WebMatrix

(UEN:53378204W)

SEO Audit Report

Date: 01.04.2019

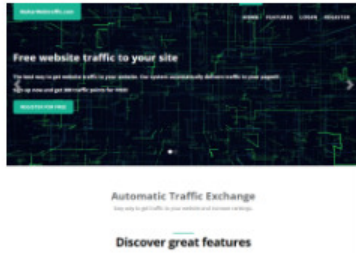SEO Audit report for: www.maharwebtraffic.com

Recipient: xxxxxxxxxx

Prepared by: webmatrix.com.sg

Report Overview

This report lists all sites to which the web page https://www.maharwebtraffic.com has been successfully submitted.

SEO Site Audit Report (Domain strength)

maharwebtraffic.com

MaharWebtraffic.com : Free website traffic to your site, automatic traffic exchange, website rank, traffic your website free!

2.24 domain strength

External Domain Factors

Domain InLink Rank	33

Alexa Rank	1,353,217 Alexa Global Rank	11,303 Rank In Singapore

Domain info

Country	🇺🇸 USA
IP	104.28.7.145
Age	10m

Site Audit: Summary

Indexing and crawlability

❌	Resources with 4xx status code	1
✅	Resources with 5xx status code	0
ℹ️	Resources restricted from indexing	2
ℹ️	404 page set up correctly	No
✅	robots.txt file	Yes
✅	.xml sitemap	Yes

Redirects

⚠️	Fixed www and non-www versions	No
⚠️	Issues with HTTP/HTTPS site versions	Yes
❌	Pages with 302 redirect	2
✅	Pages with 301 redirect	0
✅	Pages with long redirect chains	0
✅	Pages with meta refresh	0
ℹ️	Pages with rel="canonical"	4

Encoding and technical factors

⚠️	Mobile friendly	No
❌	HTTPS pages with mixed content issues	2
✅	Pages with multiple canonical URLs	0
✅	Pages with Frames	0
➖	Pages with W3C HTML errors and warnings	-
➖	Pages with W3C CSS errors and warnings	-
✅	Too big pages	0

URLs

✅	Dynamic URLs	0
✅	Too long URLs	0

Links

⚠️	Broken links	4
✅	Pages with excessive number of links	0
ℹ️	Dofollow external links	36

Images

✅	Broken images	0
ℹ️	Empty alt text	4

On-page

✅	Empty title tags	0
❌	Duplicate titles	2
⚠️	Too long titles	2
✅	Empty meta description	0
❌	Duplicate meta descriptions	2
✅	Too long meta description	0

Indexing in Search Engines

G Indexed by Google	3 pages	
b Indexed by Bing	3 pages	
Y Indexed by Yahoo!	2 pages	

Backlink Factors

Backlinks	29,330
Linking domains	18
IPs	19
C-Blocks	19

● Dofollow:
100.0% / 29,328 links

○ Nofollow:
0.0% / 2 links
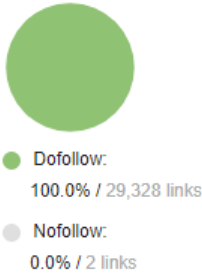
Social Media Popularity

Facebook	119 signals	100.0%	-
Twitter	-		-
LinkedIn	0 signals	0.0%	-
Pinterest	0 signals	0.0%	-

SEO Site Audit Report (Details)
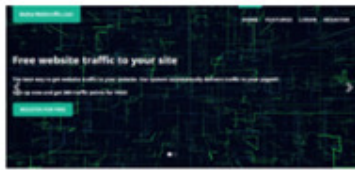
maharwebtraffic.com

MaharWebtraffic.com : Free website traffic to your site, automatic traffic exchange, website rank, traffic your website free!

69 issues found

❌ Errors: 9 | ⚠ Warnings: 9 | ℹ Info: 47 | Pages: 8

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✅	.xml sitemap	Yes

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❌	Pages with 302 redirect	2
✅	Pages with 301 redirect	0
✅	Pages with long redirect chains	0
✅	Pages with meta refresh	0
ℹ	Pages with rel="canonical"	4

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✅	Pages with excessive number of links	0
ℹ	Dofollow external links	36

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ℹ	Empty alt text	4

On-page

✅	Empty title tags	0
❌	Duplicate titles	2
⚠	Too long titles	2
✅	Empty meta description	0
❌	Duplicate meta descriptions	2
✅	Too long meta description	0

Encoding and technical factors

⚠	Mobile friendly	No
❌	HTTPS pages with mixed content issues	2
✅	Pages with multiple canonical URLs	0
✅	Pages with Frames	0
⊖	Pages with W3C HTML errors and warnings	-
⊖	Pages with W3C CSS errors and warnings	-
✅	Too big pages	0

URLs

✅	Dynamic URLs	0
✅	Too long URLs	0

Site Audit: Details

❌ Resources with 4xx status code (1 resources)

Some of your resources return 4xx status codes.

Resource URL	HTTP status code	Found on pages
http://www.alexa.com/siteinfo/www.maharwebtraffic.com"> <script type='text/javascript' src='http://xslt.alexa.com/site_stats/js/s/a?url=www.maharwebtraffic.com'> </script> <!-- Go to www.addthis.com/dashboard to customize your tools --> <script type=	403 Forbidden	4

About this SEO Factor:

4xx errors often point to a problem on a website. For example, if you have a broken link on a page, and visitors click it, they may see a 4xx error. It's important to regularly monitor and fix these errors, because they may have negative impact and lower your site's authority in users' eyes.

✅ Resources with 5xx status code (0 resources)

Well done! Your website is free from 5xx errors.

About this SEO Factor:

5xx error messages are sent when the server has a problem or error. It's important to regularly monitor these errors and investigate their causes, because they may have negative impact and lower the site's authority in search engines' eyes.

ⓘ 404 page set up correctly (No)

Your site's 404 error page may be set up incorrectly. Make sure your site has a valid 404 page.

About this SEO Factor:

A custom 404 error page can help you keep users on the website. In a perfect world, it should inform users that the page they are looking for doesn't exist, and feature such elements as your HTML sitemap, the navigation bar and a search field. But more importantly, a 404 error page should return the 404 response code. This may sound obvious, but unfortunately it's rarely so.

According to Google Search Console:

"Returning a code other than 404 or 410 for a non-existent page... can be problematic. Firstly, it tells search engines that there's a real page at that URL. As a result, that URL may be crawled and its content indexed. Because of the time Googlebot spends on non-existent pages, your unique URLs may not be discovered as quickly or visited as frequently and your site's crawl coverage may be impacted. We recommend that you always return a 404 (Not found) or a 410 (Gone) response code in response to a request for a non-existing page."

✅ robots.txt file (Yes)

Well done! A robots.txt file is available on your website.

About this SEO Factor:

The robots.txt file is automatically crawled by robots when they arrive at your website. This file should contain commands for robots, such as which pages should or should not be indexed. If you want to disallow indexing of some content (for example, pages with private or duplicate content), just use an appropriate rule in the robots.txt file. For more information on such rules, check out http://www.robotstxt.org/robotstxt.html.

Please note that commands placed in the robots.txt file are more like suggestions rather than absolute rules for robots to follow. There's no guarantee that some robot will not check the content that you have disallowed.

✅ .xml sitemap (Yes)

Well done! An .xml sitemap is present on your website. Remember to resubmit it to search engines each time you make changes to it.

About this SEO Factor:

An XML sitemap should contain all of the website pages that you want to be indexed, and should be located on the website one directory structure away from the homepage (ex. http://www.site.com/sitemap.xml). In general, it serves to aid indexing. You should update it each time you add new pages to your website. Besides, the sitemap should follow particular syntax.

The sitemap allows you to set the priority of each page, telling search engines which pages they are supposed to crawl more often (i.e. they are more frequently updated). Learn how to create an .xml sitemap at http://www.sitemaps.org/.

🛑 Title Tag

MaharWebtraffic.com : Free website traffic to your site, automatic traffic exchange, website rank, traffic your website free!
Length: 125 character(s)

About this SEO Factor:

Ideally, your title tag should contain between 10 and 70 characters (spaces included). Make sure your title is explicit and contains your most important keywords. Be sure that each page has a unique title.

✅ Meta Description

Free traffic exchange, traffic your website free and automatic traffic exchange to boost your website rank. MaharWebtraffic.com is the leading traffic exchange!!!
Length: 162 character(s)

About this SEO Factor:

Meta descriptions contains between 100 and 300 characters (spaces included). It allow you to influence how your web pages are described and displayed in search results. Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

✅ Meta Keywords

automatic traffic exchange, traffic exchange, website rank, traffic your website free

About this SEO Factor:

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is. However, google can't use meta keywords.

✅ Google Preview

MaharWebtraffic.com : Free website traffic to your site, automatic traffic exchange, website rank, traffic your
maharwebtraffic.com/
Free traffic exchange, traffic your website free and automatic traffic exchange to boost your website rank. MaharWebtraffic.com is the leading traffic exchange!!!

About this SEO Factor:

This is an example of what your Title Tag and Meta Description will look like in Google search results.
While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.
Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.
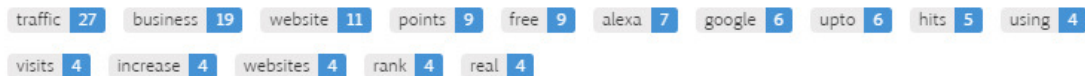
✅ Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
2	23	0	17	0	0

<H1> Automatic Traffic Exchange </H1>

<H1> Website Rank </H1>

<H2> Free website traffic to your site </H2>

About this SEO Factor:

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

✅ Keywords Cloud

traffic `27`   business `19`   website `11`   points `9`   free `9`   alexa `7`   google `6`   upto `6`   hits `5`   using `4`

visits `4`   increase `4`   websites `4`   rank `4`   real `4`

About this SEO Factor:

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

✅ Keyword Consistency

Keywords	Freq	Title	Desc	<H>
traffic	27	✔	✔	✔
business	19	✖	✖	✖
website	11	✔	✔	✔
points	9	✖	✖	✖

About this SEO Factor:

This table highlights the importance of being consistent with your use of keywords. To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

✅ GZIP compression

Wow! It's GZIP Enabled
Your webpage is compressed from 36 KB to 7 KB (79.5 % size savings)

About this SEO Factor:

Gzip is a method of compressing files (making them smaller) for faster network transfers.
It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

ℹ Resources restricted from indexing (2 resources)

Some of your site's resources are restricted from indexing. It is recommended to re-check the robots.txt file, and make sure that all your useful content gets indexed and is not blocked by mistake.

Resource URL	HTTP status code	Robots' instructions
http://www.maharwebtraffic.com/cdn-cgi/l/email-protection	200 Successful	Disallowed Noindex meta tag
https://www.maharwebtraffic.com/cdn-cgi/l/email-protection	200 Successful	Disallowed Noindex meta tag

About this SEO Factor:
A resource can be restricted from indexing in several ways:

- in the robots.txt file;
- by Noindex X-Robots tag;
- by Noindex Meta tag.

Each of these is a line of HTML code that says how crawlers should handle certain resources on the site. Specifically, the tag tells crawlers if they are not allowed to index the page or resource, follow its links, and/or archive its contents. So make sure that all your unique and useful content is available for indexing.

⚠ Fixed www and non-www versions (No)

www and non-www versions are not merged on your website. Correct this to ensure that search engines do not have two website versions in their index.

About this SEO Factor:
Usually websites are available with and without "www" in the domain name. Merging both URLs will help you prevent search engines from indexing two versions of a website.

Although the indexing of both versions won't cause a penalty, setting one of them as a priority is a best practice, in part because it helps funnel the SEO value from links to one common version. You can look up or change your current primary version in the .htaccess file. Also, it is recommended to set the preferred domain in Google Search Console.

⚠️ **Issues with HTTP/HTTPS site versions** (Yes)

You have duplicate HTTP and HTTPS content on your website. Correct this to ensure that search engines do not keep two website versions in their index.

About this SEO Factor:

Using secure encryption is highly recommended for many websites (for instance, those taking transactions and collecting sensitive user information.) However, in many cases, webmasters face technical issues when installing SSL certificates and setting up the HTTP/HTTPS versions of the website.

In case you're using an invalid SSL certificate (ex. untrusted or expired one), most Web browsers will prevent users from visiting your site by showing them an "insecure connection" notification.

If the HTTP and HTTPS versions of your website are not set properly, both of them can get indexed by search engines and cause duplicate content issues that may undermine your website rankings.

❌ **Pages with 302 redirect** (2 pages)

There are 302 redirects found on your website. Please make sure that the use of these redirects is justified.

Page URL	Redirect Page	Found on pages
https://www.maharwebtraffic.com/traffic-exchange	https://www.maharwebtraffic.com Title not found	2
https://www.maharwebtraffic.com/websites	https://www.maharwebtraffic.com Title not found	2

About this SEO Factor:

302 redirects are temporary, so they don't pass any link juice. If you use them instead of 301s, search engines may continue to index the old URLs, and disregard the new ones as duplicates. Or they may divide the link popularity between the two versions, thus hurting search rankings. That's why it is not recommended to use 302 redirects if you are permanently moving a page or a website. Stick to a 301 redirect instead to preserve link juice and avoid duplicate content issues.

✅ **Pages with 301 redirect** (0 pages)

No 301 redirects have been found on your website.

About this SEO Factor:

301 redirects are permanent and are usually used to solve problems with duplicate content or to redirect certain URLs that are no longer necessary. The use of 301 redirects is absolutely legitimate, and it's good for SEO because a 301 redirect will funnel link juice from the old page to the new one. Just make sure you redirect old URLs to the most relevant pages.

✅ Pages with long redirect chains (0 pages)

Well done! There have been found no pages with long redirect chains (longer than 2 redirects) on your website.

About this SEO Factor:

In certain cases, either due to bad .htaccess file setup or due to some deliberately taken measures, a page may end up with having two or more redirects. It is strongly recommended to avoid such redirect chains longer than 2 redirects since they may be the reason of multiple issues:

- There is a high risk that a page will not be indexed as Google bots do not follow more than 5 redirects.
- Too many redirects will slow down your page speed. Every new redirect may add up to several seconds to the page load time.
- High bounce rate: users are not willing to stay on a page that takes more than 3 seconds to load.

✅ Pages with meta refresh (0 pages)

Well done! No Meta refresh redirects were found on your website.

About this SEO Factor:

Basically, Meta refresh may be seen as a violation of Google's Quality Guidelines and therefore is not recommended from the SEO point of view. As one of Google's representatives points out: "In general, we recommend not using meta-refresh type redirects, as this can cause confusion with users (and search engine crawlers, who might mistake that for an attempted redirect)... This is currently not causing any problems with regards to crawling, indexing, or ranking, but it would still be a good idea to remove that." So stick to the permanent 301 redirect instead.

ℹ️ Pages with rel="canonical" (4 pages)

There are pages with canonical URLs specified for them on your website. Please, make sure that your rel="canonical" tags or rel="canonical" HTTP headers are set up correctly.

Page	Canonical URL
http://www.maharwebtraffic.com/ MaharWebtraffic.com : Free website traffic to your site, automatic traffic exchange, website rank, traffic your website free!	https://www.maharwebtraffic.com/
http://www.maharwebtraffic.com/register MaharWebtraffic.com Traffic Exchanger	https://www.maharwebtraffic.com/register
https://www.maharwebtraffic.com/ MaharWebtraffic.com : Free website traffic to your site, automatic traffic exchange, website rank, traffic your website free!	https://www.maharwebtraffic.com/
https://www.maharwebtraffic.com/register MaharWebtraffic.com Traffic Exchanger	https://www.maharwebtraffic.com/register

About this SEO Factor:

In most cases duplicate URLs are handled via 301 redirects. However sometimes, for example when the same product appears in two categories with two different URLs and both need to be live, you can specify which page should be considered a priority with the help of rel="canonical" tags. It should be correctly implemented within the <head> tag of the page and point to the main page version that you want to rank in search engines. Alternatively, if you can configure your server, you can indicate the canonical URL using rel="canonical" HTTP headers.

❌ HTTPS pages with mixed content issues (2 pages)

Some pages on your website have mixed content issues, which means some content on these pages (such as images, videos, stylesheets, scripts) is loaded over an insecure HTTP connection. It is recommended to fix all those instances of mixed content.

Page	Mixed content resources
https://www.maharwebtraffic.com/register MaharWebtraffic.com Traffic Exchanger	1 active 0 passive
https://www.maharwebtraffic.com/login MaharWebtraffic.com Traffic Exchanger	1 active 0 passive

About this SEO Factor:

Using secure encryption is highly recommended for many websites (for instance, those taking transactions and collecting sensitive user information.) However, in many cases, webmasters face technical issues when switching their websites from HTTP to HTTPS. And one of these issues is the so-called mixed content - e.i. when your secure HTTPS pages include insecure content served over HTTP.

If an HTTPS page includes content retrieved through regular, cleartext HTTP, this **weakens the security of the entire page** as the unencrypted content is accessible to sniffers and can be modified by man-in-the-middle attackers. For this reason, in many modern browsers, such content might get **blocked from loading** or load with an "insecure connection" warning.

According to Google, there are two types of mixed content:

The two types of mixed content are: active and passive. Passive mixed content refers to content that doesn't interact with the rest of the page, and thus a man-in-the-middle attack is restricted to what they can do if they intercept or change that content. Passive mixed content includes images, video, and audio content, along with other resources that cannot interact with the rest of the page. Active mixed content interacts with the page as a whole and allows an attacker to do almost anything with the page. Active mixed content includes scripts, stylesheets, iframes, flash resources, and other code that the browser can download and execute.

⚠ **Mobile friendly** (No)

Your site's homepage is not mobile-friendly. Here is the list of problems that have been spotted by WebSite Auditor:

- The page content is wider than screen;
- Clickable elements are too close together;

Mobile-friendliness is one of the ranking factors used by Google for mobile search engine results. If lots of your traffic comes from mobile devices, you should make your site mobile-friendly to get higher rankings and more traffic.

About this SEO Factor:
According to Google, the mobile-friendly algorithm affects mobile searches in all languages worldwide and has a significant impact in Google's search results. This algorithm works on a page-by-page basis - it is not about how mobile-friendly your pages are, it is simply are you mobile-friendly or not.

The algo is based on such criteria as small font sizes, tap targets/links, readable content, your viewpoint, etc.

✅ **Pages with multiple canonical URLs** (0 pages)

Good job! None of your website's pages have multiple canonical URLs.

About this SEO Factor:
Having multiple canonical URLs specified for a page happens frequently in conjunction with **SEO plugins that often insert a default rel="canonical" link**, possibly unknown to the webmaster who installed the plugin. Double-checking the page's source code and your server's rel="canonical" HTTP headers configurations will help correct the issue.

In case of multiple rel="canonical" declarations, Google will likely ignore all the rel=canonical hints, so your effort to avoid duplicate content issues may go useless.

✅ **Pages with Frames** (0 pages)

Well done! Your website pages are free from Frames.

About this SEO Factor:
Frames allow displaying more than one HTML document in the same browser window. As a result, text and hyperlinks (the most important signals for search engines) appear missing from such documents. If you use Frames, search engines will fail to properly index your valuable content.

⊖ **Pages with W3C HTML errors and warnings** (-)

There is no data for this factor.

About this SEO Factor:
The validation is usually performed via the W3C Markup Validation Service. And although compliance with W3C standards is not obligatory and will not have direct SEO effect, bad code may be the cause of Google not indexing your important content properly. It's recommended fix your pages' broken code to avoid issues with search engine spiders.

⊖ Pages with W3C CSS errors and warnings (-)

There is no data for this factor.

About this SEO Factor:

The validation is usually performed via the W3C Markup Validation Service (W3C stands for World Wide Web Consortium).

CSS styles are used to control **the design and formatting of the page**, and to separate styles from the structure, which ultimately makes the page load faster.

Errors in CSS may be not that important to search engines, but they can lead to your page being incorrectly displayed to visitors, which, in turn, may affect your conversion and bounce rates. So, make sure the page is displayed as intended across all browsers (including mobile ones) important to you.

⚠ Broken links (4 links)

#	Link URL	Page	▲
1	www.alexa.com/siteinfo/www.maharwebtraffic.com"><script type='text/javascript' src='http://xs...	www.maharwebtraffic.com/	
2	www.alexa.com/siteinfo/www.maharwebtraffic.com"><script type='text/javascript' src='http://xs...	www.maharwebtraffic.com/	
3	www.alexa.com/siteinfo/www.maharwebtraffic.com"><script type='text/javascript' src='http://xs...	🔒 www.maharwebtraffic.com/	
4	www.alexa.com/siteinfo/www.maharwebtraffic.com"><script type='text/javascript' src='http://xs...	🔒 www.maharwebtraffic.com/	

About this SEO Factor:

Broken outgoing links can be a bad quality signal to search engines and users. If a site has many broken links, they conclude that it has not been updated for some time. As a result, the site's rankings may be downgraded.

Although 1-2 broken links won't cause a Google penalty, try to regularly check your website, fix broken links (if any), and make sure their number doesn't go up. Besides, users will like your website more if it doesn't show them broken links pointing to non-existing pages.

ℹ Dofollow external links (36 links)

There are dofollow links to other sites on the website.

Please, revise your followed links and make sure they point to high-quality, relevant pages. It's recommended to remove any links to pages of questionable quality or accompany them with rel="nofollow". To add the nofollow attribute to a link, simply write rel="nofollow" within the <a href> tag.

For instance: Example.

Page URL	Anchor
http://www.maharwebtraffic.com/	http://www.alexa.com/siteinfo/www.maharwebtraffic.com">

✅ Broken images (0 images)

Well done! There are no broken images on the website.

About this SEO Factor:

While broken images on the website don't influence its search engine rankings directly, they definitely deserve being fixed for two reasons.

First and foremost, broken images are a crucial factor for user experience and may result in visitors bouncing away from the site without completing their goals.

And second, missing images may impede the site's crawling and indexation, wasting its crawl budget and making it hard for search engine bots to crawl some of the site's important content.

🔵 Empty alt text (4 attributes)

We found 24 images on this web page

❌ 4 ALT attributes are empty or missing.

https://www.paypalobjects.com/en_GB/i/scr/pixel.gif
https://www.paypalobjects.com/en_GB/i/scr/pixel.gif
https://www.paypalobjects.com/en_GB/i/scr/pixel.gif
https://www.paypalobjects.com/en_GB/i/scr/pixel.gif

About this SEO Factor:

While search engines can't read text off images, alt attributes (also known as "alternative attributes") help the former understand what your images portray.

The best practice is to create an alt text for each image, using your keywords in it when possible< to help search engines better understand your pages' content and hopefully rank your site higher in search results.

✅ Too big pages (0 pages)

Good job! The size of every page on your site is less than 3MB.

About this SEO Factor:

Naturally, there's a direct correlation between the size of the page and its loading speed, which, in turn, is one of the numerous ranking factors. Basically, heavy pages load longer. That's why the general rule of thumb is to keep your page size up to 3MB. Of course, it's not always possible. For example, if you have an e-commerce website with a large number of images, you can push this up to more MBs, but this can significantly impact page loading time for users with a slow connection speed.

✅ Dynamic URLs (0 pages)

No dynamic URLs were found on your website. It means that all your website's URLs are easy to read for users and search engines.

About this SEO Factor:

URLs that contain dynamic characters like "?", "_" and parameters are not user-friendly because they are not descriptive and are harder to memorize. To increase your pages' chances to rank, it's best to setup URLs so that they would be descriptive and include keywords, not numbers or parameters. As Google Webmaster Guidelines state, "URLs should be clean coded for best practice, and not contain dynamic characters."

✓ Too long URLs (0 pages)

Well done! The length of all URLs on your website is within the recommended limits (up to 115 characters).

About this SEO Factor:

URLs shorter than 115 characters are easier to read by end users and search engines, and will work to keep the website user-friendly.

✓ Pages with excessive number of links (0 pages)

Well done! There are no pages on your site with more than 100 outgoing links.

About this SEO Factor:

According to Matt Cutts (former head of Google's Webspam team), "...there's still a good reason to recommend keeping to under a hundred links or so: the user experience. If you're showing well over 100 links per page, you could be overwhelming your users and giving them a bad experience. A page might look good to you until you put on your "user hat" and see what it looks like to a new visitor." Although Google keeps talking about users experience, too many links on a page can also hurt your rankings. So the rule is simple: the fewer links on a page, the fewer problems with its rankings. So try to stick to the best practices and keep the number of outgoing links (internal and external) up to 100.

✓ Empty title tags (0 pages)

Well done! All your site's pages have a <title> tag, and all title tags contain content.

About this SEO Factor:

If a page doesn't have a title, or the title tag is empty (i.e. it just looks like this in the code: <title></title>), Google and other search engines will decide for themselves which text to show as your page title in their SERP snippets. Thus, you'll have no control what people see on Google when they find your page.

Therefore, every time you are creating a webpage, don't forget to add a meaningful title that would also be attractive to users.

✗ Duplicate titles (2 pages)

https://www.maharwebtraffic.com/register
https://www.maharwebtraffic.com/login

About this SEO Factor:

A page title is often treated as the most important on-page element. It is a strong relevancy signal for search engines, because it tells them what the page is really about. It is, of course, important that title includes your most relevant keyword. But more to that, every page should have a unique title to ensure that search engines have no trouble in determining which of the website pages is relevant for a query. Pages with duplicate titles have fewer chances to rank high. Even more, if your site has pages with duplicate titles, this may negatively influence other pages' rankings, too.

⚠ Too long titles (2 pages)

https://www.maharwebtraffic.com
https://www.maharwebtraffic.com/register

About this SEO Factor:

Every page should have a unique, keyword-rich title. At the same time, you should try to keep title tags concise. Titles that are longer than 70 characters get truncated by search engines and will look unappealing in search results. Even if your pages rank on page 1 in search engines, yet their titles are shortened or incomplete, they won't attract as many clicks as they would have driven otherwise.

✔ Empty meta description (0 pages)

Congratulations! There are no empty meta descriptions on your website.

About this SEO Factor:

Although meta descriptions don't have direct influence on rankings, they are still important while they form the snippet people see in search results. Therefore, it should "sell" the webpage to the searcher and encourage them to click through.

If the meta description is empty, search engines will decide for themselves what to include into a snippet.

✪ Duplicate meta descriptions (2 pages)

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About this SEO Factor:

Meta descriptions contains between 100 and 300 characters (spaces included). It allow you to influence how your web pages are described and displayed in search results. Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query). A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

✔ Too long meta description (0 pages)

Good job! All of your meta descriptions are within the required length.

About this SEO Factor:

Although meta descriptions don't have direct effect on rankings, they are still important while they form the snippet people see in search results. Therefore, descriptions should "sell" the webpage to the searchers and encourage them to click through. If the meta description is too long, it'll get cut by the search engine and may look unappealing to users.