

SEO Audit - Technical Issues Overview

This SEO audit highlights various technical issues found on the site, their description, and their level of priority. The issues identified range from low to high priority and cover elements such as heading structure, security concerns, content readability, and meta descriptions.

SEO Audit - High Priority Issues

This section identifies the high-priority issues that are critical to the security and functionality of the website. These issues require immediate attention to ensure optimal site performance and protect against potential vulnerabilities.

1. Security: Missing Secure Referrer-Policy Header

Priority: High

Affected URLs: 498

Description: The Referrer-Policy header is missing from these URLs. Without this policy, when using HTTPS, URLs may leak in non-HTTPS requests, which exposes users to "man in the middle" attacks, where attackers can view sensitive data on the network.

How to Fix: Implement a referrer policy of **strict-origin-when-cross-origin**. This will retain the usefulness of the referrer while mitigating the risk of leaking data across origins.

2. H1: Missing

Priority: High

Affected URLs: 4

Description: These pages are missing an H1 tag or the H1 is either empty or contains only whitespace. The H1 tag is critical for describing the main title and purpose of the page and is one of the strongest on-page ranking signals for search engines.

How to Fix: Ensure that all important pages have a concise, descriptive, and unique H1 tag that clearly conveys the main purpose of the page.

3. Security: Missing X-Frame-Options Header

Priority: High

Affected URLs: 329

Description: URLs are missing the X-Frame-Options response header with a 'DENY' or 'SAMEORIGIN' value. Without this header, pages are vulnerable to "clickjacking" attacks, where content is displayed on another web page controlled by an attacker.

How to Fix: Add the **X-Frame-Options** response header with either a **DENY** or **SAMEORIGIN** value to prevent these attacks.

4. Security: Missing Content-Security-Policy Header

Priority: High

Affected URLs: 17

Description: These URLs are missing the Content-Security-Policy response header, which controls which resources can be loaded for a page. This policy is crucial for preventing cross-site scripting (XSS) attacks that exploit the browser's trust in the server's content.

How to Fix: Implement a strict **Content-Security-Policy** across all pages to help guard against XSS and data injection attacks.

5. Directives: Noindex

Priority: High

Affected URLs: 4

Description: These URLs contain a 'noindex' directive in the robots meta tag or X-Robots-Tag in the HTTP header, instructing search engines not to index the page.

How to Fix: Review the URLs with the 'noindex' directive carefully to determine if they should be indexed. If they should be indexed, remove the 'noindex' directive.

6. Images: Missing Alt Text

Priority: High

Affected URLs: 115

Description: Images on these pages have an alt attribute but are missing descriptive alt text. Alt text is essential for helping search engines and visually impaired users understand the content and purpose of the images.

How to Fix: Provide descriptive **alt text** for all images, except for decorative ones, which should have empty alt attributes (alt=""). Ensure that decorative images are also provided using CSS where possible.

7. Canonicals: Missing

Priority: High

Affected URLs: 3

Description: These pages lack a canonical URL either as a link element or via the HTTP header. This can lead to ranking unpredictability when multiple versions of a page exist.

How to Fix: Specify a **canonical URL** for every page to avoid confusion and ensure search engines index the correct version.

8. Security: Unsafe Cross-Origin Links

Priority: High

Affected URLs: 171

Description: URLs on these pages link to external websites using the `target="_blank"`

attribute but lack the `rel="noopener"` or `rel="noreferrer"` attribute. This exposes the site to security and performance issues, particularly in legacy browsers.

How to Fix: Add the `rel="noopener"` attribute to links that use `target="_blank"` to prevent potential security and performance issues.

9. Directives: Nofollow

Priority: High

Affected URLs: 4

Description: These URLs contain a 'nofollow' directive in the robots meta tag or X-Robots-Tag in the HTTP header, telling search engines not to follow any links on the page.

How to Fix: Review the 'nofollow' directive to ensure that links shouldn't be crawled, and PageRank shouldn't be passed. If the links should be followed and pass PageRank, remove the 'nofollow' directive.

10. Security: Missing HSTS Header

Priority: High

Affected URLs: 13

Description: The HTTP Strict-Transport-Security (HSTS) header is missing on these pages. This header instructs browsers to only use HTTPS and prevents them from connecting over HTTP.

How to Fix: Apply the **HSTS header** to instruct browsers to always use HTTPS, ensuring secure communication between users and the server.

11. Security: Missing X-Content-Type-Options Header

Priority: High

Affected URLs: 13

Description: These URLs are missing the 'X-Content-Type-Options' response header with a 'nosniff' value. Without this header, browsers may try to "sniff" the content type, which can be exploited by attackers to load malicious code.

How to Fix: Add the **X-Content-Type-Options** header with a value of 'nosniff' to prevent browsers from guessing the content type and to block content that does not match the specified type.

<https://drive.google.com/drive/folders/1CUtjn3pSlkFg51DBZDCzwjILOUwRGdhe?usp=sharing>

SEO Audit - Medium Priority Issues

This section addresses medium-priority issues, which, while not critical, can significantly improve SEO performance and user experience when resolved.

1. H2: Duplicate

Priority: Medium

Affected URLs: 114

Description: Pages contain duplicate H2 tags. Duplicate headings make it harder for users and search engines to distinguish between different sections or pages.

How to Fix: Update duplicate H2 tags so that each page has a unique, descriptive H2. If these are duplicate pages, resolve the duplication by linking to a single version, and use redirects or canonicals where appropriate.

1. H2: Duplicate

Priority: Medium

Affected URLs: 114

Description: Pages contain duplicate H2 tags. Duplicate headings make it harder for users and search engines to distinguish between different sections or pages.

How to Fix: Update duplicate H2 tags so that each page has a unique, descriptive H2. If these are duplicate pages, resolve the duplication by linking to a single version, and use redirects or canonicals where appropriate.

2. Meta Description: Duplicate

Priority: Medium

Affected URLs: 5

Description: Pages have duplicate meta descriptions, which reduces their uniqueness and effectiveness in search engine results.

How to Fix: Update meta descriptions to ensure that each page has a unique, relevant, and descriptive meta description. If these are duplicate pages, consolidate them by linking to a single version, and use redirects or canonical tags where necessary.

3. Page Titles: Same as H1

Priority: Medium

Affected URLs: 115

Description: Page titles are identical to the H1 heading, which may point to a missed opportunity to target additional keywords or synonyms.

How to Fix: Consider optimizing page titles by incorporating alternative keywords, synonyms, or related key phrases to improve the page's search relevance.

4. Page Titles: Below 30 Characters

Priority: Medium

Affected URLs: 137

Description: Page titles are shorter than 30 characters, leaving room for potential improvement by targeting more keywords or adding value propositions.

How to Fix: Update page titles to include additional relevant keywords or communicate your unique selling points (USPs) where space allows.

5. Content: Readability Very Difficult

Priority: Medium

Affected URLs: 1

Description: The content on this page is very difficult to read and is best understood by university graduates. Complex language and long sentences can reduce readability and user engagement.

How to Fix: Simplify the language and break up long sentences. Aim to make the content more readable for a broader audience by using shorter sentences and simpler words.

6. H2: Non-Sequential

Priority: Medium

Affected URLs: 5

Description: The H2 headings on these pages are not in sequential order after the H1 tag, which can create confusion about the page structure.

How to Fix: Ensure that the H2 is the second heading on the page, following the H1. Headings should follow a logical sequence from H1 to H6 to help search engines and users navigate the page easily.

7. H2: Multiple

Priority: Medium

Affected URLs: 19

Description: Pages contain multiple H2 tags. While this is not a technical issue, it is essential to ensure that the H2 tags are used appropriately within a logical hierarchical structure.

How to Fix: Review the use of H2 tags and ensure they are placed within a logical heading structure. If necessary, utilize other heading ranks (H3 to H6) to create a clearer hierarchy.

8. H1: Duplicate

Priority: Medium

Affected URLs: 10

Description: Pages contain duplicate H1 tags, making it harder for users and search engines to differentiate between pages or sections.

How to Fix: Update the H1 tags to make them unique and descriptive for each page. For duplicate pages, use redirects or canonical links to resolve the duplication.

9. Meta Description: Missing

Priority: Medium

Affected URLs: 6

Description: Pages are missing meta descriptions, which is a missed opportunity to communicate the purpose and benefits of the page in search engine results.

How to Fix: Write unique and descriptive meta descriptions for these pages to better communicate their purpose and encourage higher click-through rates (CTR).

10. Page Titles: Duplicate

Priority: Medium

Affected URLs: 12

Description: Pages contain duplicate page titles, making it difficult for search engines to differentiate between them.

How to Fix: Update the page titles to ensure that each page has a distinct, descriptive title. For duplicate pages, link to a single version, and use redirects or canonical tags where needed.

https://drive.google.com/drive/folders/1WCetoH1iYBA4cV27_RoGtml57eq3pM-d?usp=sharing

SEO Audit - Low Priority Issues

This section covers low-priority issues, which, while not immediately critical, can improve user experience, search engine visibility, and page performance when addressed.

1. H1: Over 70 Characters

Priority: Low

Affected URLs: 3

Description: Pages have H1 tags longer than 70 characters. While there's no strict limit, long headings may reduce clarity and user-friendliness.

How to Fix: Write concise H1 tags, including target keywords naturally without keyword stuffing, to make headings clearer for users and search engines.

2. Images: Missing Size Attributes

Priority: Low

Affected URLs: 123

Description: Image elements are missing width and height attributes, which can cause large layout shifts as the page loads, impacting user experience and contributing to high Cumulative

Layout Shift (CLS) scores.

How to Fix: Define image dimensions (width and height) in the HTML to allow browsers to reserve space for each image, preventing layout shifts during loading.

3. Content: Readability Difficult

Priority: Low

Affected URLs: 126

Description: The content is difficult to read, scoring low on the Flesch reading-ease scale. It may be too complex for the target audience due to long sentences and advanced vocabulary.

How to Fix: Improve readability by using shorter sentences and simpler words. This makes the content easier to understand for a wider audience.

4. Page Titles: Below 200 Pixels

Priority: Low

Affected URLs: 110

Description: Page titles are shorter than Google's estimated pixel length limit of 200 pixels. This indicates potential missed opportunities to include more keywords or value propositions.

How to Fix: Consider updating the page titles to take advantage of the space by incorporating additional keywords or USPs.

5. Meta Description: Over 155 Characters

Priority: Low

Affected URLs: 114

Description: Meta descriptions exceed the recommended character limit of 155 characters, which may lead to truncation in search results.

How to Fix: Write concise meta descriptions to avoid truncation and ensure important words are visible to users in search results.

6. Meta Description: Below 400 Pixels

Priority: Low

Affected URLs: 3

Description: Meta descriptions are shorter than 400 pixels, which may indicate room to better communicate benefits, USPs, or call-to-actions (CTAs).

How to Fix: Update meta descriptions to make full use of the space, adding benefits, USPs, or CTAs to improve click-through rates (CTR).

7. Images: Missing Alt Attribute

Priority: Low

Affected URLs: 32

Description: Some images lack an alt attribute entirely, which impacts accessibility and search engine understanding of the images' purpose.

How to Fix: Include descriptive alt text for all images to help users and search engines better understand them. For decorative images, use a blank alt attribute (alt="") or provide them using CSS background images.

8. Meta Description: Over 985 Pixels

Priority: Low

Affected URLs: 114

Description: Meta descriptions exceed Google's estimated pixel length limit for snippets, leading to potential truncation.

How to Fix: Write concise meta descriptions to avoid truncation, ensuring that key information is visible to users in search results.

9. Security: Protocol-Relative Resource Links

Priority: Low

Affected URLs: 169

Description: Resources such as images, JavaScript, and CSS are loaded using protocol-relative links, which can expose the site to security and performance issues, especially in an HTTPS environment.

How to Fix: Update all resource links to be absolute, including the HTTPS protocol to avoid potential security and performance problems.

10. Meta Description: Below 70 Characters

Priority: Low

Affected URLs: 3

Description: Meta descriptions are shorter than the configured limit of 70 characters, which may suggest missed opportunities to communicate benefits or USPs.

How to Fix: Update the meta descriptions to take full advantage of the space by including benefits, USPs, or CTAs to improve CTR.

11. Images: Over 100 KB

Priority: Low

Affected URLs: 241

Description: Images exceed the recommended size threshold of 100 KB, which can negatively impact page load times and SEO.

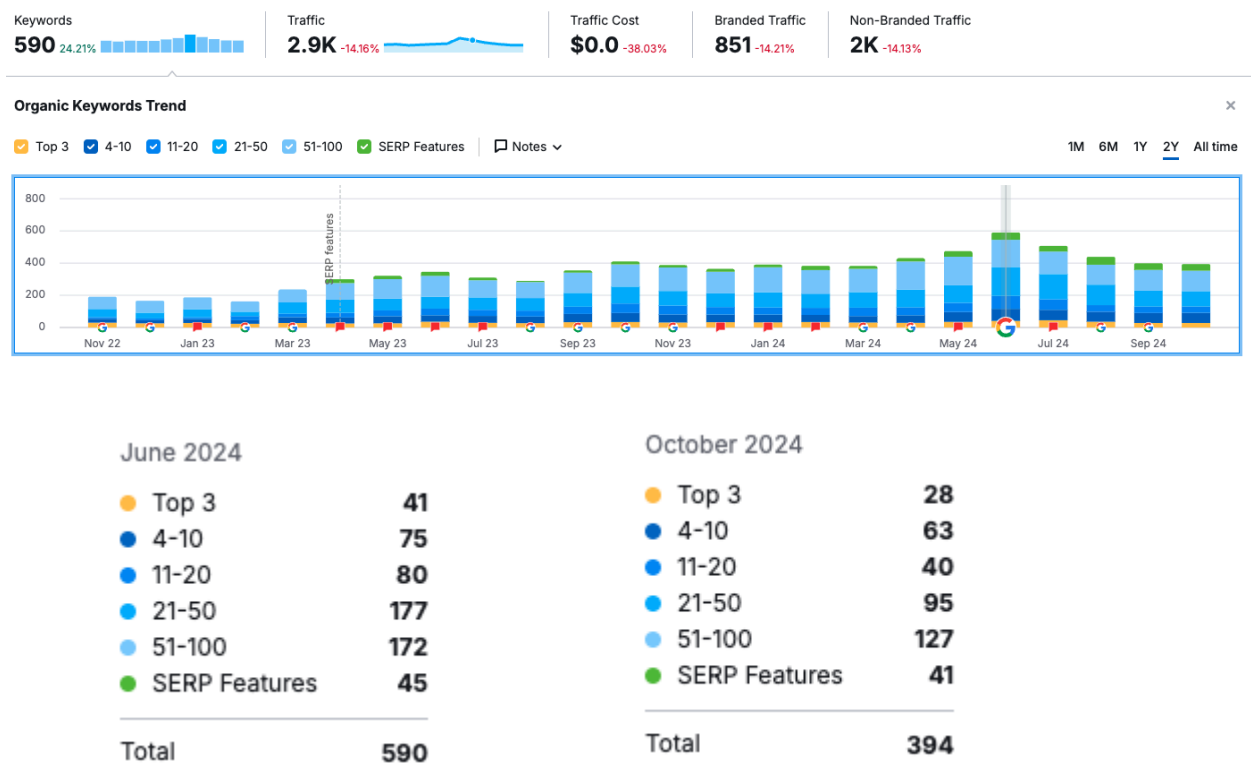
How to Fix: Optimize images by compressing them, scaling them properly, and using efficient formats. This will reduce file size and improve page speed.

Addressing these low-priority issues will enhance user experience, page speed, and search engine performance, contributing to better overall website optimization.

<https://drive.google.com/drive/folders/1bjcNsG7LUfeE7PNIAu5Akbjd1t2UyTol?usp=sharing>

2 - Keyword Rankings and Overview

The site has experienced a decline in keyword rankings compared to June 2024.

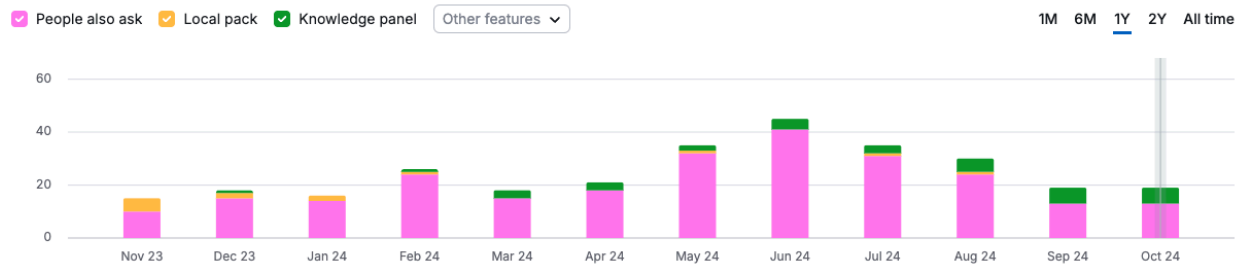


Here are 92 keywords that have been lost, which were previously ranked within the top 10 SERP positions:

[Link to spreadsheet](#)

	Keyword	Intent	Previous 	Current	Diff.	Traffic Diff.	Traffic %	Changes on SERP	Volume	KD %	CPC	URL
>	 multi energy  	 	1	*	lost	-12	1.32	 *	50	8 	1.22	beperfection.com/products/multienergy-100 
>	 frutto viola 		1	*	lost	-79	8.71	 *	320	20 	0	beperfection.com/blogs/beperfectionfood/beperfectionfood-verdura-frutta-blu-viola 
>	 gialla arancione 		1	*	lost	-146	16.11	 *	590	21 	0	beperfection.com/blogs/beperfectionfood/beperfectionfood-verdura-frutta-gialla-arancio 
>	 frutta e verdura giallo arancio 		1	*	lost	-34	3.75	 *	140	14 	0	beperfection.com/blogs/beperfectionfood/beperfectionfood-verdura-frutta-gialla-arancio 
>	 frutta e verdura gialla arancio 		1	*	lost	-34	3.75	 *	140	14 	0	beperfection.com/blogs/beperfectionfood/beperfectionfood-verdura-frutta-gialla-arancio 
>	 lipo extreme gold  	 	1	*	lost	-64	7.06	 *	260	21 	0.63	beperfection.com/products/lipo-extreme-gold 
>	 frutto blu 		1	*	lost	-11	1.21	 *	320	12 	0	beperfection.com/blogs/beperfectionfood/beperfectionfood-verdura-frutta-blu-viola 

[Link to spreadsheet](#)



June 2024		October 2024	
People also ask	41	People also ask	13
Local pack	0	Local pack	0
Knowledge panel	4	Knowledge panel	6
Total	45	Total	19

1. **June 2024 Data:**
 - The site had **45 SERP features** in total.
 - **People Also Ask** appeared 41 times, which is the dominant feature.
 - The **Knowledge Panel** appeared 4 times.
2. **October 2024 Data:**
 - The total SERP features decreased to **19**.
 - The **People Also Ask** feature appeared 13 times, showing a significant decline from June.
 - However, the **Knowledge Panel** slightly increased to 6 appearances.
3. **Trend Analysis:**
 - There is a noticeable decline in the total SERP features from **45 in June** to **19 in October**. This drop is largely driven by a decrease in the **People Also Ask** feature.
 - **Local Pack** remains at 0, suggesting no visibility in local searches.
 - The **Knowledge Panel** slightly improved between June and October, from 4 to 6 occurrences.

This data indicates a significant reduction in organic visibility in SERP features, especially in the **People Also Ask** section, which might require optimization efforts to regain ranking in this area.

Recommended Actions:

1. Optimize for "People Also Ask" (PAA)

- **Revise Content Structure:** Ensure your content answers common questions related to your target keywords. Use headings like "What is...?", "How to...?", and "Why...?" to match the type of queries that often appear in PAA boxes.
- **Use FAQ Schema Markup:** Implement structured data (FAQ schema) to help Google understand that your page answers specific questions. This can increase your chances of being featured in PAA results.
- **Expand Question-Based Content:** Analyze PAA questions related to your topics and create or update content to answer these in-depth. This will help improve relevance and position you for PAA inclusion.

2. Improve Knowledge Panel Visibility

- **Leverage Structured Data:** Adding structured data like Organization, Person, or Product schema on your site can increase the chances of triggering a Knowledge Panel. Make sure your content is properly marked up.
- **Build Brand Authority:** Focus on enhancing the authority of your brand by:

- Optimizing your social media profiles and linking them to your website.
- Getting listed in authoritative directories like Wikipedia or Wikidata.
- Maintaining consistent information across different platforms.

3. Address the Content Quality Issues

- **Improve Thin Content:** If content has less than 500 words (as noted in your earlier analysis), expand it with more relevant information, examples, and visual elements. This will also help increase engagement and relevance for search queries.
- **Boost Readability:** Improve readability by:
 - Using shorter sentences and paragraphs.
 - Adding headings and bullet points for easier skimming.
 - Simplifying complex jargon, especially if targeting broader audiences.
- **Enhance Topical Relevance:** Ensure that your content thoroughly covers the topics and subtopics related to your main keywords. Use tools like **Google Search Console** to identify pages that are losing visibility and **Google Trends** to ensure your content remains up-to-date with search interest.

4. Conduct Keyword Gap Analysis

- **Recover Lost Keywords:** Focus on the 92 keywords lost that were previously in the top 10 (as per your shared data). Review the pages that ranked for those keywords and see how to improve relevance, freshness, and depth.
- **Monitor Competitor Pages:** Analyze how your competitors are maintaining or gaining SERP features, especially for those 92 lost keywords. This can give insights into what's working well in your niche.

5. Refresh and Update Older Blog Content

- If many of the lost rankings were from blog content, update older posts with fresh, relevant information. Add internal links to related content and ensure that your targeted keywords are still relevant to current search trends.

6. Track SERP Features Regularly

- Continue monitoring the site's SERP feature performance using tools like SEMrush or Ahrefs. Track whether these optimizations bring back rankings in the **PAA** and **Knowledge Panel** features.

By implementing these strategies, we can potentially recover lost rankings, improve chances of being featured in SERP features again, and enhance overall visibility in search results.

3 - Backlinks

Link Profile Analysis for <https://beperfectsystem.com/>

Here's a detailed analysis of the link profile based on the provided Semrush report:

1. Backlink Overview:

- **Total Backlinks:** 5,000 backlinks pointing to the site.
- **Referring Domains:** 537 unique domains are linking to the site.
- **Referring IPs:** 549 IP addresses are associated with the backlinks.

2. Authority Score:

- The site has an **Authority Score of 10**, which indicates low overall domain influence and SEO strength. This score is determined based on the number and quality of backlinks, referring domains, and organic search traffic.

3. Backlink Types:

- **Text Links:** Only 7.95% (406 links) are text-based backlinks.
- **Image Links:** The majority of backlinks (92.05%) are image-based (4,700 links). This could suggest reliance on image placements or embeds that may not contribute as much to SEO as high-quality text links.

4. Follow vs Nofollow Links:

- **93% Follow** (4,600 links) vs **7% Nofollow** (347 links). A high percentage of follow links indicates that these links are passing SEO value, but if these links are of low quality, they may not contribute positively to ranking.

5. Referring Domains by Authority Score:

- The majority of referring domains come from low-authority sites, with **499 domains** falling into the lowest authority score range of 0–10. This indicates a potential issue with low-quality backlinks, which can affect the site's SEO negatively.

6. Top Countries of Referring Domains:

- **United States:** 36% (176 domains).
- **France:** 10% (49 domains).
- **Germany:** 9% (45 domains).
- **Russia:** 6% (31 domains).

- **Italy:** 5% (26 domains).
- The majority of backlinks come from the US, followed by European countries, indicating a broad international link profile.

7. Top Anchors:

- **Acetyl L-carnitine gold:** 38% of the backlinks use this anchor text (132 domains, 1,928 backlinks).
- **Pure omega 3:** 21% of backlinks (174 domains, 1,077 backlinks).
- **Lipo extreme gold:** 12% (124 domains, 613 backlinks).
- These anchors are heavily focused on specific product-related terms, suggesting a product-centric link-building strategy, but it could also indicate over-optimization if these anchor texts are repeated excessively.

8. Authority Score Trend:

- The site's authority score has remained low across 2024, showing little growth or improvement. This trend suggests that the site's overall SEO strategy has not effectively increased domain authority.

Recommendations for Improvement:

1. **Improve Backlink Quality:**
 - Focus on obtaining backlinks from higher-authority domains (above authority score of 20). The dominance of low-authority domains (91% with authority score 0–10) could be detrimental to SEO. Prioritize building relationships with reputable sites and obtaining quality backlinks from content-relevant domains.
2. **Increase Text-Based Links:**
 - The high reliance on image-based links is not optimal for SEO. Aim to increase the proportion of text-based backlinks, which carry more weight in search engine rankings due to the surrounding content's relevance.
3. **Diversify Anchor Text:**
 - The anchor text profile is concentrated around specific keywords, which can lead to over-optimization penalties. Aim for more natural, varied anchor texts, including branded anchors, to balance the profile.
4. **Reduce Low-Quality Backlinks:**
 - Conduct a backlink audit and consider disavowing or removing low-quality or potentially harmful backlinks from low-authority sites. This can help improve the site's overall trustworthiness in Google's eyes.
5. **Build Content to Earn Natural Backlinks:**
 - Invest in creating high-quality, shareable content like blog posts, infographics, or guides that naturally attract backlinks from diverse sources. This could help reduce the reliance on product-centric backlinks and improve authority.

By focusing on higher-quality, diversified backlinks and improving the site's content and link acquisition strategy, the **authority score** and overall search performance should improve over time.