



# Conversion Rate Optimization Plan

# Visibility Issues

TOTAL ISSUES  
**2.7K**  
2717 vs 2717 [0%]



<b>VISIBILITY ISSUES</b> <b>351</b> 351 VS 351 [0%]	<b>META ISSUES</b> <b>295</b> 295 VS 295 [0%]	<b>CONTENT ISSUES</b> <b>48</b> 48 VS 48 [0%]	<b>LINK ISSUES</b> <b>835</b> 835 VS 835 [0%]	<b>IMAGE ISSUES</b> <b>1.2K</b> 1.2K VS 1.2K [0%]	<b>SEMANTIC ISSUES</b> <b>0</b> 0 VS 0 [0%]
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## 192 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](#)



## 159 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](#)



## 0 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. Change the hosting plan
- 2. There are pages that have no direction on the server. Suggestion would be to organize site taxonomy.

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### 14 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](#)



### 80 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](#)



### 36 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](#)



### 9 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](#)



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

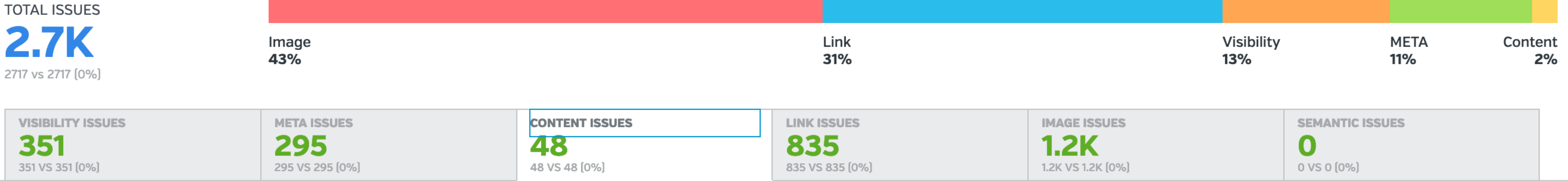
Search results limit the number of characters they display for meta descriptions. It's considered best practice to keep meta descriptions to a maximum of 300 characters. [Learn more](#)



# Solve

1. Provide page labels that are relevant
2. Provide a meta description on all pages
3. Provide unique descriptions for all pages





## 5 pages have content with a low word count

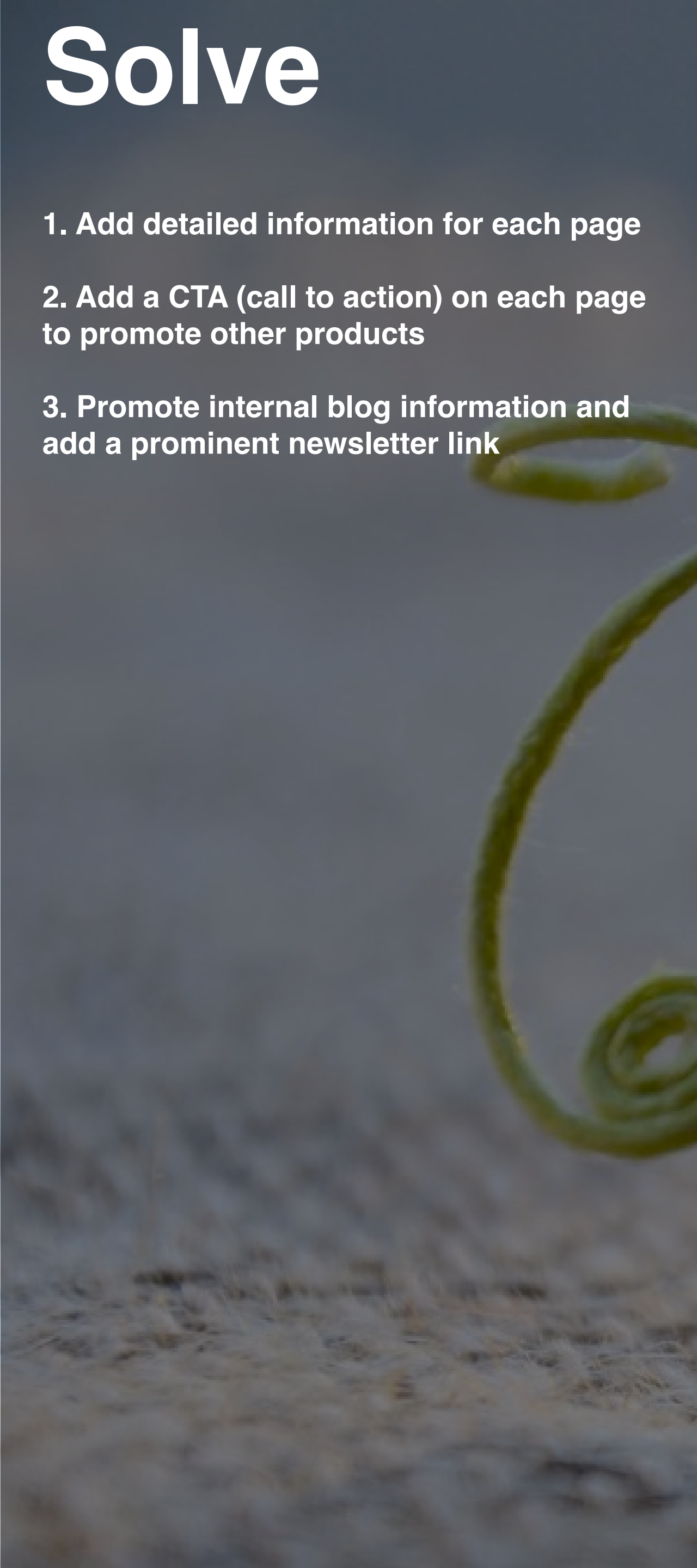
Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words.



## 43 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](#)

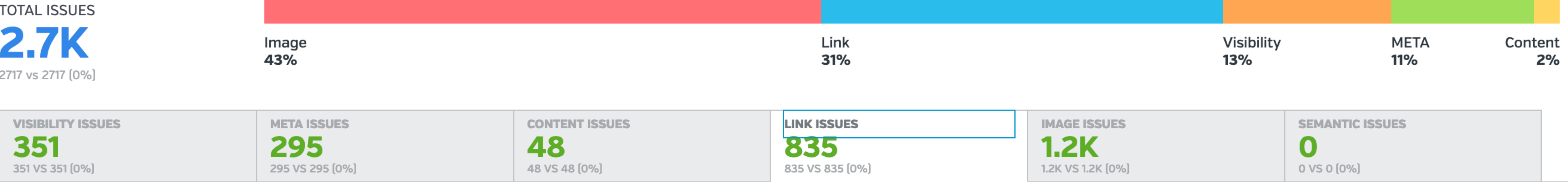




# Solve

- 1. Add detailed information for each page
- 2. Add a CTA (call to action) on each page to promote other products
- 3. Promote internal blog information and add a prominent newsletter link





- ✖

192 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](#)
- ✖

1 external link is 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](#)
- ✖

1 internal link is 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 links 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.
- ✖

641 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 links 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.






# Solve

- 1. Delete HTML files that do not exist
- 2. Delete external links that are not working
- 3. Write CTA (call to actions) that are relevant
- 4. Improve website overall by considering 508 compliance laws (accessibility) rules  
*\*may add additional fee*


# Image Issues




<div>VISIBILITY ISSUES 351 351 VS 351 [0%]</div>	<div>META ISSUES 295 295 VS 295 [0%]</div>	<div>CONTENT ISSUES 48 48 VS 48 [0%]</div>	<div>LINK ISSUES 835 835 VS 835 [0%]</div>	<div>IMAGE ISSUES 1.2K 1.2K VS 1.2K [0%]</div>	<div>SEMANTIC ISSUES 0 0 VS 0 [0%]</div>
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393 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](#)
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196 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.
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599 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. Clean file documents
- 3. Program image titles in HTML vs Javascript

