

Technical SEO Audit

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COMPETITOR ANALYSIS

We analyzed several competitors in the niche.

No	Competitor	Domain age	Traffic per month	Traffic channels	Number of pages in index	Number of backlinks
1	example1.com					
2	example2.com					
3	example3.com					
4	example4.com					

Conclusions on the analysis of competitors:

TECHNICAL AUDIT

301

For the search engine version of the site http and https; www and without www; with / and without / at the end of the link - are different. This creates duplicate content, the search engine incorrectly determines the landing page, traffic from external links is not effectively used. To solve this problem set up "gluing" similar to each other links through redirect with code 301.

Checking the main problematic places:

URL	Server response	Comment	Result
example1.com	200		No problem
example1.com/1/	301		No problem
example1.com/2/	404		Critical

404 error page

The page with the 404 error must have a link to the home or other pages, the text of the inaccessibility of the page, the correct 404 response code, as well as the presence of counter analytics.

URL	Server response	Comment
example1.com/2/	404	Not Found
example1.com/3/	404	Not Found

Duplicate pages

Check your site for duplicate page:

The main site mirror isn't specified and the mainpage is accessible both as <https://site.com/> and <https://www.site.com/>

The page is accessible both with a slash symbol (/) at the end and without it: site.com/page/ and site.com/page

The page is accessible with both upper-case and lower-case symbols: site.com/PAGE and site.com/page

The page is accessible with both the category specified in the URL and without it: site.com/phone/iphone/ and site.com/iphone/

The page is accessible both with an extension like .html, .htm, .php, .aspx and without one: <https://site.com/page> and <https://site.com/page.php>

The page is accessible with a different number of slash symbols in its URL:

<https://site.com/page/>, <https://site.com/page//////////>, or <https://site.com///page/>

The page is accessible with additional symbols in its URL: <https://site.com/page/>, <https://site.com/page/cat/>, or https://site.com/page/*

Robots.txt

The robots.txt document is a directive for the robots how the site should be crawled. Check that robots.txt is correct. Check pages disallowed by Robots.txt file

Sitemap.xml

Check that Sitemap.xml is correct.

HTML Markup

Each page should have a header - <h1> tag. The header h1 should be only 1 on the page and placed at the top of the page before the main text. It should contain the most important keywords at the beginning, correspond to the content of the page, not be too long (up to 8 words).

Large texts should preferably be structured using headings h2, h3, etc. Headings h1 must be unique, not repeated within the site.

Pagination

Pagination is limiting the display of information by dividing it into separate web pages. Page pagination (...2, 3...n) is used to improve site usability and increase page load speed. According to Google's recommendations, next, prev attributes are placed on pagination pages. They are needed to show search engines that the content of these pages is logically related.

Canonical Pages

Canonical is a tag to help get rid of duplicate (repetitive) content.

Site load speed

Check the loading speed of the site in desktop and mobile versions.

Load test on the server passed

Check Core Web Vitals score

Check performance score

Optimize images and multimedia

Rich Results Test

Use the [Advanced Results Checker](#) to check if your page supports rich results.

Check mobile-friendliness and usability

Check mobile URLs

Check mobile page speed

No intrusive pop-ups

No layout shifts

Examine meta tags

No empty titles or descriptions

No duplicate titles or descriptions

No too long titles or descriptions

Titles, H1-H5, meta descriptions are keyword-optimized

No keyword spamming

Conclusion