

Errors of the website and tools to check -

<https://seositecheckup.com/>

<https://freetools.seobility.net/>

<https://www.woorank.com/>

<https://website.grader.com/>

Errors	Tool to find	Temp	Importance
Mobile friendly/responsive	https://www.google.com/webmasters/tools/mobile-friendly/	(Domain.com) is not mobile responsive.	Importance: A responsive website has a fluid and flexible layout which adjusts according to screen size. The importance of responsive web design is that it offers an optimized browsing experience. Basically, your website will look great and work well on a desktop (or laptop), a tablet, and a mobile phone's browser.
Page Speed	https://developers.google.com/speed/pagespeed/insights/	Your website page speed is (00/100). Need to fix it.	Importance: Page speed is important to users because, well, faster pages are more efficient and provide a much better on-page user experience. If a page takes longer than 3 seconds to load, over a quarter of users will click away and choose a different search result.
Xml sitemap	domain.com/sitemap.xml	XML sitemap is not present in your website.	Importance: XML Sitemaps are important for SEO because they make it easier for Google to find your site's pages—this is important because Google ranks web pages not just websites.
HTML Sitemap	domain.com/sitemap.html	HTML site map is not present in your website.	Importance: HTML sitemaps are of great importance for usability of websites, as they enable users to access any subpage quickly and with just a few clicks. This used to be more relevant at the time when there were no clear navigation bars available on websites.
Robots file	domain.com/robots.txt	Robots file missing.	Importance: Robots.txt is the method that helps webmasters instruct search engines to visit specific pages or directories on a website. They have the freedom to allow specific bots to crawl selected pages of a site.
Customized 404	Domain.com/asd	Customized 404 error page is not available.	Importance: If a search engine is indexing your site and hits a 404 page with no links, it's not going to be able to continue. A custom 404 page ensures that this doesn't happen by providing links to all the relevant parts of your site (or possibly even a site map) so that search engines have access to your complete site.

Canonical issue	Manually	Your website has a canonical issue. Don't make half of your links go to xxxxxxxx and the other half to xxxxxxxx	Importance: Using the canonical tag prevents problems caused by identical or "duplicate" content appearing on multiple URLs.
HTML errors	https://validator.w3.org/	Your website has 00 HTML errors and warnings.	Importance: Validation improves usability and functionality because your users are less likely to run into errors when displayed on browsers compared to non-validated websites. Validation is fully compatible with a wide range of dynamic pages, scripting, active content, and multimedia presentations.
Broken links	http://www.deadlinkchecker.com/ https://www.brokenlinkcheck.com/	Your website has (00) broken links.	Importance: Broken links literally mean lost business opportunities. Potential customers may go away and choose your competitors' websites.
Title	Ctrl + U (view page source) - Ctrl + F (search box) - write title in the search box	There is no title tag in your website. Or The title of your website <title>xxxxxxxx</title> is not written as per Google's guidelines.	Importance: Basically, the title tag names your website and tells search engines what it is. It's one of the first things search engines analyze when determining how to rank your page.
Description	Ctrl + U (view page source) - Ctrl + F (search box) - write description in the search box	There is no description tag in your website. Or The description of your website <description>xxxxxxx </description> is not written as per Google's guidelines.	Importance: Meta description is one of the critical factors in SEO. It not only helps readers understand the content of your website, but also helps search engines read and understand what you want to convey through your website.
Headings	Ctrl + U (view page source) - Ctrl + F (search box) - write <h1 in the search box	There is no h1 tag in your website.	Importance: H1 tags are an important part of SEO. All of the important pages on your site should have H1 tags to draw in the reader and give a clear indication of the content on the page. When you have great H1 tags, especially when you match them to your title tags, it can make a big difference to SEO performance.

Copyright		Copyright of your website is not updated.	Importance: You can prevent misuse of your work by registering a copyright. You will have more control over how it is presented to the public.
Backlinks	https://ahrefs.com/backlink-checker	Your website doesn't have any backlinks OR Your website has () backlinks which is very less.	Importance: Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another.
Text to HTML ratio	https://www.rankwatch.com/en/tools/web-analyzer/b7c95228780d7417882ccf89501fd599.html	Text to HTML ratio is very low.	Importance: Higher text to code ratio indicates better user experience, and better user experience has become a prime search ranking factor according to Google and other search engines.
Email Privacy	https://www.seooptimizer.com/	Email addresses have been found in plain text.	Importance: We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.
Browser compatibility	Manually		Importance: It is important to ensure that your website is compatible across different browsers because not all people use the same browser.
Social Media buttons	Manually	Social Media buttons not working	Importance: Adding these buttons to your content allows you to expand the reach of your content to new audiences and generate new visitors back to your website.

Low word count -

Importance: A higher word count helps Google better understand what your text is about. And, generally speaking, Google tends to rank longer articles higher.

Solution: Solution: Need to add high quality theme relevant content in the website.

Duplicate title tags -

Importance: Unique Pages Need Dedicated Title Tags as each page serves a different purpose and they're essential for showing up in search engine result pages, and for your audience's ability to easily find you.

Duplicate description -

Importance: Meta descriptions exist to give users an idea of what to expect on a web page. If you have too many duplicate issues, search engines may register or flag some of your content as spam, low-quality, or repeated content.

According to Mat Cutts of Google, It's better to leave your meta description blank than to duplicate the same tag all over your site again and again.

Solution: A proper on-page implementation considering Google's guidelines.

Your website traffic is very low.

Importance: The higher the traffic to your website the more visits which leads to more business.

Backlinks - Your website doesn't have any backlinks.

Importance: The more number of quality backlinks you generate for your website the quicker you get the keyword ranking.