

# On-page SEO Check for Mrroof.com

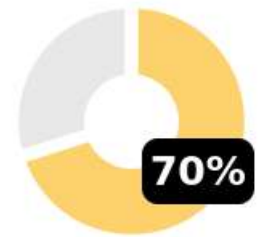
Report type: Full export  
Crawling from: 06/14/24  
Report created on: 06/14/24  
Crawled pages: 92

## Optimization overview

Check type	Result	Change*
Tech. & Meta	63 %	-/-
Structure	66 %	-/-
Content	82 %	-/-

\* A change can be computed after the second crawl

## Overall score



## History graph of optimization

The historical optimization graph is available only at the end of the 2nd crawling

## Project Checklist

Check	Result
Charset encoding	utf-8
Average links per page	32
www. redirect	OK
Redirect for https://	OK
Avg. response time	1.17
Only for adults	No
Language	en-us
Transfer encoding	Yes
Software version	-/-

## Important todos for optimization

### Technical problems

65 pages have a poor response time	<b>Very important!</b>
25 pages have a medium response time between 0.5 and 1 second	<b>Important!</b>
27 pages have problems with H1 headings	<b>Important!</b>
Problems with headings were found on 54 pages	<b>Important!</b>
41 pages have titles that are in need of improvement	<b>Important!</b>
On 90 pages the alt attributes are missing for integrated images	<b>Tip!</b>
7 pages have problems using strong or bold tags properly	<b>Tip!</b>

### Sitestructure problems

58 pages compete with each other because of identical anchor texts.	<b>Very important!</b>
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### Content problems

On 17 pages keywords from the title are not used in the page's text part.	<b>Important!</b>
We found pages with robots meta tag "nofollow"	<b>Important!</b>
On 14 pages no checkable text content was found	<b>Important!</b>
On 7 pages some keywords from the H1 heading were not found in the page content	<b>Important!</b>
282 content/text blocks were found that are present on more than one page	<b>Important!</b>
On 3 pages typos were found	<b>Tip!</b>

## Tech. & Meta

### Crawling statistics

Check	Amount	Change
Pages crawled	92	-/-
Pages checked	90	-/-
Uncheckable pages	2	-/-
Pages detected	314	-/-
Pages with search engine rankings	0	-/-
Pages blocked by robots.txt	0	-/-
Uncheckable data types	0	-/-
Found external Links	7	-/-
Nofollow pages	1	-/-
Pages with technical problems	0	-/-

### Meta tags and page attributes

Check	Amount	Change
Pages with problematic page titles	41	-/-
Problems with meta descriptions	0	-/-
Duplicate page titles	0	-/-
Duplicate meta descriptions	0	-/-

### Page optimization and guidelines

Check	Amount	Change
Problems with H1 headings	27	-/-
Problems with headings	54	-/-
Problems with strong and bold tags	7	-/-
Pages with frames	0	-/-
Pages that contain error reporting	0	-/-
Images with missing alt attributes	90	-/-
Pages with big file size	0	-/-

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## URL details

<b>Check</b>	<b>Amount</b>	<b>Change</b>
URL parameters	0	-/-
Session ID in URL	0	-/-
Too many subdirectories	0	-/-
URL too long	0	-/-
Questionable URLs	0	-/-

## File sources (Image, CSS, JS)

<b>Check</b>	<b>Amount</b>	<b>Change</b>
Crawled file sources	162	-/-
Non-retrievable file sources	0	-/-
File sources excluded by robots.txt	0	-/-
Non HTTPS content on HTTPS pages	0	-/-
Issues with file sources	2	-/-
Too many files within a page	0	-/-

## Load times that differ from the average load time

<b>Check</b>	<b>Amount</b>	<b>Change</b>
Fast response time	2	-/-
Medium response time	25	-/-
Slow response time	65	-/-

## Structure

### Problems with anchor texts

Check	Amount	Change
Internal link anchor texts that need improvement	1	-/-
Identical anchor text for different pages	58	-/-

### Links

Check	Amount	Change
Pages with a lot of internal links	0	-/-
Pages with only a few internal links	1	-/-
Redirects	0	-/-
Problems with redirects	0	-/-
Redirect loops	0	-/-
Problems with external Links	1	-/-
Pages with a big distance to the homepage	0	-/-
Canonical link errors	0	-/-
Alternate link errors	0	-/-

### Sitemap analysis

Check	Amount	Change
Sitemaps found	1	-/-
URLs found in Sitemaps	4	-/-
URLs with problems	0	-/-
URLs found only in a sitemap	4	-/-

## Content

### Text quality

Check	Amount	Change
Pages with only a few paragraphs	1	-/-
Pages with very much text	1	-/-
Pages with little text	20	-/-
Pages with duplicate paragraphs	2	-/-
Pages using keywords in page title but not in its body text	17	-/-
Pages using keywords in H1 heading but not in its body text	7	-/-
Pages with typos	3	-/-
Pages with filler text and images	0	-/-

### Duplicate content

Check	Amount	Change
Pages without text or paragraphs	14	-/-
Pages without proper keyword optimization	0	-/-
Content that appears on several pages	282	-/-
Duplicate Content	0	-/-
Competing pages for the same keywords	0	-/-
Complete page duplicates	0	-/-

## Pages with technical problems

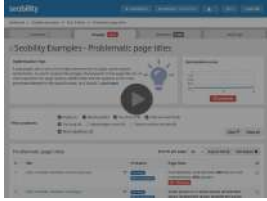
Pages that could not be checked due to technical problems

No errors or problems were found.

# Pages with problematic page titles

Problematic pages or page titles that require optimization

## Optimization Tips



Updated with new video tutorial

This analysis will show you if there are problems with the page titles on your website.

### Why page titles are important for SEO:

The title of a web page (also known as the "meta title" or "title tag") is one of the most important elements for on-page search engine optimisation. Search engines such as Google analyse the title to understand the content of a page and use the information it contains for ranking purposes. In addition, the title is displayed as the most prominent element in search results and should encourage searchers to click on the "search snippet". If the title tag is missing on a page, or if the title does not meet Google's requirements, Google may generate its own title for the search results, which may lead to less ideal results.

### What the notes in the "Problems" column mean:

- **Empty:** The title tag for this page contains no content.
- **Missing:** No title tag was found for this page.
- **Too short:** The page title is very short, wasting valuable optimization potential.
- **Only one word:** The page title consists of only 1 word, wasting valuable optimization potential.
- **Too long:** The page title is very long and is likely to be truncated in the search results.
- **Meaningless word:** The title gives no information about the content of the page.
- **Domain within the title:** The title contains only the domain name and gives no information about the content of the page.
- **Word repetition:** The title contains repeated words and could be interpreted as [keyword stuffing](#).

### How to optimize your page titles:

- Length of 55 to 65 characters.
- Important keywords for the page should be used in the title.
- 2 to 3 keywords should be used in a logical context.
- The most important keywords should be located at the beginning of the title.
- The title of a page should not change too frequently.
- Each title should only appear once on the whole website.

You can find more optimization tips and information [in our wiki](#).

**Tip:** Use [Seobility's SERP snippet generator](#) to easily optimize the length of your page titles.

### How to edit page titles in the most popular content management systems:

- [Instructions for WordPress](#)
- [Instructions for Shopify](#)
- [Instructions for Wix](#)
- [Instructions for Squarespace](#)

#	URL	Problems	Page titles
1.	<a href="https://www.mrroof.com/grand-rapids/">https://www.mrroof.com/grand-rapids/</a>	<ul style="list-style-type: none"> <li>Too long</li> <li>Word repetition</li> </ul>	<b>Grand Rapids Residential Roofing Experts   Mr. Roof Grand Rapids</b> <span style="background-color: #f00; color: white; padding: 2px;">604 / 580 Pixels</span>
2.	<a href="https://www.mrroof.com/billpay/">https://www.mrroof.com/billpay/</a>	<ul style="list-style-type: none"> <li>Word repetition</li> </ul>	<b>Online Bill Pay   Pay My Bill   Mr. Roof</b> <span style="background-color: #888; color: white; padding: 2px;">341 / 580 Pixels</span>

#	URL	Problems	Page titles
3.	<a href="https://www.mrroof.com/ann-arbor/siding/">https://www.mrroof.com/ann-arbor/siding/</a>	Word repetition	Ann Arbor <b>Siding</b> Installers - <b>Siding</b> Replacement   Mr. Roof 531 / 580 Pixels
4.	<a href="https://www.mrroof.com/grand-rapids/gutters/">https://www.mrroof.com/grand-rapids/gutters/</a>	Word repetition	Grand Rapids <b>Gutter</b> Installers - <b>Gutter</b> Replacement   Mr. Roof 566 / 580 Pixels
5.	<a href="https://www.mrroof.com/grand-rapids/siding/">https://www.mrroof.com/grand-rapids/siding/</a>	Word repetition	Grand Rapids <b>Siding</b> Installers - <b>Siding</b> Replacement   Mr. Roof 565 / 580 Pixels
6.	<a href="https://www.mrroof.com/grand-rapids/service-area/">https://www.mrroof.com/grand-rapids/service-area/</a>	Word repetition	Service Area   <b>Grand Rapids</b> , Lansing   Mr. Roof <b>Grand Rapids</b> 562 / 580 Pixels
7.	<a href="https://www.mrroof.com/grand-rapids/billpay/">https://www.mrroof.com/grand-rapids/billpay/</a>	Word repetition	Online Bill <b>Pay</b> - <b>Pay</b> My Bill   Mr. Roof Grand Rapids 473 / 580 Pixels
8.	<a href="https://www.mrroof.com/cleveland/gutters/">https://www.mrroof.com/cleveland/gutters/</a>	Word repetition	Cleveland <b>Gutter</b> Installers - <b>Gutter</b> Replacement   Mr. Roof 531 / 580 Pixels
9.	<a href="https://www.mrroof.com/cleveland/siding/">https://www.mrroof.com/cleveland/siding/</a>	Word repetition	Cleveland <b>Siding</b> Company - <b>Siding</b> Replacement   Mr. Roof 535 / 580 Pixels
10.	<a href="https://www.mrroof.com/cleveland/billpay/">https://www.mrroof.com/cleveland/billpay/</a>	Word repetition	Online Bill <b>Pay</b> - <b>Pay</b> My Bill   Mr. Roof Cleveland 438 / 580 Pixels

## Problems with meta descriptions

Missing or bad meta descriptions.

No errors or problems were found.

## Duplicate page titles

Page titles that are used on several pages

No errors or problems were found.

## Duplicate meta descriptions

Meta descriptions that are used on several pages

No errors or problems were found.

# Problems with H1 headings

## Problematic H1 headings

### Optimization Tips



Updated with new video tutorial

This analysis will show you if there are problems with the H1 headings on your website.

### Why H1 headings are important for SEO:

Headings are used to structure the body text on a website, making it easier for visitors to navigate. In addition, headings provide an overview of the page content and are also used by search engines

when analyzing the page content.

Generally, there is a hierarchical structure of headings from H1 to H6. The H1 heading is the most important heading and should summarize the entire content of a page. It should be as specific and informative as possible, and include the most important keywords.

### What the notes in the "Problems" column mean:

- **Missing:** No H1 heading was found on the page.
- **Empty:** The H1 tag contains no content.
- **Too short:** The content of the H1 tag is very short (e.g. two very short words) and may not be informative enough.
- **Only one word:** The H1 tag contains only one word and may not be informative enough.
- **Too long:** The content of the H1 tag is very long (more than 120 characters). Keep your headings as short and clear as possible.
- **Unimportant words:** The content of the H1 tag is very general (e.g. "Welcome") and does not provide information about the specific content of the page.
- **Too many:** The page contains more than one H1 heading, indicating that the structure needs improvement. Ideally, only one H1 should be used.

### How to use H1 headings correctly:

- Only one H1 heading should be used on each page. Although Google is capable of handling multiple H1 headings, we recommend that you implement a clear hierarchical heading structure with a single main heading. This will keep the page clear for your visitors too.
- The heading in the H1 tag should match the page content and contain relevant keywords.
- The H1 heading should summarise the content of the page concisely and should not be too long.
- In general, headings should only be used to structure content and not for navigation elements, links, etc.

For more tips and information on optimizing your H1 headings, [see our wiki](#).

#	URL	Problems	H1 heading
1.	<a href="https://www.mrroof.com/roofing/">https://www.mrroof.com/roofing/</a>	Too short	Roofing Services 16 / 120 Characters
2.	<a href="https://www.mrroof.com/siding/">https://www.mrroof.com/siding/</a>	Too short	Siding Installation 19 / 120 Characters
3.	<a href="https://www.mrroof.com/windows/">https://www.mrroof.com/windows/</a>	Too short	Window Installation 19 / 120 Characters
4.	<a href="https://www.mrroof.com/insulation/">https://www.mrroof.com/insulation/</a>	Too short	Attic Insulation 16 / 120 Characters
5.	<a href="https://www.mrroof.com/about/">https://www.mrroof.com/about/</a>	Too short	About Mr. Roof 14 / 120 Characters
6.	<a href="https://www.mrroof.com/special-offers/">https://www.mrroof.com/special-offers/</a>	Too short	Special Offers 14 / 120 Characters
7.	<a href="https://www.mrroof.com/billpay/">https://www.mrroof.com/billpay/</a>	Too short	Pay My Bill 11 / 120 Characters
8.	<a href="https://www.mrroof.com/financing/">https://www.mrroof.com/financing/</a>	Too short	Financing Options 17 / 120 Characters
9.	<a href="https://www.mrroof.com/warranties/">https://www.mrroof.com/warranties/</a>	Too short Only one word	Warranties 10 / 120 Characters
10.	<a href="https://www.mrroof.com/refer-a-friend/">https://www.mrroof.com/refer-a-friend/</a>	Too short	Refer a Friend 14 / 120 Characters

# Problems with headings

Pages with problematic headings or problems within the heading structure

## Optimization Tips



Updated with new video tutorial

This analysis provides an overview of pages where Seobility detected problems with headings.

### Why headings are important for SEO:

Headings are used to structure the body text on a website, making it easier for visitors to navigate. In addition, headings provide an overview of the page content and are also used by search engines

when analyzing the page content.

Generally, there is a hierarchical structure of headings [from H1 to H6](#), which can be compared to the hierarchy of headings in a regular text document. You should follow this hierarchy as far as possible to make your pages clearer for both search engines and visitors.

### What the notes in the "Problems" column mean:

- **Empty heading:** The page contains empty heading tags.
- **Structural problem:** There is an error in the heading hierarchy, such as gaps in the hierarchy (e.g. H1 > H2 > H4) or errors in the order (e.g. H1 > H3 > H2).
- **Duplicate heading:** The page contains multiple headings with the same content.
- **Missing:** No headings were found on the page. You should add headings to structure the content.
- **Too many headings:** The page contains many heading tags. Check that their number is appropriate to the amount of text.

Click "Details" for more information about which specific headings on a page are affected by a problem.

### How to use headings correctly:

- Headings should always be informative and reflect the content of the following section of text. Ideally, they should also contain important keywords.
- The number of headings should be reasonable in relation to the amount of text.
- To structure a paragraph more granularly, always use the next lower hierarchy level without jumps (after H1 comes H2, etc.).
- Headings should be neither too short nor too long.
- Use headings only to structure content and not for navigation elements, links or surrounding layout (e.g. contact forms, widgets, etc.). When in doubt, ask yourself if the heading you are using is related to the content of the page. If not, do not format it as a heading.

You can find more tips and information on how to optimize your headings [in our wiki](#).

#	URL	Problems
1.	<a href="https://www.mrroof.com/">https://www.mrroof.com/</a>	Structural problem
2.	<a href="https://www.mrroof.com/ann-arbor/">https://www.mrroof.com/ann-arbor/</a>	Structural problem
3.	<a href="https://www.mrroof.com/grand-rapids/">https://www.mrroof.com/grand-rapids/</a>	Structural problem
4.	<a href="https://www.mrroof.com/cleveland/">https://www.mrroof.com/cleveland/</a>	Structural problem
5.	<a href="https://www.mrroof.com/cincinnati/">https://www.mrroof.com/cincinnati/</a>	Structural problem
6.	<a href="https://www.mrroof.com/dayton/">https://www.mrroof.com/dayton/</a>	Structural problem
7.	<a href="https://www.mrroof.com/lexington/">https://www.mrroof.com/lexington/</a>	Structural problem
8.	<a href="https://www.mrroof.com/louisville/">https://www.mrroof.com/louisville/</a>	Structural problem
9.	<a href="https://www.mrroof.com/nashville/">https://www.mrroof.com/nashville/</a>	Structural problem
10.	<a href="https://www.mrroof.com/roofing/">https://www.mrroof.com/roofing/</a>	Structural problem

## Problems with strong and bold tags

Check of strong and bold tags finding too short, too long and duplicate tags.

### Optimization Tips



Updated with new video tutorial

This analysis provides an overview of pages where problems with strong and bold tags were detected.

### What are strong and bold tags and what are they used for?

The tags `<strong>` and `<b>` are used to highlight important words or statements in a text. Both tags cause the text they contain to be displayed in bold. Unlike the bold tag, the strong tag also marks up the text as "semantically important".

The tags are a good way of making users aware of important elements and text sections on a page. From an SEO perspective, however, they do not offer much room for optimization. You just want to avoid using them too much, as this could give the impression to search engines that the page is over-optimized and unnatural.

### What the notes in the "Problems" column mean:

- **Many tags:** A large number of strong or bold tags have been found on the page. Check that their number is appropriate to the amount of text.
- **Empty tags:** Empty strong or bold tags were found on the page. You should remove these from the HTML code.
- **Too long:** The text marked up with bold or strong tags is longer than 70 characters. Check if you can reduce the length.
- **Duplicate:** The same words are marked up with bold or strong several times.

The video tutorial above will show you how to find the problematic tags on your site.

### How to use strong and bold tags correctly:

- Use the strong tag instead of bold to emphasize important text. Unlike bold, the strong tag is not just a layout element.
- Ideally, you should only use these tags to emphasise small chunks of text of up to 70 characters (rather than long strings of text).
- The number of visual highlights should be appropriate to the total amount of text.

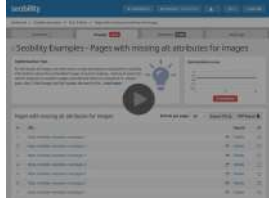
You can find more tips on the correct use of strong and bold tags [in our wiki](#).

#	URL	Problems
1.	<a href="https://www.mrroof.com/locations/">https://www.mrroof.com/locations/</a>	<b>Many tags</b> <b>Duplicate</b>
2.	<a href="https://www.mrroof.com/billpay/">https://www.mrroof.com/billpay/</a>	<b>Too long</b>
3.	<a href="https://www.mrroof.com/careers/">https://www.mrroof.com/careers/</a>	<b>Too long</b>
4.	<a href="https://www.mrroof.com/blog/fix-leaking-roof-novi/">https://www.mrroof.com/blog/fix-leaking-roof-novi/</a>	<b>Too long</b>
5.	<a href="https://www.mrroof.com/blog/roof-price-beverly-hills-michigan/">https://www.mrroof.com/blog/roof-price-beverly-hills-michigan/</a>	<b>Too long</b>
6.	<a href="https://www.mrroof.com/blog/roofing-lansing-michigan/">https://www.mrroof.com/blog/roofing-lansing-michigan/</a>	<b>Too long</b>
7.	<a href="https://www.mrroof.com/blog/middletown-home-bird-damage/">https://www.mrroof.com/blog/middletown-home-bird-damage/</a>	<b>Too long</b>

# Images with missing alt attributes

Pages with at least one missing alt attribute for an image

## Optimization Tips



Updated with new video tutorial

This list contains pages that have images with missing [ALT attributes](#).

### Why ALT attributes are important for SEO:

Image ALT attributes are alternative image descriptions that browsers should display to visitors when an image fails to load. For search engines, these descriptions provide valuable information about the content of an image. This allows them to get a better understanding of the image content and associate it with a keyword or a subject area.

You can find more information about ALT attributes [in our wiki](#).

### How to fix missing ALT attributes:

The pages in this list have been found to have either

- a missing ALT attribute, or
- an empty ALT attribute.

Click on "Details" next to the URL to find out which image files are affected.

Then, add an alternative description for each of these images on your website that accurately describes the image content.

You can find more tips on how to optimize your images for search engines in our [wiki article "Image SEO"](#).

### How to add ALT attributes to images in the most popular content management systems:

- [Instructions for WordPress](#)
- [Instructions for Shopify](#)
- [Instructions for Wix](#)
- [Instructions for Squarespace](#)

#	URL
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- |     |   |
|-----|---|
| 1.  | <a href="https://www.mrroof.com/">https://www.mrroof.com/</a>                           |
| 2.  | <a href="https://www.mrroof.com/ann-arbor/">https://www.mrroof.com/ann-arbor/</a>       |
| 3.  | <a href="https://www.mrroof.com/grand-rapids/">https://www.mrroof.com/grand-rapids/</a> |
| 4.  | <a href="https://www.mrroof.com/cleveland/">https://www.mrroof.com/cleveland/</a>       |
| 5.  | <a href="https://www.mrroof.com/cincinnati/">https://www.mrroof.com/cincinnati/</a>     |
| 6.  | <a href="https://www.mrroof.com/dayton/">https://www.mrroof.com/dayton/</a>             |
| 7.  | <a href="https://www.mrroof.com/lexington/">https://www.mrroof.com/lexington/</a>       |
| 8.  | <a href="https://www.mrroof.com/louisville/">https://www.mrroof.com/louisville/</a>     |
| 9.  | <a href="https://www.mrroof.com/nashville/">https://www.mrroof.com/nashville/</a>       |
| 10. | <a href="https://www.mrroof.com/roofing/">https://www.mrroof.com/roofing/</a>           |

## Pages with frames

Pages with embedded framesets and IFrames

No errors or problems were found.

## Pages that contain error reporting

Software error messages that are shown on the web page that should be avoided

No errors or problems were found.

## Pages with big file size

HTML pages exceeding a file size of 0.5 MB

No errors or problems were found.

## URL parameters

Relevant pages with dynamic parameters in their URL.

No errors or problems were found.

## Session ID in URL

Pages with session IDs in their URL.

No errors or problems were found.

## Too many subdirectories

Pages with too many subdirectories in their URL.

No errors or problems were found.

## URL too long

Pages with too long URLs

No errors or problems were found.

# Issues with file sources

Used files that have problems

## Optimization Tips



Updated with new video tutorial

This analysis will show you if there are problems with embedded files on your website.

### Why you should avoid problems with files on your website:

Files that are needed to **render** a page should be optimized in the same way as the HTML page itself.

Problems with files can result in the page not rendering correctly. This can have a negative impact on the user experience. It can also negatively affect **page speed**, which is an important Google ranking factor.

### Overview of what the error messages ("Problem" column) mean and how to fix them:

- **Missing content-type specification:** Your server is not providing **content-type** information when transferring the file, which can lead to rendering problems in the browser. Make sure that there is a content-type specified in the **HTTP header** for each file.
- **Different file extension:** The file extension does not match the content-type that is specified. Make sure that the two specifications are in line in order to avoid any display problems. For example, a CSS file with content-type "text/css" should end with ".css".
- **Missing compression:** Files are not sent compressed from the server, which can make loading slow. Use compression, like **gzip** for text files.
- **High load time:** The file takes longer than 1 second to load. Check out [our blog to find out](#) how to improve your loading speed.
- **Redirect:** The source URL of the linked file redirects to a different URL. Avoid unnecessary redirects by linking all files directly to the target file.
- **Large file size:** The file size is very large. Make sure that your images are no larger than 2 MB and that your CSS and JavaScript files are no larger than 0.5 MB.

#	URL	Statuscode	Content type	Loading time	File Size	Issue
1.	<a href="https://www.mrroof.com/wp-content/plugins/wpforms/assets/...">https://www.mrroof.com/wp-content/plugins/wpforms/assets/...</a>	200	application/java script	0.471 s	0.2 kB	Missing Gzip/Deflate
2.	<a href="https://connect.podium.com/widget.js">https://connect.podium.com/widget.js</a>	200	application/java script	0.043 s	679.6 kB	Large file size

## **Non-retrievable file sources**

Used files that were not retrieved in detail due to redirections and problems

No errors or problems were found.

## **Non HTTPS content on HTTPS pages**

Pages that are encrypted for transport via https, but contain insecure content such as images, etc.

No errors or problems were found.

## **Too many files within a page**

Pages with too many included files

No errors or problems were found.

## Medium response time

Pages that have a medium response time

### Optimization Tips

The URLs in this list had an average server response time (between 0.5 and 1 second) when your website was crawled by Seobility.

### Why you should ensure a fast response time:

A server's response time contributes to the overall load time (also called "page speed") of a website which is an officially confirmed Google ranking factor. The faster a page can be loaded, the faster and more efficiently Googlebot can [crawl the page](#). In addition, fast-loading pages provide a good user experience, whereas slow pages tend to frustrate users.

**Note:** This analysis only measures the time it takes for the server to respond to the client's request and start transmitting the HTML page. However, the total load time of a web page will include additional steps (e.g. loading of CSS, JavaScript, images, etc.) and will therefore be longer. You can use Google's [PageSpeed Insights](#) if you want to measure the total load time of a page.

The server location used to measure response time is **Germany**.

### Learn more about how to optimize server response time and page loading time:

- [Page Speed: What it is and how to improve it - Seobility Wiki](#)
- [39 Page Speed Optimization Tips - Seobility Blog](#)

#	URL	Response time	Difference to the average response time
1.	<a href="https://www.mrroof.com/cleveland/billpay/">https://www.mrroof.com/cleveland/billpay/</a>	0.86225	74%
2.	<a href="https://www.mrroof.com/louisville/billpay/">https://www.mrroof.com/louisville/billpay/</a>	0.87154	74%
3.	<a href="https://www.mrroof.com/louisville/financing/">https://www.mrroof.com/louisville/financing/</a>	0.87999	75%
4.	<a href="https://www.mrroof.com/grand-rapids/financing/">https://www.mrroof.com/grand-rapids/financing/</a>	0.88955	76%
5.	<a href="https://www.mrroof.com/cincinnati/billpay/">https://www.mrroof.com/cincinnati/billpay/</a>	0.89884	77%
6.	<a href="https://www.mrroof.com/billpay/">https://www.mrroof.com/billpay/</a>	0.90408	77%
7.	<a href="https://www.mrroof.com/financing/">https://www.mrroof.com/financing/</a>	0.91174	78%
8.	<a href="https://www.mrroof.com/cleveland/financing/">https://www.mrroof.com/cleveland/financing/</a>	0.92523	79%
9.	<a href="https://www.mrroof.com/careers/">https://www.mrroof.com/careers/</a>	0.93267	80%
10.	<a href="https://www.mrroof.com/privacy-policy/">https://www.mrroof.com/privacy-policy/</a>	0.93712	80%

## Slow response time

Pages that are slower than the average or even exceed the acceptable response time limit. Only the HTML page response time is checked.

### Optimization Tips

The URLs in this list had a slow server response time when your website was crawled by Seobility (compared to the average response time of your pages).

### Why you should ensure a fast response time:

A server's response time contributes to the overall load time (also called "page speed") of a website which is an officially confirmed Google ranking factor. The faster a page can be loaded, the faster and more efficiently Googlebot can [crawl the page](#). In addition, fast-loading pages provide a good user experience, whereas slow pages tend to frustrate users.

**Note:** This analysis only measures the time it takes for the server to respond to the client's request and start transmitting the HTML page. However, the total load time of a web page will include additional steps (e.g. loading of CSS, JavaScript, images, etc.) and will therefore be longer. You can use Google's [PageSpeed Insights](#) if you want to measure the total load time of a page.

The server location used to measure response time is **Germany**.

### Learn more about how to optimize server response time and page loading time:

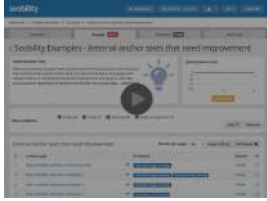
- [Page Speed: What it is and how to improve it - Seobility Wiki](#)
- [39 Page Speed Optimization Tips - Seobility Blog](#)

#	URL	Load time in seconds	Compared to the average response time
1.	<a href="https://www.mrroof.com/cincinnati/reviews/">https://www.mrroof.com/cincinnati/reviews/</a>	3.35450	287%
2.	<a href="https://www.mrroof.com/cincinnati/masonry/">https://www.mrroof.com/cincinnati/masonry/</a>	1.64100	140%
3.	<a href="https://www.mrroof.com/ann-arbor/siding/">https://www.mrroof.com/ann-arbor/siding/</a>	1.63491	140%
4.	<a href="https://www.mrroof.com/ann-arbor/roofing/">https://www.mrroof.com/ann-arbor/roofing/</a>	1.57827	135%
5.	<a href="https://www.mrroof.com/cleveland/siding/">https://www.mrroof.com/cleveland/siding/</a>	1.50212	128%
6.	<a href="https://www.mrroof.com/ann-arbor/windows/">https://www.mrroof.com/ann-arbor/windows/</a>	1.50176	128%
7.	<a href="https://www.mrroof.com/masonry/">https://www.mrroof.com/masonry/</a>	1.48349	127%
8.	<a href="https://www.mrroof.com/ann-arbor/reviews/">https://www.mrroof.com/ann-arbor/reviews/</a>	1.46295	125%
9.	<a href="https://www.mrroof.com/reviews/">https://www.mrroof.com/reviews/</a>	1.45536	124%
10.	<a href="https://www.mrroof.com/ann-arbor/masonry/">https://www.mrroof.com/ann-arbor/masonry/</a>	1.42659	122%

# Internal link anchor texts that need improvement

Link anchors that can be improved

## Optimization Tips



Updated with new video tutorial

Here you will find pages that are internally linked with [link texts](#) that need improvement.

### Why link text is important for SEO:

A link's anchor text is a very important element from an SEO perspective, as it tells search engines what the linked page is about. Ideally, it should contain the [keyword](#) for which the linked page (target page) is intended to rank. Link texts offer great potential for optimization, especially for internal links. This is because the frequent use of [exact-match" keyword link texts](#) is usually not penalized (unlike the use of such link texts for [backlinks](#)).

### What the notes in the "Problems" column mean:

- **Link text to page is empty:** There are internal links pointing to the page with an empty link text.
- **Link anchor text is trivial:** The link text that is used to link to the page says nothing about the content of the page. (Typical examples are link text such as "here", "read more" or "read the article").
- **Link anchor text too long:** The text linking to the page is over 120 characters and should be shortened.
- **The link contains an image but has no alt-attribute:** The link to the page is not a regular text link, but is an image link. For such image links, search engines use the [ALT attribute](#) instead of the link text to learn about the linked page. However, when this error occurs, the image has no ALT attribute.

By clicking "Details", you can find out which page contains the link text that needs improvement.

### How to optimize your link texts:

- The link text should provide a short, but still meaningful, description of the content of the page being linked to.
- Ideally, the link text should contain the keyword for which you want the linked page to be ranked.
- You should always provide a link text for a text link and an ALT attribute for an image link.

You can find more detailed instructions on how to optimize your internal links, including the link text, in our [internal linking guide](#).

**# Linked page****Problems**

1. <https://www.mrroof.com/roofing/>

The link contains an image but has no alt-attribute

# Identical anchor text for different pages

Link anchors that are used for different pages

## Optimization Tips



Updated with new video tutorial

The anchor texts in this list are used for several different link targets on your website.

### Why you should not use identical anchor texts for different pages (link targets):

The purpose of [anchor texts](#) is to tell visitors and search engines what the linked page is all about. Therefore, they should be informative and include [keywords](#) that are relevant to the linked page.

If the same anchor texts are used for different link targets, there will be an overlap, as this signals to search engines that several pages are about the same topic. This can lead to "[keyword cannibalization](#)". You are also missing out on the opportunity to optimize the pages for more specific keywords by using unique anchor texts.

In general, you should also avoid trivial anchor texts such as "show more" or "read more", as these also don't make use of the optimization opportunities that anchor texts offer.

You can find more information about optimizing anchor texts [in our wiki](#).

### How to fix the problems in this list:

In the column "URLs linked with this anchor text", you will find all URLs that are linked with a specific (identical) anchor text. Think about which unique anchor texts you could use instead to link to these pages.

Click on "Details" to find out on which pages the identical anchor text is used and change it accordingly.

#	Anchor text	URLs linked with this anchor text
1.	new roof installation	<a href="https://www.mrroof.com/roofing/">https://www.mrroof.com/roofing/</a> <a href="https://www.mrroof.com/ann-arbor/roofing/">https://www.mrroof.com/ann-arbor/roofing/</a> <a href="https://www.mrroof.com/grand-rapids/roofing/">https://www.mrroof.com/grand-rapids/roofing/</a> <a href="https://www.mrroof.com/cleveland/roofing/">https://www.mrroof.com/cleveland/roofing/</a> <a href="https://www.mrroof.com/cincinnati/roofing/">https://www.mrroof.com/cincinnati/roofing/</a> <a href="https://www.mrroof.com/dayton/roofing/">https://www.mrroof.com/dayton/roofing/</a>
2.	new siding installation	<a href="https://www.mrroof.com/siding/">https://www.mrroof.com/siding/</a> <a href="https://www.mrroof.com/ann-arbor/siding/">https://www.mrroof.com/ann-arbor/siding/</a> <a href="https://www.mrroof.com/grand-rapids/siding/">https://www.mrroof.com/grand-rapids/siding/</a> <a href="https://www.mrroof.com/cleveland/siding/">https://www.mrroof.com/cleveland/siding/</a> <a href="https://www.mrroof.com/cincinnati/siding/">https://www.mrroof.com/cincinnati/siding/</a> <a href="https://www.mrroof.com/dayton/siding/">https://www.mrroof.com/dayton/siding/</a>
3.	replacement window installation	<a href="https://www.mrroof.com/windows/">https://www.mrroof.com/windows/</a> <a href="https://www.mrroof.com/ann-arbor/windows/">https://www.mrroof.com/ann-arbor/windows/</a> <a href="https://www.mrroof.com/grand-rapids/windows/">https://www.mrroof.com/grand-rapids/windows/</a> <a href="https://www.mrroof.com/cleveland/windows/">https://www.mrroof.com/cleveland/windows/</a> <a href="https://www.mrroof.com/cincinnati/windows/">https://www.mrroof.com/cincinnati/windows/</a> <a href="https://www.mrroof.com/dayton/windows/">https://www.mrroof.com/dayton/windows/</a>
4.	gutter replacement services	<a href="https://www.mrroof.com/gutters/">https://www.mrroof.com/gutters/</a> <a href="https://www.mrroof.com/ann-arbor/gutters/">https://www.mrroof.com/ann-arbor/gutters/</a> <a href="https://www.mrroof.com/grand-rapids/gutters/">https://www.mrroof.com/grand-rapids/gutters/</a> <a href="https://www.mrroof.com/cleveland/gutters/">https://www.mrroof.com/cleveland/gutters/</a> <a href="https://www.mrroof.com/cincinnati/gutters/">https://www.mrroof.com/cincinnati/gutters/</a> <a href="https://www.mrroof.com/dayton/gutters/">https://www.mrroof.com/dayton/gutters/</a>

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#	Anchor text	URLs linked with this anchor text
5.	attic insulation services	<a href="https://www.mrroof.com/insulation/">https://www.mrroof.com/insulation/</a> <a href="https://www.mrroof.com/ann-arbor/insulation/">https://www.mrroof.com/ann-arbor/insulation/</a> <a href="https://www.mrroof.com/grand-rapids/insulation/">https://www.mrroof.com/grand-rapids/insulation/</a> <a href="https://www.mrroof.com/cincinnati/insulation/">https://www.mrroof.com/cincinnati/insulation/</a> <a href="https://www.mrroof.com/lexington/insulation/">https://www.mrroof.com/lexington/insulation/</a>
6.	masonry & chimney services	<a href="https://www.mrroof.com/masonry/">https://www.mrroof.com/masonry/</a> <a href="https://www.mrroof.com/ann-arbor/masonry/">https://www.mrroof.com/ann-arbor/masonry/</a> <a href="https://www.mrroof.com/grand-rapids/masonry/">https://www.mrroof.com/grand-rapids/masonry/</a> <a href="https://www.mrroof.com/cincinnati/masonry/">https://www.mrroof.com/cincinnati/masonry/</a> <a href="https://www.mrroof.com/lexington/masonry/">https://www.mrroof.com/lexington/masonry/</a>
7.	cleveland	<a href="https://www.mrroof.com/cleveland/reviews/">https://www.mrroof.com/cleveland/reviews/</a> <a href="https://www.mrroof.com/cleveland/">https://www.mrroof.com/cleveland/</a>
8.	cincinnati	<a href="https://www.mrroof.com/cincinnati/reviews/">https://www.mrroof.com/cincinnati/reviews/</a> <a href="https://www.mrroof.com/cincinnati/">https://www.mrroof.com/cincinnati/</a>
9.	cincinnati & dayton, ohio	<a href="https://www.mrroof.com/cincinnati/billpay/">https://www.mrroof.com/cincinnati/billpay/</a> <a href="https://www.mrroof.com/cincinnati/financing/">https://www.mrroof.com/cincinnati/financing/</a>
10.	cleveland & akron, ohio	<a href="https://www.mrroof.com/cleveland/billpay/">https://www.mrroof.com/cleveland/billpay/</a> <a href="https://www.mrroof.com/cleveland/financing/">https://www.mrroof.com/cleveland/financing/</a>

## Pages with only a few internal links

Pages with a below-average number of internal links

### Optimization Tips

The pages in this list contain very few [internal links](#). This analysis is based on the average number of internal links on your pages and is intended to show you pages that deviate significantly from the average.

### Why internal links are important for SEO:

Internal links are very important for SEO because they allow search engines and users to navigate from page to page on your website. Good internal linking is therefore essential for improving usability and getting your content [indexed](#). Internal linking also helps search engines to identify which of your sub-pages are the most important.

Ideally, each page should contain links to the main areas of the site (usually in the form of a navigation) and related pages (e.g. in the form of "related articles"). In addition, relevant subpages can be linked directly within the text of a page, giving readers direct access to further content on specific topics. Such links also increase the relevance of the linked page.

### How to fix these problems:

Take a close look at the pages below and check why there are so few internal links on these pages. In most cases, these pages lack navigation, which can have a negative impact on usability.

However, it may also be the case that there is a page navigation, but no other content that could link to other pages (e.g. empty product lists, etc.). Depending on the case, you can handle such pages in the following ways:

- Add (further) relevant content, including internal links.
- Remove links pointing to these pages to prevent search engines and users from being sent to pages with no content.
- Use your [robots.txt file](#) to exclude pages from being crawled if they are not relevant to search engines.

You can find a detailed guide on how to optimize the internal linking of your website [here](#).

#	URL	Number of links
1.	<a href="https://www.mrroof.com/privacy-policy/">https://www.mrroof.com/privacy-policy/</a>	0

# Problems with external Links

Problems with external links that are broken or redirect to another page

## Optimization Tips



Updated with new video tutorial This analysis provides an overview of problematic [external links](#) on your website.

### Why you should fix problems with external links:

Linking to external sites is usually a good idea, as it adds value to your content by providing related resources for your visitors. This is also a sign of quality for search engines. After all, there are no scientific studies or articles without references.

However, external links that point to inaccessible or redirecting pages with different content than expected can lead to a poor user experience. Therefore, you should remove them as soon as possible. Unfortunately, it is not possible to prevent problems with external links in advance, as you usually do not have any control over the content of the linked pages. However, as soon as you see any new problems here, you should check the links and update them if necessary.

You can find more best practices for external links [in our wiki](#).

### What the notes in the "Problems" column mean:

- **Bad HTTP status code:** The server of the page you are linking to returns an error code when the URL is requested. You can find an overview of the meaning of the various HTTP status codes [here](#).
- **Page is down:** The server of the linked page did not respond at the time the URL was requested. Possible causes: server problems, the Seobility bot is blocked from accessing the page.
- **Redirect:** The linked page redirects to a different URL.
- **Parked domain:** The linked website is no longer online and the domain has been put up for sale.
- **Domain not connected:** The domain you are linking to is not connected to a web server and is therefore not serving any content.

### How to fix these problems:

First, do a manual check of the links in this list in your browser. In this way, you can rule out that the problem was temporary or that only the Seobility bot was blocked from accessing the page.

If the link does not lead to the desired content when manually checking, you should remove or replace the link. The list shows on which pages of your site the external link is included.

**Note:** The results of this analysis are cached in Seobility for a few days in order to minimize access to other websites. Consequently, you may see some errors here that no longer exist.

---

#	URL	Problems
1.	<a href="http://wayland/">http://wayland/</a> <a href="https://www.mrroof.com/grand-rapids/service-area/">https://www.mrroof.com/grand-rapids/service-area/</a>	Page is down

## Pages with a lot of internal links

Pages with an above-average number of internal links

No errors or problems were found.

## Redirects

Internal redirects that have been linked

No errors or problems were found.

## Problems with redirects

Redirects that refer to a broken page (404, server error etc.).

No errors or problems were found.

## Redirect loops

Redirect loops because of HTTP redirects and canonical links

No errors or problems were found.

## Pages with a big distance to the homepage

Pages that can only be reached with more than 3 clicks from the homepage

No errors or problems were found.

## Canonical link errors

Canonical links that refer to broken links

No errors or problems were found.

## Alternate link errors

Problems with alternate links (links to specify alternative language or country versions of a page)

No errors or problems were found.

## Pages with only a few paragraphs

Pages with little text or few paragraphs

### Optimization Tips

The pages in this list contain less than three paragraphs of text.

### Why you should break up your content into clear paragraphs:

To make text easier to read and understand, it is very helpful to break it up into paragraphs. This makes it easier for visitors to understand your content. It also increases the likelihood that they will spend more time on your pages.

### How to solve these problems:

In addition to the number of paragraphs that were found, the "Number of words" column will show you how long the content of the page is in total. If the word count is high, you should structure the text in a better way. Use headings, teasers, paragraphs and subheadings to break up the text.

On the other hand, if there is little text content on the page, there may be room to expand the content.

**Note:** For pages with image galleries, result lists, and similar content that does not require long/structured text, you can ignore the warnings.

### More information on this:

- [Content is king - Seobility Wiki](#)
- [SEO Copywriting: The 19 Best Tips To Increase Traffic and Conversions - Seobility Blog](#)

#	URL	Number of paragraphs	Number of words
1.	<a href="https://www.mrroof.com/refer-a-friend/">https://www.mrroof.com/refer-a-friend/</a>	1	297

## Pages with very much text

Pages that contain a lot of text and might be divided into several pages

### Optimization Tips

This list includes pages with more than 4,000 words of text.

### Why text-heavy pages can be problematic:

It is not always a problem to have pages with a lot of text. In fact, for some keywords you may need to create very detailed and extensive content if you want to compete with the top 10 pages. However, texts that are too long can be a problem in the following cases:

- The text is not well structured and makes it difficult for the user to understand the content of the page. Depending on what they're searching for, people may not be looking for detailed information at all, but rather a compact and clear answer to a question. In this case, very long texts can deter users.
- The texts do not have a clear focus on one subject, but mix several subjects. This can lead to a situation where search engines are not able to assign a page to a specific topic due to the amount of information it contains. The page will then rank poorly for the subtopics covered in the article, compared to individual pages that are well optimized for the sub-topics.

### How you should treat these pages:

Firstly, check whether the topic or target keyword of the page requires extensive content or not before making any changes to the content of the page. You can do this by analyzing the current top 10 search results. You can easily check the word count of these pages with the [free TF\\*IDF tool from Seobility](#).

If you find that your page is indeed too large and lacks a clear thematic focus, try breaking the text down into sub-topics and cover them on separate pages. You will then be able to optimize these pages more specifically for the keywords associated with each of the sub-topics.

In any case, make sure your text is well structured. Use headings, paragraphs, subheadings and tables of contents with anchor links. Remember that your content is not primarily for search engines, but for users. It should always be helpful and easy to understand.

### Read more about this:

- [SEO Copywriting: The 19 Best Tips To Increase Traffic and Conversions - Seobility Blog](#)
- [Search Intent: How to optimize your content for searchers' needs - Seobility Blog](#)

#	URL	Number of words
1.	<a href="https://www.mrroof.com/privacy-policy/">https://www.mrroof.com/privacy-policy/</a>	6,554

## Pages with little text

Pages that contain only very little text

### Optimization Tips

The pages in this list contain less than 500 words.

### Why pages with little text can be problematic:

A text that is too short is problematic if the subject or the keyword of the page requires detailed and extensive information. If your competitors are offering better and more comprehensive content on the same topic, you're going to struggle to rank with short content.

However, it is not necessarily a problem to have pages with little text. If the pages are e.g. image galleries, landing pages, etc., it is perfectly fine to use very little text.

In addition, there are times when search engine users are in need of a quick and concise answer to a particular search query, and a long and lengthy text page is not the answer. In this case, long and detailed text may deter visitors.

### How you should treat these pages:

Before you make any changes to the content of a page, you should first check whether the topic or target keyword of the page requires extensive content or not. You can do this by analyzing the current top 10 search results. With the [free TF\\*IDF tool provided by Seobility](#), you can easily check the number of words on these pages.

If you find that the content of your page is in fact too short, you can try to expand it. Think about what kind of information your target audience needs in order to fulfil their [search intent](#). However, you'll want to avoid writing long texts that are just designed to boost SEO. Most importantly, your content should add value to your visitors.

You can find more information on how to create high quality and useful content here:

- [SEO Copywriting: The 19 Best Tips To Increase Traffic and Conversions - Seobility Blog](#)
- [Search Intent: How to optimize your content for searchers' needs - Seobility Blog](#)

#	URL	Number of words
1.	<a href="https://www.mrroof.com/about/">https://www.mrroof.com/about/</a>	452
2.	<a href="https://www.mrroof.com/special-offers/">https://www.mrroof.com/special-offers/</a>	395
3.	<a href="https://www.mrroof.com/refer-a-friend/">https://www.mrroof.com/refer-a-friend/</a>	297
4.	<a href="https://www.mrroof.com/careers/">https://www.mrroof.com/careers/</a>	450
5.	<a href="https://www.mrroof.com/free-estimate/">https://www.mrroof.com/free-estimate/</a>	293
6.	<a href="https://www.mrroof.com/ann-arbor/service-area/">https://www.mrroof.com/ann-arbor/service-area/</a>	450
7.	<a href="https://www.mrroof.com/ann-arbor/free-estimate/">https://www.mrroof.com/ann-arbor/free-estimate/</a>	262
8.	<a href="https://www.mrroof.com/cleveland/service-area/">https://www.mrroof.com/cleveland/service-area/</a>	461
9.	<a href="https://www.mrroof.com/cleveland/free-estimate/">https://www.mrroof.com/cleveland/free-estimate/</a>	283
10.	<a href="https://www.mrroof.com/cincinnati/free-estimate/">https://www.mrroof.com/cincinnati/free-estimate/</a>	284

# Pages with duplicate paragraphs

Paragraphs that are repeated on a page

## Optimization Tips



Updated with new video tutorial

This analysis checks for pages where paragraphs of text are used repeatedly.

### Why you should avoid duplicate text paragraphs on a page:

High-quality, interesting content that provides real value to visitors is one of the most important factors for a good ranking on Google. It is not a sign of quality content and good page design if the same paragraph is repeated several times on a page. Therefore, it is a good idea to remove duplicate paragraphs from your pages.

### How to identify the duplicate paragraphs:

If you click on the red label in the "Number" column, you will get an overview of all the paragraphs that have been found on the page in question. For each paragraph, you can see how many times it is used on the page and how many times on the whole website.

### Read more about improving content quality:

- [Content is king - Seobility Wiki](#)
- [How to Soar to the Top of Google's Rankings with E-E-A-T - Seobility Blog](#)
- [Google's Helpful Content Updates: What You Need To Know - Seobility Blog](#)

#	URL	Number
1.	<a href="https://www.mrroof.com/warranties/">https://www.mrroof.com/warranties/</a>	2 duplicate paragraphs
2.	<a href="https://www.mrroof.com/cincinnati/reviews/">https://www.mrroof.com/cincinnati/reviews/</a>	2 duplicate paragraphs

## Pages using keywords in page title but not in its body text

Pages with keywords in the title tag, which don't appear in the page's body text

### Optimization Tips

This list includes pages where keywords from the page title do not appear in the actual content of the page.

### Why titles and content should be consistent:

The [page title](#) is one of the most important on-page SEO elements and should be a concise summary of the content of the page. Important [keywords](#) for the page should be included in the title, with the most important keyword at the very beginning. To ensure consistency between title and content, these keywords should also be included in the content of the page.

### What the information in this list means:

The URLs affected by this problem are shown in the left column. The right column displays each URL's page title. The words in the title that do not appear in the content of the page are highlighted in bold.

### How to fix these problems:

For each page listed, check that the page title matches the actual content of the page, and vice versa.

If the title contains the most important keywords, then you should also include these keywords in the text of the page. If, on the other hand, the text is properly optimized and the title is not, then you should optimize the title and include important keywords for the page there.

### One important note:

This analysis does not consider synonyms or declination of keywords. This means that not all of the pages that are listed here need to be problematic. For example, if you have made grammatical adjustments to a keyword in the text of the page to ensure a natural reading flow, then of course there is no need to make any changes. Search engines such as Google have become very good at recognizing such variations of keywords.

#	URL	Words from the page title that don't appear in the text
1.	<a href="https://www.mrroof.com/grand-rapids/">https://www.mrroof.com/grand-rapids/</a>	Grand Rapids Residential Roofing <b>Experts</b>   Mr. Roof Grand Rapids
2.	<a href="https://www.mrroof.com/cleveland/">https://www.mrroof.com/cleveland/</a>	Mr. Roof Cleveland: The <b>Largest</b> Residential Roofers in Cleveland
3.	<a href="https://www.mrroof.com/dayton/">https://www.mrroof.com/dayton/</a>	Mr. Roof Dayton: Best <b>Residential</b> Roofers in Dayton Since 1962
4.	<a href="https://www.mrroof.com/nashville/">https://www.mrroof.com/nashville/</a>	Mr. Roof Nashville: <b>Largest</b> Residential Roofers in Nashville, TN
5.	<a href="https://www.mrroof.com/siding/">https://www.mrroof.com/siding/</a>	Siding Installation Company - <b>Vinyl Siding Replacement</b>   Mr. Roof
6.	<a href="https://www.mrroof.com/insulation/">https://www.mrroof.com/insulation/</a>	<b>Professional</b> Attic Insulation Contractors   Mr. Roof
7.	<a href="https://www.mrroof.com/special-offers/">https://www.mrroof.com/special-offers/</a>	Special Offers - <b>Exterior</b> Renovation Discounts & <b>Deals</b>   Mr. Roof
8.	<a href="https://www.mrroof.com/billpay/">https://www.mrroof.com/billpay/</a>	<b>Online</b> Bill Pay   Pay My Bill   Mr. Roof
9.	<a href="https://www.mrroof.com/blog/">https://www.mrroof.com/blog/</a>	Blog - <b>Professional</b> Home Improvement <b>Tips &amp; Advice</b>   Mr. Roof
10.	<a href="https://www.mrroof.com/ann-arbor/service-area/">https://www.mrroof.com/ann-arbor/service-area/</a>	<b>Local Roofers</b> Serving Ann Arbor & Detroit - Service Area   Mr. Roof

# Pages using keywords in H1 heading but not in its body text

Pages with keywords in the H1 tag, which don't appear in the page's body text

## Optimization Tips

This list includes pages where keywords from the H1 heading do not appear in the text content of the page.

## Why H1 headings and content should be consistent:

The [H1 heading](#) is an important on-page SEO element and should be a concise summary of the content of the page. Important [keywords](#) for the page should be included in this heading. To ensure consistency between the H1 heading and the content, these keywords should also be included in the content of the page.

## What the information in this list means:

The URLs affected by this problem are shown in the left column. The right column displays each URL's H1 heading. The words in the heading that do not appear in the text content of the page are highlighted in bold.

## How to fix these problems:

For each page listed, check that the H1 heading matches the text content of the page, and vice versa.

If the H1 contains the most important keywords, then you should also include these keywords in the text of the page. If, on the other hand, the text is properly optimized and the H1 is not, then you should optimize the H1 and include important keywords for the page there.

Ensure that the H1 heading differs from the [page title](#). Both elements should be unique.

## One important note:

This analysis does not consider synonyms or declination of keywords. This means that not all of the pages that are listed here need to be problematic. For example, if you have made grammatical adjustments to a keyword in the text of the page to ensure a natural reading flow, then of course there is no need to make any changes. Search engines such as Google have become very good at recognizing such variations of keywords.

#	URL	H1 heading
1.	<a href="https://www.mrroof.com/">https://www.mrroof.com/</a>	America's <b>Largest</b> Residential Roofing Contractors
2.	<a href="https://www.mrroof.com/grand-rapids/">https://www.mrroof.com/grand-rapids/</a>	Grand Rapids' Go-To Roofing Company Since <b>1962</b>
3.	<a href="https://www.mrroof.com/lexington/">https://www.mrroof.com/lexington/</a>	Lexington, <b>Kentucky</b> 's Most <b>Trusted</b> Roofing Contractors
4.	<a href="https://www.mrroof.com/blog/">https://www.mrroof.com/blog/</a>	News & <b>Resources</b>
5.	<a href="https://www.mrroof.com/blog/fix-leaking-roof-novi/">https://www.mrroof.com/blog/fix-leaking-roof-novi/</a>	Novi Roofing <b>101</b> : How to Fix a Leaking Roof with Ease
6.	<a href="https://www.mrroof.com/blog/roof-price-beverly-hills-michigan/">https://www.mrroof.com/blog/roof-price-beverly-hills-michigan/</a>	<b>Decoding</b> the Price of a Roof in Beverly Hills, Michigan
7.	<a href="https://www.mrroof.com/blog/roofing-lansing-michigan/">https://www.mrroof.com/blog/roofing-lansing-michigan/</a>	Best Roofing Companies in Lansing, Michigan in <b>2023</b>

# Pages with typos

Page content contains typos

## Optimization Tips

On the following pages, typos have been found in the content.

### Why you should pay attention to correct spelling and grammar:

Content with many typos makes a bad impression on visitors to your website. It can lead to your content being perceived as less trustworthy.

In addition, search engines such as Google also register spelling mistakes. This can contribute to the perception that your content is of lower quality. However, having high quality content is one the most important ranking factors.

### How Seobility detects spelling mistakes:

A typo list based on [this Wikipedia list](#) is used to detect spelling mistakes.

This means that not all misspelled words can be detected, but only the most common typing errors.

#	URL	Language	Typos
1.	<a href="https://www.mrroof.com/reviews/">https://www.mrroof.com/reviews/</a>	en-us	<code>throught =&gt; thought, through, throughout</code> <code>competive =&gt; competitive</code>
2.	<a href="https://www.mrroof.com/ann-arbor/reviews/">https://www.mrroof.com/ann-arbor/reviews/</a>	en-us	<code>throught =&gt; thought, through, throughout</code> <code>competive =&gt; competitive</code> <code>thru =&gt; through</code>
3.	<a href="https://www.mrroof.com/cleveland/reviews/">https://www.mrroof.com/cleveland/reviews/</a>	en-us	<code>avaiable =&gt; available</code>

## Pages with filler text and images

Pages with filler texts or images

No errors or problems were found.

## Pages without text or paragraphs

Pages on which no text or paragraphs were found

### Optimization Tips

The Seobility bot did not find any text content on the following pages.

### Why you should avoid pages without text:

High quality content is essential to get ranked on Google. On the other hand, if there is no text content on a page, search engine bots will have very little information to analyze the page's content and [index](#) the page.

### How to fix these problems:

If the pages are [sitemaps](#) or pages you are not trying to rank, you should tell robots [not to index](#) these pages. It may also make sense to exclude them from crawling in your [robots.txt](#) if they do not contain important internal links.

However, if the pages contain content that the Seobility bot simply does not recognize, you should make sure that it is accessible to search engine bots. For example, most search engines cannot evaluate text in images or Flash elements.

You can find more information about quality content in our wiki article "[Content is King](#)".

#	URL
1.	<a href="https://www.mrroof.com/billpay/">https://www.mrroof.com/billpay/</a>
2.	<a href="https://www.mrroof.com/free-estimate/">https://www.mrroof.com/free-estimate/</a>
3.	<a href="https://www.mrroof.com/ann-arbor/free-estimate/">https://www.mrroof.com/ann-arbor/free-estimate/</a>
4.	<a href="https://www.mrroof.com/grand-rapids/billpay/">https://www.mrroof.com/grand-rapids/billpay/</a>
5.	<a href="https://www.mrroof.com/grand-rapids/financing/">https://www.mrroof.com/grand-rapids/financing/</a>
6.	<a href="https://www.mrroof.com/cleveland/billpay/">https://www.mrroof.com/cleveland/billpay/</a>
7.	<a href="https://www.mrroof.com/cleveland/financing/">https://www.mrroof.com/cleveland/financing/</a>
8.	<a href="https://www.mrroof.com/cleveland/free-estimate/">https://www.mrroof.com/cleveland/free-estimate/</a>
9.	<a href="https://www.mrroof.com/cincinnati/billpay/">https://www.mrroof.com/cincinnati/billpay/</a>
10.	<a href="https://www.mrroof.com/cincinnati/financing/">https://www.mrroof.com/cincinnati/financing/</a>

# Content that appears on several pages

Content/text that is used on more than one page

## Optimization Tips

Here you will find an overview of text blocks that are used on several pages of your website.

For this analysis, each text block found on your website is normalized and saved. If the same text block appears on several pages, it is detected and displayed here.

Notes, disclaimers, etc. that appear on a large number of your pages will not be taken into account.

## Why you should avoid using duplicate text blocks:

Each page should be unique and tailored to its target **keyword**. This will ensure that the content is as relevant as possible. That's why you should avoid using duplicate text blocks or generic content.

If very long text blocks are used multiple times on your website, you may also run into problems with **duplicate content**. For example, if you use long snippets of blog posts on the category pages or the home page of your blog, this could have a negative effect on the rankings of the actual blog posts. This is because Google has to decide which of these pages should appear in the search results if both a category page and a blog post contain relevant content for a keyword. As a consequence, it may choose the wrong one.

## How to fix these problems:

As a general rule, you should avoid using generic text that is used on multiple pages. Create unique content for each subpage instead.

To avoid duplicate content problems, keep the preview text of blog articles or similar as short as possible.

## More information on unique content and duplicate content:

- [Content is king - Seobility Wiki](#)
- [Duplicate content - Seobility Wiki](#)
- [Duplicate Content Issues: Common Causes and How to Fix Them - Seobility Blog](#)

#	Text blocks from the content that appear on several pages	URLs
1.	Gives you a next-level customer service experience, with seamless communication and clear visuali.....	<a href="https://www.mrroof.com/siding/">https://www.mrroof.com/siding/</a> <a href="https://www.mrroof.com/masonry/">https://www.mrroof.com/masonry/</a> <a href="https://www.mrroof.com/ann-arbor/roofing/">https://www.mrroof.com/ann-arbor/roofing/</a>
2.	Exterior renovation contractors providing roofing, siding, windows, gutters, masonry and insulati.....	<a href="https://www.mrroof.com/blog/mr-roof-murfreesboro-tn/">https://www.mrroof.com/blog/mr-roof-murfreesboro-tn/</a> <a href="https://www.mrroof.com/blog/homeowners-guide-attic-insulation/">https://www.mrroof.com/blog/homeowners-guide-attic-insulation/</a> <a href="https://www.mrroof.com/blog/fix-leaking-roof-novi/">https://www.mrroof.com/blog/fix-leaking-roof-novi/</a>
3.	Although roof is in our name, we do so much more than roofs. All with the same great service and .....	<a href="https://www.mrroof.com/">https://www.mrroof.com/</a> <a href="https://www.mrroof.com/ann-arbor/">https://www.mrroof.com/ann-arbor/</a> <a href="https://www.mrroof.com/grand-rapids/">https://www.mrroof.com/grand-rapids/</a>
4.	We take our roof financing options seriously so we can be sure that you are presented with great .....	<a href="https://www.mrroof.com/">https://www.mrroof.com/</a> <a href="https://www.mrroof.com/ann-arbor/">https://www.mrroof.com/ann-arbor/</a> <a href="https://www.mrroof.com/grand-rapids/">https://www.mrroof.com/grand-rapids/</a>

#	Text blocks from the content that appear on several pages	URLs
5.	Provides an accurate visualization of what your home would look like with different shingles, sid.....	<a href="https://www.mrroof.com/siding/">https://www.mrroof.com/siding/</a> <a href="https://www.mrroof.com/ann-arbor/roofing/">https://www.mrroof.com/ann-arbor/roofing/</a> <a href="https://www.mrroof.com/ann-arbor/siding/">https://www.mrroof.com/ann-arbor/siding/</a>
6.	A great option for expanding your home's interior space along with the amount of natural light co.....	<a href="https://www.mrroof.com/windows/">https://www.mrroof.com/windows/</a> <a href="https://www.mrroof.com/ann-arbor/windows/">https://www.mrroof.com/ann-arbor/windows/</a> <a href="https://www.mrroof.com/grand-rapids/windows/">https://www.mrroof.com/grand-rapids/windows/</a>
7.	On top of opening up your interior to fantastic natural light, these windows will enhance your ho.....	<a href="https://www.mrroof.com/windows/">https://www.mrroof.com/windows/</a> <a href="https://www.mrroof.com/ann-arbor/windows/">https://www.mrroof.com/ann-arbor/windows/</a> <a href="https://www.mrroof.com/grand-rapids/windows/">https://www.mrroof.com/grand-rapids/windows/</a>
8.	A wide range of colors and woodgrains to create the perfect replacement window to complement any .....	<a href="https://www.mrroof.com/windows/">https://www.mrroof.com/windows/</a> <a href="https://www.mrroof.com/ann-arbor/windows/">https://www.mrroof.com/ann-arbor/windows/</a> <a href="https://www.mrroof.com/grand-rapids/windows/">https://www.mrroof.com/grand-rapids/windows/</a>
9.	Optional polyurethane insulating foam filled vinyl frames and sashes for additional insulation an.....	<a href="https://www.mrroof.com/windows/">https://www.mrroof.com/windows/</a> <a href="https://www.mrroof.com/ann-arbor/windows/">https://www.mrroof.com/ann-arbor/windows/</a> <a href="https://www.mrroof.com/grand-rapids/windows/">https://www.mrroof.com/grand-rapids/windows/</a>
10.	The addition of gutter guards can prevent debris and other materials from clogging your drainage .....	<a href="https://www.mrroof.com/gutters/">https://www.mrroof.com/gutters/</a> <a href="https://www.mrroof.com/ann-arbor/gutters/">https://www.mrroof.com/ann-arbor/gutters/</a> <a href="https://www.mrroof.com/grand-rapids/gutters/">https://www.mrroof.com/grand-rapids/gutters/</a>

## **Pages without proper keyword optimization**

Pages on which we couldn't detect a single optimized keyword

No errors or problems were found.

## **Duplicate Content**

Pages whose complete content appears on other pages

No errors or problems were found.

## **Competing pages for the same keywords**

Competing pages due to the same keyword optimization

No errors or problems were found.

## **Complete page duplicates**

Pages with the same HTML code and content.

No errors or problems were found.