

Website Audit Report
<https://www.gordoncampbell.co.uk/>

September 30, 2017

Sitebulb - Upgrade to Pro to
remove this Watermark

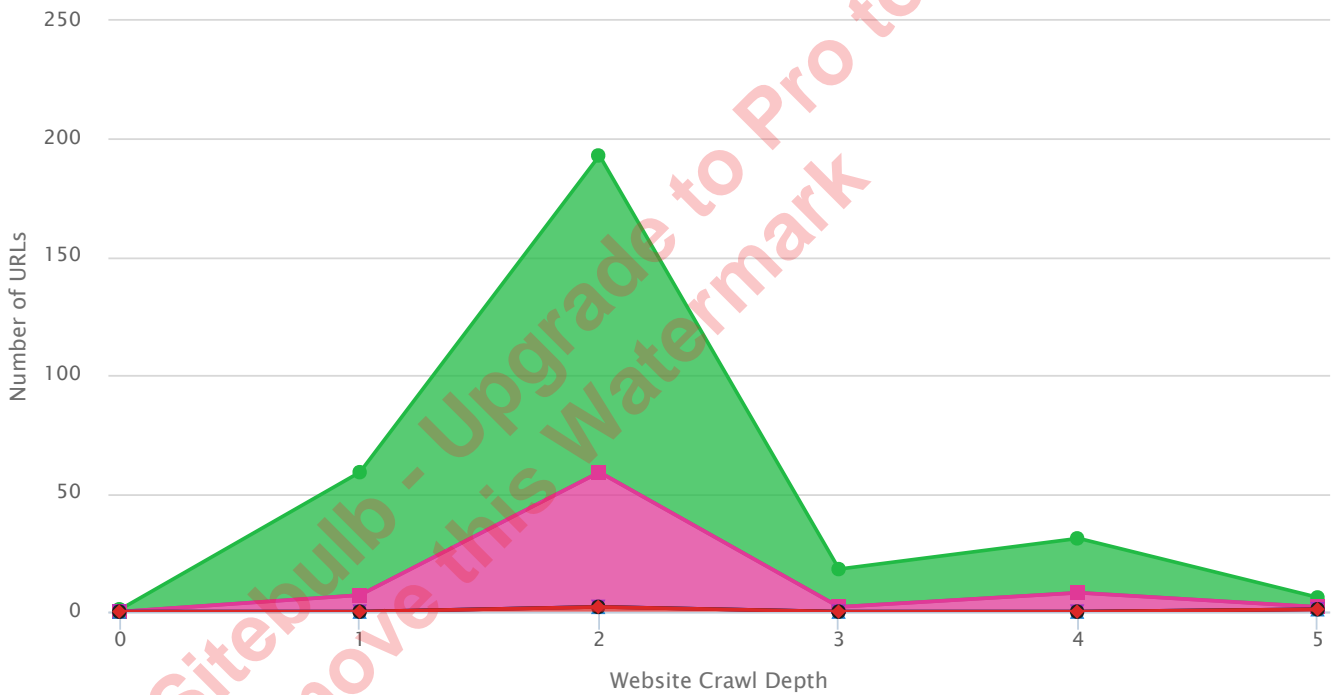
Crawl Summary

Crawled	Internal	External	Resources	Uncrawled
308	70	152	86	0

Crawled URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Success 230	Not Found 0	Redirected 75	Disallowed 0	Timeout 0	Forbidden 0	Error 3
--------------------	--------------------	----------------------	---------------------	------------------	--------------------	----------------

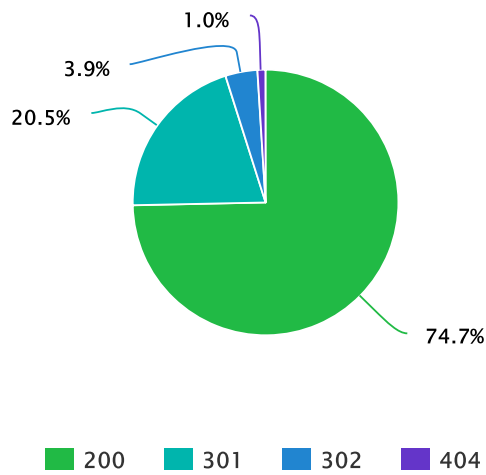
Total Hints Triggered	Issue Hints	Advisory Hints	Passed Hints
39	26	13	171

URL Resolution

- ✔ Returns a 404 Status Code with a Custom HTML Page
- ✔ HTTP redirects to HTTPS
- ❗ Some HTTPS URLs have links to internal HTTP URLs (see links export)
- ✔ Non-www redirects to www version

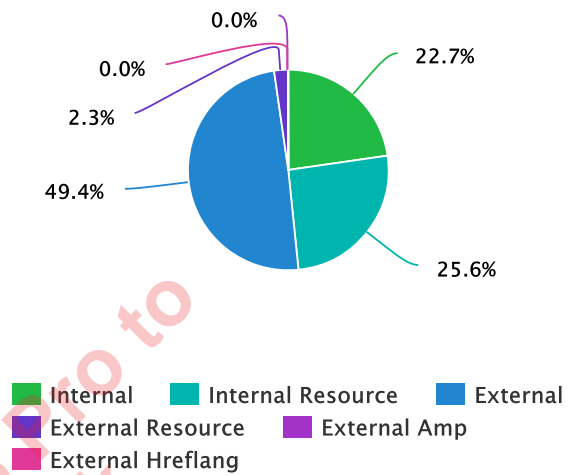
HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.



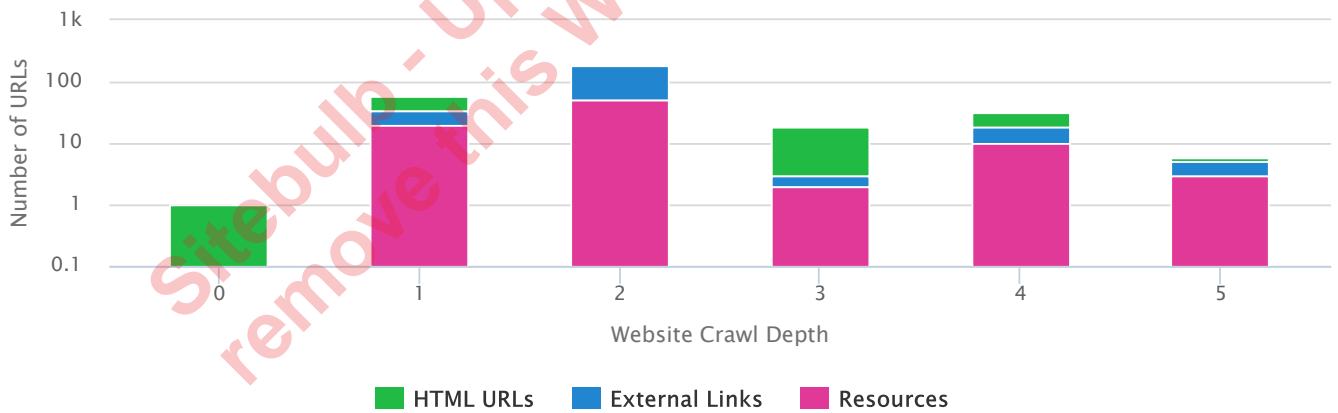
URL Segments

This chart shows the composition of the crawl in terms of different URL Segments found, which will include internal, external and resource URLs.



URL Type by Depth

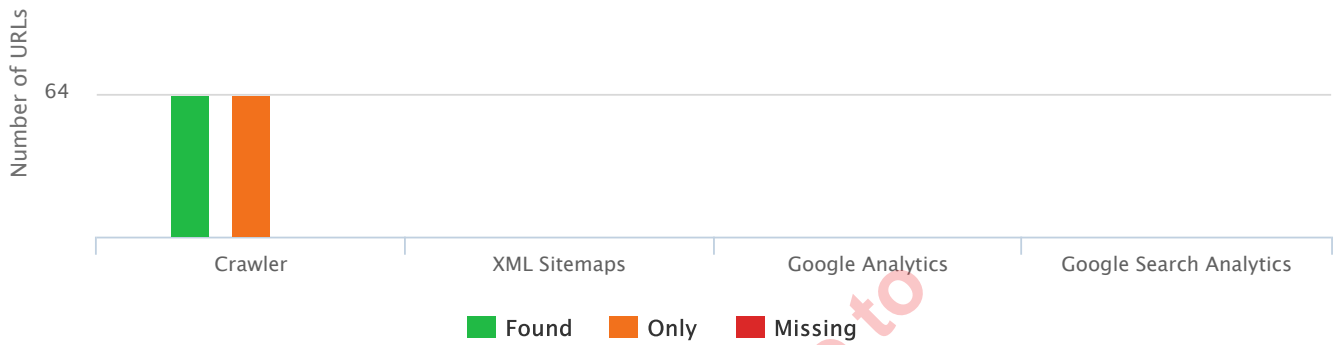
This chart shows the distribution of each different URL Type, at each crawl depth of the website.



Status/Depth	0	1	2	3	4	5
HTML URLs	1	26	15	15	12	1
External Links	0	13	127	1	9	2
Resources	0	20	51	2	10	3

HTML URL Sources

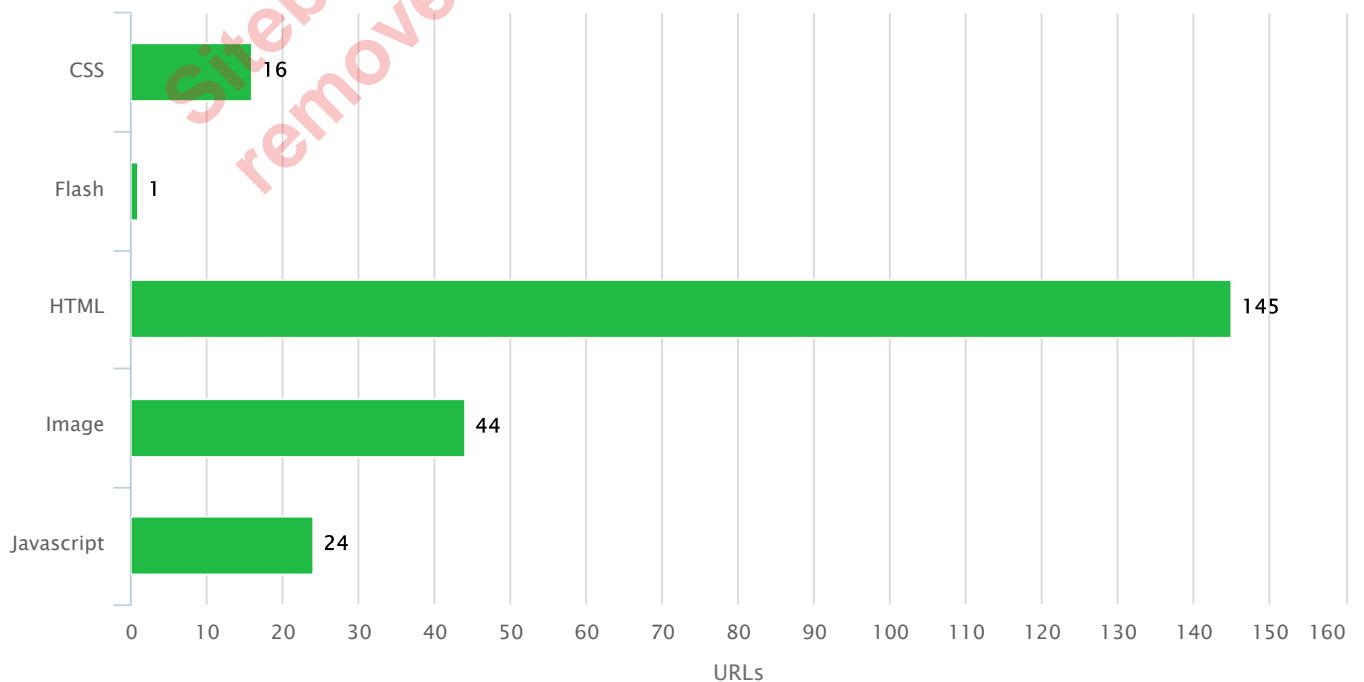
This chart shows the relative contribution of each crawl source to the total crawled URLs. Pay particular attention to the 'Only' and 'Missing' totals, which potentially identify orphaned pages or indexation issues.



Status	Crawler	XML Sitemaps	Google Analytics	Google Search Analytics
Found	64	0	0	0
Only	64	0	0	0
Missing	0	0	0	0

Content Types

This chart shows all successful (Status 200) URLs crawled, broken down by content type.



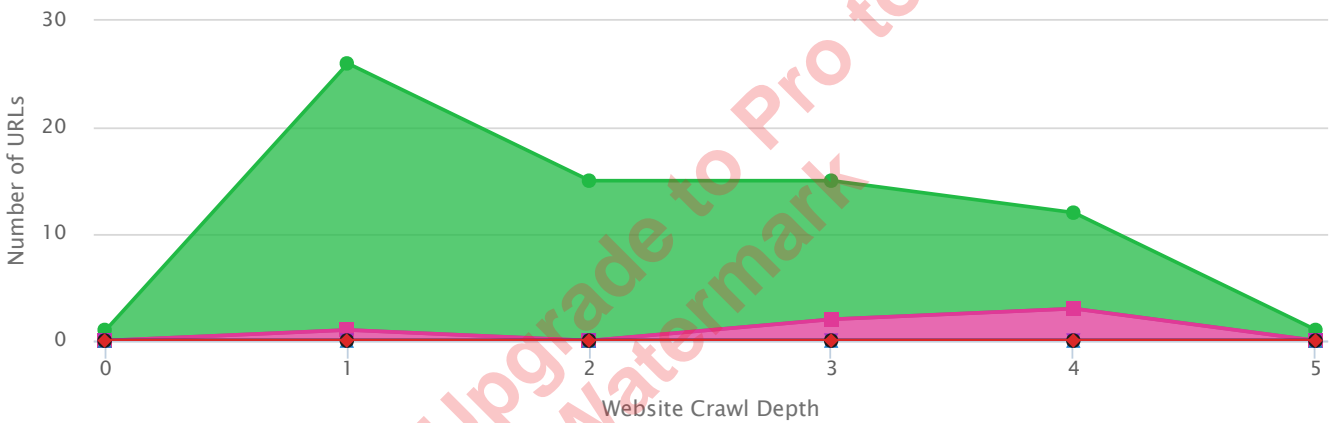
Internal URLs

All	HTML	Downloads	Broken
70	64	0	0

Internal URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.

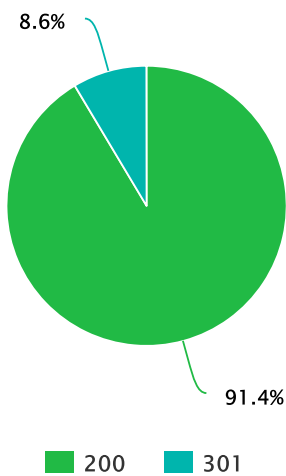
Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Success **64** Not Found **0** Redirected **6** Disallowed **0** Timeout **0** Forbidden **0** Error **0**

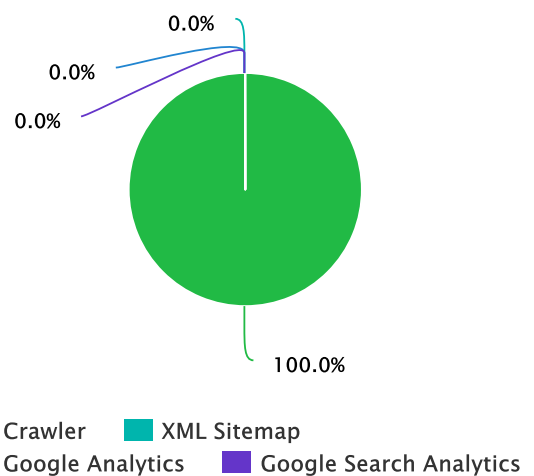
HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.



Crawl Source

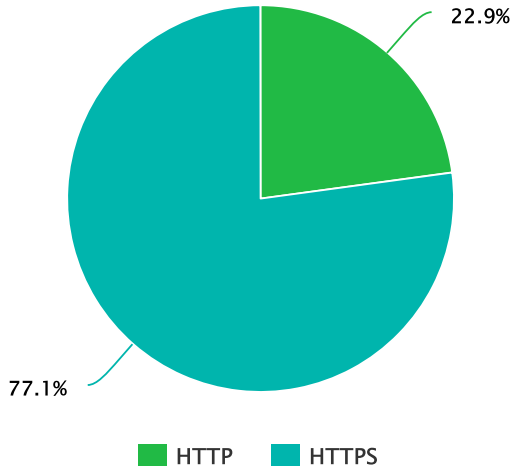
This chart shows the relative contribution of each source to the total internal URLs crawled.



Protocols Found

This chart shows you the relative split between different protocols used across the site (generally this will be HTTP/HTTPS).

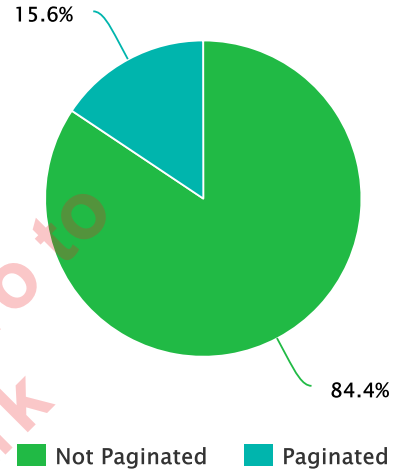
Most sites should only use a single type, so any significant volume of URLs in both may indicate a configuration error.



Paginated URLs

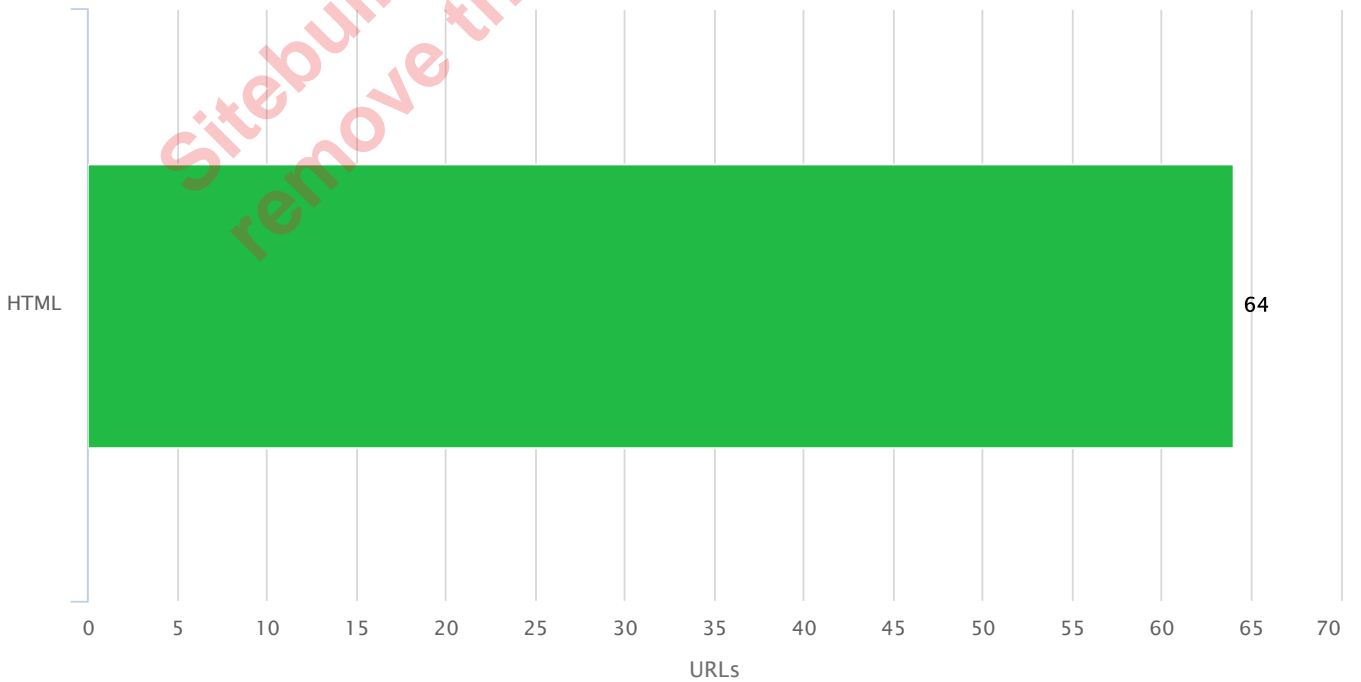
This chart shows you the relative split between Paginated and Not Paginated indexable URLs, where a Paginated URL is one of a paginated series of URLs (e.g. page 2 of 4).

Pagination, if poorly implemented, has the potential to cause significant SEO issues.



Internal URL Content Types

This chart shows the breakdown of content types, for all URLs that are linked to by an internal anchor. On most sites, the majority of these should be HTML – if not then this could lead to PageRank wastage.



Internal URL Issues

	Name	URLs
Issue	URL resolves under both HTTP and HTTPS	66
Pass	Broken internal URLs	
Pass	Query string contains a question mark	
Pass	Query string contains more than three parameters	
Pass	Query string contains paginated parameters	
Pass	Query string contains repetitive parameters	
Pass	Query string contains search or filter parameters	
Pass	Query string contains sort parameters	
Pass	URL contains a double slash	
Pass	URL contains non-ASCII characters	
Pass	URL contains repetitive elements	
Pass	URL contains upper case characters	
Pass	URL contains whitespace	

Sitebulb - Upgrade to Pro to
remove this Watermark

Links

All	Unique	Broken	Redirects
2375	402	0	53

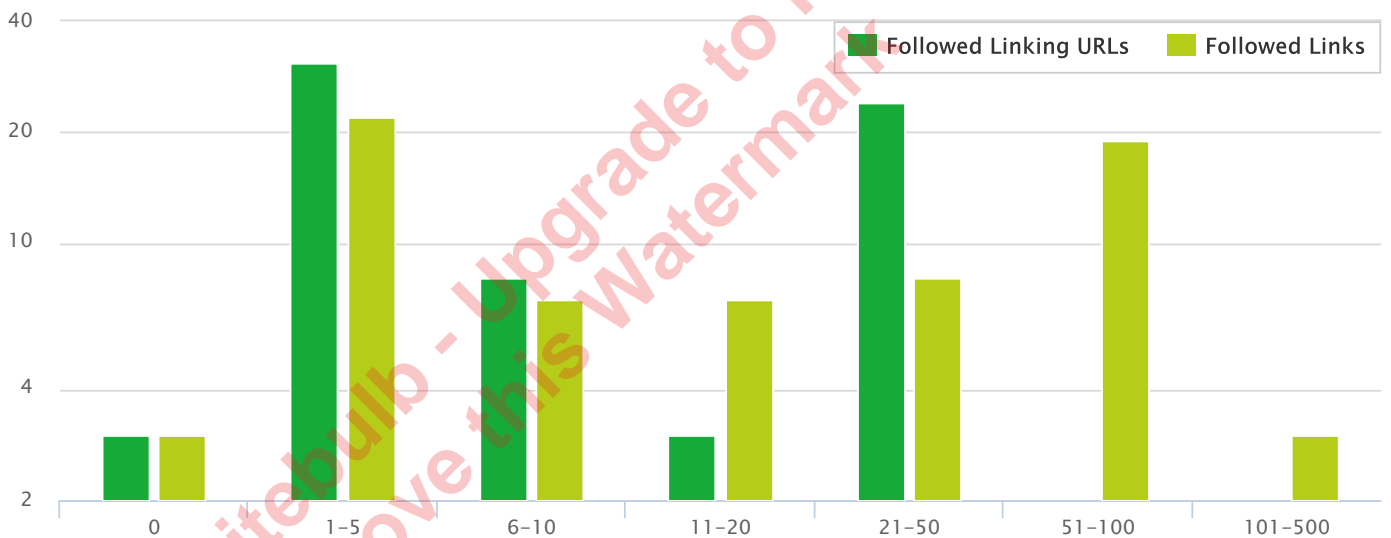
Incoming Internal Followed Links

This chart shows the number of incoming followed internal links, split into ranges along the x-axis.

The two bars represent slightly different things:

- Followed Linking URLs is the number of actual URLs that link to a URL.
- Followed Links is the number of actual links to a URL (where any single URL could link to another URL on multiple occasions).

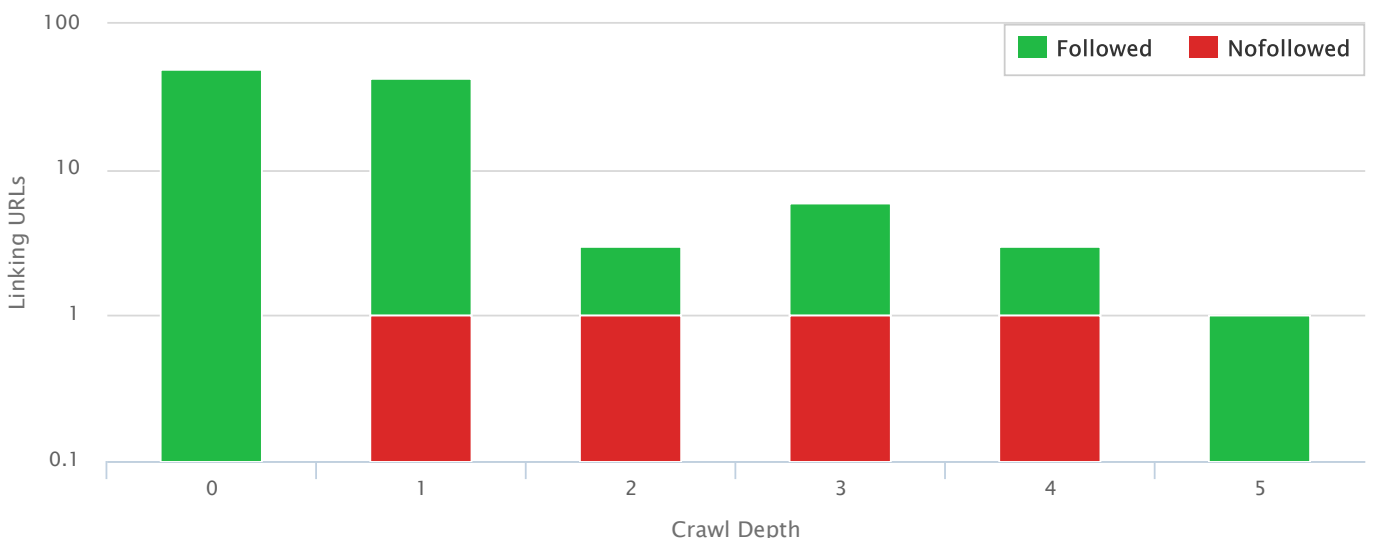
As an example, a given URL may have 7 links in total, coming from 3 unique URLs. This would contribute 1 to the range 1-5 for 'Followed Linking URLs', and 1 to the range 6-10 for 'Followed Links'.



Average Incoming Unique Internal Links

This chart shows the average (median) incoming internal links, by Website Crawl Depth.

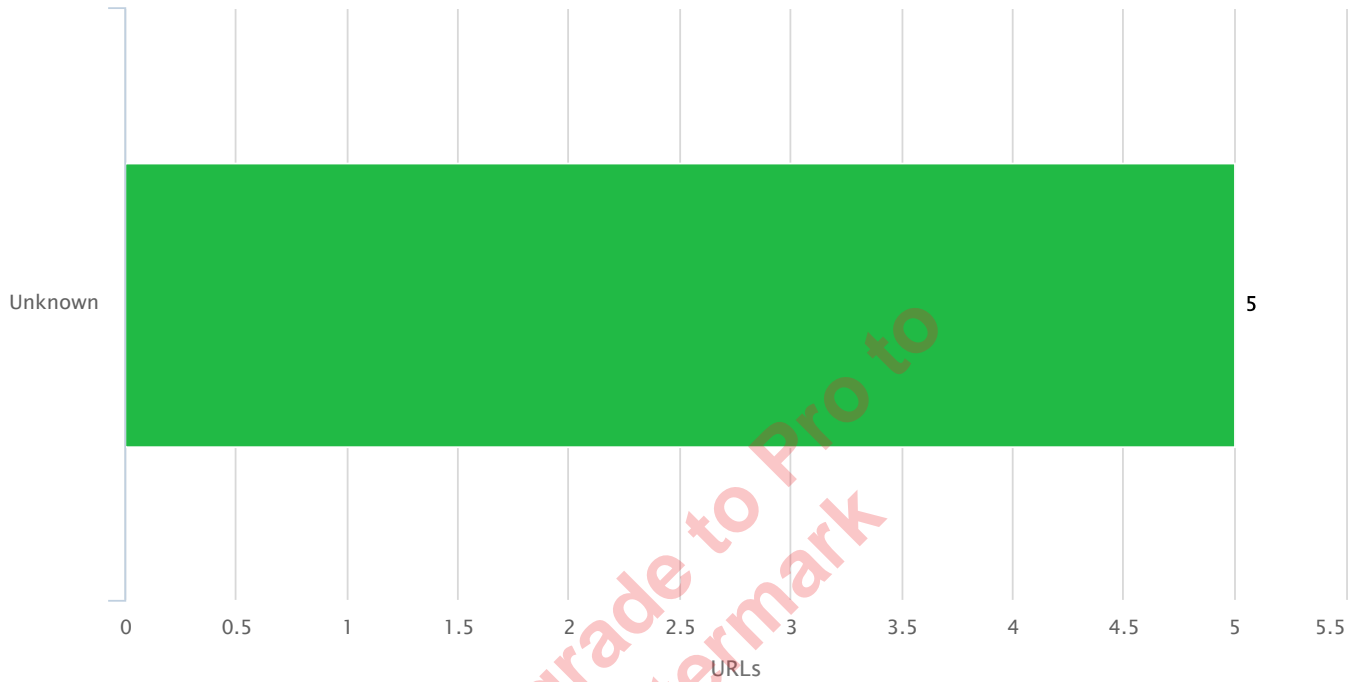
This can be considered a representation of the website architecture, showing how link equity is distributed across different levels of the site.



Non-HTML Content Types Receiving Internal Followed Links

This chart shows the breakdown of different download content types that are linked to by followed internal links.

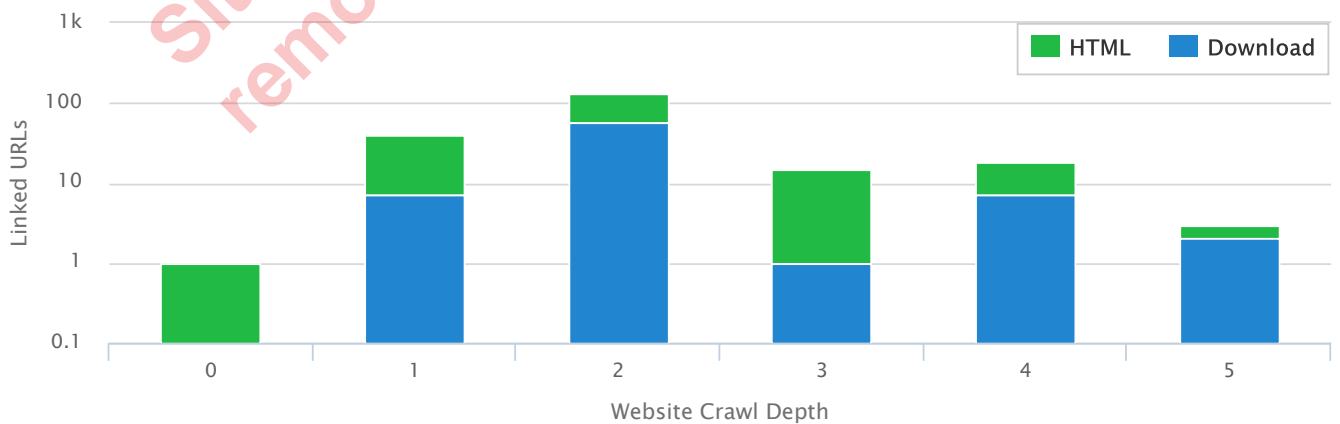
A large quantity of followed links going to non-HTML content types could lead to PageRank wastage.



URLs with Internal Followed Links by Crawl Depth

This chart shows the number of HTML and Download URLs with internal followed links, by Crawl Depth.

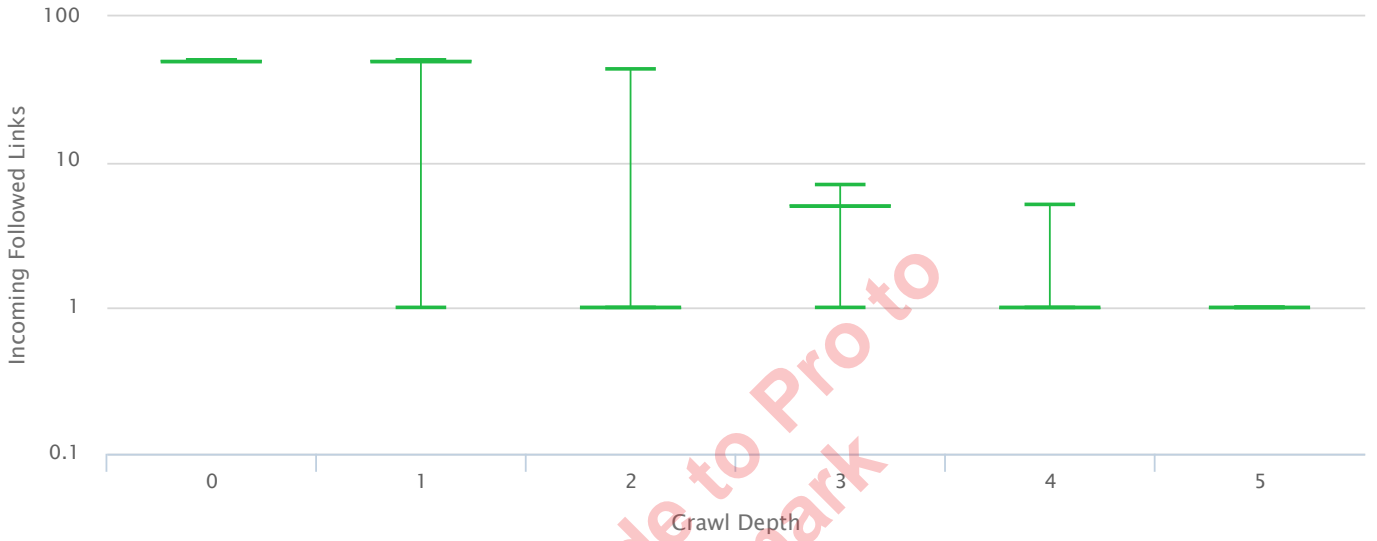
Followed links to too many non-HTML URLs can lead to PageRank wastage, and this chart will help you determine what these URLs are, and where they sit in the hierarchy of the website.



Unique Incoming Internal Links to HTML URLs

This chart shows the max, min and median number of followed internal links to HTML URLs, plotted against Website Crawl Depth.

This provides a representation of how link equity is distributed across the site – how many links are pointing at URLs from each crawl depth. On most websites, you would expect to see a lower depth correspond to a higher amount of internal links. The max and min values can be used to help identify outliers.

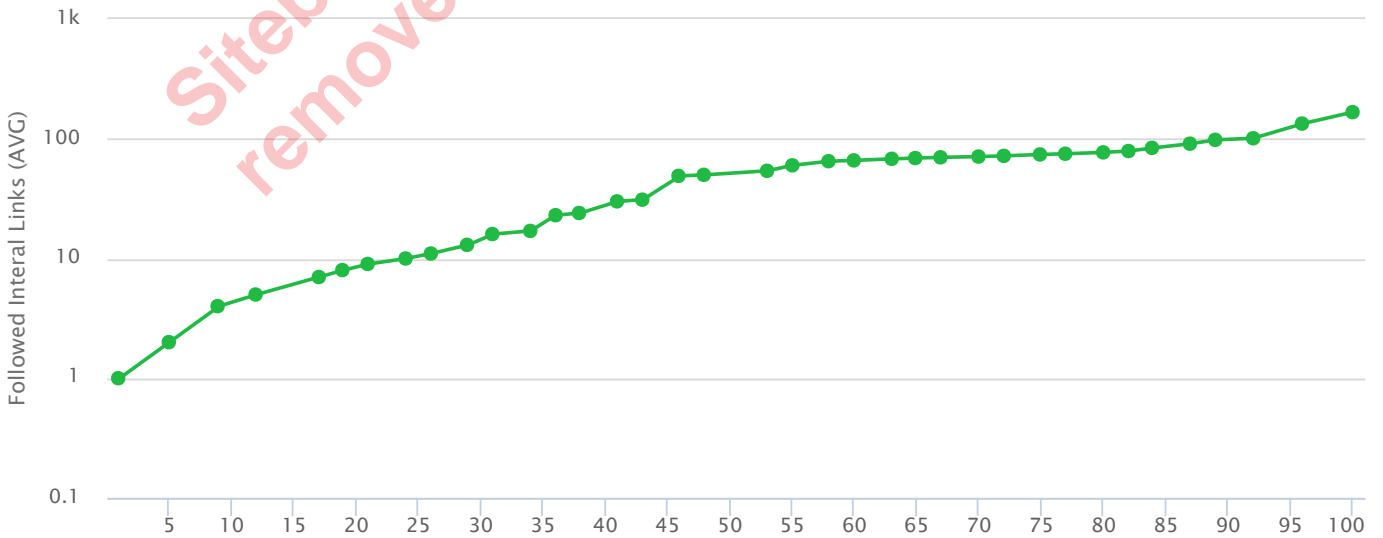


Unique Followed Internal Links by Percentile

This graph shows how the total volume of followed links is distributed among all URLs.

This allows you to see how internal links are distributed – do they point at just a few URLs or are they evenly dispersed across the site?

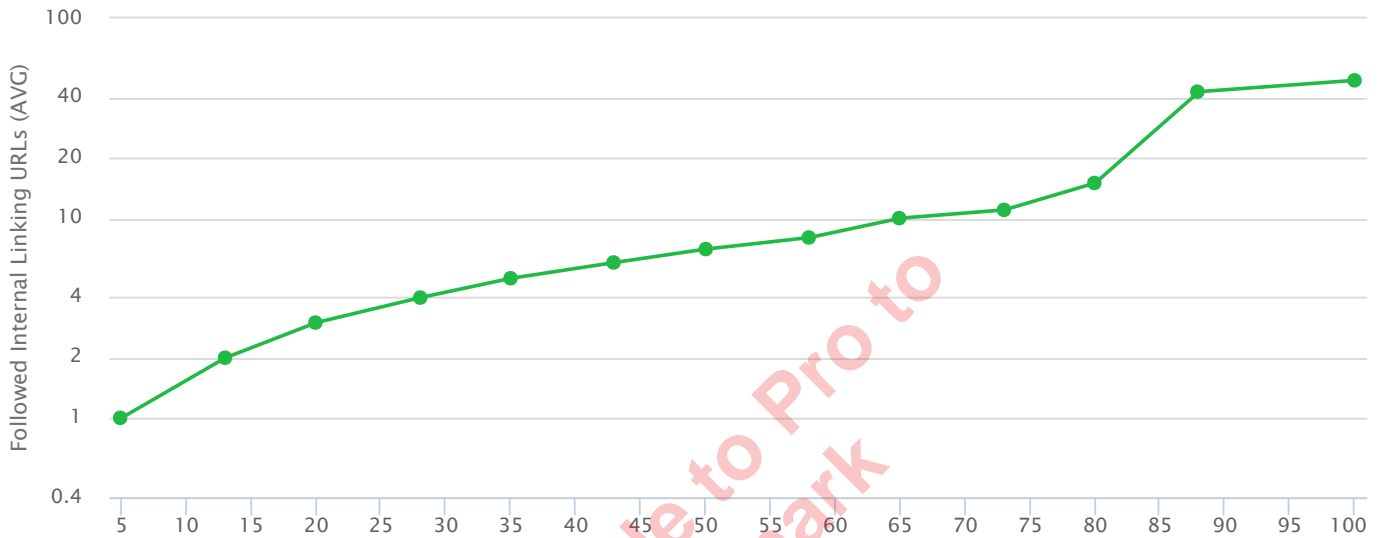
In general, you will want your 'top' pages to receive the most internal links, and pages which target long-tail traffic to receive a relatively small proportion. A typical well-structured site will have a relatively smooth progression, with some small jumps in the 90th-100th percentiles.



Unique Followed Internal Linking URLs by Percentile

This graph shows how the total volume of followed linking URLs is distributed among all URLs.

This graph is different from the one above, as it focuses only on linking URLs, rather than raw link counts. This can be a better gauge in terms of link equity (since PageRank does not reward multiple links per page), allowing you to see if a few pages receive a disproportionately small or large amount of internal links.



Sitebulb - Upgrade to Pro to
remove this Watermark

Internal Link Issues

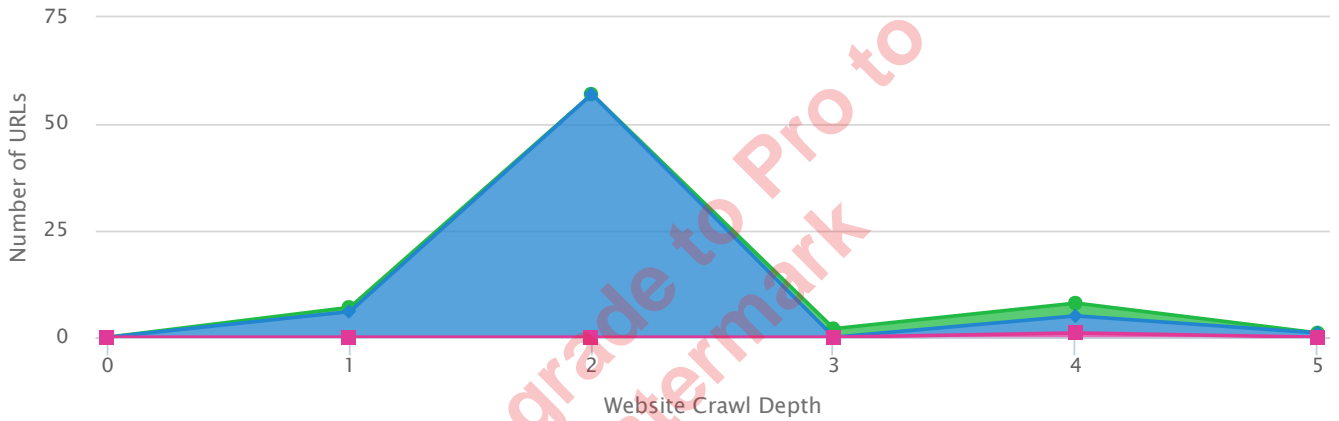
	Name	URLs
Issue	Has an internal link with no anchor text	49
Issue	HTTPS URL links to an HTTP URL	47
Advisory	Has only one followed incoming internal link	17
Issue	Has an anchored image with no alt text	8
Issue	URL is orphaned (has no internal followed links)	4
Issue	Has a link with no href attribute	1
Pass	Has a link with an empty href attribute	
Pass	Has a link with whitespace in href attribute	
Pass	Has link with a URL in onclick attribute	
Pass	Has no outgoing links	
Pass	Has outgoing links with malformed href data	
Pass	Only has links from URLs that do not pass Link Equity	
Pass	Orphaned pagination URL	
Pass	URL links to a non-HTTP protocol	

Redirects

Internal Redirects	External Redirects	Page Resource Redirects
6	68	1

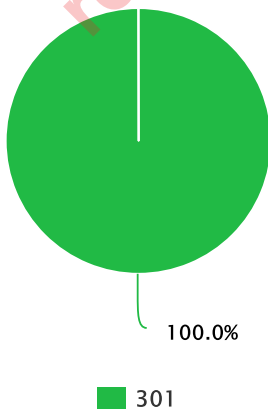
Redirected URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website. Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



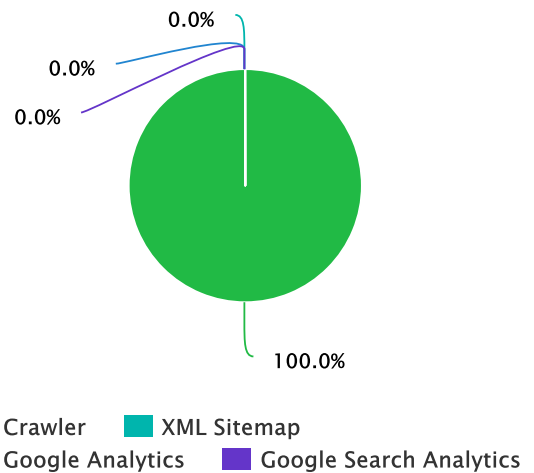
Internal Redirected URL HTTP Status Codes

This chart shows the distribution of HTTP Status Codes for all URLs crawled. For optimum user experience, you want to see as many as possible with 200 (OK) status.



Internal Redirected URL Crawl Source

This chart shows the relative contribution of each source to the total internal URLs crawled.



Redirect Issues

	Name	URLs
Advisory	External redirected URLs	68
Issue	Internal redirected URLs	6
Issue	External URL redirect broken (4XX or 5XX)	3
Issue	Redirected page resource URLs	1
Pass	Internal URL redirect broken (4XX or 5XX)	
Pass	Redirects using a Meta refresh	
Pass	Resource URL part of redirect loop	
Pass	Resource URL redirect broken (4XX or 5XX)	
Pass	URL part of redirect loop	

Sitebulb - Upgrade to Pro to
remove this Watermark

Indexability

Indexable	Not Indexable	Nofollow	Disallowed
45	19	0	0

Robots.txt Configuration

If a search engine crawler is being blocked by robots.txt, it is unlikely that the website's content will be crawled.

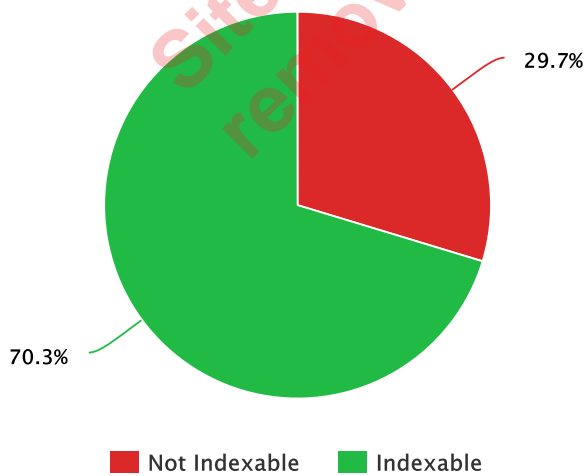
Google	✓ Crawable	Bing	✓ Crawable	Yahoo!	✓ Crawable
DuckDuckGo	✓ Crawable	Baidu	✓ Crawable	Yandex	✓ Crawable

Canonical to Noindex	Canonical to Disallowed	Canonical to Error	Canonical to Redirect
0	0	0	0

Indexability Status

The chart shows the split of Indexability to Not Indexable URLs, for internal HTML URLs only.

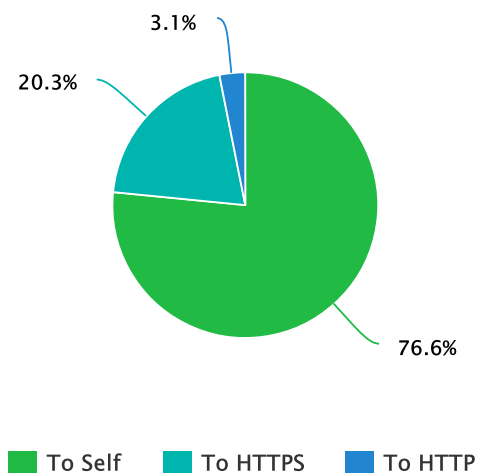
URLs that are non indexable are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.



Canonicals

This chart shows the breakdown of canonicalization, for internal HTML URLs only.

URLs that are canonicalized to anything other than 'self' are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.

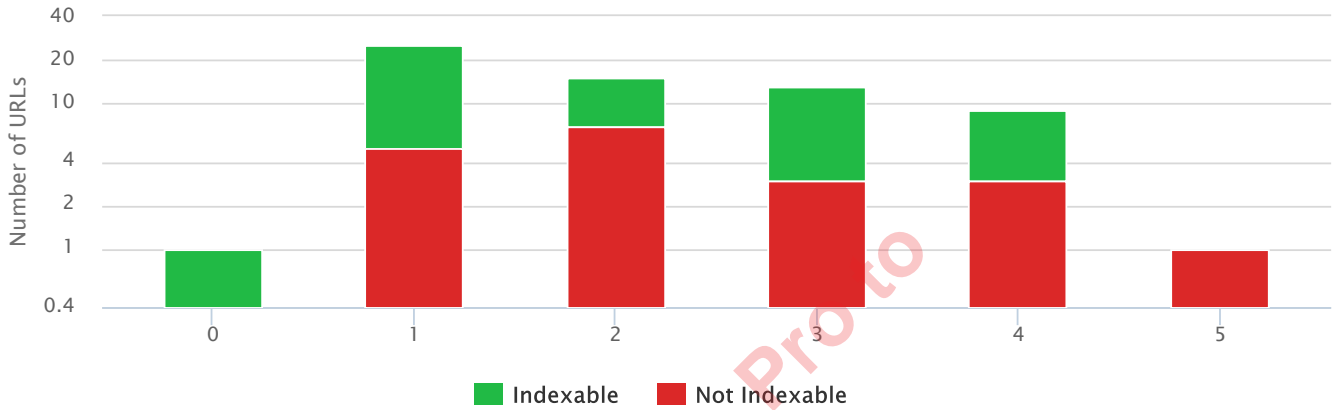


Indexability Status by Depth

This graph shows the Indexability distribution at each crawl depth of the website, for internal HTML URLs only.

A large quantity of Not Indexable pages at low crawl depth could cause potential issues in search.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



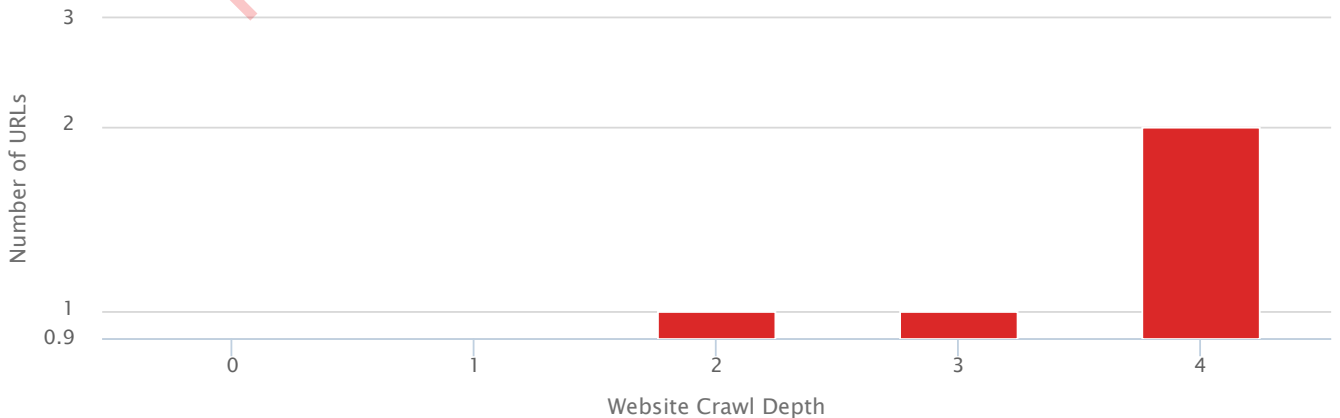
Status	0	1	2	3	4	5
Indexable	1	20	8	10	6	0
Not Indexable	0	5	7	3	3	1

Noindex by Depth

This graph shows the distribution of Noindex URLs at each crawl depth of the website, for internal HTML URLs only.

A large quantity of Not Indexable pages at low crawl depth could cause potential issues in search.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.

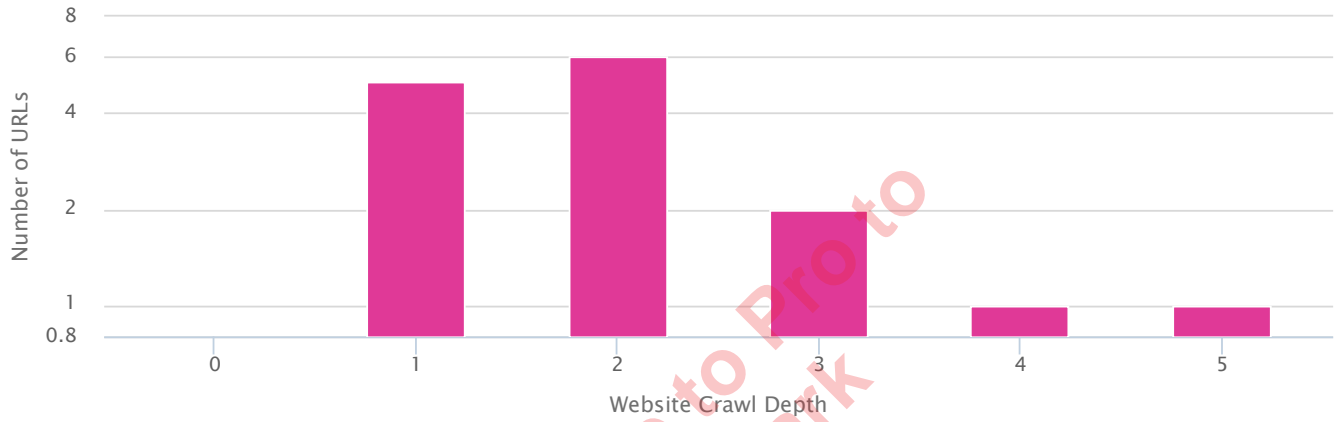


Canonicalization By Depth

This graph shows the distribution of URLs that are canonicalized (to another URL), at each crawl depth of the website, for internal HTML URLs only.

URLs that are canonicalized to anything other than 'self' are unlikely to show in search results, and should be reviewed to ensure the configuration is as intended.

Note that 'Orphaned' URLs were not found by the crawler, so crawl depth cannot be set for those URLs. If a website has any Orphaned URLs, they will always be on the far right of this graph.



Sitebulb - Upgrade to Pro to
remove this watermark

Robots Issues

	Name	URLs
Issue	URL receives both follow & nofollow internal links	24
Advisory	URL only has nofollow incoming internal links	2
Pass	Alternate URL has no incoming internal links	
Pass	Disallowed image	
Pass	Disallowed JavaScript file	
Pass	Disallowed Style Sheet	
Pass	Has noindex and nofollow directives	
Pass	Internal Disallowed URLs	
Pass	Mismatched nofollow directives in HTML and header	
Pass	Mismatched noindex directives in HTML and header	
Pass	Multiple nofollow directives	
Pass	Multiple noindex directives	
Pass	Nofollow in HTML and HTTP header	
Pass	Noindex in HTML and HTTP header	

Sitebulb - Upgrade to Pro to
remove this watermark

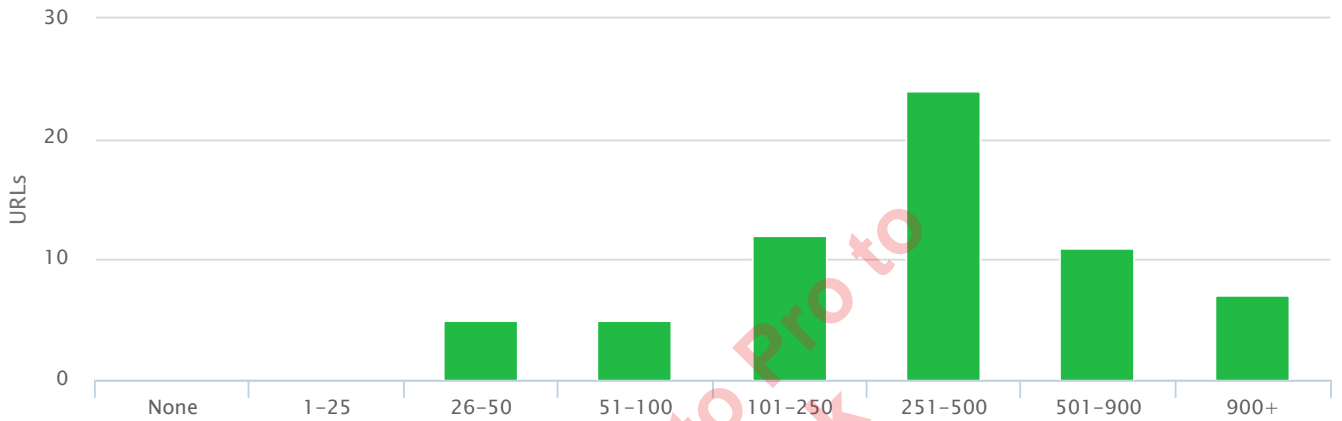
Canonical Issues

	Name	URLs
Issue	Canonical points to HTTP version	2
Issue	Canonical URL has no incoming internal links	1
Pass	Canonical is a relative URL	
Pass	Canonical is malformed or empty	
Pass	Canonical loop	
Pass	Canonical outside of head	
Pass	Canonical points to a disallowed URL	
Pass	Canonical points to a noindex nofollow URL	
Pass	Canonical points to a noindex URL	
Pass	Canonical points to a redirecting URL	
Pass	Canonical points to a URL that is Error (5XX)	
Pass	Canonical points to a URL that is Not Found (4XX)	
Pass	Canonical points to another canonicalized URL	
Pass	Canonical points to external URL	
Pass	Canonical points to HTTPS version	
Pass	Canonical tag in HTML and HTTP header	
Pass	Mismatched canonical tag in HTML and HTTP header	
Pass	Multiple canonical tags	
Pass	Multiple, mismatched canonical tags	
Pass	Paginated URL without canonical	

On Page

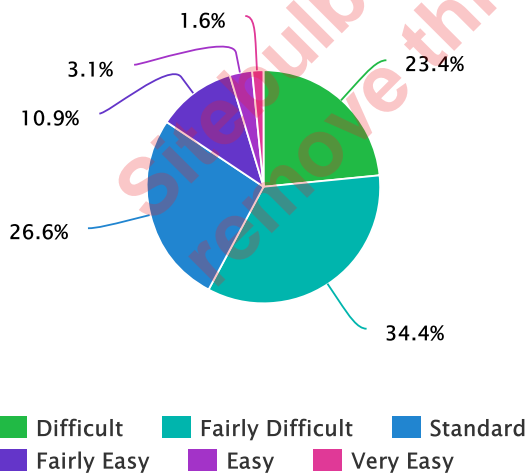
Word Counts

This graph shows the amount of URLs with different word count ranges, so you can see if you have lots of URLs with only a small number of words – which could be considered thin content.



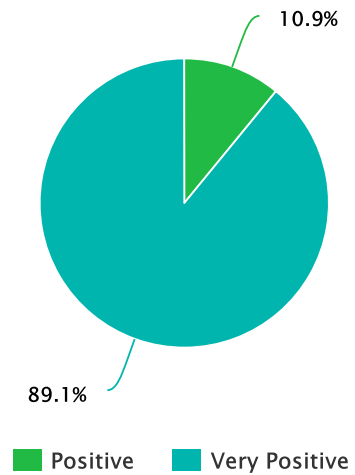
Readability

This graph shows the proportion of URLs across the site that fall into each readability band, where each URL is scored based on the Flesch Reading Ease test.



Sentiment

This graph shows the proportion of URLs across the site that fall into each sentiment band, where each URL is scored based on a sentiment index called AFINN-111.



Duplicate Content Issues

	Name	URLs
Issue	URLs with Duplicate H1s	4
Issue	URLs with Duplicate Content	3
Issue	URLs with Duplicate Page Titles	1
Pass	Duplicate URLs (Technical Duplicates)	
Pass	URLs with Duplicate Meta Descriptions	
Pass	URLs with Duplicate Title and Meta Descriptions	

Sitebulb - Upgrade to Pro to
remove this Watermark

On Page Issues

SEO

	Name	URLs
Advisory	Multiple <h1> tags	49
Advisory	Meta description missing or empty	24
Advisory	Title tag too long	16
Advisory	Meta description too long	6
Advisory	<h1> tag missing or empty	1
Pass	Multiple meta descriptions	
Pass	Multiple title tags	
Pass	Title tag missing	

HTML

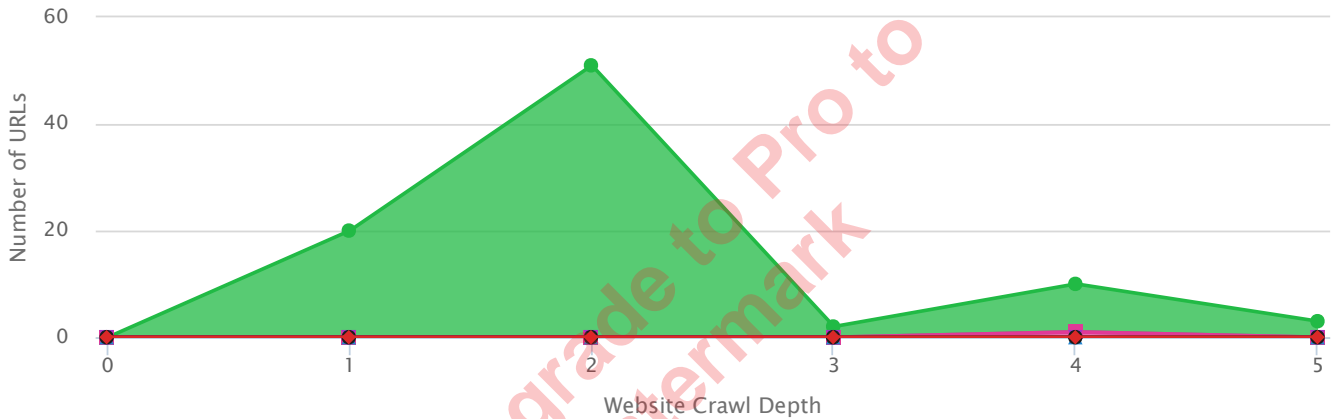
	Name	URLs
Advisory	URL contains no Google Analytics code	64
Advisory	URL contains no Google Tag Manager code	64
Issue	HTTP URL contains a form posting to HTTPS	15
Advisory	URL contains a frame or iframe	3
Pass	Base URL malformed or empty	
Pass	HTTP URL contains a password input field	
Pass	HTTPS URL contains a form posting to HTTP	
Pass	Multiple base URLs	
Pass	Multiple, mismatched base URLs	
Pass	URL contains a form with a GET method	
Pass	URL contains more than one Google Analytics code	
Pass	URL contains more than one Google Tag Manager code	

Page Resources

All	CSS	JavaScript	Images
86	16	24	44

Crawled URLs by Depth

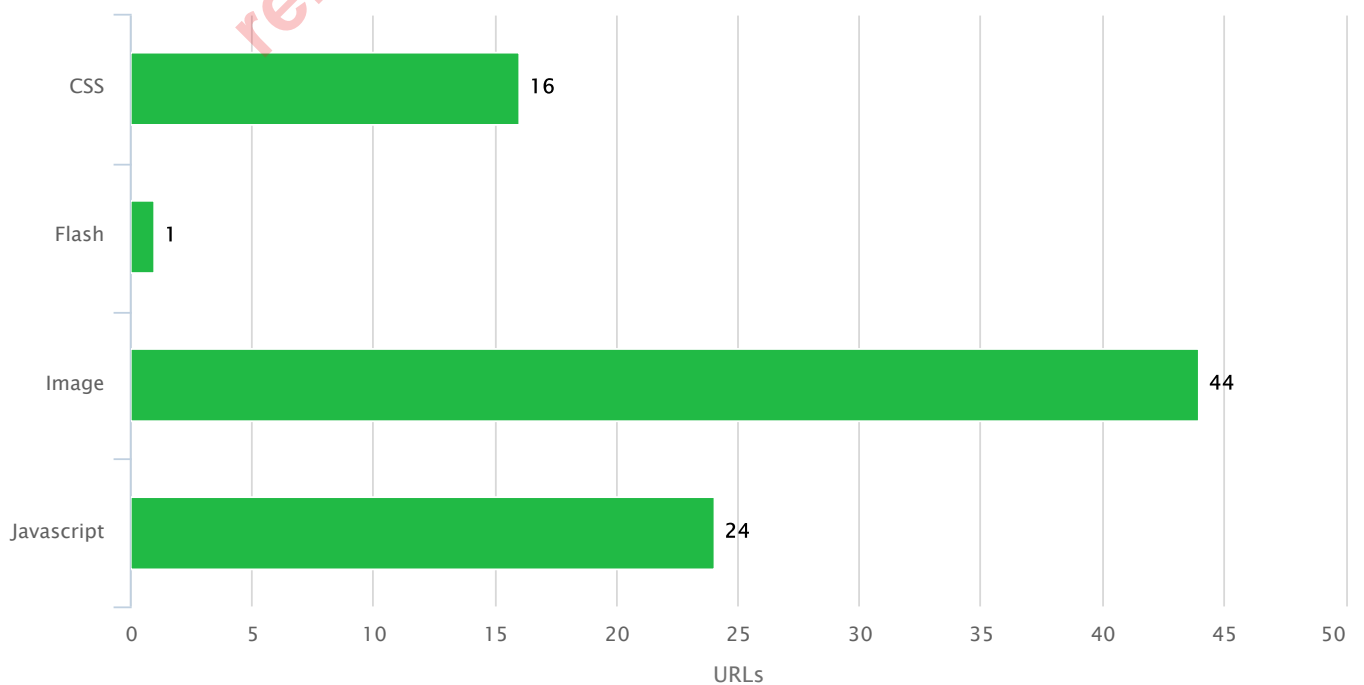
This graph shows the distribution of each different URL status at each crawl depth of the website. The graph gives you an idea where most of your resources sit within the overall structure of the website.



Success 85 Not Found 0 Redirected 1 Disallowed 0 Timeout 0 Forbidden 0 Error 0

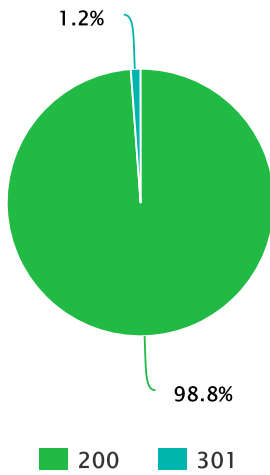
Content Types

This graph splits out all the resources found into different content types, so you can see which ones are most prevalent.



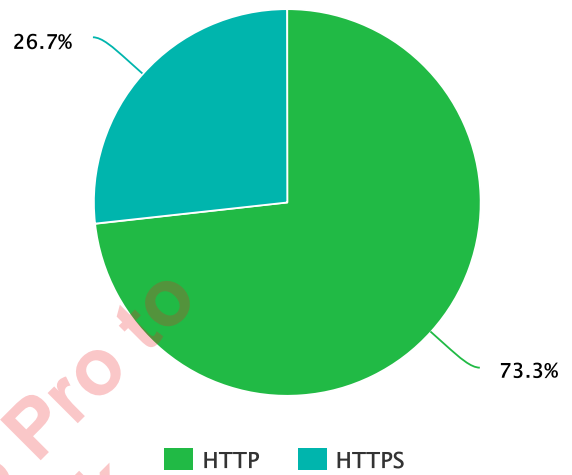
HTTP Status Codes

The chart visualizes the status code distribution among all resource URLs. For optimum user experience, all resources would return a 200 (OK) status code.



Protocols Found

This chart shows you the relative split between different protocols used across the site for resource URLs (generally this will be HTTP/HTTPS).



Page Resource Issues

	Name	URLs
Advisory	Has images with missing alt text	40
Issue	Loads HTTPS HTTP mixed content	13
Pass	Resource URL contains a double slash	
Pass	Resource URL contains non-ASCII characters	
Pass	Resource URL contains repetitive elements	
Pass	Resource URL contains whitespace	

Site Speed

Site Speed Score

B 92%

Slowest Time to First Byte

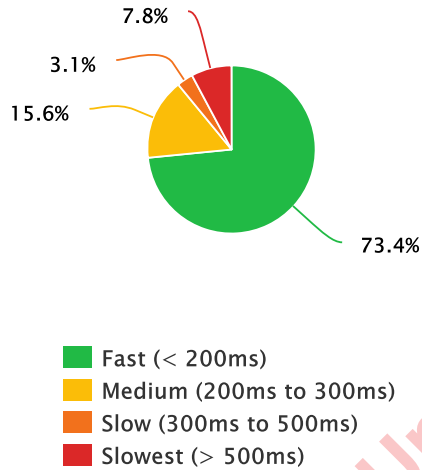
834ms

Slowest Download Time

332ms

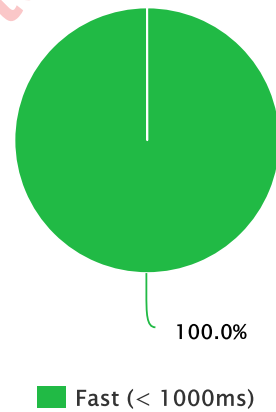
Time to First Byte

The distribution of Time to First Byte (TTFB) across all URLs.



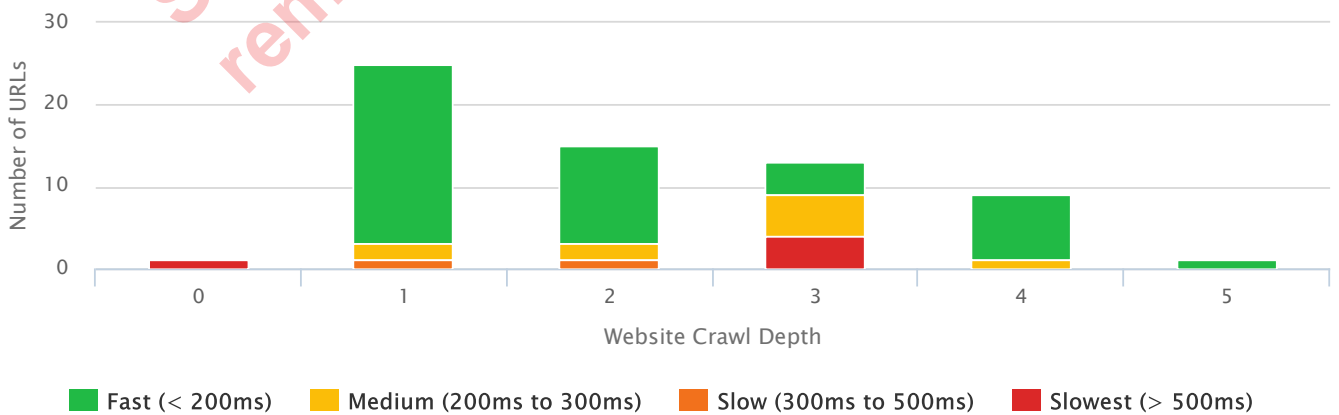
Download Time

The distribution of Download Times across all URLs.



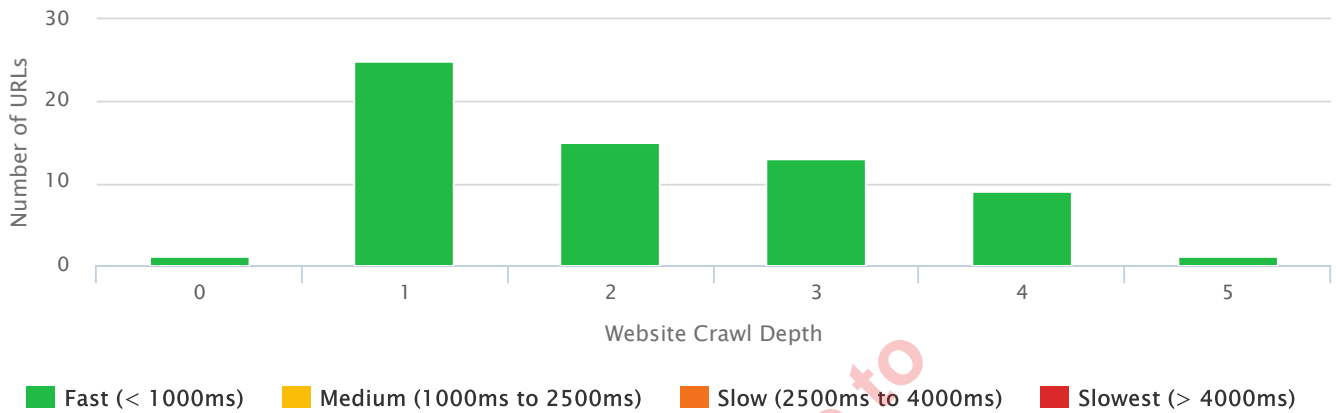
Time to First Byte by Depth

The distribution of Time to First Byte (TTFB) by Website Crawl Depth. Typically, pages closer to the homepage (i.e. low crawl depth) are more important, so if these pages are particularly slow they probably deserve attention.



Download Time by Depth

The distribution of Download Time by Website Crawl Depth. Typically, pages closer to the homepage (i.e. low crawl depth) are more important, so if these pages are particularly slow they probably deserve attention.



Site Speed Resource Scores

	Name	URLs
F 12%	Minify CSS	45
C 52%	Minify JavaScript	45
B 90%	Always compress text content	45
B 90%	Avoid extra requests by setting cache headers	45
A 100%	Avoid doing redirects	0
A 100%	Avoid frontend single point of failure	0
A 100%	Avoid missing and error requests	0
A 100%	Do not use private headers on static content	0
A 100%	Keep connections open that are used multiple times	0
A 100%	Make each CSS response small	0
A 100%	Set long expires cache headers	0
A 100%	The favicon should be small and cacheable	0

Site Speed URL Scores

	Name	URLs	Resources
B 95%	Total page size for mobile should not be too big	2	0
A 100%	Avoid a character set in the meta tag	0	0
A 100%	Avoid empty src and href attributes	0	0
A 100%	Avoid redirecting the main document	0	0
A 100%	Avoid slowing down the critical rendering path	0	0
A 100%	Avoid too many CSS requests	0	0
A 100%	Avoid too many requests per domain	0	0
A 100%	Avoid too many synchronous JavaScript requests	0	0
A 100%	Avoid too many web fonts	0	0
A 100%	Do not load specific stylesheets for printing	0	0
A 100%	Do not scale images in the browser	0	0
A 100%	Inline CSS for faster first render	0	0
A 100%	Response headers should not be too big	0	0
A 100%	Specify a character set early	0	0
A 100%	Total CSS size should not be too big	0	0
A 100%	Total image size should not be too big	0	0
A 100%	Total JavaScript size should not be too big	0	0
A 100%	Total page size for desktop should not be too big	0	0

Mobile Rendering Scores

	Name	URLs	Resources
F 0%	Use legible font sizes	45	0
C 50%	Set mobile viewport	45	0
B 97%	Do not use client plugins	1	0
A 100%	Do not use frames	0	0
A 100%	Do not use image maps	0	0
A 100%	Should not have inline style measurements	0	0

Sitebulb - Upgrade to Pro to
remove this Watermark

AMP

AMP Issues

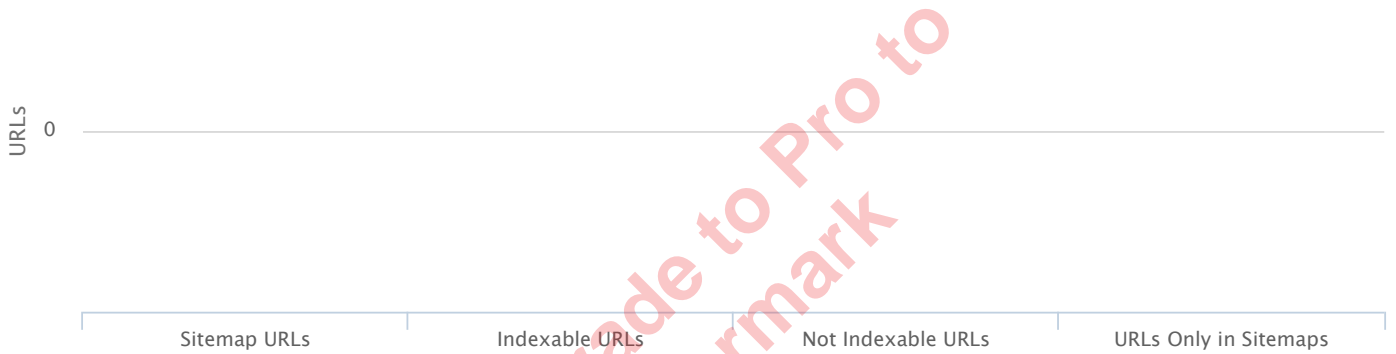
	Name	URLs
Pass	AMP Page has canonical URL which is canonicalized	
Pass	AMP URL has canonical URL which is disallowed	
Pass	AMP URL has canonical URL which is Error (5XX)	
Pass	AMP URL has canonical URL which is Forbidden (403)	
Pass	AMP URL has canonical URL which is noindex	
Pass	AMP URL has canonical URL which is Not Found (4XX)	
Pass	AMP URL has canonical URL which is not indexable	
Pass	AMP URL has canonical URL which is Redirect (3XX)	
Pass	AMP URL is disallowed	
Pass	AMP URL is Error (5XX)	
Pass	AMP URL is Forbidden (403)	
Pass	AMP URL is missing a canonical tag	
Pass	AMP URL is missing top-level <html amp> tag	
Pass	AMP URL is noindex	
Pass	AMP URL is Not Found (4XX)	
Pass	AMP URL is not in a sitemap	
Pass	AMP URL is not indexable	
Pass	AMP URL is Redirect (3XX)	
Pass	AMP URL loops	

XML Sitemaps

Sitemaps	Sitemap URLs	Non-Indexable	Only in Sitemaps	Not in Sitemaps
0	0	0	0	64

Sitemap URLs

A typical 'healthy sitemap would not include non-indexable URLs, or URLs that are not accessible to the crawler (i.e. 'URLs Only in Sitemaps'). If there are a large amount of URLs Not in Sitemaps, you may wish to consider whether some of these need to be added to sitemaps.



XML Sitemap Issues

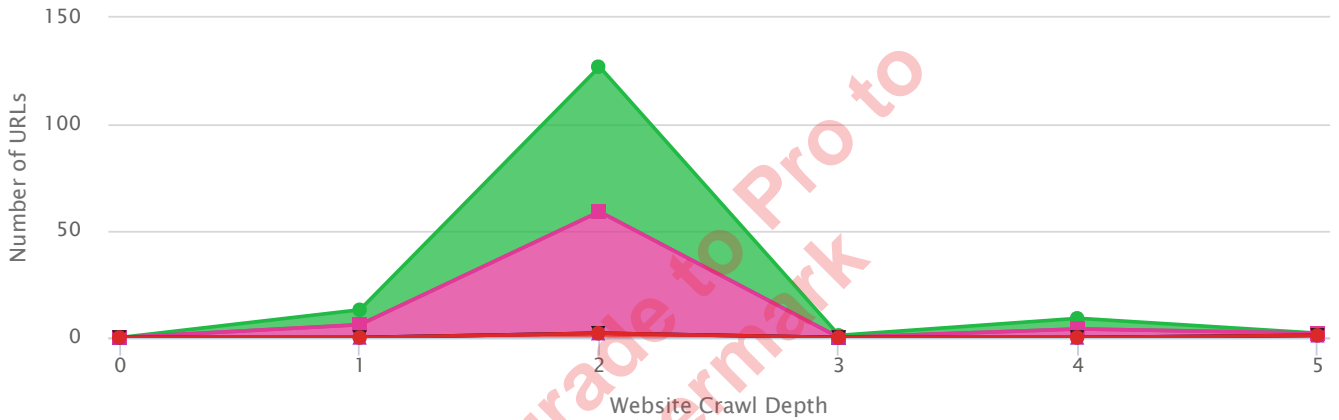
	Name	URLs
Pass	Canonicalized URL in XML Sitemaps	
Pass	Disallowed URL in XML Sitemaps	
Pass	Error (5XX) URL in XML Sitemaps	
Pass	Forbidden (403) URL in XML Sitemaps	
Pass	Noindex URL in XML Sitemaps	
Pass	Not Found (4XX) URL in XML Sitemaps	
Pass	Redirect (3XX) URL in XML Sitemaps	
Pass	Timed out URL in XML Sitemaps	
Pass	URL in multiple XML Sitemaps	

External URLs

All	Subdomains	HTML	Downloads	Broken
152	0	81	0	3

Crawled URLs by Depth

This graph shows the distribution of each different URL status at each crawl depth of the website.



Success **81**

Not Found **0**

Redirected **68**

Disallowed **0**

Timeout **0**

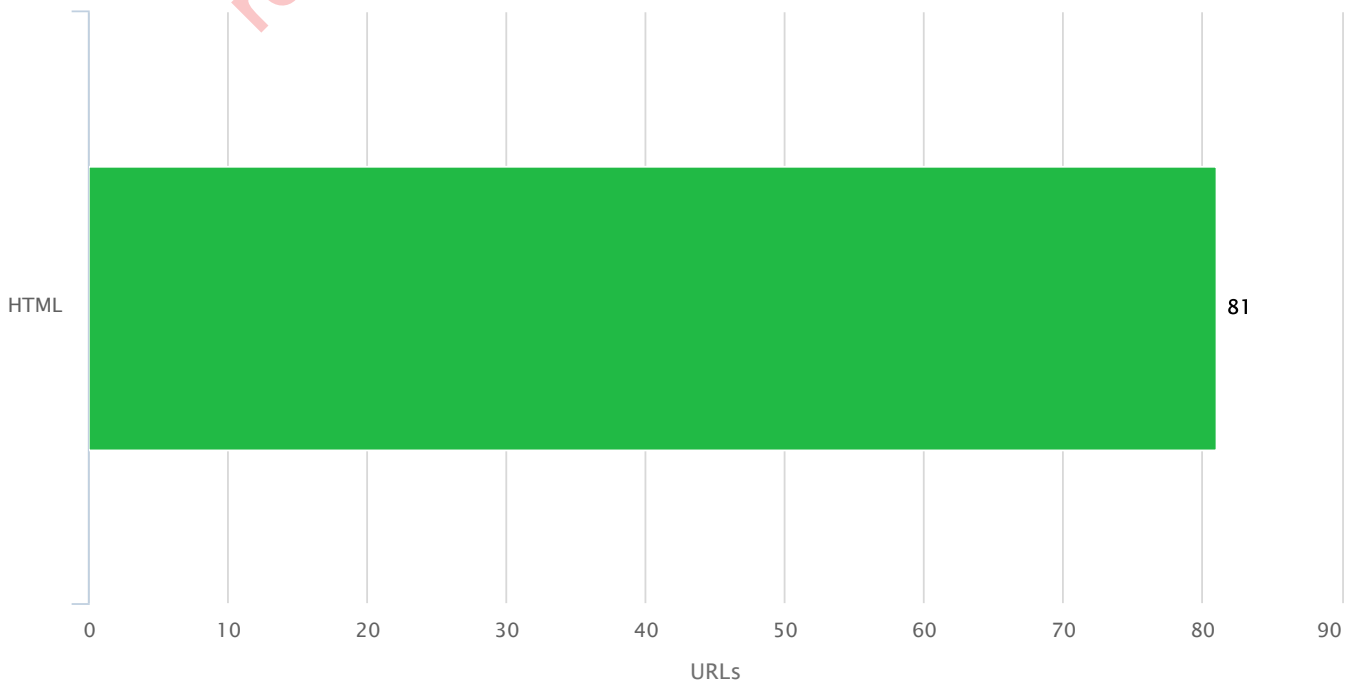
Forbidden **0**

Error **3**

Internal Content Types

This chart shows the breakdown of content types, for all URLs that are linked to by an internal anchor.

On most sites, the majority of these should be HTML - if not then this could lead to PageRank wastage.



External URL Issues

	Name	URLs
Issue	Broken external URL (4XX or 5XX)	3

Sitebulb - Upgrade to Pro to
remove this Watermark