LifeSorted.com

Jun 20, 2018

SEO Audit Report

SEO Grade

C 55 /100

Crawl Summary

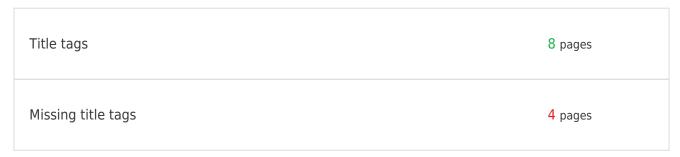| Cookies	NO	Total Links	271 links
Technology	unknown	Total Processed Pages	5 pages
Server	nginx/1.14.0	Total Text Size	23180 Bytes

Recommended Action

The following are the actions that can be taken to help improve your website's SEO grade. Go to the topic for more details.

1. Give important pages unique titles. See Missing Title Tags.
2. Give each page a descriptive and relevant meta description. See Missing Meta Description.
3. Keep meta description length between 120 and 160 characters. See Meta Description Length.
4. Replace redirects with direct links or reconfigure server. See Redirects.
5. Fix broken links. See Broken Links.
6. Fix HTML validation errors. See HTML Validation Errors.
7. Add descriptions to images. See Image Descriptions.
8. Eliminate dead end pages. See Dead End Pages.
9. Add text content to important pages. See Low Word Count.

Back to Summary

Missing Title Tags

We crawled 5 HTML pages and found:

Title tags	8 pages
Missing title tags	4 pages

What is this topic about?

The title of a page as indicated in the HTML:
`<title>Page title</title>`

Why is this important?

Search engines use the title tag in link text to indicate what the page is about. Unique, descriptive titles make better search engine results.

Recommended Action

1 Review the list of pages with missing titles...
2 Give any important page a unique title that reflects the page content.

> 💡 Tips
>
> Pages with unique, descriptive titles are favored by search engines. When a search engine displays multiple search results, a good title helps the visitor know that your link is the best result to click on.

	Page URL
1	https://www.lifesorted.com/xmlrpc.php
2	https://www.lifesorted.com/wp-json/oembed/1.0/embed
3	https://my.lifesorted.com/home/signup
4	https://www.lifesorted.com/wp-json/oembed/1.0/embed

Total 4 results.

Duplicate Title Tags

We crawled 5 HTML pages and found:

Unique Titles	**5** pages
Duplicate titles	**0** pages

What is this topic about?

The title of a page as indicated in the HTML:
`<title>Page title</title>`

Why is this important?

Search engines use the title tag in link text to indicate what the page is about. Unique, descriptive titles make better search engine results.

No action needed -- all your pages have unique title tags.

💡 Tips

Pages with unique, descriptive titles are favored by search engines. When a search engine displays multiple search results, a good title helps the visitor know that your link is the best result to click on.

Long Title Tags

We crawled 5 HTML pages and found:

Good length titles	**5** pages
Long titles	**0** pages

What is this topic about?

The title of a page as indicated in the HTML:
`<title>Page title</title>`

Why is this important?

If the title is longer than 65 characters, it may be cut off when it is displayed on a search results page.

No action needed -- all your pages have good length titles.

💡 Tips

When a search engine displays multiple search results, a fully visible title helps the visitor know that your link is the best result to click on.

Missing Meta Description

We crawled 5 HTML pages and found:

Meta description tags	**4** pages
Missing meta description tags	**4** pages

What is this topic about?

A description of a page you put in the head section of the HTML:
<head>
<meta name="description" content="description here.">
</head>

Why is this important?

Missing meta description for multiple pages on your website can reduce traffic from search engines.

Recommended Action

1 Review the list of pages with missing meta description tags...
2 Give each page of your website a meta description that reflects the content of that page.

💡 Tips

Because they are often used in search result snippets, missing meta descriptions may lead to low click-throughs to your site. This may diminish your search engine ranking.

Search engines may use meta descriptions to understand what your pages are about. It is important to differentiate between pages with unique content by accurately describing them in the meta description.

When creating meta descriptions, take care not to copy the page title too closely. Because the title of the page is already likely to be the title of the search result, use the meta description to say a little more about the page.

	Page URL
1	https://www.lifesorted.com/xmlrpc.php
2	https://www.lifesorted.com/wp-json/oembed/1.0/embed
3	https://my.lifesorted.com/home/signup

Page URL
4   https://www.lifesorted.com/wp-json/oembed/1.0/embed

Duplicate Meta Description

We scanned 5 HTML pages

Unique meta descriptions	**5** pages
Duplicate meta descriptions	**0** pages

What is this topic about?

A description of a page you put in the head section of the HTML:
`<head>`
`<meta name="description" content="description here.">`
`</head>`

Why is this important?

Duplicate meta descriptions for multiple pages on your website can reduce traffic from search engines.

No action needed -- all your pages have unique meta description tags.

💡 Tips

Because they are often used in search result snippets, duplicate or vague meta descriptions may lead to low click-throughs to your site. This may diminish your search engine ranking.

Search engines may use meta descriptions to understand what your pages are about. It is important to differentiate between pages with unique content by accurately describing them in the meta description.

When creating meta descriptions, take care not to copy the page title too closely. Because the title of the page is already likely to be the title of the search result, use the meta description to say a little more about the page.

Length of Meta Description

We scanned 5 HTML pages

Good length descriptions	**4** pages
Sub-optimal length descriptions	**1** pages

What is this topic about?

A description of a page you put in the head section of the HTML:
`<head>`
`<meta name="description" content="description here.">`
`</head>`

Why is this important?

Too short or too long meta descriptions for multiple pages on your website can reduce traffic from search engines.

Recommended Action

1 Review the list of pages with short or long meta descriptions...
2 Where possible, shorten long meta descriptions and lengthen short meta descriptions to between 120 and 160 characters.

💡 Tips

Because they are often used in search result snippets, too short, too long, or vague meta descriptions may lead to low click-throughs to your site. This may diminish your search engine ranking.

Search engines may use meta descriptions to understand what your pages are about. It is important to differentiate between pages with unique content by accurately describing them in the meta description.

When creating meta descriptions, take care not to copy the page title too closely. Because the title of the page is already likely to be the title of the search result, use the meta description to say a little more about the page.

	Type of Meta Description	Meta Description	Length	Page URL
1	twitter:description	By clicking accept and/or using Life Sorted you are accepting our terms of service.	83	https://www.lifesorted.com/terms-...

	Type of Meta Description	Meta Description	Length	Page URL
2	description	By clicking accept and/or using Life Sorted you are accepting our terms of service.	83	https://www.lifesorted.com/terms-...
3	og:description	By clicking accept and/or using Life Sorted you are accepting our terms of service.	83	https://www.lifesorted.com/terms-...

Total 3 results.

Redirects

We crawled 5 pages and found:

No redirects	**7** pages
Redirects	**1** pages

What is this topic about?

A way to have visitors to a particular web page sent automatically to a different page.

Why is this important?

Redirecting too many of your site's pages to other pages may cause search engines to cover less of your site when they come to crawl its content.

Recommended Action

1 Where possible, replace redirects with direct links.

2 If you need to redirect some of your pages, configure your server to return a "301" or permanent redirect instead of a "302" temporary redirect.

> 💡 Tips
>
> Redirects waste crawler resources. The more efficiently a search engine crawler can cover your site, the more likely you are to have all your pages indexed.
>
> Here's a Wikipedia article with more information about redirects: http://en.wikipedia.org/wiki/URL_redirection

	Redirection Type	Redirection Value	Redirected URL
1	Canonical Link	https://www.lifesorted.com/	https://lifesorted.com/wp-content...

Total 1 result.

Broken Links

We crawled 5 HTML pages and found:

No broken links	**5** pages
Broken links	**3** pages

What is this topic about?

Links that generate an error instead of going to the expected page, file, or image.

Why is this important?

Broken links negatively affect your search engine rankings.

Recommended Action

.

Fix all broken links listed below.

> 💡 Tips
>
> A broken link on your website wastes the resources of search engine crawlers, which may cause them to cover less of your site. That can affect your placement in search engines. It also creates a poor experience for your visitors.

	Status code	Page URL
1	405	https://www.lifesorted.com/xmlrpc...
2	400	https://www.lifesorted.com/wp-jso...
3	400	https://www.lifesorted.com/wp-jso...

Total 3 results.

Headings

We crawled 5 HTML pages and found:

Missing H1 headings	**0** pages
Missing all headings	**4** pages

What is this topic about?

The heading of a page as indicated in the HTML:
`<h1>I am the main heading</h1>`
`<h2>I am a sub heading</h2>`

Why is this important?

Headings describe the page's structure and organization. Well structured pages with unique, descriptive headings are favored by search engines.

Recommended Action

1 Review the list of pages that have no main heading…
2 Add a main heading (h1) to each page.

💡 Tips

A well structured page provides a good experience for your visitors and is favored by search engines. Add at least a main heading in each page.

The list of pages that have no headings (of any type)

	Page URL
1	https://www.lifesorted.com/xmlrpc.php
2	https://www.lifesorted.com/wp-json/oembed/1.0/embed
3	https://my.lifesorted.com/home/signup
4	https://www.lifesorted.com/wp-json/oembed/1.0/embed

Total 4 results.

HTML Validation Errors

We crawled 5 HTML pages and found:

Passed HTML validation	**3** pages
Failed HTML validation	**5** pages

What is this topic about?

HTML validation is a check of the Hypertext Markup Language (HTML) markup elements for syntax errors. Markup validation is an important step towards ensuring the technical quality of web pages.

Why is this important?

Pages with many HTML validation errors may receive poor placement in search results

Recommended Action

1 Review the list of pages with HTML validation errors....
2 Review the page errors using the SEO Audit HTML Validation page...
3 Fix HTML validation errors.

> 💡 Tips
>
> Ensure that your pages comply with the standards set by the W3 Consortium. Pages with HTML errors may not display as intended in all browsers and may provide poor user experience.

Page URL with HTML Validation Errors	Errors Count
1 https://lifesorted.com/wp-content/endurance-page-cache/_index.html	29
2 https://www.lifesorted.com/features/	29
3 https://www.lifesorted.com/getting-started/	29
4 https://www.lifesorted.com/terms-of-service/	29
5 https://my.lifesorted.com/home/signup	7

Reachability

We scanned 5 HTML pages

Easy to find	**8** pages
Hard to find	**0** pages

What is this topic about?

The ability to get to the most important pages on your site in a small number of clicks.

Why is this important?

Sites with good reachability are more visible in search engine results because the search engine crawler is able to find more pages.

Number of links a crawler must follow to reach the page

0	1	2	3	4	5	6+ or unreachable
1	7	0	0	0	0	0
pages	pages	pages	pages	pages	pages	pages
Easy to find Pages					Hard to find Pages	

No action needed -- all your pages are easy to find.

💡Tips

A well structured, well linked site helps search engine crawlers cover your site more completely. Search engine crawlers tend to start by visiting the most popular pages on the web, then following the links on those pages to discover other pages. They may not find those that are deeply nested, have no links at all, or are reached through multiple redirects.

Reachability also makes it easy for your visitors to find what they are looking for, providing them with a better experience.

Page URL	Number of links followed to reach the page
1 https://www.lifesorted.com/xmlrpc.php	1

Page URL	Number of links followed to reach the page
2 https://www.lifesorted.com/features/	1
3 https://www.lifesorted.com/wp-json/oembed/1.0/embed	1
4 https://my.lifesorted.com/home/signup	1
5 https://www.lifesorted.com/getting-started/	1
6 https://www.lifesorted.com/terms-of-service/	1
7 https://www.lifesorted.com/wp-json/oembed/1.0/embed	1
8 https://lifesorted.com/wp-content/endurance-page-cache/_index.htm...	0

Total 8 results.

Duplicate Content

We scanned 5 HTML pages

Unique content	**8** pages
Duplicate content	**0** pages

What is this topic about?

Different pages with the same content.

Why is this important?

Duplicate content across different pages on your website leads to poor placement in search results.

> No action needed -- all your pages have unique content.

💡 Tips

Common types of duplicate pages are printable or text-only versions of the main page. They may also result when a crawler tries to access a URL that requires a visitor to sign in, and is redirected to your login page.

Make sure popular pages remain available to crawlers. Search engines use these popular pages for ranking purposes. For example, if the printable version of a page is most popular, consider keeping that and restricting crawler access to the less popular version. Just make sure it's not a dead end page.

You can alert search engine crawlers that a page is a duplicate version by adding a link tag in the head section of the HTML of the web page. The URL in the href should point to the canonical page:

`<head><link rel="canonical" href="http://www.yoursite.com/canonicalurl" /></head>`

A more technically complex way of alerting crawlers to duplicate pages can be implemented at the server level. By including a Content-Location entity-header field in the HTTP headers, you can communicate to a crawler that a given URL is a duplicate version of another page on your site. Your webmaster can find additional information about this approach on the w3 website.

Missing Image Descriptions

We crawled 5 HTML pages and found:

No missing descriptions	**6** pages
Missing descriptions	**2** pages

What is this topic about?
Why is this important?
A description of an image put in the HTML, usually unseen by visitors:
Including descriptions for the images on your pages can assist search engines with indexing your site's non-text content.

```
<img alt="Put a description of the image here"
src="http://yoursite.com/yourimage.jpg"/>
```

Recommended Action

.

Add relevant descriptions for the images listed below.

> 💡 Tips
>
> Unless the image is purely decorative or a spacer, try to provide an image description that concisely describes the content of the image.
>
> In the case of decorative or spacer images, including an empty image description will identify images that should not appear in search results.
>
> An additional benefit of image descriptions is to make your site easier to use for those using text browsers, screen readers, or other assistive technologies for the vision-impaired.

	Pages with Images Lacking Descriptions	Total Images
1	https://lifesorted.com/wp-content/endurance-page-cache/_index.htm...	6 images
2	https://www.lifesorted.com/features/	5 images

Total 2 results.

Robots.txt

We looked for your site's robots.txt file:

robots.txt exists
https://lifesorted.com/robots.txt
(Status Code) 200
Sitemap does not exists in Robots.txt

What is this topic about?

A file on your web server used to restrict crawler access to all or part of your site.

Why is this important?

A misconfigured robots.txt file can prevent search engine crawlers from finding valuable content on your site.

> No action needed -- your site's robots.txt file exist.

> 💡 Tips
>
> For detailed information about how to configure a robots.txt file and use it to your advantage, visit
> http://www.robotstxt.org/.

Sitemap.xml

We looked for your site's Sitemap.xml file:

Sitemap.xml exists
https://lifesorted.com/sitemap.xml
(Status Code)
200

What is this topic about?

The sitemap.xml file in an XML file that is saved to a website's server. It contains a list of all the subpages belonging to the website. These files help search engines to learn more about the structure of a website.

Why is this important?

A well configured sitemap.xml file speeds up the crawl process and reduces the likelihood that the search engine crawler will overlook pages.

No action needed -- your site's sitemap.xml file exist.

💡Tips

Create, configure, and add a sitemap.xml file to your website to help search engine crawlers in finding all valuable content on your site.

For detailed information about how to configure a sitemap.xml file and use it to your advantage, visit https://en.wikipedia.org/wiki/Sitemaps.

Missing Cache Headers

We crawled 5 HTML pages and found:

Cache Headers	**8** pages
Missing Cache Headers	**0** pages

What is this topic about?

A web cache (or HTTP cache) is an information technology for the temporary storage (caching) of web documents, such as HTML pages and images, to reduce bandwidth usage, server load, and perceived lag.
`<title>Page title</title>`

Why is this important?

Configuring your pages to be cached makes search engine crawling of your site more efficient. Caching helps with optimizing the speed of your website and hence in providing better experience to your users.

> No action needed -- caching is enabled.

> 💡 Tips
>
> Enable caching for all your pages to help search engines crawl your website and also to help providing users with better experience.
>
> Here's an article with more information about http caching: HTTP Caching

Dead End Pages

We crawled 5 HTML pages and found:

Have links	**5** pages
No links	**3** pages

What is this topic about?

Pages without any links on them.

Why is this important?

Dead end pages require a visitor to click the back button in order to stay on your website.

Recommended Action

1 Review the list of pages that have no links...
2 Consider adding links in these pages to provide better experience for users.

> 💡 Tips
>
> Visitors expect to be able to get around your website without using the browser back button. Making it as easy as possible for visitors to stay on your site will keep you from losing traffic.

	Page URL
1	https://www.lifesorted.com/xmlrpc.php
2	https://www.lifesorted.com/wp-json/oembed/1.0/embed
3	https://www.lifesorted.com/wp-json/oembed/1.0/embed

Total 3 results.

Long URLs

We crawled 5 HTML pages and found:

Good URLs	**8** pages
Long URLs	**0** pages

What is this topic about?

URLs with more than 128 characters.

Why is this important?

Search engines display URLs as part of search results, and may cut off long ones.

No action needed -- none of your URLs are longer than 128 characters.

💡 Tips

Most search engines display URLs in search results. If an URL is too long, people doing searches will see a truncated version with ellipses (...) , which they may be less likely to click on:

`http://domain.com/This-is-an-overly-long-URL-that-has-been-truncated-in-a-sear...`

Shorter URLs are also easier to share through social media services like Twitter and Facebook.

Anchor Text

What is this topic about?

Link text that appears on a web page (often in a different color), which looks like this in HTML:
`<a href="http://yoursite.com/yourpage.html">This is the anchor text</a>`

Why is this important?

Search engines use anchor text to help decide what the destination page is about.

Recommended Action

Where possible, replace generic text such as "click here" with phrases that describe the page being linked to.

> 💡 Tips
>
> Giving the links on your site descriptive, keyword-rich anchor text may help search engines recognize the destination page's value, leading to better visibility in search engine results.

Duplicate anchor text used on your site in order of frequency:

	Anchor Text	Found On
1	Features	8
2	Pricing	8
3	Home	4
4	Getting started videos	4
5	Blog	4
6	Our Story	4
7	Login	4
8	Get started for free	4
9	Our story	4
10	Privacy policy	4
11	Terms of service	4
12	Try for FREE	3
13	Sign me up!	3
14	Try for free	2

	Anchor Text	Found On
15	I NEED THIS IN MY LIFE !	1
16	Tell me more	1
17	Try it for FREE - it's on us!	1
18	Sounds great - sign me up!	1
19	Load More...	1
20	Follow on Instagram	1
21	Login here	1
22	Privacy Policy	1

Total 22 results.

Too many Links

We crawled 5 HTML pages and found:

Acceptable links	**8** pages
Too many links	**0** pages

What is this topic about?

Pages that contain an unusually high number of links.

Why is this important?

Too many links on a page can negatively impact how search engines assess the quality of the page, and can make your site harder to navigate.

No action needed -- none of your pages has too many links.

💡 Tips

As a rule, avoid pages with more than 100 links.

Low Word Count

We crawled 5 HTML pages and found:

Acceptable word count	**4** pages
Low word count	**4** pages

What is this topic about?

The amount of text on your website.

Why is this important?

Pages with little or no text content often receive poor placement in search results.

Recommended Action

.

Add more text content to any pages on this list that you want to appear higher in search results. Make sure the additional words are relevant to the page.

> 💡Tips
>
> When you include ample text content on your pages, search engines can more easily tell that they contain information relevant to particular searches. Search engine crawlers can't recognize words in a graphic, so text in an image doesn't count.
>
> For pages that you don't want to appear in search results, low word counts don't matter.

	Pages with Little or No Text Content	Word Count
1	https://www.lifesorted.com/xmlrpc.php	0
2	https://www.lifesorted.com/wp-json/oembed/1.0/embed	0
3	https://my.lifesorted.com/home/signup	106
4	https://www.lifesorted.com/wp-json/oembed/1.0/embed	0

Total 4 results.