

Broken links, bad redirects, crawl errors, indexability problems, localization issues, and platform misconfigurations quietly undermine your website. These problems often go unnoticed because they don't always break the site visually, but they erode performance, weaken search visibility, and damage user trust over time. Left unaddressed, technical issues create friction for both visitors and search engines, making every other improvement less effective and more difficult to sustain.

Technical health is about making sure the website works the way search engines, browsers, and users expect it to. These issues often go unnoticed because they don't always break the site visually—but they create friction that slows growth and weakens results over time.

Goal: a technically sound website that search engines can crawl, understand, and trust.

What's addressed

- **Broken links and errors:** fixing dead pages, missing resources, and error responses that frustrate users and crawlers.
- **Redirect chains:** cleaning up inefficient or incorrect redirects that waste crawl budget and slow navigation.
- **Indexability:** ensuring important pages can be discovered, crawled, and indexed correctly.
- **Platform issues:** resolving CMS, extension, and configuration problems that cause instability or duplication.

Why it matters

- Search engines lose confidence in unstable or error-heavy sites.
- Users abandon pages that lead to errors or unexpected behavior.
- Technical debt makes future improvements slower and more expensive.

Technical health protects every other optimization effort.

How the analysis helps

The free website analysis scans for common technical issues such as broken links, redirect problems, indexing blockers, duplicate URLs, and configuration errors that interfere with crawling and ranking.

It provides a clear checklist of what needs attention first, so technical fixes are handled systematically instead of reactively.

Next step: run the free analysis to surface technical issues before they hold everything else back.