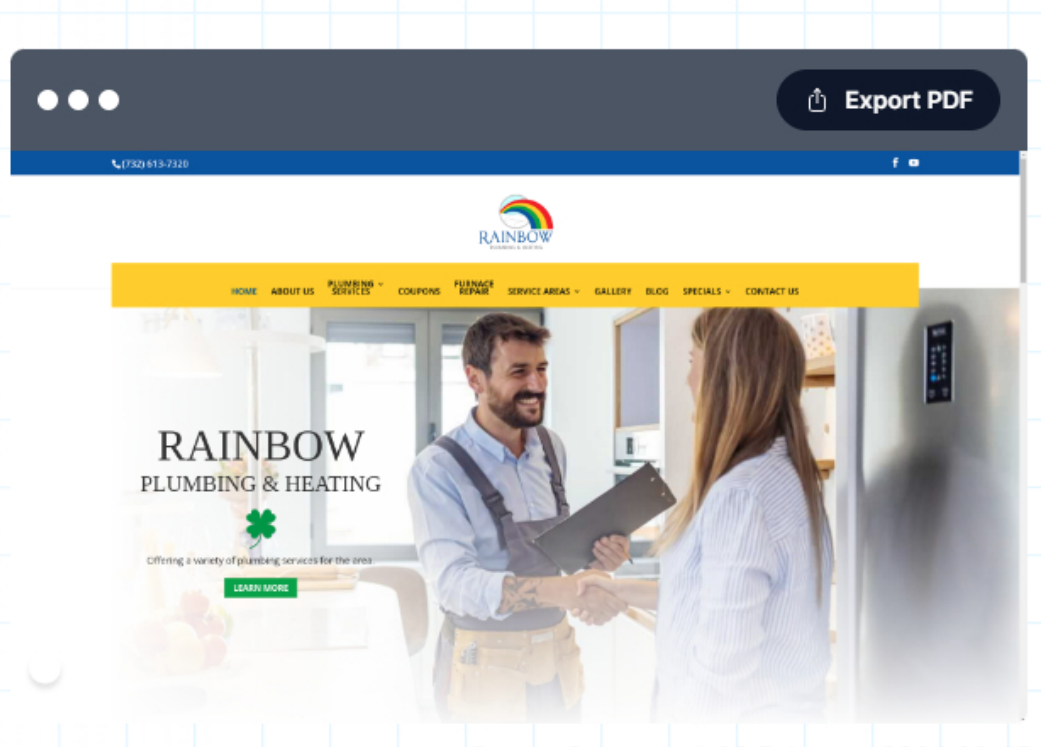
Free SEO Audit Tool

SEOmator free website SEO Audit Tool is a part of our complex SEO software tracking pages to see exactly how well your website stacks up against your competitors.

EVERYTHING YOU NEED TO KNOW

Results for https://rainbowplumbingnj.com/



Report Generated: 08 February 2024 09:45

93
On-Page Score

87 Performance
72 Accessibility
83 SEO
93 Best Practices

Onpage Results

93.41%

Value	Metric
65	Internal Links
6	External Links
10	Number of Images
34414	Images Size
13	Scripts
1122792	Scripts Size
4088	Plain Text Size
0.03	Plain Text Rate
698	Plain Text Word Count
10.30	Automated Readability Index
10.19	Coleman Liau Readability Index
7.54	Dale Chall Readability Index
49.32	Flesch Kincaid Readability Index
19.37	Smog Readability Index
1	Description to Content Consistency
0.88	Title to Content Consistency

✓ **Duplicate Title**
Duplicate title tags are bad for SEO. They confuse search engines and make it harder to rank for specific keywords.

✓ **Duplicate Description**
Duplicate meta descriptions are bad for SEO. They confuse search engines and make it harder to rank for specific keywords.

✓ **Duplicate Content**
Duplicate content is bad for SEO. It confuses search engines and makes it harder to rank for specific keywords.

✗ **Size**
The size of your page is too large. This can negatively impact your page load speed and user experience.

✗ **Cache Control**
Your page does not have a cache control header. This can negatively impact your page load speed and user experience.

✗ **Canonical**
Your page does not have a canonical tag. This can negatively impact your page load speed and user experience.

✓ **No H1 Tag**
Your page does not have an H1 tag. This can negatively impact your page load speed and user experience.

✓ **HTTPS to HTTP Links**
Your page has links to HTTP pages. This can negatively impact your page load speed and user experience.

✓ **Is 4xx Code**
Your page has a 4xx status code. This can negatively impact your page load speed and user experience.

✓ **Is 5xx Code**
Your page has a 5xx status code. This can negatively impact your page load speed and user experience.

✓ **Is Broken**
Your page has broken links. This can negatively impact your page load speed and user experience.

✗ **Low Content Rate**
Your page has a low content rate. This can negatively impact your page load speed and user experience.

✗ **Has Render Blocking Resources**
Your page has render blocking resources. This can negatively impact your page load speed and user experience.

✓ **Low Readability Rate**
Your page has a low readability rate. This can negatively impact your page load speed and user experience.

✗ **Title Too Long**
Your page has a title that is too long. This can negatively impact your page load speed and user experience.

✗ **No Image Alt**
Your page has images without alt tags. This can negatively impact your page load speed and user experience.

✓ **No Favicon**
Your page does not have a favicon. This can negatively impact your page load speed and user experience.

✓ **Recursive Canonical**
Your page has a recursive canonical tag. This can negatively impact your page load speed and user experience.

✓ **Is Orphan Page**
Your page is an orphan page. This can negatively impact your page load speed and user experience.

✗ **Web Server**
Server information is the information about the software that is running on the server. This can be used to determine the technology stack of a website.

✗ **Title**
The title tag is an HTML tag that is used to define the title of a webpage. This tag is displayed in the search results and is used by search engines to determine the topic of a page.

✗ **Description**
The description tag is an HTML tag that is used to define the description of a webpage. This tag is displayed in the search results and is used by search engines to determine the topic of a page.

✗ **Canonical**
The canonical tag is an HTML tag that is used to define the canonical URL of a webpage. This tag is used by search engines to determine the canonical URL of a page.

H Tags

We found #1 H1 tags on this page.

1. Don't Let Faulty Plumbing Drain Your Wallet

We found #8 H2 tags on this page.

1. Rainbow
2. Rainbow
3. Our Services
4. Plumber
5. Bathroom Plumbing
6. Why Choose Us?
7. Let Us Help You
8. Contact Us

We found #2 H3 tags on this page.

1. Plumbing & Heating
2. Plumbing & Heating

We found #4 H4 tags on this page.

1. Contact Us
2. Service Area
3. Recent Posts
4. Hours of Operation

Speed Insights

Value	Metric
92ms	Time to Secure Connection
178ms	Waiting Time
88ms	Download Time
858ms	Time to Interactive
1224ms	DOM Complete
0ms	Largest Contentful Paint

Social Media Meta Tags Test

og:title	Full-Service Plumbing, East Brunswick, NJ | Rainbow Plumbing & Heating
og:description	When you are looking for a plumber in the East Brunswick, New Jersey area, our team at Rainbow Plumbing & Heating is here to help you! If you have questions, call us today.
og:type	website
og:image	https://rainbowplumbingnj.com/wp-content/uploads/2021/07/Rainbow-Plumbing-Heating-logo-1.png
og:locale	en_US
og:site_name	Rainbow Plumbing & Heating |
og:url	https://rainbowplumbingnj.com/
twitter:card	summary_large_image

Full-Service Plumbing, East Brunswick, NJ | Rainbow Plumbing ...
When you are looking for a plumber in the East Brunswick, New Jersey ar...

How your website is displayed on search engines & social media.

SEO Details - 83%

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on Core Web Vitals. Learn more about Google Search Essentials.

✓ **Has a `<meta name="viewport">` tag with `width` or `initial-scale`**
A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents a 300 millisecond delay to user input. Learn more about using the viewport meta tag.

✓ **Document has a `<title>` element**
The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. Learn more about document titles.

✓ **Document has a meta description**
Meta descriptions may be included in search results to concisely summarize page content. Learn more about the meta description.

✓ **Page has successful HTTP status code**
Pages with unsuccessful HTTP status codes may not be indexed properly. Learn more about HTTP status codes.

✗ **Links do not have descriptive text** - 5 links found
Descriptive link text helps search engines understand your content. Learn how to make links more accessible.

✓ **Links are crawlable**
Search engines may use `href` attributes on links to crawl websites. Ensure that the `href` attribute of anchor elements links to an appropriate destination, so more pages of the site can be discovered. Learn how to make links crawlable

✓ **Page isn't blocked from indexing**
Search engines are unable to include your pages in search results if they don't have permission to crawl them. Learn more about crawler directives.

✓ **robots.txt is valid**
If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. Learn more about robots.txt.

✗ **Image elements do not have `[alt]` attributes**
Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. Learn more about the `alt` attribute.

✓ **Document has a valid `hreflang`**
hreflang links tell search engines what version of a page they should list in search results for a given language or region. Learn more about `hreflang`.

✓ **Document has a valid `rel=canonical`**
Canonical links suggest which URL to show in search results. Learn more about canonical links.

✓ **Document avoids plugins**
Search engines can't index plugin content, and many devices restrict plugins or don't support them. Learn more about avoiding plugins.

Accessibility Details - 72%

These checks highlight opportunities to improve the accessibility of your web app. Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so manual testing is also encouraged.

✓ **`[aria-*]` attributes match their roles**
Each ARIA `role` supports a specific subset of `aria-*` attributes. Mismatching these invalidates the `aria-*` attributes. Learn how to match ARIA attributes to their roles.

✓ **Values assigned to `role=""` are valid ARIA roles.**
ARIA `role`s enable assistive technologies to know the role of each element on the web page. If the `role` values are misspelled, not existing ARIA `role` values, or abstract roles, then the purpose of the element will not be communicated to users of assistive technologies. Learn more about ARIA roles.

✓ **`[aria-hidden="true"]` is not present on the document `<body>`**
Assistive technologies, like screen readers, work inconsistently when `aria-hidden="true"` is set on the document `<body>`. Learn how `aria-hidden` affects the document body.

✓ **`[aria-hidden="true"]` elements do not contain focusable descendents**
Focusable descendents within an `[aria-hidden="true"]` element prevent those interactive elements from being available to users of assistive technologies like screen readers. Learn how `aria-hidden` affects focusable elements.

✓ **`[role]`s have all required `[aria-*]` attributes**
Some ARIA roles have required attributes that describe the state of the element to screen readers. Learn more about roles and required attributes.

✓ **`[role]` values are valid**
ARIA roles must have valid values in order to perform their intended accessibility functions. Learn more about valid ARIA roles.

✓ **`[aria-*]` attributes have valid values**
Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. Learn more about valid values for ARIA attributes.

✓ **`[aria-*]` attributes are valid and not misspelled**
Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. Learn more about valid ARIA attributes.

✗ **Background and foreground colors do not have a sufficient contrast ratio.**
Low-contrast text is difficult or impossible for many users to read. Learn how to provide sufficient color contrast.

✓ **Document has a `<title>` element**
The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. Learn more about document titles.

✓ **`[id]` attributes on active, focusable elements are unique**
All focusable elements must have a unique `id` to ensure that they're visible to assistive technologies. Learn how to fix duplicate `id`s.

✓ **`<frame>` or `<iframe>` elements have a title**
Screen reader users rely on frame titles to describe the contents of frames. Learn more about frame titles.

✗ **Heading elements are not in a sequentially-descending order**
Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies. Learn more about heading order.

✓ **`<html>` element has a `[lang]` attribute**
If a page doesn't specify a `lang` attribute, a screen reader assumes that the page is in the default language that the user chose when setting up the screen reader. If the page isn't actually in the default language, then the screen reader might not announce the page's text correctly. Learn more about the `lang` attribute.

✓ **`<html>` element has a valid value for its `[lang]` attribute**
Specifying a valid BCP 47 language helps screen readers announce text properly. Learn how to use the `lang` attribute.

✗ **Image elements do not have `[alt]` attributes**
Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. Learn more about the `alt` attribute.

✓ **Image elements do not have `[alt]` attributes that are redundant text.**
Informative elements should aim for short, descriptive alternative text. Alternative text that is exactly the same as the text adjacent to the link or image is potentially confusing for screen reader users, because the text will be read twice. Learn more about the `alt` attribute.

✓ **Input buttons have discernible text.**
Adding discernable and accessible text to input buttons may help screen reader users understand the purpose of the input button. Learn more about input buttons.

✓ **Form elements have associated labels**
Labels ensure that form controls are announced properly by assistive technologies, like screen readers. Learn more about form element labels.

✗ **Links rely on color to be distinguishable.**
Low-contrast text is difficult or impossible for many users to read. Link text that is discernible improves the experience for users with low vision. Learn how to make links distinguishable.

✗ **Links do not have a discernible name**
Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. Learn how to make links accessible.

✓ **Lists contain only `<li>` elements and script supporting elements (`<script>` and `<template>`).**
Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. Learn more about proper list structure.

✓ **List items (`<li>`) are contained within `<ul>`, `<ol>` or `<menu>` parent elements**
Screen readers require list items (`<li>`) to be contained within a parent `<ul>`, `<ol>` or `<menu>` to be announced properly. Learn more about proper list structure.

✗ **`[user-scalable="no"]` is used in the `<meta name="viewport">` element or the `[maximum-scale]` attribute is less than 5.**
Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. Learn more about the viewport meta tag.

✗ **Some elements have a `[tabindex]` value greater than 0**
A value greater than 0 implies an explicit navigation ordering. Although technically valid, this often creates frustrating experiences for users who rely on assistive technologies. Learn more about the `tabindex` attribute.

Best Practices Details - 93%

✓ **Uses HTTPS**
All sites should be protected with HTTPS, even ones that don't handle sensitive data. This includes avoiding mixed content, where some resources are loaded over HTTP despite the initial request being served over HTTPS. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. Learn more about HTTPS.

✓ **Avoids requesting the geolocation permission on page load**
Users are mistrustful of or confused by sites that request their location without context. Consider tying the request to a user action instead. Learn more about the geolocation permission.

✓ **Avoids requesting the notification permission on page load**
Users are mistrustful of or confused by sites that request to send notifications without context. Consider tying the request to user gestures instead. Learn more about responsibly getting permission for notifications.

✓ **Allows users to paste into input fields**
Preventing input pasting is a bad practice for the UX, and weakens security by blocking password managers.Learn more about user-friendly input fields.

✗ **Displays images with incorrect aspect ratio**
Image display dimensions should match natural aspect ratio. Learn more about image aspect ratio.

✓ **Serves images with appropriate resolution**
Image natural dimensions should be proportional to the display size and the pixel ratio to maximize image clarity. Learn how to provide responsive images.

✓ **Page has the HTML doctype**
Specifying a doctype prevents the browser from switching to quirks-mode. Learn more about the doctype declaration.

✓ **Properly defines charset**
A character encoding declaration is required. It can be done with a `<meta>` tag in the first 1024 bytes of the HTML or in the Content-Type HTTP response header. Learn more about declaring the character encoding.

✗ **Registers an `unload` listener**
The `unload` event does not fire reliably and listening for it can prevent browser optimizations like the Back-Forward Cache. Use `pagehide` or `visibilitychange` events instead. Learn more about unload event listeners

✓ **Avoids deprecated APIs**
Deprecated APIs will eventually be removed from the browser. Learn more about deprecated APIs.

✓ **Avoids third-party cookies**
Support for third-party cookies will be removed in a future version of Chrome. Learn more about phasing out third-party cookies.

✓ **No browser errors logged to the console**
Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns. Learn more about this errors in console diagnostic audit

✗ **Missing source maps for large first-party JavaScript**
Source maps translate minified code to the original source code. This helps developers debug in production. In addition, Lighthouse is able to provide further insights. Consider deploying source maps to take advantage of these benefits. Learn more about source maps.

✓ **No issues in the `Issues` panel in Chrome Devtools**
Issues logged to the `Issues` panel in Chrome Devtools indicate unresolved problems. They can come from network request failures, insufficient security controls, and other browser concerns. Open up the Issues panel in Chrome DevTools for more details on each issue.

Performance Details - 87%

✓ **First Contentful Paint** - 1.4 s
First Contentful Paint marks the time at which the first text or image is painted. Learn more about the First Contentful Paint metric.

✓ **Largest Contentful Paint** - 1.7 s
Largest Contentful Paint marks the time at which the largest text or image is painted. Learn more about the Largest Contentful Paint metric

✓ **Total Blocking Time** - 0 ms
Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more about the Total Blocking Time metric.

✓ **Cumulative Layout Shift** - 0.002
Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more about the Cumulative Layout Shift metric.

✓ **Speed Index** - 1.8 s
Speed Index shows how quickly the contents of a page are visibly populated. Learn more about the Speed Index metric.

✓ **Time to Interactive** - 1.4 s
Time to Interactive is the amount of time it takes for the page to become fully interactive. Learn more about the Time to Interactive metric.

✓ **Max Potential First Input Delay** - 40 ms
The maximum potential First Input Delay that your users could experience is the duration of the longest task. Learn more about the Maximum Potential First Input Delay metric.

✓ **First Meaningful Paint** - 1.4 s
First Meaningful Paint measures when the primary content of a page is visible. Learn more about the First Meaningful Paint metric.

✗ **Eliminate render-blocking resources** - Potential savings of 770 ms
Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. Learn how to eliminate render-blocking resources.

✓ **Properly size images** - Potential savings of 9 KiB
Serve images that are appropriately-sized to save cellular data and improve load time. Learn how to size images.

✓ **Defer offscreen images**
Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. Learn how to defer offscreen images.

✓ **Minify CSS**
Minifying CSS files can reduce network payload sizes. Learn how to minify CSS.

✓ **Minify JavaScript**
Minifying JavaScript files can reduce payload sizes and script parse time. Learn how to minify JavaScript.

✓ **Reduce unused CSS** - Potential savings of 157 KiB
Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. Learn how to reduce unused CSS.

✓ **Reduce unused JavaScript** - Potential savings of 377 KiB
Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. Learn how to reduce unused JavaScript.

✓ **Efficiently encode images**
Optimized images load faster and consume less cellular data. Learn how to efficiently encode images.

✓ **Serve images in next-gen formats** - Potential savings of 37 KiB
Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. Learn more about modern image formats.

✓ **Enable text compression**
Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. Learn more about text compression.

✗ **Preconnect to required origins** - Potential savings of 90 ms
Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. Learn how to preconnect to required origins.

✓ **Avoid multiple page redirects**
Redirects introduce additional delays before the page can be loaded. Learn how to avoid page redirects.

✓ **Use HTTP/2** - 29 requests not served via HTTP/2
HTTP/2 offers many benefits over HTTP/1.1, including binary headers and multiplexing. Learn more about HTTP/2.

✓ **Use video formats for animated content**
Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. Learn more about efficient video formats

✓ **Remove duplicate modules in JavaScript bundles**
Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity.

✓ **Avoid serving legacy JavaScript to modern browsers** - Potential savings of 0 KiB
Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers. Learn how to use modern JavaScript

✓ **Preload Largest Contentful Paint image**
If the LCP element is dynamically added to the page, you should preload the image in order to improve LCP. Learn more about preloading LCP elements.

✓ **Serve static assets with an efficient cache policy** - 31 resources found
A long cache lifetime can speed up repeat visits to your page. Learn more about efficient cache policies.

✓ **All text remains visible during webfont loads**
Leverage the `font-display` CSS feature to ensure text is user-visible while webfonts are loading. Learn more about `font-display`.

Warnings
Lighthouse was unable to automatically check the `font-display` value for the origin https://widget-v4.tidiochat.com.
Lighthouse was unable to automatically check the `font-display` values for the origin https://fonts.gstatic.com.

✗ **Largest Contentful Paint element** - 1,670 ms
This is the largest contentful element painted within the viewport. Learn more about the Largest Contentful Paint element

✓ **Uses passive listeners to improve scrolling performance**
Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. Learn more about adopting passive event listeners.

✓ **Avoids `document.write()`**
For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. Learn how to avoid `document.write()`.

✓ **Image elements do not have explicit `width` and `height`**
Set an explicit width and height on image elements to reduce layout shifts and improve CLS. Learn how to set image dimensions

✓ **Has a `<meta name="viewport">` tag with `width` or `initial-scale`**
A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents a 300 millisecond delay to user input. Learn more about using the viewport meta tag.

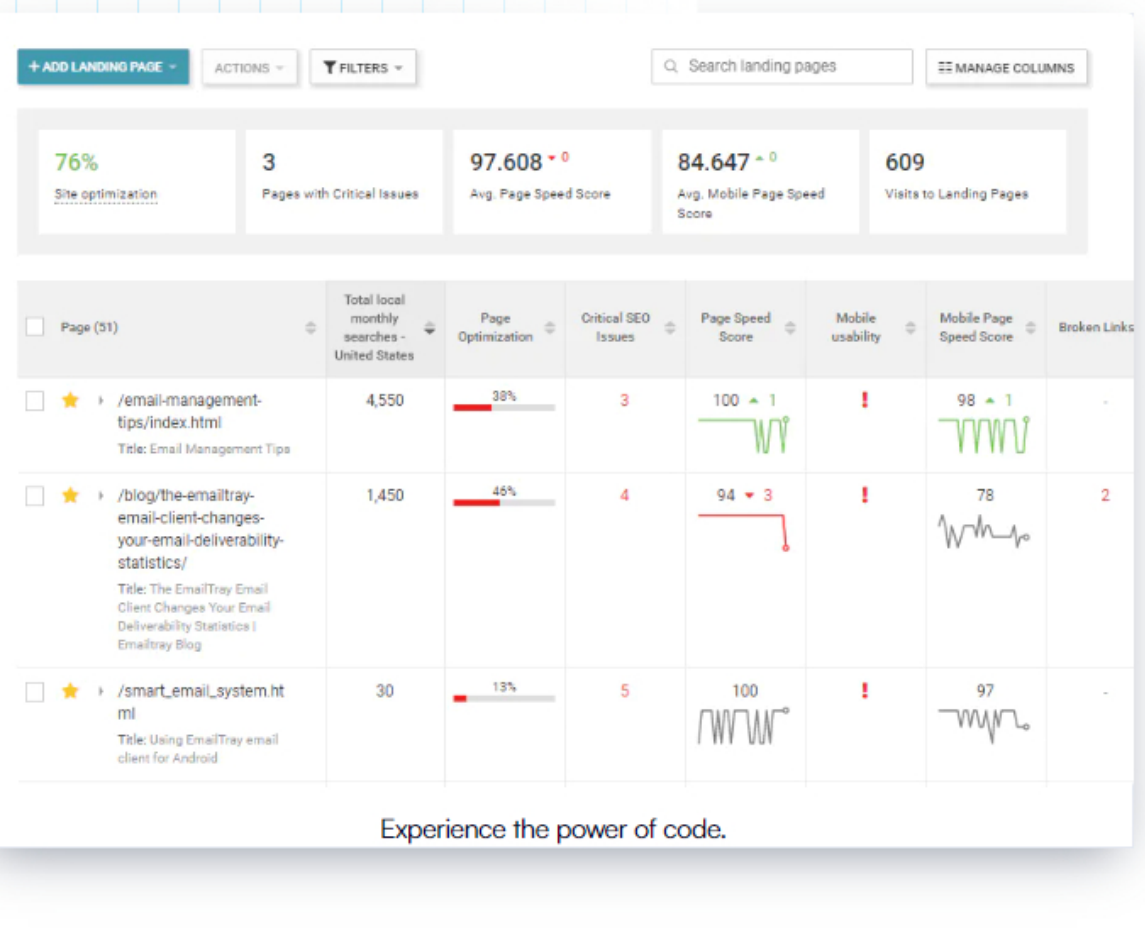
✗ **Page prevented back/forward cache restoration** - 1 failure reason
Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations. Learn more about the bfcache

How it works

Get a comprehensive website SEO audit and boost your website's performance!

SEOmator provides a detailed analysis of your website's search engine optimization, including technical and on-page factors, content quality, and competitor analysis.

With our easy-to-use platform, you can identify areas for improvement and take action to boost your website's performance in search engine results pages (SERPs). Don't let your website get left behind - start your SEO audit today and unleash its full potential!



76% Site optimization
3 Pages with Critical Issues
97.608 Avg. Page Speed Score
84.647 Avg. Mobile Page Speed Score
609 Visits to Landing Pages

Experience the power of code.

Landing page SEO audit overview.

Unlock Your Website's Full SEO Potential with a Comprehensive Site Analysis Report:

Discover areas of improvement for each landing page, along with an SEO score and the number of issues identified. Check Google's mobile friendliness and page speed scores for every page.

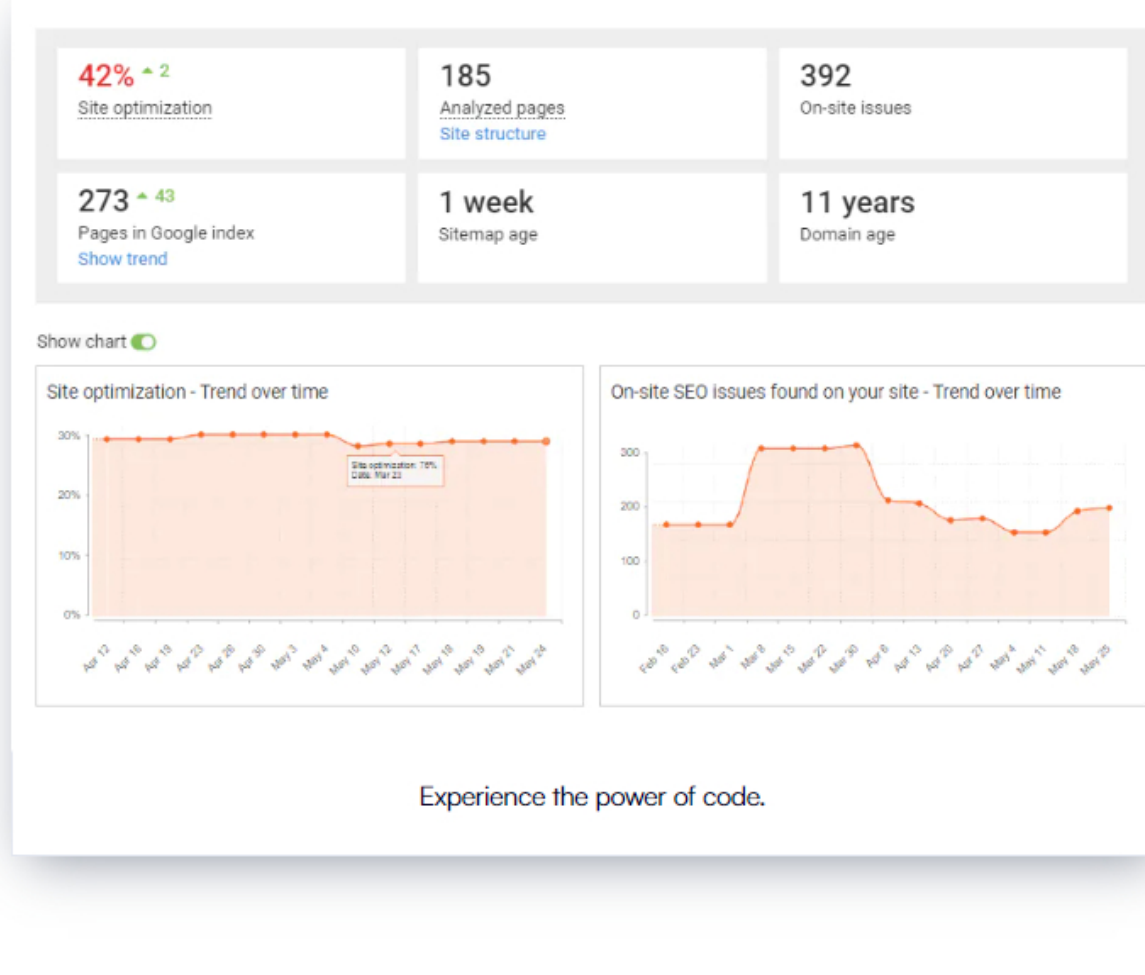
Track your website's average ranking position for your chosen keywords on Google. See how much traffic your pages have generated in the last 30 days and identify other key insights.

Tip: Begin with the easy fixes first! Target pages with the best Google ranking positions and use our powerful SEO analyzer tool to eliminate all identified issues. Boost your rankings and achieve better results for your website.

Make your site search engine friendly.

On-page SEO is a critical aspect of optimizing your website for search engines, as it involves optimizing the content, structure, and other elements of each landing page on your website.

SEOmator includes powerful on-page checks that help you identify any issues and optimize your landing pages for maximum visibility in search engine results pages (SERPs).


Show chart
Site optimization - Trend over time
On-site SEO issues found on your site - Trend over time

42% Site optimization
185 Analyzed pages
392 On-site issues
273 Pages in Google index
1 week Sitemap age
11 years Domain age

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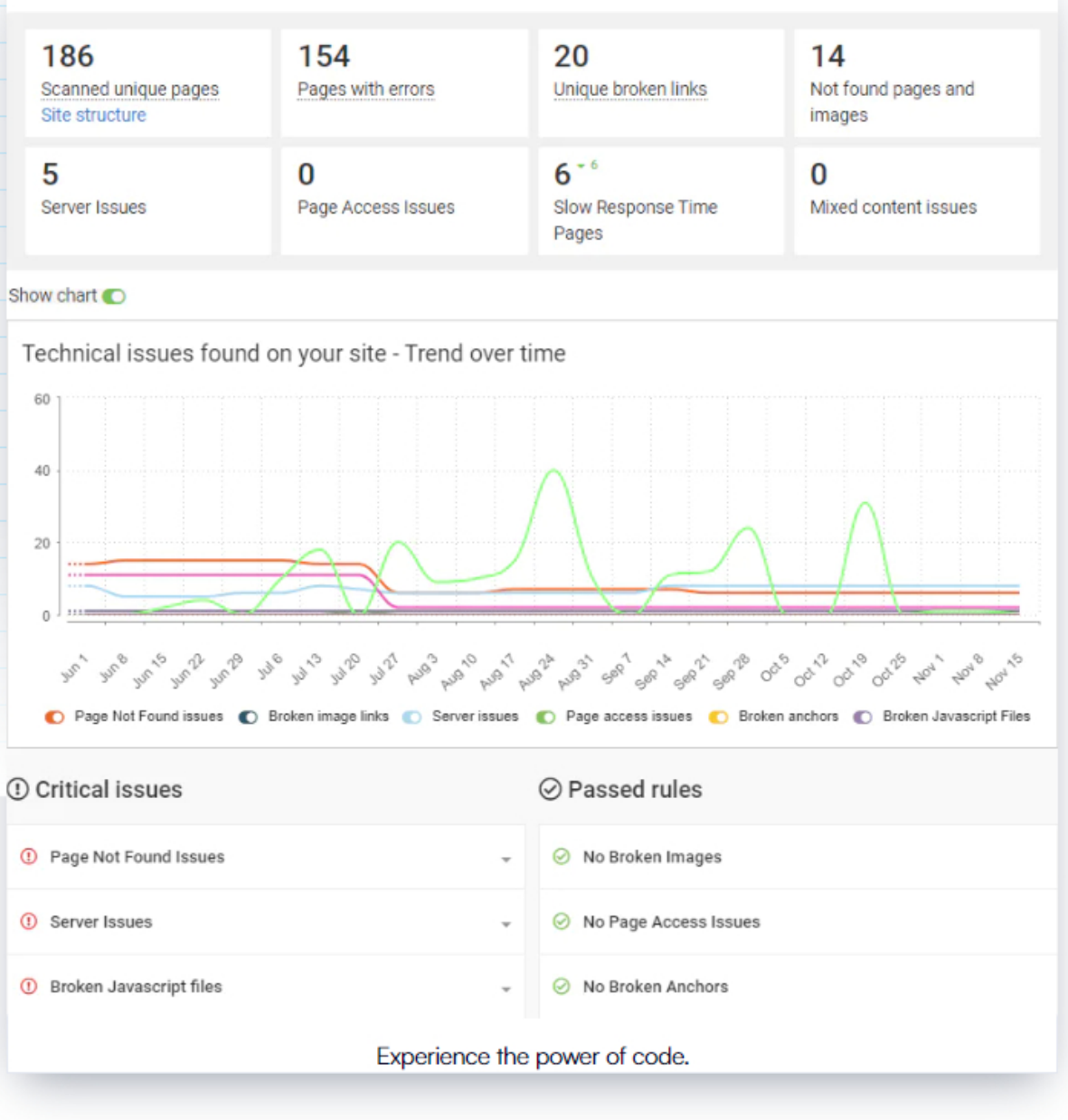

186 Scanned unique pages
154 Pages with errors
20 Unique broken links
14 Not found pages and images
5 Server Issues
0 Page Access Issues
6 Slow Response Time Pages
0 Mixed content issues

Critical issues
- Page Not Found Issues
- Server Issues
- Broken Javascript files

Passed rules
- No Broken Images
- No Page Access Issues
- No Broken Anchors

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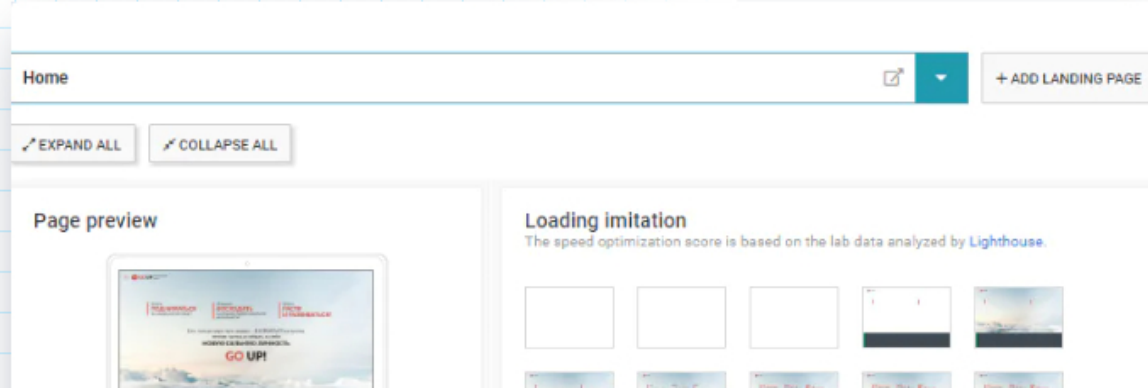
Check technical issues periodically for your website.

Performance: slow pages, too-large CSS or HTML
HTML tags: missing, duplicate or non-optimal length of title tags, meta descriptions and H1 tags
Social tags: incomplete or missing Open Graph tags and Twitter cards
Content quality: low word counts, unconsolidated duplicate pages
Localization: all issues with Hreflang
Incoming links: detecting orphan pages, issues with nofollow links
Outgoing links: detecting links to redirects, broken pages
Resources: issues with images, JavaScript, CSS
External pages
And more!

Run a free SEO website audit

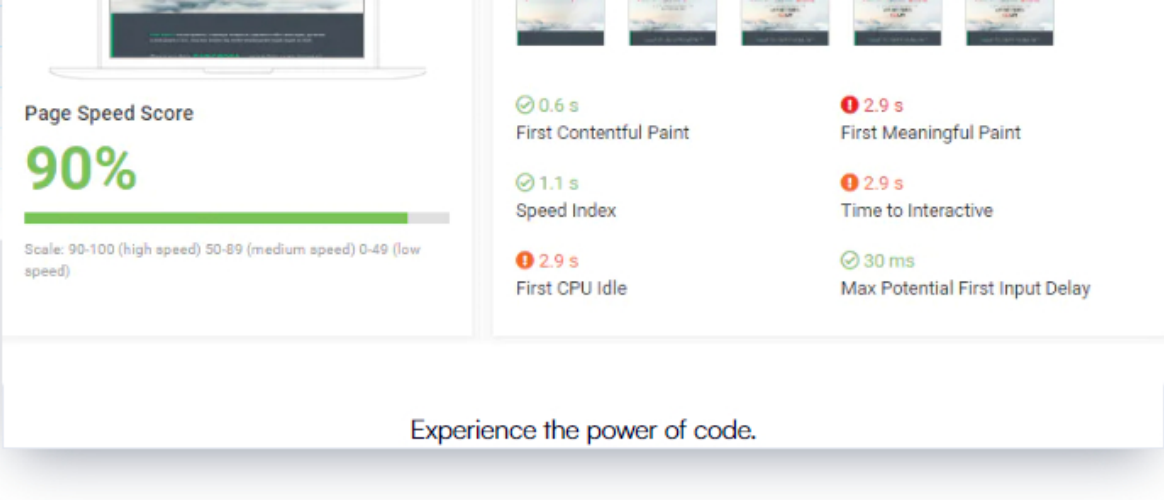
Page speed tests simplified.

Optimize Your Website's Speed and Performance for Maximum Impact with Our Comprehensive Page Speed Analysis



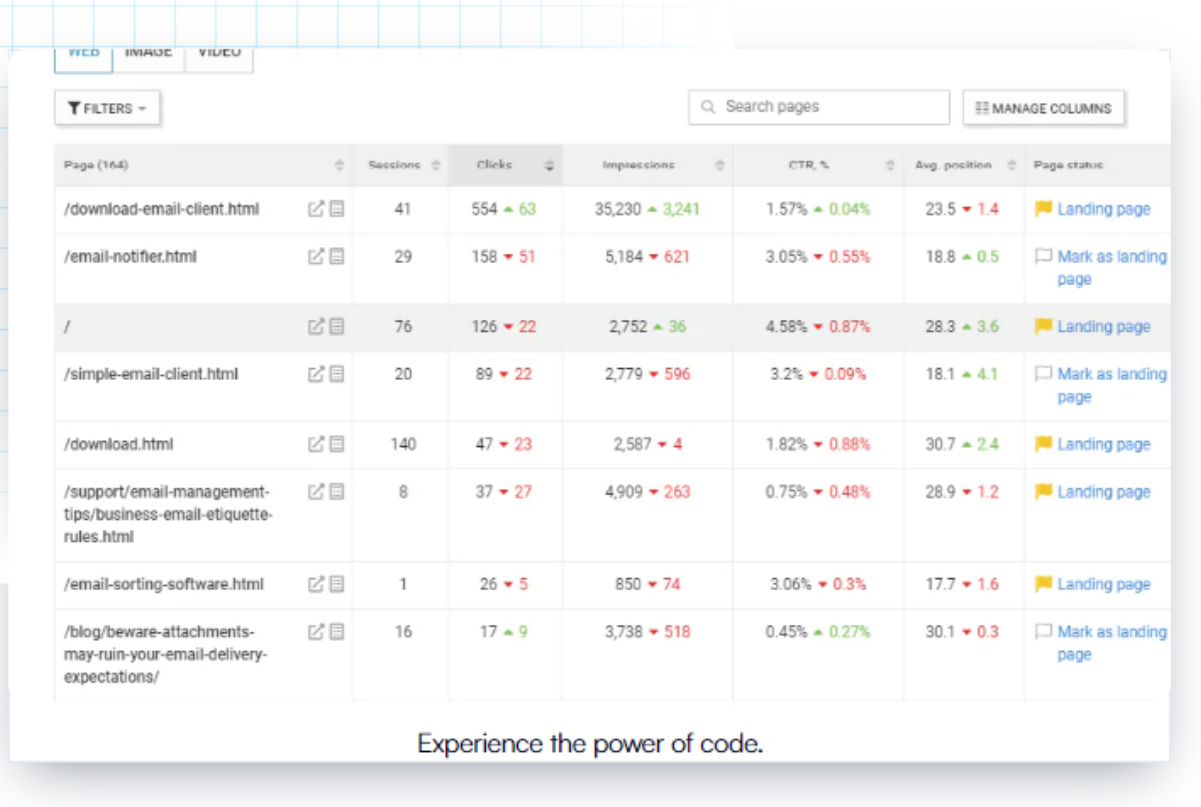
The speed optimization score is based on the lab data analyzed by Lighthouse.

Page speed is a critical factor in delivering a seamless user experience and achieving high rankings in Google's search index. With our powerful SEO audit software, you can identify any issues that may be causing slow load times and take action to improve page speed for maximum impact.


Page Speed Score
90%
Scale: 90-100 (high speed) 50-89 (medium speed) 0-49 (low speed)
0.6 s First Contentful Paint
2.9 s First Meaningful Paint
1.1 s Speed Index
2.9 s Time to Interactive
2.9 s First CPU Idle
30 ms Max Potential First Input Delay

Experience the power of code.

Integrated with search console.



Page (164)	Sessions	Clicks	Impressions	CTR, %	Avg. position	Page status
/download-email-client.html	41	554 ▲ 63	35,230 ▲ 3,241	1.57% ▲ 0.04%	23.5 ▼ 1.4	Landing page
/email-notifier.html	29	158 ▼ 51	5,184 ▼ 621	3.05% ▼ 0.55%	18.8 ▲ 0.5	Mark as landing page
/	76	126 ▼ 22	2,752 ▲ 36	4.58% ▼ 0.87%	28.3 ▲ 3.6	Landing page
/simple-email-client.html	20	89 ▼ 22	2,779 ▼ 596	3.2% ▼ 0.09%	18.1 ▲ 4.1	Mark as landing page
/download.html	140	47 ▼ 23	2,587 ▼ 4	1.82% ▼ 0.88%	30.7 ▲ 2.4	Landing page
/support/email-management-tips/business-email-etiquette-rules.html	8	37 ▼ 27	4,909 ▼ 263	0.75% ▼ 0.48%	28.9 ▼ 1.2	Landing page
/email-sorting-software.html	1	26 ▼ 5	850 ▼ 74	3.06% ▼ 0.3%	17.7 ▼ 1.6	Landing page
/blog/beware-attachments-may-ruin-your-email-delivery-expectations/	16	17 ▲ 9	3,738 ▼ 518	0.45% ▲ 0.27%	30.1 ▼ 0.3	Mark as landing page

Experience the power of code.

SEOmator provides you with invaluable insights based on Google Search Console data, including detailed analysis of your most popular landing pages. By identifying the pages that receive the most clicks and impressions, you can fine-tune your optimization strategy and improve your website's overall performance.

With SEOmator, you'll gain a deeper understanding of your website's performance and take concrete steps to increase traffic to your target pages. Whether you're a seasoned SEO pro or just getting started, our popular pages report is an essential tool for optimizing your website and boosting your search engine rankings.

How to check a website for SEO audit?

There are several ways to check a website for an SEO audit. Let's explore how to do SEO audit with different methods:

1. Using automated tools such as SEOmator free audit tool, SEMrush, and Moz to perform a comprehensive analysis of the website's structure, content, technical issues, backlinks, and performance.
2. Checking the website's structure and architecture by manually reviewing the HTML code and looking for elements such as header tags, meta descriptions, and alt tags.
3. Analyzing the website's content by checking for keyword density, relevance, and overall quality.
4. Checking for broken links and other technical issues by using tools such as Google Search Console and Xenu's Link Sleuth.
5. Examining the website's backlinks by using tools such as SEOmator, Ahrefs and Majestic to identify high-quality, relevant links.
6. Monitoring the website's performance by using tools such as Google Analytics and Search Console to track organic traffic, keyword rankings, and other important metrics.
7. Evaluating the website's mobile-friendliness and page speed by using tools such as Google's Mobile-Friendly Test and PageSpeed Insights.
8. Checking for potential duplicate content by using tools such as Siteliner
9. Checking the website's schema markup by using tools such as Google's Structured Data Testing Tool

It's also important to keep in mind that it's not only about using the tools but also interpreting the data correctly, and understanding how to fix the issues that have been identified during the audit process.

What the Free SEO Website Audit Tool Measures

The free SEO Audit tool is a snapshot into your page's SEO efficacy. Within minutes, it generates key information for you to help make your site better. Some of the few things it measures include:

SEO Friendly Tests
Google Pagespeed
HTML Tags
Content Quality
Text Statistics

These are the basic metrics that will help you understand how well your site is performing and what areas in particular that you need to target.

Technical Website SEO Audit Checklist

A technical SEO audit checklist typically includes the following items:

1. **XML Sitemap:** Check if an XML sitemap is present and if it's updated regularly.
2. **Robots.txt file:** Verify the presence and correctness of the robots.txt file.
3. **Canonicalization:** Check if the website has implemented rel=canonical tags to avoid duplicate content issues.
4. **HTTP status codes:** Verify that the website returns appropriate HTTP status codes for all pages.
5. **Redirection:** Check if the website has implemented proper redirects (301 redirects for permanent redirects and 302 redirects for temporary redirects) for any moved or deleted pages.
6. **URL structure:** Verify that the website has a logical and consistent URL structure.
7. **Pagination:** Check if the website has implemented pagination correctly to avoid duplicate content issues.
8. **Web page size:** Check the size of web pages and images to ensure they load quickly.
9. **Mobile-friendliness:** Verify that the website is mobile-friendly and has a responsive design.
10. **Site speed:** Check the website's load time and identify any issues that could be causing slow load times.
11. **HTML validation:** Verify that the website's HTML code is valid.
12. **Analytics and tracking:** Verify that the website has analytics and tracking code implemented correctly.
13. **Structured data:** Check if the website has implemented structured data (e.g. schema markup) to improve search engine visibility.

This checklist is not exhaustive, but it covers most of the important technical SEO considerations. It's important to note that SEO audit is a continuous process and you should regularly update your audit checklist.

Best Website SEO Audit Tools with Pros and Cons

There are many SEO audit tools available, each with their own set of pros and cons. Some popular options include:

1. **Ahrefs:** This tool offers a comprehensive analysis of a website's backlinks, keywords, and content. **Pros** include a large data set and accurate information.
   Cons include the cost, which can be high for some users.
2. **SEMrush:** This tool offers a wide range of features including keyword research, competitor analysis, and site audit.
   Pros include the depth of information and the ability to track a large number of keywords.
   Cons include the cost, which can be high for some users.
3. **Moz Pro:** This tool offers a range of features, including link analysis, keyword research, and site crawl.
   Pros include a user-friendly interface and a large data set.
   Cons include the cost, which can be high for some users.
4. **Google Analytics:** This is a free tool offered by Google that allows you to track website traffic, user behavior, and other metrics.
   Pros include it's a free tool and it's provided by Google.
   Cons include it's not as robust as paid options and it may not provide as much data as some paid tools.
5. **Google Search Console:** This is a free tool offered by Google that allows you to see how your website is performing in search results. Pros include it's a free tool and it's provided by Google. Cons include it's not as robust as paid options and it may not provide as much data as some paid tools.
6. **Screaming Frog:** This tool is a website crawler that can be used to analyze a website's structure, performance, and SEO issues. Pros include the ability to analyze large sites and the ability to export data. Cons include the cost, which can be high for some users.

Ultimately, the best SEO audit tool for you will depend on your specific needs and budget.

Tool Name	Platform	Price	Features
Seomator	Web	Starting at $99/month	Backlink analysis, keyword research, content analysis, competitor research
SEMrush	Web	Starting at $99.95/month	Keyword research, competitor analysis, content optimization, backlink analysis
Moz	Web	Starting at $99/month	Keyword research, link building, site audits, analytics
Majestic	Web	Starting at $49.99/month	Backlink analysis, competitor research, keyword research
Google Search Console	Web	Free	Index coverage, crawl errors, search analytics, security issues
DeepCrawl	Web	Starting at $149/month	Website crawling, technical SEO analysis, custom reporting
Raven Tools	Web	Starting at $99/month	Site audits, rank tracking, backlink analysis, keyword research
Authority Labs	Web	Starting at $49/month	Rank tracking, local SEO, competitor research, mobile optimization
SEOmoz	Web	Starting at $99/month	Link building, keyword research, site audits, analytics
SEO Powersuite	Windows, Mac	Starting at $299/year	Keyword research, backlink analysis, rank tracking, site audits
Botify	Web	Custom pricing	Website crawling, technical SEO analysis, analytics

What is an SEO audit?

An SEO audit is a process of analyzing a website's performance and identifying areas for improvement to increase its visibility in search engine results pages (SERPs). The audit examines various factors such as on-page optimization, technical SEO, backlinks, and user experience, among others.

An example of an SEO audit output in a table view might include the following information:

Audit Item	Current Status	Recommendations
On-page optimization	Poor	Update meta tags, optimize images and content for keywords
Technical SEO	Fair	Fix broken links, improve page loading speed
Backlinks	Strong	Continue to acquire high-quality backlinks
User experience	Good	Optimize website for mobile devices

This table view format allows you to quickly see which areas of your website are performing well and which areas need improvement. The audit report may also include specific actions that you can take to improve your site's performance and increase its visibility in search engine results pages (SERPs).

Explanation of Website SEO Audit

In the expansive realm of digital marketing, an SEO website audit emerges as a comprehensive examination that provides an in-depth analysis of a website's visibility in search engines. It delves into the intricate aspects of a website, scrutinizing its technical framework, on-page and off-page elements, and user experience to gauge its performance and identify potential areas for improvement. This meticulous evaluation allows digital marketers, web developers, and business owners to understand the strengths and weaknesses of their website from an SEO perspective, paving the way for strategic enhancements and adjustments.

An SEO audit encompasses various components, such as checking the efficacy of content in relation to targeted keywords, assessing backlink quality, ensuring that the site is easily navigable, verifying that all web pages are secure and load effectively, and much more. Ultimately, it seeks to ensure that a website is optimized to achieve the highest possible search engine rankings, steering a path that maximizes organic traffic flow.

HTML Tags Performance

What does it mean for a site to be SEO friendly? It goes beyond just posting quality content (though that's a very important part!). There are all kinds of ways, big and small that can prevent your site from being seen by search engines and, thus by users. Our free audit tool begins by looking at some of the most important facets of your website you might not even be aware of.

Have you ever received a warning from Google Chrome to not visit a page? It will block the page and prevent you from going there because of some security issue. We begin by ensuring your website passes a SSL Certificate Validity Check. This a whole range of security protocols that should be within your website's coding or built-in to the domain. It shows the world that your site is trustworthy!

How quickly your website loads is another key metric for SEO. It is important to remember that high search engine rankings isn't just a bunch of tricks. Pages that rank highly are those that provide quality content on a platform that loads quickly, is both interconnected and connected to other websites and is overall user friendly.

The higher the usability index of your site the higher your page will rank. There are many things you can do to improve this such as shortening URL tags, linking to social media and having an indexed sitemap.

Content Quality

It is very common for many websites these days to more or less copy each other. Even if you do not do this, many sites have pages with a lot of overlapping content. Google essentially has what people call a "duplicate content" penalty. It's not quite as severe as some people rumor it, but what it does is lower the rankings of sites that do this.

Our tool helps you see where you may be suffering from duplicate content as well as where you have unique content. This can help you to reconfigure these pages so that they do not get hit by the duplicate content penalty.

1. Keeping up with Search Engine Algorithm Changes

Search engines, with Google at the forefront, are notorious for frequently updating their algorithms. These changes can have a substantial impact on website rankings and visibility, often necessitating adjustments to SEO strategies. Regular SEO audits ensure that your website remains compliant with these algorithm alterations, safeguarding your site from potential declines in rankings and visibility. It enables businesses to adapt to new SEO realities promptly, maintaining a competitive edge in the digital space.

2. Identifying and Fixing Website Issues

Even the most meticulously designed websites are not immune to issues that could deter optimal performance. These could range from broken links and slow-loading pages to content gaps and technical glitches. An SEO audit serves as a diagnostic tool, pinpointing problems that may otherwise go unnoticed but have the potential to dampen user experience and SEO effectiveness. By identifying and rectifying these issues promptly, businesses can ensure that their website operates seamlessly, fortifying user satisfaction and loyalty.

3. Ensuring Optimal User Experience

The nexus between user experience (UX) and SEO is undeniable. Search engines prioritize websites that offer users high-quality, engaging, and easily navigable experiences. Regular SEO audits scrutinize various UX components, including website speed, mobile-friendliness, content relevance, and overall design, ensuring that they align with user expectations and preferences. By assuring an exemplary UX, businesses not only bolster their SEO efforts but also augment user engagement, retention, and conversions.

In essence, an SEO website audit operates as the pulse check of your digital presence, ensuring that your website not only adheres to the stringent and ever-changing guidelines laid out by search engines but also offers a stellar, seamless, and engaging experience to its users. It is the linchpin that can dramatically enhance your website's visibility, drive organic traffic, and foster business growth in the competitive digital marketplace.

In the subsequent sections, we will delve into the diverse and multifaceted world of SEO website audit tools, elucidating how they function and how businesses, irrespective of their size and industry, can harness their capabilities to elevate their SEO strategy and outcomes.

FAQ

SEO Website Audit Frequently Asked Questions

- What is an SEO audit? +
- Why is an SEO audit important? +
- What are some common issues found during an SEO audit? +
- What tools can be used to perform an SEO audit? +
- How often should an SEO audit be conducted? +
- What are some key elements of an SEO audit? +
- How can an SEO audit improve website traffic? +
- What are the best practices for conducting an SEO audit? +

Free SEO Tools powered by SEOmator

FREE

Robots.txt Tester

The robots.txt tester tool is a utility used to check and verify the contents of a website's robots.txt file, which instructs search engine crawlers on which pages or sections of a site should not be indexed.

Check Robots.txt

FREE

Free SEO Audit Tool

The free SEO audit tool analyzes a website's on-page and off-page elements, such as keywords, meta tags, and backlinks, to identify technical and content-related issues that may be hindering its search engine visibility and ranking.

Try SEO Audit Tool

FREE

Free Google SERP Checker

The Google SERP checker tool allows users to check the position of their website or specific pages in the Google search engine results pages (SERP) for targeted keywords.

Explore Google SERP

FREE

Free Bing SERP Checker

The free Bing SERP checker tool is like a spyglass for your website's search engine performance, allowing you to keep an eye on where you stand in the Bing search engine results pages and adjust your SEO strategy accordingly.

Explore BING Serp

FREE

Free Backlink Checker Tool

Free backlink tools are like treasure maps for your website's link building journey, helping you discover new link opportunities and navigate the seas of the internet to improve your search engine visibility and ranking.

Check My Backlinks

FREE

Free Keyword Research

The free SEO keyword research tools are like a compass for your website's content strategy, guiding you to the keywords and phrases that will help you navigate the search engine landscape and reach your target audience.

Find Keywords That Ranks

FREE

Page Crawl Test

The free Crawlability tool for SEO is like a flashlight in the dark, illuminating the nooks and crannies of your website that search engines might have trouble finding and helping you to optimize your site's crawl ability and visibility.

Crawl My URL

FREE

Mobile Support Test

The free mobile support test tool is like a personal assistant for your website. It makes sure it is easy to navigate and use on the tiny screens of mobile devices and allows you to optimize your site for the increasingly mobile-first world.

Check My Website

FREE

URL HTTP Header Test

The free header checker tool for SEO is like a detective, scouring through the code of your website to check the correctness of your headers and making sure they are properly formatted and optimized to help search engines understand your pages better.

Check My URL

FREE

Website Speed Test

the free website speed test tool is like a stopwatch for your website's performance, measuring how fast your pages load and providing insights on improving the user experience and search engine visibility.

Speed Test My Website

FREE

Internal Link Checker

The internal link analysis tool is like a tour guide for your website, helping you to navigate through the different pages and sections, and ensuring that your visitors and search engine crawlers can easily find what they are looking for.

Check My Internal Links

FREE

Keyword Density

The free keyword density tool for SEO is like a microscope for your website's content, providing insights on the frequency of keywords and phrases used, allowing you to optimize your content for both users and search engines.

Check My Page's Keyword Density

FREE

Extract Meta Tags

The free meta tag extraction tool for SEO is like a librarian for your website, cataloging and organizing the critical information contained within meta tags, helping search engines understand the content of your pages and making them more findable.

Check My Meta Tags

FREE

Sitemap Finder

The free sitemap checker tool for SEO is like a GPS for your website, ensuring that all the pages of your website are properly indexed by search engines and helping them understand the structure and hierarchy of your site, so they can easily find and crawl all the important pages.

Check My Sitemap

FREE

SEOmator AI SEO Assistant

Experience the magic of SEO guidance and task mastery with your AI sidekick, forged in the crucible of top-tier SEO articles and infused with the wisdom of industry-leading experts.

AI SEO Assistant

NEW

Free Email Verification Tool

The Free Email Verification Tool help optimize your email marketing efforts by validating email addresses in your list.

Free Email Verification Tool

NEW

Organic Traffic Checker

Discover your competitors' traffic volumes with ease. Analyze both organic and paid traffic data for any website through **the free organic traffic checker.**

Check Any Website's Organic Traffic

NEW

Website Technology Checker

Unlock insights into any website's technology stack with our Website Technology Checker Tool! Analyze CMS, web servers, JavaScript libraries, and more with just a click. Ideal for developers, SEO specialists, and curious minds. Try it for free today!

Check Any Website's Technology

NEW

Domain Authority Checker

Check the Domain Authority of any website for free the based on the quality and quantity of its external backlinks.

Check Domain Authority

NEW

Meta Title & Description Generator

Revolutionize your SEO with our AI-Powered Meta Description and Title Generator.

Meta Description Generator

NEW

SEOmator GPT

It is a comprehensive GPT that scrapes Google for real-time search volume data, identifies optimal keywords for SEO, analyzes search engine results page rankings, and evaluates on-page SEO metrics.

Experience SEOmator GPT with ChatGPT Plus

Get started to see how your website performs.

Elevate your online presence with our tool: Get found, Get ahead

Pricing

SEOMATOR

In-depth technical SEO analysis and SEO on-page testing tool for websites optimization.

Your your email

Submit

Twitter

LinkedIn

Choose language

SEO TOOLS

- Free SEO Audit Tool
- Keyword Research Tool
- Backlink Checker Tool
- Google SERP Rank Checker
- Keyword Competition Checker
- Bing SERP Rank Checker
- Domain Authority Checker
- Page Authority Checker
- Robots.txt Tester
- HTTP Header Checker
- Free Website Speed Test
- Internal Link Checker
- Keyword Density Checker
- Meta Tag Checker Tool
- Sitemap Finder Checker
- Mobile-friendly Tester
- Free Email Verification Tool
- Organic Traffic Checker Free
- Website Technology Checker
- Meta Description Generator
- All Free SEO Tools

PRODUCTS

- Rank Tracker
- SEO Audit Tool
- Backlink Explorer
- Keyword Research
- SEOmator GPT

COMPANY

- About
- Jobs
- Pricing
- Blog
- Contact
- Customers

LEGAL

- Privacy Policy
- Terms of Use