KD SERVICES
SITE AUDIT REPORT

Frequent site audits in our adaptive search engine optimization mandates enable us to **quickly identify and address numerous issues** that can occur with our clients' websites. In the example below, we identified numerous issues that would need to be addressed.

76
ERRORS

840
WARNINGS

3
NOTICES

60 PAGES WITH NO VIEWPORT TAG	**14** PAGES WITH DUPLICATE TITLES	**2** BROKEN EXTERNAL LINKS	**736** IMAGES ARE MISSING AN ALT ATTRIBUTE
11 PAGES ARE MISSING A LANGUAGE DECLARATION	**33** PAGES ARE MISSING A META DESCRIPTION	**19** PAGES HAVE A LOW WORD COUNT	**16** PAGES ARE MISSING AN H1 TAG
1 PAGE WITH UNDERSCORES IN THE URL	**11** PAGES ARE LOADING SLOWLY	**9** PAGES HAVE A SHORT TITLE	**2** PAGES WITH MULTIPLE H1 TAGS
1 PAGE IS MISSING A DOCTYPE DECLARATION	**1** PAGE IS MISSING AN ENCODING DECLARATION	**3** PAGES WITH LONG URLS	

ADDITIONAL ISSUES WE MONITOR WITH AN ONGOING SEO MANDATE

Occurrences of a missing http encryption
Pages are too large in size
Invalid sitemap.xml format
Blocked crawls by robots.txt
Missing www canonical references
Broken internal images
Pages have duplicate content
Broken external links
Pages with duplicate meta descriptions
Pages are missing a title
Pages returned a 5XX http status code
Missing sitemap.xml files
Missing sitemap.xml references in robots.txt

Internal links contain nofollow attributes
Pages using frames
Pages using flash
Pages with temporary redirects
Pages with matching H1 and title content
Pages have too many URL parameters
Pages have a long title
Pages have too many on-page links
Pages have a low text to HTML ratio
Missing robots.txt files
External links contain nofollow attributes
Pages blocked from being indexed