

Common SEO Errors and How to Fix Them

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A key component of increasing website visibility, generating organic traffic, and raising search engine rankings is search engine optimization, or SEO. However, a lot of websites have problems that can keep them from reaching their maximum SEO potential. These issues are frequently caused by issues that, if ignored, can seriously affect a website's functionality.

In this article, we'll cover the most common SEO errors, how to spot them, and fixes for enhancing the SEO health of your website.

The SEO Process: Crawling, Indexing, Rendering, and Ranking



Before diving into the common errors, it's important to understand the process Google follows when evaluating a website. This four-step process includes crawling, indexing, rendering, and ranking.

- 1. Crawling:** Google uses bots to collect data by navigating through the URLs on your website. Every page is visited by the bot, which examines the links and content. Lower search engine rankings might result from website crawl errors that hinder the search engines' ability to appropriately access and index key pages.
- 2. Indexing:** Google determines whether to index the page after crawling it. It is saved in the index and may show up in search results if it satisfies the requirements. Making sure your website is free of indexing & crawling issues is crucial for visibility because poorly designed pages may go unnoticed by search engines.
- 3. Rendering:** To make sure everything shows up as it should, Google then renders the website, loading it as a user would view it. It's crucial to examine how search engines interpret the scripts on your website because JavaScript rendering issues can prevent crucial content from being indexed.
- 4. Ranking:** Lastly, Google assigns a page a ranking based on user experience (UX), authority, and relevancy. Your website will rank higher in search results if it is well optimized.

XML sitemap errors can interfere with search engine crawlers' ability to comprehend the organization of your website and rank key pages. You can prevent crawling, indexing, and performance problems from hurting your rankings by routinely examining Google Search Console insights.



Why Screaming Frog is the Gold Standard for SEOs

Screaming Frog is among the best tools available for spotting SEO mistakes. It assists in discovering technical problems including missing metadata, duplicate content, broken links, and more. This tool, which offers crucial information on the condition of your website, has emerged as the industry standard for SEO audits.

Why is Screaming Frog So Amazing?

Comprehensive Website Crawling

By simulating how search engine bots navigate your website, Screaming Frog helps you identify important SEO mistakes before they have a detrimental effect on your search engine rankings.

In-Depth Crawling Capabilities

Screaming Frog can effectively crawl many pages on large websites. Because of this, it's a useful tool for finding SEO mistakes on websites with hundreds or thousands of pages.

Technical SEO Issue Identification

The tool is particularly helpful for identifying technical SEO mistakes including duplicate content, broken links, and redirects. If left unchecked, these problems might negatively affect search engine rankings.



On-Page SEO Analysis

To make sure they are optimized for both people and search engines, Screaming Frog also assesses important on-page SEO issues including title tags, meta descriptions, headers, and picture alt attributes. Your site's relevance for important search searches may suffer if you ignore on-page SEO problems including weak internal linking, unoptimized headings, and missing alt text. A well-organized header tag hierarchy enhances user readability and aids search engines in comprehending how material is organized.

Google Analytics & Search Console Integration

Deeper insights into website performance and SEO health are made possible by Screaming Frog's seamless integration with Google Analytics and Search Console.

Custom Extraction & Data Analysis

By using the tool's custom extraction capability, users may audit structured data implementations, use of keywords in tags, search for strings of text or HTML and make sure that your website's content is arranged in a way that search engines can comprehend. Here is an example of using Screaming Frog's custom extraction to find the published date of blog content for content auditing purposes.

The screenshot displays the Screaming Frog software interface. The 'Custom Extraction' tab is active, showing a table of extracted data. A red box highlights the 'EXTRACTION: Published Date 1' column, which contains dates for various URLs. The 'Status Code' and 'Status' columns show '200 OK' for all entries. The 'Search Console' tab is also visible, showing a list of issues. The 'Custom Extraction' section at the bottom shows a bar chart and the text 'No graph for this view.' The status bar at the bottom indicates 'Completed 787 of 787 (100%) 0 Remaining'.

Row	Address	EXTRACTION: Published Date 1	Status Code	Status
5	https://wireinnovation.com/services/writing-services/		200	OK
6	https://wireinnovation.com/our-clients/		200	OK
7	https://wireinnovation.com/seo-cybersecurity/		200	OK
8	https://wireinnovation.com/itc-passes-click-to-cancel-rule/	February 13, 2025	200	OK
9	https://wireinnovation.com/erp-ecommerce-integration-benefits/	January 19, 2025	200	OK
10	https://wireinnovation.com/schema-markup-validation/	December 20, 2024	200	OK
11	https://wireinnovation.com/voice-search-optimization/	January 29, 2025	200	OK
12	https://wireinnovation.com/services/	September 24, 2024	200	OK
13	https://wireinnovation.com/the-ethical-seo-checklist-sustainable/	August 20, 2024	200	OK
14	https://wireinnovation.com/semantic-seo/	November 15, 2024	200	OK
15	https://wireinnovation.com/services/seo-services/		200	OK
16	https://wireinnovation.com/about-us/		200	OK
17	https://wireinnovation.com/website-ada-compliance/		200	OK
18	https://wireinnovation.com/blog/	November 13, 2024	200	OK



Common SEO Errors We Find at WiRe Innovation

At WiRe Innovation, we've encountered a variety of common SEO errors that affect websites across industries. Below are the top errors we find and their solutions.

1. Broken Pages & Links (404 Errors)

Broken links are among the most annoying mistakes for both users and search engines. When a page or link cannot be located, a 404 error occurs. Maintaining a functional website requires routinely

link cannot be located, a 404 error occurs. Maintaining a functional website requires routinely monitoring for broken links and pages.



Fix: To identify 404 issues and replace or eliminate any broken links, use an SEO audit tool such as Screaming Frog. To send users and search engines to the appropriate sites, you may also set up 301 redirects.

2. Unoptimized Title Tags & Meta Descriptions

The way your pages show up in search results is greatly influenced by title tags and meta descriptions. Ineffective title tags and meta descriptions might deceive search engines and prevent users from clicking on them. By ensuring that title tags and meta descriptions appropriately represent the content of the page, effective meta tags optimization raises click-through rates in search results. Missed ranking possibilities can result from duplicate title tags, which can also confuse search engines and lessen the effectiveness of keyword targeting.

Fix: Make certain that every page has distinct, informative title tags and meta descriptions that contain pertinent keywords. Both click-through rates and search engine ranks will increase as a result.

3. Large Images & Poorly Optimized Media

Large, uncompressed photos can impact page load time, which can affect Core Web Vitals optimization. High-quality media files need to be web-friendly.

Fix: Reduce the file size of photographs without sacrificing quality by compressing them. Website caching solutions and image compression plugins are two examples of tools that can assist optimize photos and site speed.



4. Internal Redirection Issues

A page that is redirected to a different URL is said to be internally redirected, which slows down the loading process. Both SEO and user experience may suffer as a result of these redirection problems.

Fix: To eliminate unnecessary stages in the page load process, use Screaming Frog to find internal redirects and swap them out with direct links.

5. Canonicalization Errors

When search engines index several pages with similar content, canonicalization issues occur. Duplicate content problems result from this, which can lower the page's authority and negatively impact results.

Fix: To inform search engines which version should be crawled, properly identify pages with comparable content with canonical tags.



6. Duplicate Content Issues

Search engines are confused by duplicate content and find it more difficult to decide which version of a page should rank. Inaccurate URL constructions or content copying and pasting may cause this problem.

Fix: Use canonical tags and [HREFlang tags](#) to direct users to the preferred version of your website and check it for duplicate content.

7. Missing or Incorrect H1 Tags

H1 tags are essential for UX and SEO. Both users and search engines may become confused by missing





or erroneous H1 tags.

Fix: Make sure every page contains an H1 tag that appropriately captures the page's information and is clear and descriptive.

8. Slow Page Speed & Core Web Vitals Issues

Two important ranking variables are site speed and Core Web Vitals optimization. Slow-loading websites can hurt your rankings and provide a bad user experience.

Fix: To identify and fix sluggish page speeds, use website performance analysis tools such as Google PageSpeed Insights.

9. Improper Use of Robots.txt & Noindex Tags

Incorrectly configured robots.txt files and noindex tags can prevent search engines from indexing your pages. A robots.txt misconfiguration can unintentionally block critical pages from being indexed, negatively impacting a website's search performance.

Fix: Regularly check your robots.txt file and noindex tag troubleshooting to ensure search engines can crawl and index your pages.

10. Orphan Pages (Pages Without Internal Links)

Pages that have no links pointing to them from other pages on your website are known as orphan pages. Search engines may be unable to find and index the page as a result.

Fix: Make sure all pages are correctly indexed and easily accessible by putting in place a strong internal linking strategy.

11. Poor Mobile Optimization

It's more important than ever to have a mobile-friendly website because mobile traffic accounts for a sizable percentage of all web visits. Enhancing readability, [optimizing keyword usage](#), and making sure pages match user intent are all components of a successful content optimization strategy that increases organic traffic.

Fix: Make sure your website works well on all devices by implementing responsive design.

12. Structured Data Implementation Errors

Although poorly implemented structured data can cause problems, it aids search engines in better understanding the content of your pages and is [essential for voice search](#).

Fix: To guarantee correct configuration, [audit your structured data implementation](#) using resources such as Google's Structured Data Testing Tool.

Conclusion

Maintaining a high-performing website requires recognizing and correcting common SEO errors. You can enhance your website's search engine results, performance, and user experience by fixing problems like broken links, duplicate content, and inadequate mobile optimization. Your website will stay in great shape if you regularly audit it using tools like Screaming Frog and follow technical SEO best practices.

See how WiRe Innovation can help you optimize your website by visiting our [SEO services](#) and [writing services](#).

