

TECHNICAL



SEO AUDIT

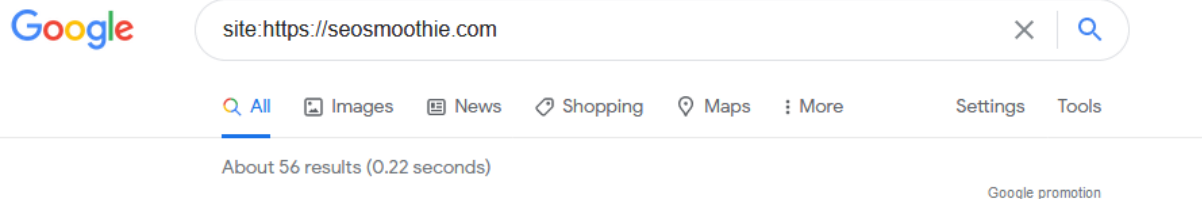
Marin Popov

03.02.2021

Technical SEO Audit

Introduction

Number of Indexed Pages by Google		
01.01.2021	03.02.2021	Difference
35	56	+21

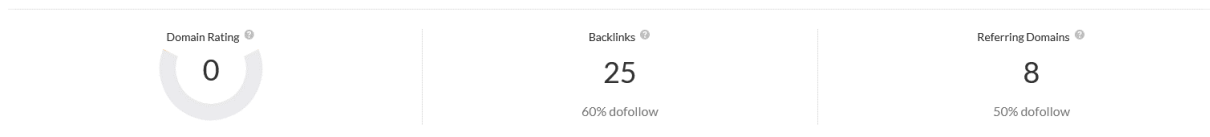


Google search results for site:https://seosmoothie.com. The search bar shows the query and the search button. Below the search bar, there are navigation options: All, Images, News, Shopping, Maps, More, Settings, and Tools. The results show "About 56 results (0.22 seconds)" and a "Google promotion" link.

Domain Rating (DR)		
01.01.2021	03.02.2021	Difference
0	0	0
Referring Domains		
3	8	+5
Backlinks		
15	25	+10

Backlink profile for seosmoothie.com

Domain including subdomains



Summary of backlink profile for seosmoothie.com:

- Domain Rating: 0
- Backlinks: 25 (60% dofollow)
- Referring Domains: 8 (50% dofollow)

Domain Rating (DR)		
01.01.2021	03.02.2021	Difference
0	0	0

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On-Site

HTTPS

There should be zero SSL Errors.	0
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URL structure

<ul style="list-style-type: none">Using lowercase charactersThe length to be around 70 charactersUsing - but not _Friendly – without file extensions	OK
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Home Page Tests

Google page speed

Mobile. The optimization score should be 90% or higher.		
01.01.2021	03.02.2021	Difference
100	97	-3
Desktop. The optimization score should be 90% or higher.		
01.01.2021	03.02.2021	Difference
99	99	0

JavaScript Errors

There should be zero results.	OK
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Markup Validation (W3C validator)

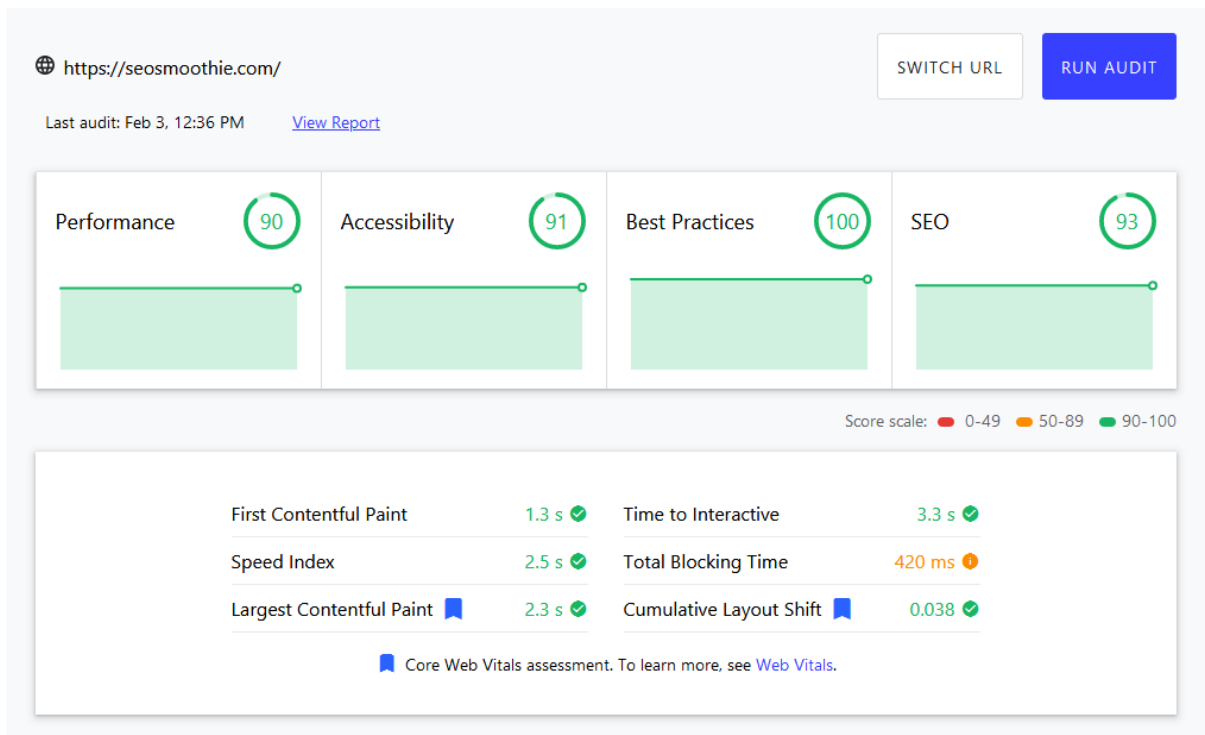
There should be zero Errors.	NO*
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*Even though most of them are caused by “nitro-lazy-src”, there are still other that can be fixed.

Google's Lighthouse audit tool

The Performance score should be 80% or higher.		
01.01.2021	03.02.2021	Difference
99	90	-9
The Accessibility score should be 100%.		
01.01.2021	03.02.2021	Difference
91	91	0
The Best Practices score should be 80% or higher.		
01.01.2021	03.02.2021	Difference
100	100	0
The SEO score should be 90% or higher.		
01.01.2021	03.02.2021	Difference
93	93	0

Technical SEO Audit

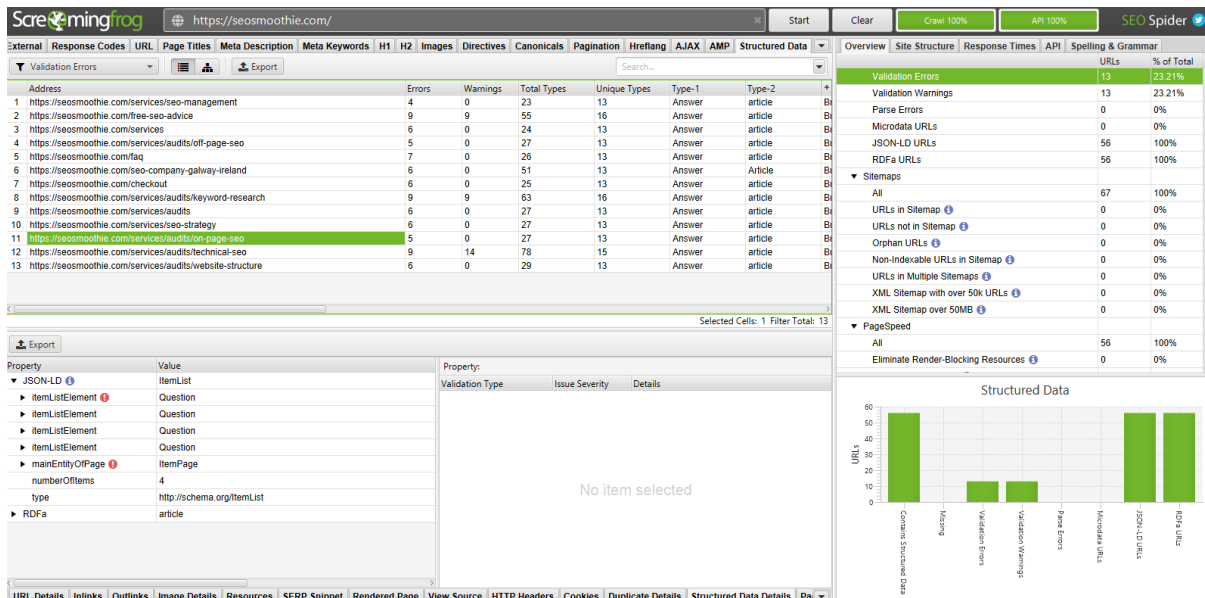


Rich Snippets validator

There should be zero errors.

OK

According to Screaming Frog, there are 13 pages with errors. All related to the FAQ Structured Data.



We decided to check the functionality in Google's rich results test, too:

<https://search.google.com/test/rich-results>

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Rich Results Test

https://seosmoothie.com/services/seo-management

Test results

Tested on: Feb 3, 2021 at 12:42 PM

Page is eligible for rich results

All structured data on the page can generate rich results.

PREVIEW RESULTS VIEW RENDERED HTML

Detected items

- Breadcrumbs**
 - ✓ Unnamed item
- Carousels**
 - ✓ Unnamed item
- FAQ**
 - ✓ Unnamed item
- Sitelinks searchbox**
 - ✓ Unnamed item

And finally, we double-checked it with Google Search Console.

FAQ

EXPORT

Source: Desktop crawler Last updated: 2/2/21

Error 0 No issues

Valid with warnings 0 No issues

Valid 12

Impressions

Items: 12

11/5/20 11/19/20 12/3/20 12/17/20 12/31/20 1/14/21 1/28/21

Details

Status	Type	Validation	Trend	Items
Complete	Complete items	N/A		12

Rows per page: 10 1-1 of 1

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Screaming Frog Tests

Response codes

Client Error (4xx). There should be zero results		
01.01.2021	03.02.2021	Difference
0	1	+1
Address	https://seosmoothie.com/blogpage/3	
Inlinks	https://seosmoothie.com/blog/page/2	
Redirection (3xx)		
01.01.2021	03.02.2021	Difference
0	3	+3
From	http://seogalway.com/	
Redirect URL	https://seogalway.com/	
Inlinks	https://seosmoothie.com/google-ads-seo-competitors-research	
From	https://seosmoothie.com/blog/	
Redirect URL	https://seosmoothie.com/blog	
Inlinks	https://seosmoothie.com/blog/page/3	

Meta Descriptions

Over 156 Characters. There should be zero results.		
01.01.2021	03.02.2021	Difference
0	1	+1
Address	https://seosmoothie.com/sloppiest-seo-work/page/2	

Thoughts and suggestions

Again, the Technical health is almost perfect.

- Fix Screaming Frog Issues
- Pay attention to the decrease in "Performance" and "Accessibility"
- Fix HTML Markup Validation Errors