

# Full Site Audit Report

**Designing Smiles** 

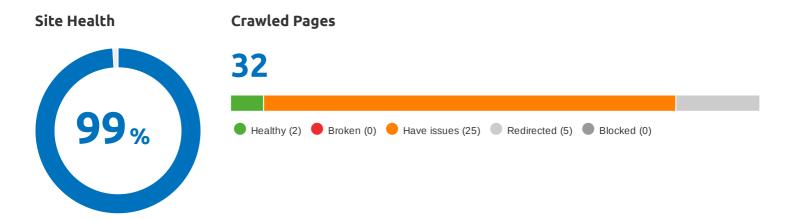


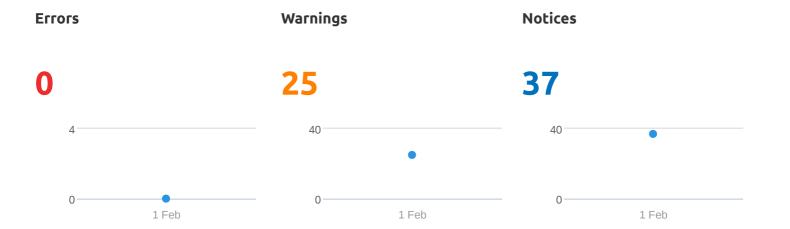
# **Full Site Audit Report**

Subdomain: www.designingsmilessanfrancisco.com

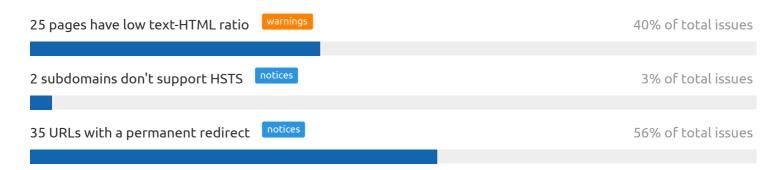
Last Update: February 1, 2021

Crawled Pages: 32





## **Top Issues**



3



www.designingsmilessanfrancisco.com

	0 0
0 pages returned 5XX status code	0 •
0 pages returned 4XX status code	00
0 pages don't have title tags	00
0 issues with duplicate title tags	00
0 pages have duplicate content issues	00
0 internal links are broken	00
0 pages couldn't be crawled	00
0 pages couldn't be crawled (DNS resolution issues)	00
0 pages couldn't be crawled (incorrect URL formats)	00
0 internal images are broken	00
0 pages have duplicate meta descriptions	00
Robots.txt file has format errors	00
0 sitemap.xml files have format errors	00
0 incorrect pages found in sitemap.xml	00
0 pages have a WWW resolve issue	00



This page has no viewport tag	00
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	00
No redirect or canonical to HTTPS homepage from HTTP version	0 •
0 redirect chains and loops	0 •
0 AMP HTML issues	0 •
0 AMP style and layout issues	0 •
0 AMP templating issues	00



0 pages with a broken canonical link	00
0 pages have multiple canonical URLs	00
0 pages have a meta refresh tag	00
0 issues with broken internal JavaScript and CSS files	00
0 subdomains don't support secure encryption algorithms	00
0 sitemap.xml files are too large	00
0 links couldn't be crawled (incorrect URL formats)	00
0 structured data items are invalid	00
0 pages have slow load speed	00



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	25 0
25 pages have low text-HTML ratio 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.	250
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	00
0 pages don't have an h1 heading	00
0 pages have duplicate H1 and title tags	00
0 pages don't have meta descriptions	00
0 pages have too many on-page links	00
0 URLs with a temporary redirect	00
0 images don't have alt attributes	00



0 pages have too many parameters in their URLs	0 0
0 pages have no hreflang and lang attributes	00
0 pages don't have character encoding declared	00
0 pages don't have doctype declared	00
0 pages have a low word count	00
0 pages use Flash	00
0 pages contain frames	00
0 pages have underscores in the URL	00
0 outgoing internal links contain nofollow attribute	00
Sitemap.xml not indicated in robots.txt	00
Sitemap.xml not found	00
Homepage does not use HTTPS encryption	00
0 subdomains don't support SNI	00
0 HTTP URLs in sitemap.xml for HTTPS site	00
0 uncompressed pages	00



0 issues with uncompressed JavaScript and CSS files	0 •
0 issues with uncached JavaScript and CSS files	0 •
0 pages have a JavaScript and CSS total size that is too large	0 •
0 pages use too many JavaScript and CSS files	0 •
0 issues with unminified JavaScript and CSS files	0 •
0 link URLs are too long	0 0



www.designingsmilessanfrancisco.com

	370
35 URLs with a permanent redirect About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users. How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.	350
2 subdomains don't support HSTS  About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.	20
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 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	0 •



0 issues with blocked external resources in robots.txt	0 0
0 issues with broken external JavaScript and CSS files	0 0
0 pages need more than 3 clicks to be reached	0 0
0 pages have only one incoming internal link	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 •

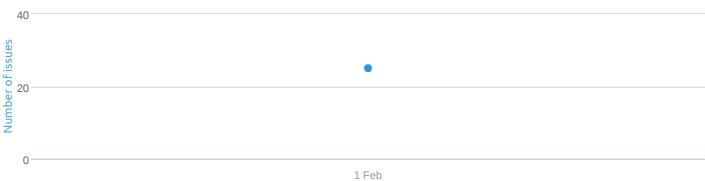


#### Low text to HTML ratio

• 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.

#### Historical chart for audits

Period: February 1, 2021 (18:19) - February 1, 2021 (18:19)



Low text to HTML ratio

# Low text to HTML ratio 25

www.designingsmilessanfrancisco.com

Page URL	Ratio	Discovered
Dentist San Francisco   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/	0.01	February 1, 2021 (18:19) [new]
Appointment Request   Designing Smiles in San Francisco https://www.designingsmilessanfrancisco.com/appointment-request/	0.00	February 1, 2021 (18:19) [new]
Contact Us   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/contact/	0.00	February 1, 2021 (18:19) [new]
Dental Implants San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/dental-implants/	0.01	February 1, 2021 (18:19) [new]
Full Mouth Reconstruction   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/full-mouth-reconstruction/	0.01	February 1, 2021 (18:19) [new]
Invisalign San Francisco   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/invisalign/	0.01	February 1, 2021 (18:19) [new]
Dental Veneers San Francisco   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/porcelain-veneers/	0.01	February 1, 2021 (18:19) [new]
Teeth Whitening San Francisco   Best Dentist San Francisco https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/teeth-whitening/	0.01	February 1, 2021 (18:19) [new]



Page URL	Ratio	Discovered
Dental Cleaning San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/dental-cleaning-and-examinations/	0.01	February 1, 2021 (18:19) [new]
Dental Crowns and Bridges San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/dental-crowns-and-bridges/	0.01	February 1, 2021 (18:19) [new]
Dental Restoration San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/dental-restoration/	0.01	February 1, 2021 (18:19) [new]
Dentures San Francisco   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/general-dentistry/dentures-partial-dentures/	0.01	February 1, 2021 (18:19) [new]
Emergency Dentistry San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/emergency-dentistry/	0.01	February 1, 2021 (18:19) [new]
Family Dentistry San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/family-dentistry/	0.01	February 1, 2021 (18:19) [new]
Other Services San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/other-services/	0.01	February 1, 2021 (18:19) [new]
Periodontics San Francisco   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/general-dentistry/periodontics/	0.01	February 1, 2021 (18:19) [new]
Sedation Dentistry San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/sedation-dentistry/	0.01	February 1, 2021 (18:19) [new]
Dr. Aja Hall   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/our-practice/dr-aja-hall/	0.01	February 1, 2021 (18:19) [new]
Dr. Sara Dadvand   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/our-practice/dr-dadvand/	0.01	February 1, 2021 (18:19) [new]
Dr. Jay Kim   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/our-practice/dr-kim/	0.01	February 1, 2021 (18:19) [new]
Dr. Tiffany Nguyen   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/our-practice/dr-nguyen/	0.01	February 1, 2021 (18:19) [new]
Dr. Kadie Tabassian   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/our-practice/dr-tabassian/	0.01	February 1, 2021 (18:19) [new]
Meet The Best Dentist In San Francisco's Team https://www.designingsmilessanfrancisco.com/our-practice/meet-the-team/	0.00	February 1, 2021 (18:19) [new]
Office Tour - Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/our-practice/office-tour-new/	0.00	February 1, 2021 (18:19) [new]
Patient Reviews   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/patient-reviews/	0.02	February 1, 2021 (18:19) [new]

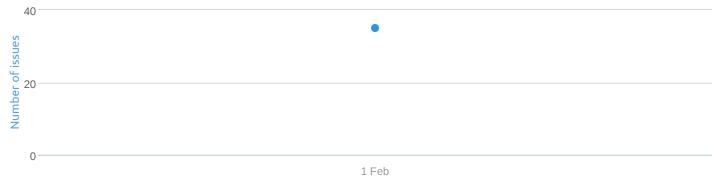
#### Permanent redirects

• About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users. How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.



# Historical chart for audits

Period: February 1, 2021 (18:19) - February 1, 2021 (18:19)



- Permanent redirects

# Permanent redirects 35

www.designingsmilessanfrancisco.com

www.designingsinitessamrancisco.com				
Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Dentist San Francisco   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Appointment Request   Designing Smiles in San Francisco https://www.designingsmilessanfrancisco.com/appointment-request/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Contact Us   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/co ntact/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dental Implants San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/co smetic-dentistry/dental-implants/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dental Implants San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/co smetic-dentistry/dental-implants/	https://www.designingsmilessanfranci sco.com/consultation/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Full Mouth Reconstruction   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/full-mouth-reconstruction/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Invisalign San Francisco   Designing Smiles San Francisco ncisco https://www.designingsmilessanfrancisco.com/co smetic-dentistry/invisalign/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Invisalign San Francisco   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/co smetic-dentistry/invisalign/	https://www.designingsmilessanfranci sco.com/consultation/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dental Veneers San Francisco   Designing Smiles S an Francisco https://www.designingsmilessanfrancisco.com/co smetic-dentistry/porcelain-veneers/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]



Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Dental Veneers San Francisco   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/porcelain-veneers/	https://www.designingsmilessanfrancisco.com/consultation/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Teeth Whitening San Francisco   Best Dentist San Francisco https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/teeth-whitening/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Teeth Whitening San Francisco   Best Dentist San Francisco https://www.designingsmilessanfrancisco.com/cosmetic-dentistry/teeth-whitening/	https://www.designingsmilessanfrancisco.com/consultation/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dental Cleaning San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/dental-cleaning-and-examinations/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dental Crowns and Bridges San Francisco   Designin g Smiles https://www.designingsmilessanfrancisco.com/gen eral-dentistry/dental-crowns-and-bridges/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dental Crowns and Bridges San Francisco   Designin g Smiles https://www.designingsmilessanfrancisco.com/gen eral-dentistry/dental-crowns-and-bridges/	https://www.designingsmilessanfrancisco.com/consultation/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dental Restoration San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/dental-restoration/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dental Restoration San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/dental-restoration/	https://www.designingsmilessanfrancisco.com/consultation/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dentures San Francisco   Designing Smiles San Francisco isco https://www.designingsmilessanfrancisco.com/gen eral-dentistry/dentures-partial-dentures/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Dentures San Francisco   Designing Smiles San Francisco isco https://www.designingsmilessanfrancisco.com/gen eral-dentistry/dentures-partial-dentures/	https://www.designingsmilessanfrancisco.com/consultation/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Emergency Dentistry San Francisco   Designing Smil es https://www.designingsmilessanfrancisco.com/gen eral-dentistry/emergency-dentistry/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Family Dentistry San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/family-dentistry/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designings milessanfrancisco.com/	301	February 1, 2021 (18:19) [new]



Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Family Dentistry San Francisco   Desi gning Smiles https://www.designingsmilessanfra ncisco.com/general-dentistry/family -dentistry/	https://www.designingsmilessanfranci sco.com/cosmetic-dentistry/invisalign	https://www.designingsmilessanfranci sco.com/cosmetic-dentistry/invisalign/	301	February 1, 2021 (18:19) [new]
Other Services San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/otherservices/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Other Services San Francisco   Designing Smiles https://www.designingsmilessanfrancisco.com/general-dentistry/otherservices/	https://www.designingsmilessanfranci sco.com/general-dentistry/dentures-p artial-dentures	https://www.designingsmilessanfranci sco.com/general-dentistry/dentures-p artial-dentures/	301	February 1, 2021 (18:19) [new]
Periodontics San Francisco   Designi ng Smiles San Francisco https://www.designingsmilessanfra ncisco.com/general-dentistry/perio dontics/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Sedation Dentistry San Francisco   D esigning Smiles https://www.designingsmilessanfra ncisco.com/general-dentistry/sedati on-dentistry/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Sedation Dentistry San Francisco   D esigning Smiles https://www.designingsmilessanfra ncisco.com/general-dentistry/sedati on-dentistry/	https://www.designingsmilessanfranci sco.com/consultation/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Dr. Aja Hall   Designing Smiles San Fr ancisco https://www.designingsmilessanfra ncisco.com/our-practice/dr-aja-hall/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Dr. Sara Dadvand   Designing Smiles San Francisco https://www.designingsmilessanfra ncisco.com/our-practice/dr-dadvan d/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Dr. Jay Kim   Designing Smiles San F rancisco https://www.designingsmilessanfra ncisco.com/our-practice/dr-kim/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Dr. Tiffany Nguyen   Designing Smil es San Francisco https://www.designingsmilessanfra ncisco.com/our-practice/dr-nguyen/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Dr. Kadie Tabassian   Designing Smil es San Francisco https://www.designingsmilessanfra ncisco.com/our-practice/dr-tabassia n/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]
Meet The Best Dentist In San Franci sco's Team https://www.designingsmilessanfra ncisco.com/our-practice/meet-the-t eam/	https://www.designingsmilessanfranci sco.com/appointment-information/	https://www.designingsmilessanfranci sco.com/	301	February 1, 2021 (18:19) [new]



Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Office Tour - Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/our-practice/office-tour-new/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designingsmi lessanfrancisco.com/	301	February 1, 2021 (18:19) [new]
Patient Reviews   Designing Smiles San Francisco https://www.designingsmilessanfrancisco.com/patient-reviews/	https://www.designingsmilessanfrancisco.com/appointment-information/	https://www.designingsmi lessanfrancisco.com/	301	February 1, 2021 (18:19) [new]

# No HSTS support

1 About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.

## Historical chart for audits





No HSTS support

# No HSTS support 2

www.designingsmilessanfrancisco.com

Subdomain	Discovered
designingsmilessanfrancisco.com	February 1, 2021 (18:19) [new]
www.designingsmilessanfrancisco.com	February 1, 2021 (18:19) [new]