



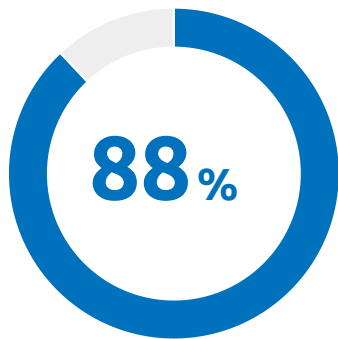
Full Site Audit Report

Dr Gary Berson

Full Site Audit Report

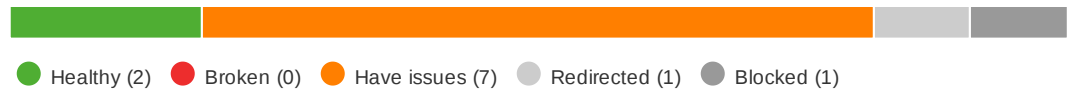
Subdomain: drbersonandassociates.com
Last Update: February 10, 2021
Crawled Pages: 11

Site Health



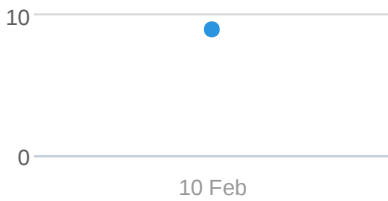
Crawled Pages

11



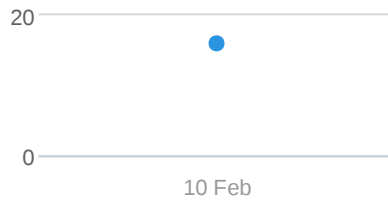
Errors

9



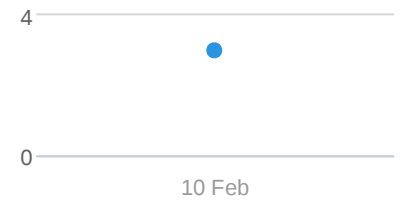
Warnings

16



Notices

3



Top Issues

| | | |
|-------------------------------------|----------|---------------------|
| 2 pages have slow load speed | errors | 7% of total issues |
| 7 structured data items are invalid | errors | 25% of total issues |
| 7 pages have low text-HTML ratio | warnings | 25% of total issues |

90

7 structured data items are invalid

About this issue: This issue is triggered if structured data items contain fields that do not meet Google's guidelines <https://developers.google.com/search/docs/data-types/article>. Implementing and maintaining your structured data correctly is important if you want to get an edge over your competitors in search results. If your website markup has errors, crawlers will not be able to properly understand it, and you may run the risk of losing the chance of gaining rich snippets and getting more favorable rankings. For more information on the structured data requirements, see <https://schema.org>, Google documentation <https://developers.google.com/search/docs/data-types/article> or our article <https://www.semrush.com/kb/1084-structured-data-items-site-audit>. How to fix: Check structured data on your webpages with a validation tool. Please note that different markup testing tools may show different results. We recommend that you use the Rich Results Test tool <https://search.google.com/test/rich-results> to review and validate your pages' structured data against their rich snippet requirements.

70

2 pages have slow load speed

About this issue: Page (HTML) load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates. Please note that "page load speed" usually refers to the amount of time it takes for a webpage to be fully rendered by a browser. However, crawler only measures the time it takes to load a webpage's HTML code - load times for images, JavaScript and CSS are not factored in. How to fix: The main factors that negatively affect your HTML page generation time are your server's performance and the density of your webpage's HTML code. So, try to clean up your webpage's HTML code. If the problem is with your web server, you should think about moving to a better hosting service with more resources.

20

0 pages returned 5XX status code

00

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) | 0 |
| 0 pages couldn't be crawled (incorrect URL formats) | 0 |
| 0 internal images are broken | 0 |
| 0 pages have duplicate meta descriptions | 0 |
| Robots.txt file has format errors | 0 |
| 0 sitemap.xml files have format errors | 0 |
| 0 incorrect pages found in sitemap.xml | 0 |
| 0 pages have a WWW resolve issue | 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 AMP HTML issues | 0 |
| 0 AMP style and layout issues | 0 |
| 0 AMP templating issues | 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 |

16 0**7 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.

7 0**5 pages don't have meta descriptions**

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.

5 0**4 pages have a low word count**

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.

4 0

0 external links are broken

0 0

0 external images are broken

0 0

0 links on HTTPS pages leads to HTTP page

0 0

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

0 0

0 pages have too much text within the title tags

0 0

0 pages don't have an h1 heading

0 0

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

| | |
|--|---|
| 0 HTTP URLs in sitemap.xml for HTTPS site | 0 |
| 0 uncompressed pages | 0 |
| 0 issues with blocked internal resources in robots.txt | 0 |
| 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 |

3 **2 subdomains don't support HSTS****2**

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.

1 page is blocked from crawling**1**

About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

0 pages have more than one H1 tag

0

0 page URLs are longer than 200 characters

0

0 outgoing external links contain nofollow attributes

0

Robots.txt not found

0

0 pages have hreflang language mismatch issues

0

0 orphaned pages in Google Analytics

0

0 orphaned pages in sitemaps

0

0 pages take more than 1 second to become interactive

0

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

0

0 issues with blocked external resources in robots.txt

0

0 issues with broken external JavaScript and CSS files

0

0 pages need more than 3 clicks to be reached

0

0 pages have only one incoming internal link

0

0 URLs with a permanent redirect

0

0 resources are formatted as page link

0

0 links on this page have no anchor text

0

0 links on this page have non-descriptive anchor text

0

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

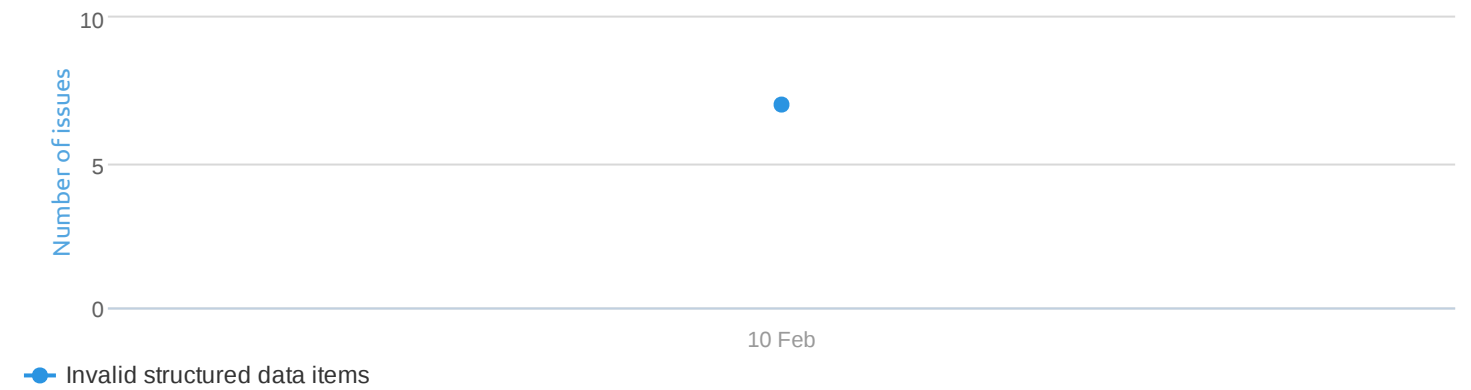
0

Invalid structured data items

i *About this issue: This issue is triggered if structured data items contain fields that do not meet Google's guidelines <https://developers.google.com/search/docs/data-types/article>. Implementing and maintaining your structured data correctly is important if you want to get an edge over your competitors in search results. If your website markup has errors, crawlers will not be able to properly understand it, and you may run the risk of losing the chance of gaining rich snippets and getting more favorable rankings. For more information on the structured data requirements, see <https://schema.org>, Google documentation <https://developers.google.com/search/docs/data-types/article> or our article <https://www.semrush.com/kb/1084-structured-data-items-site-audit>. How to fix: Check structured data on your webpages with a validation tool. Please note that different markup testing tools may show different results. We recommend that you use the Rich Results Test tool <https://search.google.com/test/rich-results> to review and validate your pages' structured data against their rich snippet requirements.*

Historical chart for audits

Period: February 10, 2021 (20:09) - February 10, 2021 (20:09)



Invalid structured data items 7

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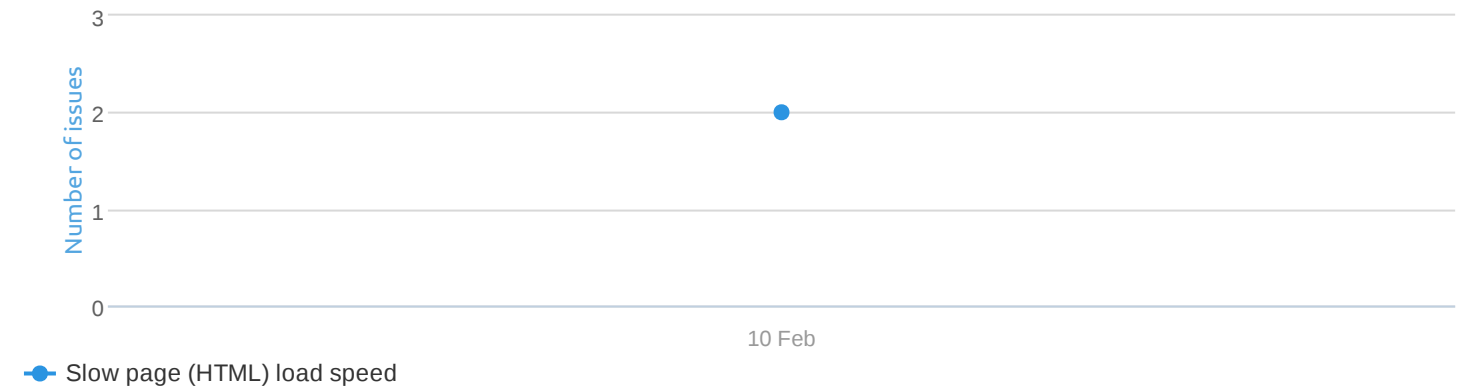
| Page URL | Structured Data Type | Affected Fields | Discovered |
|--|----------------------|-----------------|--|
| Dentist In Monticello, NY Dr. Gary Berson & Associates https://drbersonandassociates.com/ | Local Business | 1 field: image | February 10, 2021 (20:09) [new] |
| Contact Us Dr. Gary Berson & Associates https://drbersonandassociates.com/contact/ | Local Business | 1 field: image | February 10, 2021 (20:09) [new] |
| Dr. David Schwartz Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-david-schwartz/ | Local Business | 1 field: image | February 10, 2021 (20:09) [new] |
| Dr. Gary Berson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-gary-berson/ | Local Business | 1 field: image | February 10, 2021 (20:09) [new] |
| Dr. Halie Aronson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-halie-aronson/ | Local Business | 1 field: image | February 10, 2021 (20:09) [new] |
| Meet The Team Dr. Gary Berson & Associates https://drbersonandassociates.com/meet-the-team/ | Local Business | 1 field: image | February 10, 2021 (20:09) [new] |
| Dental Services Dr. Gary Berson & Associates https://drbersonandassociates.com/services/ | Local Business | 1 field: image | February 10, 2021 (20:09) [new] |

Slow page (HTML) load speed

i *About this issue: Page (HTML) load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates. Please note that "page load speed" usually refers to the amount of time it takes for a webpage to be fully rendered by a browser. However, crawler only measures the time it takes to load a webpage's HTML code - load times for images, JavaScript and CSS are not factored in. How to fix: The main factors that negatively affect your HTML page generation time are your server's performance and the density of your webpage's HTML code. So, try to clean up your webpage's HTML code. If the problem is with your web server, you should think about moving to a better hosting service with more resources.*

Historical chart for audits

Period: February 10, 2021 (20:09) - February 10, 2021 (20:09)



Slow page (HTML) load speed 2

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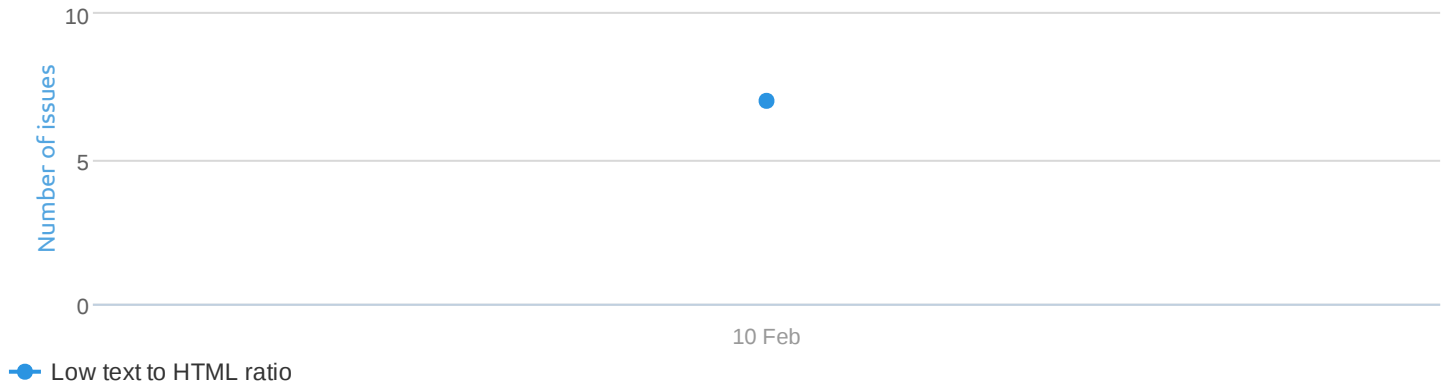
| Page URL | Load Time, s | Discovered |
|---|--------------|---|
| Dr. Halie Aronson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-halie-aronson/ | 3.10 | February 10, 2021 (20:09) [new] |
| Dental Services Dr. Gary Berson & Associates https://drbersonandassociates.com/services/ | 3.06 | February 10, 2021 (20:09) [new] |

Low text to HTML ratio

i *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 10, 2021 (20:09) - February 10, 2021 (20:09)



Low text to HTML ratio 7

drbersonandassociates.com

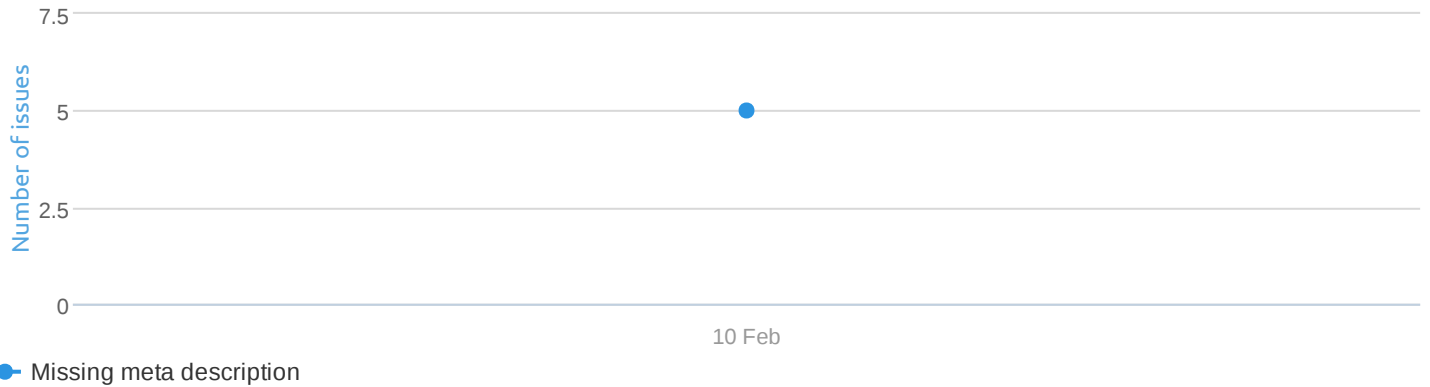
| Page URL | Ratio | Discovered |
|--|-------|------------------------------------|
| Dentist In Monticello, NY Dr. Gary Berson & Associates https://drbersonandassociates.com/ | 0.00 | February 10, 2021 (20:09) [new] |
| Contact Us Dr. Gary Berson & Associates https://drbersonandassociates.com/contact/ | 0.00 | February 10, 2021 (20:09) [new] |
| Dr. David Schwartz Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-david-schwartz/ | 0.00 | February 10, 2021 (20:09) [new] |
| Dr. Gary Berson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-gary-berson/ | 0.00 | February 10, 2021 (20:09) [new] |
| Dr. Halie Aronson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-halie-aronson/ | 0.00 | February 10, 2021 (20:09) [new] |
| Meet The Team Dr. Gary Berson & Associates https://drbersonandassociates.com/meet-the-team/ | 0.00 | February 10, 2021 (20:09) [new] |
| Dental Services Dr. Gary Berson & Associates https://drbersonandassociates.com/services/ | 0.00 | February 10, 2021 (20:09) [new] |

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: February 10, 2021 (20:09) - February 10, 2021 (20:09)




Missing meta description 5

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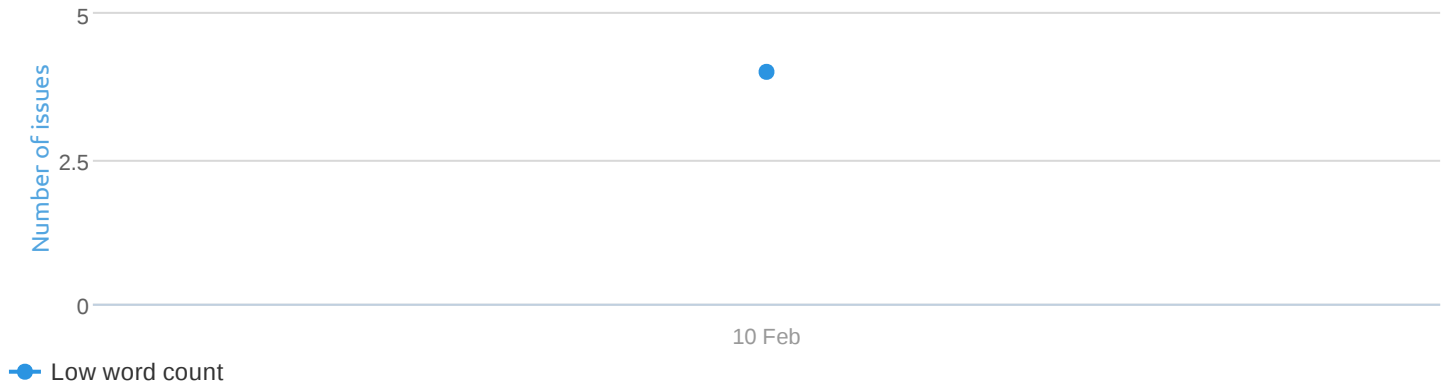
| Page URL | Discovered |
|--|------------------------------------|
| Dr. David Schwartz Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-david-schwartz/ | February 10, 2021 (20:09) [new] |
| Dr. Gary Berson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-gary-berson/ | February 10, 2021 (20:09) [new] |
| Dr. Halie Aronson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-halie-aronson/ | February 10, 2021 (20:09) [new] |
| Meet The Team Dr. Gary Berson & Associates https://drbersonandassociates.com/meet-the-team/ | February 10, 2021 (20:09) [new] |
| Dental Services Dr. Gary Berson & Associates https://drbersonandassociates.com/services/ | February 10, 2021 (20:09) [new] |

Low word count

- 
 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.

Historical chart for audits

Period: February 10, 2021 (20:09) - February 10, 2021 (20:09)



Low word count 4

drbersonandassociates.com

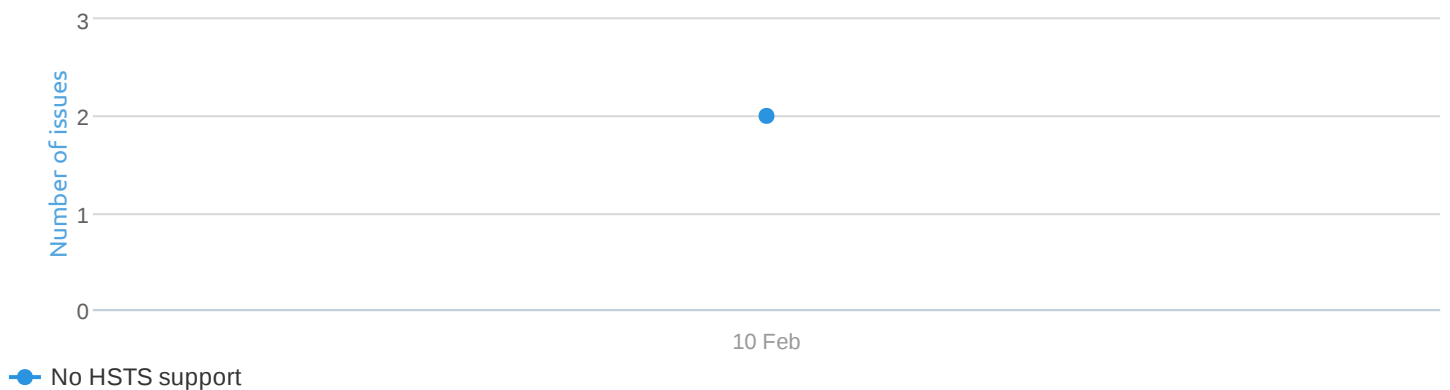
| Page URL | Words Count | Discovered |
|--|-------------|------------------------------------|
| Contact Us Dr. Gary Berson & Associates https://drbersonandassociates.com/contact/ | 192 | February 10, 2021 (20:09) [new] |
| Dr. David Schwartz Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-david-schwartz/ | 165 | February 10, 2021 (20:09) [new] |
| Dr. Gary Berson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-gary-berson/ | 160 | February 10, 2021 (20:09) [new] |
| Dr. Halie Aronson Dr. Gary Berson & Associates https://drbersonandassociates.com/dr-halie-aronson/ | 183 | February 10, 2021 (20:09) [new] |

No HSTS support

- i** 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

Period: February 10, 2021 (20:09) - February 10, 2021 (20:09)



No HSTS support 2

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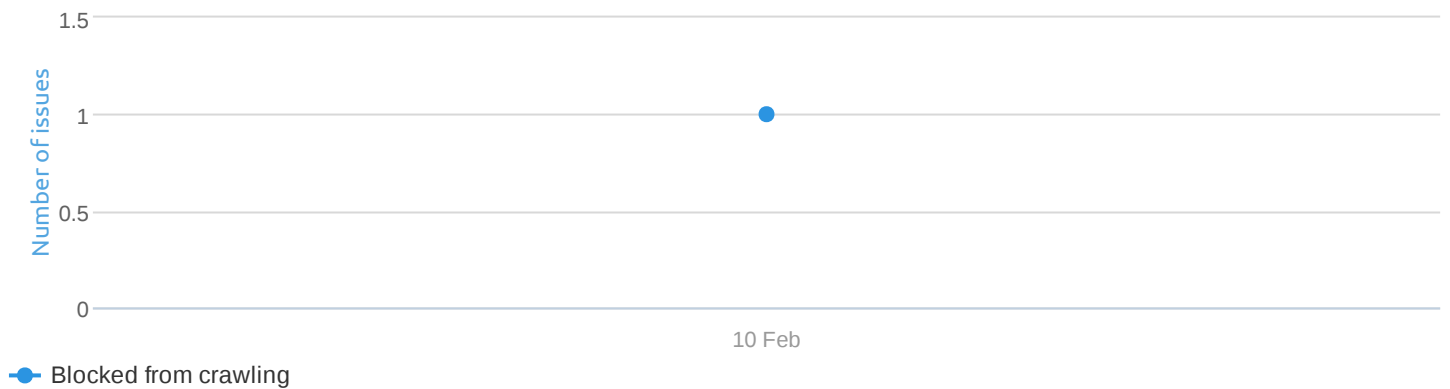
| Subdomain | Discovered |
|-------------------------------|------------------------------------|
| drbersonandassociates.com | February 10, 2021 (20:09) [new] |
| www.drbersonandassociates.com | February 10, 2021 (20:09) [new] |

Blocked from crawling

- i** *About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.*

Historical chart for audits

Period: February 10, 2021 (20:09) - February 10, 2021 (20:09)



Blocked from crawling 1

drbersonandassociates.com

| Page URL | Discovered |
|---|------------------------------------|
| Dr Berson – Dr. Gary Berson & Associates https://drbersonandassociates.com/author/sun-admin/ | February 10, 2021 (20:09) [new] |