SEMRUSH

Site Audit: Issues

nuclearsolutions.veolia.com

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Subdomain: nuclearsolutions.veolia.com
Last Update: February 8, 2024
Crawled Pages: 100

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37 0

33 issues with incorrect hreflang links

33 0

About this issue: A hreflang (rel="alternate" hreflang="x") attribute helps search engines understand which page should be shown to visitors based on their location. Utilizing this attribute is necessary if you're running a multilingual website and would like to help users from other countries find your content in the language that is most appropriate for them. It is very important to make sure your hreflang links always refer to absolute URLs with HTTP 200 status codes, otherwise search engines will not be able to interpret them correctly and, as a result, will not show the correct language version of your pages to the relevant audience.

For more information, please see these article - Tell Google about localized versions of your page: https://support.google.com/webmasters/answer/189077. How to fix: To avoid any problems with hreflang links, we recommend that you review your hreflang attributes and do the following: 1. Fix broken hreflang URLs.
2. Fix hreflang redirects. 3.
Replace relative URLs with absolute ones.

4 pages have duplicate meta descriptions

4 0

About this issue: Our crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords.
Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages.
For information on how to create effective meta descriptions, please see this Google article: https://support.google.com/webmasters/answer/35624.

0 pages returned 5XX status code

0 0

0 pages returned 4XX status code

0 0

0 pages don't have title tags

0 0

0 issues with duplicate title tags   **0** 0

0 pages have duplicate content issues   **0** 0

0 internal links are broken   **0** 0

0 pages couldn't be crawled   **0** 0

0 pages couldn't be crawled (DNS resolution issues)   **0** 0

0 pages couldn't be crawled (incorrect URL formats)   **0** 0

0 internal images are broken   **0** 0

Robots.txt file has format errors   **0** 0

0 sitemap.xml files have format errors   **0** 0

0 incorrect pages found in sitemap.xml   **0** 0

0 pages have a WWW resolve issue   **0** 0

This page has no viewport tag   **0** 0

0 pages have too large HTML size   **0** 0

0 AMP pages have no canonical tag   **0** 0

0 issues with hreflang values   **0** 0

0 hreflang conflicts within page source code   **0** 0

0 non-secure pages — 0 · 0

0 issues with expiring or expired certificate — 0 · 0

0 issues with old security protocol — 0 · 0

0 issues with incorrect certificate name — 0 · 0

0 issues with mixed content — 0 · 0

No redirect or canonical to HTTPS homepage from HTTP version — 0 · 0

0 redirect chains and loops — 0 · 0

0 pages with a broken canonical link — 0 · 0

0 pages have multiple canonical URLs — 0 · 0

0 pages have a meta refresh tag — 0 · 0

0 issues with broken internal JavaScript and CSS files — 0 · 0

0 subdomains don't support secure encryption algorithms — 0 · 0

0 sitemap.xml files are too large — 0 · 0

0 links couldn't be crawled (incorrect URL formats) — 0 · 0

0 structured data items are invalid — 0 · 0

0 pages are missing the viewport width value — 0 · 0

0 pages have slow load speed

0 0

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159 0

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73 pages have low text-HTML ratio
About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content.
That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster.
How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

73 0

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32 pages have too much text within the title tags
About this issue: Most search engines truncate titles containing more than 70 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. For more information, please see this Google article: https://support.google.com/webmasters/answer/35624.
How to fix: Try to rewrite your page titles to be 70 characters or less.

32 0

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32 pages don't have meta descriptions
About this issue: Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users.
For more information, please see these article: Create good titles and snippets in Search Results: https://support.google.com/webmasters/answer/35624. How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

32 0

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16 images don't have alt attributes
About this issue: Alt attributes within <img> tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers.
For more information, please see these articles: Using ALT attributes smartly: https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html and Google Image Publishing Guidelines: https://support.google.com/webmasters/answer/114016?hl=en.
How to fix: Specify a relevant alternative attribute inside an <img> tag for each image on your website, e.g., "<img src="mylogo.png" alt="This is my company logo">".

16 0

4 pages have a low word count
About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts.
For more information, please view this video: https://www.youtube.com/watch?v=w3-obcXkyA4. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

4 0

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1 link on HTTPS pages leads to HTTP page

1 0

Sitemap.xml not indicated in robots.txt
About this issue: If you have both a sitemap.xml and a robots.txt file on your website, it is a good practice to place a link to your sitemap.xml in your robots.txt, which will allow search engines to better understand what content they should crawl. How to fix: Specify the location of your sitemap.xml in your robots.txt. To check if Googlebot can index your sitemap.xml file, use the Sitemaps report in Google Search Console: https://search.google.com/search-console/not-verified?original_url=/search-console/sitemaps&original_resource_id.

1 0

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0 external links are broken

0 0

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0 external images are broken

0 0

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0 pages don't have enough text within the title tags

0 0

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0 pages don't have an h1 heading

0 0

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0 pages have duplicate H1 and title tags

0 0

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0 pages have too many on-page links

0 0

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0 URLs with a temporary redirect

0 0

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0 pages have too many parameters in their URLs

0 0

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0 pages have no hreflang and lang attributes

0 0

0 pages don't have character encoding declared	**0**	0
0 pages don't have doctype declared	**0**	0
0 pages have incompatible plugin content	**0**	0
0 pages contain frames	**0**	0
0 pages have underscores in the URL	**0**	0
0 outgoing internal links contain nofollow attribute	**0**	0
Sitemap.xml not found	**0**	0
Homepage does not use HTTPS encryption	**0**	0
0 subdomains don't support SNI	**0**	0
0 HTTP URLs in sitemap.xml for HTTPS site	**0**	0
0 uncompressed pages	**0**	0
0 issues with blocked internal resources in robots.txt	**0**	0
0 issues with uncompressed JavaScript and CSS files	**0**	0
0 issues with uncached JavaScript and CSS files	**0**	0
0 pages have a JavaScript and CSS total size that is too large	**0**	0
0 pages use too many JavaScript and CSS files	**0**	0

0 issues with unminified JavaScript and CSS files   **0** 0

0 link URLs are too long   **0** 0

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241 0

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96 links on this page have no anchor text

96 0

About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL), or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about. Also, Google considers anchor text when indexing a page.

So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about.

Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0.

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95 links have non-descriptive anchor text

95 0

About this issue: This issue is triggered if a non-descriptive anchor text is used for a link (either internal or external). An anchor is considered to be non-descriptive if it doesn't give any idea of what the linked-to page is about, for example, "click here", "right here", etc. This type of anchor provides little value to users and search engines as it doesn't provide any information about the target page.

Also, such anchors will offer little in terms of the target page's ability to be indexed by search engines, and as a result, rank for relevant search requests. For more information on the criteria used to trigger this check, refer to kb article title. How to fix: To let users and search engines understand the meaning of the linked-to page, use a succinct anchor text that describes the page's content.

For best practices on how to optimize your anchor text, refer to the "Write good link text" section in Google's Search Engine Optimization (SEO) Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0.

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39 URLs with a permanent redirect

39 0

About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users.

How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.

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5 pages have only one incoming internal link

5 0

About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them.

How to fix: Add more incoming internal links to pages with important content.

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3 pages have more than one H1 tag

3 0

1 page is blocked from crawling

1 0

1 page has hreflang language mismatch issues

1 0

About this issue: This issue is triggered if a language value specified in a hreflang attribute doesn't match your page's language, which is determined based on semantic analysis. Any mistakes in hreflang attributes may confuse search engines, and your hreflang attributes will most likely be interpreted incorrectly. So it's worth taking the time to make sure you don't have any issues with hreflang attributes.

For more information, see these articles - Tell Google about localized versions of your page: https://support.google.com/webmasters/answer/189077. How to fix: Review all pages reported to have this issue and fix all hreflang attributes. Please note that our crawler may report your webpage to have a "hreflang language mismatch" issue even if the hreflang value shows the correct language.

This usually happens if your webpage is multilingual or has too little content.

1 subdomain doesn't support HSTS

1 0

0 page URLs are longer than 200 characters

0 0

0 outgoing external links contain nofollow attributes

0 0

Robots.txt not found

0 0

0 orphaned pages in Google Analytics

0 0

0 orphaned pages in sitemaps

0 0

0 pages blocked by X-Robots-Tag: noindex HTTP header

0 0

0 issues with blocked external resources in robots.txt

0 0

0 issues with broken external JavaScript and CSS files

0 0

0 pages need more than 3 clicks to be reached

0 0

0 resources are formatted as page link

0 0

0 links to external pages or resources returned a 403 HTTP status code

0 0