



Full Site Audit Report

South S Family Dental

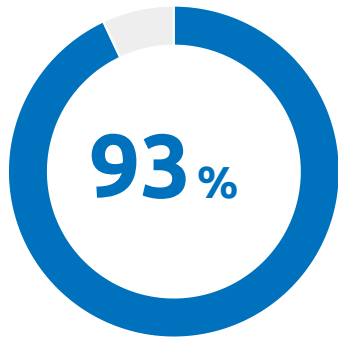
Full Site Audit Report

Subdomain: www.livermoredentist.com

Last Update: February 1, 2021

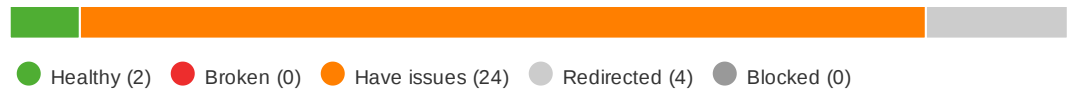
Crawled Pages: 30

Site Health



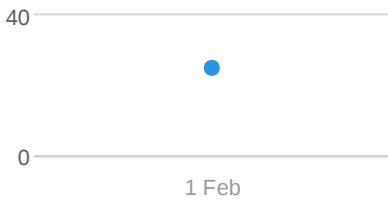
Crawled Pages

30



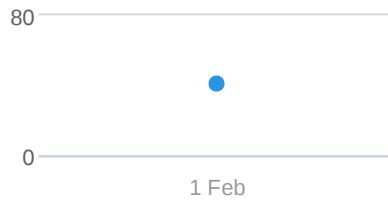
Errors

25



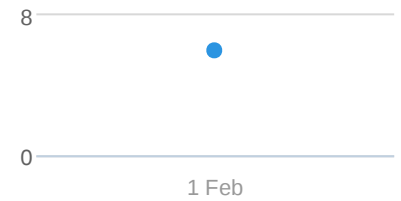
Warnings

41

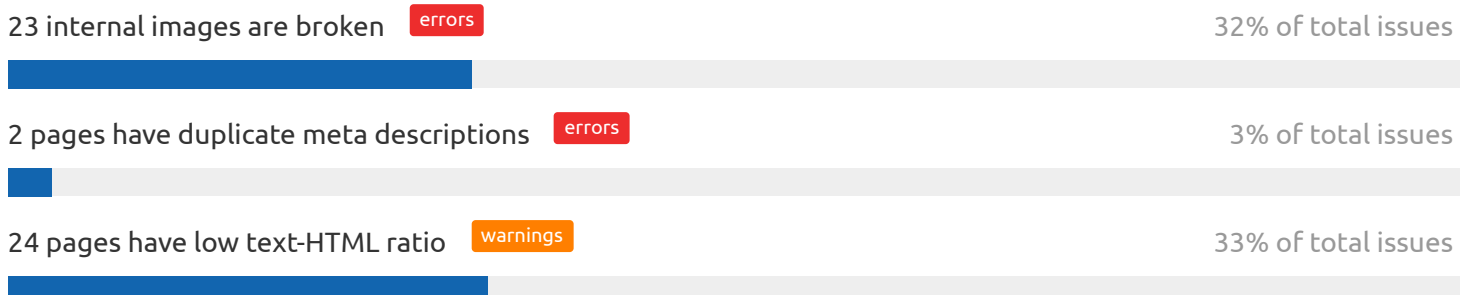


Notices

6



Top Issues



www.livermoredentist.com

25 0

23 internal images are broken

About this issue: An internal broken image is an image that can't be displayed because it no longer exists, its URL is misspelled, or because the file path is not valid. Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality. How to fix: To fix a broken internal image, perform one of the following: 1. If an image is no longer located in the same location, change its URL. 2. If an image was deleted or damaged, replace it with a new one. 3. If an image is no longer needed, simply remove it from your page's code

23 0

2 pages have duplicate meta descriptions

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>

2 0

0 pages returned 5XX status code

0 0

0 pages returned 4XX status code

0 0

0 pages don't have title tags

0 0

0 issues with duplicate title tags

0 0

0 pages have duplicate content issues

0 0

0 internal links are broken

0 0

0 pages couldn't be crawled

0 0

0 pages couldn't be crawled (DNS resolution issues)

0 0

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

0 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

0 structured data items are invalid

0

0 pages have slow load speed

0

41 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

16 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., "``".

16 0

1 page doesn'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.

1 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 have duplicate H1 and title tags

0 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 have a low word count

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

6

3 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.

3

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

1 page has only one incoming internal link

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.

1

0 pages have more than one H1 tag

0

0 pages are blocked from crawling

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 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

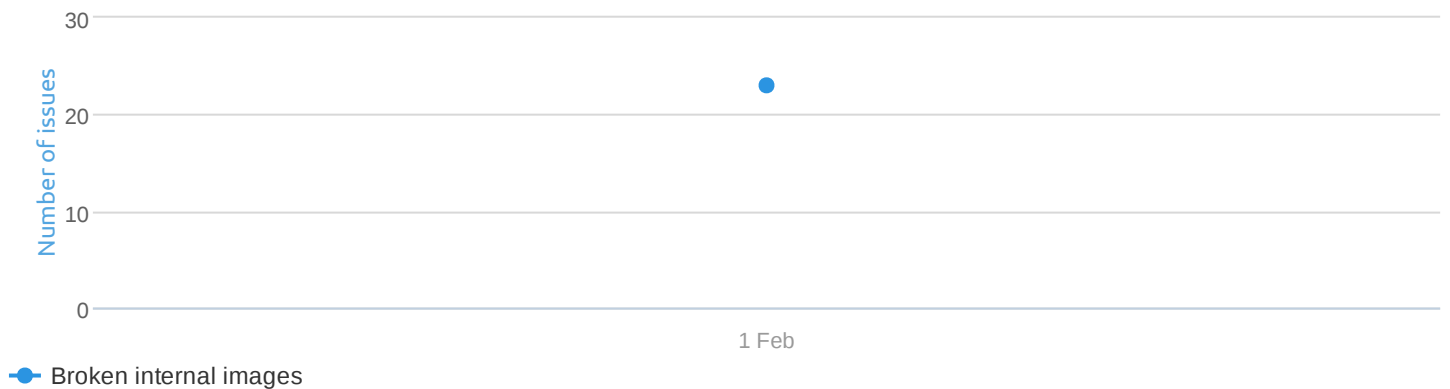
0

Broken internal images

- i** About this issue: An internal broken image is an image that can't be displayed because it no longer exists, its URL is misspelled, or because the file path is not valid. Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality. How to fix: To fix a broken internal image, perform one of the following: 1. If an image is no longer located in the same location, change its URL. 2. If an image was deleted or damaged, replace it with a new one. 3. If an image is no longer needed, simply remove it from your page's code

Historical chart for audits

Period: February 1, 2021 (16:54) - February 1, 2021 (16:54)



Broken internal images 23

www.livermoredentist.com

Page URL	Image URL	HTTP Code	Discovered
Schedule A Consultation South S Family Dental Care https://www.livermoredentist.com/appointment-request/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Services Offered Livermore S Family Dental https://www.livermoredentist.com/complete-services/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Contact Us South S Family Dental Care https://www.livermoredentist.com/contact/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
All On Four Dental Implants Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/all-on-four-dental-implants/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Dental Implants Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/dental-implants/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Dentures and Partial Dentures Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/dentures-and-partial-dentures/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Full Mouth Reconstruction Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/full-mouth-reconstruction/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]

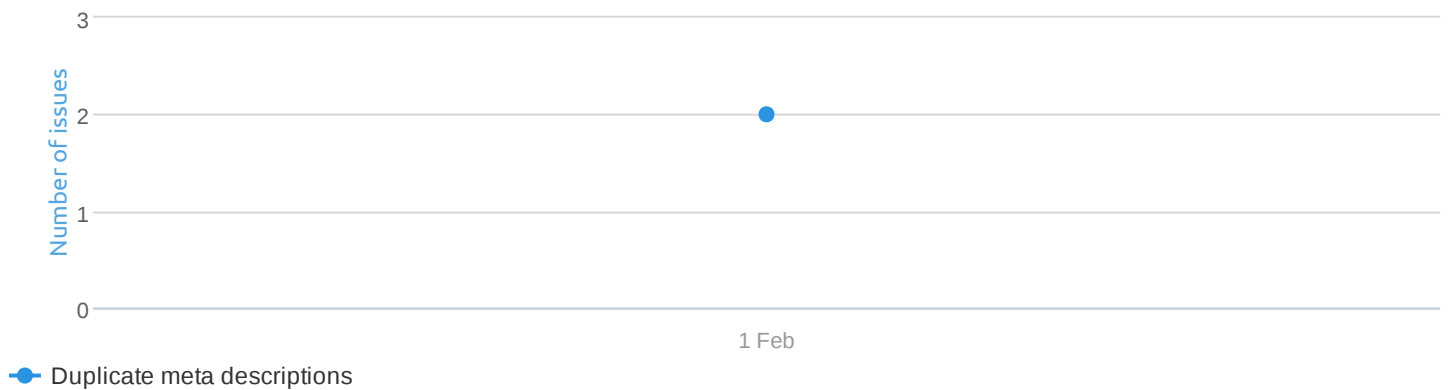
Page URL	Image URL	HTTP Code	Discovered
Porcelain Veneers Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/porcelain-veneers/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Teeth Whitening Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/teeth-whitening/	https://www.livermoredentist.com/assets/img/logo-wave2.svg	404	February 1, 2021 (16:54) [new]
Dental Cleaning And Examinations Livermore S Family Dental https://www.livermoredentist.com/general-dentistry/dental-cleaning-and-examinations/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Dental Crowns And Bridges Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/dental-crowns-and-bridges/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Emergency Dentistry Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/emergency-dentistry/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Endodontics Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/endodontics/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Family Dentistry Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/family-dentistry/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Invisalign Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/invisalign/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Oral Surgery Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/oral-surgery/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Other Services Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/other-services/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Pediatric Dentistry Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/pediatric-dentistry/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Periodontics Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/periodontics/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Wisdom Teeth Removal Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/wisdom-teeth-removal/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Premier Dentist Livermore Dr. Gurshawn Sahota, DDS https://www.livermoredentist.com/our-practice/our-dentists/dr-gurshawn-sahota/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Excellent Dentist Livermore Dr. Navreena Sahota, DDS https://www.livermoredentist.com/our-practice/our-dentists/dr-navreena-sahota/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]
Patient Reviews South S Family Dental Care Livermore, CA https://www.livermoredentist.com/patient-reviews/	https://www.livermoredentist.com/assets/img/logo-wave.svg	404	February 1, 2021 (16:54) [new]

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: February 1, 2021 (16:54) - February 1, 2021 (16:54)



Duplicate meta descriptions 2

www.livermoredentist.com

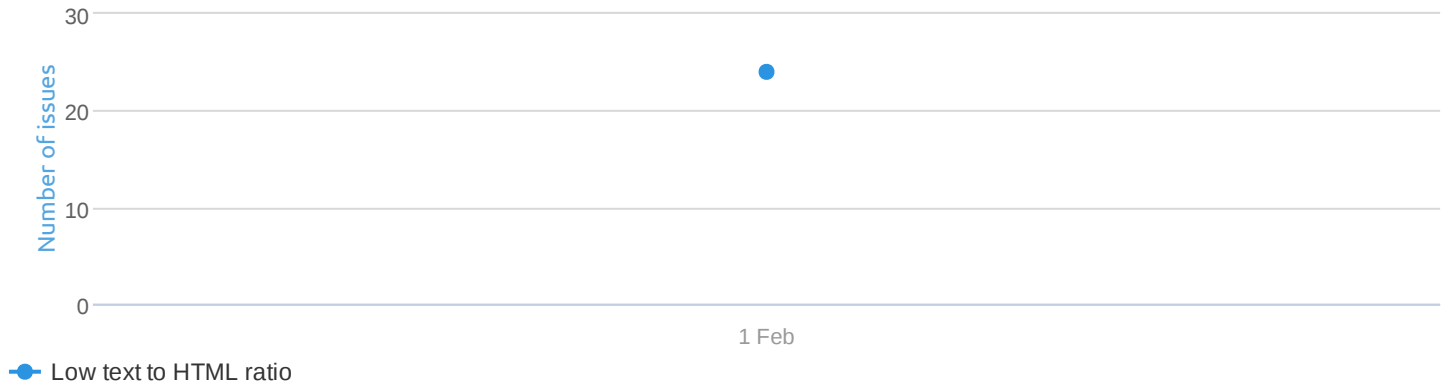
Page URL	Duplicates	Discovered
Services Offered Livermore S Family Dental https://www.livermoredentist.com/complete-services/	1	February 1, 2021 (16:54) [new]
Other Services Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/other-services/	1	February 1, 2021 (16:54) [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 1, 2021 (16:54) - February 1, 2021 (16:54)



Low text to HTML ratio 24

www.livermoredentist.com

Page URL	Ratio	Discovered
Dentist Livermore CA South S Family Dental Care https://www.livermoredentist.com/	0.01	February 1, 2021 (16:54) [new]
Schedule A Consultation South S Family Dental Care https://www.livermoredentist.com/appointment-request/	0.00	February 1, 2021 (16:54) [new]
Services Offered Livermore S Family Dental https://www.livermoredentist.com/complete-services/	0.00	February 1, 2021 (16:54) [new]
Contact Us South S Family Dental Care https://www.livermoredentist.com/contact/	0.00	February 1, 2021 (16:54) [new]
All On Four Dental Implants Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/all-on-four-dental-implants/	0.01	February 1, 2021 (16:54) [new]
Dental Implants Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/dental-implants/	0.01	February 1, 2021 (16:54) [new]
Dentures and Partial Dentures Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/dentures-and-partial-dentures/	0.01	February 1, 2021 (16:54) [new]
Full Mouth Reconstruction Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/full-mouth-reconstruction/	0.01	February 1, 2021 (16:54) [new]
Porcelain Veneers Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/porcelain-veneers/	0.01	February 1, 2021 (16:54) [new]
Teeth Whitening Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/teeth-whitening/	0.01	February 1, 2021 (16:54) [new]
Dental Cleaning And Examinations Livermore S Family Dental https://www.livermoredentist.com/general-dentistry/dental-cleaning-and-examinations/	0.01	February 1, 2021 (16:54) [new]
Dental Crowns And Bridges Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/dental-crowns-and-bridges/	0.01	February 1, 2021 (16:54) [new]
Emergency Dentistry Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/emergency-dentistry/	0.01	February 1, 2021 (16:54) [new]
Endodontics Livermore South S Family Denta Care https://www.livermoredentist.com/general-dentistry/endodontics/	0.01	February 1, 2021 (16:54) [new]

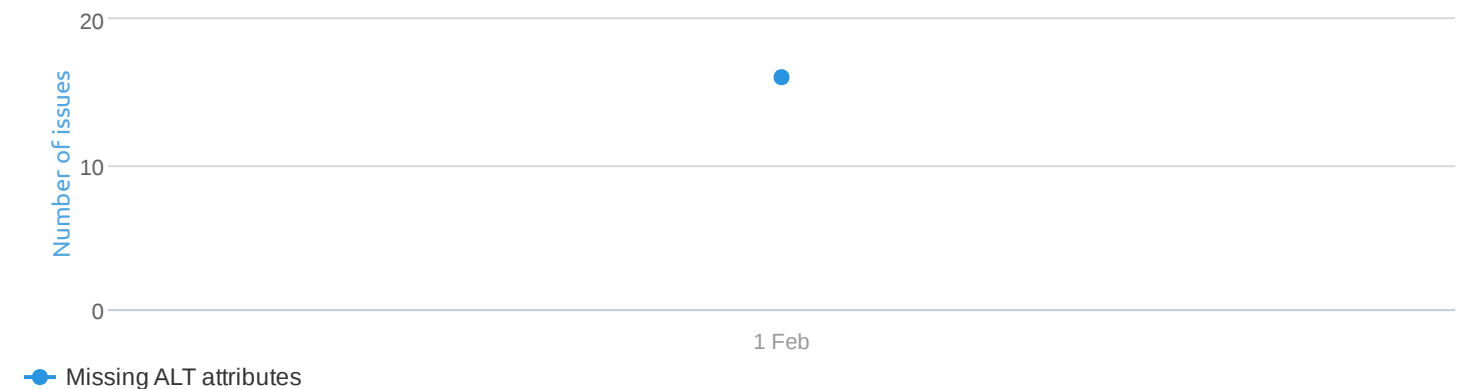
Page URL	Ratio	Discovered
Family Dentistry Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/family-dentistry/	0.01	February 1, 2021 (16:54) [new]
Invisalign Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/invisalign/	0.01	February 1, 2021 (16:54) [new]
Oral Surgery Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/oral-surgery/	0.01	February 1, 2021 (16:54) [new]
Other Services Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/other-services/	0.00	February 1, 2021 (16:54) [new]
Pediatric Dentistry Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/pediatric-dentistry/	0.01	February 1, 2021 (16:54) [new]
Periodontics Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/periodontics/	0.01	February 1, 2021 (16:54) [new]
Wisdom Teeth Removal Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/wisdom-teeth-removal/	0.01	February 1, 2021 (16:54) [new]
Premier Dentist Livermore Dr. Gurshawn Sahota, DDS https://www.livermoredentist.com/our-practice/our-dentists/dr-gurshaw-sahota/	0.01	February 1, 2021 (16:54) [new]
Excellent Dentist Livermore Dr. Navreena Sahota, DDS https://www.livermoredentist.com/our-practice/our-dentists/dr-navreena-sahota/	0.01	February 1, 2021 (16:54) [new]
Patient Reviews South S Family Dental Care Livermore, CA https://www.livermoredentist.com/patient-reviews/	0.01	February 1, 2021 (16:54) [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: February 1, 2021 (16:54) - February 1, 2021 (16:54)



Missing ALT attributes 16

www.livermoredentist.com

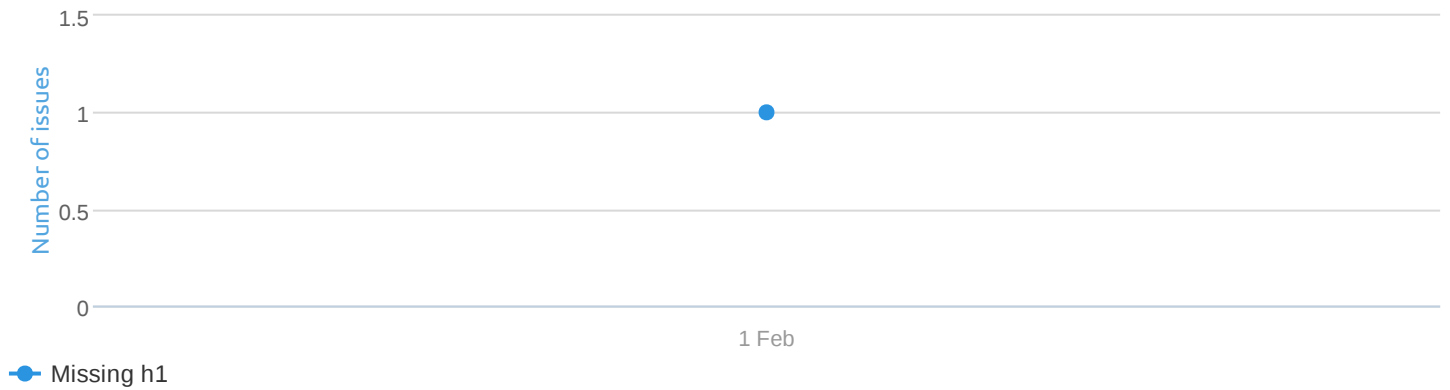
Page URL	Image URL	Discovered
Schedule A Consultation South S Family Dental Care https://www.livermoredentist.com/appointment-request/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]
Services Offered Livermore S Family Dental https://www.livermoredentist.com/complete-services/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]
Contact Us South S Family Dental Care https://www.livermoredentist.com/contact/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]
Dental Implants Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/dental-implants/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]
Dentures and Partial Dentures Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/dentures-and-partial-dentures/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]
Porcelain Veneers Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/porcelain-veneers/	https://www.livermoredentist.com/assets/img/inline-porcelain-4.jpg	February 1, 2021 (16:54) [new]
Teeth Whitening Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/teeth-whitening/	https://www.livermoredentist.com/assets/img/logo-wave2.svg	February 1, 2021 (16:54) [new]
Teeth Whitening Livermore South S Family Dental Care https://www.livermoredentist.com/cosmetic-dentistry/teeth-whitening/	https://www.livermoredentist.com/assets/img/arrow-right.svg	February 1, 2021 (16:54) [new]
Endodontics Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/endodontics/	https://www.livermoredentist.com/assets/img/arrow-right.svg	February 1, 2021 (16:54) [new]
Family Dentistry Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/family-dentistry/	https://www.livermoredentist.com/assets/img/arrow-right.svg	February 1, 2021 (16:54) [new]
Other Services Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/other-services/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]
Periodontics Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/periodontics/	https://www.livermoredentist.com/assets/img/inline-periodontics-6.jpg	February 1, 2021 (16:54) [new]
Periodontics Livermore South S Family Dental Care https://www.livermoredentist.com/general-dentistry/periodontics/	https://www.livermoredentist.com/assets/img/arrow-right.svg	February 1, 2021 (16:54) [new]
Premier Dentist Livermore Dr. Gurshawn Sahota, DDS https://www.livermoredentist.com/our-practice/our-dentists/dr-gurshawn-sahota/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]
Excellent Dentist Livermore Dr. Navreena Sahota, DDS https://www.livermoredentist.com/our-practice/our-dentists/dr-navreena-sahota/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]
Patient Reviews South S Family Dental Care Livermore, CA https://www.livermoredentist.com/patient-reviews/	https://www.livermoredentist.com/assets/img/logo-wave.svg	February 1, 2021 (16:54) [new]

Missing h1

- i** *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.*

Historical chart for audits

Period: February 1, 2021 (16:54) - February 1, 2021 (16:54)



Missing h1 1

www.livermoredentist.com

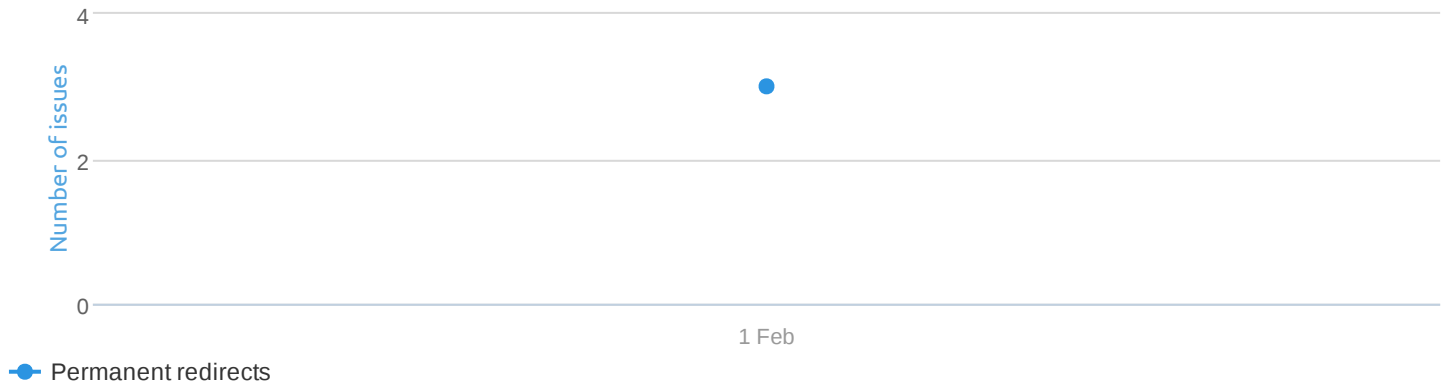
Page URL	Discovered
Dentist Livermore CA South S Family Dental Care https://www.livermoredentist.com/	February 1, 2021 (16:54) [new]

Permanent redirects

- i** *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 (16:54) - February 1, 2021 (16:54)



Permanent redirects 3

www.livermoredentist.com

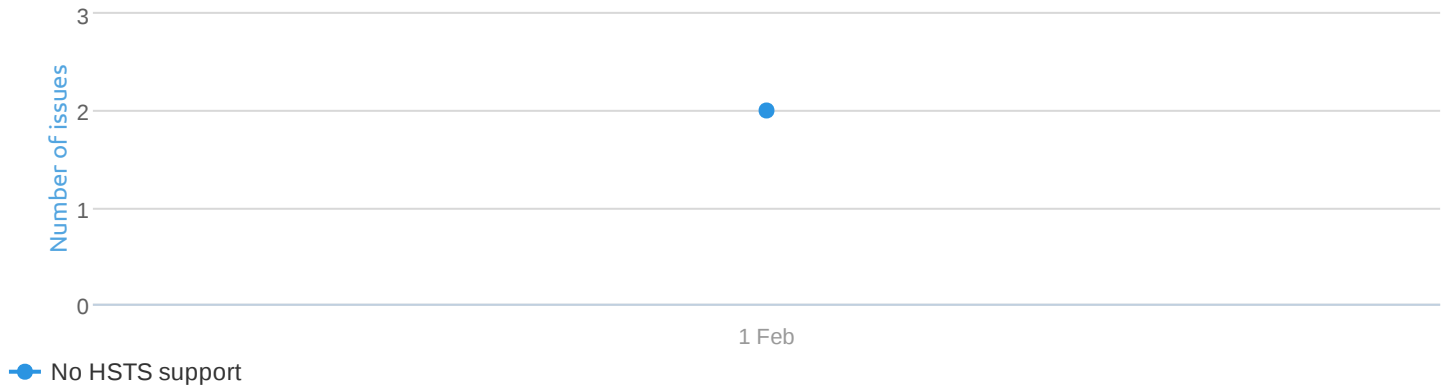
Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Dentist Livermore CA South S Family Dental Care https://www.livermoredentist.com/	https://www.livermoredentist.com/cosmetic-dentistry/dental-implants	https://www.livermoredentist.com/cosmetic-dentistry/dental-implants/	301	February 1, 2021 (16:54) [new]
Dentist Livermore CA South S Family Dental Care https://www.livermoredentist.com/	https://www.livermoredentist.com/cosmetic-dentistry/teeth-whitening	https://www.livermoredentist.com/cosmetic-dentistry/teeth-whitening/	301	February 1, 2021 (16:54) [new]
Dentist Livermore CA South S Family Dental Care https://www.livermoredentist.com/	https://www.livermoredentist.com/general-dentistry/dental-cleaning-and-examinations	https://www.livermoredentist.com/general-dentistry/dental-cleaning-and-examinations/	301	February 1, 2021 (16:54) [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 1, 2021 (16:54) - February 1, 2021 (16:54)



No HSTS support 2

www.livermoredentist.com

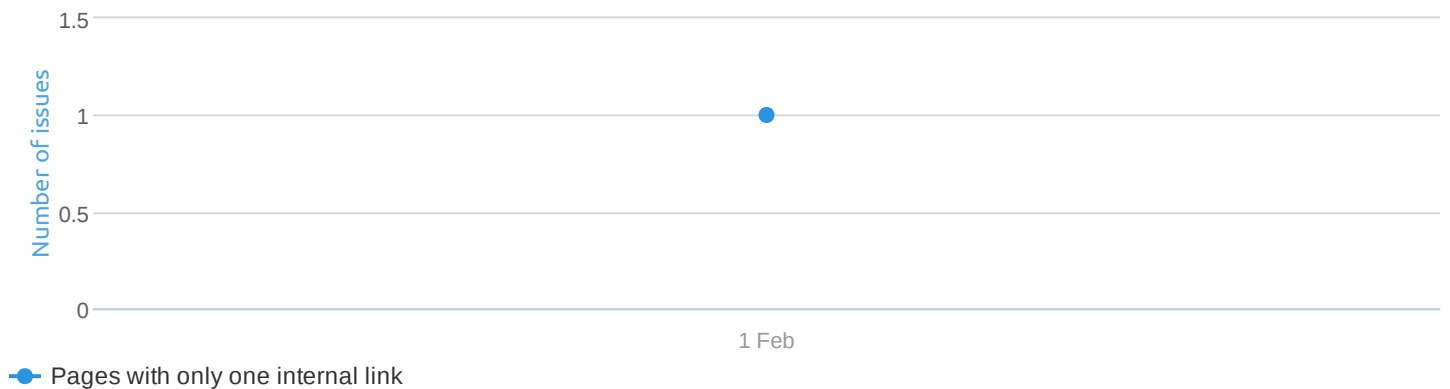
Subdomain	Discovered
livermoredentist.com	February 1, 2021 (16:54) [new]
www.livermoredentist.com	February 1, 2021 (16:54) [new]

Pages with only one internal link

i *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.*

Historical chart for audits

Period: February 1, 2021 (16:54) - February 1, 2021 (16:54)



Pages with only one internal link 1

www.livermoredentist.com

Page URL	Discovered
Services Offered Livermore S Family Dental https://www.livermoredentist.com/complete-services/	February 1, 2021 (16:54) [new]