



Full Site Audit Report

New Day Dental

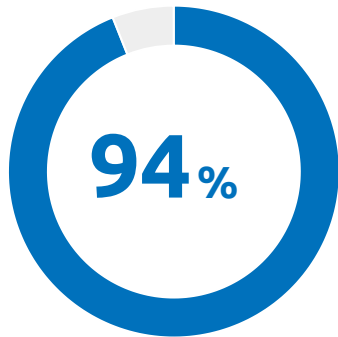
Full Site Audit Report

Subdomain: www.newdaydental.com

Last Update: January 28, 2021

Crawled Pages: 27

Site Health



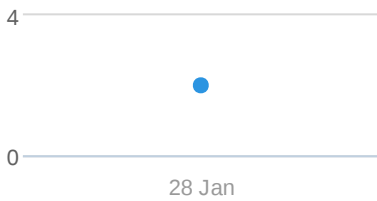
Crawled Pages

27



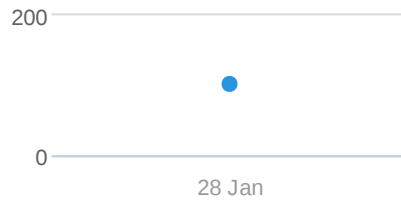
Errors

2



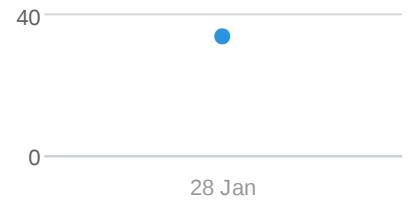
Warnings

102

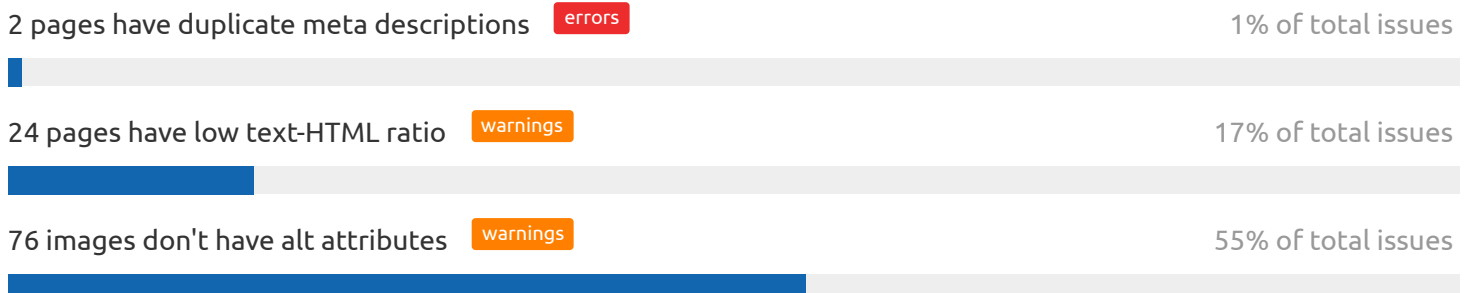


Notices

34



Top Issues



www.newdaydental.com

20

2 pages have duplicate meta descriptions

20

About this issue: Our crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages. For information on how to create effective meta descriptions, please see this Google article: <https://support.google.com/webmasters/answer/35624>

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)

00

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

00

0 internal images are broken

00

Robots.txt file has format errors

00

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
0 structured data items are invalid	0
0 pages have slow load speed	0

102 0**76 images don't have alt attributes**

About this issue: Alt attributes within tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. For more information, please see these articles: Using ALT attributes smartly: <https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and Google Image Publishing Guidelines: <https://support.google.com/webmasters/answer/114016?hl=en>. How to fix: Specify a relevant alternative attribute inside an tag for each image on your website, e.g., "".

76 0**24 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.

24 0**2 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.

2 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 pages have duplicate H1 and title tags	0
0 pages don't have meta descriptions	0
0 pages have too many on-page links	0
0 URLs with a temporary redirect	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

34 ⁰

24 links on this page have no anchor text

About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL), or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about. Also, Google considers anchor text when indexing a page. So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about. Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0

24 ⁰

4 orphaned pages in sitemaps

About this issue: An orphaned page is a webpage that is not linked to internally. Including orphaned pages in your sitemap.xml files is considered to be a bad practice, as these pages will be crawled by search engines. Crawling outdated orphaned pages will waste your crawl budget. If an orphaned page in your sitemap.xml file has valuable content, we recommend that you link to it internally. How to fix: Review all orphaned pages in your sitemap.xml files and do either of the following: If a page is no longer needed, remove it; If a page has valuable content and brings traffic to your website, link to it from another page on your website; If a page serves a specific need and requires no internal linking, leave it as is.

4 ⁰

4 links on this page have non-descriptive anchor text

About this issue: This issue is triggered if a non-descriptive anchor text is used for a link (either internal or external). An anchor is considered to be non-descriptive if it doesn't give any idea of what the linked-to page is about, for example, "click here", "right here", etc. This type of anchor provides little value to users and search engines as it doesn't provide any information about the target page. Also, such anchors will offer little in terms of the target page's ability to be indexed by search engines, and as a result, rank for relevant search requests. For more information on the criteria used to trigger this check, refer to kb article title. How to fix: To let users and search engines understand the meaning of the linked-to page, use a succinct anchor text that describes the page's content. For best practices on how to optimize your anchor text, refer to the "Write good link text" section in Google's Search Engine Optimization (SEO) Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0.

4 ⁰

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.

2 ⁰

0 pages have more than one H1 tag

0 ⁰

0 pages are blocked from crawling

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

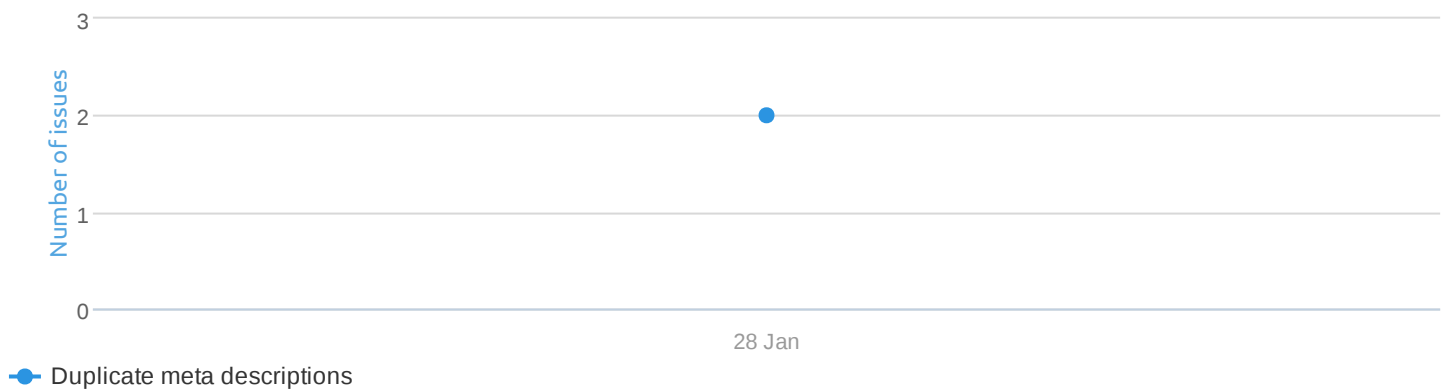
0

Duplicate meta descriptions

i *About this issue: Our crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages. For information on how to create effective meta descriptions, please see this Google article: <https://support.google.com/webmasters/answer/35624>*

Historical chart for audits

Period: January 28, 2021 (17:19) - January 28, 2021 (17:19)



Duplicate meta descriptions 2

www.newdaydental.com

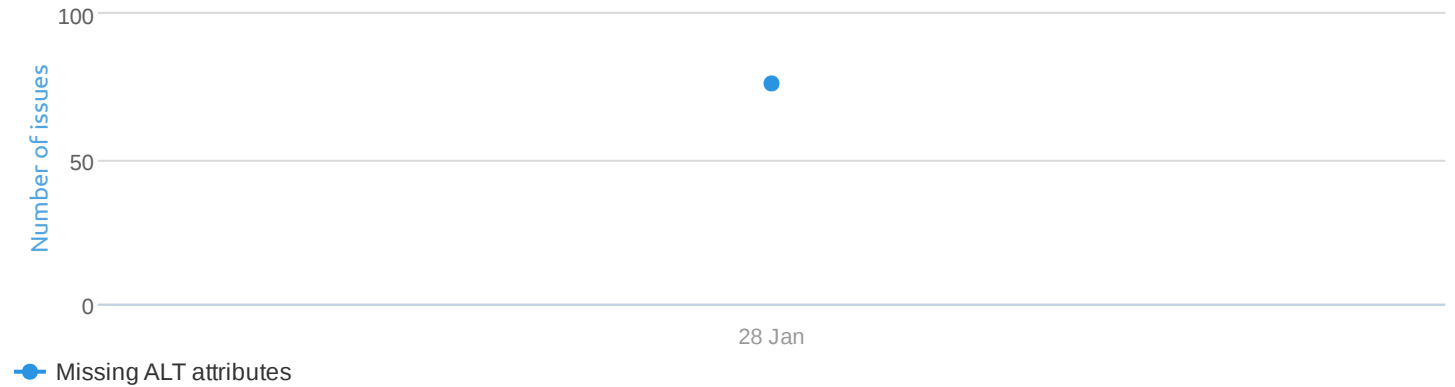
Page URL	Duplicates	Discovered
Sedation Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/sedation-dentistry/	1	January 28, 2021 (17:19) [new]
Meet the Team at Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/our-practice/meet-the-team/	1	January 28, 2021 (17:19) [new]

Missing ALT attributes

i *About this issue: Alt attributes within tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. For more information, please see these articles: Using ALT attributes smartly: <https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and Google Image Publishing Guidelines: <https://support.google.com/webmasters/answer/114016?hl=en>. How to fix: Specify a relevant alternative attribute inside an tag for each image on your website, e.g., "".*

Historical chart for audits

Period: January 28, 2021 (17:19) - January 28, 2021 (17:19)



Missing ALT attributes 76

www.newdaydental.com

Page URL	Image URL	Discovered
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	https://www.newdaydental.com/assets/img/social-face-book.svg	January 28, 2021 (17:19) [new]
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	https://www.newdaydental.com/assets/img/social-yelp.p.svg	January 28, 2021 (17:19) [new]
Appointment Request Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/appointment-request/	https://www.newdaydental.com/assets/img/social-face-book.svg	January 28, 2021 (17:19) [new]
Appointment Request Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/appointment-request/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Appointment Request Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/appointment-request/	https://www.newdaydental.com/assets/img/social-yelp.p.svg	January 28, 2021 (17:19) [new]
Contact Us Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/contact/	https://www.newdaydental.com/assets/img/wave.png	January 28, 2021 (17:19) [new]
Contact Us Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/contact/	https://www.newdaydental.com/assets/img/social-face-book.svg	January 28, 2021 (17:19) [new]
Contact Us Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/contact/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Contact Us Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/contact/	https://www.newdaydental.com/assets/img/social-yelp.p.svg	January 28, 2021 (17:19) [new]
All-on-Four Dental Implants Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/all-on-four-dental-implants/	https://www.newdaydental.com/assets/img/social-face-book.svg	January 28, 2021 (17:19) [new]
All-on-Four Dental Implants Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/all-on-four-dental-implants/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]

Page URL	Image URL	Discovered
All-on-Four Dental Implants Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/all-on-four-dental-implants/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Dental Bonding Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-bonding/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Dental Bonding Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-bonding/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Dental Bonding Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-bonding/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Dental Implants Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-implants/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Dental Implants Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-implants/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Dental Implants Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-implants/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Dentures and Partial Dentures Pleasanton CA New Day Dental https://www.newdaydental.com/cosmetic-dentistry/dentures-and-partial-dentures/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Dentures and Partial Dentures Pleasanton CA New Day Dental https://www.newdaydental.com/cosmetic-dentistry/dentures-and-partial-dentures/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Dentures and Partial Dentures Pleasanton CA New Day Dental https://www.newdaydental.com/cosmetic-dentistry/dentures-and-partial-dentures/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Invisalign Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/invisalign/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Invisalign Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/invisalign/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Invisalign Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/invisalign/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Lumineers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/lumineers/	https://www.newdaydental.com/assets/img/wave.png	January 28, 2021 (17:19) [new]
Lumineers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/lumineers/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Lumineers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/lumineers/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Lumineers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/lumineers/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Porcelain Veneers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/porcelain-veneers/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Porcelain Veneers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/porcelain-veneers/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]

Page URL	Image URL	Discovered
Porcelain Veneers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/porcelain-veneers/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Teeth Whitening Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/teeth-whitening/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Teeth Whitening Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/teeth-whitening/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Teeth Whitening Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/teeth-whitening/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Dental Checkups Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-checkups/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Dental Checkups Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-checkups/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Dental Checkups Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-checkups/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Dental Cleanings Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-cleanings-examinations/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Dental Cleanings Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-cleanings-examinations/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Dental Cleanings Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-cleanings-examinations/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Dental Crowns and Bridges Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-crowns-and-bridges/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Dental Crowns and Bridges Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-crowns-and-bridges/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Dental Crowns and Bridges Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-crowns-and-bridges/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Dental Restoration Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-restoration/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Dental Restoration Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-restoration/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Dental Restoration Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-restoration/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Emergency Dentist Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/emergency-dentistry/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]

Page URL	Image URL	Discovered
Emergency Dentist Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/emergency-dentistry/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Emergency Dentist Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/emergency-dentistry/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Family Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/family-dentistry/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Family Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/family-dentistry/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Family Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/family-dentistry/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Laser Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/laser-dentistry/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Laser Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/laser-dentistry/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Laser Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/laser-dentistry/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Oral Surgery Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/oral-surgery/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Oral Surgery Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/oral-surgery/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Oral Surgery Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/oral-surgery/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Pediatric Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/pediatric-dentistry/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Pediatric Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/pediatric-dentistry/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Pediatric Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/pediatric-dentistry/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Sedation Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/sedation-dentistry/	https://www.newdaydental.com/assets/img/wave.png	January 28, 2021 (17:19) [new]

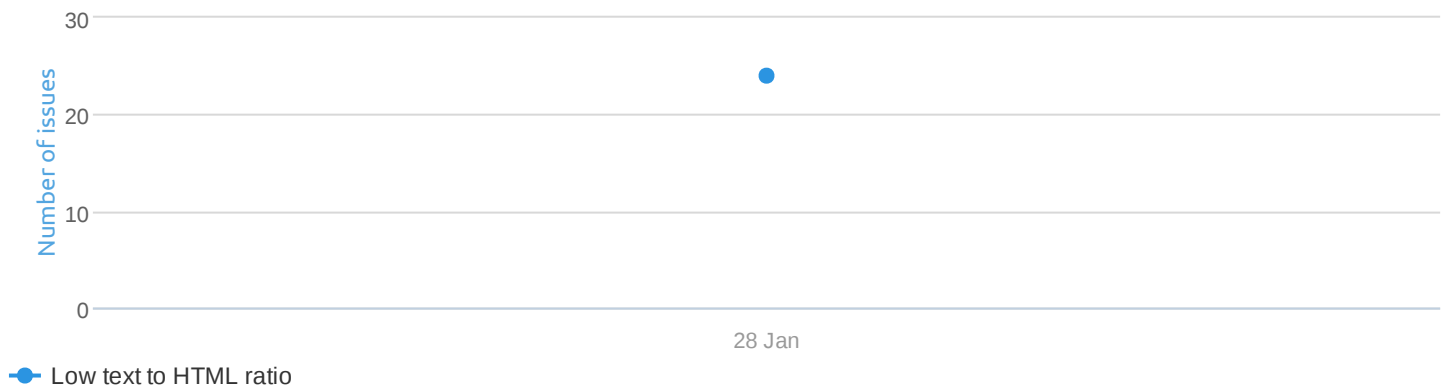
Page URL	Image URL	Discovered
Sedation Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/sedation-dentistry/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Sedation Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/sedation-dentistry/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Sedation Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/sedation-dentistry/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Comprehensive Dentistry Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/other-services/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Comprehensive Dentistry Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/other-services/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Comprehensive Dentistry Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/other-services/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Leading Periodontist Pleasanton Dr. Farha Rasheed of New Day Dental https://www.newdaydental.com/our-practice/dr-rasheed/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Leading Periodontist Pleasanton Dr. Farha Rasheed of New Day Dental https://www.newdaydental.com/our-practice/dr-rasheed/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Leading Periodontist Pleasanton Dr. Farha Rasheed of New Day Dental https://www.newdaydental.com/our-practice/dr-rasheed/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [new]
Meet the Team at Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/our-practice/meet-the-team/	https://www.newdaydental.com/assets/img/wave.png	January 28, 2021 (17:19) [new]
Meet the Team at Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/our-practice/meet-the-team/	https://www.newdaydental.com/assets/img/social-facebook.svg	January 28, 2021 (17:19) [new]
Meet the Team at Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/our-practice/meet-the-team/	https://www.newdaydental.com/assets/img/social-twitter.svg	January 28, 2021 (17:19) [new]
Meet the Team at Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/our-practice/meet-the-team/	https://www.newdaydental.com/assets/img/social-yelp.svg	January 28, 2021 (17:19) [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: January 28, 2021 (17:19) - January 28, 2021 (17:19)



Low text to HTML ratio 24

www.newdaydental.com

Page URL	Ratio	Discovered
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	0.01	January 28, 2021 (17:19) [new]
Appointment Request Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/appointment-request/	0.00	January 28, 2021 (17:19) [new]
Contact Us Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/contact/	0.00	January 28, 2021 (17:19) [new]
All-on-Four Dental Implants Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/all-on-four-dental-implants/	0.01	January 28, 2021 (17:19) [new]
Dental Bonding Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-bonding/	0.01	January 28, 2021 (17:19) [new]
Dental Implants Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-implants/	0.01	January 28, 2021 (17:19) [new]
Dentures and Partial Dentures Pleasanton CA New Day Dental https://www.newdaydental.com/cosmetic-dentistry/dentures-and-partial-dentures/	0.01	January 28, 2021 (17:19) [new]
Invisalign Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/invisalign/	0.01	January 28, 2021 (17:19) [new]
Lumineers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/lumineers/	0.01	January 28, 2021 (17:19) [new]

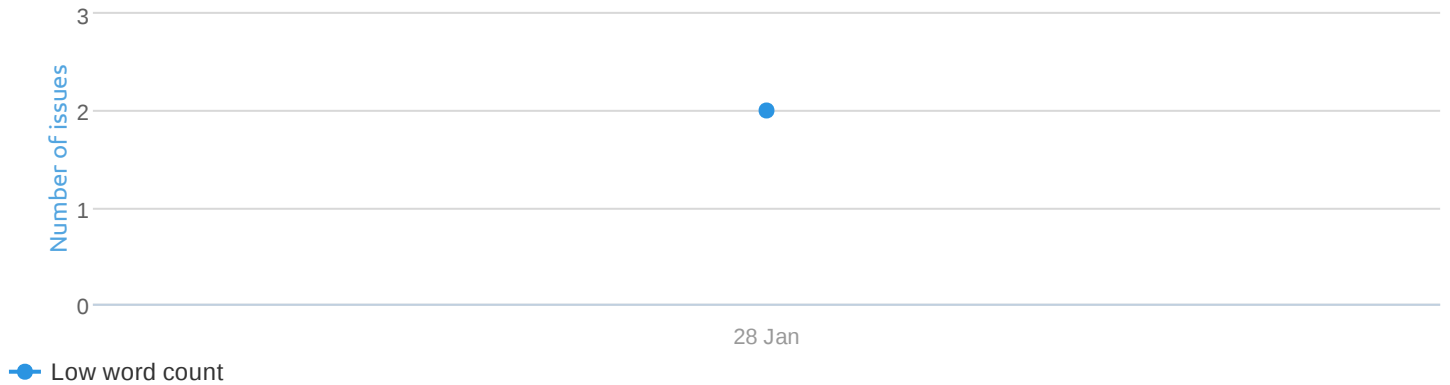
Page URL	Ratio	Discovered
Porcelain Veneers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/porcelain-veneers/	0.01	January 28, 2021 (17:19) [new]
Teeth Whitening Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/teeth-whitening/	0.01	January 28, 2021 (17:19) [new]
Dental Checkups Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-checkups/	0.01	January 28, 2021 (17:19) [new]
Dental Cleanings Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-cleanings-examinations/	0.01	January 28, 2021 (17:19) [new]
Dental Crowns and Bridges Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-crowns-and-bridges/	0.01	January 28, 2021 (17:19) [new]
Dental Restoration Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-restoration/	0.01	January 28, 2021 (17:19) [new]
Emergency Dentist Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/emergency-dentistry/	0.01	January 28, 2021 (17:19) [new]
Family Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/family-dentistry/	0.01	January 28, 2021 (17:19) [new]
Laser Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/laser-dentistry/	0.01	January 28, 2021 (17:19) [new]
Oral Surgery Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/oral-surgery/	0.01	January 28, 2021 (17:19) [new]
Pediatric Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/pediatric-dentistry/	0.01	January 28, 2021 (17:19) [new]
Sedation Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/sedation-dentistry/	0.01	January 28, 2021 (17:19) [new]
Comprehensive Dentistry Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/other-services/	0.01	January 28, 2021 (17:19) [new]
Leading Periodontist Pleasanton Dr. Farha Rasheed of New Day Dental https://www.newdaydental.com/our-practice/dr-rasheed/	0.00	January 28, 2021 (17:19) [new]
Meet the Team at Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/our-practice/meet-the-team/	0.01	January 28, 2021 (17:19) [new]

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.

Historical chart for audits

Period: January 28, 2021 (17:19) - January 28, 2021 (17:19)



Low word count 2

www.newdaydental.com

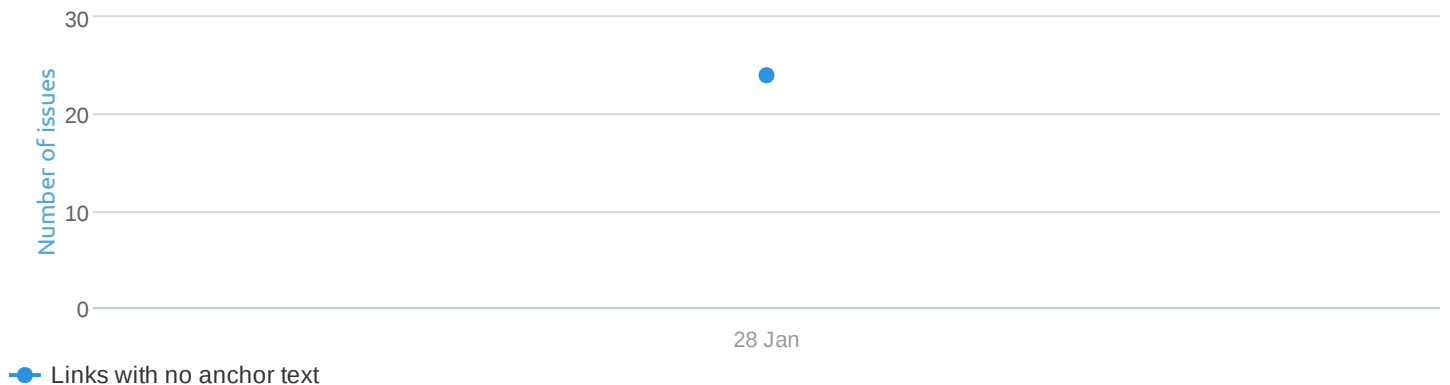
Page URL	Words Count	Discovered
Appointment Request Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/appointment-request/	194	January 28, 2021 (17:19) [new]
Contact Us Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/contact/	193	January 28, 2021 (17:19) [new]

Links with no anchor text

- i** *About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL), or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about. Also, Google considers anchor text when indexing a page. So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about. Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0*

Historical chart for audits

Period: January 28, 2021 (17:19) - January 28, 2021 (17:19)



Links with no anchor text 24

www.newdaydental.com

Page URL	Link URL	Discovered
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Appointment Request Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/appointment-request/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Contact Us Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/contact/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
All-on-Four Dental Implants Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/all-on-four-dental-implants/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Dental Bonding Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-bonding/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Dental Implants Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/dental-implants/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Dentures and Partial Dentures Pleasanton CA New Day Dental https://www.newdaydental.com/cosmetic-dentistry/dentures-and-partial-dentures/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Invisalign Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/invisalign/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Lumineers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/lumineers/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Porcelain Veneers Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/porcelain-veneers/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Teeth Whitening Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/cosmetic-dentistry/teeth-whitening/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Dental Checkups Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-checkups/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Dental Cleanings Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/general-dentistry/dental-cleanings-examinations/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Dental Crowns and Bridges Pleasanton New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-crowns-and-bridges/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Dental Restoration Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/dental-restoration/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Emergency Dentist Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/emergency-dentistry/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Family Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/family-dentistry/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Laser Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/laser-dentistry/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Oral Surgery Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/oral-surgery/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Pediatric Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/pediatric-dentistry/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]

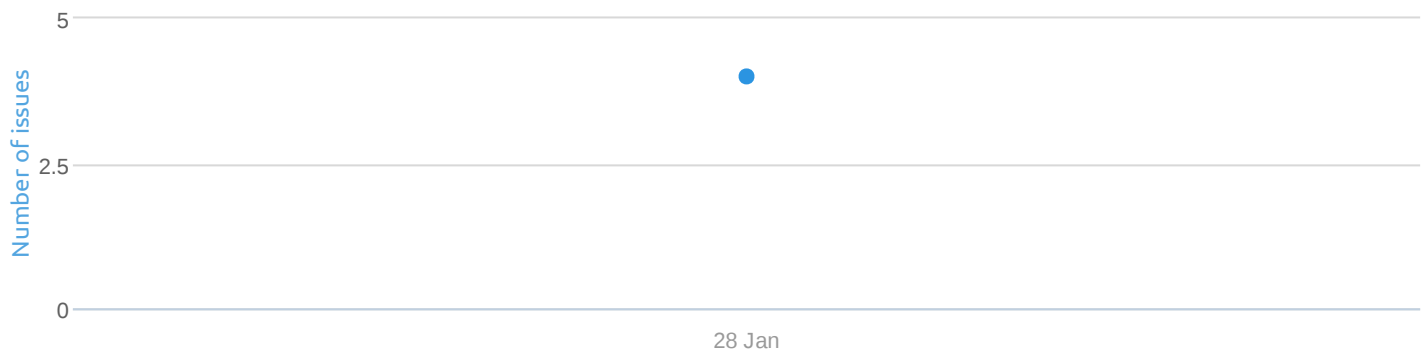
Page URL	Link URL	Discovered
Sedation Dentistry Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/general-dentistry/sedation-dentistry/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Comprehensive Dentistry Pleasanton CA New Day Dental of Pleasanton https://www.newdaydental.com/other-services/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Leading Periodontist Pleasanton Dr. Farha Rasheed of New Day Dental https://www.newdaydental.com/our-practice/dr-rasheed/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]
Meet the Team at Pleasanton CA New Day Dental of Pleasanton CA https://www.newdaydental.com/our-practice/meet-the-team/	https://www.boltdental.com/	January 28, 2021 (17:19) [new]

Links with non-descriptive anchor text

i *About this issue: This issue is triggered if a non-descriptive anchor text is used for a link (either internal or external). An anchor is considered to be non-descriptive if it doesn't give any idea of what the linked-to page is about, for example, "click here", "right here", etc. This type of anchor provides little value to users and search engines as it doesn't provide any information about the target page. Also, such anchors will offer little in terms of the target page's ability to be indexed by search engines, and as a result, rank for relevant search requests. For more information on the criteria used to trigger this check, refer to kb article title. How to fix: To let users and search engines understand the meaning of the linked-to page, use a succinct anchor text that describes the page's content. For best practices on how to optimize your anchor text, refer to the "Write good link text" section in Google's Search Engine Optimization (SEO) Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0.*

Historical chart for audits

Period: January 28, 2021 (17:19) - January 28, 2021 (17:19)



● Links with non-descriptive anchor text

Links with non-descriptive anchor text 4

www.newdaydental.com

Page URL	Link URL	Anchor Text	Discovered
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	https://www.newdaydental.com/cosmetic-dentistry/invisalign/	Read More	January 28, 2021 (17:19) [new]
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	https://www.newdaydental.com/cosmetic-dentistry/dental-implants/	Read More	January 28, 2021 (17:19) [new]

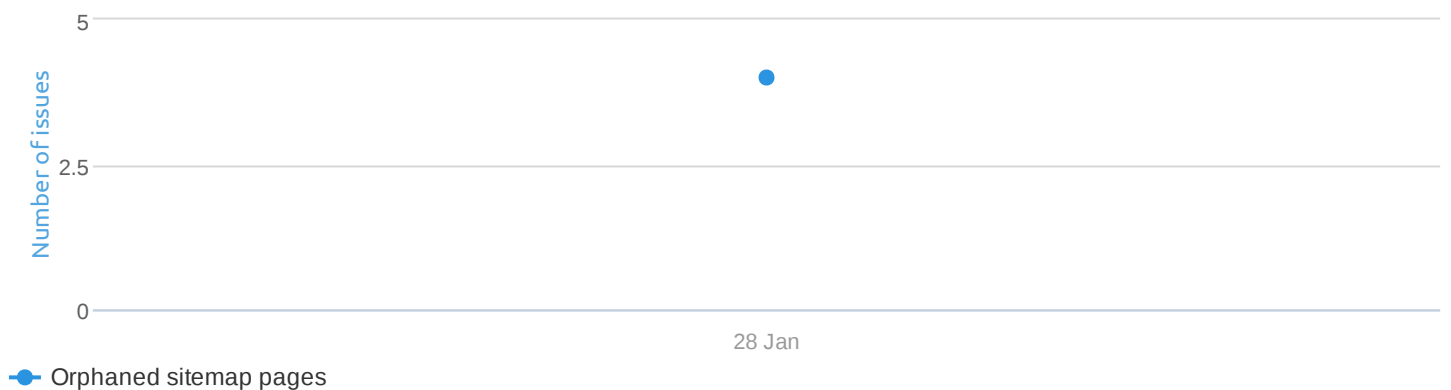
Page URL	Link URL	Anchor Text	Discovered
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	https://www.newdaydental.com/general-dentistry/sedation-dentistry/	Read More	January 28, 2021 (17:19) [new]
Dentist Pleasanton New Day Dental Pleasanton https://www.newdaydental.com/	https://www.newdaydental.com/general-dentistry/dental-cleanings-examinations/	Read More	January 28, 2021 (17:19) [new]

Orphaned sitemap pages

- i** *About this issue: An orphaned page is a webpage that is not linked to internally. Including orphaned pages in your sitemap.xml files is considered to be a bad practice, as these pages will be crawled by search engines. Crawling outdated orphaned pages will waste your crawl budget. If an orphaned page in your sitemap.xml file has valuable content, we recommend that you link to it internally. How to fix: Review all orphaned pages in your sitemap.xml files and do either of the following: If a page is no longer needed, remove it; If a page has valuable content and brings traffic to your website, link to it from another page on your website; If a page serves a specific need and requires no internal linking, leave it as is.*

Historical chart for audits

Period: January 28, 2021 (17:19) - January 28, 2021 (17:19)



Orphaned sitemap pages 4

www.newdaydental.com

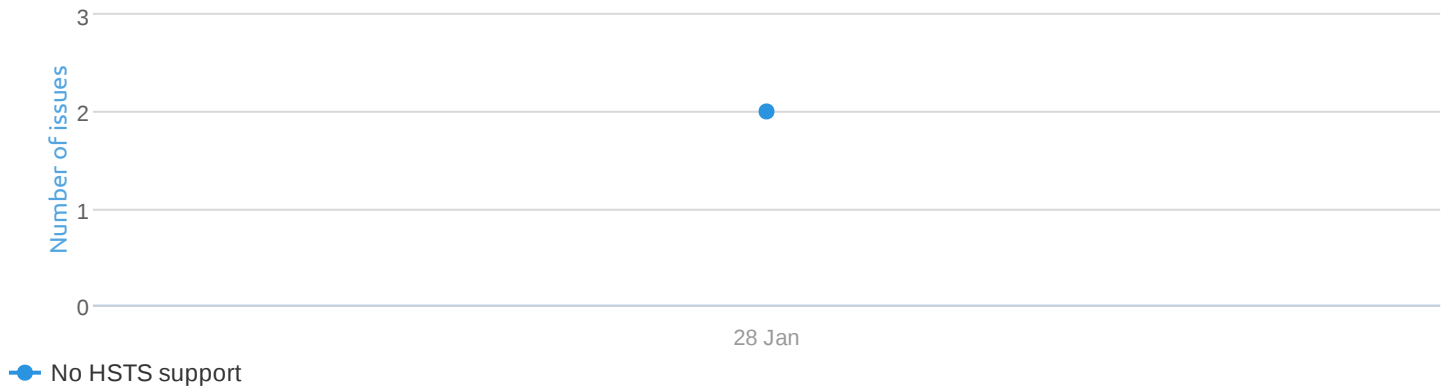
Sitemap URL	Page URL	Discovered
https://www.newdaydental.com/sitemap.xml	https://www.newdaydental.com/our-practice/dr-mcmaster/	January 28, 2021 (17:19) [new]
https://www.newdaydental.com/sitemap.xml	https://www.newdaydental.com/our-practice/dr-dadvand/	January 28, 2021 (17:19) [new]
https://www.newdaydental.com/sitemap.xml	https://www.newdaydental.com/our-practice/dr-lee/	January 28, 2021 (17:19) [new]
https://www.newdaydental.com/sitemap.xml	https://www.newdaydental.com/our-practice/dr-kim/	January 28, 2021 (17:19) [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: January 28, 2021 (17:19) - January 28, 2021 (17:19)



No HSTS support 2

www.newdaydental.com

Subdomain	Discovered
newdaydental.com	January 28, 2021 (17:19) [new]
www.newdaydental.com	January 28, 2021 (17:19) [new]