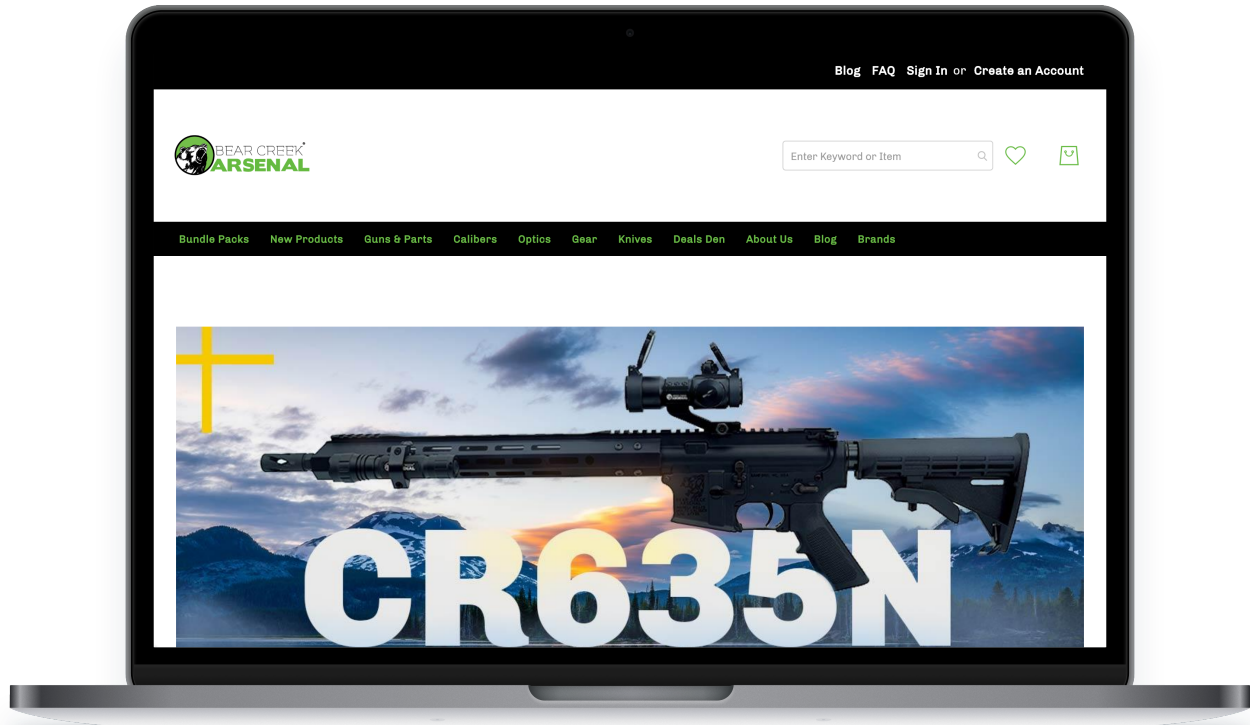


Technical SEO Audit

<https://www.bearcreekarsenal.com>

9/4/2022



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Contents

- Overview
- URL Structure
- Status Codes
- Crawling and Indexing
- Click and URL Depth
- Load Speed
- HTTP/HTTPS Protocols
- Content Optimization
- Traffic
- Issues
- Let us show you what we can fix...

Overview

This section contains a brief overview of the audit results. Detailed reports on particular optimization aspects are presented in the next sections.

Checked URLs:

28,876



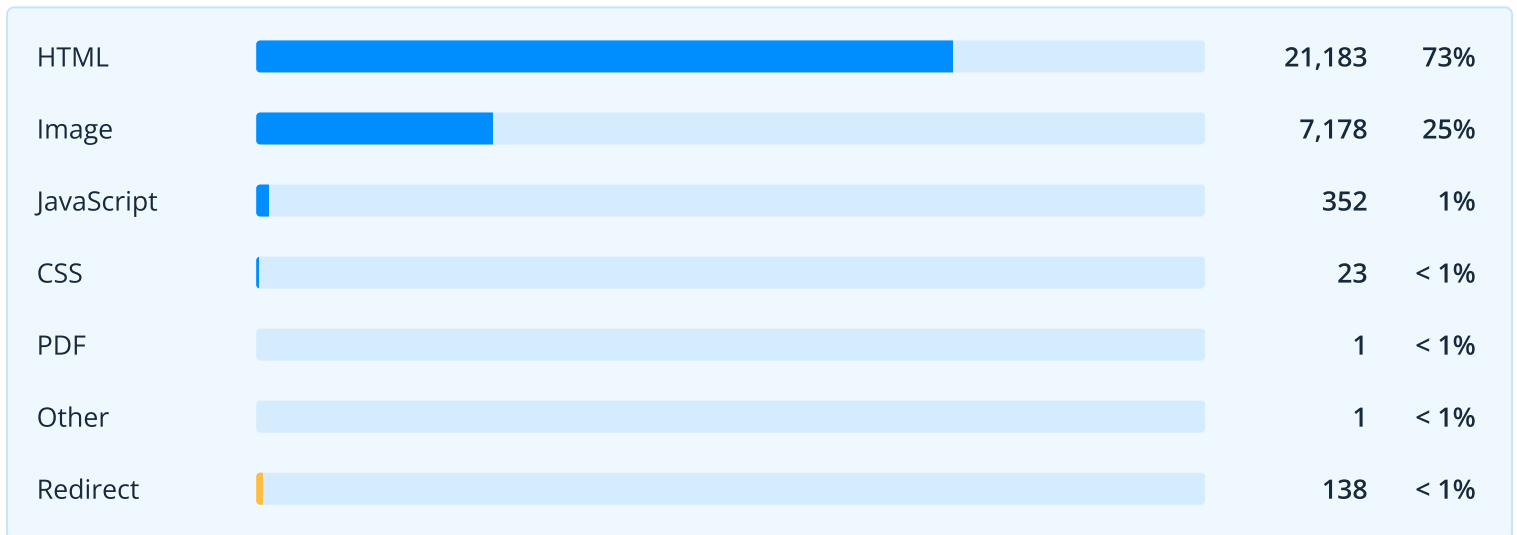
● Internal HTML	21,176	73%
● Internal images	7,178	25%
● Internal resources	377	1%
● External HTML	0	0%
● External images	0	0%
● External resources	0	0%
● AMP HTML	0	0%
● Non-2xx	145	< 1%

URLs with major issues:

22,124 (77%)

Broken pages	7	< 1%
Redirects	138	< 1%
Non-compliant	16,193	56%
Long load time	21,853	76%
Duplicate content	3,413	12%
Missing important content	14	< 1%
Thin content	0	0%
Missing internal links	12	< 1%
Image issues	138	< 1%

Content Type of Internal URLs



Top Hosts

This table contains main hosts spotted during the audit.

Host	URL Count	URLs, %
https://www.bearcreekarsenal.com	28,876	100%

URL Structure

This report helps to visually evaluate the URL structure. It shows the most popular hosts and second tier segments (e.g. site.com/category/).


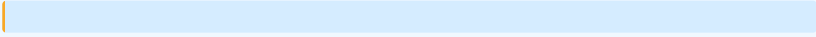
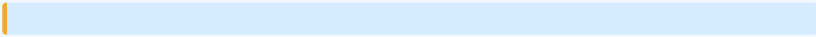
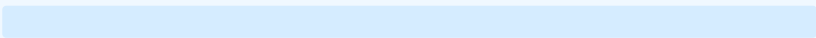
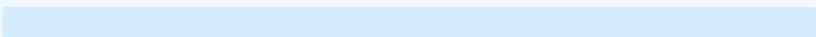
Host	URL Segment	URL Count	URLs, %
https://www.bearcreekarsenal.com/	guns-parts/	13,679	48%
	media/	7,180	25%
	customer/	3,346	12%
	calibers/	1,430	5%
	new-products/	798	3%
	static/	375	1%
	blog/	97	< 1%
	gear/	93	< 1%
	deals-den/	80	< 1%
	billet-complete-uppers/	45	< 1%
	optics/	40	< 1%
	brands/	37	< 1%
	knowledge-base/	31	< 1%
	guns-parts.html	6	< 1%
	new-products.html	5	< 1%
	catalog/	4	< 1%
	bcagiveaway	3	< 1%
	calibers.html	3	< 1%
	knives/	3	< 1%
ffl-items.html	3	< 1%	
blog.html	2	< 1%	

deals-den.html	2	< 1%
billet-complete-uppers.html	2	< 1%
ffl-items/	2	< 1%
most-popular-products/	2	< 1%
[root documents]	1	< 1%
bundles/	1	< 1%
optics.html	1	< 1%
_Incapsula_Resource	1	< 1%
bear-den-guarantee	1	< 1%
knives.html	1	< 1%
brands	1	< 1%
gear.html	1	< 1%
7-62x39-16-parkerized-heavy-barrel-1-10-twist-15mlok-lower-nrail.html	1	< 1%
22-magnum-16-parkerized-heavy-barrel-1-16-twist-length-gas-system-15-new-mlok-sc-h-gen-2-upper.html	1	< 1%
about-us	1	< 1%
bca-branded-red-green-dot-scope.html	1	< 1%
sitemap.html/	1	< 1%
sales/	1	< 1%
556-16-parkerized-m4-barrel-1-8-twist-carbine-15-handguard-rc-nrail-spiral-flash.html	1	< 1%
Other segments	1,455	5%

Status Codes

This section shows status codes of the internal and external URLs. Pay attention to the inaccessible documents, redirects, pages returning 4xx and higher status codes – landing on such URLs, users and search engines may consider the site low-quality.

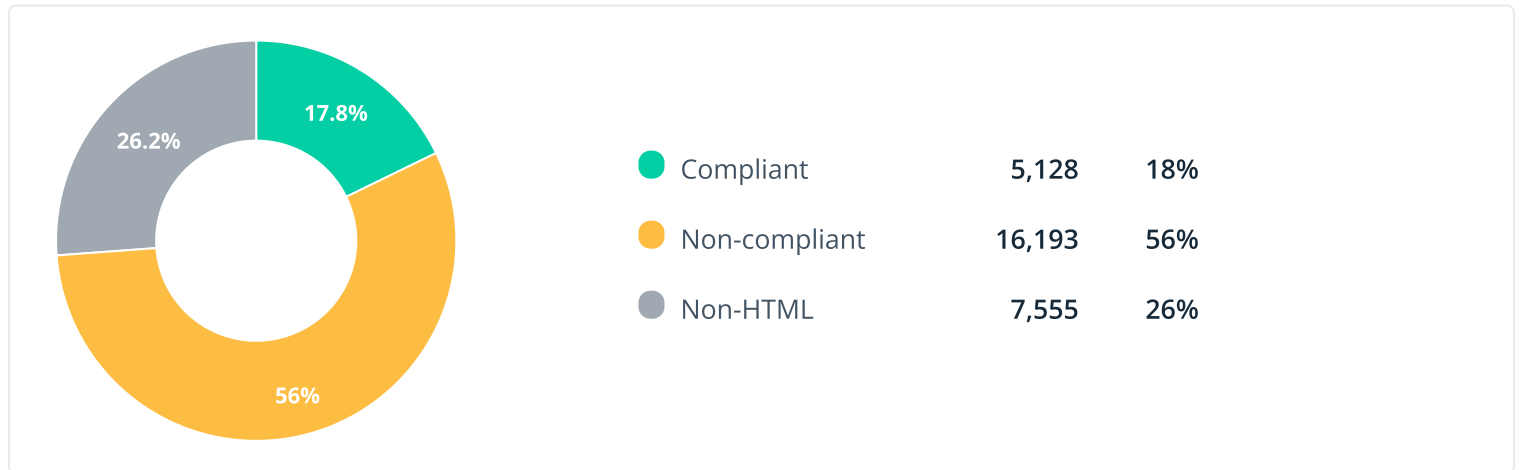
Status Code of Internal URLs

200 OK		28,731	99%
301 Moved Permanently		22	< 1%
302 Found		116	< 1%
502 Bad Gateway		1	< 1%
503 Service Unavailable		6	< 1%

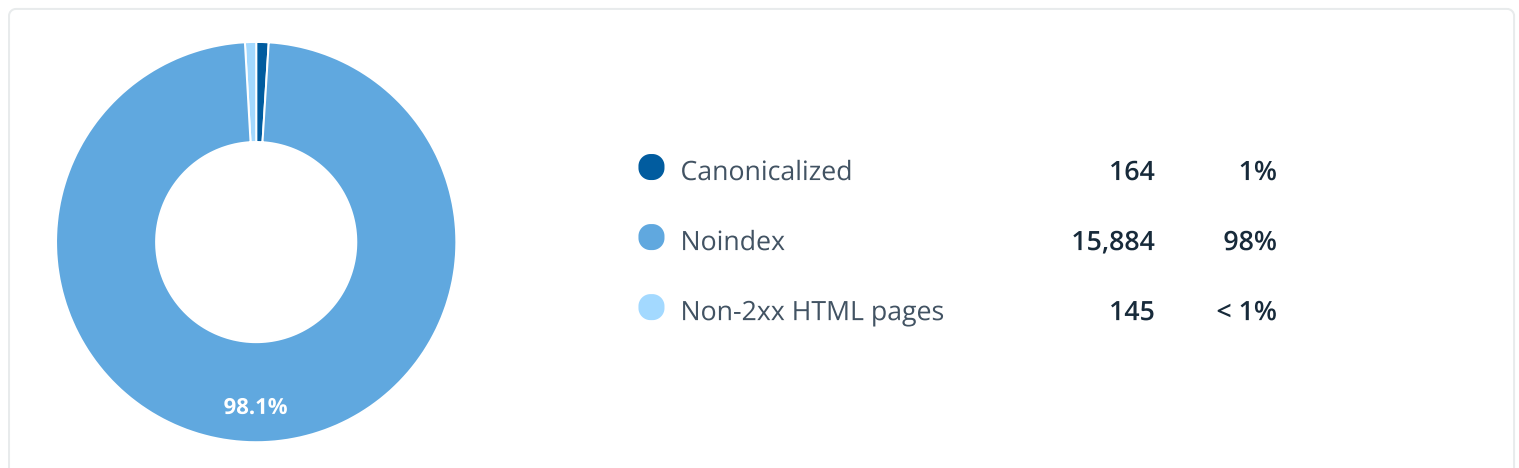
Crawling and Indexing

This section shows data on instructions and server settings affecting the crawling and indexing of the internal URLs content. Non-compliant documents usually don't drive search traffic and even waste crawl budget.

URL Compliance



Reasons for URL Non-Compliance



Meta Robots and X-Robots-Tag

- Instructions not restricting anything are highlighted in green.
- Instructions that affect crawling and results in SERP are highlighted in yellow.
- Instructions that affect indexing are highlighted in red.
- Other found instructions are highlighted in black.

Directive	URL Count	URLs, %
[Empty or missing]	7,699	27%
index	5,290	18%
follow	5,289	18%
nofollow	15,887	55%
noindex	15,887	55%

Canonical Use

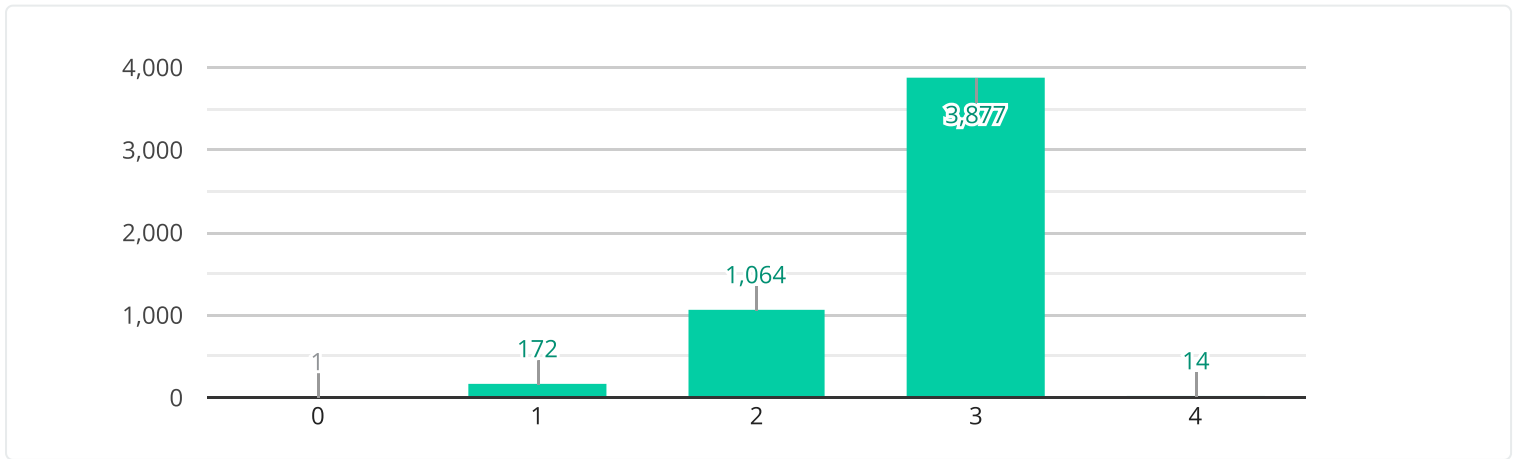
Value	URL Count	URLs, %
Missing	26,950	93%
Pointing to itself	1,762	6%
Pointing to another internal URL	164	< 1%

Click and URL Depth

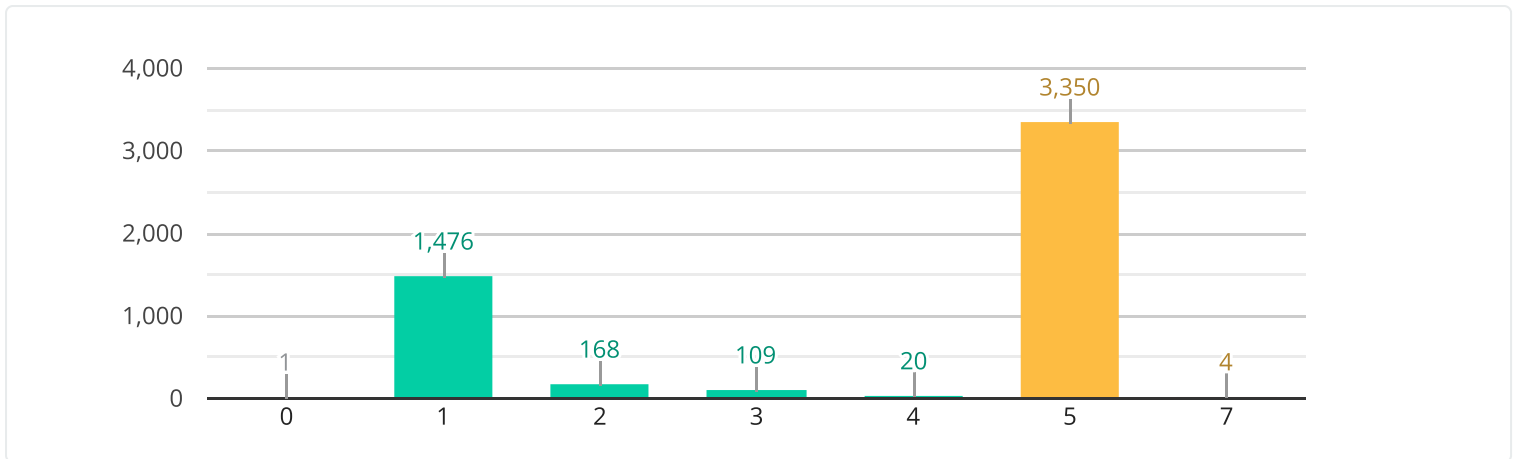
This section shows click depth (the number of clicks from the initial page) and URL depth (the number of segments in the URL) of the internal compliant HTML pages.

- Pages with click depth over '4' may have indexing issues, thus not drive organic traffic.
- Page URLs with depth over '4' and/or too long address may be hard to perceive for site visitors.

Click Depth






URL Depth

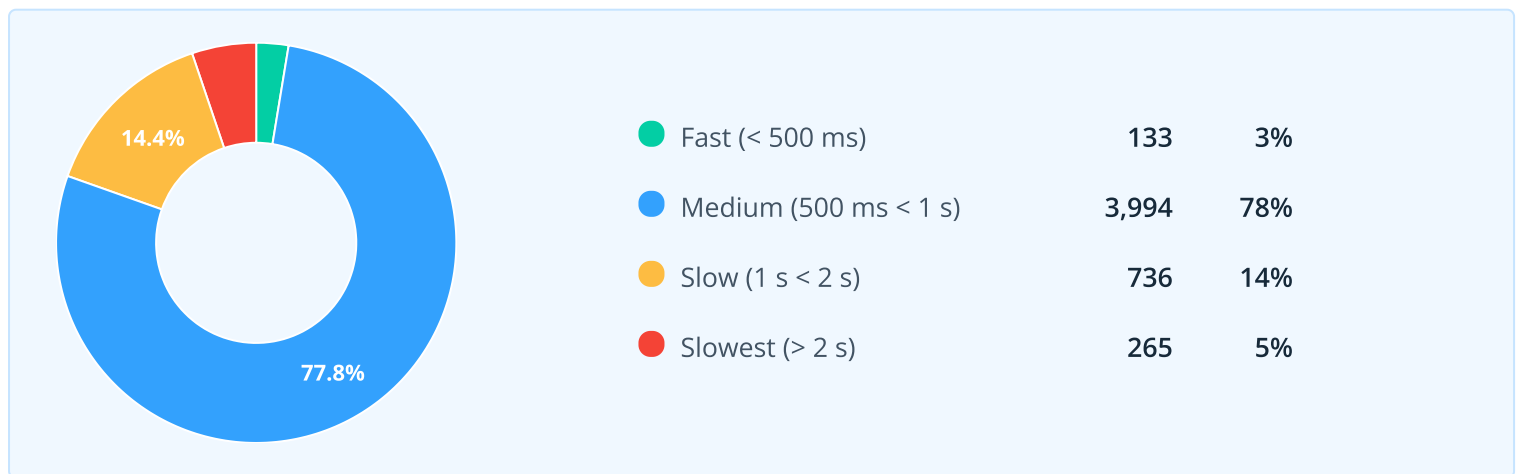


Load Speed

This report helps to evaluate server response time of the internal and external compliant documents. This parameter is a major ranking factor – fast sites usually drive more traffic, have lower bounce rate, and higher conversion rate.

Response Time of Internal HTML pages

Max: 9,339 ms		Min: 116 ms		Median: 738 ms	
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Response Time of Internal Images and Resources

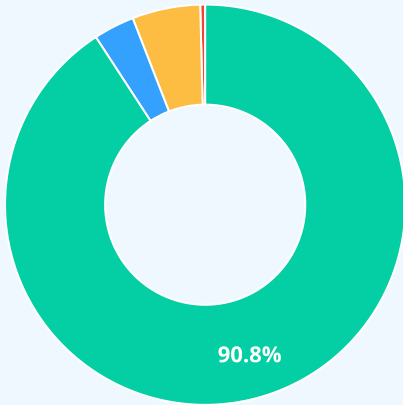
Max:
11,840 ms







Min:
13 ms



Median:
135 ms

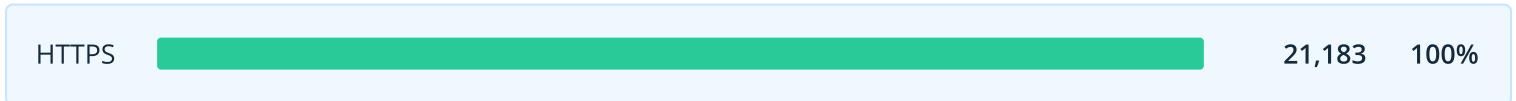


 Fast (< 500 ms)	6,862	91%
 Medium (500 ms < 1 s)	250	3%
 Slow (1 s < 2 s)	414	5%
 Slowest (> 2 s)	28	< 1%

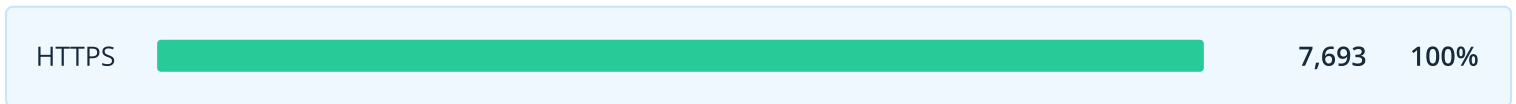
HTTP/HTTPS Protocols

This section contains document protocols: secure (HTTPS), and insecure (HTTP). If websites with HTTPS protocol have HTML pages, images, or resources with HTTP protocol, it may cause the 'Mixed content' issue. In this case users may see a corresponding warning in browser and search engines will consider the site insecure.

Protocol of Internal HTML pages



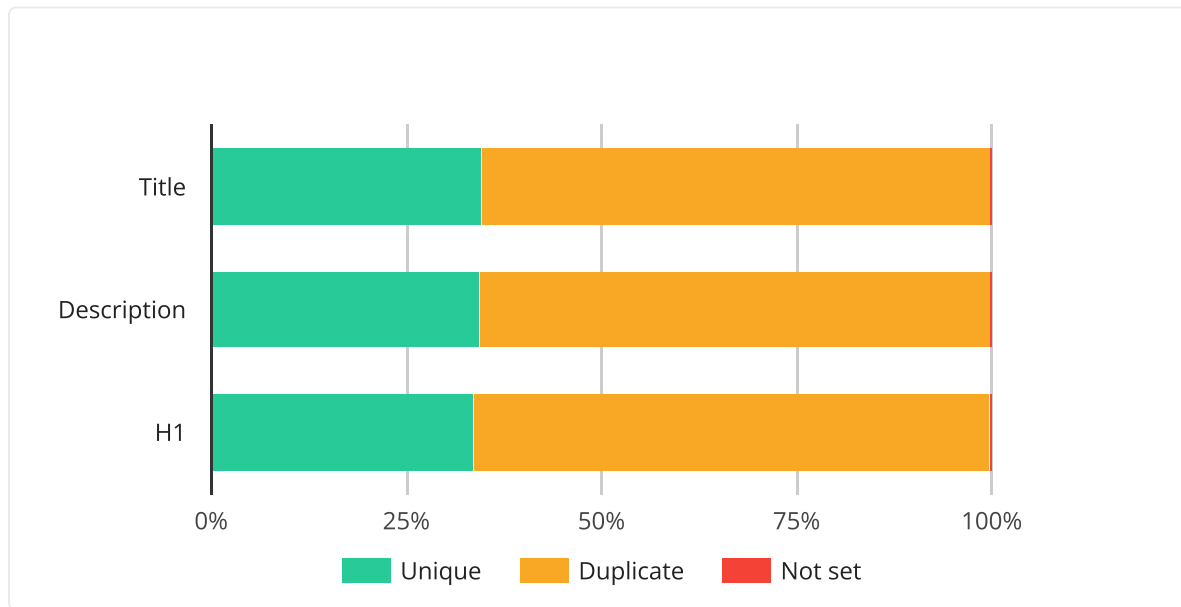
Protocol of Internal Images and Resources



Content Optimization

Duplicate and Missing Title, Description, H1

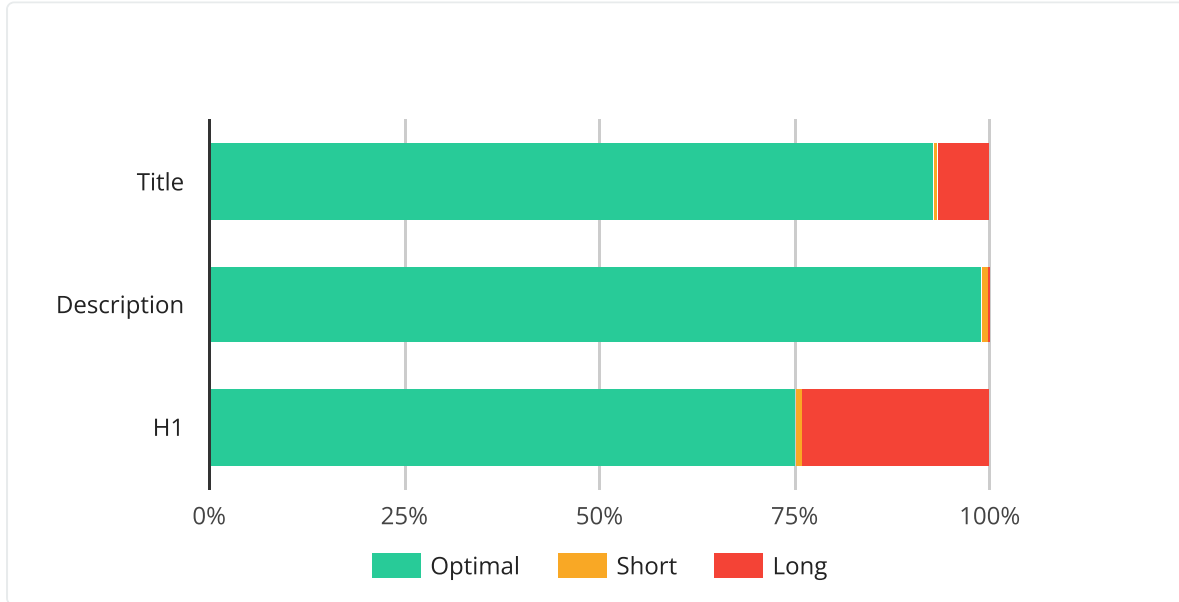
This report helps to evaluate the percentage and number of compliant pages with duplicate or missing SEO elements. Duplicate or missing title, description, and H1 are wasted opportunities that can negatively affect ranking and website visibility in SERP.



Element	Unique	Duplicate	Not set
Title	1,774 (35%)	3,354 (65%)	0 (0%)
Description	1,761 (34%)	3,367 (66%)	0 (0%)
H1	1,721 (34%)	3,393 (66%)	14 (< 1%)

Short and Long Title, Description, H1

This report helps to evaluate the percentage and number of compliant pages with short and long SEO elements. Short texts in title, description, and H1 may be a wasted optimization opportunity, and the long ones might get truncated in the SERP snippet and not be fully considered by search engines.



Element	Optimal	Short	Long
Title	4,763 (93%)	23 (< 1%)	342 (7%)
Description	5,081 (99%)	46 (< 1%)	1 (< 1%)
H1	3,837 (75%)	49 (1%)	1,228 (24%)

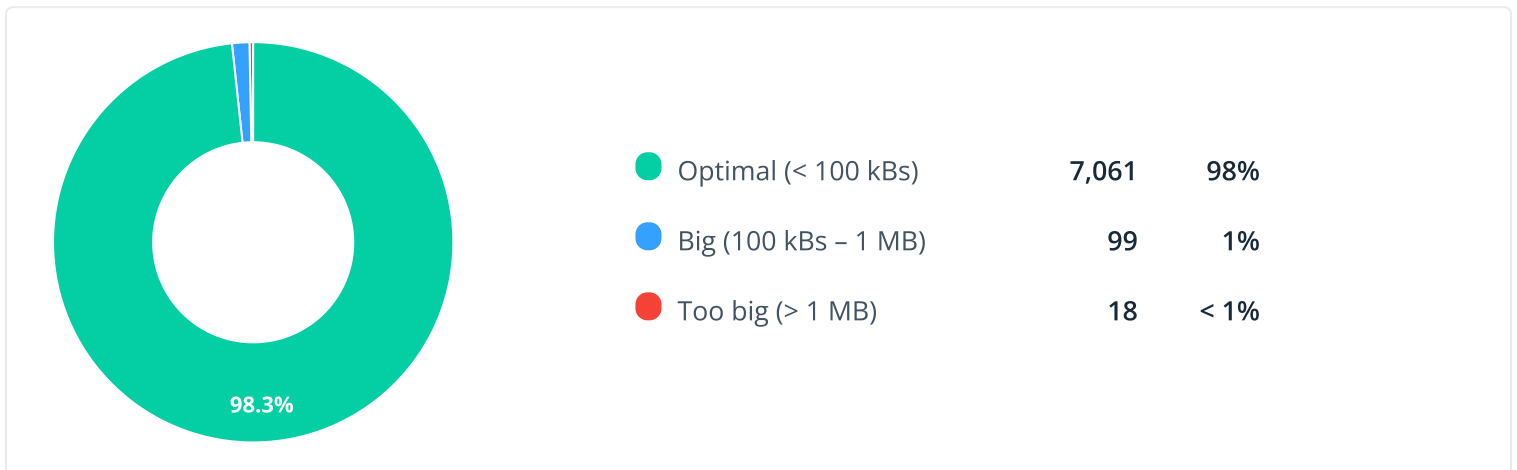
Number of Characters on the Page



Number of Words on the Page



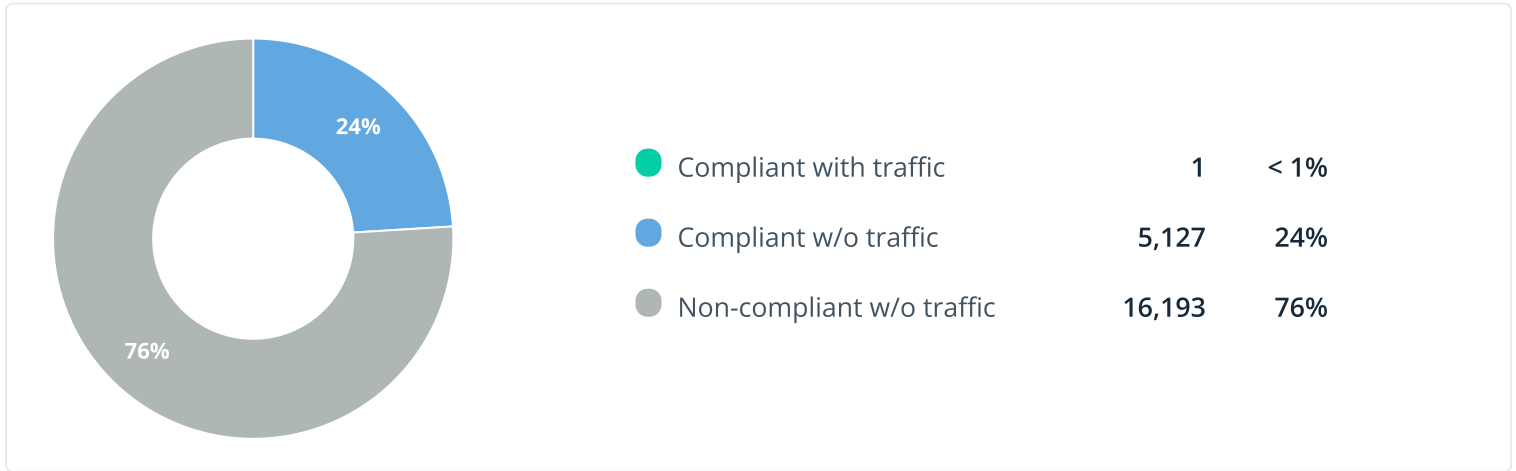
Image Size



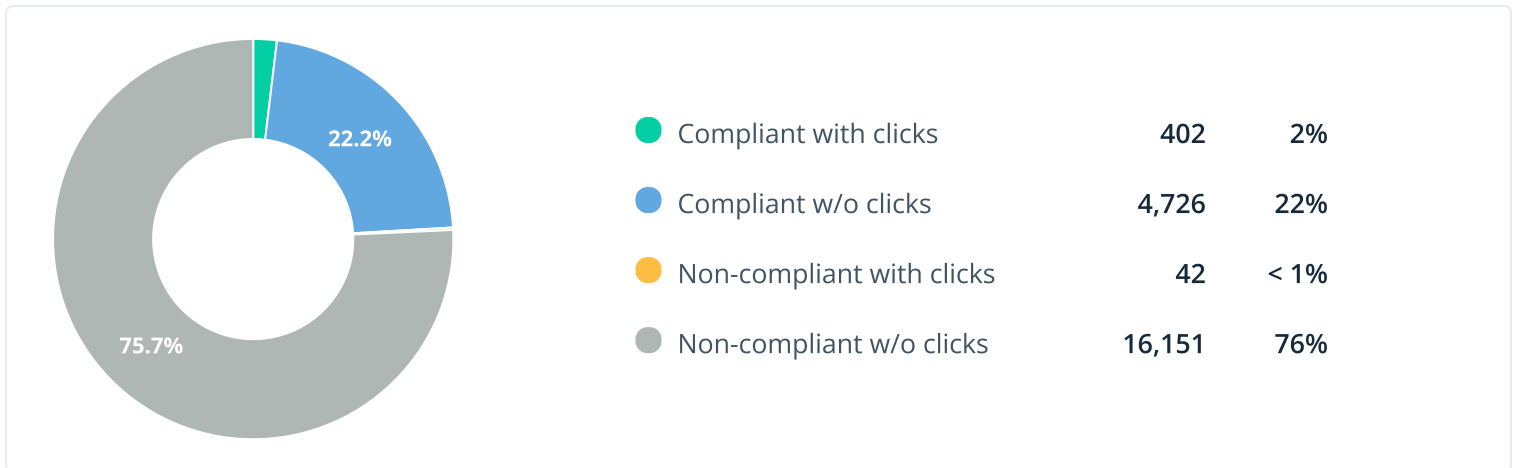
Traffic

This section contains data on traffic to internal website pages. This report helps analyze if there are inconsistencies between page compliancy and traffic these pages get.

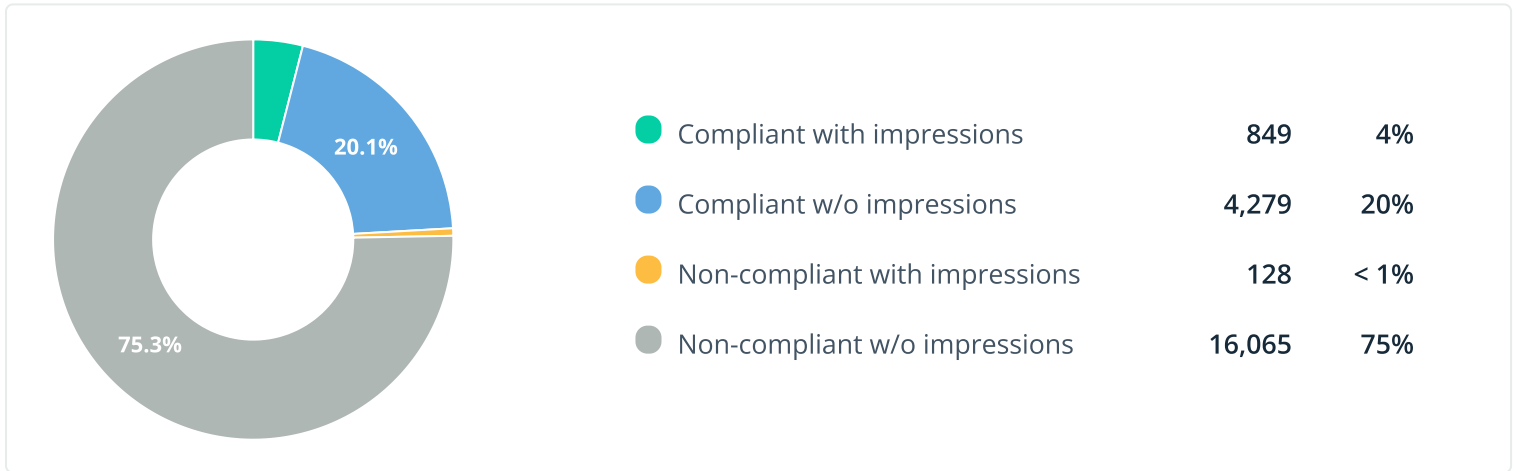
Google Analytics: traffic



Google Search Console: clicks



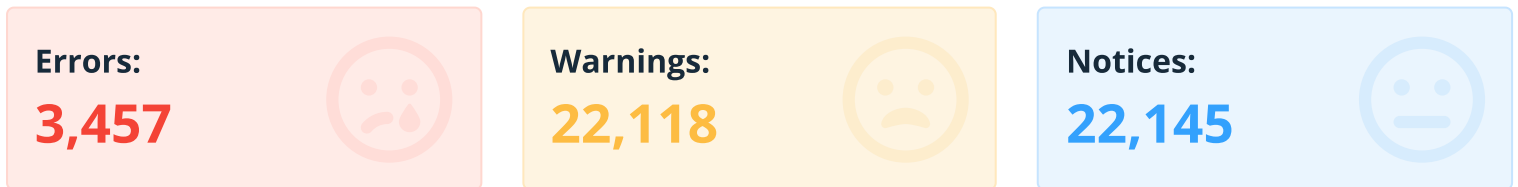
Google Search Console: impressions



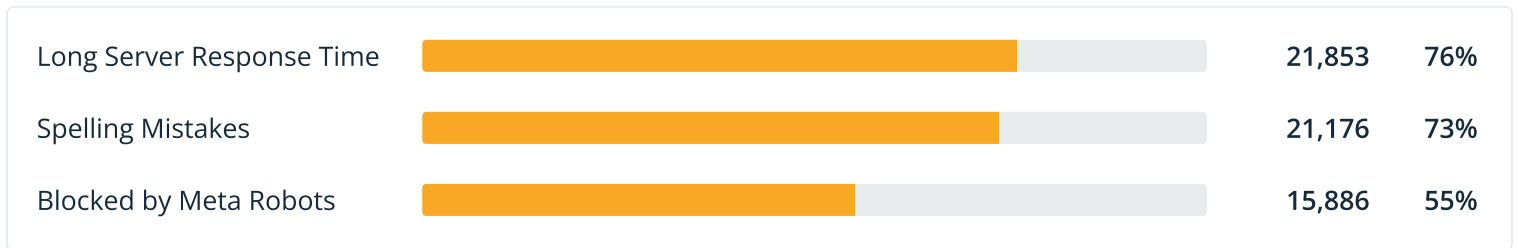
Issues

This section contains reports on issues detected during the audit: the number of URLs with issues of different severity; top errors and warnings that may have the most noticeable effect when fixed; the issue list with examples of the URLs they've been detected on.

Issue Severity



Top Major Issues (by Number of URLs)



Errors	
Issue	URLs with Issue
*example of the URL with issue	
Broken Pages https://www.bearcreekarsenal.com/guns-parts/ar-15/ar-15-complete-upper-assembly/16--1-20--1-8.html	7
5xx Error Pages: Server Error https://www.bearcreekarsenal.com/guns-parts/ar-15/ar-15-complete-upper-assembly/16--1-20--1-9.html	7
Duplicate Text https://www.bearcreekarsenal.com/brands/bear-creek-arsenal?spec_hammer=1	3,347
Duplicate Titles https://www.bearcreekarsenal.com/blog.html	3,354
Duplicate Descriptions https://www.bearcreekarsenal.com/bcagiveaway	3,367
Duplicate H1 https://www.bearcreekarsenal.com/blog.html?p=2	3,393

Endless Redirect https://www.bearcreekarsenal.com/blog/author/david-lane.html?p=2	9
Redirect Blocked by Robots.txt https://www.bearcreekarsenal.com/v	14
Non-Compliant Canonical URL https://www.bearcreekarsenal.com/most-popular-products/ar-10.html	2
PageRank: Dead End https://www.bearcreekarsenal.com/guns-parts/white.html	12
Hreflang: Links to Non-Compliant URLs https://www.bearcreekarsenal.com/knowledge-base/what-voids-my-bear-den-guarantee.html	6

Warnings	
Issue	URLs with Issue
*example of the URL with issue	
Long Server Response Time https://www.bearcreekarsenal.com/ffl	21,853
Missing or Empty H1 https://www.bearcreekarsenal.com/	14
Spelling Mistakes https://www.bearcreekarsenal.com/brands	21,176
Images Without Alt Attributes https://www.bearcreekarsenal.com/bca-fdn	21
Max Image Size https://www.bearcreekarsenal.com/media/wysiwyg/AK47.jpg	117
3xx Redirected Pages https://www.bearcreekarsenal.com/new-faq	115
Redirect Chain https://www.bearcreekarsenal.com/catalogsearch/result?q=Ar9	3
PageRank: Redirect https://www.bearcreekarsenal.com/wishlist/	45

Same Title and Description https://www.bearcreekarsenal.com/gun-lock.html	120
URLs with UTM Parameters https://www.bearcreekarsenal.com/bcagiveaway?utm_source=BCA&utm_medium=Slider&utm_id=giveawayslide	22
Blocked by Meta Robots https://www.bearcreekarsenal.com/gear/bag.html	15,886
Blocked by X-Robots-Tag https://www.bearcreekarsenal.com/_Incapsula_Resource?SWJIYLWA=719d34d31c8e3a6e6fffd425f7e032f3&ns=5&cb=1434065661	1
GSC: Non-Compliant Pages with Impressions https://www.bearcreekarsenal.com/bca-subscribe	128

Notices	
Issue	URLs with Issue
*example of the URL with issue	
Percent-Encoded URLs https://www.bearcreekarsenal.com/blog/author/Bear Creek Arsenal.html	1
URLs with Wrong Hyphenation https://www.bearcreekarsenal.com/calibers/9mm--16.html	13,729
URLs with Unwanted Special Characters https://www.bearcreekarsenal.com/customer/account/login/referer/aHR0cHM6Ly93d3cuYmVhcmNyZWVrYXJzZW5hbC5jb20vYnVuZGxlcY8/	2,345
URLs with Uppercase Characters https://www.bearcreekarsenal.com/media/wysiwyg/HPC2.png	4,159
Same Title and H1 https://www.bearcreekarsenal.com/brands/asc	3,568
Short Title https://www.bearcreekarsenal.com/about-us	23
Max Title Length https://www.bearcreekarsenal.com/rifle274nb-sch22lhb16116pbl-15m3.html	342
Emojis or Special Characters in Title https://www.bearcreekarsenal.com/o85-clp-4oz.html	12

Short Description https://www.bearcreekarsenal.com/dealer-signup	46
Max Description Length https://www.bearcreekarsenal.com/bca-fdn	1
Emojis or Special Characters in Description https://www.bearcreekarsenal.com/fg-701-9mm-cleaning-kit.html	14
Multiple H1 https://www.bearcreekarsenal.com/knowledge-base/	10
Max H1 Length https://www.bearcreekarsenal.com/edit652.html	1,228
Max HTML Size https://www.bearcreekarsenal.com/bundles/	5,110
Min Text/HTML Ratio https://www.bearcreekarsenal.com/gear.html	5,128
Canonicalized Pages https://www.bearcreekarsenal.com/brands/asc/ar-10	164
Identical Canonical URLs https://www.bearcreekarsenal.com/brands/utg	240
Missing or Empty Robots.txt File https://www.bearcreekarsenal.com/checkout/cart/	3,356
Nofollowed by Meta Robots https://www.bearcreekarsenal.com/gear/red.html	15,887
PageRank: Orphan https://www.bearcreekarsenal.com/gear/gray.html	16,019
PageRank: Missing Outgoing Links https://www.bearcreekarsenal.com/rma/requests/	118
Hyperlinks with Empty Anchor Text https://www.bearcreekarsenal.com/brands/cmmg	21,078
Self-Referencing Hyperlinks https://www.bearcreekarsenal.com/brands/colt	21,078
Max Internal Links https://www.bearcreekarsenal.com/knives.html	21,078

Max External Links https://www.bearcreekarsenal.com/optics.html	21,078
Internal Nofollow Links https://www.bearcreekarsenal.com/brands/taurus	163
Hreflang: Missing Alternate URLs https://www.bearcreekarsenal.com/brands/glock	5,104
Missing Structured Data https://www.bearcreekarsenal.com/search/term/popular/	20
Compliant URLs with Query https://www.bearcreekarsenal.com/brands/bear-creek-arsenal?spec_bufferless=1	6
GA: Compliant Pages w/o Traffic https://www.bearcreekarsenal.com/brands/ruger	5,127
GSC: Compliant Pages w/o Impressions https://www.bearcreekarsenal.com/edit1995.html	4,279
GSC: Compliant Pages w/o Clicks https://www.bearcreekarsenal.com/brands/magpul	4,726

Let us show you what we can fix...

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