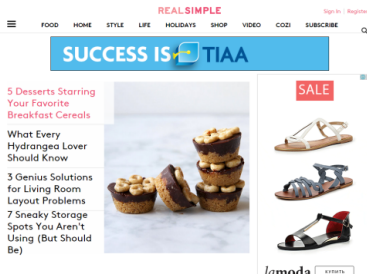




Site Audit (Details)



realsimple.com

Life Made Easier | Real Simple

44 issues found

✖ Errors: 1 | ⚠ Warnings: 3 | ⓘ Info: 40 | Date: Oct 20, 2016

Site Audit: Summary

Indexing and crawlability

✖ Resources with 4xx status code	5
✔ Resources with 5xx status code	0
✔ 404 page set up correctly	Yes
✔ robots.txt file	Yes
✔ .xml sitemap	Yes
✔ Resources restricted from indexing	0

Redirects

✔ Fixed www and non-www versions	Yes
✖ Issues with HTTP/HTTPS site versions	Yes
✔ Pages with 302 redirect	0
✔ Pages with 301 redirect	0
✔ Pages with meta refresh	0
ⓘ Pages with rel="canonical"	2

Links

⚠ Broken links	1
ⓘ Pages with excessive number of links	1
ⓘ Dofollow external links	26

Encoding and technical factors

✔ Mobile friendly	Yes
✔ Pages with multiple canonical URLs	0
✔ Pages with Frames	0
ⓘ Pages with W3C HTML errors and warnings	1
ⓘ Pages with W3C CSS errors and warnings	1
✔ Too big pages	0

URLs

✔ Dynamic URLs	0
✔ Too long URLs	0

Images

✔ Broken images	0
ⓘ Empty alt text	9

On-page

✔ Empty title tags	0
✔ Duplicate titles	0
⚠ Too long titles	2
✔ Empty meta description	0
✔ Duplicate meta descriptions	0

Site Audit: Details

✘ Resources with 4xx status code (5 pages)

Some of your resources return 4xx status codes.

Resource URL	HTTP status code	Found on pages
/yeq7mvh.js	403 Forbidden	2
/ [homepage]	404 Not found	2
/ [homepage]	404 Not found	2
/food-recipes/browse-all-recipes/node/329574/	404 Not found	1
/ [homepage]	404 Not found	2

About this SEO Factor:

4xx errors often point to a problem on a website. For example, if you have a broken link on a page, and visitors click it, they may see a 4xx error. It's important to regularly monitor and fix these errors, because they may have negative impact and lower your site's authority in users' eyes.

✘ Issues with HTTP/HTTPS site versions (Yes)

Your SSL certificate is invalid/untrusted - please make sure that your SSL certificate is installed correctly, hasn't expired yet and is issued by a trusted certificate authority.

About this SEO Factor:

Using secure encryption is highly recommended for many websites (for instance, those taking transactions and collecting sensitive user information.) However, in many cases, webmasters face technical issues when installing SSL certificates and setting up the HTTP/HTTPS versions of the website.

In case you're using an invalid SSL certificate (ex. untrusted or expired one), most Web browsers will prevent users from visiting your site by showing them an "insecure connection" notification.

If the HTTP and HTTPS versions of your website are not set properly, both of them can get indexed by search engines and cause duplicate content issues that may undermine your website rankings.

ⓘ Pages with rel="canonical" (2 pages)

There are pages with with canonical URLs specified for them on your website. Please, make sure that your rel="canonical" tags or rel="canonical" HTTP headers are set up correctly.

Page	Canonical URL
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/ Spiced Mini Burgers With Couscous Salad Recipe Real Simple	http://www.realsimple.com/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad
/food-recipes/browse-all-	

[recipes/spiced-mini-burgers-couscous-salad?print](#)

Spiced Mini Burgers With Couscous
Salad Recipe | Real Simple

[recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad](#)

About this SEO Factor:

In most cases duplicate URLs are handled via 301 redirects. However sometimes, for example when the same product appears in two categories with two different URLs and both need to be live, you can specify which page should be considered a priority with the help of rel="canonical" tags. It should be correctly implemented within the <head> tag of the page and point to the main page version that you want to rank in search engines. Alternatively, if you can configure your server, you can indicate the canonical URL using rel="canonical" HTTP headers.

i Pages with W3C HTML errors and warnings (1 pages)

Some pages on your site have errors in HTML markup.

Search engine spiders find it easier to crawl through semantically correct markup, this is why site's HTML markup should be valid and free of errors. If for example, one of the tags has been left unclosed, the spiders may miss an entire chunk, thus reducing the value of the page.

Page	HTML errors and warnings
------	--------------------------

/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	118 errors 37 warnings
Spiced Mini Burgers With Couscous Salad Recipe Real Simple	

About this SEO Factor:

The validation is usually performed via the W3C Markup Validation Service. And although compliance with W3C standards is not obligatory and will not have direct SEO effect, bad code may be the cause of Google not indexing your important content properly. It's recommended fix your pages' broken code to avoid issues with search engine spiders.

i Pages with W3C CSS errors and warnings (1 pages)

Some pages on your site have errors in CSS markup. Please, analyze the CSS issues on the page and fix the most critical ones.

Page	CSS errors and warnings
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/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	10 errors 114 warnings
Spiced Mini Burgers With Couscous Salad Recipe Real Simple	

About this SEO Factor:

The validation is usually performed via the W3C Markup Validation Service (W3C stands for World Wide Web Consortium).

CSS styles are used to control **the design and formatting of the page**, and to separate styles from the structure, which ultimately makes the page load faster.

Errors in CSS may be not that important to search engines, but they can lead to your page being incorrectly displayed to visitors, which, in turn, may affect your conversion and bounce rates. So, make sure the page is displayed as intended across all browsers (including mobile ones) important to you.

i Dofollow external links (26 links)

There are dofollow links to other sites on the website.

Please, revise your followed links and make sure they point to high-quality, relevant pages. It's recommended to remove any links to pages of

questionable quality or accompany them with rel="nofollow". To add the nofollow attribute to a link, simply write rel="nofollow" within the <a href> tag.

For instance: Example.

Page URL	Anchor	HTTP status code (for Anchor)
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://subscription.realsimple.com/storerefront/subscribe-to-realsimple/link/1027635.html Subscribe	302 Moved temporarily
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://subscription.timeinc.com/storefront/privacy/realsimple/generic_privacy_new.html?dnp-source=E&privacy-policy	200 Successful
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://subscription.realsimple.com/storerefront/subscribe-to-realsimple/link/1037739.html Weeknight Meal Planner We'll email you 5 complete dinner plans every Friday morning with our organized grocery list. Shop for the week with grocery lists organized by ingredients. Get Started Today!	302 Moved temporarily
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	http://www.pinterest.com/realsimple/ Pinterest	301 Moved permanently
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://s-media-cache-ak0.pinimg.com/564x/05/e2/4a/05e24ab8a79315a84d94a1857cf2c81c.jpg [image] <no text>	200 Successful
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://www.facebook.com/RealSimple Facebook	200 Successful
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://www.facebook.com/realsimple/posts/10153987613548163 How 5 Women Got a Fresh Start With a Hair Makeover	200 Successful
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	http://instagram.com/real_simple Instagram	301 Moved permanently
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://instagram.fblr1-2.fna.fbcdn.net/t51.2885-15/e35/14373937_171017080007810_2371549463312334848_n.jpg?ig_cache_key=MTM0NTIONjI2NTQ0MDcwMDA3Ng==.2 [image] <no text>	200 Successful
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://twitter.com/realsimple Twitter	200 Successful
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://twitter.com/RealSimple/status/777381952051707904 https://t.co/1H04liQK7O	200 Successful
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	https://itunes.apple.com/us/app/realsimple-wedding-checklists/id922979997?mt=8	200 Successful

Wedding Checklists App Take the stress out of planning your special day.

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<https://subscription.realsimple.com/st-orefront/subscribe-to-real-simple/link/1037738.html> 302
Moved temporarily
Weeknight Meal Planner Get five complete weeknight dinner plans emailed to you each week.

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<https://www.facebook.com/RealSimple> 200
Facebook Successful

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<https://twitter.com/realsimple> 200
Twitter Successful

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

http://instagram.com/real_simple 301
Instagram Moved permanently

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<http://www.pinterest.com/realsimple/> 301
Pinterest Moved permanently

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<https://www.facebook.com/RealSimple> 200
Facebook Successful

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<https://twitter.com/realsimple> 200
Twitter Successful

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

http://instagram.com/real_simple 301
Instagram Moved permanently

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<http://www.pinterest.com/realsimple/> 301
Pinterest Moved permanently

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<https://subscription.realsimple.com/st-orefront/subscribe-to-real-simple/link/1001771.html> 302
Moved temporarily
Subscribe to Real Simple

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<https://subscription.realsimple.com/st-orefront/subscribe-to-real-simple/link/1001112.html> 302
Moved temporarily
Give a Gift

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<http://subscription-assets.realsimple.com/prod/assets/themes/magazines/SUBS/templates/velocity/site/sm-rewardsland0912/lp.html> 200
Real Simple Rewards Successful

[/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/](#)

<http://backissues.realsimple.com/st-orefront/cBackissuesSM2014-p0.html> 302
Moved temporarily
Back Issues

[/food-recipes/browse-all-](#)

<http://www.timeinc.com/careers/> 200

About this SEO Factor:

Simply speaking, dofollow links are links missing the rel="nofollow" attribute. Such links are followed by search engines and pass PageRank (please note that links can also be restricted from following in bulk via the nofollow <meta> tag).

While there is nothing wrong with linking to other sites via dofollow links, if you link extensively to irrelevant or low-quality sites, search engines may conclude your site sells links or participates in other link schemes, and it can get penalized.

⚠ Broken links (1 links)

There are some broken outgoing links on your website. This may result in poor user experience and signal to search engines that your site is neglected. Look through those links and fix them.

Page URL	Anchor	HTTP status code (for Anchor)
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/	http://www.realsimple.com/food-recipes/browse-all-recipes/node/329574	404
	Real Simple Digital Products	Not found

About this SEO Factor:

Broken outgoing links can be a bad quality signal to search engines and users. If a site has many broken links, they conclude that it has not been updated for some time. As a result, the site's rankings may be downgraded.

Although 1-2 broken links won't cause a Google penalty, try to regularly check your website, fix broken links (if any), and make sure their number doesn't go up. Besides, users will like your website more if it doesn't show them broken links pointing to non-existing pages.

i Pages with excessive number of links (1 pages)

There are pages on your site with more than 100 outgoing links. Check these pages and, if possible, decrease the number of outgoing links.

Page	Total links	Internal links	External links
/food-recipes/browse-all-recipes/spiced-mini-burgers-couscous-salad/ Spiced Mini Burgers With Couscous Salad Recipe Real Simple	222	151	69

About this SEO Factor:

According to Matt Cutts (former head of Google's Webspam team), "...there's still a good reason to recommend keeping to under a hundred links or so: the user experience. If you're showing well over 100 links per page, you could be overwhelming your users and giving them a bad experience. A page might look good to you until you put on your "user hat" and see what it looks like to a new visitor." Although Google keeps talking about users experience, too many links on a page can also hurt your rankings. So the rule is simple: the fewer links on a page, the fewer problems with its rankings. So try to stick to the best practices and keep the number of outgoing links (internal and external) up to 100.

⚠ Too long titles (2 pages)

Some of your titles are longer than 55 characters. Review and rewrite them.

Page	Title length
/food-recipes/browse-all-recipes/spiced-mini-burgers-	60

[couscous-salad/](#)

Spiced Mini Burgers With Couscous
Salad Recipe | Real Simple

[/food-recipes/browse-all-
recipes/spiced-mini-burgers-
couscous-salad?print](#)

60

Spiced Mini Burgers With Couscous
Salad Recipe | Real Simple

About this SEO Factor:

Every page should have a unique, keyword-rich title. At the same time, you should try to keep title tags concise. Titles that are longer than 55 characters get truncated by search engines and will look unappealing in search results. Even if your pages rank on page 1 in search engines, yet their titles are shortened or incomplete, they won't attract as many clicks as they would have driven otherwise.

Report created on Oct 20, 2016 by Cube Agency