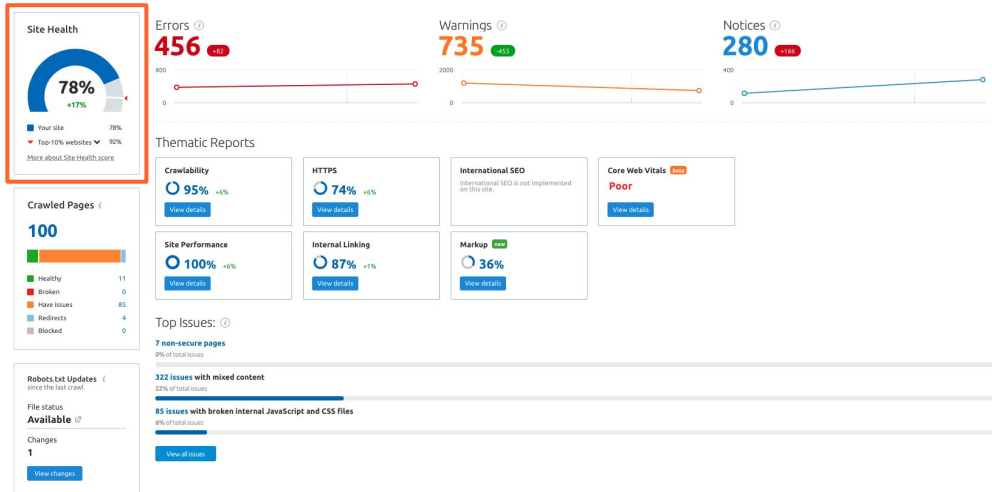


How to Interpret Site Health Score and Thematic Reports in Semrush Site Audit



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?

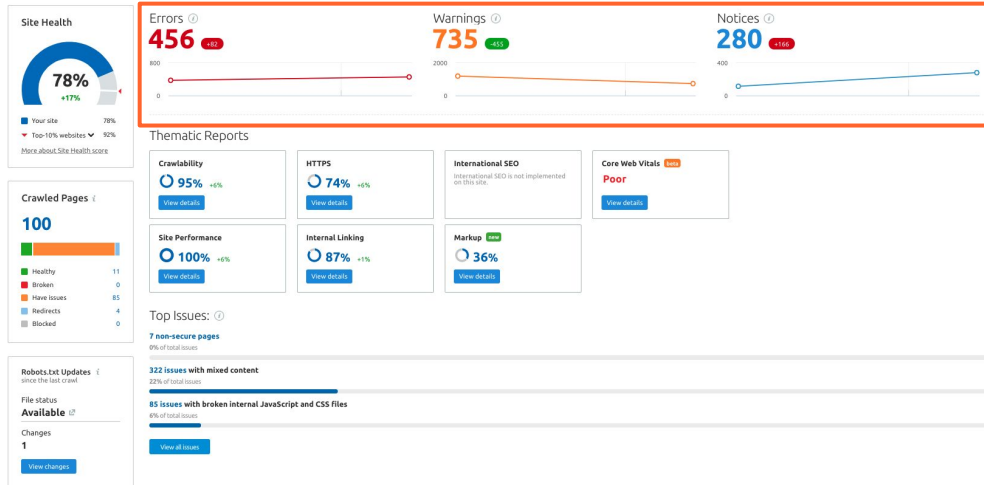
64% – General optimization of your website. Improvements needed. Learn more

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

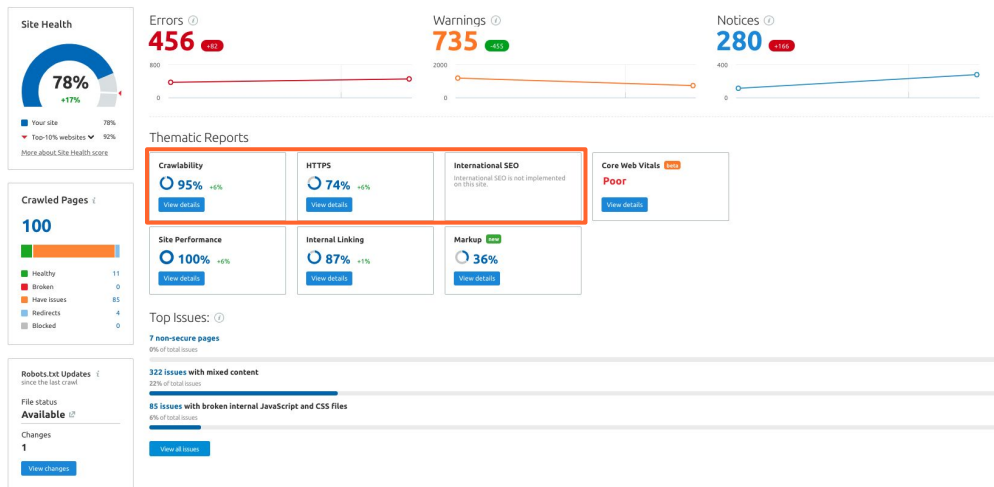


In this example, there is a large number of errors (most critical), warnings (less critical) and notices (should be checked). These affect the performance of the website.

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



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.

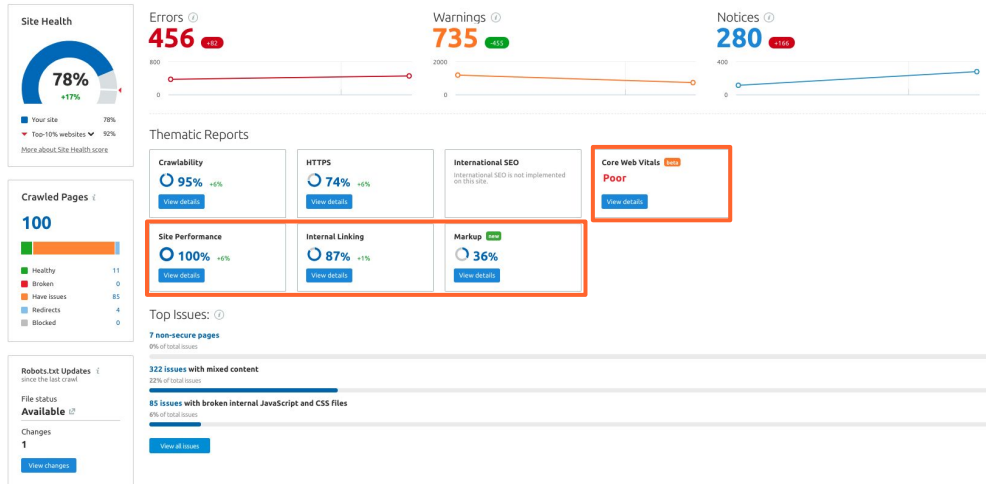
International SEO tells how hreflang attributes are implemented. Hreflang is an HTML attribute that tells search engines the right language and regional versions of a website to serve Internet users across the world.

[Learn more about Thematic Reports](#)

In this example, we see:

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

Thematic Reports



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. [Learn more](#)

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](#)

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.

To-Do List



1

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

2

Create the troubleshooting plan and align it with the other steps.

3

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

