

A black and white photograph of a hand moving a chess piece on a chessboard. The hand is in the upper right, and the chess pieces are in the foreground and background. The image is overlaid with a dark grey horizontal band containing text.

**BOSSLASER**

# Conversion Rate Optimization Plan

# Visibility Issues

TOTAL ISSUES

8.6K



VISIBILITY ISSUES

998

META ISSUES

4.7K

CONTENT ISSUES

1.1K

LINK ISSUES

682

IMAGE ISSUES

1.1K

SEMANTIC ISSUES

0



## 6 page errors were detected

A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server. [Learn more](#)



## 493 pages were blocked by robots.txt

A robots.txt file permits or restricts access to your website by search engine robots that crawl the web. These bots are automated, and before they access your website, they check to see if the robots.txt file blocks them from accessing certain pages. [Learn more](#)



## 499 pages have redirects

Redirects are used for pages, folders and domains that have moved. Search engines recommend using 301 redirects for content that has been permanently moved. However, other types of redirects may be appropriate for the changes you're making to your site. [Learn more](#)



## No malware found

Kinds of malware include (but are not limited to) viruses, worms, spyware, and Trojan horses. Once a site or computer has been compromised, it can be used to host malicious content such as phishing sites (sites designed to trick users into parting with personal and credit card information). [Learn more](#)



# Solve

1. Research into the code to discover where the errors are. This is easily accomplished by downloading the site and testing on a web developer tool.
2. Heuristic evaluation needs to be performed on the site to discover where pages have been assigned to the server and not being utilized.

VISIBILITY ISSUES 998	<b>META ISSUES</b> 4.7K	CONTENT ISSUES 1.1K	LINK ISSUES 682	IMAGE ISSUES 1.1K	SEMANTIC ISSUES 0
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## 1 page is missing a page title

Page titles are critical to giving searchers quick insight into the content of a result. It is a primary piece of information they use to decide which result to click on, so it's important to use high-quality, descriptive titles on your pages. [Learn more](#)



## 153 pages have a duplicate page title

Search engines prefer it when your website has a unique page title for each page. Identical page titles could confuse website visitors trying to navigate your site, as well as the algorithm trying to understand the page. Search engines may ignore any pages with the same titles. [Learn more](#)



## 89 pages are missing a meta description

The description attribute (a.k.a. meta description) is a short, helpful summary of your page's content. It is a primary piece of information searchers use to decide which result to click on. Having a description attribute doesn't guarantee that a search engine will use it in its search results, but in most cases it will. [Learn more](#)



## 1,146 pages have a meta description that is considered a duplicate

Search engines prefer it when your website has unique meta descriptions for each page. Unique meta descriptions help their algorithms interpret your content and its quality. Search engines may ignore any pages with duplicate meta descriptions. [Learn more](#)



## 2,673 pages are missing Google Analytics

Any website can use Google Analytics code to track site usage and visitor behavior. Pages that are missing Google Analytics tracking code don't record that activity. [Learn more](#)



## 427 pages have a page title that is too short or too long

Search results limit the number of characters they display for page titles. It's considered best practice to keep page titles to a length between 10 and 70 characters. [Learn more](#)



## 229 pages have a meta description that is too short or too long

Search results limit the number of characters they display for meta descriptions. It's considered best practice to keep meta descriptions to a maximum of 300 characters. [Learn more](#)



# Solve

1. As mentioned, download site and continue investigation of pages
2. Copywrite concise information related to page information
3. Concise copywrite that is unique to the page
4. Introduce Google Analytics  
*\*This is a minor additional fee*
5. Adjust page titles to be concise



# Content Issues

Crawl Summary for www.bosslaser.com

Run Crawl

3839 PAGES CRAWLED - MAR 27, 2019 [FREQ: MANUAL CRAWL]

TOTAL ISSUES

8.6K



VISIBILITY ISSUES 998	META ISSUES 4.7K	CONTENT ISSUES 1.1K	LINK ISSUES 682	IMAGE ISSUES 1.1K	SEMANTIC ISSUES 0
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## 305 pages have content with a low word count

Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words.



## 790 pages have duplicate content issues

Duplicate content generally refers to substantive blocks of content within your website (or on another domain) that completely match other content or are appreciably similar. While search engines do a good job of choosing a version of the content to show in their search results, it's best practice to reduce or eliminate duplicate content as much as possible. [Learn more](#)



# Solve

- 1. Additional copywriting
  - 2. Internal links to primary pages
  - 3. Potential links from non-related competitors
- \*Potential additional fee*





TOTAL ISSUES

8.6K



META  
54%

Content  
13%

Image  
13%

Visibility  
12%

Link  
8%

VISIBILITY ISSUES

998

META ISSUES

4.7K

CONTENT ISSUES

1.1K

LINK ISSUES

682

IMAGE ISSUES

1.1K

SEMANTIC ISSUES

0



## 5 internal links are broken

When internal links are broken, it means that links that point to other pages on your site cannot find the destination page. If search engine bots find too many broken internal links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience. [Learn more](#)



## 8 external links are broken

When external links are broken, it means that links that point to other websites cannot find the destination page [they receive a 404 page error or server error]. If search engine bots find too many broken external links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience. [Learn more](#)



## 271 internal links are missing anchor or ALT text

Including text for links helps search engines better understand the context of the page you're linking to. If a text link doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.



## 60 external links are missing anchor or ALT text

Including text for links helps search engines better understand the context of the page you're linking to. If a text link doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.



## 338 internal links use rel="nofollow"

The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass [PageRank](#) and don't pass anchor text. It's considered best practice to not use the nofollow attribute for internal links, because you're essentially telling search engines to not trust parts of your si



# Solve

1. Work with collaborative vendors that stay current
2. Remove all links to sites that are not collaborating
3. Find vendors that are looking to collaborate

*\*May be an additional fee*



# Image Issues

Crawl Summary for www.bosslaser.com

Run Crawl

3839 PAGES CRAWLED - MAR 27, 2019 (FREQ: MANUAL CRAWL)

TOTAL ISSUES

**8.6K**



VISIBILITY ISSUES

998

META ISSUES

4.7K

CONTENT ISSUES

1.1K

LINK ISSUES

682

IMAGE ISSUES

1.1K

SEMANTIC ISSUES

0



## 347 images are missing ALT text

The ALT attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query. [Learn more](#)



## 2 images are broken

When images are broken, it means that they are corrupted or no longer exist. If search engine bots find too many broken images, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken images also create a poor user experience.



## 732 images are missing title text

The title attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query. [Learn more](#)





# Solve

- 1. Copywrite all image tags
- 2. Fix images that are not available

