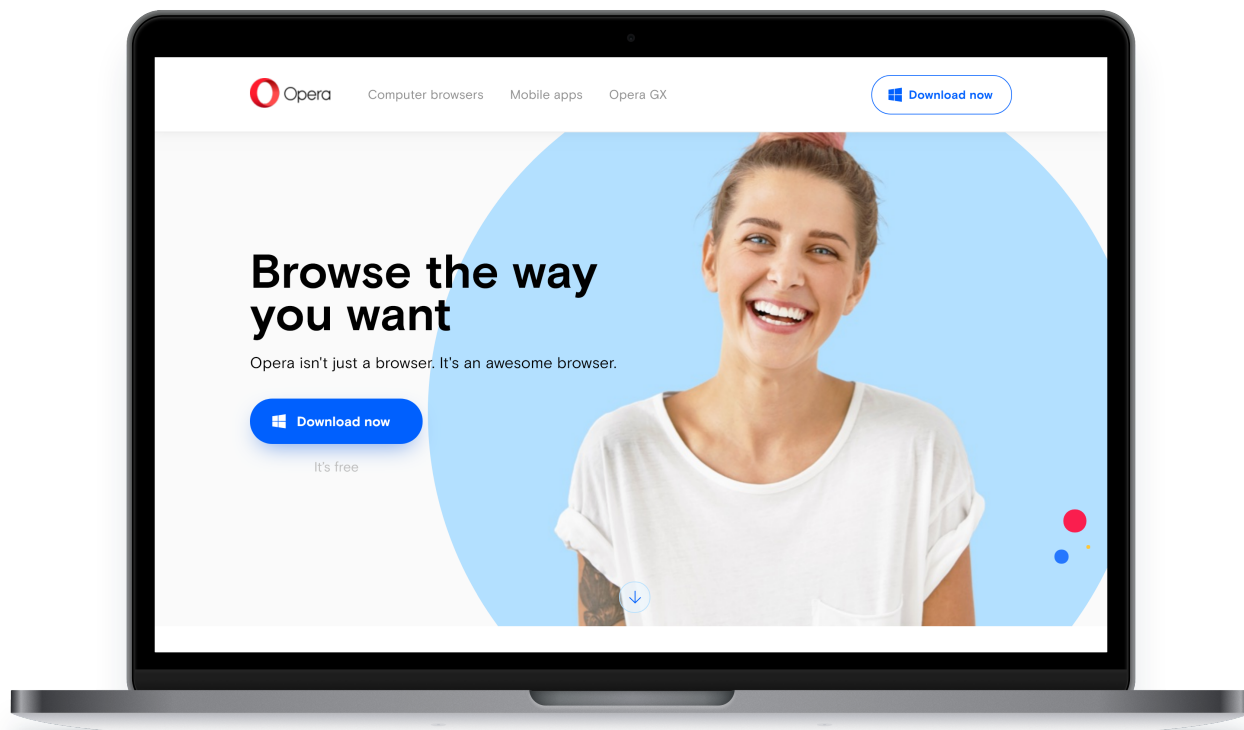


Audit of the Optimization Quality

<https://www.opera.com>

11/11/2019



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iProspect

Contents

- Overview
- URL Structure
- Status Codes
- Crawling and Indexing
- Click and URL Depth
- Load Speed
- HTTP/HTTPS Protocols
- Content Optimization
- Issues

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:

141,565



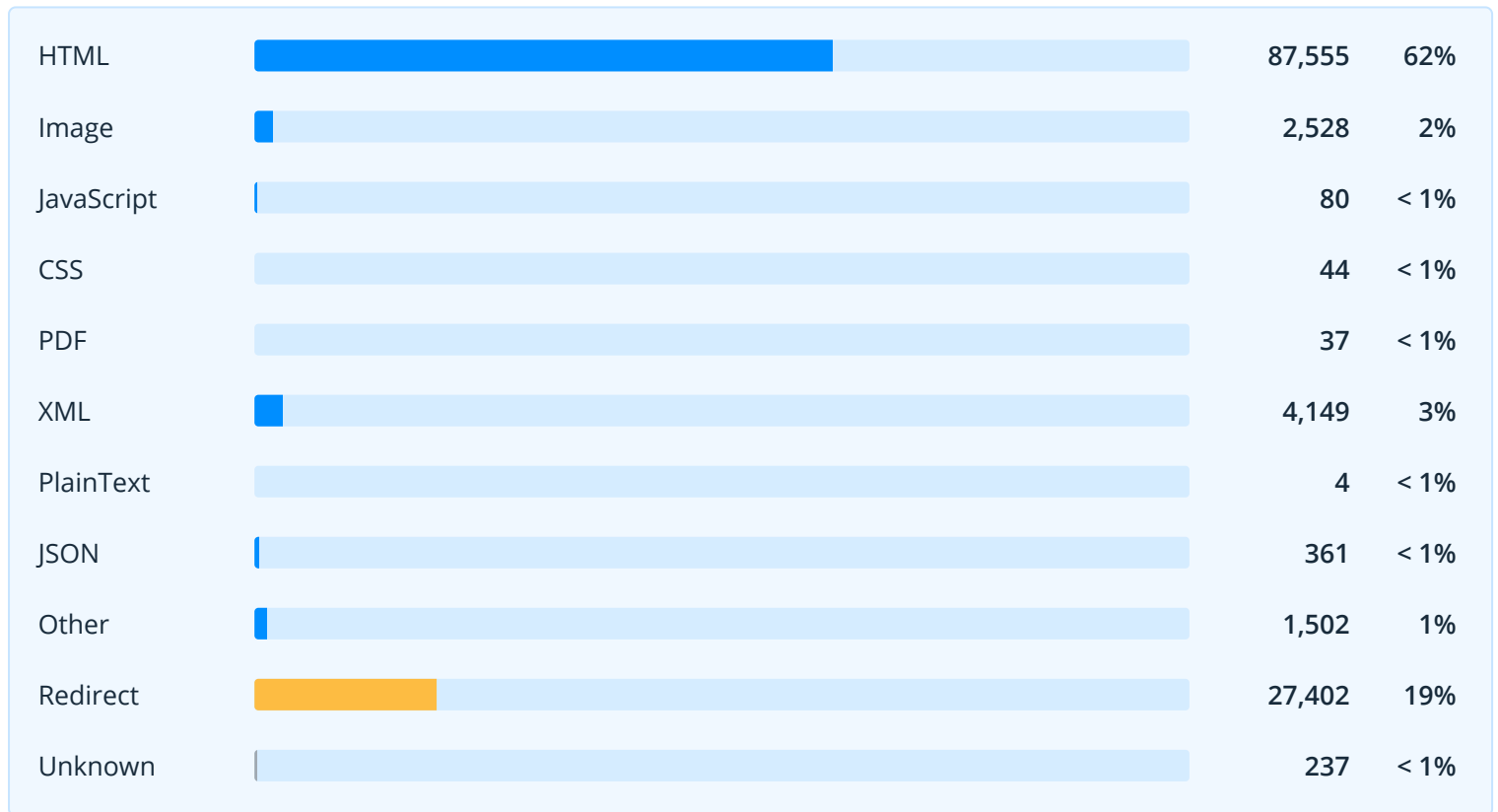
● Internal HTML	86,987	61%
● Internal images	2,528	2%
● Internal resources	5,470	4%
● External HTML	1,846	1%
● External images	9,539	7%
● External resources	150	< 1%
● AMP HTML	0	0%
● Non-2xx	35,045	25%

URLs with major issues:

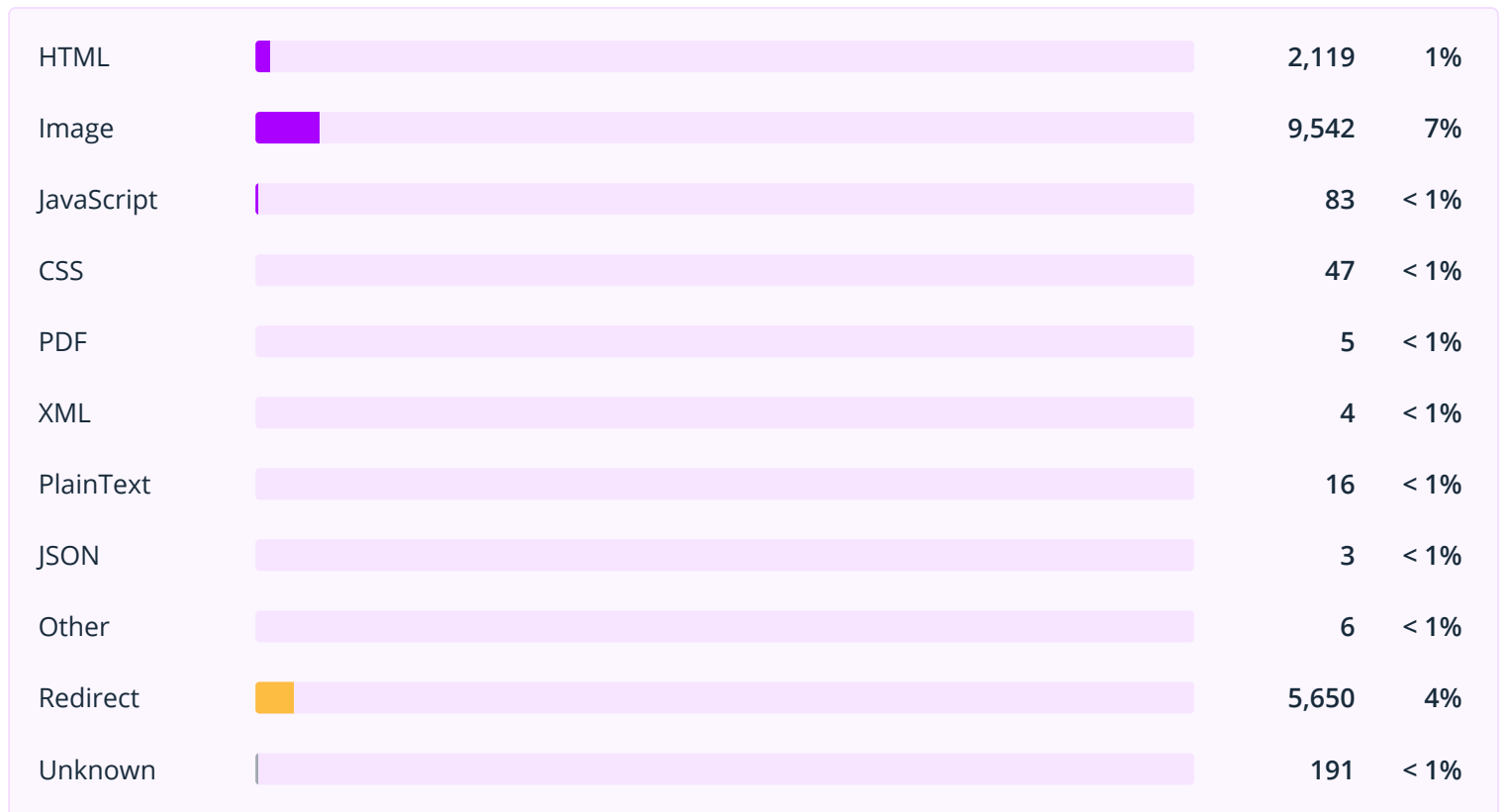
107,373 (76%)

Broken pages	2,328	2%
Redirects	33,052	23%
Non-compliant	63,172	45%
Long load time	19,797	14%
Duplicate content	20,039	14%
Missing important content	41,493	29%
Thin content	1,361	1%
Missing internal links	178	< 1%
Image issues	49,327	35%

Content Type of Internal URLs



Content Type of External URLs



Top Hosts

This table contains main hosts spotted during the audit.

Host	URL Count	URLs, %
https://forums.opera.com	90,429	64%
https://addons.opera.com	20,156	14%
https://www.gravatar.com	6,240	4%
https://blogs.opera.com	3,343	2%
https://dev.opera.com	3,296	2%
https://get.geo.opera.com	2,355	2%
https://www.opera.com	2,342	2%
https://secure.gravatar.com	2,222	2%
https://addons-media.operacdn.com	1,514	1%
https://github.com	894	< 1%
https://www-static-blogs.operacdn.com	719	< 1%
https://press.opera.com	354	< 1%
https://plus.google.com	334	< 1%
https://www-static.operacdn.com	273	< 1%
http://twitter.com	257	< 1%
https://twitter.com	247	< 1%
http://my.opera.com	232	< 1%
http://www.facebook.com	221	< 1%
https://help.opera.com	219	< 1%
http://www.w3.org	219	< 1%
Other hosts	5,699	4%

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/).


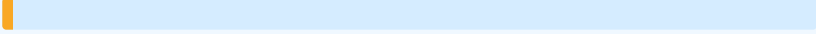
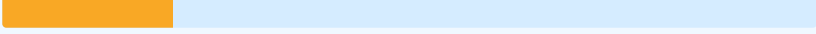
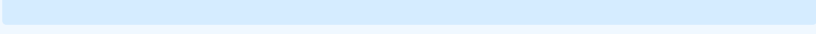
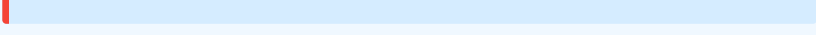
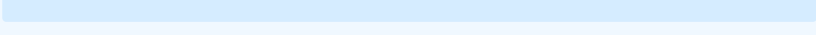
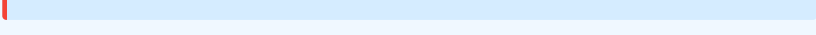
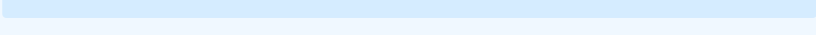
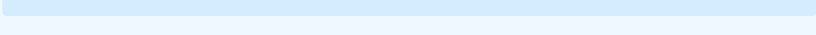
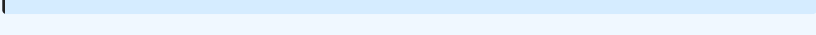
Host	URL Segment	URL Count	URLs, %
https://forums.opera.com/	user/	31,968	29%
	topic/	27,978	26%
	compose	3,758	3%
	category/	1,197	1%
	assets/	1,173	1%
	tags/	698	< 1%
https://addons.opera.com/	en/	1,401	1%
	id/	882	< 1%
	ru/	425	< 1%
	es/	415	< 1%
	de/	411	< 1%
	pt-br/	408	< 1%
	en-gb/	405	< 1%
	tr/	405	< 1%
	ar/	405	< 1%
	zh-tw/	405	< 1%
	pl/	404	< 1%
	sk/	404	< 1%
	da/	403	< 1%
	pt/	403	< 1%
	vi/	403	< 1%

	th/	403	< 1%
	fr/	402	< 1%
	ko/	402	< 1%
	zh-cn/	402	< 1%
	he/	401	< 1%
	nl/	401	< 1%
	be/	401	< 1%
	uk/	401	< 1%
	ms/	400	< 1%
https://www.gravatar.com/	avatar/	6,240	6%
https://dev.opera.com/	articles/	1,220	1%
	blog/	834	< 1%
	tags/	516	< 1%
https://get.geo.opera.com/	pub/	2,354	2%
https://addons-media.operacd.com/	media/	1,514	1%
https://blogs.opera.com/	desktop/	1,049	1%
	news/	441	< 1%
https://www-static-blogs.operacd.com/	wp-content/	617	< 1%
https://secure.gravatar.com/	avatar/	431	< 1%
	Other segments	15,333	14%
























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		94,985	77%
301 Moved Permanently		1,478	1%
302 Found		25,924	21%
400 Bad Request		25	< 1%
401 Unauthorized		688	< 1%
403 Forbidden		30	< 1%
404 Not Found		521	< 1%
503 Service Unavailable		11	< 1%
ConnectFailure		1	< 1%
NameResolutionFailure		236	< 1%

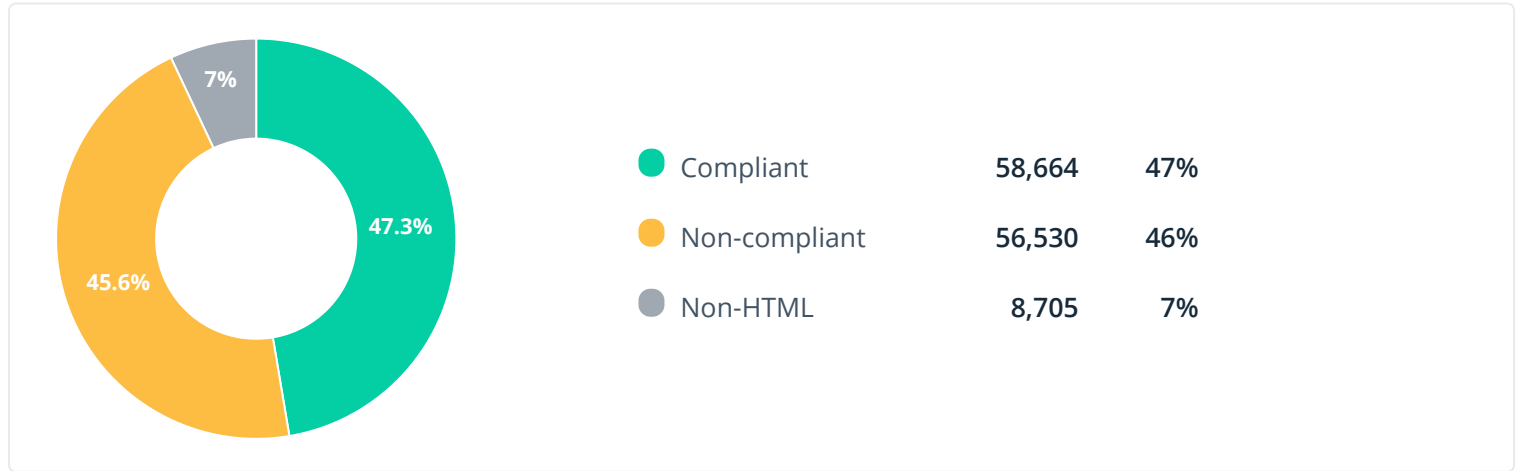
Status Code of External URLs

200 OK		11,535	65%
300 Multiple Choices		2	< 1%
301 Moved Permanently		1,990	11%
302 Found		3,643	21%
303 See Other		3	< 1%
307 Temporary Redirect		13	< 1%
308 Permanent Redirect		1	< 1%
400 Bad Request		1	< 1%
401 Unauthorized		4	< 1%
403 Forbidden		27	< 1%
404 Not Found		173	1%
410 Gone		9	< 1%
500 Internal Server Error		6	< 1%
502 Bad Gateway		1	< 1%
503 Service Unavailable		60	< 1%
523 Unassigned		5	< 1%
999 Unassigned		2	< 1%
ConnectFailure		57	< 1%
ConnectionClosed		2	< 1%
NameResolutionFailure		94	< 1%
ReceiveFailure		1	< 1%
SecureChannelFailure		1	< 1%
Timeout		36	< 1%

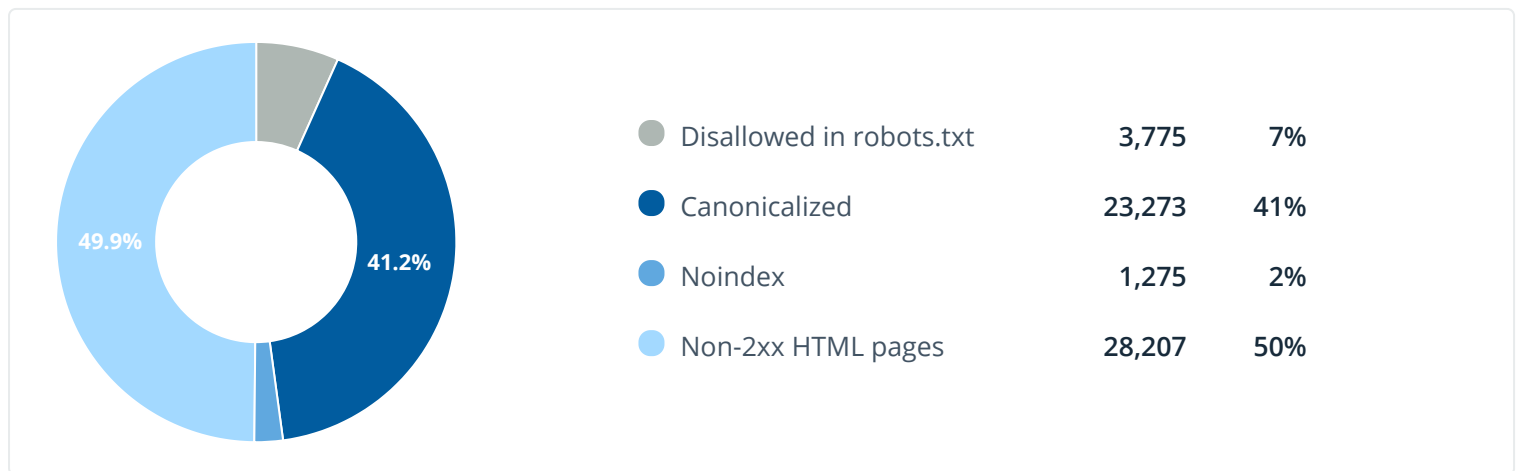
Crawling and Indexing

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]	118,153	95%
follow	1,290	1%
nofollow	1	< 1%
noindex	5,050	4%
noodp	697	< 1%
noyaca	697	< 1%

Canonical Use

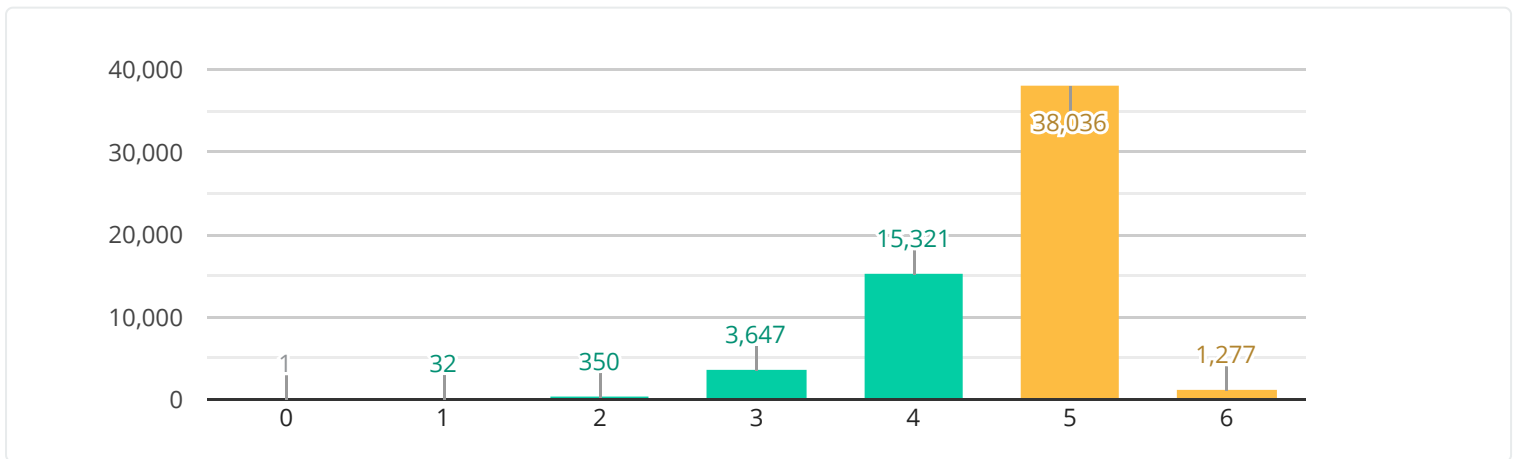
Value	URL Count	URLs, %
Missing	80,296	65%
Pointing to itself	20,330	16%
Pointing to another internal URL	23,273	19%

Click and URL Depth

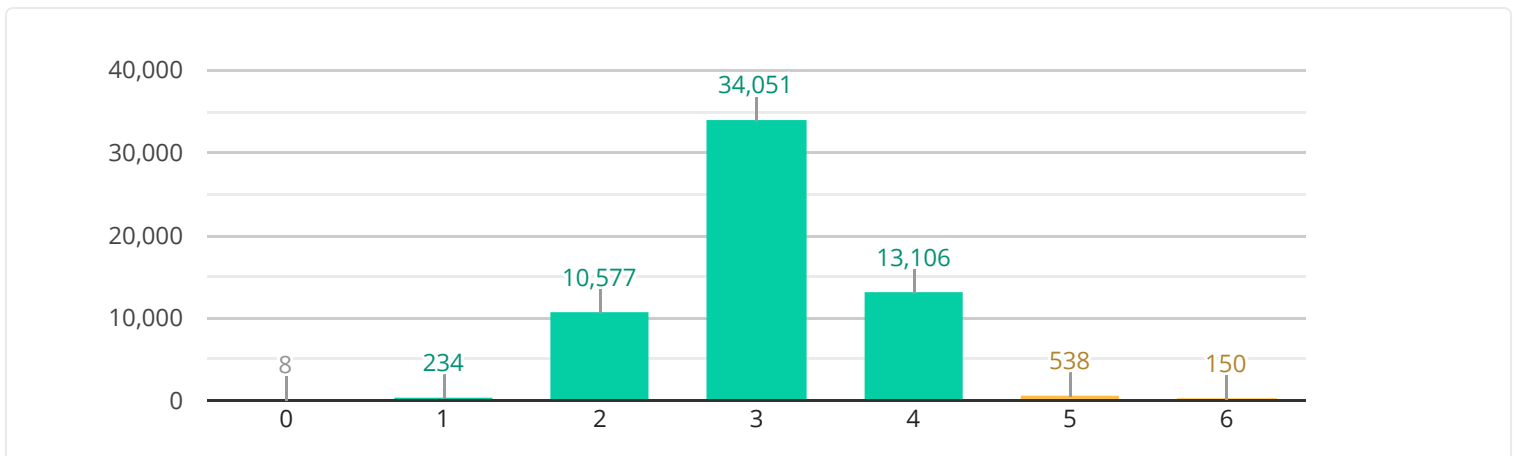
This section shows click depth (the number of clicks from the initial page) and URL depth (the number of segments in the URL) of the internal compliant HTML pages.

- 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




<p>Max: 12,654 ms</p> 	<p>Min: 40 ms</p> 	<p>Median: 78 ms</p> 
---	--	--

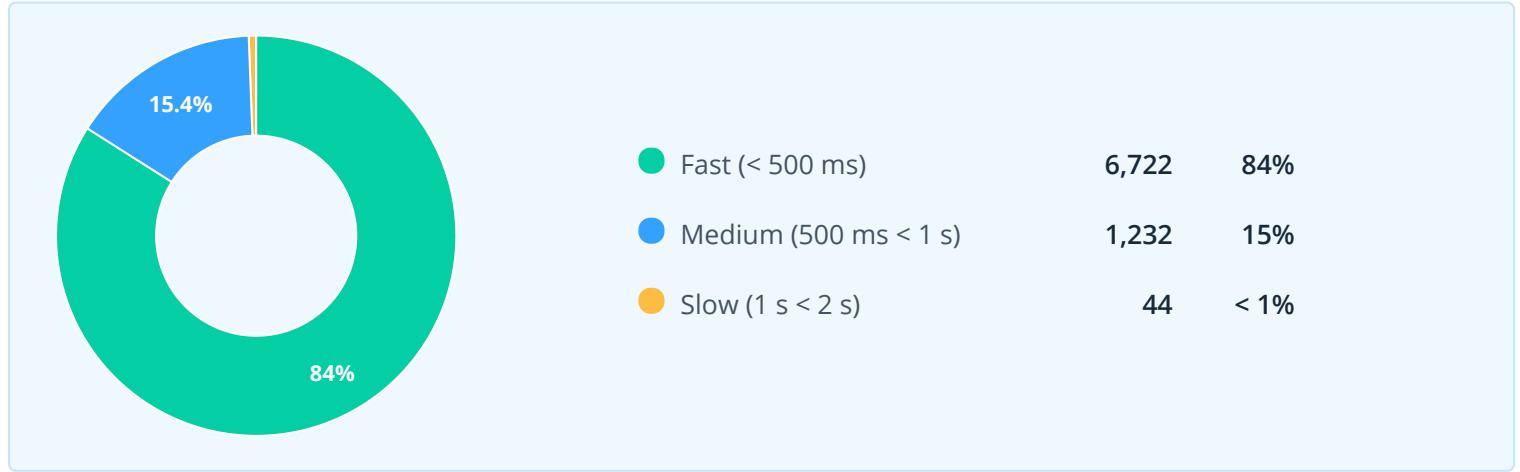


Response Time of External HTML pages



Response Time of Internal Images and Resources

<p>Max: 1,861 ms</p> 	<p>Min: 40 ms</p> 	<p>Median: 65 ms</p> 
--	--	--



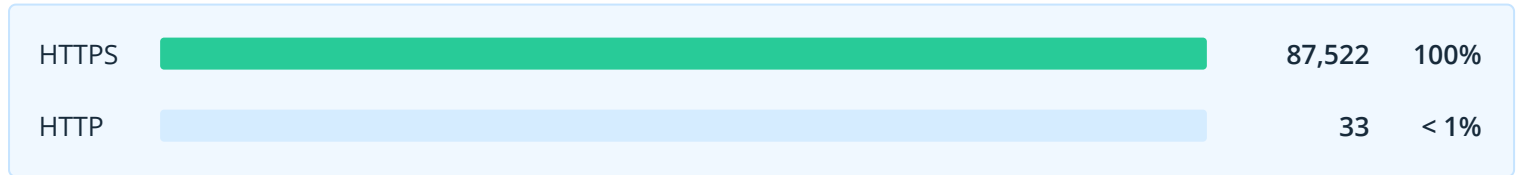
Response Time of External Images and Resources



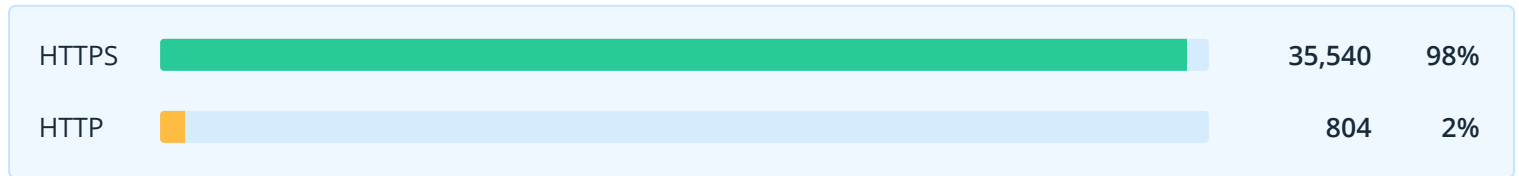
HTTP/HTTPS Protocols

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.

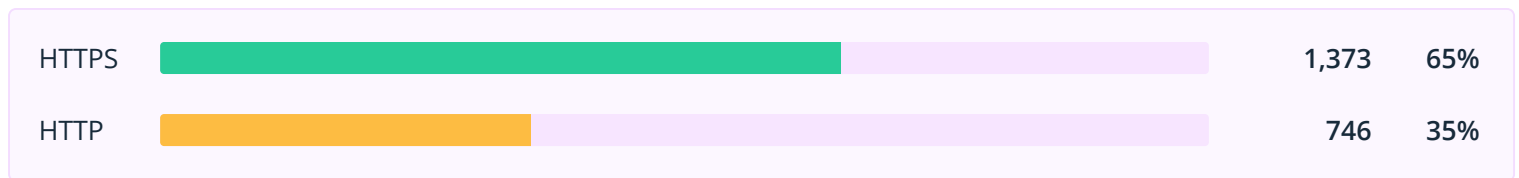
Protocol of Internal HTML pages



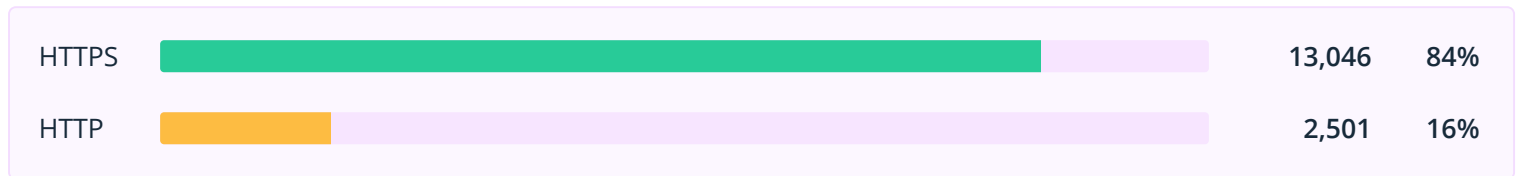
Protocol of Internal Images and Resources



Protocol of External HTML pages



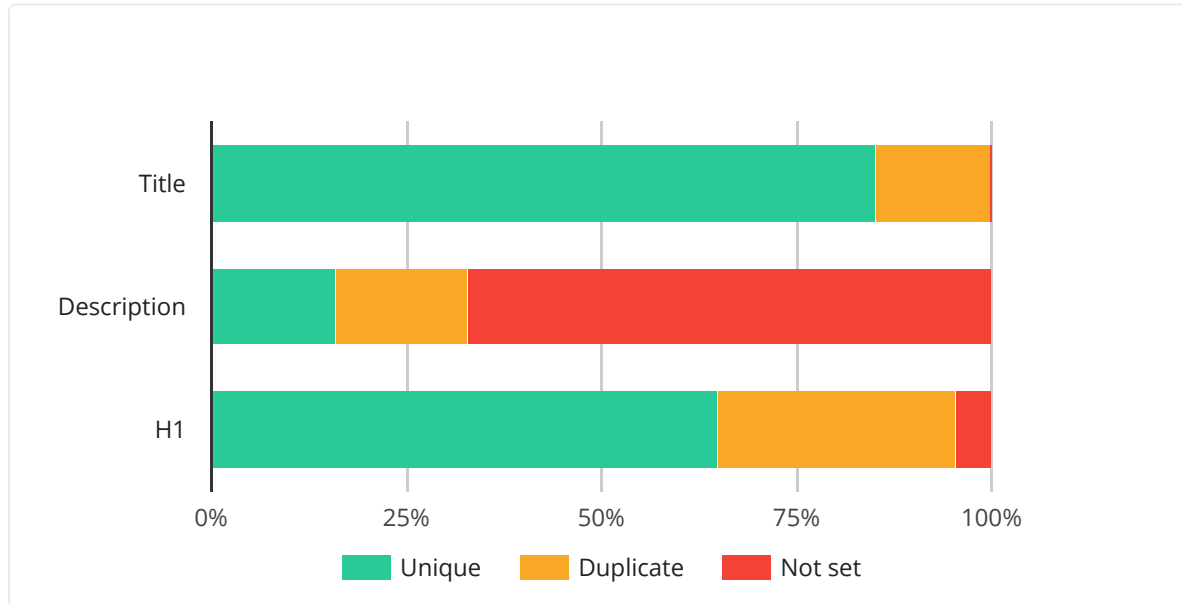
Protocol of External Images and Resources



Content Optimization

Duplicate and Missing Title, Description, H1

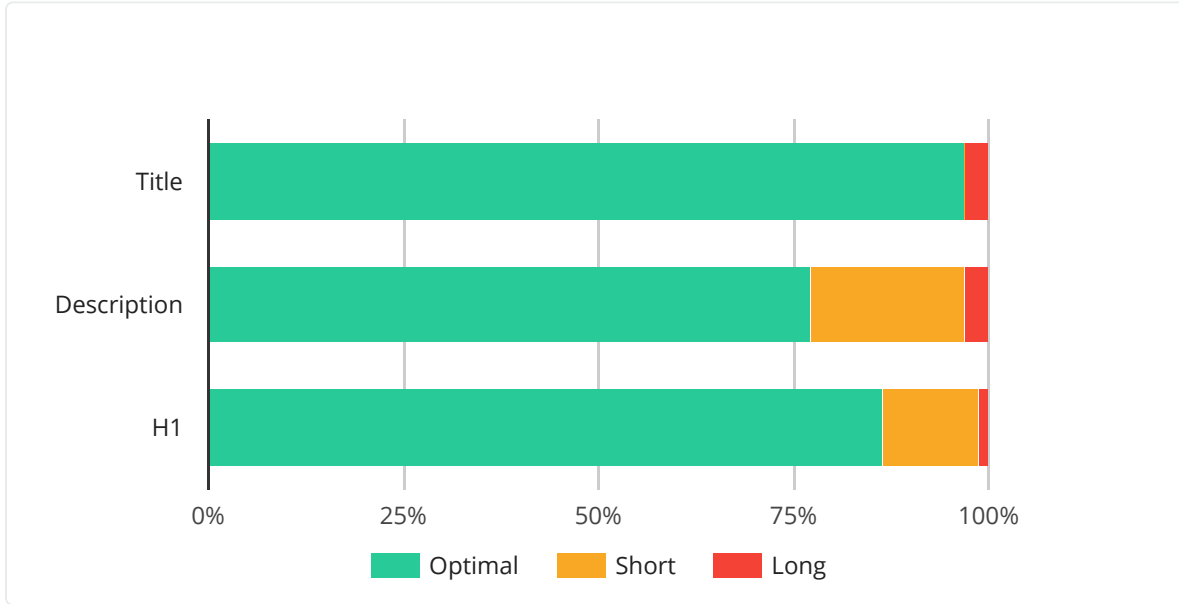
This report helps to evaluate the percentage and number of compliant pages with duplicate or missing SEO elements. Duplicate or missing title, description, and H1 are wasted opportunities that can negatively affect ranking and website visibility in SERP.



Element	Unique	Duplicate	Not set
Title	49,862 (85%)	8,786 (15%)	16 (< 1%)
Description	9,318 (16%)	9,885 (17%)	39,461 (67%)
H1	38,063 (65%)	17,924 (31%)	2,677 (5%)

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	56,838 (97%)	41 (< 1%)	1,769 (3%)
Description	14,799 (77%)	3,810 (20%)	594 (3%)
H1	48,361 (86%)	6,894 (12%)	732 (1%)

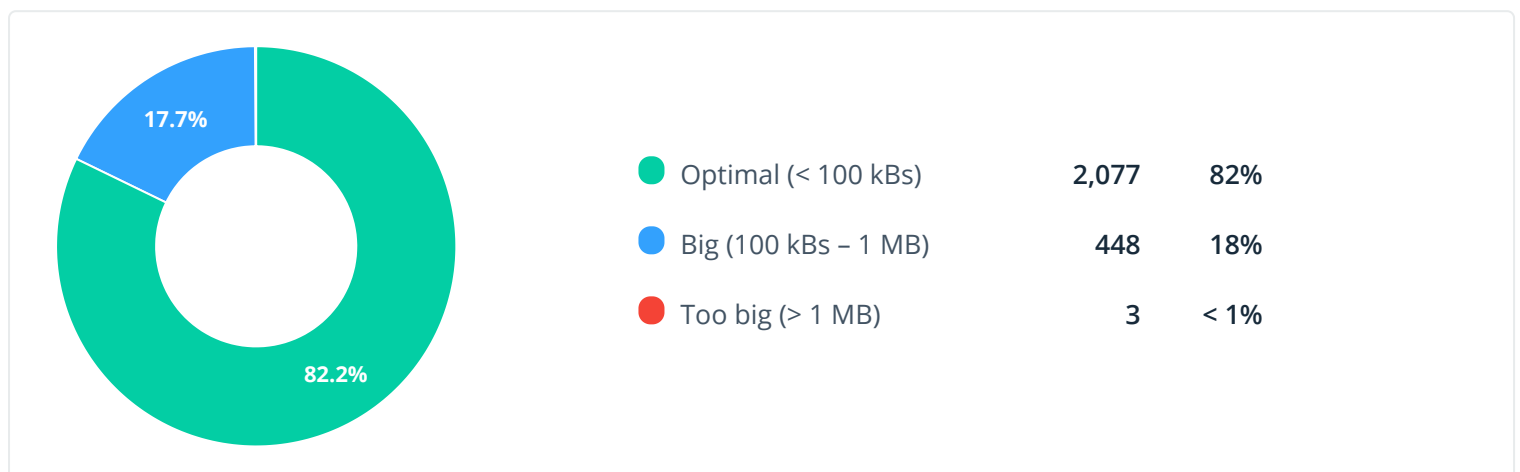
Number of Characters on the Page



Number of Words on the Page



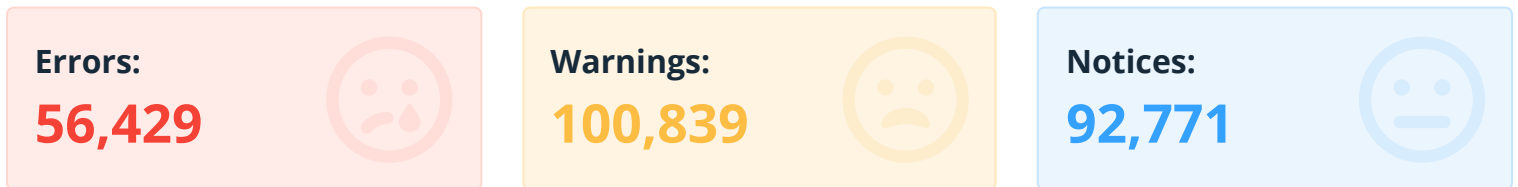
Image Size



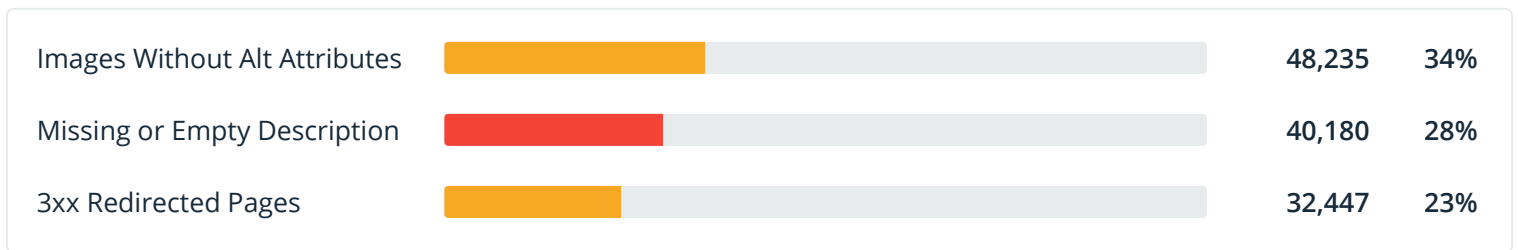
Issues

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://m.opera.com/	2,328
4xx Error Pages: Client Error http://labs.opera.com/	1,478
5xx Error Pages: Server Error https://forums.opera.com/post/159553	83
Links with Bad URL Format https://dev.opera.com/blog/hello-opera-12/	71
Duplicate Pages https://dev.opera.com/	71
Duplicate Text https://www.opera.com/ads	5,303

Duplicate Titles https://www.opera.com/	8,987
Duplicate Descriptions https://press.opera.com/	9,959
Duplicate H1 https://www.opera.com/bg	18,244
Missing or Empty Title https://dragonfly.opera.com/app/stp-1/	35
Missing or Empty Description https://brand.opera.com/	40,180
Broken Redirect http://www.opera.com/tv	323
Redirects with Bad URL Format https://www.globenewswire.com/Tracker?data=3zQYaQuJJAHwEKuS-4KGC03mXz-POL50dtleeYexzZqEE8LnwStwim3mWu2h12MNvx9NcMN5fgcdLPaI0224Z58Zk04fuUjTWy_m64H8E8UJ1kusFrvpBpt2cl4FSLuL	1
Endless Redirect http://www.p8tch.com/	5
Max Redirections http://wiki.restlet.org/	21
Redirect Blocked by Robots.txt http://apps.opera.com/	1,875
Canonical Blocked by Robots.txt https://github.com/mrdoob/three.js/	2
Broken Images http://cnettv.cnet.com/news-future-web-apps-london/9742-1_53-50077840.html	3
Missing Internal Links http://team.opera.com/widgets-sdk/	178

Warnings

Issue	URLs with Issue
*example of the URL with issue	

Long Server Response Time http://dev.opera.com/	19,797
Missing or Empty H1 https://www.opera.com/about	2,970
Min Content Size https://get.geo.opera.com/	1,361
Images Without Alt Attributes https://jobs.opera.com/	48,235
Max Image Size https://dev.opera.com/blog/opera-29/text-wrap.png	1,089
3xx Redirected Pages http://opera.com/	32,447
Redirect Chain http://m.opera.com/	4,014
Refresh Redirected http://zibin.me/	47
External Redirect https://dev.opera.com/tv	2,687
Multiple Titles https://investor.opera.com/node/6381/html	15
Multiple Descriptions https://andela.com/	4
Blocked by Robots.txt https://forums.opera.com/compose?tid=29089&title=	5,318
Blocked by Meta Robots https://www.opera.com/ar/gx	5,076
Blocked by X-Robots-Tag https://extensiblewebmanifesto.org/	11

Notices

Issue *example of the URL with issue	URLs with Issue
Non-HTTPS Protocol http://my.opera.com/	4,084
Percent-Encoded URLs https://forums.opera.com/tags/フロー	8,694
Same Title and H1 https://www.opera.com/reborn2	1,303
Short Title https://addons.opera.com/zh-cn/	126
Max Title Length https://www.opera.com/es	1,916
Short Description https://www.opera.com/b2b	3,888
Max Description Length https://www.opera.com/ar	629
Multiple H1 https://security.opera.com/	8,706
Max H1 Length https://blogs.opera.com/news/	755
Max HTML Size https://dev.opera.com/blog/	252
Max Content Size https://dev.opera.com/articles/	107
Min Text/HTML Ratio https://www.opera.com/cs	53,217
Canonicalized pages https://investor.opera.com/	23,980
Identical Canonical URLs https://www.opera.com/terms	31,682
Missing or Empty Robots.txt File https://addons.opera.com/ar/	15,121

Nofollowed by Meta Robots https://www.opera.com/crypto/faq	11
Nofollowed by X-Robots-Tag http://jsbin.com/axobun/1/edit	17
Max Internal Links https://forums.opera.com/	12,111
Max External Links https://www.opera.com/da	23,104
Internal Nofollow Links https://www.opera.com/gx	1,196
External Nofollow Links https://www.opera.com/ro	1,374

Let's Discuss

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