



# Full Site Audit Report

Han Fisher

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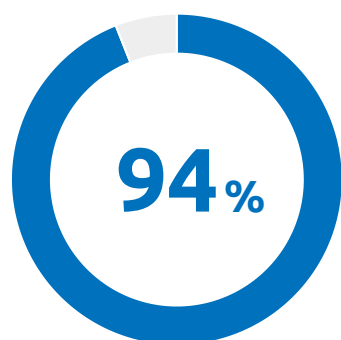
# Full Site Audit Report

**Subdomain:** www.hanfisher.com

**Last Update:** November 30, 2021

**Crawled Pages:** 12

## Site Health



## Crawled Pages

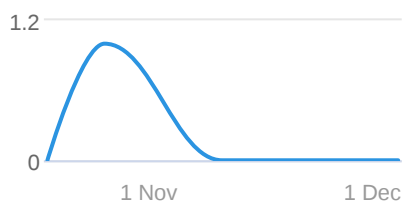
12

● Healthy (3)
 ● Broken (0)
 ● Have issues (8)
 ● Redirected (1)
 ● Blocked (0)



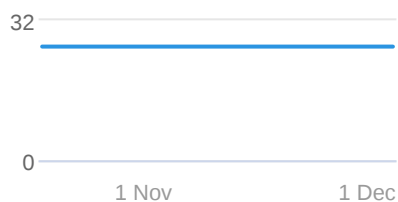
## Errors

0



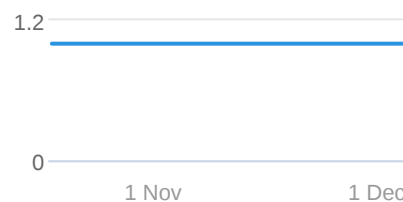
## Warnings

26



## Notices

1



## Top Issues

8 pages have low text-HTML ratio

warnings

30% of total issues



6 pages don't have meta descriptions

warnings

22% of total issues



4 pages don't have an h1 heading

warnings

15% of total issues



www.hanfisher.com

0 0

0 pages returned 5XX status code

0 0

0 pages returned 4XX status code

0 0

0 pages don't have title tags

0 0

0 issues with duplicate title tags

0 0

0 pages have duplicate content issues

0 0

0 internal links are broken

0 0

0 pages couldn't be crawled

0 0

0 pages couldn't be crawled (DNS resolution issues)

0 0

0 pages couldn't be crawled (incorrect URL formats)

0 0

0 internal images are broken

0 0

0 pages have duplicate meta descriptions

0 0

Robots.txt file has format errors

0 0

0 sitemap.xml files have format errors

0 0

0 incorrect pages found in sitemap.xml

0 0

0 pages have a WWW resolve issue

0 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 pages with a broken canonical link	0
0 pages have multiple canonical URLs	0
0 pages have a meta refresh tag	0

0 issues with broken internal JavaScript and CSS files

0

0 subdomains don't support secure encryption algorithms

0

0 sitemap.xml files are too large

0

0 links couldn't be crawled (incorrect URL formats)

0

0 structured data items are invalid

0

0 pages are missing the viewport width value

0

0 pages have slow load speed

0

www.hanfisher.com

260

### 8 pages have low text-HTML ratio

80

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 issue 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.

### 8 pages have a low word count

80

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. For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

### 6 pages don't have meta descriptions

60

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. For more information, please see these article: Create good titles and snippets in Search Results: <https://support.google.com/webmasters/answer/35624>. 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.

### 4 pages don't have an h1 heading

40

About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly. How to fix: Provide a concise, relevant h1 heading for each of your page.

### 0 external links are broken

00

### 0 external images are broken

00

### 0 links on HTTPS pages leads to HTTP page

00

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

00

0 pages have too much text within the title tags	0 0
0 pages have duplicate H1 and title tags	0 0
0 pages have too many on-page links	0 0
0 URLs with a temporary redirect	0 0
0 images don't have alt attributes	0 0
0 pages have too many parameters in their URLs	0 0
0 pages have no hreflang and lang attributes	0 0
0 pages don't have character encoding declared	0 0
0 pages don't have doctype declared	0 0
0 pages have incompatible plugin content	0 0
0 pages contain frames	0 0
0 pages have underscores in the URL	0 0
0 outgoing internal links contain nofollow attribute	0 0
Sitemap.xml not indicated in robots.txt	0 0
Sitemap.xml not found	0 0
Homepage does not use HTTPS encryption	0 0



0 subdomains don't support SNI	0 0
0 HTTP URLs in sitemap.xml for HTTPS site	0 0
0 uncompressed pages	0 0
0 issues with blocked internal resources in robots.txt	0 0
0 issues with uncompressed JavaScript and CSS files	0 0
0 issues with uncached JavaScript and CSS files	0 0
0 pages have a JavaScript and CSS total size that is too large	0 0
0 pages use too many JavaScript and CSS files	0 0
0 issues with unminified JavaScript and CSS files	0 0
0 link URLs are too long	0 0

www.hanfisher.com

10

## 1 page has only one incoming internal link

About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them. How to fix: Add more incoming internal links to pages with important content.

10

0 pages have more than one H1 tag

00

0 pages are blocked from crawling

00

0 page URLs are longer than 200 characters

00

0 outgoing external links contain nofollow attributes

00

Robots.txt not found

00

0 pages have hreflang language mismatch issues

00

0 subdomains don't support HSTS

00

0 orphaned pages in Google Analytics

00

0 orphaned pages in sitemaps

00

0 pages take more than 1 second to become interactive

00

0 pages blocked by X-Robots-Tag: noindex HTTP header

00

0 issues with blocked external resources in robots.txt

00

0 issues with broken external JavaScript and CSS files

00

0 pages need more than 3 clicks to be reached

0 0

0 URLs with a permanent redirect

0 0

0 resources are formatted as page link

0 0

0 links on this page have no anchor text

0 0

0 links on this page have non-descriptive anchor text

0 0

0 links to external pages or resources returned a 403 HTTP status code

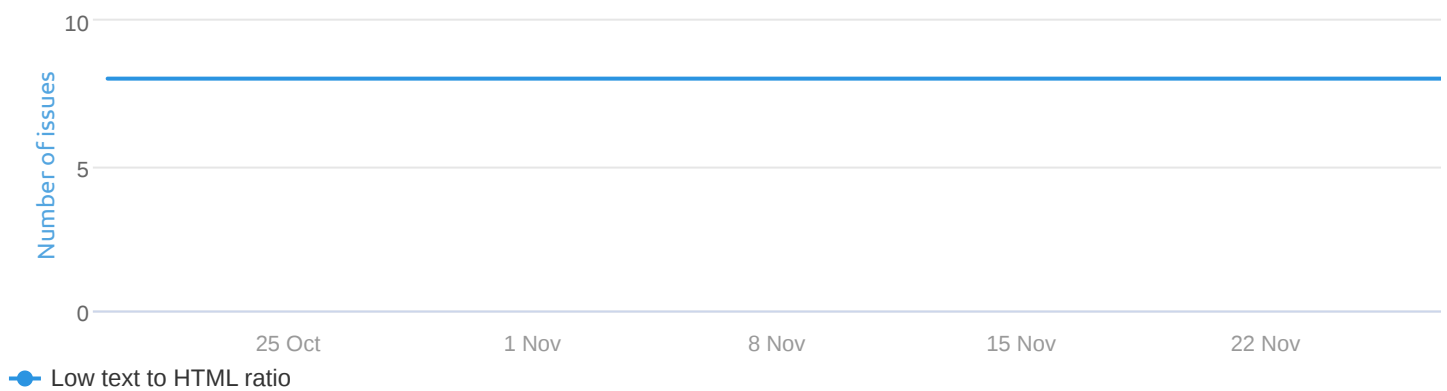
0 0

## Low text to HTML ratio

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## Historical chart for audits

Period: October 19, 2021 (19:54) - November 30, 2021 (22:19)



## Low text to HTML ratio 8

www.hanfisher.com

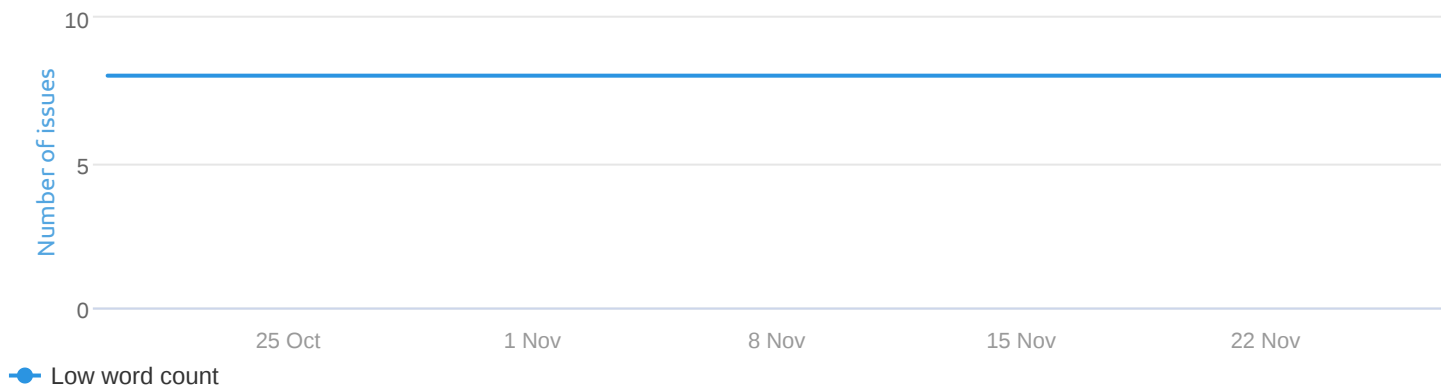
Page URL	Ratio	Discovered
PHOTOGRAPHY   Han Fisher <a href="https://www.hanfisher.com">https://www.hanfisher.com</a>	0.00	November 30, 2021 (22:19)
PHOTOGRAPHY   Han Fisher <a href="https://www.hanfisher.com/">https://www.hanfisher.com/</a>	0.00	November 30, 2021 (22:19)
ART PROJECTS   Han Fisher Model <a href="https://www.hanfisher.com/america">https://www.hanfisher.com/america</a>	0.00	November 30, 2021 (22:19)
BOOKING   Han Fisher Model <a href="https://www.hanfisher.com/booking">https://www.hanfisher.com/booking</a>	0.00	November 30, 2021 (22:19)
INFO   Han Fisher Model <a href="https://www.hanfisher.com/info">https://www.hanfisher.com/info</a>	0.00	November 30, 2021 (22:19)
Model Cornwall   Han Fisher   Commercial Lifestyle   Falmouth South West <a href="https://www.hanfisher.com/portfolio">https://www.hanfisher.com/portfolio</a>	0.00	November 30, 2021 (22:19)
WEDDING / COUPLE   Han Fisher Model <a href="https://www.hanfisher.com/wedding">https://www.hanfisher.com/wedding</a>	0.00	November 30, 2021 (22:19)
Z-CARD   Han Fisher Model <a href="https://www.hanfisher.com/z-card">https://www.hanfisher.com/z-card</a>	0.00	November 30, 2021 (22:19)

## 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. For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.*

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Period: November 30, 2021 (22:19) - October 19, 2021 (19:54)



## Low word count 8

[www.hanfisher.com](http://www.hanfisher.com)

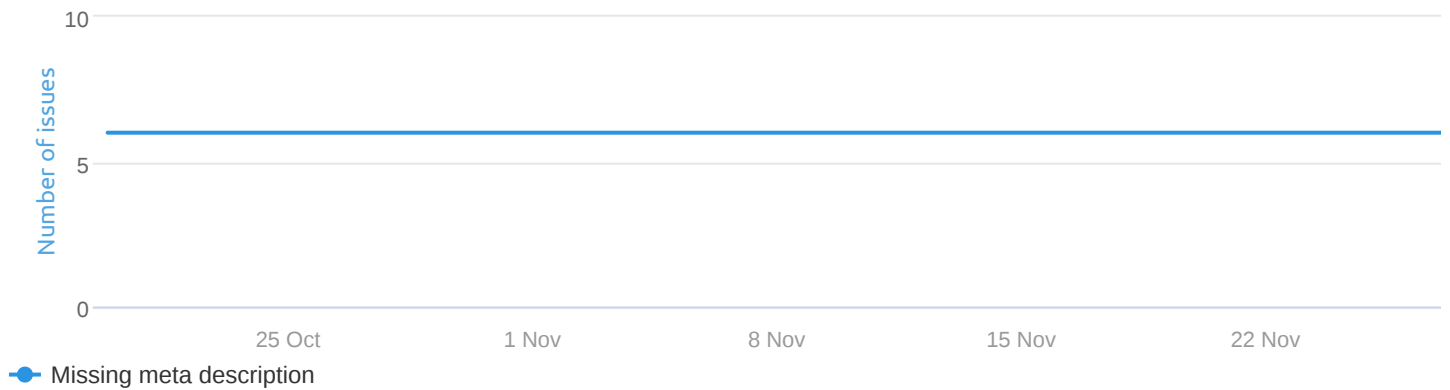
Page URL	Words Count	Discovered
PHOTOGRAPHY   Han Fisher <a href="https://www.hanfisher.com">https://www.hanfisher.com</a>	129	November 30, 2021 (22:19)
PHOTOGRAPHY   Han Fisher <a href="https://www.hanfisher.com/">https://www.hanfisher.com/</a>	129	November 30, 2021 (22:19)
ART PROJECTS   Han Fisher Model <a href="https://www.hanfisher.com/america">https://www.hanfisher.com/america</a>	37	November 30, 2021 (22:19)
BOOKING   Han Fisher Model <a href="https://www.hanfisher.com/booking">https://www.hanfisher.com/booking</a>	38	November 30, 2021 (22:19)
INFO   Han Fisher Model <a href="https://www.hanfisher.com/info">https://www.hanfisher.com/info</a>	97	November 30, 2021 (22:19)
Model Cornwall   Han Fisher   Commercial Lifestyle   Falmouth South West <a href="https://www.hanfisher.com/portfolio">https://www.hanfisher.com/portfolio</a>	87	November 30, 2021 (22:19)
WEDDING / COUPLE   Han Fisher Model <a href="https://www.hanfisher.com/wedding">https://www.hanfisher.com/wedding</a>	65	November 30, 2021 (22:19)
Z-CARD   Han Fisher Model <a href="https://www.hanfisher.com/z-card">https://www.hanfisher.com/z-card</a>	37	November 30, 2021 (22:19)

## 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. For more information, please see these article: Create good titles and snippets in Search Results: <https://support.google.com/webmasters/answer/35624>. 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: October 19, 2021 (19:54) - November 30, 2021 (22:19)



## Missing meta description 6

[www.hanfisher.com](https://www.hanfisher.com)

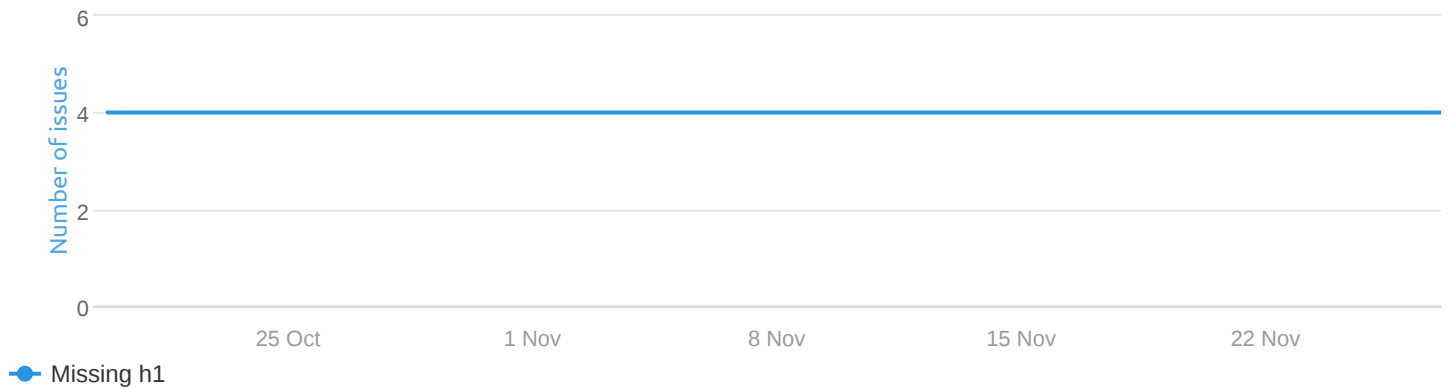
Page URL	Discovered
PHOTOGRAPHY   Han Fisher <a href="https://www.hanfisher.com">https://www.hanfisher.com</a>	November 30, 2021 (22:19)
PHOTOGRAPHY   Han Fisher <a href="https://www.hanfisher.com/">https://www.hanfisher.com/</a>	November 30, 2021 (22:19)
ART PROJECTS   Han Fisher Model <a href="https://www.hanfisher.com/america">https://www.hanfisher.com/america</a>	November 30, 2021 (22:19)
BOOKING   Han Fisher Model <a href="https://www.hanfisher.com/booking">https://www.hanfisher.com/booking</a>	November 30, 2021 (22:19)
INFO   Han Fisher Model <a href="https://www.hanfisher.com/info">https://www.hanfisher.com/info</a>	November 30, 2021 (22:19)
Z-CARD   Han Fisher Model <a href="https://www.hanfisher.com/z-card">https://www.hanfisher.com/z-card</a>	November 30, 2021 (22:19)

## Missing h1

- i** *About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly. How to fix: Provide a concise, relevant h1 heading for each of your page.*

## Historical chart for audits

Period: November 30, 2021 (22:19) - October 19, 2021 (19:54)



## Missing h1 4

www.hanfisher.com

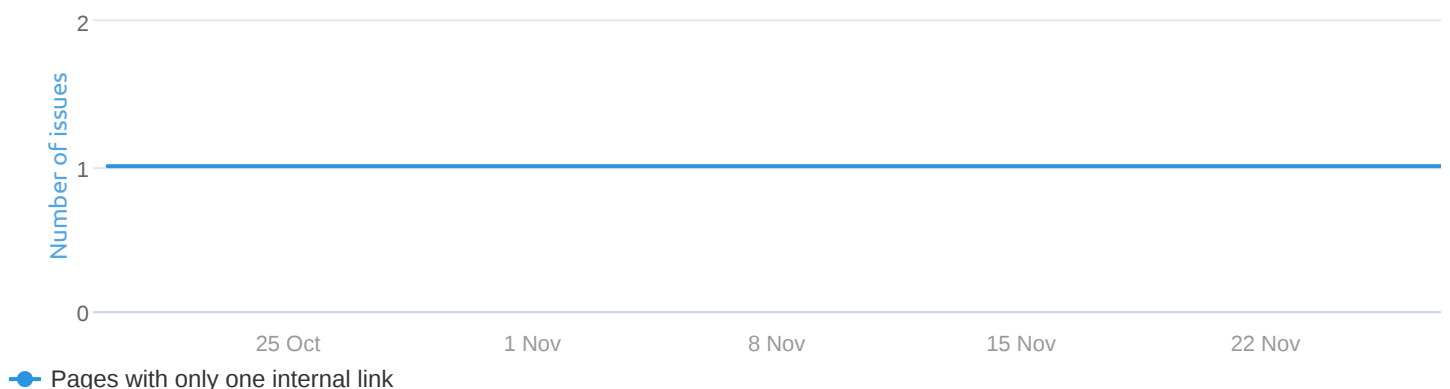
Page URL	Discovered
BOOKING   Han Fisher Model <a href="https://www.hanfisher.com/booking">https://www.hanfisher.com/booking</a>	November 30, 2021 (22:19)
INFO   Han Fisher Model <a href="https://www.hanfisher.com/info">https://www.hanfisher.com/info</a>	November 30, 2021 (22:19)
WEDDING / COUPLE   Han Fisher Model <a href="https://www.hanfisher.com/wedding">https://www.hanfisher.com/wedding</a>	November 30, 2021 (22:19)
Z-CARD   Han Fisher Model <a href="https://www.hanfisher.com/z-card">https://www.hanfisher.com/z-card</a>	November 30, 2021 (22:19)

## Pages with only one internal link

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## Historical chart for audits

Period: October 19, 2021 (19:54) - November 30, 2021 (22:19)



## Pages with only one internal link 1

www.hanfisher.com

Page URL	Discovered
PHOTOGRAPHY   Han Fisher <a href="https://www.hanfisher.com/">https://www.hanfisher.com/</a>	November 30, 2021 (22:19)

## Backlinks: Scores

Root Domain: hanfisher.com

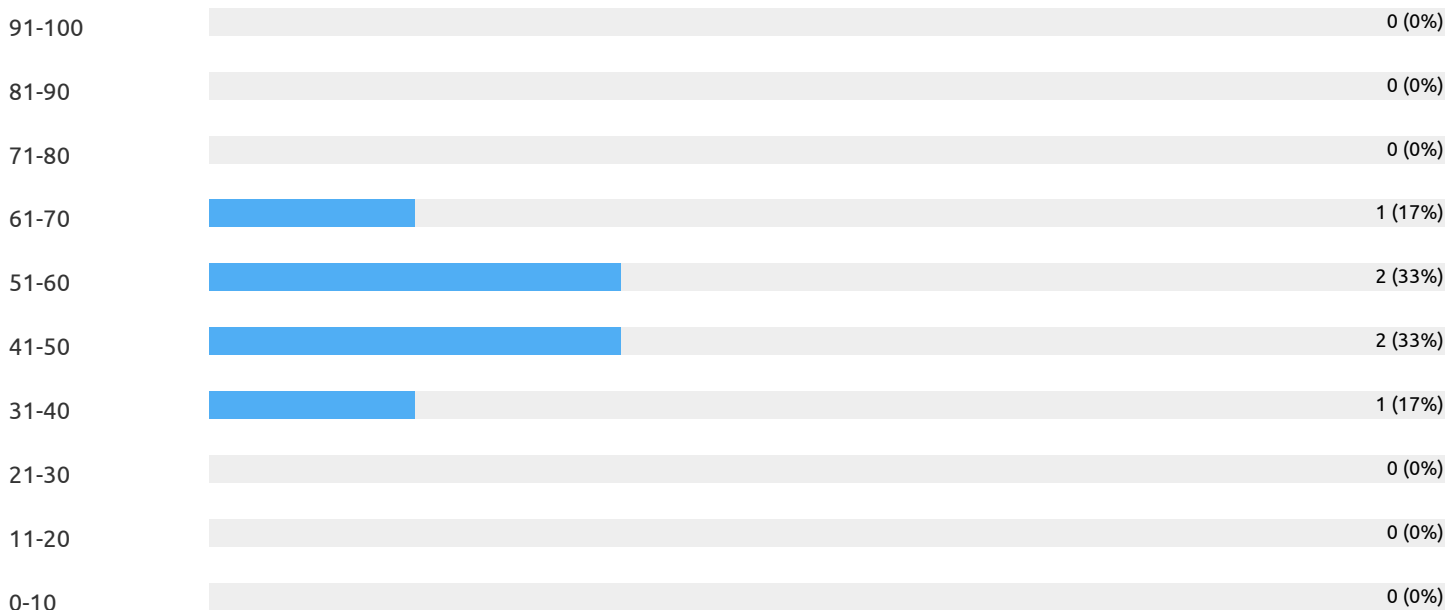
Authority Score

2

Authority Score is our proprietary metric used to measure overall quality of domain and influence on SEO. The score is based on the number of backlinks, referring domains, organic search traffic, and other data.

## Backlinks: Referring Domains by Authority Score

Root Domain: hanfisher.com



## Backlink Audit: Summary

Project Scope: Root domain (hanfisher.com) | Report Scope: All links | Last update: Nov 30, 2021

Overall Toxic Score

N/A

Referring Domains

2

new	1
broken	0
lost	1

Analyzed Backlinks

3