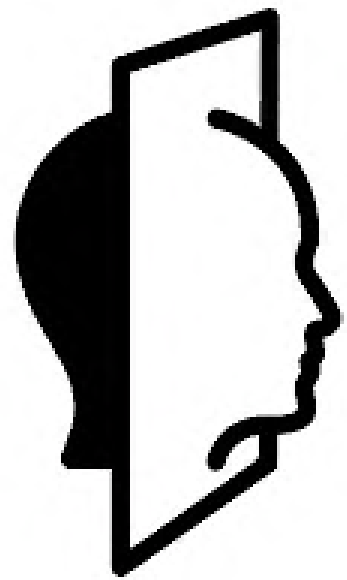


TECHNICAL SEO AUDIT

Reasoned Art

Index

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Basic Information

Domain: www.reasonedart.com

About: Art, NFT, Blockchain

React web-application build on Next.js for SSR (Server Side Rendering) and it's a server-less architecture based on services provided by AWS (Amazon Web Services).

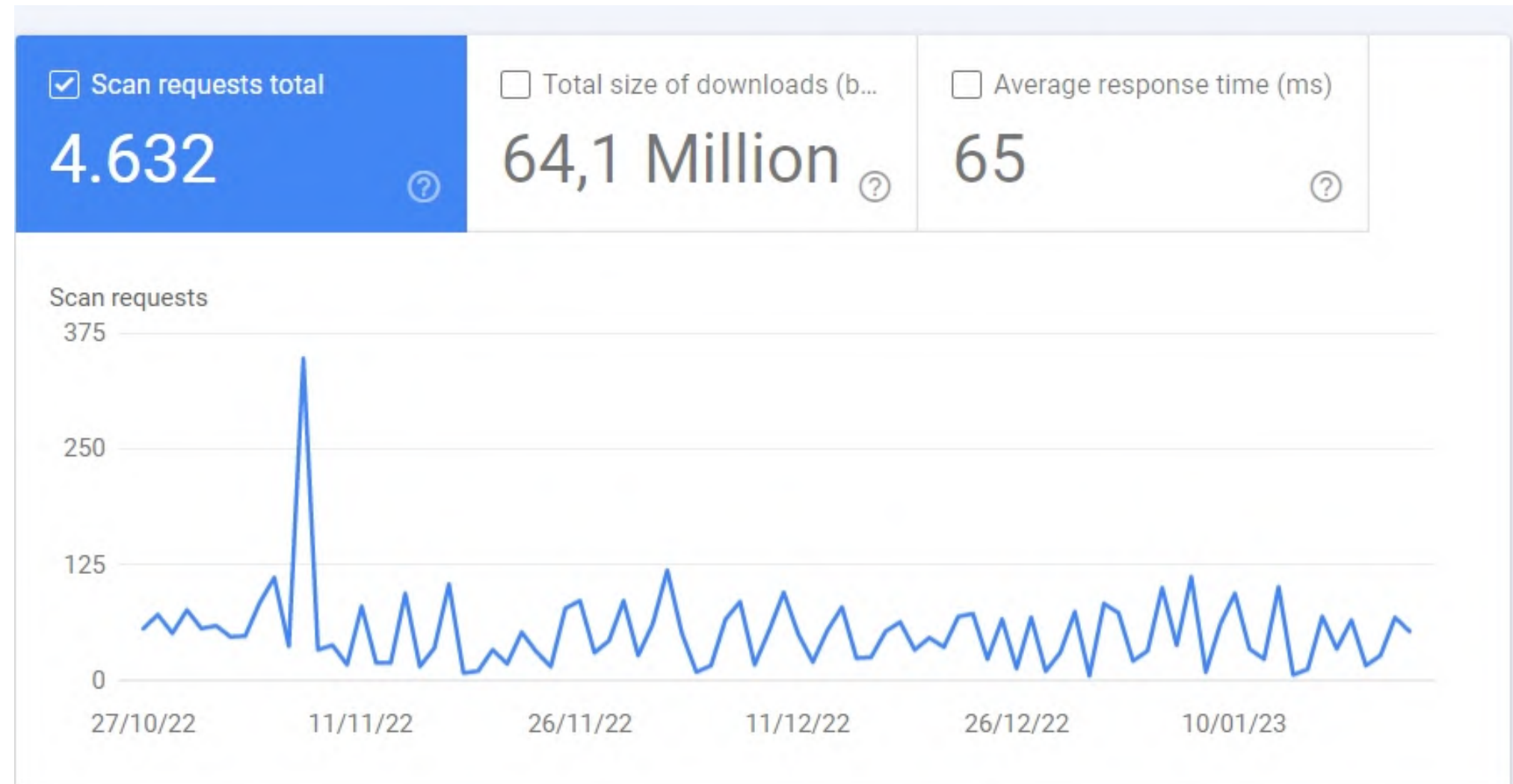
Tools Set

1. Google Search Console
2. PageSpeed Insights
3. Screaming Frog

Crawlability

Looking at Screaming frog there are no problems of crawlers for the 14 URL found for the site.

Google Search Console indicate a consistent request of crawling.



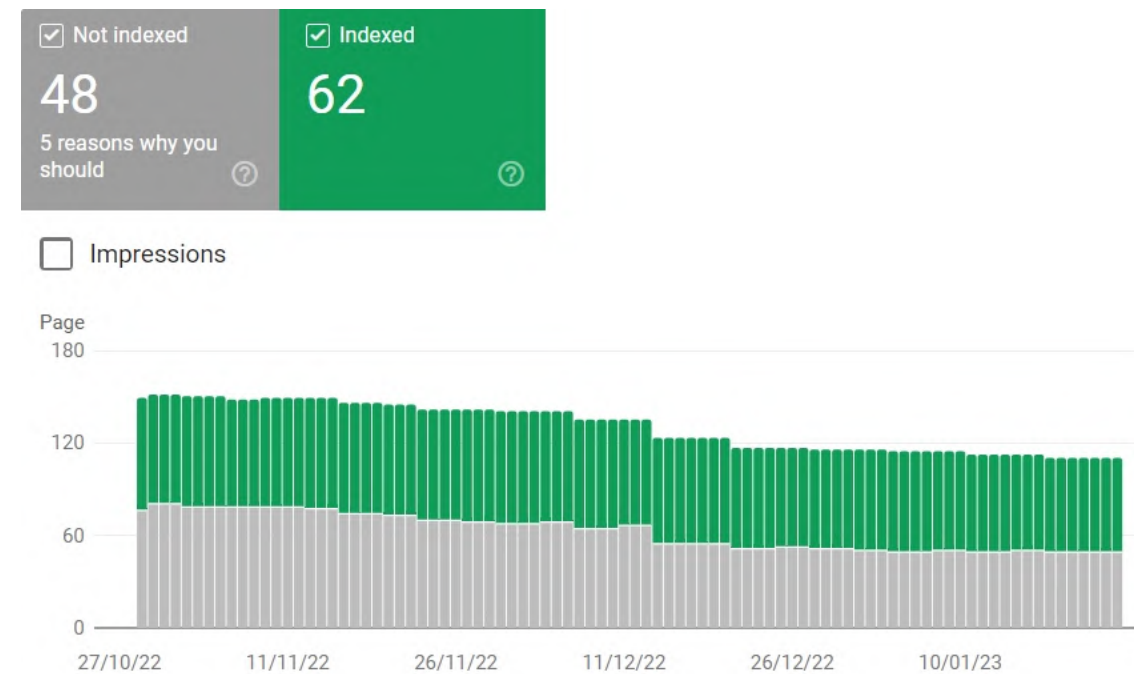
Indexability

Consulting Google Search Console, we can report that 48 pages are not indexed (which only 1 is no-index).

- Duplicate content without a canonical URL
- 404 Errors
- Redirections not valid

All of these issues can be a problem for the crawl budget.

Introduce a robots.txt file.

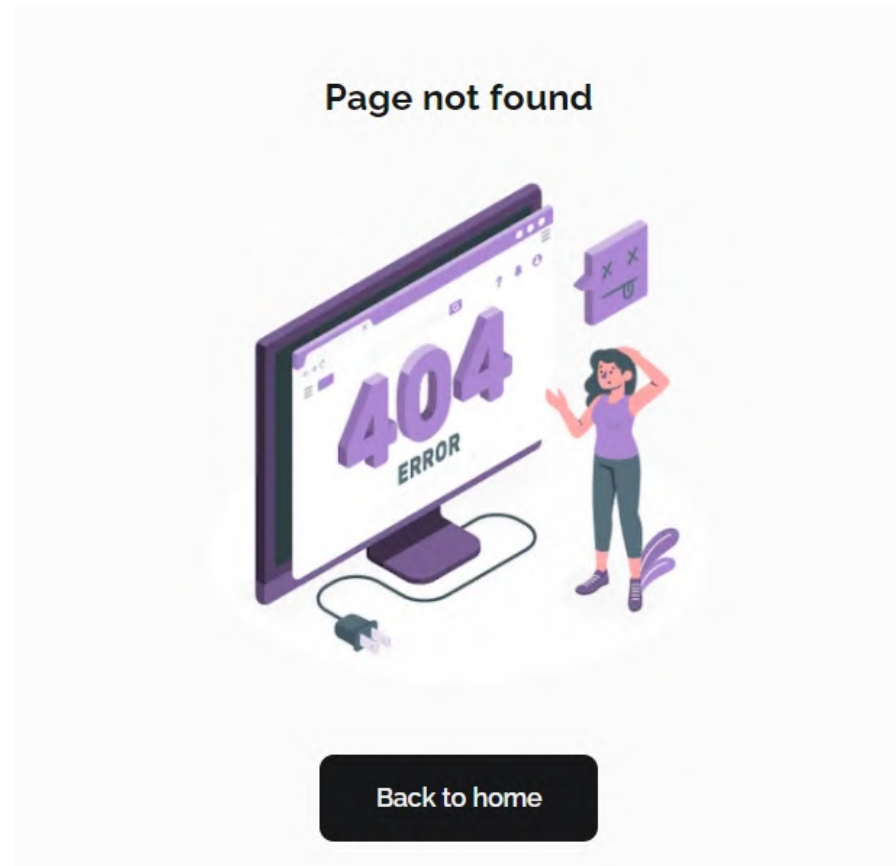


Reason	Source ?	Validation ↓	Trend	Pages
Page redirection	Website	! Not started	—	19
Duplicate page without canonical URL selected by the user	Website	! Not started	—	9
Not found (404)	Website	! Not started	—	3
Excluded based on the tag "noindex"	Website	! Not started	—	1
Scanned page, but currently not indexed	Google systems	! Not started	—	16

Sitemap

There is no sitemap detected at the indicated URL <https://reasonedart.com/sitemap-0.xml>, it gives an 404 error.

This can be a problem for a optimal understanding of the site structure.



Robots.txt

There is no robots.txt file that tells at robots what they should index and what not to.

It's important in order to not waste Crawl Budget.

Mobile Friendliness

The website is mobile friendly and there are no critical issues

Core Web Vitals

LCP: 3,7 sec (2,5 s target)

FCP: 0,5 (great)

The overall performance on desktop is great.

Suggestions: properly size images to save load time,

Payloads

Avoid to big payloads, the target is 1,600KiB but in this case the total size is 18,988 KiB

Recommendations:

- Postpone requests for resources until they are necessary
- Minification and compression
- Use of image formats (webp)
- Caching so that the page does not re-load resources during repeated visits

Security

Includes front-end JavaScript libraries with known security vulnerabilities

Suggestion: Ensure a strong Content Security Policy (CSP) can significantly reduces the risk of cross-site scripting (XSS) attacks.

Suggestion 1

Optimize the Core Web Vitals of mobile version of the site, some metrics are critical for the user experience

LCP: 18.1s this can be a problem for the search engines and users, (the target indicated by Google is 2,5 sec).

FCP: 3.3 s (the target is 1,8 s or less)

Speed Index: 10,9 s (the target is under 3,4 s)

Time to Interactive: 21,8 s (the target is 2,2 s looking at websites that are performing in the ninety-ninth percentile render)

TBT: 4,430 ms a recommended target is under 200.

Suggestion 2

Start a keyword research to add more valuable keywords.

Find keywords that follows the search intent can be a great practice to make to rank higher and get more organic traffic.

Suggestion 3

1. Meta descriptions may be included in search results to concisely summarize page content.
2. Ensure properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies.

Suggestion 4

Minify or reduce JavaScript files to optimize the overall experience on the website.

Suggestion 5

Serve static assets with an efficient cache policy.

A long cache lifetime can speed up repeat visits to your page

SUMMARY

Issue	Priority
Indexability: 404 errors Duplicate content Not valid Redirections	High
Missing Sitemap	Critical
Robots.txt	Critical
Payloads	High
Security	High
Core Web Vitals	Medium

Contact Info

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