



AT INTERNET & ONCRAWL

Dashboard SEO

STRUCTURE

PAGES CRAWLED



INDEXABLE PAGES



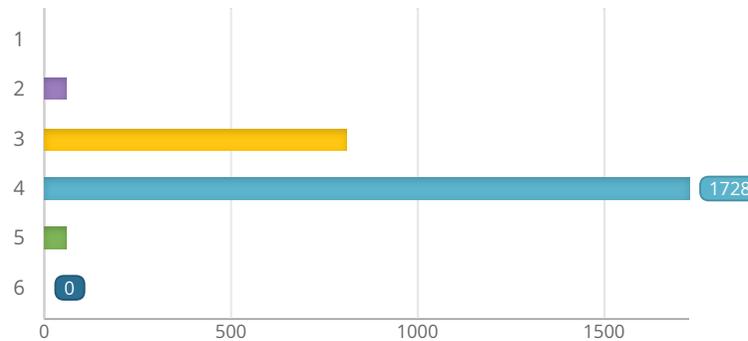
Pages fetched by OnCrawl bot without noindex in meta robots. The content has been analyzed unlike pages whose meta robots is noindex.

INDEXABLE COMPLIANT PAGES



Indexable HTML pages that returned a status code 200 to Oncrawl robot. Non compliant pages can be redirections, errors (status code 3xx or 404) or pages that are not HTML (xml, pdf ...).

DEPTH DISTRIBUTION



Page depth refers to the number of clicks you need to reach a specific page from the homepage using the shortest path. Depth matters insofar search engines are less likely to find deepest pages and so to crawl them.

LINKS BREAKDOWN

INTERNAL LINKS

Links pointing to other pages of the site

FOLLOW

Follow attribute informs bots to crawl the link's target and thus distribute any page rank to the destination page

181543

670

NOFOLLOW

Nofollow attribute informs bots to not crawl the link's target and thus do not distribute any page rank to the destination page

EXTERNAL LINKS

Links pointing to pages of another site

FOLLOW

Follow attribute informs bots to crawl the link's target and thus distribute any page rank to the destination page

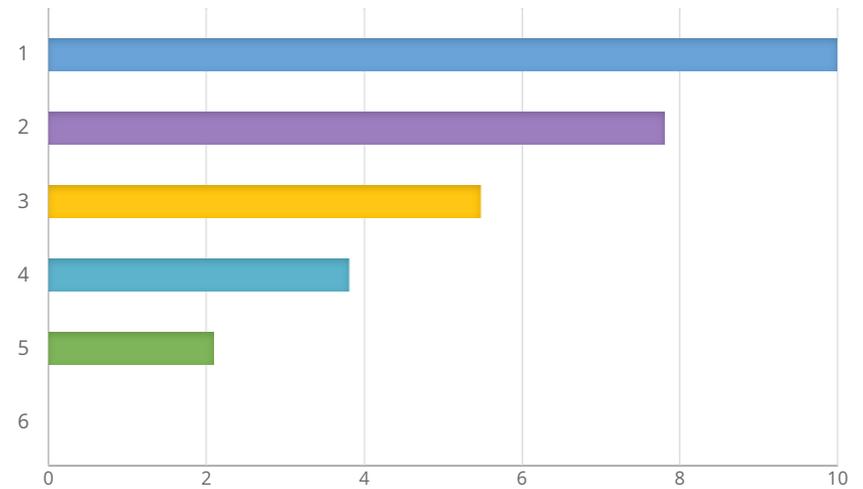
19978

64

NOFOLLOW

Nofollow attribute informs bots to not crawl the link's target and thus do not distribute any page rank to the destination page

INRANK BY DEPTH

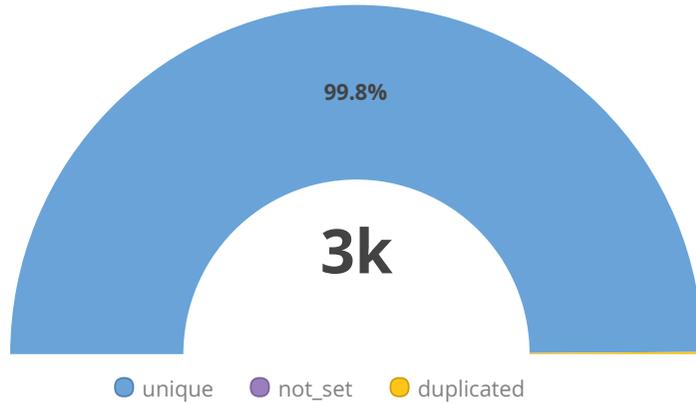


The inrank is a kind of internal pagerank. It is a score (on a 0 to 10 scale) that helps to understand how popular pages are regarding the internal link architecture. Shows the impact of the depth on the internal pagerank

MAIN TAGS

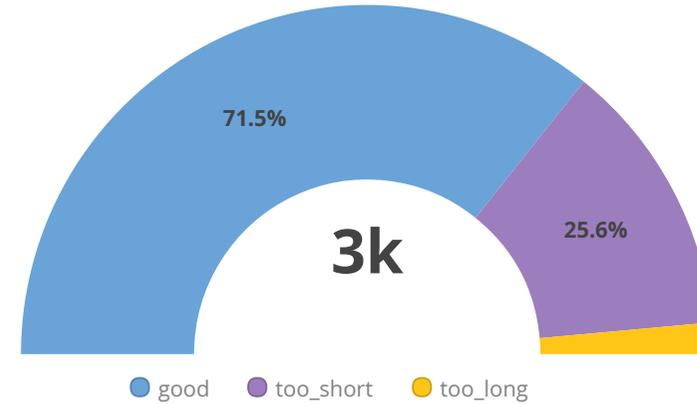
TITLE EVALUATION

Title have a real impact on search engine results and page ranking



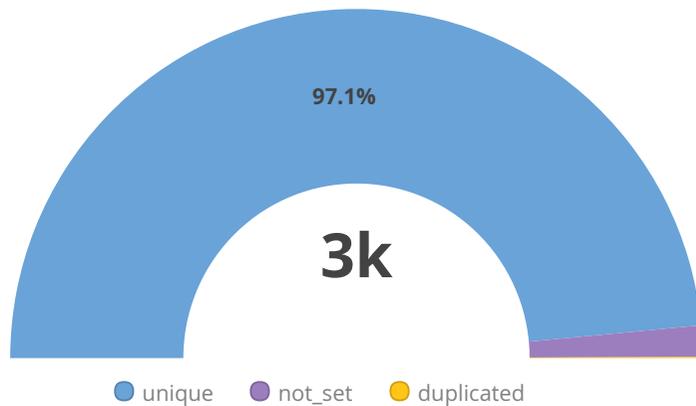
TITLE LENGTH EVALUATION

Allows to verify if you have respected the Google guidelines in terms of title length.



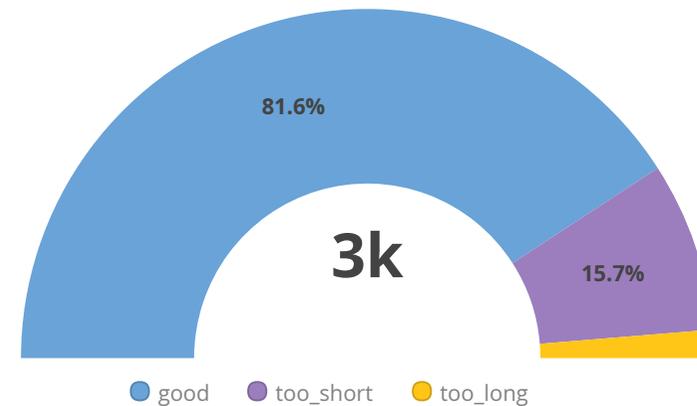
DESCRIPTION EVALUATION

Allows to understand if visitors click on your site through the SERP and if the keywords are the ones they were looking for

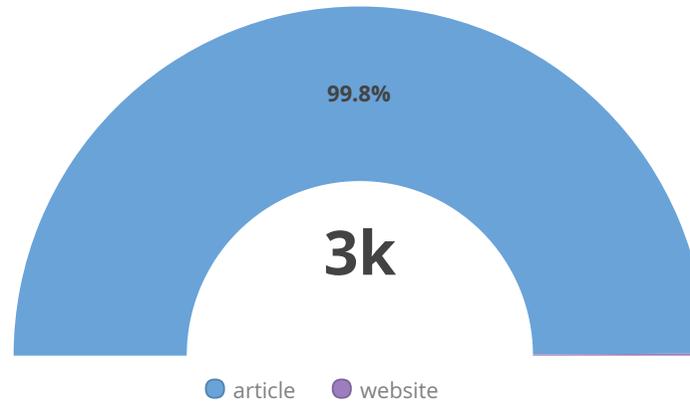


DESCRIPTION LENGTH EVALUATION

Allows to verify if you have respected the Google guidelines in terms of description length.

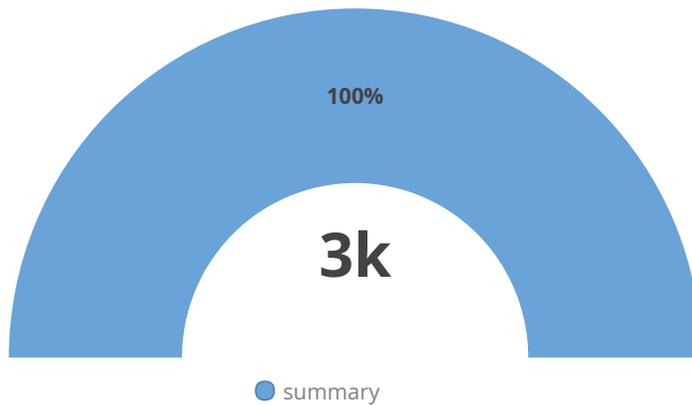


OPEN GRAPH DISTRIBUTION



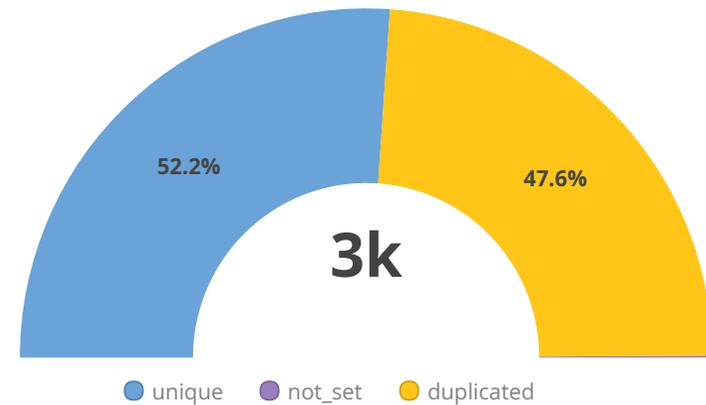
Open Graph allows you to add metadatas to the pages of a website to improve the presentation of a web page when it is shared on a social network (Facebook, LinkedIn or Twitter...) (even if this last one has developed its own one, the Twitter Cards). Open Graph will help to optimize your social links.

TWITTER CARDS DISTRIBUTION



Twitter Cards help to improve your Twitter shares. This protocol allows tweets containing links to display in a richer format, with more content visible and integrated as part of the tweet. A great way to grow engagement and click-through rate.

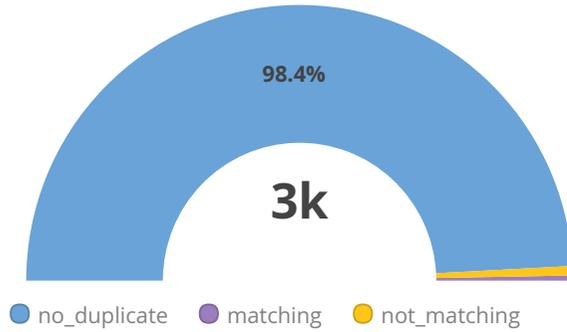
H1 EVALUATION



H1 tags have a real impact on search engine results and page ranking.

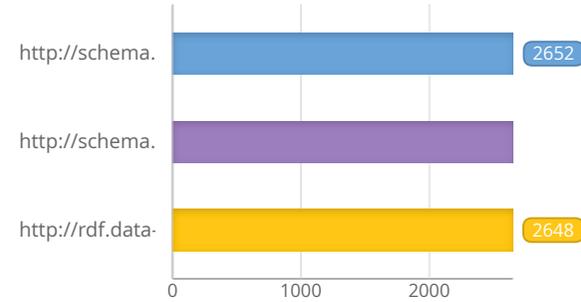
CONTENT

DUPLICATE CONTENT



Number of pages with content duplication issue: pages whose text content is considered duplicated, or very similar to another page. Duplicate content has a negative impact on a website ranking and the crawl frequency

STRUCTURED DATA DISTRIBUTION



Page's structured datas help search engines to understand what your content is about and contribute to the display of rich snippets in SERPs. While there is no direct correlation between those data and a ranking improvement, structured datas can really help you boost your visibility in SERPs.

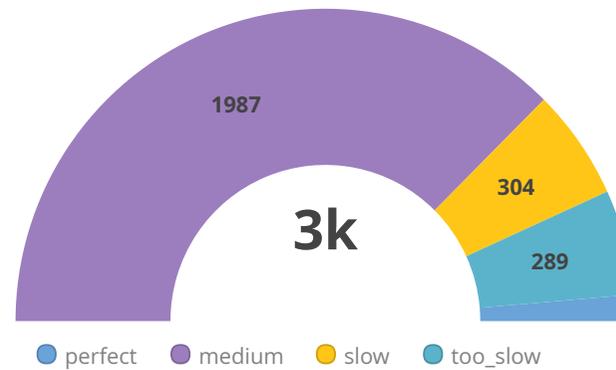
PERFORMANCE

HTTP STATUS CODE DISTRIBUTION

200	2958
301	712
302	1
404	1
TOTAL (displayed items)	3672

For each HTTP request, the web server sends a response as a status code. The main ones are:
200: success.
301 or 302: redirections.
404: Error page does not exist.
500: server error

LOADTIME DISTRIBUTION



Time to fetch the entire HTML of the page (excluding external resources) Page speed is regarded as a ranking factor.

