



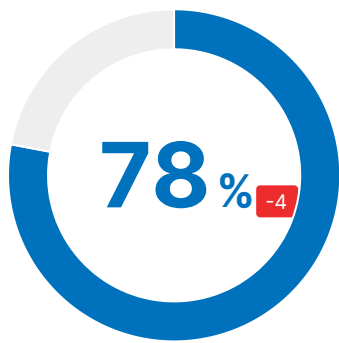
Full Site Audit Report

skims.com

Full Site Audit Report

Subdomain: skims.com
Last Update: November 23, 2024
Crawled Pages: 500

Site Health



Crawled Pages

500

● Healthy (1)
 ● Broken (1)
 ● Have issues (128)
 ● Redirected (1)
 ● Blocked (369)



Errors

1612

+1590

Warnings

141

+35

Notices

1538

+683

Top Issues

1583 issues with incorrect hreflang links	errors	48% of total issues
2 pages have duplicate content issues	errors	0% of total issues
20 pages have too large HTML size	errors	1% of total issues

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1612 +1590

1583 issues with incorrect hreflang links

About this issue: A hreflang (rel="alternate" hreflang="x") attribute helps search engines understand which page should be shown to visitors based on their location. Utilizing this attribute is necessary if you're running a multilingual website and would like to help users from other countries find your content in the language that is most appropriate for them. It is very important to make sure your hreflang links always refer to absolute URLs with HTTP 200 status codes, otherwise search engines will not be able to interpret them correctly and, as a result, will not show the correct language version of your pages to the relevant audience.

For more information, please see these article - Tell Google about localized versions of your page: <https://support.google.com/webmasters/answer/189077>. How to fix: To avoid any problems with hreflang links, we recommend that you review your hreflang attributes and do the following: 1. Fix broken hreflang URLs.

2. Fix hreflang redirects. 3.

Replace relative URLs with absolute ones.

1583 +1583

20 pages have too large HTML size

About this issue: A webpage's HTML size is the size of all HTML code contained on it. A page size that is too large (i.e., exceeding 2 MB) leads to a slower page load time, resulting in a poor user experience and a lower search engine ranking. How to fix: Review your page's HTML code and consider optimizing its structure and/or removing inline scripts and styles.

20 +7

5 issues with duplicate title tags

About this issue: Our crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned.

Moreover, identical <title> tags confuse users as to which webpage they should follow.

How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords. For information on how to create effective titles, please see this Google article: <https://support.google.com/webmasters/answer/35624>.

5 0

2 pages have duplicate content issues

2 0

About this issue: Webpages are considered duplicates if their content is 85% identical. Having duplicate content may significantly affect your SEO performance. First of all, Google will typically show only one duplicate page, filtering other instances out of its index and search results, and this page may not be the one you want to rank. In some cases, search engines may consider duplicate pages as an attempt to manipulate search engine rankings and, as a result, your website may be downgraded or even banned from search results. Moreover, duplicate pages may dilute your link profile. How to fix. Here are a few ways to fix duplicate content issues: 1. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results. 2. Use a 301 redirect from a duplicate page to the original one. 3. Use a rel="next" and a rel="prev" link attribute to fix pagination duplicates. 4. Instruct GoogleBot to handle URL parameters differently using Google Search Console. 5. Provide some unique content on the webpage. For more information, please read these articles: <https://support.google.com/webmasters/answer/66359?hl=en> and <https://support.google.com/webmasters/answer/139066?hl=en>.

1 page returned a 4XX status code

1 0

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt.

1 internal link is broken

1 0

About this issue: Broken internal links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

0 pages returned 5XX status code

0 0

0 pages don't have title tags

0 0

0 pages couldn't be crawled	0
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 AMP pages have no canonical tag	0
0 issues with hreflang values	0
0 hreflang conflicts within page source code	0
0 non-secure pages	0
0 issues with expiring or expired certificate	0
0 issues with old security protocol	0

0 issues with incorrect certificate name	0
0 issues with mixed content	0
No redirect or canonical to HTTPS homepage from HTTP version	0
0 redirect chains and loops	0
0 pages with a broken canonical link	0
0 pages have multiple canonical URLs	0
0 pages have a meta refresh tag	0
0 issues with broken internal JavaScript and CSS files	0
0 subdomains don't support secure encryption algorithms	0
0 sitemap.xml files are too large	0
0 links couldn't be crawled (incorrect URL formats)	0
0 structured data items are invalid	0
0 pages are missing the viewport width value	0
0 pages have slow load speed	0

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141 +35

107 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.

107 +28

20 pages don't have an h1 heading

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

How to fix: Provide a concise, relevant h1 heading for each of your page.

20 +5

4 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.

4 +1

2 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., "".

2 0

2 pages have no hreflang and lang attributes

2 0

About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location.

That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the <html> tag, e.g., "<html lang='en'>". 2. Add a hreflang attribute to your page's <head> tag, e.g., <link rel='alternate' href='http://example.com/' hreflang='en'/>.

2 pages have a low word count

2 0

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 uncompressed pages

2 0

About this issue: This issue is triggered if the Content-Encoding entity is not present in the response header. Page compression is essential to the process of optimizing your website. Using uncompressed pages leads to a slower page load time, resulting in a poor user experience and a lower search engine ranking.

How to fix: Enable compression on your webpages for faster load time.

1 page has duplicate H1 and title tags

1 +1

About this issue: It is a bad idea to duplicate your title tag content in your first-level header. If your page's <title> and <h1> tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page.

For more information, please see this Google article:

<https://support.google.com/webmasters/answer/35624>. How to fix: Try to create different content for your <title> and <h1> tags.

Sitemap.xml not found

1 0

About this issue: A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL. Using a sitemap.xml file is quite beneficial.

Not only does it provide easier navigation and better visibility to search engines, it also quickly informs search engines about any new or updated content on your website.

Therefore, your website will be crawled faster and more intelligently. How to fix: Consider generating a sitemap.xml file if you don't already have one.

Then you should specify the location of your sitemap.xml files in your robots.txt, and check if Googlebot can index your sitemap.xml file with the Sitemaps report in Google Search Console: https://search.google.com/search-console/not-verified?original_url=/search-console/sitemaps&original_resource_id.

0 external links are broken	0
0 external images are broken	0
0 links on HTTPS pages lead to HTTP page	0
0 pages don't have enough text within the title tags	0
0 pages have too much text within the title tags	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 don't have character encoding declared	0
0 pages don't have doctype declared	0
0 pages have incompatible plugin content	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
Homepage does not use HTTPS encryption	0

0 subdomains don't support SNI

0 0

0 HTTP URLs in sitemap.xml for HTTPS site

0 0

0 issues with blocked internal resources in robots.txt

0 0

0 issues with uncompressed JavaScript and CSS files

0 0

0 issues with uncached JavaScript and CSS files

0 0

0 pages have a JavaScript and CSS total size that is too large

0 0

0 pages use too many JavaScript and CSS files

0 0

0 issues with unminified JavaScript and CSS files

0 0

0 link URLs are too long

0 0

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1538 +683

1050 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?](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0)

[hl=en&ref_topic=9460495&authuser=0.](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0)

1050 +280

369 pages are blocked from crawling

369 +365

101 issues with blocked external resources in robots.txt

About this issue: Blocked external resources are resources (e.g., CSS, JavaScript, image files, etc.) that are hosted on an external website and blocked from crawling by a "Disallow" directive in an external robots.txt file. Disallowing these files may prevent search engines from accessing them and, as a result, properly rendering and indexing your webpages. This, in return, may lead to lower rankings.

For more information, please see this article

<https://developers.google.com/search/docs/advanced/robots/intro>. How to fix: If blocked resources that are hosted on an external website have a strong impact on your website, contact the website owner and ask them to edit their robots.txt file.
If blocked resources are not necessary for your site, simply ignore them.

101 +24

10 issues with broken external JavaScript and CSS files

About this issue: If your website uses JavaScript or CSS files that are hosted on an external site, you should be sure that they work properly. Any script that has stopped running on your website may jeopardize your rankings, since search engines will not be able to properly render and index your webpages. Moreover, broken JavaScript and CSS files may cause website errors, and this will certainly spoil your user experience.

How to fix: Contact the website owner and ask them to fix a broken file.

10 +10

5 pages have more than one H1 tag

5 +4

2 subdomains don't support HSTS

2 0

1 page has only one incoming internal link

1

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

How to fix: Add more incoming internal links to pages with important content.

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 blocked by X-Robots-Tag: noindex HTTP header

0

0 pages need more than 3 clicks to be reached

0

0 URLs with a permanent redirect

0

0 resources are formatted as page link

0

0 links have non-descriptive anchor text

0

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

0

Issues with incorrect hreflang links

i About this issue: A hreflang (rel="alternate" hreflang="x") attribute helps search engines understand which page should be shown to visitors based on their location. Utilizing this attribute is necessary if you're running a multilingual website and would like to help users from other countries find your content in the language that is most appropriate for them. It is very important to make sure your hreflang links always refer to absolute URLs with HTTP 200 status codes, otherwise search engines will not be able to interpret them correctly and, as a result, will not show the correct language version of your pages to the relevant audience. For more information, please see these article - Tell Google about localized versions of your page: <https://support.google.com/webmasters/answer/189077>. How to fix: To avoid any problems with hreflang links, we recommend that you review your hreflang attributes and do the following: 1. Fix broken hreflang URLs. 2. Fix hreflang redirects. 3. Replace relative URLs with absolute ones

Historical chart for audits

Period: November 23, 2024 (18:27) - November 23, 2024 (19:16)



Issues with incorrect hreflang links 100

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Page URL	Link URL	Issue Type	Link URL	Issue Type	Discovered
https://skims.com/	https://skims.com/en-bm/ https://skims.com/en-bn/ https://skims.com/en-bo/ https://skims.com/en-gp/ https://skims.com/en-om/ https://skims.com/en-gs/ https://skims.com/en-ws/ https://skims.com/en-az/ https://skims.com/en-kp/ https://skims.com/en-de/ https://skims.com/en-zm/ https://skims.com/en-pr/ https://skims.com/en-si/ https://skims.com/en-gi/ https://skims.com/en-cz/ https://skims.com/en-bv/ https://skims.com/en-kg/ https://skims.com/en-It/ https://skims.com/en-mk/ https://skims.com/en-nc/ https://skims.com/en-mr/ https://skims.com/en-tt/ https://skims.com/en-sa/ https://skims.com/en-il/ https://skims.com/en-sr/ https://skims.com/en-bt/ https://skims.com/en-za/ https://skims.com/en-fi/ https://skims.com/en-ms/ https://skims.com/en-mm/ https://skims.com/en-mu/ https://skims.com/en-mn/ https://skims.com/en-in/ https://skims.com/en-bl/ https://skims.com/en-dz/ https://skims.com/en-my/ https://skims.com/en-cv/ https://skims.com/en-pf/ https://skims.com/en-pm/ https://skims.com/en-by/ https://skims.com/en-no/ https://skims.com/en-cg/ https://skims.com/en-tn/ https://skims.com/en-tk/ https://skims.com/en-so/ https://skims.com/en-se/ https://skims.com/en-tg/ https://skims.com/en-gq/ https://skims.com/en-bj/ https://skims.com/en-tj/ https://skims.com/en-tc/ https://skims.com/en-ng/ https://skims.com/en-al/ https://skims.com/en-dm/ https://skims.com/en-aw/ https://skims.com/en-gm/ https://skims.com/en-tf/ https://skims.com/en-ph/ https://skims.com/en-hr/ https://skims.com/en-co/ https://skims.com/en-af/ https://skims.com/en-ug/ https://skims.com/en-bh/ https://skims.com/en-do/ https://skims.com/en-am/ https://skims.com/en-sj/ https://skims.com/en-pg/ https://skims.com/en-hk/ https://skims.com/en-uz/ https://skims.com/en-re/ https://skims.com/en-lu/ https://skims.com/en-be/ https://skims.com/en-vg/ https://skims.com/en-lb/	Broken hreflang URL	November 23, 2024 (19:16) [new]		