



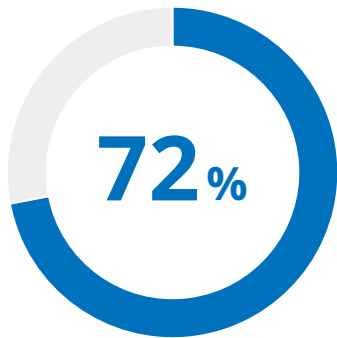
Full Site Audit Report

Dave Cain (Googlebot)

Full Site Audit Report

Subdomain: www.davecain.co.uk
User Agent: GoogleBot-Desktop
Last Update: August 21, 2017
Crawled Pages: 338

Total Score



Crawled Pages

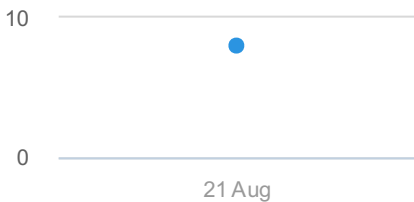
338



● Healthy (4) ● Broken (5) ● Have issues (211) ● Redirected (13) ● Blocked (105)

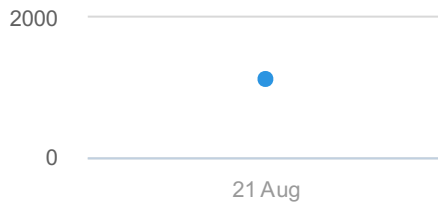
Errors

8



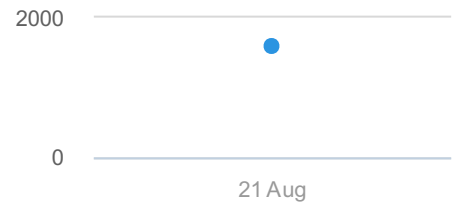
Warnings

1122

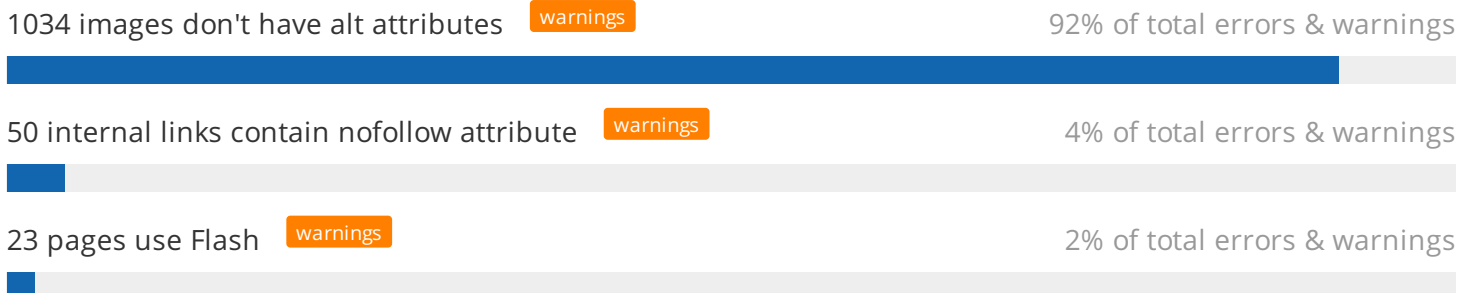


Notices

1594



Top 3 Issues, Errors & Warnings



www.davecain.co.uk | GoogleBot-Desktop

ERRORS

8 0**5 pages couldn't be crawled**5 0

About this issue: This issue indicates that crawler couldn't access the webpage because the server either timed out or refused/closed the connection before our crawler could receive a response.

How to fix: Please contact your web hosting technical support team and ask them to fix the issue.

1 page returned a 4XX status code1 0

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all links reported as 4xx. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

1 internal link is broken1 0

About this issue: Broken internal links can cause a webpage to return an error status. This can occur due to an incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Multiple broken internal links may discourage users from visiting other pages of your website. Also, broken links prevent crawlers from indexing your site properly. As a result, your website rank may be downgraded. Please note that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This may happen due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all the links reported as broken. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you may try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt.

Robots.txt file has format errors1 0

About this issue: If your robots.txt file is poorly configured, it can lead to disastrous results. One mistake can damage your search rankings, ruining all your search engine optimization efforts.

How to fix: Review your robots.txt file and fix all errors.

0 pages returned 5XX status code

0 0

0 pages don't have title tags

0 0

0 issues with duplicate title tags	0
0 pages have duplicate content issues	0
0 pages couldn't be crawled (DNS resolution issues)	0
0 pages couldn't be crawled (incorrect URL formats)	0
0 external links are broken	0
0 internal images are broken	0
0 external images are broken	0
0 pages have duplicate meta descriptions	0
0 sitemap.xml files have format errors	0
0 incorrect pages found in sitemap.xml	0
0 pages have a WWW resolve issue	0
This page has no viewport tag	0
0 pages have too large HTML size	0
0 AMP pages have no canonical tag	0
0 issues with hreflang values	0

0 hreflang conflicts within page source code	0
0 issues with incorrect hreflang links	0
0 non-secure pages	0
0 issues with expiring or expired certificate	0
0 issues with old security protocol	0
0 issues with incorrect certificate name	0
0 issues with mixed content	0
No redirect or canonical to HTTPS homepage from HTTP version	0
0 redirect chains and loops	0
0 AMP pages have HTML issues	0
0 AMP pages have style and layout issues	0
0 AMP pages have templating issues	0

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WARNINGS

1122 ⁰**1034 images don't have alt attributes**

About this issue: Alt attributes within `` 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. How to fix: Specify a relevant alternative attribute inside an `` tag for each image on your website, e.g., "``".

1034 ⁰**50 internal links contain nofollow attribute**

About this issue: The `rel="nofollow"` attribute is an element in an `<a>` tag that tells crawlers not to follow the link (e.g., "`Nofollow link example`"). "Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website. Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from `<a>` tags, if necessary.

50 ⁰**23 pages use Flash**

About this issue: Although, Flash-based pages may look nice, it is not recommended that you use Flash content for several reasons. Most importantly, Flash content negatively impacts your website's visibility because it cannot be properly indexed and crawled by search engines. Secondly, using Flash content negatively affects your website's performance. Search engines may consider it as a signal that your website isn't worth ranking. And finally, Flash content doesn't work well on mobile devices. How to fix: Try to avoid Flash content as much as possible.

23 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. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

4 ⁰**3 pages have too much text within the title tags**

About this issue: Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. How to fix: Try to rewrite your page titles to be 75 characters or less.

3 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`.

2 ⁰

1 page doesn't have a meta description

1 0

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. 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.

1 page has a temporary redirect

1 0

About this issue: Temporary redirects (i.e., a 302 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/307 redirect with a 301/308 one.

1 page has slow load speed

1 0

About this issue: Page load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates. Please note that "page load speed" usually refers to the amount of time it takes for a webpage to be fully rendered by a browser. However, crawler only measures the time it takes to load a webpage's HTML code - load times for images, JavaScript and CSS are not factored in. How to fix: The main factors that negatively affect your HTML page generation time are your server's performance and the density of your webpage's HTML code. So, try to clean up your webpage's HTML code. If the problem is with your web server, you should think about moving to a better hosting service with more resources.

1 page has low text-HTML ratio

1 0

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 warning 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.

1 page has no hreflang and lang attributes

1 0

About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the <html> tag, e.g., "<html lang='en'>". 2. Add a hreflang attribute to your page's <head> tag, e.g., <link rel='alternate' href='http://example.com/' hreflang='en'/>

Homepage does not use HTTPS encryption

1

About this issue: Google considers a website's security as a ranking factor. Websites that do not support HTTPS connections may be less prominent in Google's search results, while HTTPS-protected sites will rank higher with its search algorithms. How to fix: Switch your site to HTTPS.

0 links on HTTPS pages leads to HTTP page

0

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

0

0 pages don't have an h1 heading

0

0 pages have more than one H1 tag

0

0 pages have duplicate H1 and title tags

0

0 pages have too many on-page links

0

0 pages have too many parameters in their URLs

0

0 pages don't have character encoding declared

0

0 pages don't have doctype declared

0

0 pages contain frames

0

0 pages have underscores in the URL

0

Sitemap.xml not found

0

0 subdomains don't support SNI

0

0 HTTP URLs in sitemap.xml for HTTPS site

0

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NOTICES

1594 0

1489 external links contain nofollow attributes

About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

1489 0

105 pages are blocked from crawling

About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

105 0

URLs on 0 pages are too long

0 0

Robots.txt not found

0 0

0 pages have hreflang language mismatch issues

0 0

0 subdomains don't support HSTS

0 0

0 orphaned pages in Google Analytics

0 0

0 orphaned pages in sitemaps

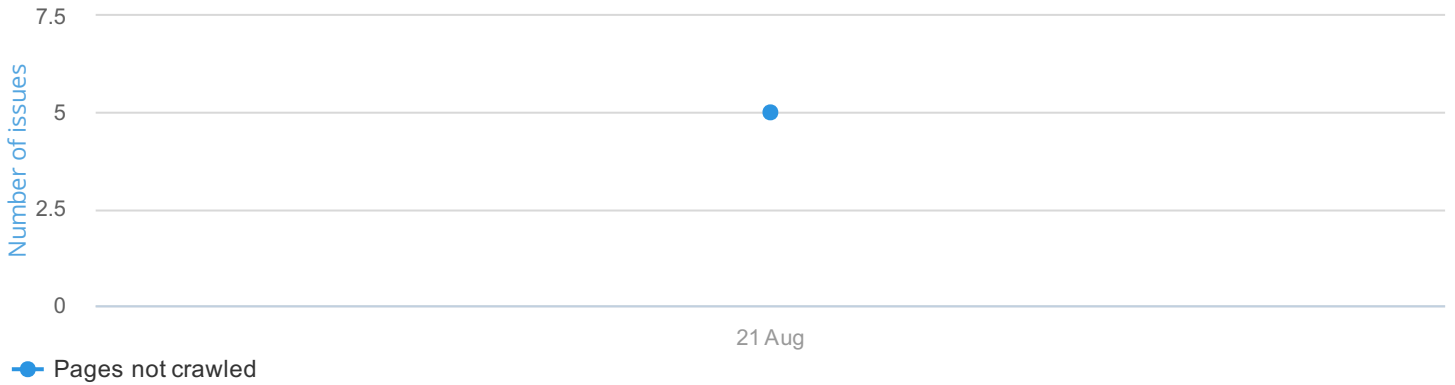
0 0

Pages not crawled

i *About this issue: This issue indicates that crawler couldn't access the webpage because the server either timed out or refused/closed the connection before our crawler could receive a response. How to fix: Please contact your web hosting technical support team and ask them to fix the issue.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Pages not crawled 5

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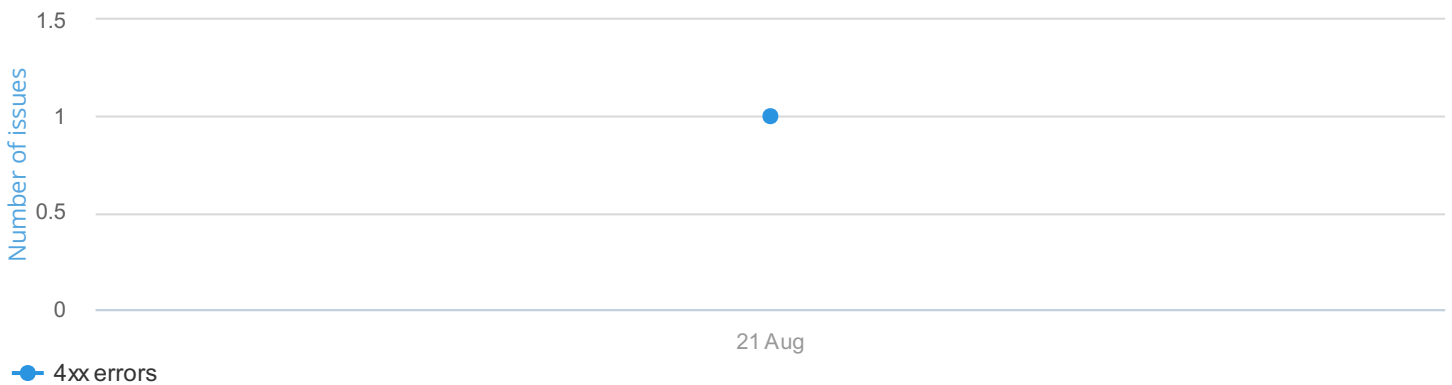
Page URL	Discovered
http://www.davecain.co.uk/blog/digital-marketing-tweets-2014	August 21, 2017 (15:53) [new]
http://www.davecain.co.uk/blog/free-seo-tools	August 21, 2017 (15:53) [new]
http://www.davecain.co.uk/blog/seo-friendly-website-template-v2	August 21, 2017 (15:53) [new]
http://www.davecain.co.uk/blog/seo-meta	August 21, 2017 (15:53) [new]
https://www.davecain.co.uk/	August 21, 2017 (15:53) [new]

4xx errors

i *About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all links reported as 4xx. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



4xx errors 1

www.davecain.co.uk, GoogleBot-Desktop

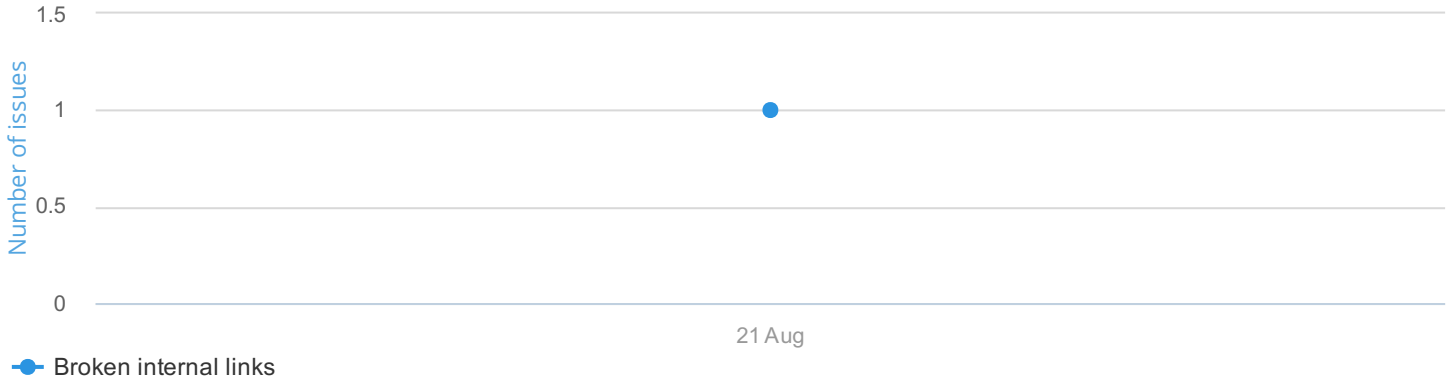
Page URL	HTTP Code	Discovered
http://www.davecain.co.uk/blog/24 key skills for SEO professionals (and wannabes) in 2016 Search Engine Watch	404	August 21, 2017 (15:53) [new]

Broken internal links

i *About this issue: Broken internal links can cause a webpage to return an error status. This can occur due to an incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Multiple broken internal links may discourage users from visiting other pages of your website. Also, broken links prevent crawlers from indexing your site properly. As a result, your website rank may be downgraded. Please note that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This may happen due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all the links reported as broken. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you may try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Broken internal links 1

www.davecain.co.uk, GoogleBot-Desktop

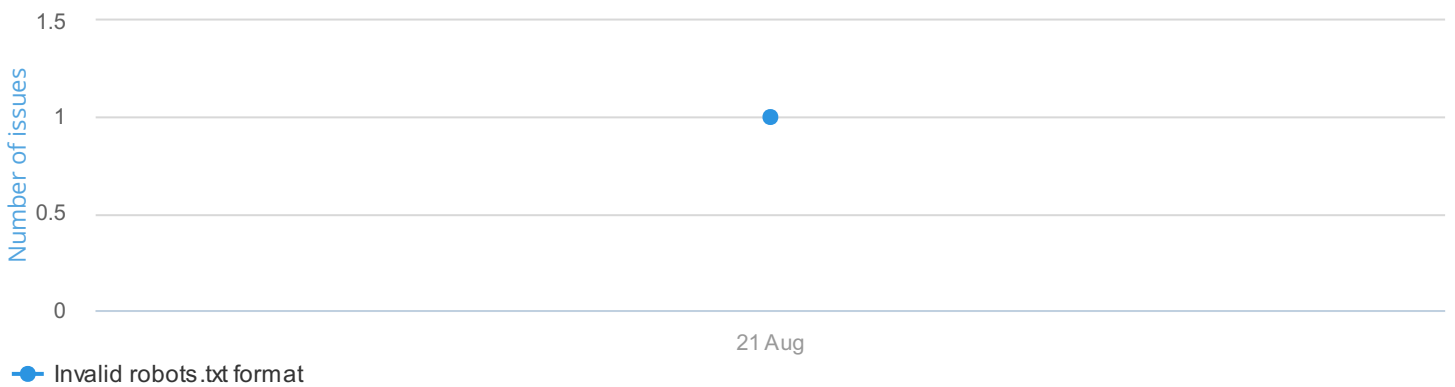
Page URL	Link URL	HTTP Code	Discovered
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.davecain.co.uk/blog/24 key skills for SEO professionals (and wannabes) in 2016 Search Engine Watch	404	August 21, 2017 (15:53) [new]

Invalid robots.txt format

i About this issue: If your robots.txt file is poorly configured, it can lead to disastrous results. One mistake can damage your search rankings, ruining all your search engine optimization efforts. How to fix: Review your robots.txt file and fix all errors.

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Invalid robots.txt format 1

www.davecain.co.uk, GoogleBot-Desktop

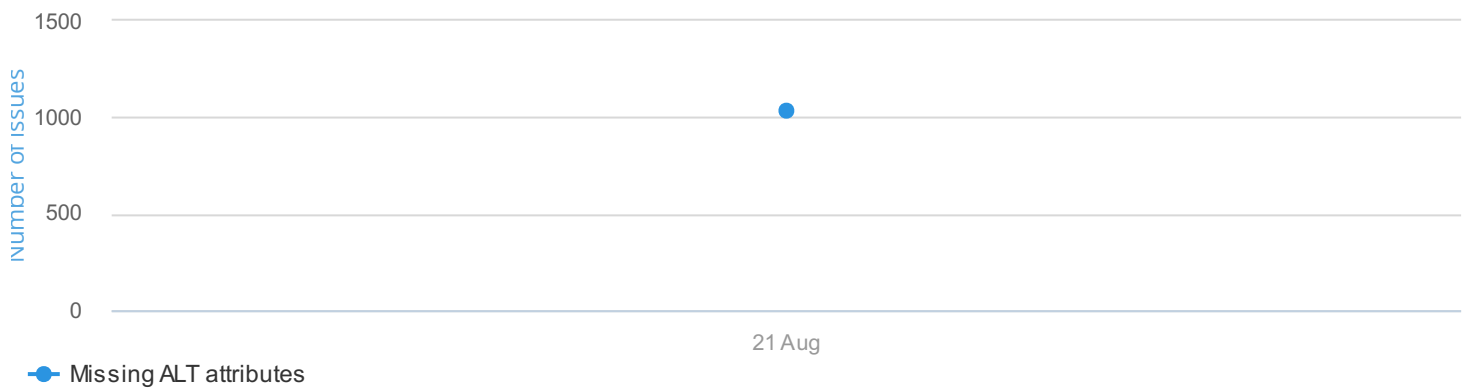
Page URL	Invalid Line	Discovered
http://www.davecain.co.uk/error404.php	<!DOCTYPE html>	August 21, 2017 (15:53) [new]

Missing ALT attributes

i About this issue: Alt attributes within 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. How to fix: Specify a relevant alternative attribute inside an tag for each image on your website, e.g., "".

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Missing ALT attributes 100

www.davecain.co.uk, GoogleBot-Desktop

Page URL	Image URL	Discovered
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk	http://www.davecain.co.uk/images/ili.png	August 21, 2017 (15:53) [new]
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk	http://www.davecain.co.uk/images/ifa.png	August 21, 2017 (15:53) [new]
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk	http://www.davecain.co.uk/images/igo.png	August 21, 2017 (15:53) [new]
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk/	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk/	http://www.davecain.co.uk/images/ili.png	August 21, 2017 (15:53) [new]
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk/	http://www.davecain.co.uk/images/ifa.png	August 21, 2017 (15:53) [new]
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk/	http://www.davecain.co.uk/images/igo.png	August 21, 2017 (15:53) [new]
Skills, Experience & Feedback Dave Cain http://www.davecain.co.uk/about/	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]

Page URL	Image URL	Discovered
Skills, Experience & Feedback Dave Cain http://www.davecain.co.uk/about/	http://www.davecain.co.uk/images/ili.png	August 21, 2017 (15:53) [new]
Skills, Experience & Feedback Dave Cain http://www.davecain.co.uk/about/	http://www.davecain.co.uk/images/ifa.png	August 21, 2017 (15:53) [new]
Skills, Experience & Feedback Dave Cain http://www.davecain.co.uk/about/	http://www.davecain.co.uk/images/igo.png	August 21, 2017 (15:53) [new]
SEO, PPC & Digital Marketing Help & Resources Dave Cain http://www.davecain.co.uk/blog/	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]
SEO, PPC & Digital Marketing Help & Resources Dave Cain http://www.davecain.co.uk/blog/	http://www.davecain.co.uk/images/ili.png	August 21, 2017 (15:53) [new]
SEO, PPC & Digital Marketing Help & Resources Dave Cain http://www.davecain.co.uk/blog/	http://www.davecain.co.uk/images/ifa.png	August 21, 2017 (15:53) [new]
SEO, PPC & Digital Marketing Help & Resources Dave Cain http://www.davecain.co.uk/blog/	http://www.davecain.co.uk/images/igo.png	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.davecain.co.uk/images/dcbiopic.jpg	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.davecain.co.uk/images/ili.png	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.davecain.co.uk/images/ifa.png	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.davecain.co.uk/images/igo.png	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.davecain.co.uk/images/dcbiopic.jpg	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.davecain.co.uk/images/ili.png	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.davecain.co.uk/images/ifa.png	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.davecain.co.uk/images/igo.png	August 21, 2017 (15:53) [new]
10 Super Quick & Simple Local SEO Tips Dave Cain http://www.davecain.co.uk/blog/10-local-seo-tips	http://www.davecain.co.uk/images/dcbiopic.jpg	August 21, 2017 (15:53) [new]
10 Super Quick & Simple Local SEO Tips Dave Cain http://www.davecain.co.uk/blog/10-local-seo-tips	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]

Page URL	Image URL	Discovered
10 Super Quick & Simple Local SEO Tips Dave Cain http://www.davecain.co.uk/blog/10-local-seo-tips	http://www.davecain.co.uk/images/ili.png	August 21, 2017 (15:53) [new]
10 Super Quick & Simple Local SEO Tips Dave Cain http://www.davecain.co.uk/blog/10-local-seo-tips	http://www.davecain.co.uk/images/ifa.png	August 21, 2017 (15:53) [new]
10 Super Quick & Simple Local SEO Tips Dave Cain http://www.davecain.co.uk/blog/10-local-seo-tips	http://www.davecain.co.uk/images/igo.png	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.davecain.co.uk/images/dcbiopic.jpg	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.davecain.co.uk/images/ili.png	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.davecain.co.uk/images/ifa.png	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.davecain.co.uk/images/igo.png	August 21, 2017 (15:53) [new]
10 questions I'd like to see @MattCutts answer with a yes or no Dave Cain http://www.davecain.co.uk/blog/10-questions-for-matt-cutts	http://www.davecain.co.uk/images/dcbiopic.jpg	August 21, 2017 (15:53) [new]
10 questions I'd like to see @MattCutts answer with a yes or no Dave Cain http://www.davecain.co.uk/blog/10-questions-for-matt-cutts	http://www.davecain.co.uk/images/itw.png	August 21, 2017 (15:53) [new]
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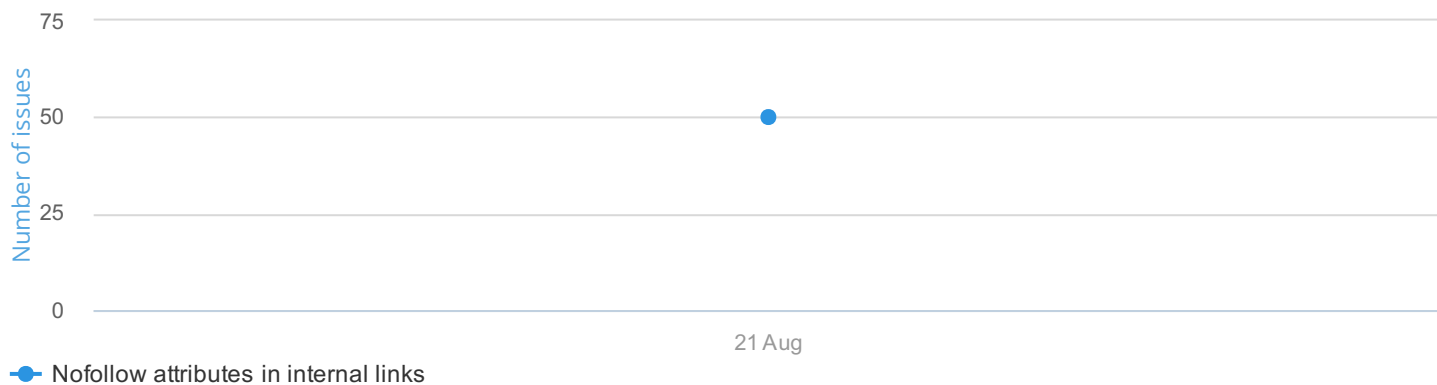
i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Nofollow attributes in internal links

i About this issue: The `rel="nofollow"` attribute is an element in an `<a>` tag that tells crawlers not to follow the link (e.g., "`Nofollow link example`"). "Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website. Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from `<a>` tags, if necessary.

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Nofollow attributes in internal links 50

www.davecain.co.uk, GoogleBot-Desktop

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Video SEO: 3 Step Approach to SEOing Video Content Dave Cain http://www.davecain.co.uk/blog/video-seo	http://www.davecain.co.uk/blog/video-seo..	August 21, 2017 (15:53) [new]
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Video SEO: 3 Step Approach to SEOing Video Content Dave Cain http://www.davecain.co.uk/blog/video-seo	http://www.davecain.co.uk/	August 21, 2017 (15:53) [new]

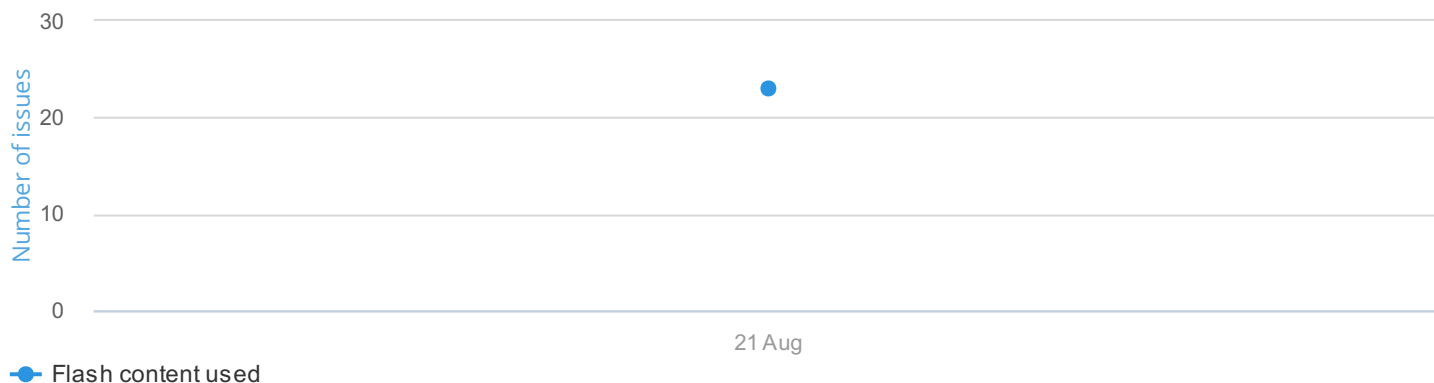
Flash content used

Page URL	Link URL	Discovered
Website structure and file/folder names for SEO Dave Cain http://www.davecain.co.uk/blog/website-structure-file-folder-names-seo	http://www.davecain.co.uk/	August 21, 2017 (15:53) [new]
What best ways are there to do link building? Dave Cain http://www.davecain.co.uk/blog/what-best-ways-are-their-for-link-building	http://www.davecain.co.uk/	August 21, 2017 (15:53) [new]
What is Cloaking? Dave Cain http://www.davecain.co.uk/blog/what-is-cloaking	http://www.davecain.co.uk/	August 21, 2017 (15:53) [new]
Why your business should be on Twitter Dave Cain http://www.davecain.co.uk/blog/why-your-business-should-be-on-twitter	http://www.davecain.co.uk/	August 21, 2017 (15:53) [new]
Why your business should be on Twitter Dave Cain http://www.davecain.co.uk/blog/why-your-business-should-be-on-twitter	http://www.davecain.co.uk/blog/qanda-social-colleague	August 21, 2017 (15:53) [new]

i *About this issue: Although, Flash-based pages may look nice, it is not recommended that you use Flash content for several reasons. Most importantly, Flash content negatively impacts your website's visibility because it cannot be properly indexed and crawled by search engines. Secondly, using Flash content negatively affects your website's performance. Search engines may consider it as a signal that your website isn't worth ranking. And finally, Flash content doesn't work well on mobile devices. How to fix: Try to avoid Flash content as much as possible.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Flash content used 23

www.davecain.co.uk, GoogleBot-Desktop

Page URL	Discovered
Directory Link Building: Is It Still Worth Doing? Dave Cain http://www.davecain.co.uk/blog/directory-link-building	August 21, 2017 (15:53) [new]
Do W3C validated websites help with SEO and Google Dave Cain http://www.davecain.co.uk/blog/do-w3c-validated-websites-help-seo-and-google-rankings	August 21, 2017 (15:53) [new]
Does Geotargeting in Google Webmaster Tools help? Dave Cain http://www.davecain.co.uk/blog/geotargeting-webmaster-tools	August 21, 2017 (15:53) [new]

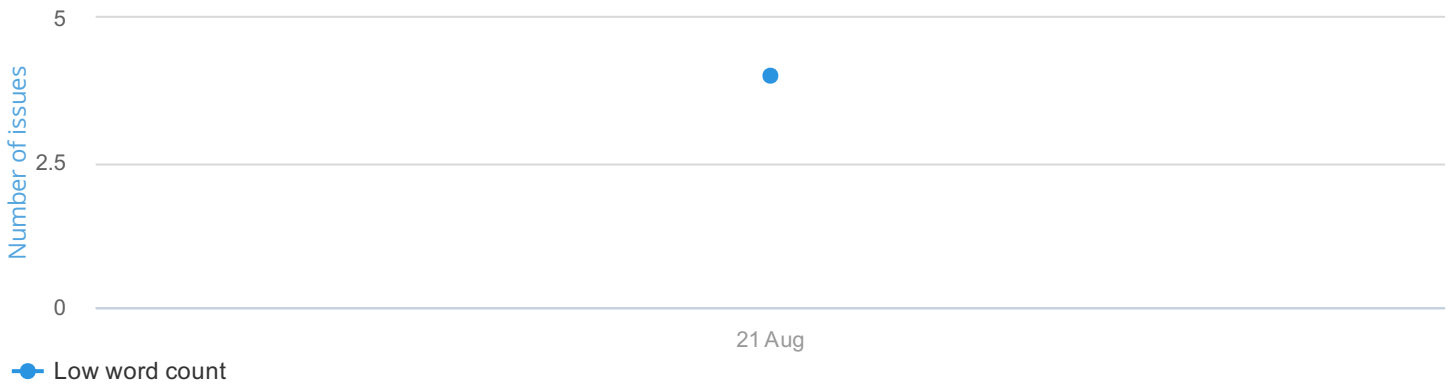
Page URL	Discovered
Over Optimisation: 5 Common Mistakes To Avoid Dave Cain http://www.davecain.co.uk/blog/google-over-optimisation	August 21, 2017 (15:53) [new]
Great SEO Advice from Google (Webmaster Help Videos) Dave Cain http://www.davecain.co.uk/blog/google-seo-help-videos	August 21, 2017 (15:53) [new]
Hyphens in URLs: Good or Bad for SEO? Dave Cain http://www.davecain.co.uk/blog/hyphens-in-urls	August 21, 2017 (15:53) [new]
Link Building Routine: Keep it Consistent & Natural Dave Cain http://www.davecain.co.uk/blog/link-building-routine	August 21, 2017 (15:53) [new]
5 Quick SEO Tips for your LinkedIn Profile Dave Cain http://www.davecain.co.uk/blog/linkedin-seo-tips	August 21, 2017 (15:53) [new]
Mass Article Syndication, SEO & My Thoughts Dave Cain http://www.davecain.co.uk/blog/mass-article-syndication	August 21, 2017 (15:53) [new]
META Keywords: Are they still important for SEO? Dave Cain http://www.davecain.co.uk/blog/meta-keywords-seo	August 21, 2017 (15:53) [new]
Top 5 SEOMoz Whiteboard Fridays of 2010 Dave Cain http://www.davecain.co.uk/blog/my-top-5-seomoz-whiteboard-fridays-of-2010	August 21, 2017 (15:53) [new]
6 New Google Webmaster Central Videos Worth Watching Dave Cain http://www.davecain.co.uk/blog/new-google-videos-2012	August 21, 2017 (15:53) [new]
Adding 'Nofollow' On Internal Links - Good Or Bad? Dave Cain http://www.davecain.co.uk/blog/nofollow-internal-links	August 21, 2017 (15:53) [new]
Does a high number of "nofollow, noindex" pages matter? Dave Cain http://www.davecain.co.uk/blog/nofollow-noindex-pages	August 21, 2017 (15:53) [new]
Advanced Link Building Tactics Dave Cain http://www.davecain.co.uk/blog/out-of-the-box-link-building-tactics	August 21, 2017 (15:53) [new]
SEO Agency: What To Ask & Why Dave Cain http://www.davecain.co.uk/blog/seo-agency-ask-questions	August 21, 2017 (15:53) [new]
Doorway Pages: Do They Help Or Hurt SEO? Dave Cain http://www.davecain.co.uk/blog/seo-doorway-pages	August 21, 2017 (15:53) [new]
SEO Fun: My Essential SEO Playlist Dave Cain http://www.davecain.co.uk/blog/seo-fun-my-essential-seo-playlist	August 21, 2017 (15:53) [new]
Google 'Freshness' Update, SEO & Why It Matters Dave Cain http://www.davecain.co.uk/blog/seo-google-freshness	August 21, 2017 (15:53) [new]
How to Structure a Website Correctly for SEO Purposes Dave Cain http://www.davecain.co.uk/blog/seo-website-structure	August 21, 2017 (15:53) [new]
www vs. non-www - Is There Any Benefit For SEO? Dave Cain http://www.davecain.co.uk/blog/seo-www-domain	August 21, 2017 (15:53) [new]
SEO Help Videos from SEOMoz and Google Dave Cain http://www.davecain.co.uk/blog/seomoz-google-videos	August 21, 2017 (15:53) [new]
Video SEO: 3 Step Approach to SEOing Video Content Dave Cain http://www.davecain.co.uk/blog/video-seo	August 21, 2017 (15:53) [new]

Low word count

- i** *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. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Low word count 4

www.davecain.co.uk, GoogleBot-Desktop

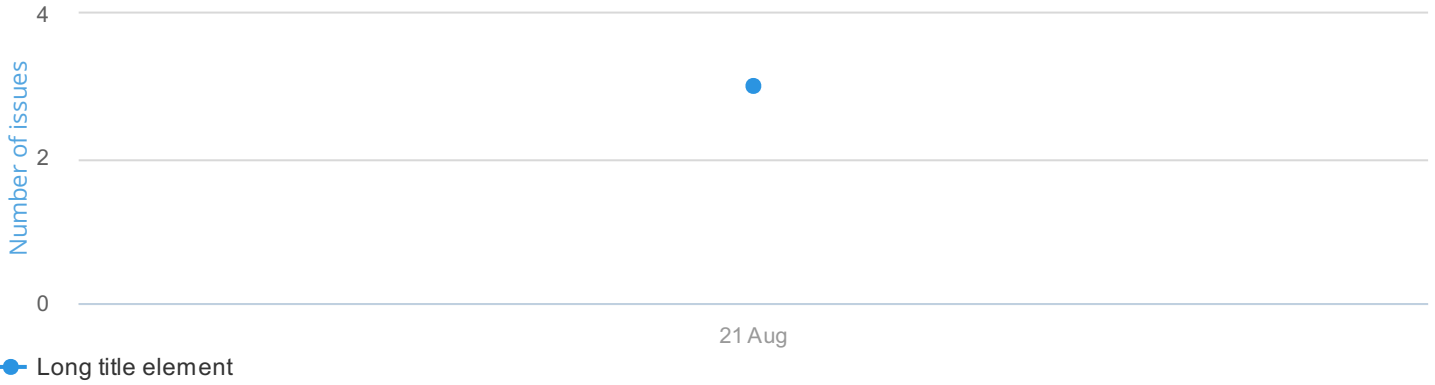
Page URL	Words Count	Discovered
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk	154	August 21, 2017 (15:53) [new]
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk/	154	August 21, 2017 (15:53) [new]
Contact Dave Cain http://www.davecain.co.uk/contact/	97	August 21, 2017 (15:53) [new]
Downloads Dave Cain http://www.davecain.co.uk/downloads/	78	August 21, 2017 (15:53) [new]

Long title element

- i** *About this issue: Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. How to fix: Try to rewrite your page titles to be 75 characters or less.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Long title element 3

www.davecain.co.uk, GoogleBot-Desktop

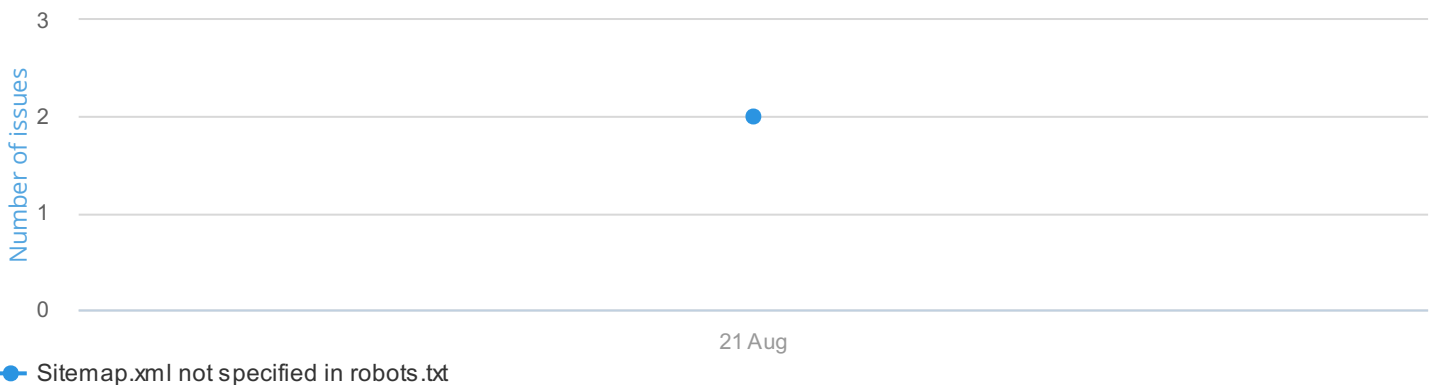
Page URL	Title	Discovered
Mercedes, GoPro, Fender, Starbucks & Waitrose - 5 Brands 'Owning It' On Instagram Dave Cain http://www.davecain.co.uk/blog/brands-owning-it-instagram	Mercedes, GoPro, Fender, Starbucks & Waitrose - 5 Brands 'Owning It' On Instagram Dave Cain	August 21, 2017 (15:53) [new]
Featuring Dave Cain - 35 Experts Share Their Top Digital Marketing Tip Dave Cain http://www.davecain.co.uk/blog/digital-marketing-advice-start-ups	Featuring Dave Cain - 35 Experts Share Their Top Digital Marketing Tip Dave Cain	August 21, 2017 (15:53) [new]
SEO Question: A Google Penguin Update Is Coming - Should I Worry? Dave Cain http://www.davecain.co.uk/blog/google-penguin-update-2017	SEO Question: A Google Penguin Update Is Coming - Should I Worry? Dave Cain	August 21, 2017 (15:53) [new]

Sitemap.xml not specified in robots.txt

- i** *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.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Sitemap.xml not specified in robots.txt 2

www.davecain.co.uk, GoogleBot-Desktop

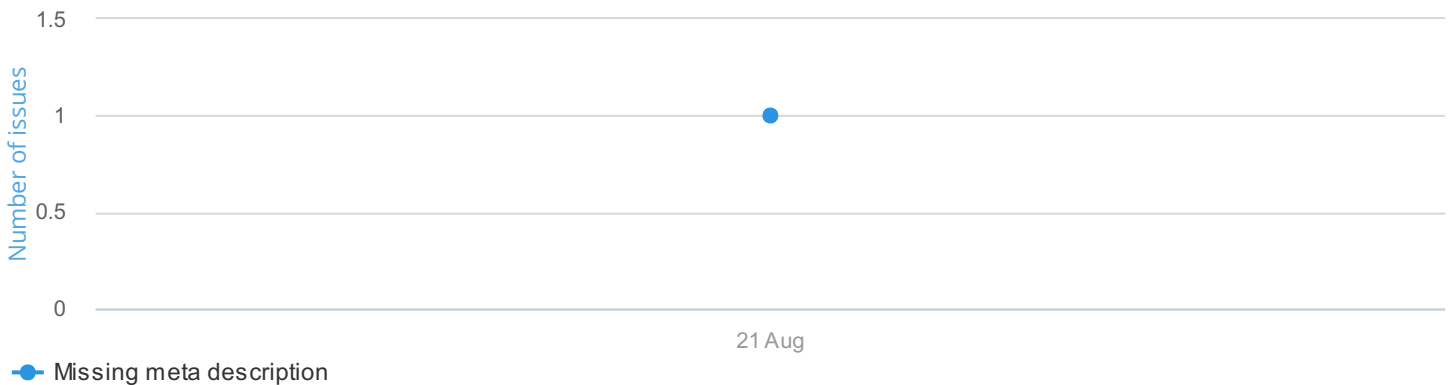
Page URL	Discovered
http://www.davecain.co.uk/error404.php	August 21, 2017 (15:53) [new]
http://www.davecain.co.uk/robots.txt	August 21, 2017 (15:53) [new]

Missing meta description

i *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. 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.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Missing meta description 1

www.davecain.co.uk, GoogleBot-Desktop

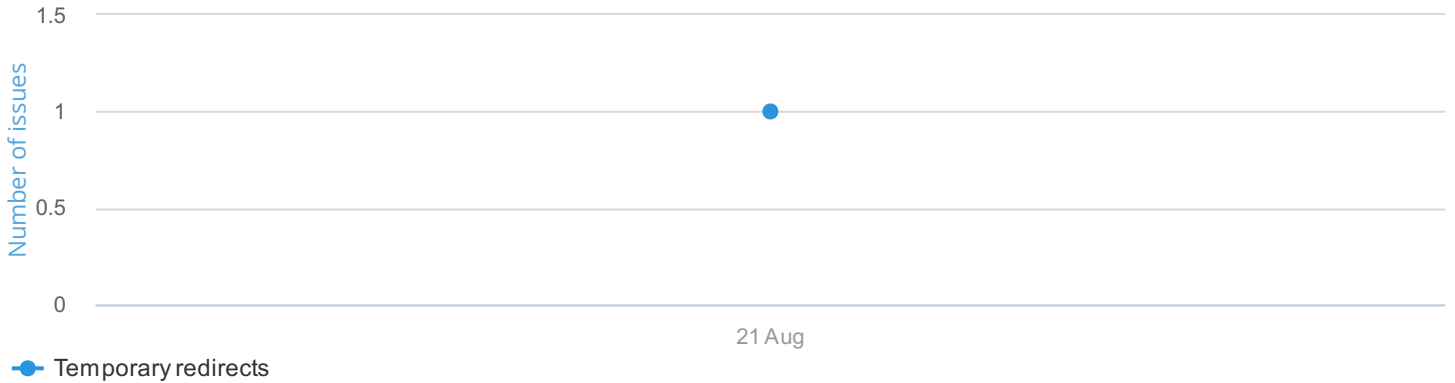
Page URL	Discovered
Site Map Page 1 - Generated by www.xml-sitemaps.com http://www.davecain.co.uk/sitemap.html	August 21, 2017 (15:53) [new]

Temporary redirects

i *About this issue: Temporary redirects (i.e., a 302 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/307 redirect with a 301/308 one.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Temporary redirects 1

www.davecain.co.uk, GoogleBot-Desktop

Page URL	Redirect URL	Discovered
http://www.davecain.co.uk/robots.txt	http://www.davecain.co.uk/error404.php	August 21, 2017 (15:53) [new]

Slow page load speed

i *About this issue: Page load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates. Please note that "page load speed" usually refers to the amount of time it takes for a webpage to be fully rendered by a browser. However, crawler only measures the time it takes to load a webpage's HTML code - load times for images, JavaScript and CSS are not factored in. How to fix: The main factors that negatively affect your HTML page generation time are your server's performance and the density of your webpage's HTML code. So, try to clean up your webpage's HTML code. If the problem is with your web server, you should think about moving to a better hosting service with more resources.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Slow page load speed 1

www.davecain.co.uk, GoogleBot-Desktop

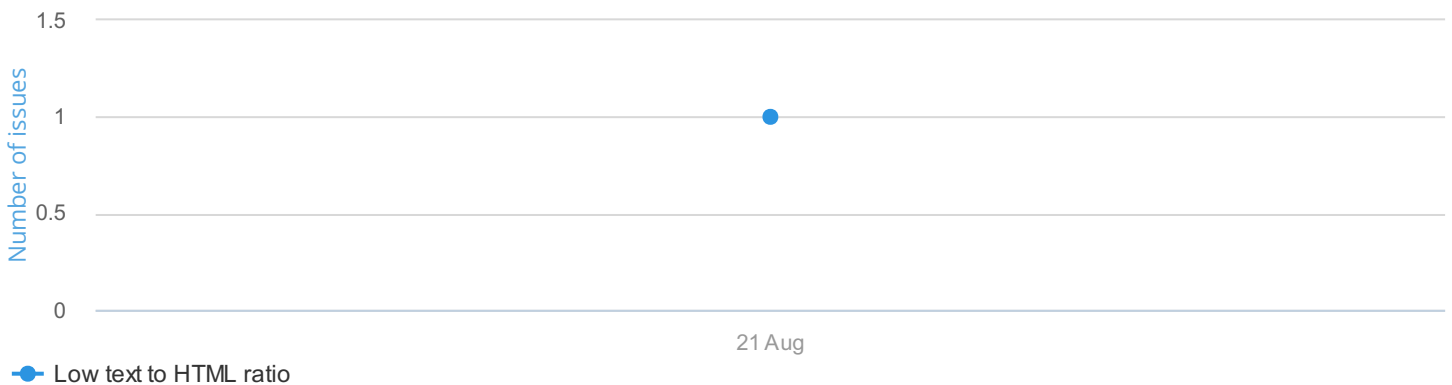
Page URL	Load Time, ms	Discovered
Post Google Penguin: 5 Backlinks Types You Need To Chase Dave Cain http://www.davecain.co.uk/blog/google-penguin-backlinks	4589	August 21, 2017 (15:53) [new]

Low text to HTML ratio

i *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 warning 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.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Low text to HTML ratio 1

www.davecain.co.uk, GoogleBot-Desktop

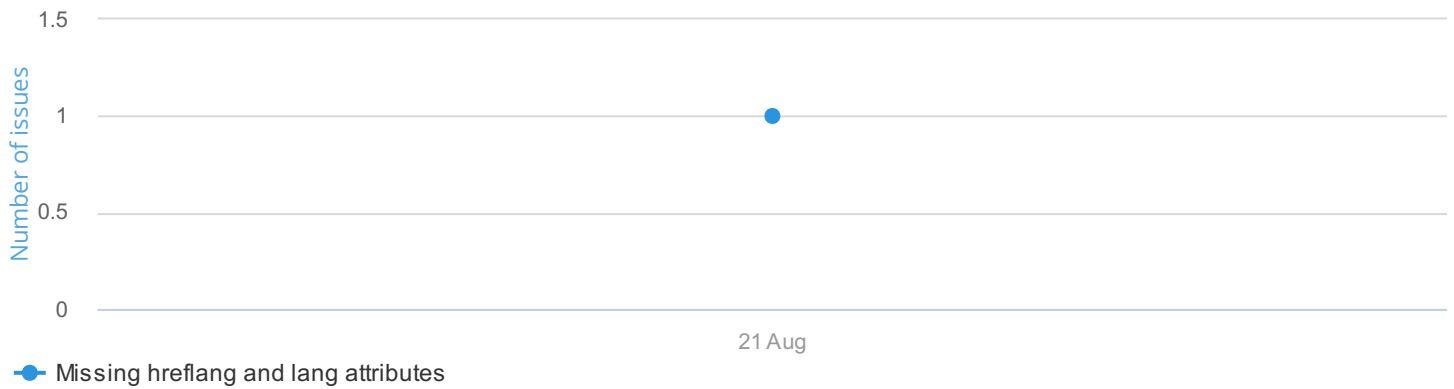
Page URL	Ratio	Discovered
Top 5 SEOmoz Whiteboard Fridays of 2010 Dave Cain http://www.davecain.co.uk/blog/my-top-5-seomoz-whiteboard-fridays-of-2010	0.08	August 21, 2017 (15:53) [new]

Missing hreflang and lang attributes

i *About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the <html> tag, e.g., "<html lang='en'>". 2. Add a hreflang attribute to your page's <head> tag, e.g., <link rel='alternate' href='http://example.com/' hreflang='en'/>*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Missing hreflang and lang attributes 1

www.davecain.co.uk, GoogleBot-Desktop

Page URL	Discovered
Site Map Page 1 - Generated by www.xml-sitemaps.com http://www.davecain.co.uk/sitemap.html	August 21, 2017 (15:53) [new]

HTTP encryption not used

i *About this issue: Google considers a website's security as a ranking factor. Websites that do not support HTTPS connections may be less prominent in Google's search results, while HTTPS-protected sites will rank higher with its search algorithms. How to fix: Switch your site to HTTPS.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



HTTP encryption not used 1

www.davecain.co.uk, GoogleBot-Desktop

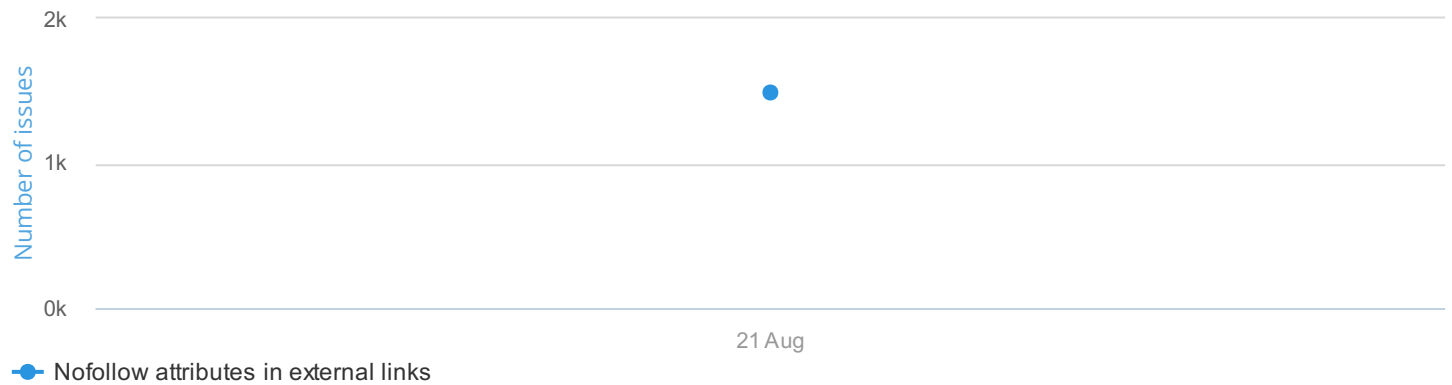
Page URL	Discovered
Dave Cain - Nottingham SEO, PPC & Affiliates Professional http://www.davecain.co.uk	August 21, 2017 (15:53) [new]

Nofollow attributes in external links

i *About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Nofollow attributes in external links 100

www.davecain.co.uk, GoogleBot-Desktop

i *We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com*

Blocked from crawling

Page URL	Link URL	Discovered
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.thesempost.com/20-of-googles-mobile-search-queries-are-now-voice-queries/	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	https://searchenginewatch.com/2016/04/27/do-50-of-adults-really-not-recognise-ads-in-search-results/	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	https://www.searchenginejournal.com/11-landing-page-optimization-case-studies-to-read-now/162515/	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	https://www.searchenginejournal.com/bings-share-search-market-growing-faster-googles/164425/?utm_medium=feed&utm_source=feedpress.me&utm_campaign=Feed:+searchenginejournal	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://advertise.bingads.microsoft.com/en-us/blog/48112/the-art-of-advertiser-science-the-science-of-remarketing-follow-up-and-q-and-a	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	https://moz.com/blog/research-path-customer-purchase-whiteboard-friday	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.wordstream.com/blog/ws/2016/05/19/free-adwords-tools	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://www.socialmediaexaminer.com/3-ways-to-use-psychology-in-your-social-media-marketing/	August 21, 2017 (15:53) [new]
10 Brilliant Digital Marketing Articles - May 2016 Dave Cain http://www.davecain.co.uk/blog/10-brilliant-digital-marketing-articles-from-may-2016	http://blog.affiliatewindow.com/how-to-get-your-affiliate-programme-match-fit-for-2016/	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.sxc.hu/photo/1030393	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.seobythesea.com/2013/08/relationships-search-entities/	August 21, 2017 (15:53) [new]

Page URL	Link URL	Discovered
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.sxc.hu/photo/1204371	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.seroundtable.com/seo-schema-userinteraction-17909.html	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	http://www.wallibs.com/desktop-wallpaper/1920x1440/funny-cat-pictures-17733.html	August 21, 2017 (15:53) [new]
10 Digital Marketing Predictions for 2014 Dave Cain http://www.davecain.co.uk/blog/10-digital-marketing-predictions-for-2014	https://plus.google.com/111696587332859976219/posts/F6R4Xdg7c1t	August 21, 2017 (15:53) [new]
10 Super Quick & Simple Local SEO Tips Dave Cain http://www.davecain.co.uk/blog/10-local-seo-tips	http://www.sxc.hu/photo/1140926	August 21, 2017 (15:53) [new]
10 Super Quick & Simple Local SEO Tips Dave Cain http://www.davecain.co.uk/blog/10-local-seo-tips	http://www.sxc.hu/photo/1072482	August 21, 2017 (15:53) [new]
10 Super Quick & Simple Local SEO Tips Dave Cain http://www.davecain.co.uk/blog/10-local-seo-tips	https://adwords.google.com/o/KeywordTool	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.ppchero.com/how-dynamic-search-ads-can-fill-the-gaps-in-your-account/	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://adwords.blogspot.co.uk/2013/09/reach-relevance-and-trust-big-three-in.html	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.ppchero.com/get-up-to-speed-with-bings-latest-updates/	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://adwords.blogspot.co.uk/2013/09/new-research-shows-that-70-of-mobile.html	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.ppchero.com/eight-things-ppc-beginners-do-that-you-should-too-webinar/	August 21, 2017 (15:53) [new]

Page URL	Link URL	Discovered
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.whitesharkmedia.com/blog/link-adwords-google-analytics/	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://blog.hubspot.com/top-ways-reduce-wasted-spend-adwords-list	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.ppchero.com/why-you-should-be-focusing-on-qualified-traffic/	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.sxc.hu/photo/992762	August 21, 2017 (15:53) [new]
10 PPC Articles I Read Last Month (And You Should Too) Dave Cain http://www.davecain.co.uk/blog/10-ppc-articles-worth-reading	http://www.socialmediaexaminer.com/5-steps-to-successful-linkedin-advertising/	August 21, 2017 (15:53) [new]
10 questions I'd like to see @MattCutts answer with a yes or no Dave Cain http://www.davecain.co.uk/blog/10-questions-for-matt-cutts	http://www.youtube.com/user/GoogleWebmasterHelp	August 21, 2017 (15:53) [new]
10 questions I'd like to see @MattCutts answer with a yes or no Dave Cain http://www.davecain.co.uk/blog/10-questions-for-matt-cutts	http://www.mattcutts.com/blog/	August 21, 2017 (15:53) [new]
10 super quick on-page SEO tips for Google Dave Cain http://www.davecain.co.uk/blog/10-super-quick-on-page-seo-tips-for-google	http://topsy.com/www.davecain.co.uk/blog/10-super-quick-on-page-seo-tips-for-google?utm_source=pingback&utm_campaign=L2	August 21, 2017 (15:53) [new]
10 super quick on-page SEO tips for Google Dave Cain http://www.davecain.co.uk/blog/10-super-quick-on-page-seo-tips-for-google	http://www.seomoz.org/blog/optimizing-page-speed-actionable-tips-for-seos-and-web-developers	August 21, 2017 (15:53) [new]
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10 Useful Google Adwords Guides Dave Cain http://www.davecain.co.uk/blog/10-useful-adwords-guides	http://www.entrepreneur.com/article/237212	August 21, 2017 (15:53) [new]

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10 Useful Google Adwords Guides Dave Cain http://www.davecain.co.uk/blog/10-useful-adwords-guides	http://www.stateofdigital.com/google-adwords-keyword-match-types/	August 21, 2017 (15:53) [new]
10 Useful Google Adwords Guides Dave Cain http://www.davecain.co.uk/blog/10-useful-adwords-guides	http://adwords.blogspot.co.uk/2015/05/best-practices-for-display-creatives.html	August 21, 2017 (15:53) [new]
10 Useful Google Adwords Guides Dave Cain http://www.davecain.co.uk/blog/10-useful-adwords-guides	http://www.google.co.uk/ads/new/step-by-step-adwords.html	August 21, 2017 (15:53) [new]
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14 Brilliant #SEO Articles I Read In January 2016 Dave Cain http://www.davecain.co.uk/blog/14-seo-articles-jan-16	http://marketingland.com/9-examples-link-worthy-resources-e-commerce-sites-158244	August 21, 2017 (15:53) [new]
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i *About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.*

Historical chart for audits

Period: August 21, 2017 (15:53) - August 21, 2017 (15:53)



Blocked from crawling 100

www.davecain.co.uk, GoogleBot-Desktop

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Content Dave Cain - Part 3 http://www.davecain.co.uk/blog/category/content/page/3	August 21, 2017 (15:53) [new]
Conversions Dave Cain http://www.davecain.co.uk/blog/category/conversions	August 21, 2017 (15:53) [new]

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Google Dave Cain http://www.davecain.co.uk/blog/category/google	August 21, 2017 (15:53) [new]
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