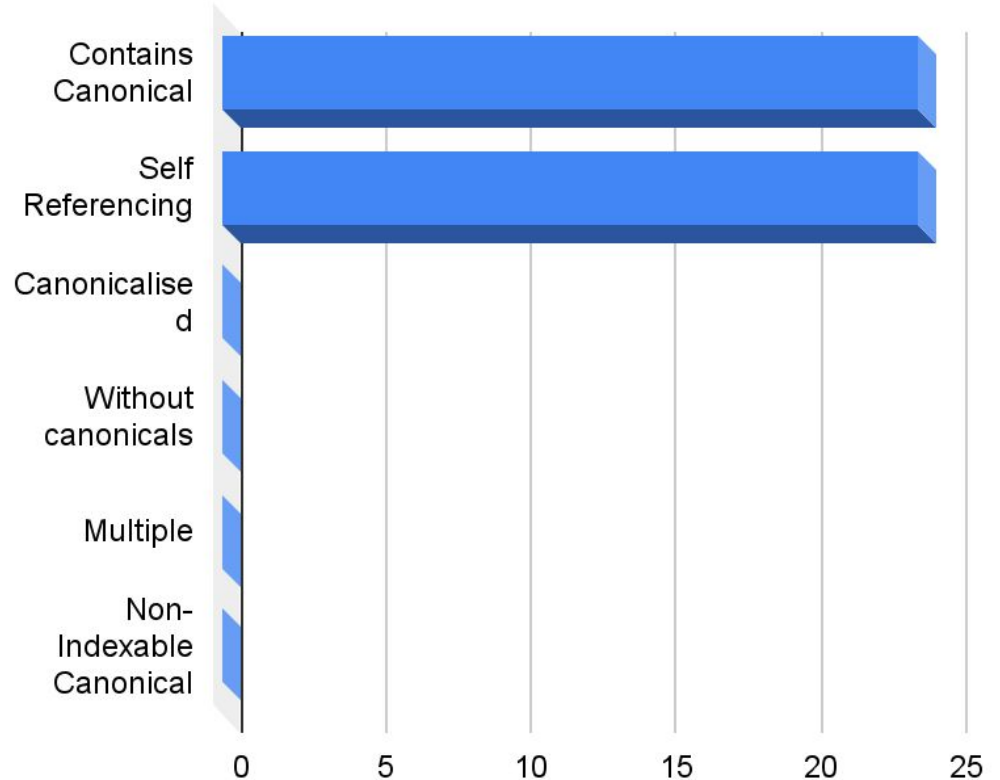| Resource	Count
HTML	4
JavaScript	3
CSS	0
Images	0
PDF	0
Flash	0
Other	0
Unknown	0
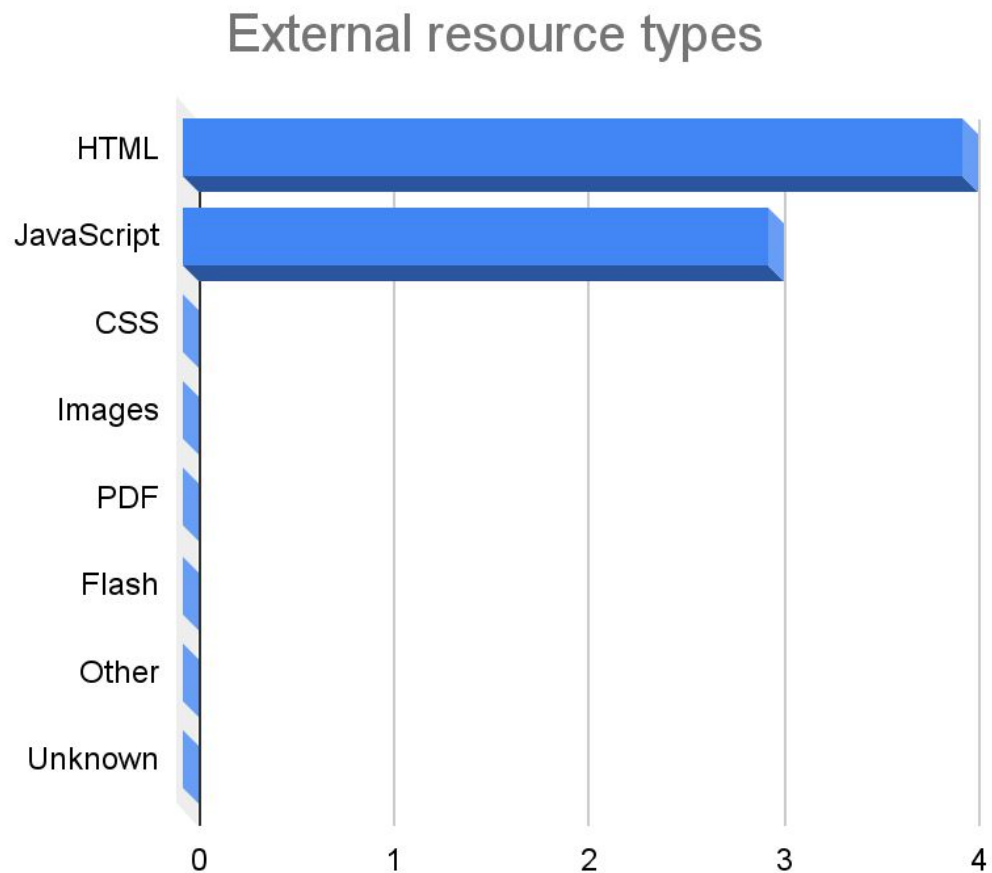
Canonicals overview

No issues with canonicalization were detected.

- Every page has a canonical tag. Because the website does not contain on-site search or filters, every page has a self-referencing canonical tag. In other words, none of the pages are canonicalized.
- No pages with multiple canonicals.

Overview of canonicals

	0	5	10	15	20	25
Contains Canonical						
Self Referencing						
Canonicalised						
Without canonicals						
Multiple						
Non-Indexable Canonical						

Checking Indexability | Technical SEO report part 2

Why can the page be out of index?

Technical causes:

1. Blocked by robots.txt

2. Contains a 'noindex' directive

3. Canonicalized

4. Search engines cannot reach the page:

a) It is too deep on the site (clicks)

b) The pages linking to it contain a 'nofollow' attribute.

Page with a 'noindex' tag

All the pages are without a 'noindex' tag, which means all of them can be indexed.

Pages without a 'noindex' tag
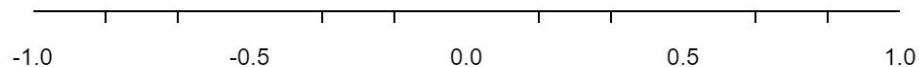
108 (100.0%)
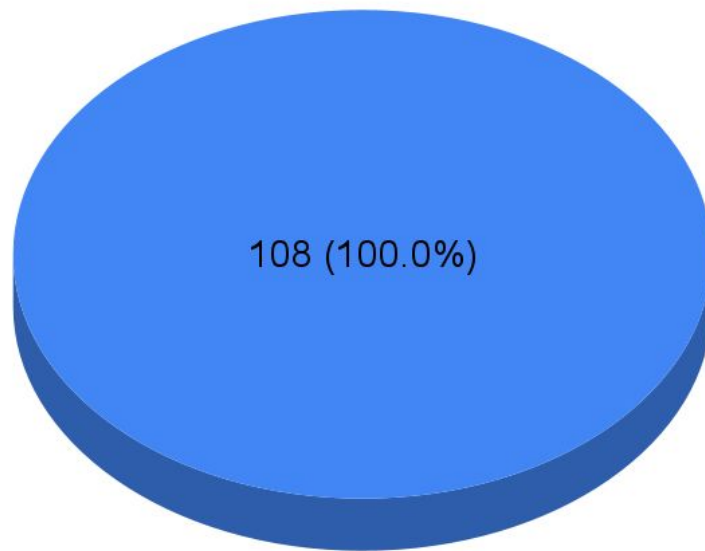
● Total Internal Indexable URLs

Canonicalized and blocked by robots.txt pages

None of the pages are blocked by robots.txt or canonicalized.

canonicalized pages

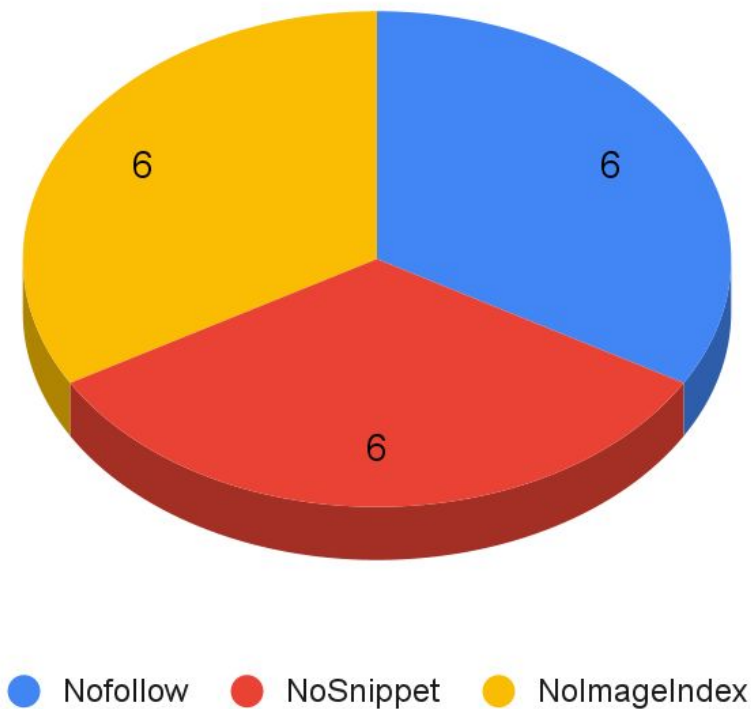pages blocked by robost.txt

-1.0   -0.5   0.0   0.5   1.0

Directives overview

We can see that six pages contain three different directives. They are 'nofollow', 'nosnippet', and 'noimageindex'

These six pages will not be indexed. Be sure that these are not important pages.
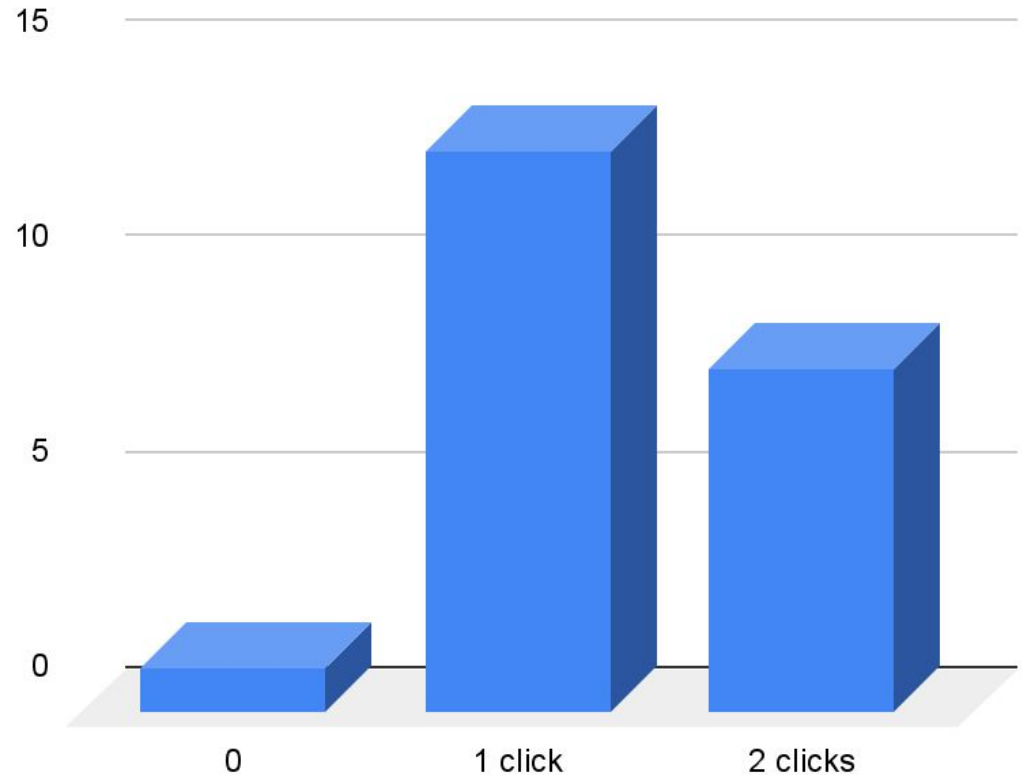
Look at the action plan at the end of the section.

Breakdown of directives

6

6

6

🔵 Nofollow 🔴 NoSnippet 🟡 NoImageIndex

Click depth

The search bots can easily reach every page in one or two clicks. It is good for indexation and crawling.

Click depth overview
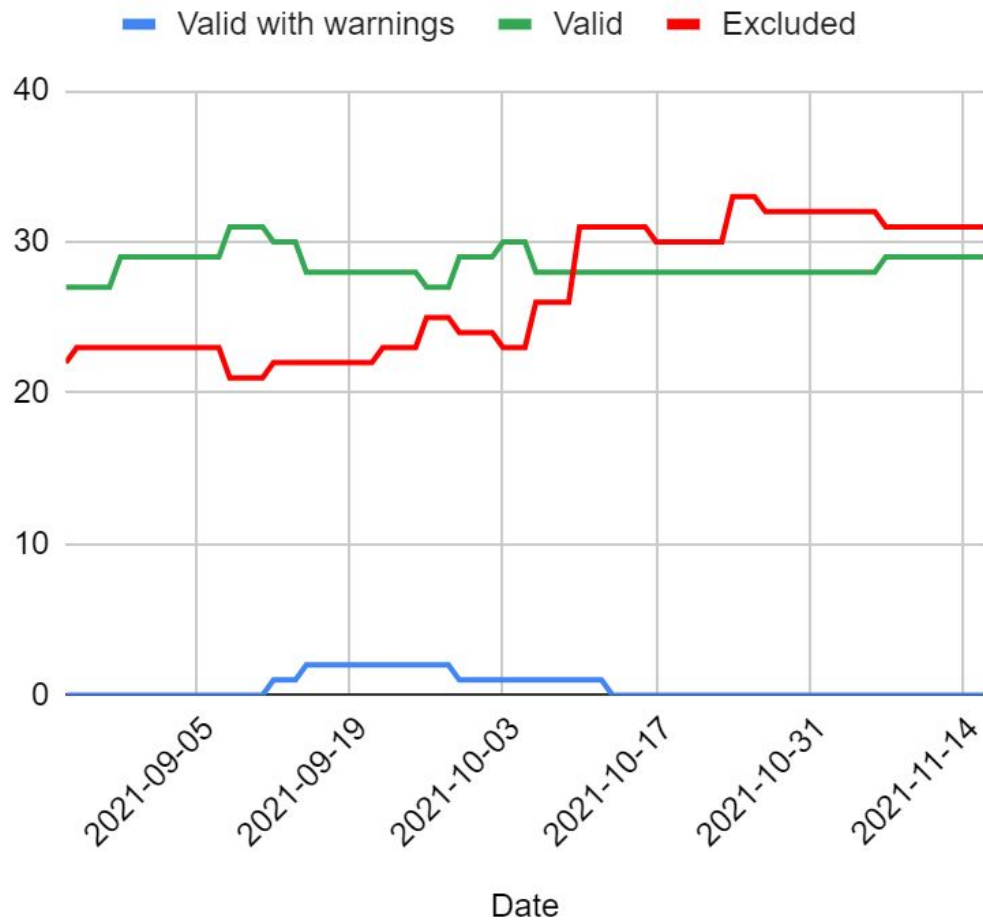
Action Plan for improving Indexability

Here, I will provide the pages that need to be changed with easy-to-follow instructions.

Coverage data (Google Search Console) | Technical SEO report part 3
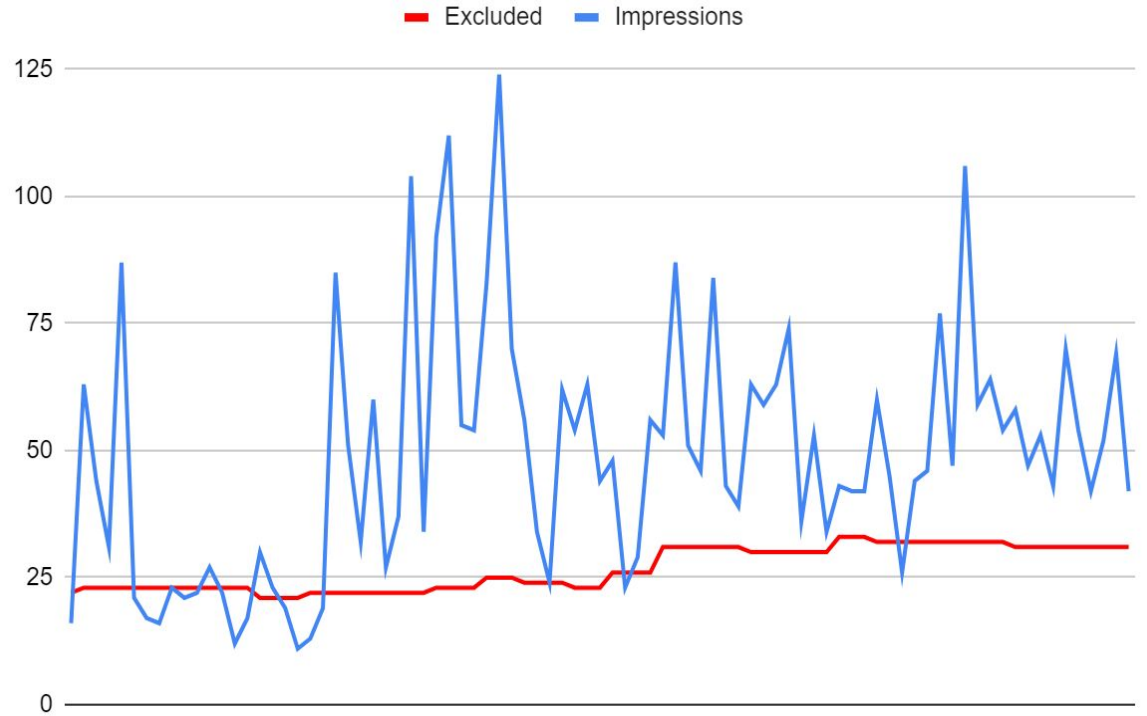
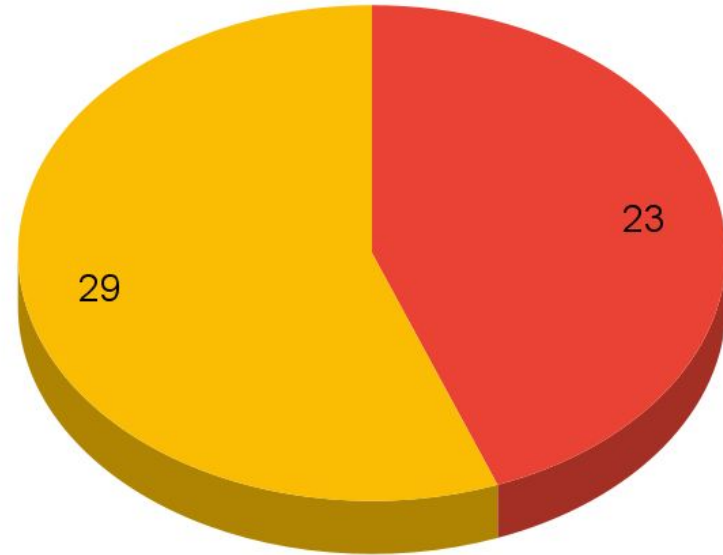# Coverage over time

Excluded pages and impressions

Do excluded pages influence on impressions? Did they drop or remain more or less the same?

Coverage overview

The number of valid pages is 29 compared to 23 excluded.
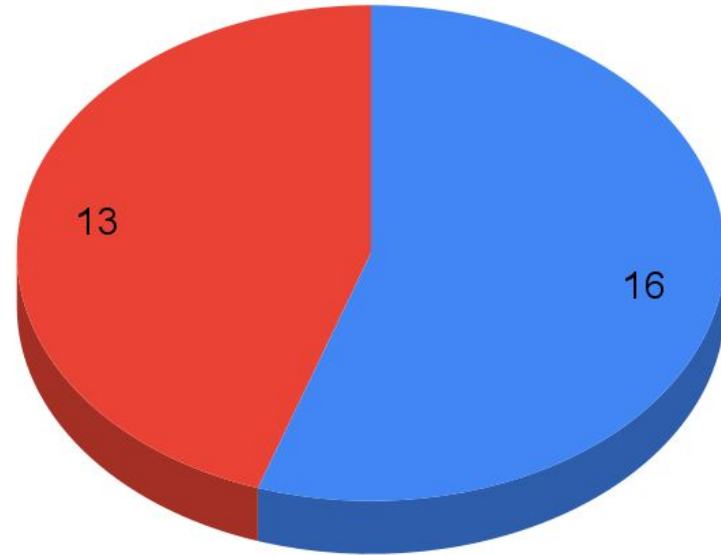

Coverage overview of pages

23

29

● Excluded ● Valid

Valid pages

Almost half of the pages are not in the sitemap.

The best practice is to have all the indexable pages in the sitemap. It will help search engines to discover and update the pages faster.

Valid pages overview

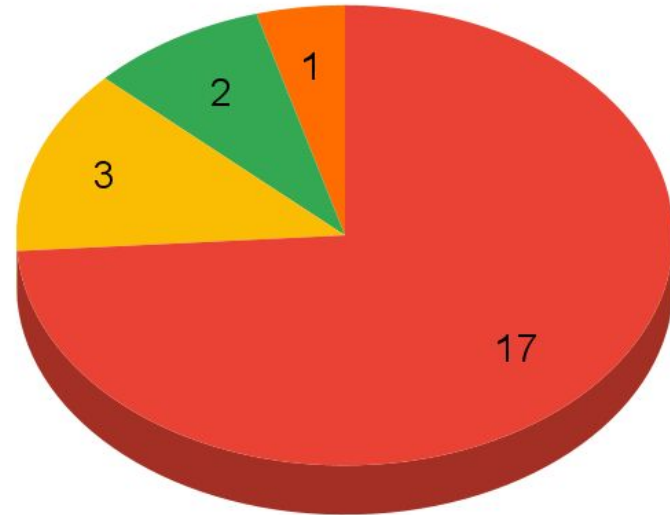● Submitted and indexed   ● Indexed, not submitted in sitemap

Excluded pages and reasons.

The chart indicates that the most frequent reason for exclusion is redirection.

Below we will take a look at the excluded pages.

Why pages are excluded

- Page with redirect
- Alternate page with proper canonical
- Not found (404)
- Duplicate, Google chose different

The pages excluded with the redirect

The most redirected pages appear to be 'http' or 'www' versions of the URL, which is natural.

Here, I will provide an overview of the pages excluded by redirection.
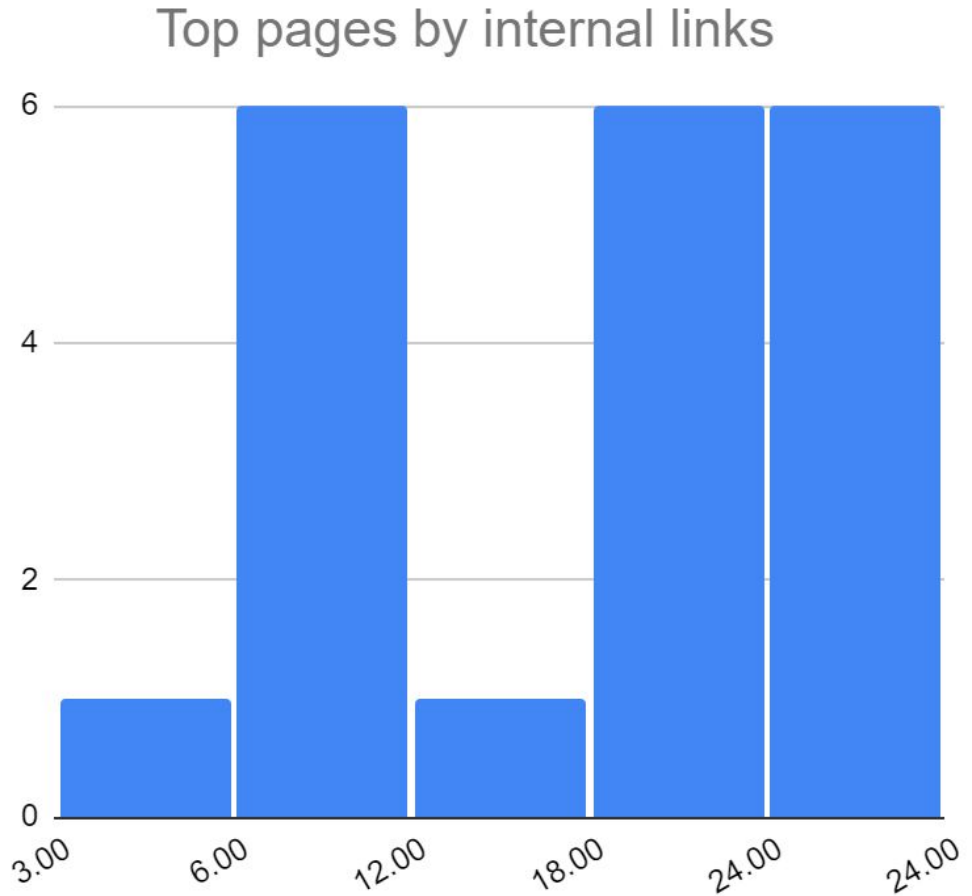
Action plan for coverage issues.

Here, I will explain which coverage issues should be solved and where (404, redirects, canonicals, etc.).

Internal linking and crawlability | Technical SEO report part 4
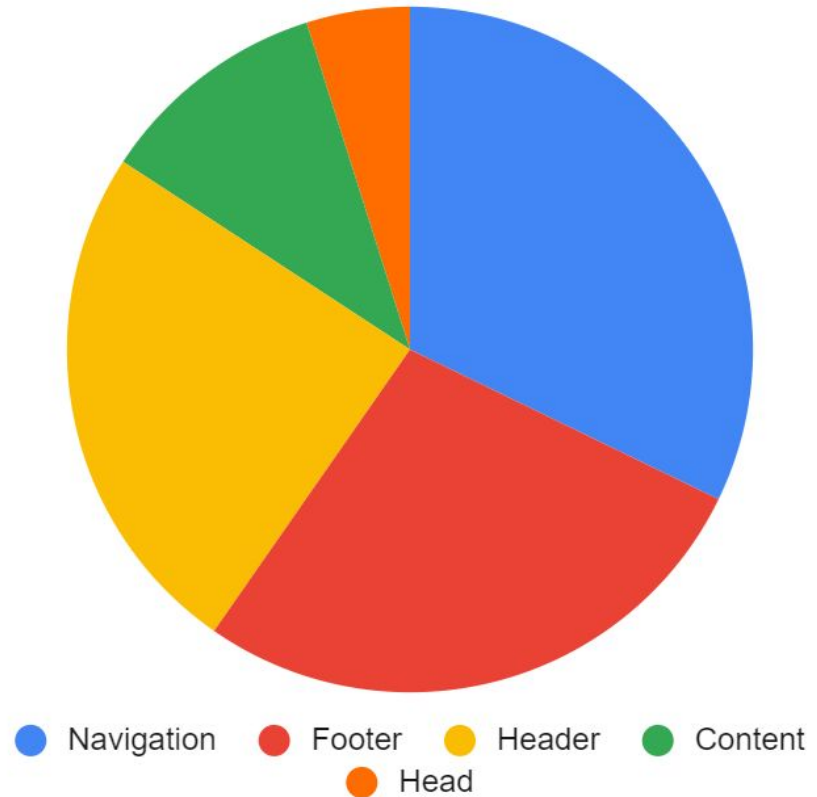
Number of pages by internal links

The graph shows the number of pages (y-axis) by internal links in the range from 2 to 26 (x-axis).

Top pages by internal links

Link positions

The majority of links are found in the header and footer.

Link breakdown by position

Navigation • Footer • Header • Content • Head
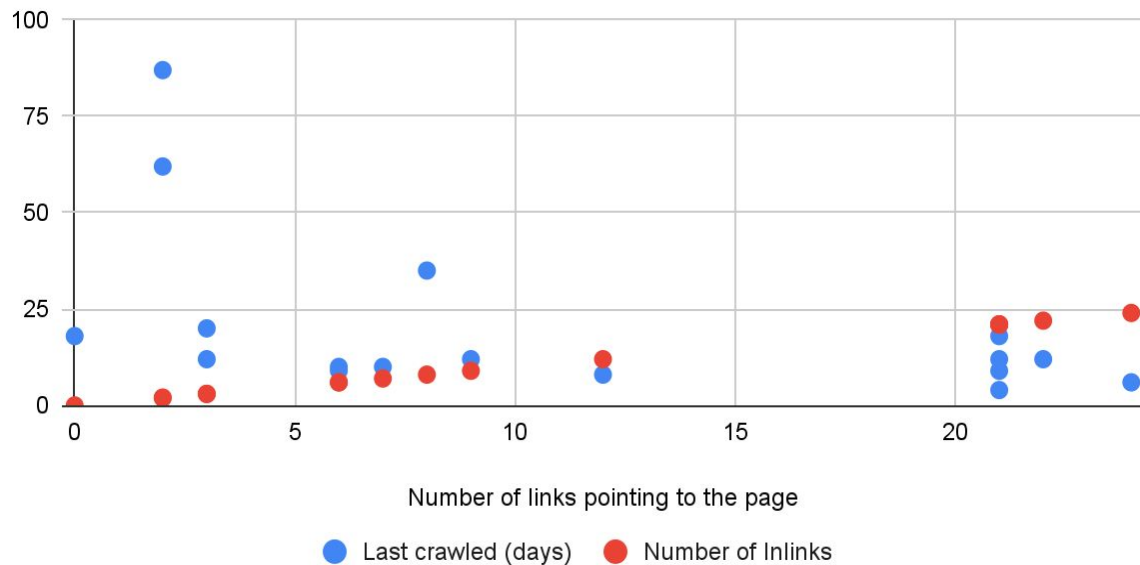
Number of internal links vs crawl time

The bigger number of links pointing to the page does not mean better crawl time.

Last crawled days ago(y-axis) and number of links pointing to the page (x-axis)

The most used anchors

Here, I will provide an overview of the most used anchors.

Anchors, link positions, and 'rel' attributes

Here, I will provide an overview of anchors, link positions, and rel attributes.
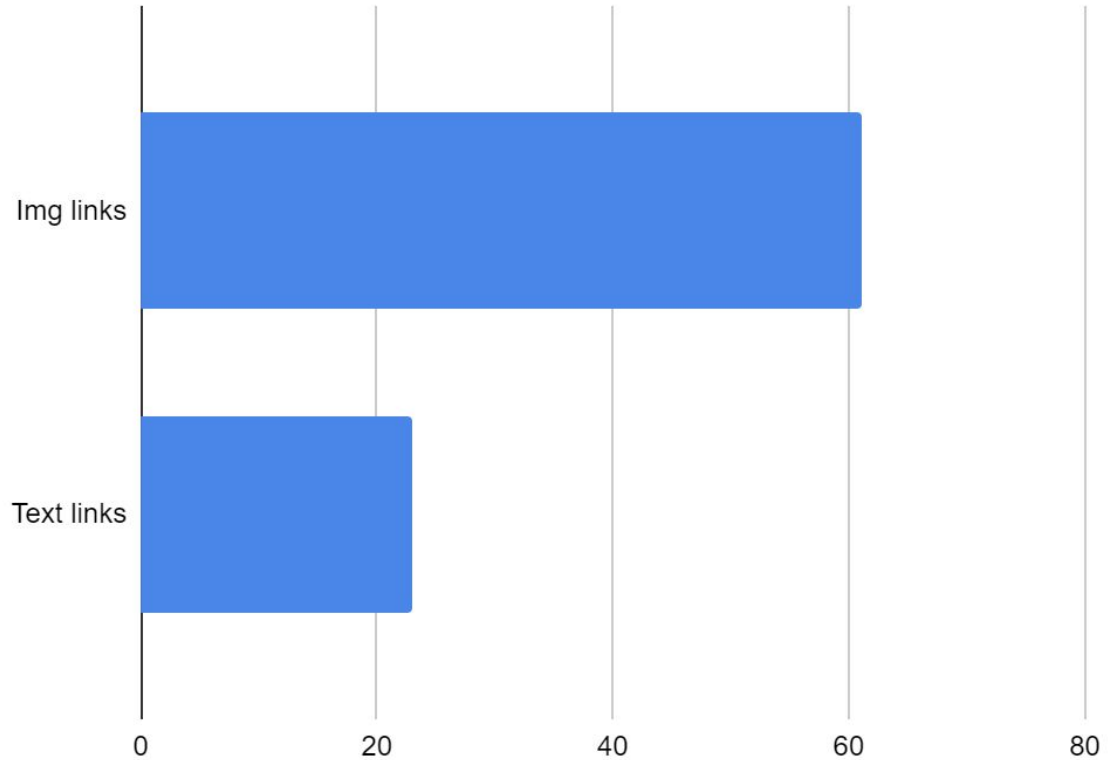
Pages receiving empty anchors the most

Here, I will provide an overview of the pages receiving empty anchors the most.

Types of links missing anchors

In this case, most empty anchors are image links.

The best practice is to use the text link in pair with the image link. If you use an image link, provide an ALT text for it.

Breakdown of links missing anchors

Img links	
Text links	

0   20   40   60   80

Pages linking with empty anchors the most

Here, I will provide an overview of the pages linking with empty anchors the most.

Action plan for internal linking

1. Point more links to the following URLs:

list of pages + internal link suggestions

2. Avoid using the 'nofollow' rel attribute when linking to the following pages:

list of pages

3. If you use an image link for a particular page, try to have a text link equivalent.

4. Try to link to the pages inside the content, not just in the header or footer.

Structured data | Technical SEO report part 5

Pages with structured data

Only four pages contain the structured data markup.

The main purpose of structured data is to give rich results. For example, the rich results can include the navigation bar, price range, review stars, or the site search.

The more information your page has in search results, the more users it can attract.
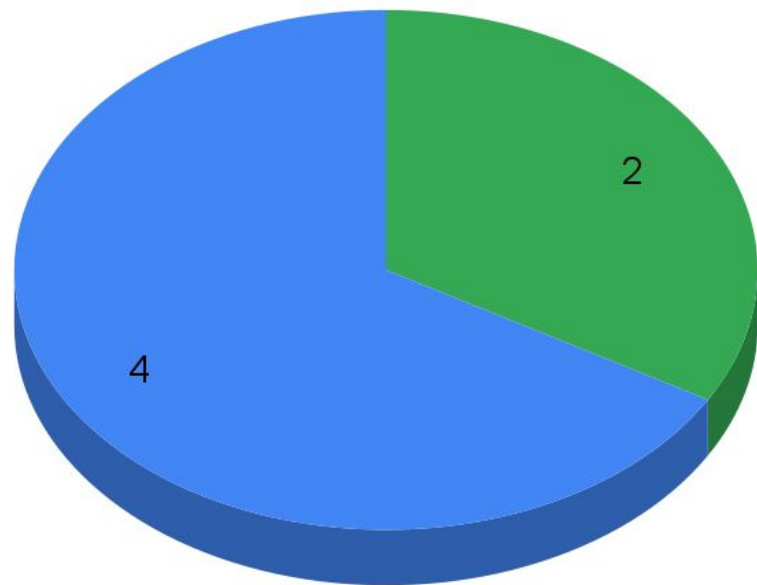
Number of pages with structured data

4

22
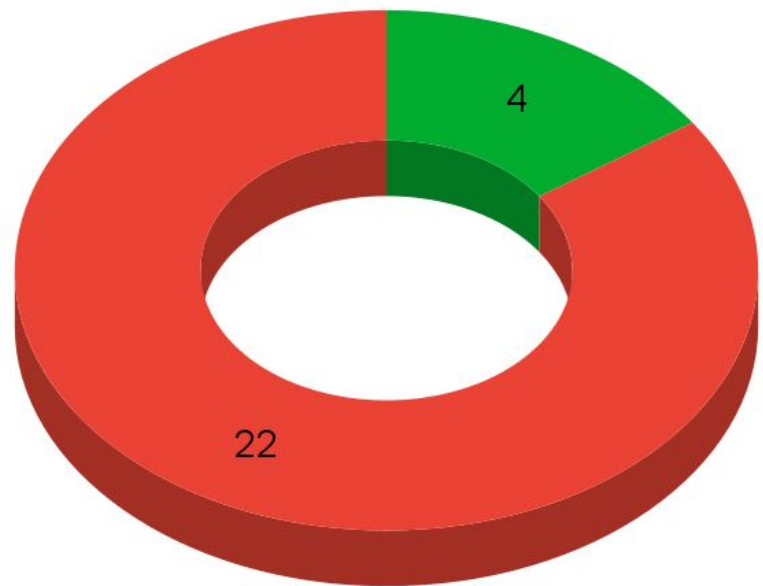
● Contains Structured Data   ● Missing

Structured data types

The pages have breadcrumbs and review snippet markups.

Structured data by type

2

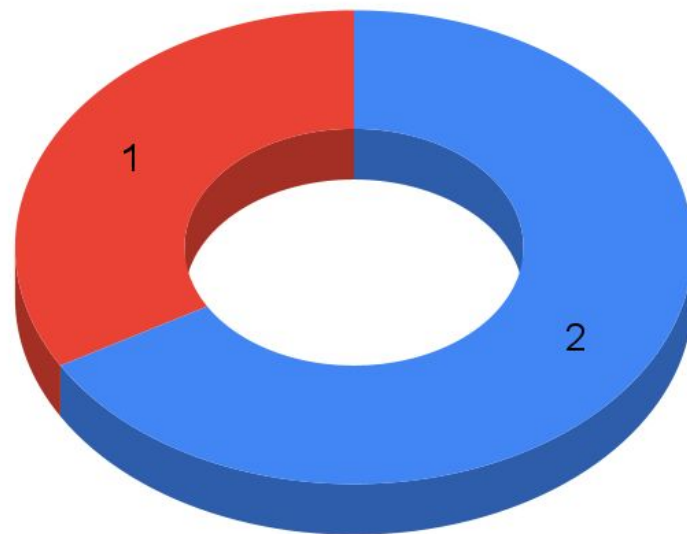4

review snippet breadcrumbs

Structured data issues

1. If the structured data markup has errors, it will not be displayed in search results.

2. Pages with warnings, on the other hand, will be shown, but they can be displayed incorrectly.

Pages with structured data errors and warnings

🔵 Validation Warnings   🔴 Parse Errors

Action plan for structured data

1. Add relevant structured data types to the rest of the pages + recommendation on the types.

2. Ensure that all pages with structured data markup warnings are displayed correctly in search results.
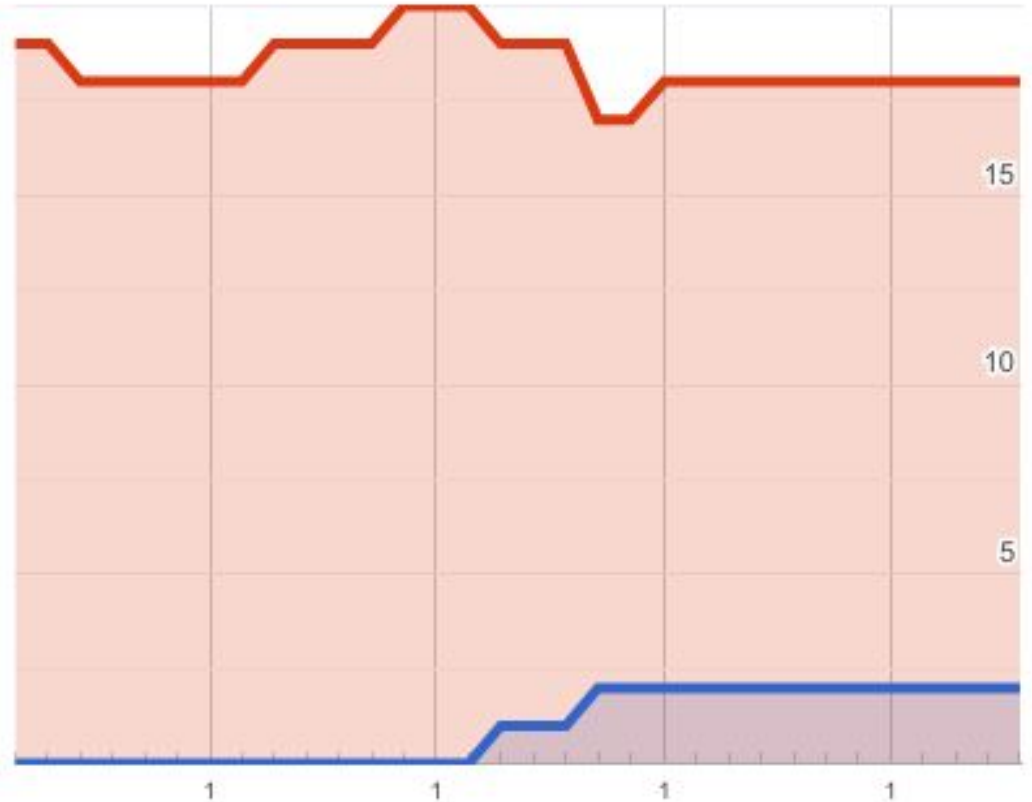
Mobile usability | Technical SEO report part 6

Mobile usability over time

The taken period is from 19 October to 19 November.

The red line on the chart represents the pages without mobile usability issues.

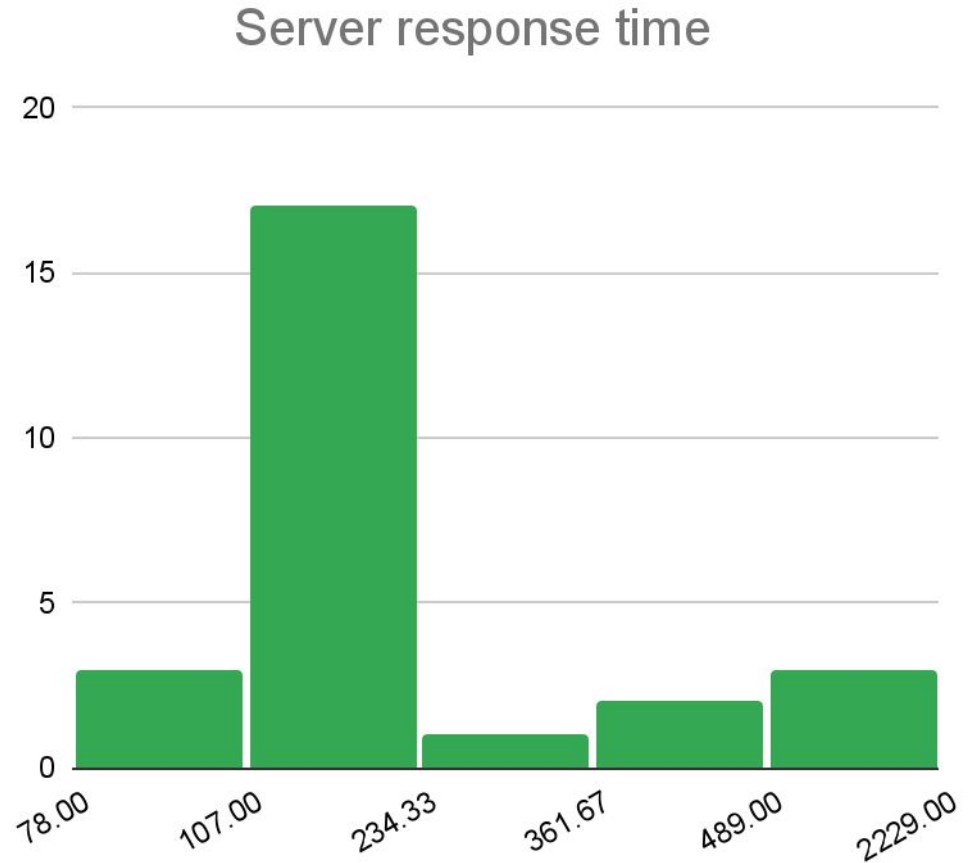The site consistently has 1-2 pages which should be optimized for mobiles.

Server response time

The good response time is between 100 and 200 ms.

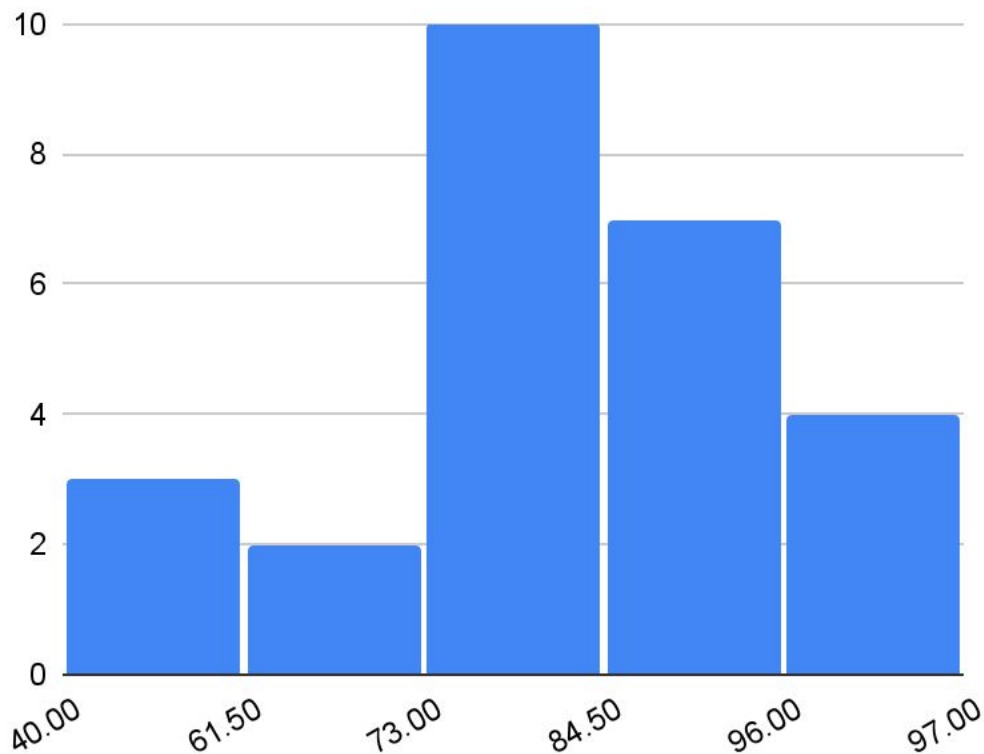It takes more than one second for a couple of pages to respond.

Server response time

Google Page Speed Test overview

We can see that most of the pages are doing fairly well.
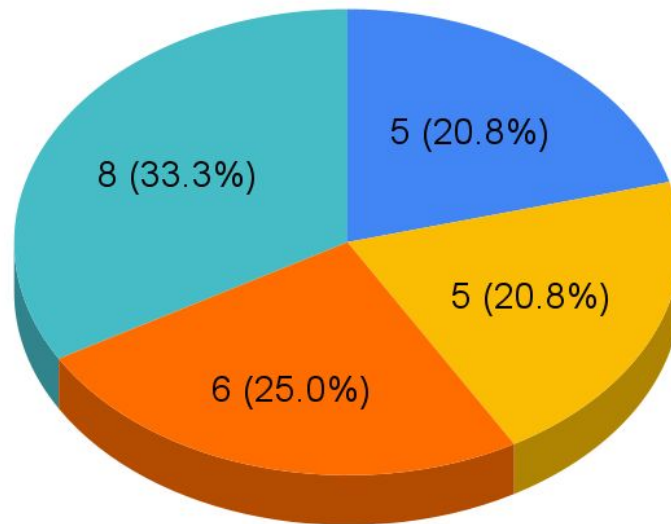
Only 5 pages have shown poor mobile performance.

The Number of pages (Google Page Speed score ranges)

Page speed issues breakdown

The most prevalent speed issue is Cumulative Layout Shift (CLS). Other issues are distributed equally.

Page speed issues breakdown

5 (20.8%)

5 (20.8%)

6 (25.0%)

8 (33.3%)

● FCP (ms)   ● LCP (ms)   ● Total Blocking Time (ms)
● CLS

Action plan for mobile usability issues | Technical SEO report part 7

Pages and metrics that need improvement

Overview of the pages with Core Web Vitals issues to solve

Overview of the pages that need image optimization

Pages that need render-blocking resource optimization.

Overview of the pages with render-blocking resources

We can see from the table that there are no problems with render-blocking resources.

Overview of the pages that need code optimization

We have been advised to remove the unused Javascript. It is impractical because the only Javascript we use is Google Analytics.