TECHNICAL

SEO AUDIT

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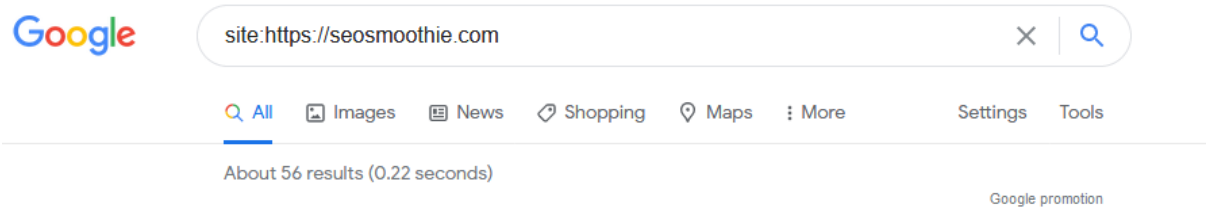
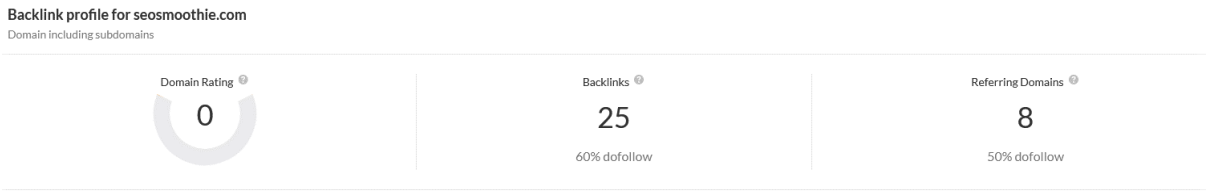
03.02.2021

Introduction

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



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



Domain Rating (DR)		
01.01.2021	**03.02.2021**	**Difference**
0	0	0

Technical SEO Audit

On-Site

HTTPS

There should be zero SSL Errors.	0

URL structure

• Using lowercase characters • The length to be around 70 characters • Using - but not _ • Friendly – without file extensions	OK

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

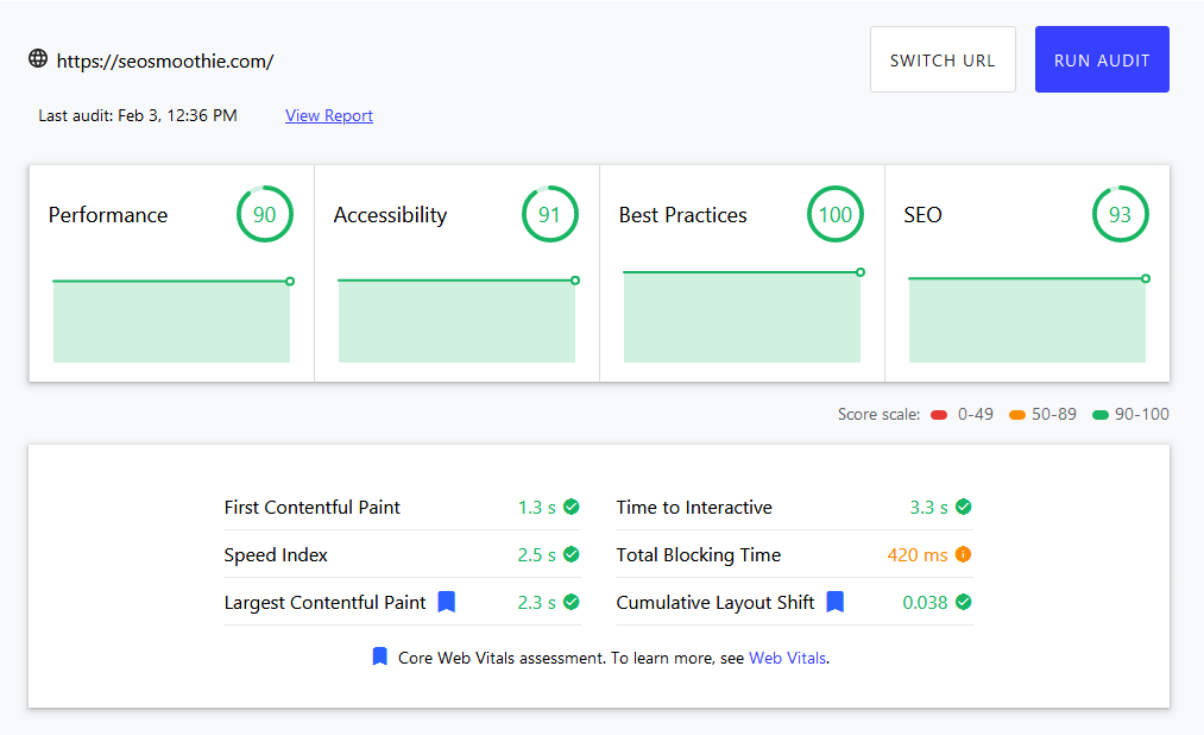
Markup Validation (W3C validator)

There should be zero Errors.	NO*

*Even though most of them are caused by "`nitro-lazy-src`", there are still other that can be fixed.

Google's Lighthouse audit tool

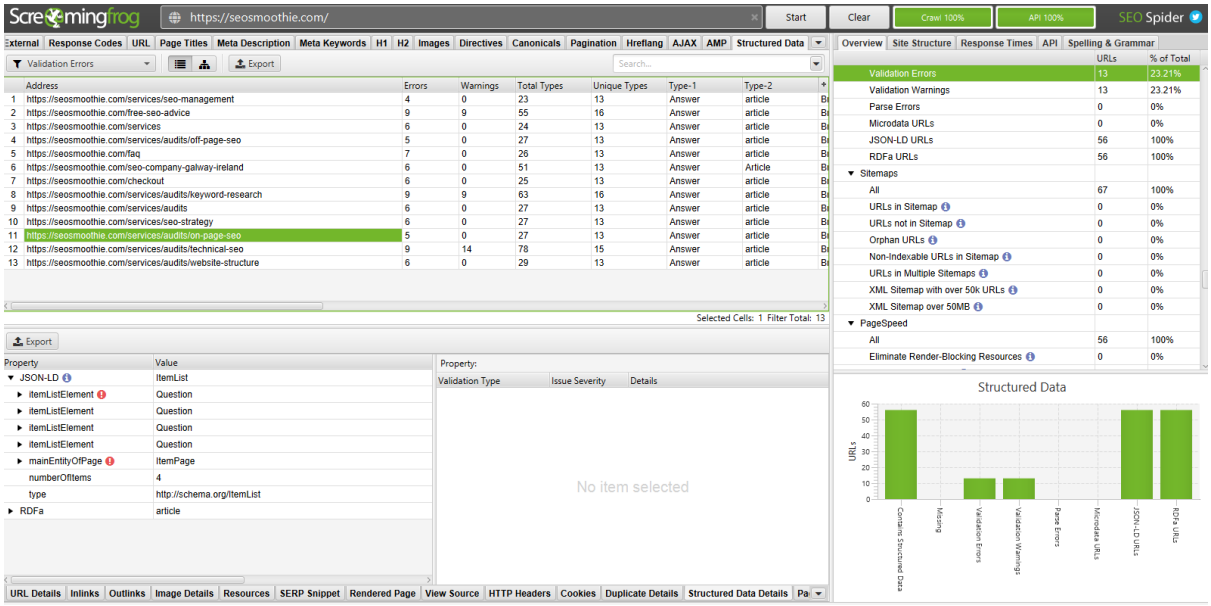
The **Performance** score should be 80% or higher.		
01.01.2021	**03.02.2021**	**Difference**
99	90	-9
The **Accessibility** score should be 100%.		
01.01.2021	**03.02.2021**	**Difference**
91	91	0
The **Best Practices** score should be 80% or higher.		
01.01.2021	**03.02.2021**	**Difference**
100	100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



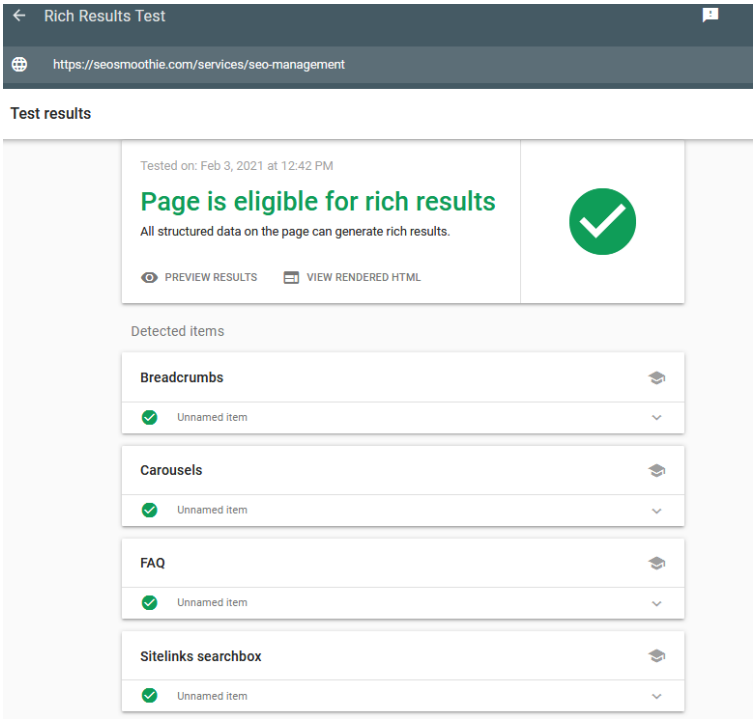
Rich Snippets validator

There should be zero errors.	OK

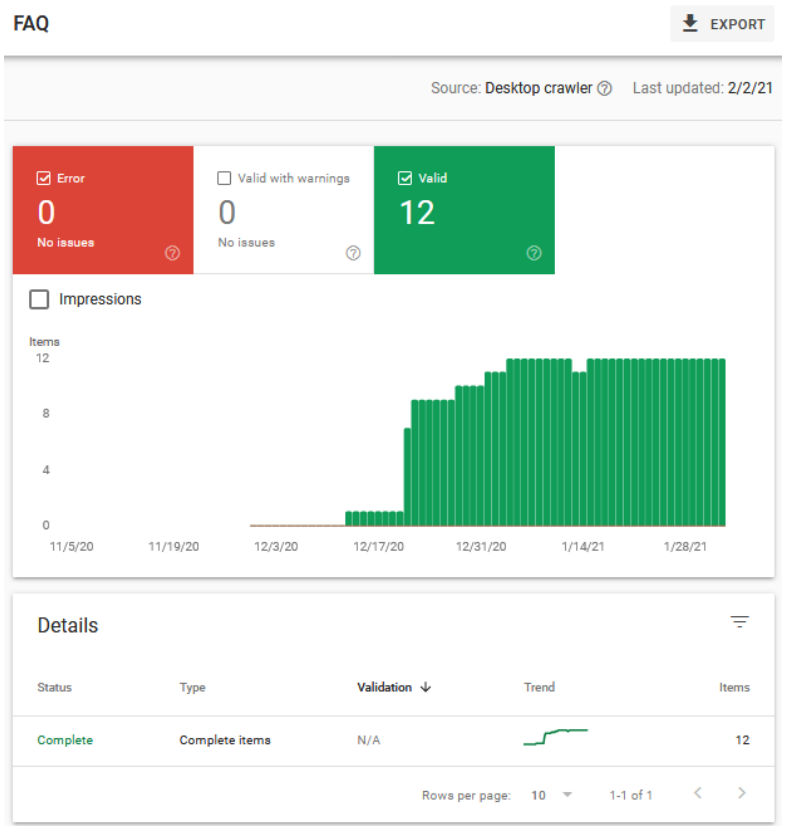
According to Screaming Frog, there are 13 pages with errors. All related to the FAQ Structured Data.



We decided to check the functionality in Google's rich results test, too:
https://search.google.com/test/rich-results



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



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