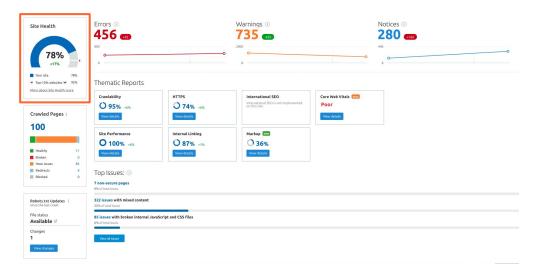
How to Interpret Site Health Score and Thematic Reports in Semrush Site Audit





Site Health Score





Your Site Health Score

(a percentage between 0% and 100%) takes into account the number of errors and warnings found during the crawl in relation to the number of performed checks. It compares your website to the 10% of your direct/indirect competitors.

Learn more in this article

Site Health Score





What does the Site Health Widget Indicate?

64% – General optimization of your website. Improvements needed. Learn more

77% – shows what percentage of competitors' websites are optimized on the average in the Shopping category.

The site is less optimized than competitors in the niche. The site health is low.

Learn more about Site Health values here

Overview Report



Site Health	Errors ⑦ 456 🚥		Warnings () 735 (35) 2000 2000	Notices ① 280 cm	0				
Your site 78% Top-10% websites ¥ 92% More about Site Health score	Thematic Reports								
Crawled Pages i	Crawlability O 95% +6% View details	HTTPS O 74% +6% View decails	International SEO International SEO is not implemented on this site.	Core Web Vitals (1999) Poor View details					
100 Healthy 11	Site Performance O 100% +6% Wiew details	Internal Linking O 87% +1% View details	Markup 🕬 O 36% View details						
Broken 0 Have issues B5 Redirects 4 Blocked 0	Top Issues: Top Issues: Top Issues Top Issues								
Robots.txt Updates i since the last crawl	322 issues with mixed content 22% of total issues								
File status Available 🖉	B issues with broken internal JavaScript and CSS Files We d'Undance								
Changes 1 View changes	View all issues								

In this example, there is a large number of errors (most critical), warnings (less critical) and notices (should be checked). These affect the performance of the website.

The website is affected by an increasing number of critical errors. The critical errors need to be analyzed and fixed ASAP.

Learn more about the Overview Report

Overview Report



Site Health	Errors ① 456 📾		Warnings ① 735 ccs		Notices ① 280 @ ***				
Voursite 78% Too-10% websites V 92% More about Site Health score	Thematic Reports Crawlability O 95% +6%	HTTPS 074% +6%	International SEO International SEO is not implemented on this site.	Core Web Vitals					
Crawled Pages (100 Healthy 11 Broken 0 Hore issues 85	View details Site Performance O 100% +6% View details	View details Internal Linking 0 87% +1% View details	Markup eve O 36% Veew details	Vina datala					
Redirects 4 Blocked 0	Top Issues: (7) 7 non-secure pages 0% of total issues								
Robots.txt Updates if since the last crawl File status Available 🖉	122 Issues with mixed content 22% of total taxes 18 Sissees with horden internal JavaScript and CSS Files 40% of total taxes								
Changes 1 View changes	Viewall issues								

In this example, we see:

- The crawlability is well-optimized.
- The HTTPS implementation has issues.
- International SEO seems to be the major issue.

Crawlability report gives you an overview analysis of the site elements affecting how search engines crawl your site.

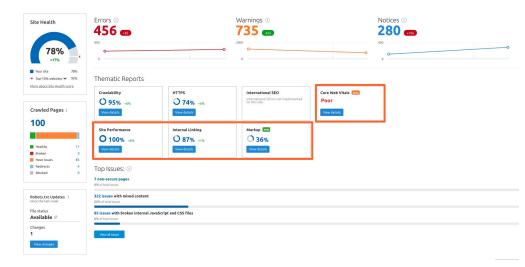
HTTPS implementation report will provide a report on all of the potential issues surrounding certificate registration, server support, and website architecture.

International SEO tells how hreflang attributes are implemented. Hreflang is an HTML attribute that tells search engines the right language and regional versions of a website to serve Internet users across the world.

Learn more about Thematic Reports

Thematic Reports





In this example, we see:

- Site performance is optimized.
- Internal linking has some issues.
- Markup is poorly optimized and needs to be improved.
- Core Web Vitals have a 'Poor' score and need to be improved.

Website performance is responsible for the loading speed of the website and user experience.

Core Web Vitals is a part of the upcoming Google ranking update. <u>Learn more</u>

Internal linking is important for SEO and partly for user experience.

Markup is the markup with structured data, so that the search engine understands the website even better.

Learn more about Thematic Reports

Monitor the Site Health score, thematic reports, and rankings.



Create the

other steps.

troubleshooting plan

and align it with the

Using Site Audit reports and Site Health score, identify the most critical issues and group them by priority.

To-Do List



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