

# Full Site Audit Report

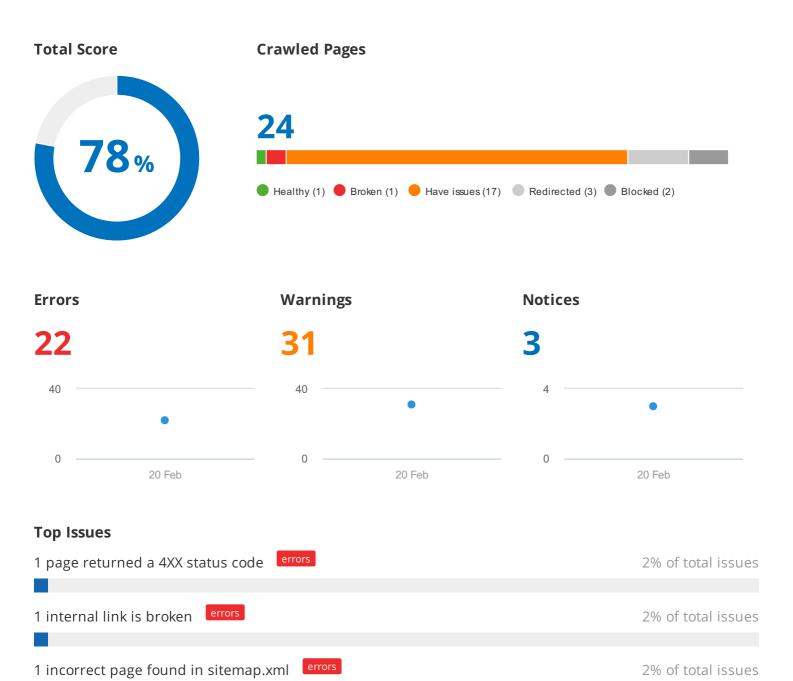
Leep Academics



## **Full Site Audit Report**

**Subdomain:** leepacademies.org **User Agent:** SEMrushBot-Desktop **Last Update:** February 20, 2019

**Crawled Pages: 24** 





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### **ERRORS**

**220** 



### 15 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



### 4 issues with duplicate title tags

About this issue: Our crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords. For information on how to create effective titles, please see this Google article: https://support.google.com/webmasters/answer/35624



### 1 page returned a 4XX status code

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawldelay" directive in your robots.txt



### 1 internal link is broken

About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.





# 1 incorrect page found in sitemap.xml About this issue: A sitemap.xml file makes it easier for crawlers to discover the pages on your website. Only good pages intended for your visitors should be included in your sitemap.xml file. This error is triggered if your sitemap.xml contains URLs that: 1. lead to webpages with the same content. 2. redirect to a different webpage. 3. return non-200 status code. Populating your file with such URLs will confuse search engines, cause unnecessary crawling or may even result in your sitemap being rejected. How to fix: Review your sitemap.xml for any redirected, non-canonical or non-200 URLs. Provide the final destination URLs that are canonical and return a 200 status code. 0 pages returned 5XX status code 0 pages don't have title tags 0 pages have duplicate content issues

0 pages don't have title tags	0 •
0 pages have duplicate content issues	00
0 pages couldn't be crawled	00
0 pages couldn't be crawled (DNS resolution issues)	00
0 pages couldn't be crawled (incorrect URL formats)	00
0 internal images are broken	00
Robots.txt file has format errors	00
0 sitemap.xml files have format errors	00
0 pages have a WWW resolve issue	00
This page has no viewport tag	00
0 pages have too large HTML size	00
0 AMP pages have no canonical tag	00



0 issues with hreflang values	00
0 hreflang conflicts within page source code	00
0 issues with incorrect hreflang links	00
0 non-secure pages	00
0 issues with expiring or expired certificate	00
0 issues with old security protocol	00
0 issues with incorrect certificate name	00
0 issues with mixed content	00
No redirect or canonical to HTTPS homepage from HTTP version	00
0 redirect chains and loops	00
0 pages with a broken canonical link	00
0 pages have multiple canonical URLs	00
0 pages have a meta refresh tag	00
0 issues with broken internal JavaScript and CSS files	00
0 subdomains don't support secure encryption algorithms	00



0 sitemap.xml files are too large



0 pages have slow load speed





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### WARNINGS

**310** 

### 14 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.



### 9 pages don'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.



### 5 pages have a low word count

About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. For more information, please view this video: https://www.youtube.com/watch?v=w3-obcXkyA4. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.



### 2 pages have temporary redirects

About this issue: Temporary redirects (i.e., a 302, 303 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302, 303 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/303/307 redirect with a 301 one.



### 1 external link is broken

About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.





0 external images are broken	00
0 links on HTTPS pages leads to HTTP page	00
0 pages don't have enough text within the title tags	00
0 pages have too much text within the title tags	00
0 pages have duplicate H1 and title tags	00
0 pages don't have meta descriptions	00
0 pages have too many on-page links	00
0 images don't have alt attributes	00
0 pages have too many parameters in their URLs	00
0 pages have no hreflang and lang attributes	00
0 pages don't have character encoding declared	00
0 pages don't have doctype declared	00
0 pages use Flash	00
0 pages contain frames	0 0
0 pages have underscores in the URL	00



0 outgoing internal links contain nofollow attribute	0 •
Sitemap.xml not indicated in robots.txt	0 0
Sitemap.xml not found	0 0
Homepage does not use HTTPS encryption	0 0
0 subdomains don't support SNI	0 0
0 HTTP URLs in sitemap.xml for HTTPS site	0 0
0 uncompressed pages	0 0
0 issues with blocked internal resources in robots.txt	0 0
0 issues with uncompressed JavaScript and CSS files	0 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
0 pages use too many JavaScript and CSS files	0 •
0 issues with unminified JavaScript and CSS files	00



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NOTICES	30
2 pages are blocked from crawling About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.	20
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.	10
0 pages have more than one H1 tag	0 •
URLs on 0 pages are too long	00
0 outgoing external links contain nofollow attributes	00
Robots.txt not found	00
0 pages have hreflang language mismatch issues	00
0 subdomains don't support HSTS	00
0 orphaned pages in Google Analytics	00
0 orphaned pages in sitemaps	00
0 pages take more than 1 second to become interactive	00
0 pages blocked by X-Robots-Tag: noindex HTTP header	00
0 issues with blocked external resources in robots.txt	0 •

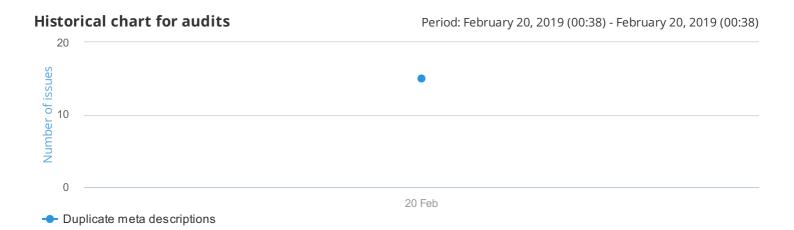


0 issues with broken external JavaScript and CSS files	0 •
0 pages need more than 3 clicks to be reached	0 •
0 URLs with a permanent redirect	00



### **Duplicate meta descriptions**

**1** 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



### **Duplicate meta descriptions** 15

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Page URL	Pages with Duplicate Meta Description	Discovered
LEEP Dual Language Academy https://www.leepacademies.org/	14	February 20, 2019 (00:38) [new]
About Us — LEEP Dual Language Academy https://www.leepacademies.org/about	14	February 20, 2019 (00:38) [new]
Apply / Inscríbase — LEEP Dual Language Academy https://www.leepacademies.org/apply	14	February 20, 2019 (00:38) [new]
Board Meetings — LEEP Dual Language Academy https://www.leepacademies.org/board-meetings	14	February 20, 2019 (00:38) [new]
Brooklyn — LEEP Dual Language Academy https://www.leepacademies.org/brooklyn	14	February 20, 2019 (00:38) [new]
Brooklyn — LEEP Dual Language Academy https://www.leepacademies.org/brooklyn-1	14	February 20, 2019 (00:38) [new]
Careers — LEEP Dual Language Academy https://www.leepacademies.org/careers	14	February 20, 2019 (00:38) [new]

Period: February 20, 2019 (00:38) - February 20, 2019 (00:38)



Page URL	Pages with Duplicate Meta Description	Discovered
Now Hiring: Founding Principal/Director(a) — LEEP Dual Language Academy https://www.leepacademies.org/careers/2018/11/28/now-hiring-founding-principal directora	14	February 20, 2019 (00:38) [new]
Diseño de la escuela — LEEP Dual Language Academy https://www.leepacademies.org/diseo-de-la-escuela	14	February 20, 2019 (00:38) [new]
Dual Dozen — LEEP Dual Language Academy https://www.leepacademies.org/dual-dozen	14	February 20, 2019 (00:38) [new]
Inicio — LEEP Dual Language Academy https://www.leepacademies.org/inicio	14	February 20, 2019 (00:38) [new]
Privacy — LEEP Dual Language Academy https://www.leepacademies.org/privacy	14	February 20, 2019 (00:38) [new]
School Design — LEEP Dual Language Academy https://www.leepacademies.org/school-design-1	14	February 20, 2019 (00:38) [new]
School Design — LEEP Dual Language Academy https://www.leepacademies.org/school-design2	14	February 20, 2019 (00:38) [new]
Una Docena Dual — LEEP Dual Language Academy https://www.leepacademies.org/una-docena-dual	14	February 20, 2019 (00:38) [new]

### **Duplicate title tags**

Historical chart for audits

1 About this issue: Our crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords. For information on how to create effective titles, please see this Google article: https://support.google.com/webmasters/answer/35624





20 Feb

Duplicate title tags

### **Duplicate title tags 4**

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### **4xx errors**



Duplicates	Pages with the same title	Discovered
School Design — LEEP Dual Language Academy https://www.leepacademies.org/school-design2	2	February 20, 2019 (00:38) [new]
Brooklyn — LEEP Dual Language Academy https://www.leepacademies.org/brooklyn	2	February 20, 2019 (00:38) [new]
Brooklyn — LEEP Dual Language Academy https://www.leepacademies.org/brooklyn-1	2	February 20, 2019 (00:38) [new]
School Design — LEEP Dual Language Academy https://www.leepacademies.org/school-design-1	2	February 20, 2019 (00:38) [new]

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

### **Historical chart for audits**





### 4xx errors 1

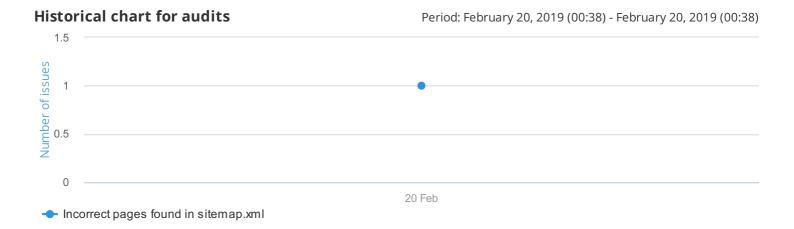
 $lee pacade mies. or {\it g}, {\it SEMrushBot-Desktop}$ 

Page URL	HTTP Code	Discovered
https://www.leepacademies.org/contact-us	404	February 20, 2019 (00:38) [new]

### Incorrect pages found in sitemap.xml



• About this issue: A sitemap.xml file makes it easier for crawlers to discover the pages on your website. Only good pages intended for your visitors should be included in your sitemap.xml file. This error is triggered if your sitemap.xml contains URLs that: 1. lead to webpages with the same content. 2. redirect to a different webpage. 3. return non-200 status code. Populating your file with such URLs will confuse search engines, cause unnecessary crawling or may even result in your sitemap being rejected. How to fix: Review your sitemap.xml for any redirected, non-canonical or non-200 URLs. Provide the final destination URLs that are canonical and return a 200 status code.



### Incorrect pages found in sitemap.xml 1

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Page URL	Link URL	Issue Type	Discovered
https://www.leepacademies.org/sitemap.xml	https://www.leepacademies.org/home	Non-canonical URL	February 20, 2019 (00:38)

### **Broken internal links**

① About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages.

Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken.

Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

### Historical chart for audits





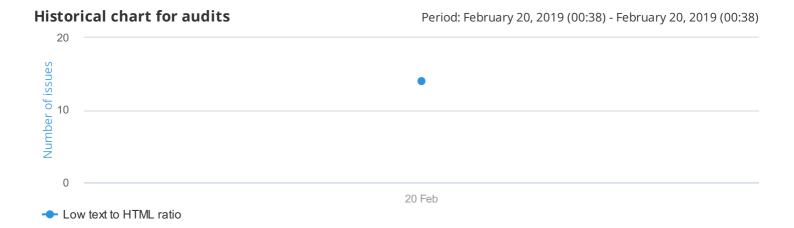
### Broken internal links 1

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Page URL	Link URL	HTTP Code	Discovered
Brooklyn — LEEP Dual Language Academy https://www.leepacademies.org/brooklyn	https://www.leepacademies.org/contact-us	404	February 20, 2019 (00:38) [new]

### Low text to 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.



### Low text to HTML ratio 14

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Page URL	Ratio	Discovered
LEEP Dual Language Academy https://www.leepacademies.org/	0.02	February 20, 2019 (00:38) [new]
About Us — LEEP Dual Language Academy https://www.leepacademies.org/about	0.10	February 20, 2019 (00:38) [new]
Apply / Inscríbase — LEEP Dual Language Academy https://www.leepacademies.org/apply	0.05	February 20, 2019 (00:38) [new]
Board Meetings — LEEP Dual Language Academy https://www.leepacademies.org/board-meetings	0.09	February 20, 2019 (00:38) [new]
Brooklyn — LEEP Dual Language Academy https://www.leepacademies.org/brooklyn	0.05	February 20, 2019 (00:38) [new]
Brooklyn — LEEP Dual Language Academy https://www.leepacademies.org/brooklyn-1	0.05	February 20, 2019 (00:38) [new]
Careers — LEEP Dual Language Academy https://www.leepacademies.org/careers	0.03	February 20, 2019 (00:38) [new]
Now Hiring: Founding Principal/Director(a) — LEEP Dual Language Academy https://www.leepacademies.org/careers/2018/11/28/now-hiring-founding-principaldirectora	0.03	February 20, 2019 (00:38) [new]
Diseño de la escuela — LEEP Dual Language Academy https://www.leepacademies.org/diseo-de-la-escuela	0.07	February 20, 2019 (00:38) [new]
LEEP Dual Language Academy https://www.leepacademies.org/home	0.02	February 20, 2019 (00:38) [new]
Inicio — LEEP Dual Language Academy https://www.leepacademies.org/inicio	0.03	February 20, 2019 (00:38) [new]
Privacy — LEEP Dual Language Academy https://www.leepacademies.org/privacy	0.07	February 20, 2019 (00:38) [new]
School Design — LEEP Dual Language Academy https://www.leepacademies.org/school-design-1	0.07	February 20, 2019 (00:38) [new]
School Design — LEEP Dual Language Academy https://www.leepacademies.org/school-design2	0.05	February 20, 2019 (00:38) [new]

### Missing h1

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





### Missing h1 9

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Page URL	Discovered
About Us — LEEP Dual Language Academy https://www.leepacademies.org/about	February 20, 2019 (00:38) [new]
Apply / Inscríbase — LEEP Dual Language Academy https://www.leepacademies.org/apply	February 20, 2019 (00:38) [new]
Board Meetings — LEEP Dual Language Academy https://www.leepacademies.org/board-meetings	February 20, 2019 (00:38) [new]
Brooklyn — LEEP Dual Language Academy	February 20, 2019 (00:38)
https://www.leepacademies.org/brooklyn	[new]
Brooklyn — LEEP Dual Language Academy	February 20, 2019 (00:38)
https://www.leepacademies.org/brooklyn-1	[new]
Careers — LEEP Dual Language Academy https://www.leepacademies.org/careers	February 20, 2019 (00:38) [new]
Dual Dozen — LEEP Dual Language Academy	February 20, 2019 (00:38)
https://www.leepacademies.org/dual-dozen	[new]
Privacy — LEEP Dual Language Academy	February 20, 2019 (00:38)
https://www.leepacademies.org/privacy	[new]
Una Docena Dual — LEEP Dual Language Academy	February 20, 2019 (00:38)
https://www.leepacademies.org/una-docena-dual	[new]

### Low word count

About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. For more information, please view this video: https://www.youtube.com/watch?v=w3-obcXkyA4. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

### Historical chart for audits





### Low word count 5

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Page URL	Words Count	Discovered
LEEP Dual Language Academy https://www.leepacademies.org/	132	February 20, 2019 (00:38) [new]
Careers — LEEP Dual Language Academy https://www.leepacademies.org/careers	139	February 20, 2019 (00:38) [new]
Now Hiring: Founding Principal/Director(a) — LEEP Dual Language Academy https://www.leepacademies.org/careers/2018/11/28/now-hiring-founding-principaldirectora	148	February 20, 2019 (00:38) [new]
LEEP Dual Language Academy https://www.leepacademies.org/home	132	February 20, 2019 (00:38) [new]
Inicio — LEEP Dual Language Academy https://www.leepacademies.org/inicio	171	February 20, 2019 (00:38) [new]

### **Temporary redirects**

About this issue: Temporary redirects (i.e., a 302, 303 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302, 303 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/303/307 redirect with a 301 one.

### Historical chart for audits





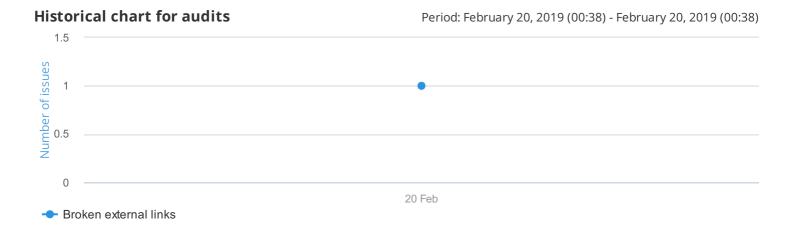
# Temporary redirects 2

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Page URL	Redirect URL	Discovered
https://www.leepacademies.org/english-1	https://www.leepacademies.org/home	February 20, 2019 (00:38) [new]
https://www.leepacademies.org/new-folder	https://www.leepacademies.org/inicio	February 20, 2019 (00:38)

### **Broken external links**

About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.



### Broken external links 1

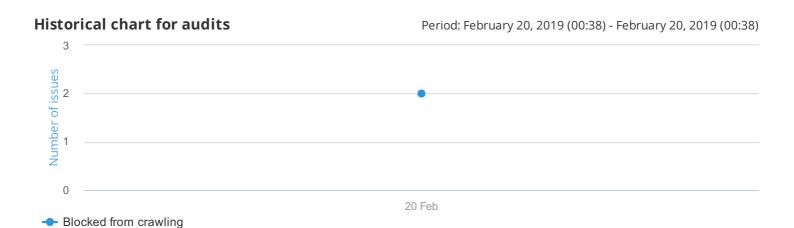


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Page URL	Link URL	HTTP Code	Discovered
Privacy — LEEP Dual Language Academy https://www.leepacademies.org/privacy	https://privacypolicygenerator.info	502	February 20, 2019 (00:38) [new]

### **Blocked from crawling**

• About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.



### Blocked from crawling 2

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Page URL	Discovered
https://www.leepacademies.org/careers?author=5a2025fb5e0ed84d2fc5e9c8	February 20, 2019 (00:38) [new]
https://www.leepacademies.org/search	February 20, 2019 (00:38) [new]

### Pages with only one internal link

**1** 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

Discovered





### Pages with only one internal link 1

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Page URL Now Hiring: Founding Principal/Director(a) — LEEP Dual Language Academy https://www.leepacademies.org/careers/2018/11/28/now-hiring-founding-principaldirectora February 20, 2019 (00:38) [new]