

Rank Me Higher

Your logo

Full Site Audit Report

apple.com

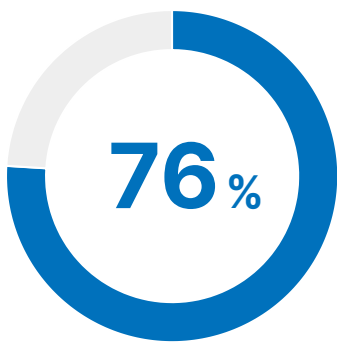
Client's website

Your logo and details

Full Site Audit Report

Subdomain: apple.com
 Last Update: April 29, 2024
 Crawled Pages: 100

Site Health



Crawled Pages

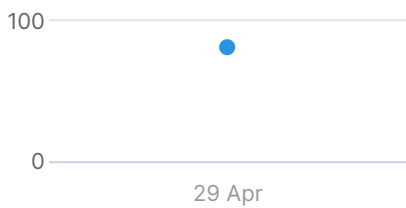
100

● Healthy (11)
 ● Broken (0)
 ● Have issues (59)
 ● Redirected (28)
 ● Blocked (2)



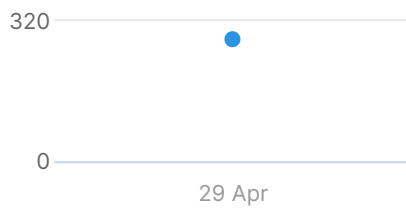
Errors

82



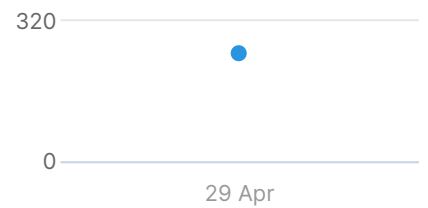
Warnings

280



Notices

245



Top Issues

11 structured data items are invalid	errors	2% of total issues
1 page has a meta refresh tag	errors	0% of total issues
53 pages have low text-HTML ratio	warnings	9% of total issues

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82 ⁰

60 issues with broken internal JavaScript and CSS files

About this issue: A broken JavaScript or CSS file is an issue that should be watched out for on your website. Any script that has stopped running on your website may jeopardize your rankings, since search engines will not be able to properly render and index your webpages. Moreover, broken JS and CSS files may cause website errors, and this will certainly spoil your user experience.

How to fix: Review all broken JavaScript and CSS files hosted on your website and fix any issues.

60 ⁰

11 structured data items are invalid

About this issue: This issue is triggered if structured data items contain fields that do not meet Google's guidelines <https://developers.google.com/search/docs/data-types/article>. Implementing and maintaining your structured data correctly is important if you want to get an edge over your competitors in search results. If your website markup has errors, crawlers will not be able to properly understand it, and you may run the risk of losing the chance of gaining rich snippets and getting more favorable rankings.

For more information on the structured data requirements, see <https://schema.org>, Google documentation <https://developers.google.com/search/docs/data-types/article> or our article <https://www.semrush.com/kb/1084-structured-data-items-site-audit>. How to fix: Check structured data on your webpages with a validation tool. Please note that different markup testing tools may show different results.

We recommend that you use the Rich Results Test tool <https://search.google.com/test/rich-results> to review and validate your pages' structured data against their rich snippet requirements.

11 ⁰

5 internal images are broken

About this issue: An internal broken image is an image that can't be displayed because it no longer exists, its URL is misspelled, or because the file path is not valid. Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality. How to fix: To fix a broken internal image, perform one of the following: 1.

If an image is no longer located in the same location, change its URL. 2. If an image was deleted or damaged, replace it with a new one.

3. If an image is no longer needed, simply remove it from your page's code.

5 ⁰

5 hreflang conflicts within page source code

About this issue: If you're running a multilingual website, it is necessary to help users from other countries find your content in the language that is most appropriate for them. This is where the hreflang (rel="alternate" hreflang="x") attribute comes in handy. This attribute helps search engines understand which page should be shown to visitors based on their location.

It is very important to properly synchronize your hreflang attributes within your page's source code, otherwise you may experience unexpected search engine behavior. For more information, see this article <https://support.google.com/webmasters/answer/189077?hl=en>.

How to fix: To avoid any conflicts, we recommend that you review your hreflang attributes within your page's source code and fix any of the following issues: 1.

Conflicting hreflang and rel=canonical URLs. 2. Conflicting hreflang URLs.

3. No self-referencing hreflang URLs.

5 ⁰

1 page has a meta refresh tag

About this issue: A meta refresh tag instructs a web browser to redirect a user to a different page after a given interval. Generally, it is recommended that you avoid using a meta refresh tag as it is considered a poor, slow and outdated technique that may lead to SEO and usability issues. How to fix: Review all pages with a meta refresh tag.

If this tag is used to redirect an old page to a new one, replace it with a 301 redirect.

1

0 pages returned 5XX status code

0

0 pages returned 4XX status code

0

0 pages don't have title tags

0

0 issues with duplicate title tags

0

0 pages have duplicate content issues

0

0 internal links are broken

0

0 pages couldn't be crawled

0

0 pages couldn't be crawled (DNS resolution issues)

0

0 pages couldn't be crawled (incorrect URL formats)

0

0 pages have duplicate meta descriptions

0

Robots.txt file has format errors

0

0 sitemap.xml files have format errors

0

0 incorrect pages found in sitemap.xml

0

0 pages have a WWW resolve issue

0

This page has no viewport tag 0

0 pages have too large HTML size 0

0 AMP pages have no canonical tag 0

0 issues with hreflang values 0

0 issues with incorrect hreflang links 0

0 non-secure pages 0

0 issues with expiring or expired certificate 0

0 issues with old security protocol 0

0 issues with incorrect certificate name 0

0 issues with mixed content 0

No redirect or canonical to HTTPS homepage from HTTP version 0

0 redirect chains and loops 0

0 pages with a broken canonical link 0

0 pages have multiple canonical URLs 0

0 subdomains don't support secure encryption algorithms 0

0 sitemap.xml files are too large 0

0 links couldn't be crawled (incorrect URL formats)

0 0

0 pages are missing the viewport width value

0 0

0 pages have slow load speed

0 0

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280 0**60 issues with uncached JavaScript and CSS files**

About this issue: This issue is triggered if browser caching is not specified in the response header. Enabling browser caching for JavaScript and CSS files allows browsers to store and reuse these resources without having to download them again when requesting your page. That way the browser will download less data, which will decrease your page load time. And the less time it takes to load your page, the happier your visitors are. For more information, please see this Google article

<https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: If JavaScript and CSS files are hosted on your website, enable browser caching for them.

If JavaScript and CSS files are hosted on a website that you don't own, contact the website owner and ask them to enable browser caching for them. If this issue doesn't affect your page load time, simply ignore it.

60 0**55 issues with uncompressed JavaScript and CSS files**

About this issue: This issue is triggered if compression is not enabled in the HTTP response. Compressing JavaScript and CSS files significantly reduces their size as well as the overall size of your webpage, thus improving your page load time. Uncompressed JavaScript and CSS files make your page load slower, which negatively affects user experience and may worsen your search engine rankings.

If your webpage uses uncompressed CSS and JS files that are hosted on an external site, you should make sure they do not affect your page's load time. For more information, please see this Google article

<https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: Enable compression for your JavaScript and CSS files on your server.

If your webpage uses uncompressed CSS and JS files that are hosted on an external site, contact the website owner and ask them to enable compression on their server. If this issue doesn't affect your page load time, simply ignore it.

55 0**53 pages have low text-HTML ratio**

About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content.

That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster.

How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

53 0

31 issues with blocked internal resources in robots.txt

31⁰

About this issue: Blocked resources are resources (e.g., CSS, JavaScript, image files, etc.) that are blocked from crawling by a "Disallow" directive in your robots.txt file. By disallowing these files, you're preventing search engines from accessing them and, as a result, properly rendering and indexing your webpages. This, in return, may lead to lower rankings.

For more information, please see this article. How to fix: To unblock a resource, simply update your robots.txt file.

22 outgoing internal links contain nofollow attribute

22⁰

About this issue: The rel="nofollow" attribute is an element in an <a> tag that tells crawlers not to follow the link (e.g., "Nofollow link example"). "Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website.

Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from <a> tags, if necessary.

21 issues with unminified JavaScript and CSS files

21⁰

About this issue: Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>.

How to fix: Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files. If this issue doesn't affect your page load time, simply ignore it.

16 links on HTTPS pages lead to HTTP page

16⁰

9 images don't have alt attributes

9⁰

About this issue: Alt attributes within tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers.

For more information, please see these articles: Using ALT attributes smartly:

<https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and Google Image Publishing Guidelines: <https://support.google.com/webmasters/answer/114016?hl=en>.

How to fix: Specify a relevant alternative attribute inside an tag for each image on your website, e.g., "".

5 pages have a low word count

5 0

About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines.

Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts.

For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

3 pages don't have an h1 heading

3 0

About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly.

How to fix: Provide a concise, relevant h1 heading for each of your page.

3 pages don't have meta descriptions

3 0

About this issue: Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users.

For more information, please see these article: Create good titles and snippets in Search Results: <https://support.google.com/webmasters/answer/35624>. How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

1 page doesn't have enough text within the title tags

1 0

About this issue: Generally, using short titles on webpages is a recommended practice.

However, keep in mind that titles containing 10 characters or less do not provide enough information about what your webpage is about and limit your page's potential to show up in search results for different keywords. For more information, please see this Google article: <https://support.google.com/webmasters/answer/35624>.

How to fix: Add more descriptive text inside your page's <title> tag.

1 page has duplicate H1 and title tags

1 0

About this issue: It is a bad idea to duplicate your title tag content in your first-level header. If your page's <title> and <h1> tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page.

For more information, please see this Google article:

<https://support.google.com/webmasters/answer/35624>. How to fix: Try to create different content for your <title> and <h1> tags.

0 external links are broken

0 0

0 external images are broken

0 0

0 pages have too much text within the title tags **0**

0 pages have too many on-page links **0**

0 URLs with a temporary redirect **0**

0 pages have too many parameters in their URLs **0**

0 pages have no hreflang and lang attributes **0**

0 pages don't have character encoding declared **0**

0 pages don't have doctype declared **0**

0 pages have incompatible plugin content **0**

0 pages contain frames **0**

0 pages have underscores in the URL **0**

Sitemap.xml not indicated in robots.txt **0**

Sitemap.xml not found **0**

Homepage does not use HTTPS encryption **0**

0 subdomains don't support SNI **0**

0 HTTP URLs in sitemap.xml for HTTPS site **0**

0 uncompressed pages **0**

0 pages have a JavaScript and CSS total size that is too large

0 0

0 pages use too many JavaScript and CSS files

0 0

0 link URLs are too long

0 0

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245 0**63 links have non-descriptive anchor text**

About this issue: This issue is triggered if a non-descriptive anchor text is used for a link (either internal or external). An anchor is considered to be non-descriptive if it doesn't give any idea of what the linked-to page is about, for example, "click here", "right here", etc. This type of anchor provides little value to users and search engines as it doesn't provide any information about the target page.

Also, such anchors will offer little in terms of the target page's ability to be indexed by search engines, and as a result, rank for relevant search requests. For more information on the criteria used to trigger this check, refer to kb article title. How to fix: To let users and search engines understand the meaning of the linked-to page, use a succinct anchor text that describes the page's content.

For best practices on how to optimize your anchor text, refer to the "Write good link text" section in Google's Search Engine Optimization (SEO) Starter Guide

[https://support.google.com/webmasters/answer/7451184?](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0)

[hl=en&ref_topic=9460495&authuser=0.](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0)

63 0**56 outgoing external links contain nofollow attributes**

About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings.

How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

56 0**54 URLs with a permanent redirect**

About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users.

How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.

54 0

29 links on this page have no anchor text29 ⁰

About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL), or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about.

Also, Google considers anchor text when indexing a page.

So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about.

Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide

[https://support.google.com/webmasters/answer/7451184?](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0)

[hl=en&ref_topic=9460495&authuser=0.](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0)

27 resources are formatted as page link27 ⁰

About this issue: We detected that some links to resources are formatted with `<a href>` HTML element. An `<a>` tag with a href attribute is used to link to other webpages and must only contain a page URL. Search engines will crawl your site from page to page by following these HTML page links.

When following a page link that contains a resource, for example, an image, the returned page will not contain anything except an image. This may confuse search engines and will indicate that your site has poor architecture. How to fix: Review your links.

Replace `<a href>` links with tags necessary for specific resources. For example, if you'd like to add an image, use an `` tag with an alt attribute describing the contents of your image.

6 pages have hreflang language mismatch issues6 ⁰

About this issue: This issue is triggered if a language value specified in a hreflang attribute doesn't match your page's language, which is determined based on semantic analysis. Any mistakes in hreflang attributes may confuse search engines, and your hreflang attributes will most likely be interpreted incorrectly. So it's worth taking the time to make sure you don't have any issues with hreflang attributes.

For more information, see these articles - Tell Google about localized versions of your page:

<https://support.google.com/webmasters/answer/189077>. How to fix: Review all pages reported to have this issue and fix all hreflang attributes. Please note that our crawler may report your webpage to have a "hreflang language mismatch" issue even if the hreflang value shows the correct language.

This usually happens if your webpage is multilingual or has too little content.

4 pages have only one incoming internal link4 ⁰

About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them.

How to fix: Add more incoming internal links to pages with important content.

3 pages have more than one H1 tag3 ⁰

2 pages are blocked from crawling **2**

1 subdomain doesn't support HSTS **1**

0 page URLs are longer than 200 characters **0**

Robots.txt not found **0**

0 orphaned pages in Google Analytics **0**

0 orphaned pages in sitemaps **0**

0 pages blocked by X-Robots-Tag: noindex HTTP header **0**

0 issues with blocked external resources in robots.txt **0**

0 issues with broken external JavaScript and CSS files **0**

0 pages need more than 3 clicks to be reached **0**

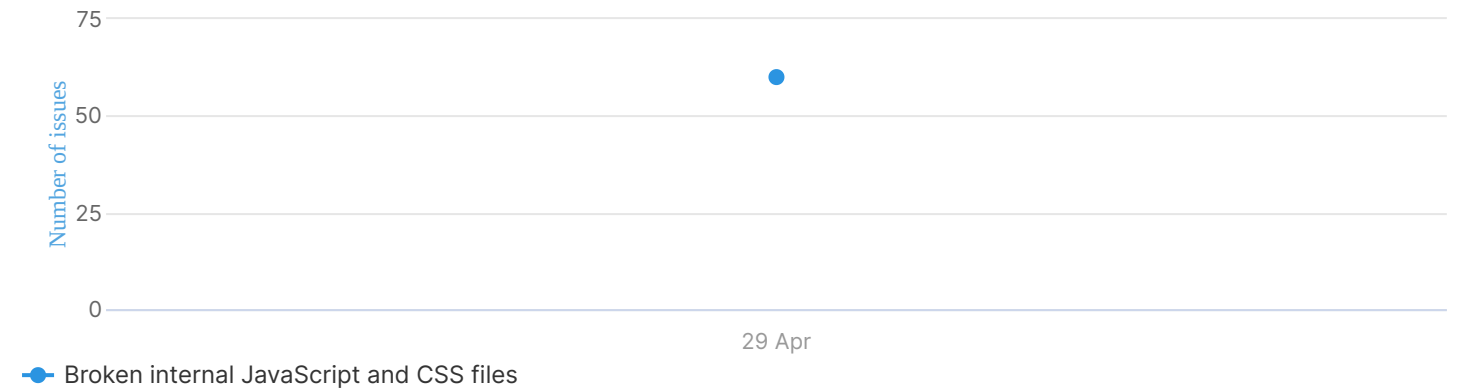
0 links to external pages or resources returned a 403 HTTP status code **0**

Broken internal JavaScript and CSS files

i About this issue: A broken JavaScript or CSS file is an issue that should be watched out for on your website. Any script that has stopped running on your website may jeopardize your rankings, since search engines will not be able to properly render and index your webpages. Moreover, broken JS and CSS files may cause website errors, and this will certainly spoil your user experience. How to fix: Review all broken JavaScript and CSS files hosted on your website and fix any issues.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Broken internal JavaScript and CSS files 60

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Page URL	Resource URL	HTTP Status Code	Resource Type	Discovered
Apple Card Application https://card.apple.com/apply/application?referrer=cid=apy-200-10000036&start=false	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Find Locations https://locate.apple.com/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Chill Covers - Playlist - Apple Music https://music.apple.com/us/playlist/chill-covers/pl.171ed575105547da92990578cb1639be?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://www.apple.com/wss/fonts?families=SF Pro,v4 SF Pro Icons,v1&display=swap	404	CSS	April 29, 2024 (10:06) [new]
iDale Play! - Playlist - Apple Music https://music.apple.com/us/playlist/dale-play/pl.4b364b8b182f4115acbf6deb83bd5222?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://www.apple.com/wss/fonts?families=SF Pro,v4 SF Pro Icons,v1&display=swap	404	CSS	April 29, 2024 (10:06) [new]
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]

Page URL	Resource URL	HTTP Status Code	Resource Type	Discovered
Apple https://www.apple.com/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/wss/fonts?families=SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/wss/fonts?families=SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
AirTag - Apple https://www.apple.com/airtag/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
App Store - Apple https://www.apple.com/app-store/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Books - Apple https://www.apple.com/apple-books/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	https://www.apple.com/wss/fonts?families=New York Large,v1	404	CSS	April 29, 2024 (10:06) [new]

Page URL	Resource URL	HTTP Status Code	Resource Type	Discovered
Apple News+ - Apple https://www.apple.com/apple-news/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple One - Apple https://www.apple.com/apple-one/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Vision Pro - Apple https://www.apple.com/apple-vision-pro/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Business - Apple https://www.apple.com/business/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/wss/fon ts?families=SF Pro,v1:100,200,300,400,500,600,700,800 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/wss/fon ts?family=SF Pro HK&weights=300,400,500,600&v=1	404	CSS	April 29, 2024 (10:06) [new]
Choose your country or region - Apple https://www.apple.com/choose-country-region/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3 SF Pro TH,v2 SF Pro AR,v1	404	CSS	April 29, 2024 (10:06) [new]
Ethics and Compliance - Apple https://www.apple.com/compliance/	https://www.apple.com/wss/fon ts?families=SF Pro,v1 SF Pro Ic ons,v1	404	CSS	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Inclusion & Diversity - Apple https://www.apple.com/diversity/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Education - Apple https://www.apple.com/education-initiative/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]
Environment - Apple https://www.apple.com/environment/	https://www.apple.com/wss/fon ts?families=SF Pro,v3 SF Pro Ic ons,v3	404	CSS	April 29, 2024 (10:06) [new]

Page URL	Resource URL	HTTP Status Code	Resource Type	Discovered
Healthcare - Apple Watch - Apple https://www.apple.com/healthcare/apple-watch/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Healthcare - Health Records - Apple https://www.apple.com/healthcare/health-records/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Leadership - Apple https://www.apple.com/leadership/	https://www.apple.com/wss/fonts?families=SF Pro,v1 SF Pro Icons,v1	404	CSS	April 29, 2024 (10:06) [new]
Apple - Legal https://www.apple.com/legal/	https://www.apple.com/wss/fonts?families=SF Pro,v1 SF Pro Icons,v1	404	CSS	April 29, 2024 (10:06) [new]
Legal - Website Terms of Use - Apple https://www.apple.com/legal/internet-services/terms/site.html	https://www.apple.com/wss/fonts?families=SF Pro,v1 SF Pro Icons,v1	404	CSS	April 29, 2024 (10:06) [new]
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	https://www.apple.com/wss/fonts?families=SF Pro,v1 SF Pro Icons,v1	404	CSS	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Newsroom - Apple https://www.apple.com/newsroom/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]

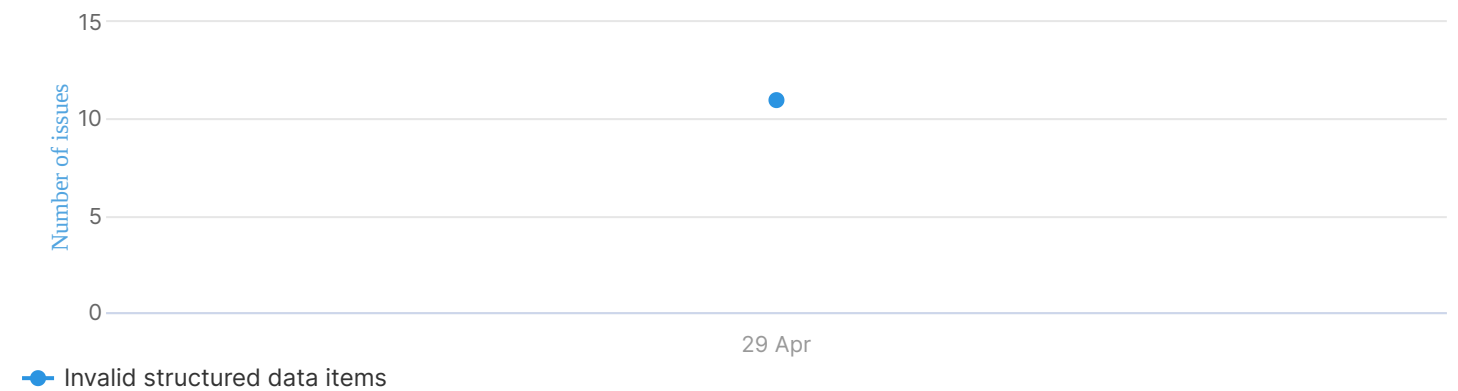
Page URL	Resource URL	HTTP Status Code	Resource Type	Discovered
Privacy - Apple https://www.apple.com/privacy/	https://www.apple.com/wss/fonts?families=SF Pro,v2 SF Pro Icons,v1	404	CSS	April 29, 2024 (10:06) [new]
Apple Store for Government - Apple https://www.apple.com/r/store/government/	https://www.apple.com/wss/fonts?family=Myriad Set Pro&=1	404	CSS	April 29, 2024 (10:06) [new]
Racial Equity and Justice Initiative - Apple https://www.apple.com/racial-equity-justice-initiative/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Store - Find a Store - Apple https://www.apple.com/retail/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Small Business and Apple Retail - Apple https://www.apple.com/retail/business/	https://www.apple.com/wss/fonts?families=SF Pro,v2 SF Pro Icons,v1	404	CSS	April 29, 2024 (10:06) [new]
Genius Bar Reservation and Apple Support Options - Apple https://www.apple.com/retail/geniusbar/	https://www.apple.com/wss/fonts?families=SF Pro,v1 SF Pro Icons,v1	404	CSS	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Site Map - Apple https://www.apple.com/sitemap/	https://www.apple.com/wss/fonts?families=SF Pro,v2 SF Pro Icons,v1	404	CSS	April 29, 2024 (10:06) [new]
Supply Chain Innovation - Apple https://www.apple.com/supply-chain/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Today at Apple - Apple https://www.apple.com/today/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Wallet - Apple https://www.apple.com/wallet/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/wss/fonts?families=SF Pro,v3 SF Pro Icons,v3	404	CSS	April 29, 2024 (10:06) [new]

Invalid structured data items

i About this issue: This issue is triggered if structured data items contain fields that do not meet Google's guidelines <https://developers.google.com/search/docs/data-types/article>. Implementing and maintaining your structured data correctly is important if you want to get an edge over your competitors in search results. If your website markup has errors, crawlers will not be able to properly understand it, and you may run the risk of losing the chance of gaining rich snippets and getting more favorable rankings. For more information on the structured data requirements, see <https://schema.org>, Google documentation <https://developers.google.com/search/docs/data-types/article> or our article <https://www.semrush.com/kb/1084-structured-data-items-site-audit>. How to fix: Check structured data on your webpages with a validation tool. Please note that different markup testing tools may show different results. We recommend that you use the Rich Results Test tool <https://search.google.com/test/rich-results> to review and validate your pages' structured data against their rich snippet requirements.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Invalid structured data items 11

apple.com

Page URL	Structured Data Type	Affected Fields	Discovered
AirPods Pro (2nd generation) - Apple	Product snippet	1 field: aggregateRating or offers or review	April 29, 2024 (10:06) [new]
AirTag - Apple	Product snippet	1 field: aggregateRating or offers or review	April 29, 2024 (10:06) [new]
App Store - Apple	Software App	2 fields: aggregateRating or review, offers	April 29, 2024 (10:06) [new]
Apple Books - Apple	Software App	2 fields: aggregateRating or review, offers	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple	Software App	2 fields: aggregateRating or review, offers	April 29, 2024 (10:06) [new]
Apple Vision Pro - Apple	Product snippet	1 field: aggregateRating or offers or review	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple	Product snippet	1 field: aggregateRating or offers or review	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple	Product snippet	1 field: aggregateRating or offers or review	April 29, 2024 (10:06) [new]

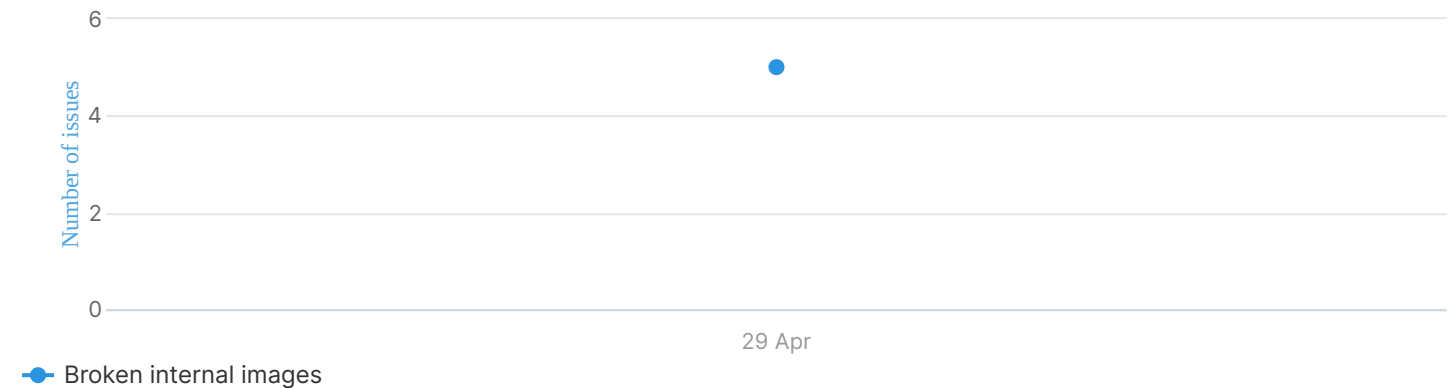
Page URL	Structured Data Type	Affected Fields	Discovered
https://www.apple.com/iphone-15-pro/	Product snippet	1 field: aggregateRating or offers or review	April 29, 2024 (10:06) [new]
https://www.apple.com/iphone-15/	Product snippet	1 field: aggregateRating or offers or review	April 29, 2024 (10:06) [new]
https://www.apple.com/macbook-air/	Product snippet	1 field: aggregateRating or offers or review	April 29, 2024 (10:06) [new]

Broken internal images

i About this issue: An internal broken image is an image that can't be displayed because it no longer exists, its URL is misspelled, or because the file path is not valid. Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality. How to fix: To fix a broken internal image, perform one of the following: 1. If an image is no longer located in the same location, change its URL. 2. If an image was deleted or damaged, replace it with a new one. 3. If an image is no longer needed, simply remove it from your page's code

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Broken internal images 5

apple.com

Page URL	Image URL	HTTP Code	Discovered
https://www.apple.com/careers/us/	https://www.apple.com/careers/images/2021/index/Apple_Jobs_Hardware/default@2x.jpg 1x, /careers/images/2021/index/Apple_Jobs_Hardware/default@2x.jpg 2x	404	April 29, 2024 (10:06) [new]
https://www.apple.com/careers/us/	https://www.apple.com/careers/images/2021/index/Apple_Jobs_Support-Service/default@2x.jpg 1x, /careers/images/2021/index/Apple_Jobs_Support-Service/default@2x.jpg 2x	404	April 29, 2024 (10:06) [new]
https://www.apple.com/careers/us/	https://www.apple.com/careers/images/2021/index/Apple_Jobs_Retail/default@2x.jpg 1x, /careers/images/2021/index/Apple_Jobs_Retail/default@2x.jpg 2x	404	April 29, 2024 (10:06) [new]
https://www.apple.com/careers/us/	https://www.apple.com/careers/images/2021/index/Apple_Jobs_Software/default@2x.jpg 1x, /careers/images/2021/index/Apple_Jobs_Software/default@2x.jpg 2x	404	April 29, 2024 (10:06) [new]

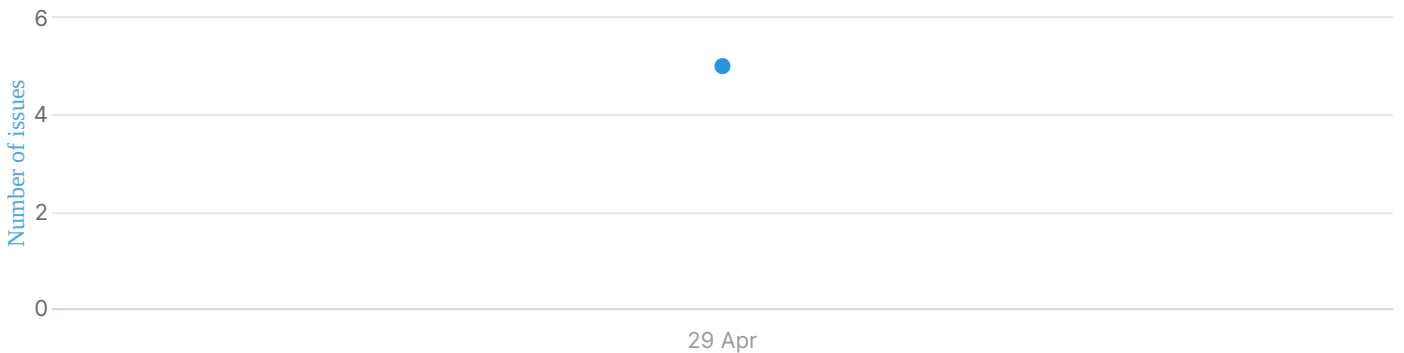
Page URL	Image URL	HTTP Code	Discovered
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/images/2021/index/Apple_Jobs_Machine-Learning-AI/default.jpg 1x, /careers/images/2021/index/Apple_Jobs_Machine-Learning-AI/default@2x.jpg 2x	404	April 29, 2024 (10:06) [new]

Hreflang conflicts within page source code

i About this issue: If you're running a multilingual website, it is necessary to help users from other countries find your content in the language that is most appropriate for them. This is where the hreflang (rel="alternate" hreflang="x") attribute comes in handy. This attribute helps search engines understand which page should be shown to visitors based on their location. It is very important to properly synchronize your hreflang attributes within your page's source code, otherwise you may experience unexpected search engine behavior. For more information, see this article <https://support.google.com/webmasters/answer/189077?hl=en>. How to fix: To avoid any conflicts, we recommend that you review your hreflang attributes within your page's source code and fix any of the following issues: 1. Conflicting hreflang and rel=canonical URLs. 2. Conflicting hreflang URLs. 3. No self-referencing hreflang URLs

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



● Hreflang conflicts within page source code

Hreflang conflicts within page source code 5

apple.com

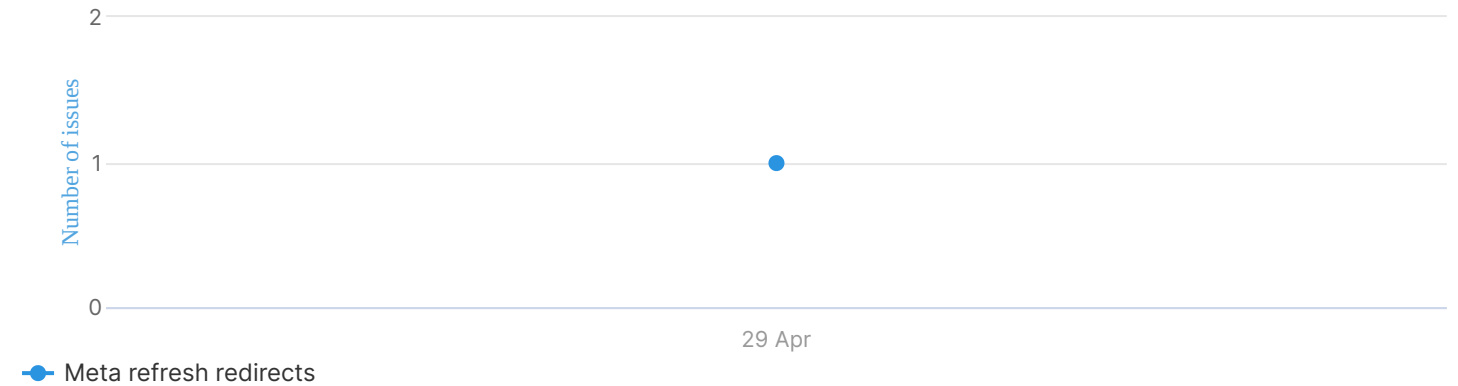
Page URL	Hreflang Value	Issue Type	Hreflang Value	Issue Type	Discovered
https://locate.apple.com/	fr-cf	Conflicting hreflang URLs	April 29, 2024 (10:06)		[new]
https://support.apple.com/?cid=gn-ols-home-hp-tab	—	No self-referencing hreflang	April 29, 2024 (10:06)		[new]
https://www.apple.com/airpods-pro/	en-us	Conflicting hreflang URLs	April 29, 2024 (10:06)		[new]
https://www.apple.com/apple-events/	en-us	Conflicting hreflang URLs	April 29, 2024 (10:06)		[new]
https://www.apple.com/apple-tv-plus/	en-us	Conflicting hreflang URLs	April 29, 2024 (10:06)		[new]

Meta refresh redirects

i About this issue: A meta refresh tag instructs a web browser to redirect a user to a different page after a given interval. Generally, it is recommended that you avoid using a meta refresh tag as it is considered a poor, slow and outdated technique that may lead to SEO and usability issues. How to fix: Review all pages with a meta refresh tag. If this tag is used to redirect an old page to a new one, replace it with a 301 redirect.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Meta refresh redirects 1

apple.com

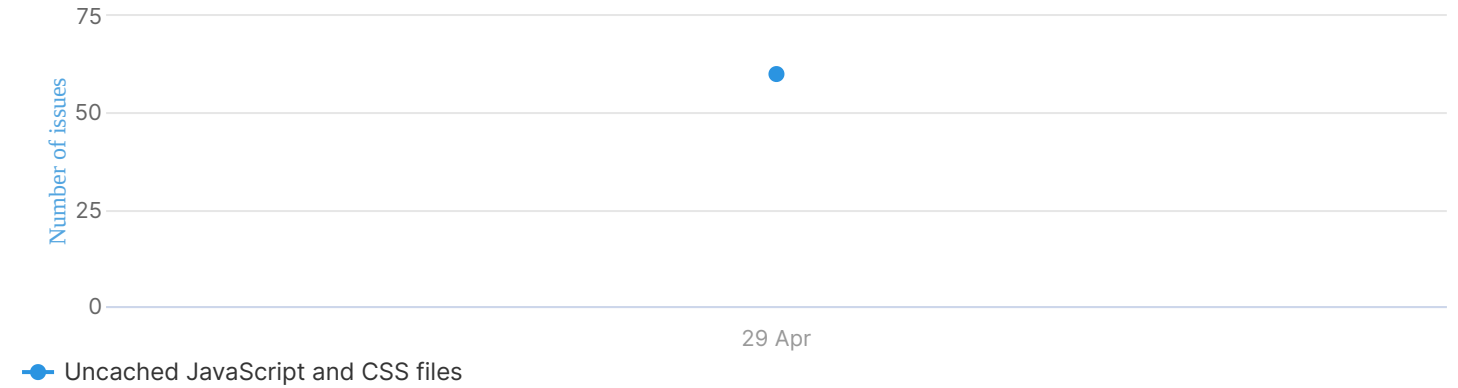
Page URL	Meta refresh URL	Discovered
Manage your Apple ID https://appleid.apple.com/us/	https://appleid.apple.com/noscript	April 29, 2024 (10:06) [new]

Uncached JavaScript and CSS files

i About this issue: This issue is triggered if browser caching is not specified in the response header. Enabling browser caching for JavaScript and CSS files allows browsers to store and reuse these resources without having to download them again when requesting your page. That way the browser will download less data, which will decrease your page load time. And the less time it takes to load your page, the happier your visitors are. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: If JavaScript and CSS files are hosted on your website, enable browser caching for them. If JavaScript and CSS files are hosted on a website that you don't own, contact the website owner and ask them to enable browser caching for them. If this issue doesn't affect your page load time, simply ignore it.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Uncached JavaScript and CSS files 60

apple.com

Page URL	Resource URL	Resource Type	Discovered
Apple https://www.apple.com/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/autopush/us/fam-gallery/fam-gallery.built.css	CSS	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
AirTag - Apple https://www.apple.com/airtag/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
App Store - Apple https://www.apple.com/app-store/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Books - Apple https://www.apple.com/apple-books/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.apple.com/ac/ac-video/4.9.0/styles/ac-video.css	CSS	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]

Page URL	Resource URL	Resource Type	Discovered
Apple Events - Apple https://www.apple.com/apple-events/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple News+ - Apple https://www.apple.com/apple-news/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple One - Apple https://www.apple.com/apple-one/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Vision Pro - Apple https://www.apple.com/apple-vision-pro/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Business - Apple https://www.apple.com/business/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/text-rail.css	CSS	April 29, 2024 (10:06) [new]
Choose your country or region - Apple https://www.apple.com/choose-country-region/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Ethics and Compliance - Apple https://www.apple.com/compliance/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Ethics and Compliance - Apple https://www.apple.com/compliance/	https://www.apple.com/ac/localnav/3.0/styles/ac-localnav.built.css	CSS	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Inclusion & Diversity - Apple https://www.apple.com/diversity/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Education - Apple https://www.apple.com/education-initiative/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Environment - Apple https://www.apple.com/environment/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]

Page URL	Resource URL	Resource Type	Discovered
Healthcare - Apple Watch - Apple https://www.apple.com/healthcare/apple-watch/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Healthcare - Health Records - Apple https://www.apple.com/healthcare/health-records/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Leadership - Apple https://www.apple.com/leadership/	https://www.apple.com/ac/localnav/5/styles/ac-localnav.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Leadership - Apple https://www.apple.com/leadership/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple - Legal https://www.apple.com/legal/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple - Legal https://www.apple.com/legal/	https://www.apple.com/ac/localnav/3.0/styles/ac-localnav.built.css	CSS	April 29, 2024 (10:06) [new]
Legal - Website Terms of Use - Apple https://www.apple.com/legal/internet-services/terms/site.html	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Legal - Website Terms of Use - Apple https://www.apple.com/legal/internet-services/terms/site.html	https://www.apple.com/ac/localnav/3.0/styles/ac-localnav.built.css	CSS	April 29, 2024 (10:06) [new]
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	https://www.apple.com/ac/localnav/3.0/styles/ac-localnav.built.css	CSS	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Newsroom - Apple https://www.apple.com/newsroom/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Privacy - Apple https://www.apple.com/privacy/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]

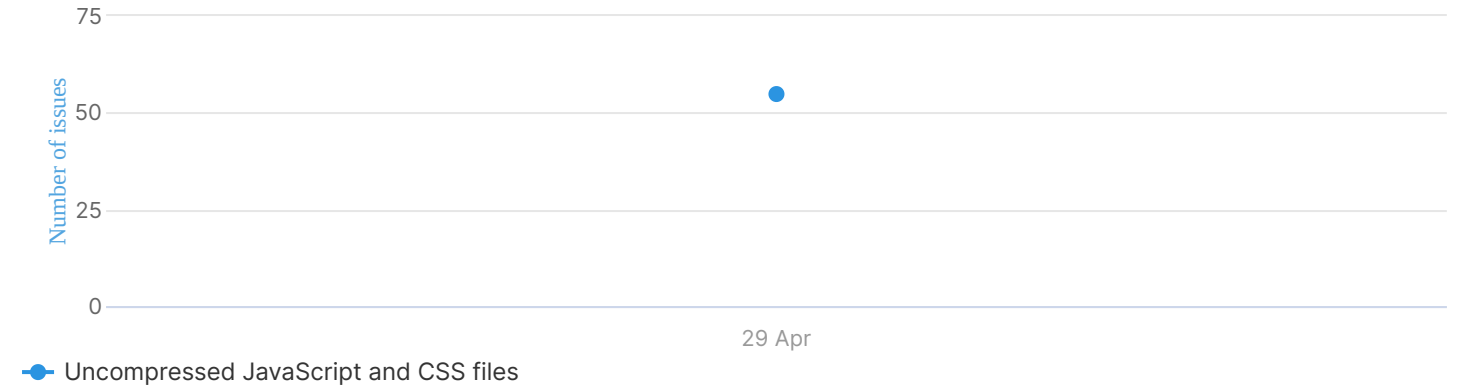
Page URL	Resource URL	Resource Type	Discovered
Apple Store for Government - Apple https://www.apple.com/r/store/government/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Store for Government - Apple https://www.apple.com/r/store/government/	https://www.apple.com/ac/localnav/3.0/styles/ac-localnav.built.css	CSS	April 29, 2024 (10:06) [new]
Racial Equity and Justice Initiative - Apple https://www.apple.com/racial-equity-justice-initiative/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Store - Find a Store - Apple https://www.apple.com/retail/	https://www.apple.com/ac/localeswitcher/4/en_US/styles/localeswitcher.built.css	CSS	April 29, 2024 (10:06) [new]
Small Business and Apple Retail - Apple https://www.apple.com/retail/business/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Genius Bar Reservation and Apple Support Options - Apple https://www.apple.com/retail/geniusbar/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Genius Bar Reservation and Apple Support Options - Apple https://www.apple.com/retail/geniusbar/	https://www.apple.com/ac/localnav/3.0/styles/ac-localnav.built.css	CSS	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Site Map - Apple https://www.apple.com/sitemap/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Site Map - Apple https://www.apple.com/sitemap/	https://www.apple.com/sitemap/_assets/styles/sitemap.built.css	CSS	April 29, 2024 (10:06) [new]
Supply Chain Innovation - Apple https://www.apple.com/supply-chain/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Wallet - Apple https://www.apple.com/wallet/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/ac/globalfooter/8/en_US/styles/ac-globalfooter.built.css	CSS	April 29, 2024 (10:06) [new]

Uncompressed JavaScript and CSS files

i About this issue: This issue is triggered if compression is not enabled in the HTTP response. Compressing JavaScript and CSS files significantly reduces their size as well as the overall size of your webpage, thus improving your page load time. Uncompressed JavaScript and CSS files make your page load slower, which negatively affects user experience and may worsen your search engine rankings. If your webpage uses uncompressed CSS and JS files that are hosted on an external site, you should make sure they do not affect your page's load time. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: Enable compression for your JavaScript and CSS files on your server. If your webpage uses uncompressed CSS and JS files that are hosted on an external site, contact the website owner and ask them to enable compression on their server. If this issue doesn't affect your page load time, simply ignore it.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Uncompressed JavaScript and CSS files 55

apple.com

Page URL	Resource URL	Resource Type	Discovered
Find Locations https://locate.apple.com/	https://locate.apple.com/scripts/apple-satelite.lib.js	JavaScript	April 29, 2024 (10:06) [new]
Find Locations https://locate.apple.com/	https://locate.apple.com/static/js/2.8ea6e509.chunk.js	JavaScript	April 29, 2024 (10:06) [new]
Find Locations https://locate.apple.com/	https://locate.apple.com/static/js/main.c8ed0a7b.chunk.js	JavaScript	April 29, 2024 (10:06) [new]
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
AirTag - Apple https://www.apple.com/airtag/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
App Store - Apple https://www.apple.com/app-store/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Books - Apple https://www.apple.com/apple-books/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]

Page URL	Resource URL	Resource Type	Discovered
Apple Events - Apple https://www.apple.com/apple-events/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple News+ - Apple https://www.apple.com/apple-news/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple One - Apple https://www.apple.com/apple-one/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Vision Pro - Apple https://www.apple.com/apple-vision-pro/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Business - Apple https://www.apple.com/business/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Choose your country or region - Apple https://www.apple.com/choose-country-region/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Ethics and Compliance - Apple https://www.apple.com/compliance/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Inclusion & Diversity - Apple https://www.apple.com/diversity/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Education - Apple https://www.apple.com/education-initiative/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Environment - Apple https://www.apple.com/environment/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]

Page URL	Resource URL	Resource Type	Discovered
Healthcare - Apple Watch - Apple https://www.apple.com/healthcare/apple-watch/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Healthcare - Health Records - Apple https://www.apple.com/healthcare/health-records/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Leadership - Apple https://www.apple.com/leadership/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple - Legal https://www.apple.com/legal/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Legal - Website Terms of Use - Apple https://www.apple.com/legal/internet-services/terms/site.html	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Newsroom - Apple https://www.apple.com/newsroom/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Privacy - Apple https://www.apple.com/privacy/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Store for Government - Apple https://www.apple.com/r/store/government/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Racial Equity and Justice Initiative - Apple https://www.apple.com/racial-equity-justice-initiative/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Store - Find a Store - Apple https://www.apple.com/retail/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]

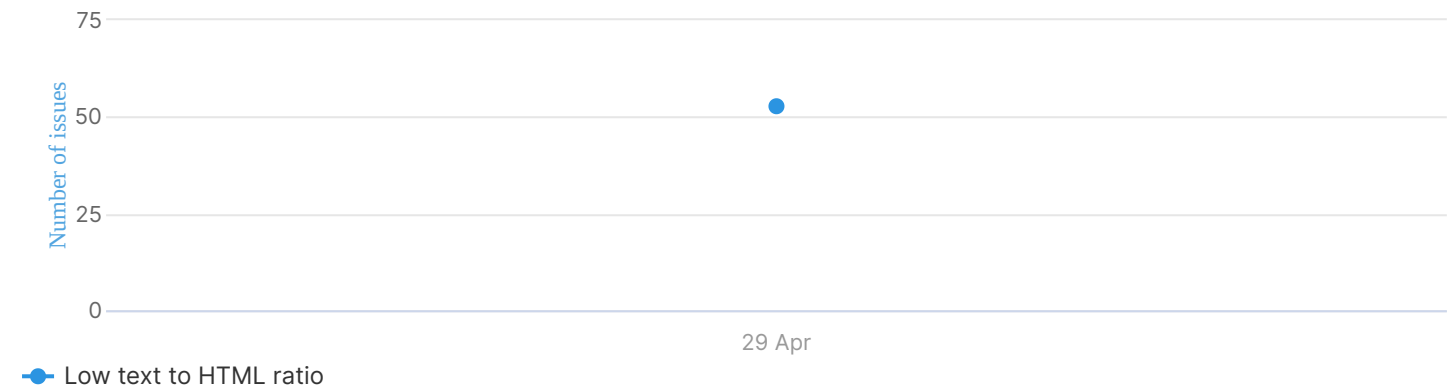
Page URL	Resource URL	Resource Type	Discovered
Small Business and Apple Retail - Apple https://www.apple.com/retail/business/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Genius Bar Reservation and Apple Support Options - Apple https://www.apple.com/retail/geniusbar/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Site Map - Apple https://www.apple.com/sitemap/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Supply Chain Innovation - Apple https://www.apple.com/supply-chain/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Today at Apple - Apple https://www.apple.com/today/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Wallet - Apple https://www.apple.com/wallet/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/api-www/global-elements/global-header/v1/assets/globalheader.umd.js	JavaScript	April 29, 2024 (10:06) [new]

Low text to HTML ratio

i About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster. How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Low text to HTML ratio 53

apple.com

Page URL	Ratio	Discovered
Apple Card Application https://card.apple.com/apply/application?referrer=cid=apy-200-10000036&start=false	0.05	April 29, 2024 (10:06) [new]
Perfect Your Yoga Balance Poses - Fitness+ https://fitness.apple.com/us/studio-collection/perfect-your-yoga-balance-poses/1601737973?itscg=10000&itsct=afp-apl_hp-watch_now--240326	0.00	April 29, 2024 (10:06) [new]
Run Your First 5K - Fitness+ https://fitness.apple.com/us/studio-collection/run-your-first-5k/1596522605?itscg=10000&itsct=afp-apl_hp-watch_now--240326	0.01	April 29, 2024 (10:06) [new]
Find Locations https://locate.apple.com/	0.00	April 29, 2024 (10:06) [new]
Chill Covers - Playlist - Apple Music https://music.apple.com/us/playlist/chill-covers/pl.171ed575105547da92990578cb1639be?itscg=10000&itsct=am-apl_hp-listen_now--240326	0.01	April 29, 2024 (10:06) [new]
iDale Play! - Playlist - Apple Music https://music.apple.com/us/playlist/dale-play/pl.4b364b8b182f4115acbf6deb83bd5222?itscg=10000&itsct=am-apl_hp-listen_now--240326	0.00	April 29, 2024 (10:06) [new]
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	0.02	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	0.02	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	0.08	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	0.08	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	0.05	April 29, 2024 (10:06) [new]
AirTag - Apple https://www.apple.com/airtag/	0.06	April 29, 2024 (10:06) [new]
App Store - Apple https://www.apple.com/app-store/	0.05	April 29, 2024 (10:06) [new]
Apple Books - Apple https://www.apple.com/apple-books/	0.03	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	0.06	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	0.02	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	0.06	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	0.06	April 29, 2024 (10:06) [new]

Page URL	Ratio	Discovered
Apple News+ - Apple https://www.apple.com/apple-news/	0.05	April 29, 2024 (10:06) [new]
Apple One - Apple https://www.apple.com/apple-one/	0.06	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	0.04	April 29, 2024 (10:06) [new]
Apple Vision Pro - Apple https://www.apple.com/apple-vision-pro/	0.05	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	0.07	April 29, 2024 (10:06) [new]
Business - Apple https://www.apple.com/business/	0.02	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	0.04	April 29, 2024 (10:06) [new]
Choose your country or region - Apple https://www.apple.com/choose-country-region/	0.02	April 29, 2024 (10:06) [new]
Ethics and Compliance - Apple https://www.apple.com/compliance/	0.03	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	0.05	April 29, 2024 (10:06) [new]
Environment - Apple https://www.apple.com/environment/	0.07	April 29, 2024 (10:06) [new]
Healthcare - Apple Watch - Apple https://www.apple.com/healthcare/apple-watch/	0.09	April 29, 2024 (10:06) [new]
Healthcare - Health Records - Apple https://www.apple.com/healthcare/health-records/	0.06	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	0.05	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	0.06	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	0.07	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	0.07	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	0.08	April 29, 2024 (10:06) [new]
Apple Leadership - Apple https://www.apple.com/leadership/	0.02	April 29, 2024 (10:06) [new]
Apple - Legal https://www.apple.com/legal/	0.03	April 29, 2024 (10:06) [new]

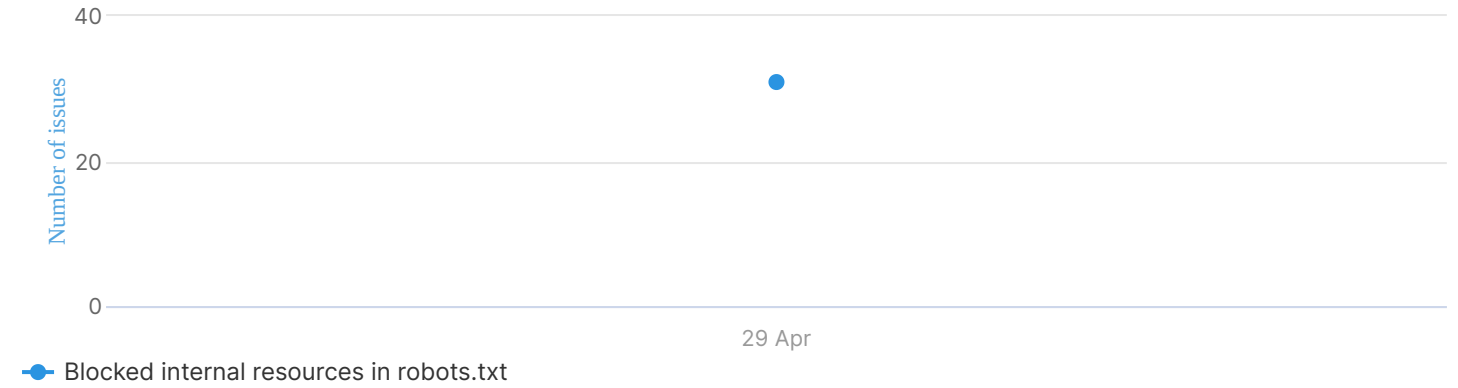
Page URL	Ratio	Discovered
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	0.02	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	0.06	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	0.09	April 29, 2024 (10:06) [new]
Newsroom - Apple https://www.apple.com/newsroom/	0.04	April 29, 2024 (10:06) [new]
Privacy - Apple https://www.apple.com/privacy/	0.05	April 29, 2024 (10:06) [new]
Apple Store for Government - Apple https://www.apple.com/r/store/government/	0.03	April 29, 2024 (10:06) [new]
Apple Store - Find a Store - Apple https://www.apple.com/retail/	0.01	April 29, 2024 (10:06) [new]
Small Business and Apple Retail - Apple https://www.apple.com/retail/business/	0.03	April 29, 2024 (10:06) [new]
Genius Bar Reservation and Apple Support Options - Apple https://www.apple.com/retail/geniusbar/	0.03	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	0.02	April 29, 2024 (10:06) [new]
Site Map - Apple https://www.apple.com/sitemap/	0.04	April 29, 2024 (10:06) [new]
Supply Chain Innovation - Apple https://www.apple.com/supply-chain/	0.08	April 29, 2024 (10:06) [new]
Today at Apple - Apple https://www.apple.com/today/	0.00	April 29, 2024 (10:06) [new]
Wallet - Apple https://www.apple.com/wallet/	0.07	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	0.07	April 29, 2024 (10:06) [new]

Blocked internal resources in robots.txt

- i** About this issue: Blocked resources are resources (e.g., CSS, JavaScript, image files, etc.) that are blocked from crawling by a "Disallow" directive in your robots.txt file. By disallowing these files, you're preventing search engines from accessing them and, as a result, properly rendering and indexing your webpages. This, in return, may lead to lower rankings. For more information, please see [this article](https://developers.google.com/search/docs/advanced/robots/intro). How to fix: To unblock a resource, simply update your robots.txt file.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Blocked internal resources in robots.txt 31

apple.com

Page URL	Resource URL	Resource Type	Discovered
Chill Covers - Playlist - Apple Music https://music.apple.com/us/playlist/chill-cover-s/pl.171ed575105547da92990578cb1639be?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://music.apple.com/includes/js-cdn/musickit/v3/amp/musickit.js	script	April 29, 2024 (10:06) [new]
Chill Covers - Playlist - Apple Music https://music.apple.com/us/playlist/chill-cover-s/pl.171ed575105547da92990578cb1639be?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://music.apple.com/includes/js-cdn/musickit/v3/components/musickit-components/musickit-components.esm.js	script	April 29, 2024 (10:06) [new]
Chill Covers - Playlist - Apple Music https://music.apple.com/us/playlist/chill-cover-s/pl.171ed575105547da92990578cb1639be?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://music.apple.com/includes/js-cdn/musickit/v3/components/musickit-components/musickit-components.js	script	April 29, 2024 (10:06) [new]
iDale Play! - Playlist - Apple Music https://music.apple.com/us/playlist/dale-play/pl.4b364b8b182f4115acbf6deb83bd5222?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://music.apple.com/includes/js-cdn/musickit/v3/amp/musickit.js	script	April 29, 2024 (10:06) [new]
iDale Play! - Playlist - Apple Music https://music.apple.com/us/playlist/dale-play/pl.4b364b8b182f4115acbf6deb83bd5222?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://music.apple.com/includes/js-cdn/musickit/v3/components/musickit-components/musickit-components.esm.js	script	April 29, 2024 (10:06) [new]
iDale Play! - Playlist - Apple Music https://music.apple.com/us/playlist/dale-play/pl.4b364b8b182f4115acbf6deb83bd5222?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://music.apple.com/includes/js-cdn/musickit/v3/components/musickit-components/musickit-components.js	script	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]

Page URL	Resource URL	Resource Type	Discovered
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
AirTag - Apple https://www.apple.com/airtag/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]

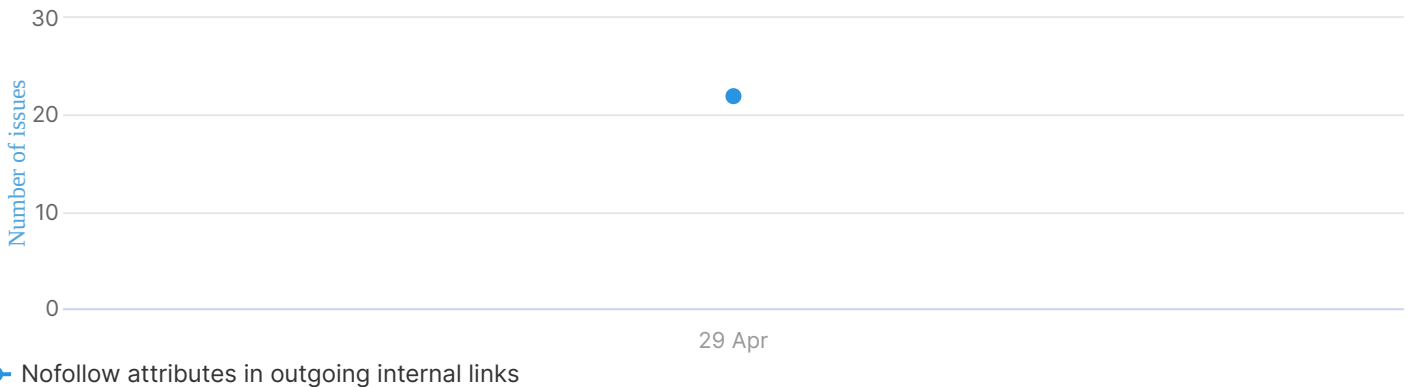
Page URL	Resource URL	Resource Type	Discovered
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/ac/includes/acmi-handler/scripts/acmi-head.built.js	script	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/ac/includes/acmi-handler/scripts/autopricing-toggle.built.js	script	April 29, 2024 (10:06) [new]

Nofollow attributes in outgoing internal links

i About this issue: The `rel="nofollow"` attribute is an element in an `<a>` tag that tells crawlers not to follow the link (e.g., "`Nofollow link example`"). "Nofollow" links don't pass any link juice to referred webpages. That's why it is not recommended that you use nofollow attributes in internal links. You should let link juice flow freely throughout your website. Moreover, unintentional use of nofollow attributes may result in your webpage being ignored by search engine crawlers even if it contains a valuable content. How to fix: Make sure not to use nofollow attributes by mistake. Remove them from `<a>` tags, if necessary.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Nofollow attributes in outgoing internal links 22

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Page URL	Link URL	Discovered
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	https://mysupport.apple.com/?selectedLocale=en_US	April 29, 2024 (10:06) [new]
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	https://getsupport.apple.com/?caller=home&PRKEYS=	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://developer.apple.com/accessibility/	April 29, 2024 (10:06) [new]

Page URL	Link URL	Discovered
App Store - Apple https://www.apple.com/app-store/	https://developer.apple.com/app-store/review/guidelines/	April 29, 2024 (10:06) [new]
Apple Books - Apple https://www.apple.com/apple-books/	https://books.apple.com/us/charts/audiobooks?itscg=80049&itsct=AB_TopAudio&campaign_id=AB_dotcom_BOOK_audio	April 29, 2024 (10:06) [new]
Apple Books - Apple https://www.apple.com/apple-books/	https://books.apple.com/us/charts?itscg=80049&itsct=AB_Charts&campaign_id=AB_dotcom_BOOK_charts	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	https://www.apple.com/ios/feature-availability/	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	https://music.apple.com/subscribe?at&itscg=10000&itsct=mus-0-fp-fp_ovp-apl-200617	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	https://one.apple.com/us/fitness?itscg=10000&itsct=one-bot-fp_ovp-apl-avl-200407	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	https://one.apple.com/us/music?itscg=10000&itsct=one-NA-music-bnr-apl-avl-102020	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	https://music.apple.com/radio?itscg=10000&itsct=mus-0-ovp-crd1-apl-200217	April 29, 2024 (10:06) [new]
Apple News+ - Apple https://www.apple.com/apple-news/	https://one.apple.com/us/news?itscg=10000&itsct=one-NA-news-bnr-apl-avl-102020	April 29, 2024 (10:06) [new]
Apple One - Apple https://www.apple.com/apple-one/	https://support.apple.com/HT208147	April 29, 2024 (10:06) [new]
Apple One - Apple https://www.apple.com/apple-one/	https://support.apple.com/HT211784	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	https://tv.apple.com/channel/tvs.sbd.4000?itscg=10000&itsct=atv-tv_op-nav_wc-h-ctr-210111	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	https://tv.apple.com/channel/tvs.sbd.4000?itscg=10000&itsct=atv-0-tv_ovp-prc_full-apl-avl-200306	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	https://tv.apple.com/channel/tvs.sbd.4000?itscg=10000&itsct=atv-tv_op-nav_try-var-210111	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://apps.apple.com/us/story/id1276352397	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://one.apple.com/us?itscg=10000&itsct=one-NA-ipad-tile-apl-avl-102020	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://fitness.apple.com/subscribe?itscg=10000&itsct=fit-promo-ipd_fp-apl-avl-201111	April 29, 2024 (10:06) [new]

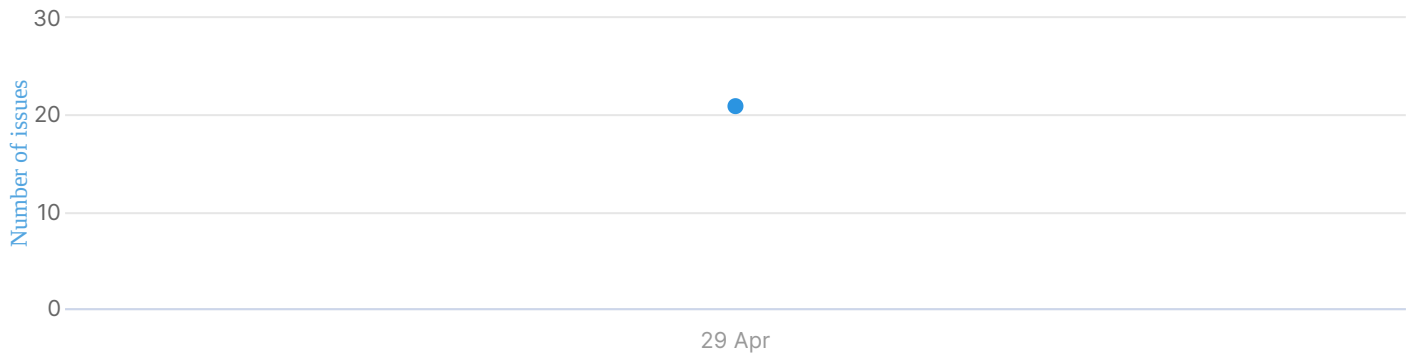
Page URL	Link URL	Discovered
iPad - Apple https://www.apple.com/ipad/	https://tv.apple.com/channel/tvs.sbd.4000?itscg=10000&itsct=atv-ipad_fp-pmo_try-atv-220405	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://music.apple.com/deeplink?app=music&p=subscribe&at=1000I4QJ&ct=418&itscg=10000&itsct=mus-0-try_it_free-ipad-apl-220405	April 29, 2024 (10:06) [new]

Unminified JavaScript and CSS files

i About this issue: Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings. For more information, please see this Google article <https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency>. How to fix: Minify your JavaScript and CSS files. If your webpage uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files. If this issue doesn't affect your page load time, simply ignore it.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



● Unminified JavaScript and CSS files

Unminified JavaScript and CSS files 21

apple.com

Page URL	Resource URL	Resource Type	Discovered
Chill Covers - Playlist - Apple Music https://music.apple.com/us/playlist/chill-covers/pl.171ed575105547da92990578cb1639be?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://music.apple.com/assets/focus-visible/focus-visible.min.js	JavaScript	April 29, 2024 (10:06) [new]
iDale Play! - Playlist - Apple Music https://music.apple.com/us/playlist/dale-play/pl.4b364b8b182f4115acbf6deb83bd5222?itscg=10000&itsct=am-apl_hp-listen_now--240326	https://music.apple.com/assets/focus-visible/focus-visible.min.js	JavaScript	April 29, 2024 (10:06) [new]
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	https://km.support.apple.com/etc/designs/support/publish/Base-sk7.min.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/base.css	CSS	April 29, 2024 (10:06) [new]

Page URL	Resource URL	Resource Type	Discovered
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/ac-sasskit.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/cards.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/events.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/hero.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/image-grids.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/pre-footer.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/profile-card.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/search.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/text.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/text-rail.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/components/tiles.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/sf/pages.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/language.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/students_video_r0.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/typeahead.css	CSS	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/fy21/page/jobs-cm-fy21.css	CSS	April 29, 2024 (10:06) [new]

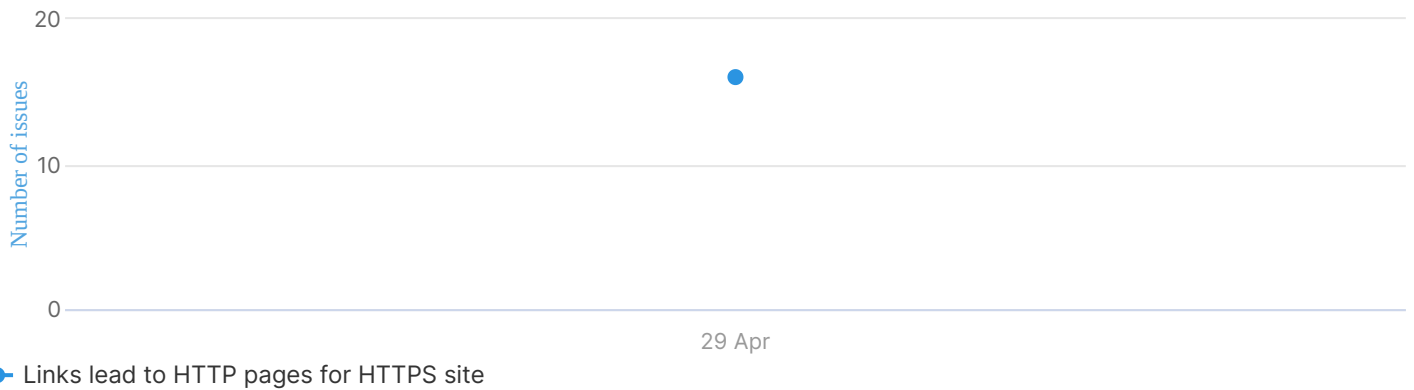
Page URL	Resource URL	Resource Type	Discovered
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/careers/css/common/clientlibs/styles/localnav-sf.css	CSS	April 29, 2024 (10:06) [new]

Links lead to HTTP pages for HTTPS site

i About this issue: If any link on website points to the old HTTP version of website, search engines can become confused as to which version of the page they should rank. How to fix: Replace all HTTP links with the new HTTPS versions.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Links lead to HTTP pages for HTTPS site 16

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HTTPS Page URL	HTTP Link URL	Discovered
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	http://www.apple.com/support/products/	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	http://support.apple.com/en-us/HT205000	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	http://support.apple.com/HT205000	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	http://consultants.apple.com/	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	http://support.apple.com/kb/HE57	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	http://support.apple.com/kb/HT1937	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	http://support.apple.com/kb/HT2526	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	http://discussions.apple.com/	April 29, 2024 (10:06) [new]

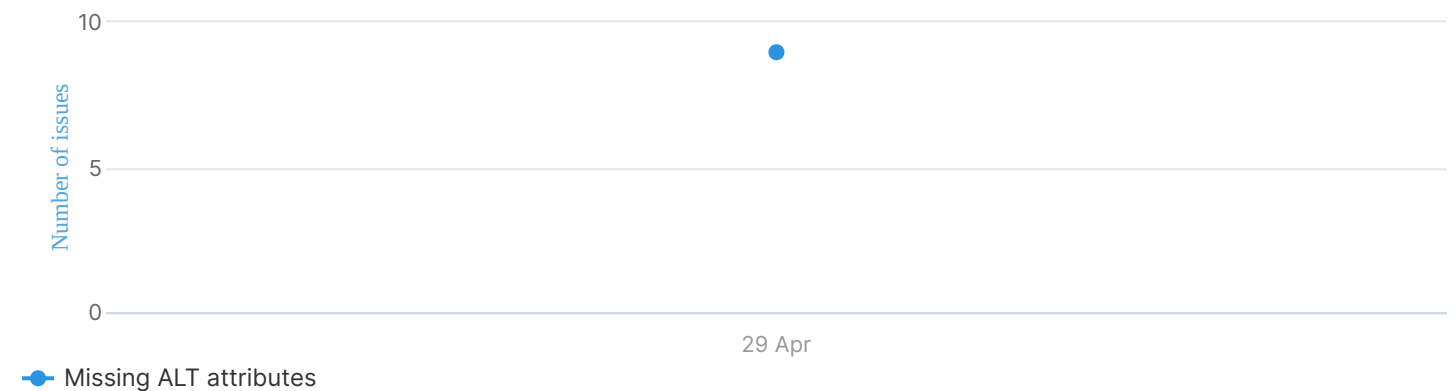
HTTPS Page URL	HTTP Link URL	Discovered
Contact - How to Contact Us - Apple https://www.apple.com/contact/	http://jobs.apple.com/	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	http://developer.apple.com/contact/	April 29, 2024 (10:06) [new]
Apple - Legal https://www.apple.com/legal/	http://images.apple.com/legal/sales-support/applecare/docs/remotesupport_terms.pdf	April 29, 2024 (10:06) [new]
Legal - Website Terms of Use - Apple https://www.apple.com/legal/internet-services/terms/site.html	http://images.apple.com/legal/sales-support/applecare/docs/remotesupport_terms.pdf	April 29, 2024 (10:06) [new]
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	http://images.apple.com/legal/sales-support/applecare/docs/remotesupport_terms.pdf	April 29, 2024 (10:06) [new]
Apple Store for Government - Apple https://www.apple.com/r/store/government/	http://store.apple.com/us_epp_55499	April 29, 2024 (10:06) [new]
Apple Store for Government - Apple https://www.apple.com/r/store/government/	http://store.apple.com/us_epp_67909	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	http://support.apple.com/en-us/HT205000	April 29, 2024 (10:06) [new]

Missing ALT attributes

i About this issue: Alt attributes within `` tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. For more information, please see these articles: *Using ALT attributes smartly*: <https://webmasters.googleblog.com/2007/12/using-alt-attributes-smartly.html> and *Google Image Publishing Guidelines*: <https://support.google.com/webmasters/answer/114016?hl=en>. How to fix: Specify a relevant alternative attribute inside an `` tag for each image on your website, e.g., "``".

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Missing ALT attributes 9

apple.com

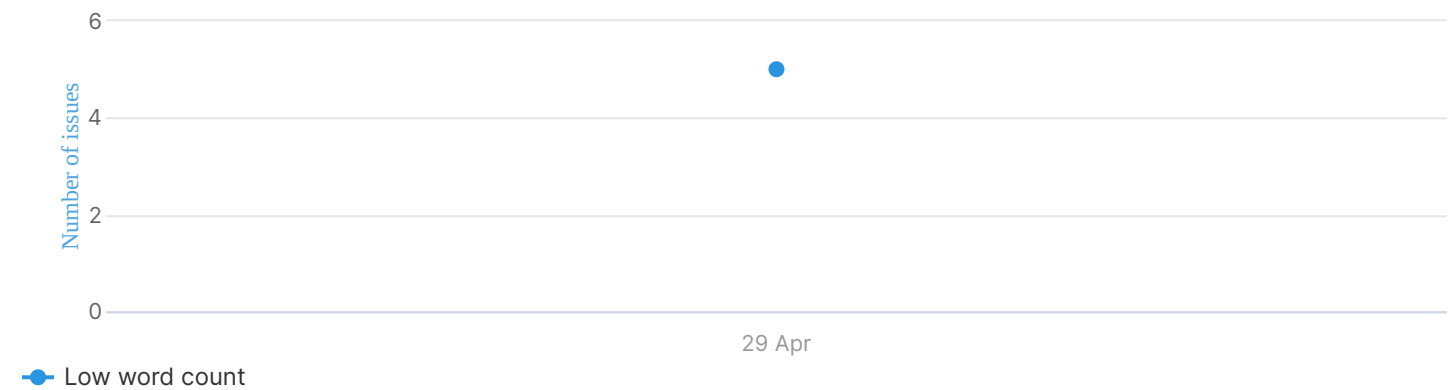
Page URL	Image URL	Discovered
AirPods Pro (2nd generation) - Apple	https://www.apple.com/v/airpods-pro/j/images/overview/quicklook_placeholder_c1v3tdmyk1aq_large.jpg	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple	https://www.apple.com/v/airpods/shared/compare/d/images/compare/quicklook_placeholder_blj911n6rvvg2_large.jpg	April 29, 2024 (10:06) [new]
AirPods - Apple	https://www.apple.com/v/airpods/shared/compare/d/images/compare/quicklook_placeholder_blj911n6rvvg2_large.jpg	April 29, 2024 (10:06) [new]
AirTag - Apple	https://www.apple.com/v/airtag/e/images/shared/quicklook_placeholder_fwj6pyezv5e2_large.jpg	April 29, 2024 (10:06) [new]
Apple Vision Pro - Apple	https://www.apple.com/v/apple-vision-pro/c/images/overview/routers/quicklook_placeholder_eu3anwy8icae_large.jpg	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple	https://www.apple.com/v/ipad-10.9/c/images/shared/ar_quicklook_gfnvy8u8nr2i_large.jpg	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple	https://www.apple.com/v/ipad/shared/compare/m/images/overview/quicklook_placeholder_dcmomor0uwwi_large.jpg	April 29, 2024 (10:06) [new]
iPad - Apple	https://www.apple.com/v/ipad/home/ci/images/overview/quicklook_placeholder_fbs9j0c2qyie_large.jpg	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple	https://www.apple.com/v/macbook-air/s/images/overview/routers/quicklook_placeholder_eydmokp230ae_large.jpg	April 29, 2024 (10:06) [new]

Low word count

i About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. For more information, please view this video: <https://www.youtube.com/watch?v=w3-obcXkyA4>. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Low word count 5

apple.com

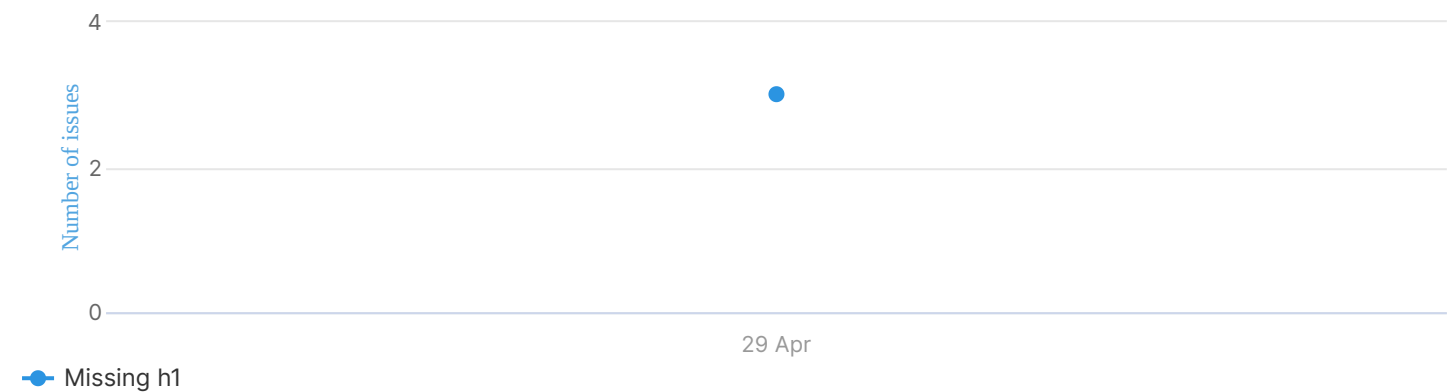
Page URL	Words Count	Discovered
Apple Card Application https://card.apple.com/apply/application?referrer=cid=apy-200-10000036&start=false	16	April 29, 2024 (10:06) [new]
Perfect Your Yoga Balance Poses - Fitness+ https://fitness.apple.com/us/studio-collection/perfect-your-yoga-balance-poses/1601737973?itscg=10000&tsct=afp-apl_hp-watch_now--240326	172	April 29, 2024 (10:06) [new]
Run Your First 5K - Fitness+ https://fitness.apple.com/us/studio-collection/run-your-first-5k/1596522605?itscg=10000&tsct=afp-apl_hp-watch_now--240326	192	April 29, 2024 (10:06) [new]
Find Locations https://locate.apple.com/	1	April 29, 2024 (10:06) [new]
Today at Apple - Apple https://www.apple.com/today/	14	April 29, 2024 (10:06) [new]

Missing h1

i About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly. How to fix: Provide a concise, relevant h1 heading for each of your page.

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Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Missing h1 3

apple.com

Page URL	Discovered
Apple Card Application https://card.apple.com/apply/application?referrer=cid=apy-200-10000036&start=false	April 29, 2024 (10:06) [new]
Find Locations https://locate.apple.com/	April 29, 2024 (10:06) [new]

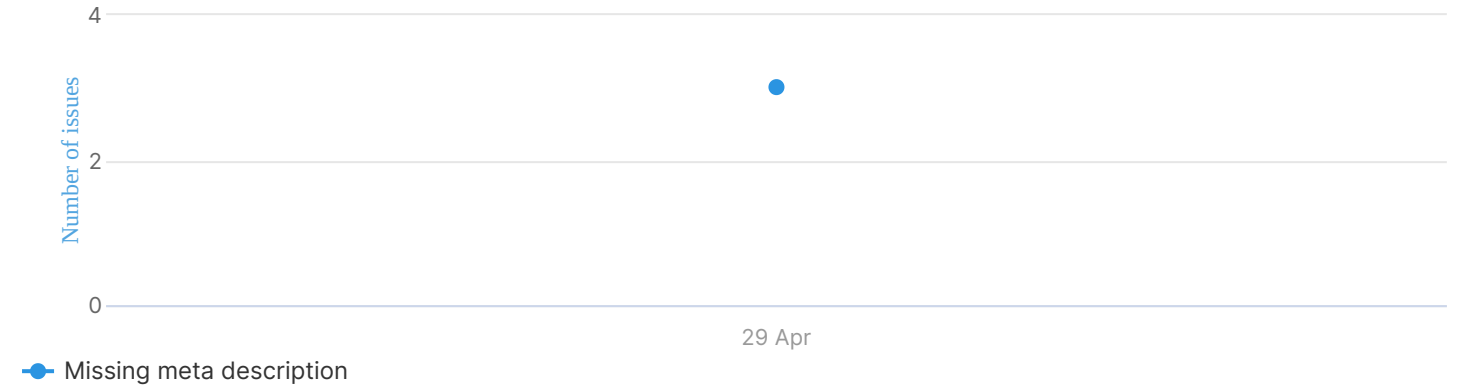
Page URL	Discovered
Today at Apple - Apple https://www.apple.com/today/	April 29, 2024 (10:06) [new]

Missing meta description

i About this issue: Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users. For more information, please see these article: Create good titles and snippets in Search Results: <https://support.google.com/webmasters/answer/35624>. How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Missing meta description 3

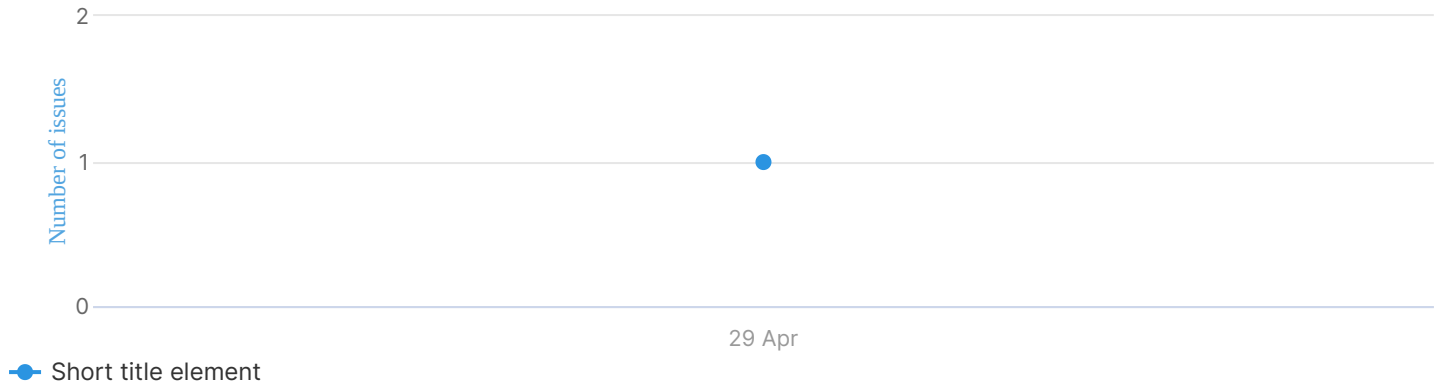
Page URL	Discovered
apple.com	
Apple - Legal https://www.apple.com/legal/	April 29, 2024 (10:06) [new]
Legal - Website Terms of Use - Apple https://www.apple.com/legal/internet-services/terms/site.html	April 29, 2024 (10:06) [new]
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	April 29, 2024 (10:06) [new]

Short title element

i About this issue: Generally, using short titles on webpages is a recommended practice. However, keep in mind that titles containing 10 characters or less do not provide enough information about what your webpage is about and limit your page's potential to show up in search results for different keywords. For more information, please see this Google article: <https://support.google.com/webmasters/answer/35624>. How to fix: Add more descriptive text inside your page's <title> tag.

Historical chart for audits

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Short title element 1

apple.com

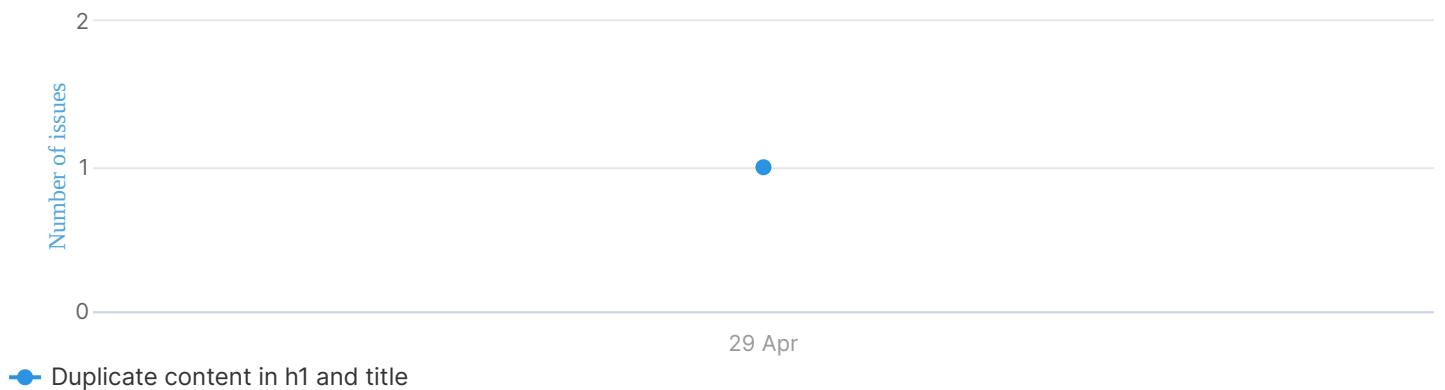
Page URL	Title	Discovered
Apple https://www.apple.com/	Apple	April 29, 2024 (10:06) [new]

Duplicate content in h1 and title

i About this issue: It is a bad idea to duplicate your title tag content in your first-level header. If your page's <title> and <h1> tags match, the latter may appear over-optimized to search engines. Also, using the same content in titles and headers means a lost opportunity to incorporate other relevant keywords for your page. For more information, please see this Google article: <https://support.google.com/webmasters/answer/35624>. How to fix: Try to create different content for your <title> and <h1> tags.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Duplicate content in h1 and title 1

apple.com

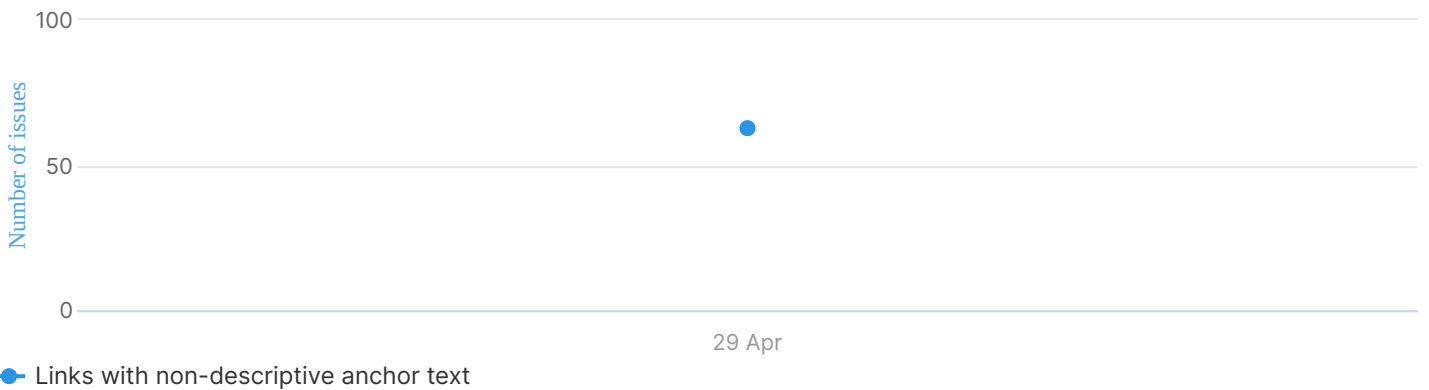
Page URL	Title	Discovered
Apple https://www.apple.com/	Apple	April 29, 2024 (10:06) [new]

Links with non-descriptive anchor text

i About this issue: This issue is triggered if a non-descriptive anchor text is used for a link (either internal or external). An anchor is considered to be non-descriptive if it doesn't give any idea of what the linked-to page is about, for example, "click here", "right here", etc. This type of anchor provides little value to users and search engines as it doesn't provide any information about the target page. Also, such anchors will offer little in terms of the target page's ability to be indexed by search engines, and as a result, rank for relevant search requests. For more information on the criteria used to trigger this check, refer to kb article title. How to fix: To let users and search engines understand the meaning of the linked-to page, use a succinct anchor text that describes the page's content. For best practices on how to optimize your anchor text, refer to the "Write good link text" section in Google's Search Engine Optimization (SEO) Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0.

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Links with non-descriptive anchor text 63

apple.com

Page URL	Link URL	Anchor Text	Discovered
Apple https://www.apple.com/	https://www.apple.com/apple-events/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/iphone-15-pro/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/iphone-15/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/iphone/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/apple-vision-pro/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/apple-vision-pro/	Learn more	April 29, 2024 (10:06) [new]

Page URL	Link URL	Anchor Text	Discovered
Apple https://www.apple.com/	https://www.apple.com/macbook-air/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/apple-watch-series-9/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/ipad-10.9/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/airpods-pro/	Learn more	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/apple-card/	Learn more	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/us/shop/goto/shipping_and_returns	Learn more	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/apple-card/monthly-installments/	Learn more	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/us/shop/goto/engraving	Learn more	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://offers.applemusic.apple.com/six-month-offer?itscg=10000&itsct=six_medusa_hub_airpods	Learn more	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/us/shop/goto/shipping_and_returns	Learn more	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/apple-card/monthly-installments/	Learn more	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/us/shop/goto/engraving	Learn more	April 29, 2024 (10:06) [new]
AirTag - Apple https://www.apple.com/airtag/	https://www.apple.com/us/shop/goto/shipping_and_returns	Learn more	April 29, 2024 (10:06) [new]
AirTag - Apple https://www.apple.com/airtag/	https://www.apple.com/us/shop/goto/engraving	Learn more	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	https://support.apple.com/ht211924?cid=mc-ols-icloud-article_ht211924-ios-ui-08182023	here	April 29, 2024 (10:06) [new]
Apple News+ - Apple https://www.apple.com/apple-news/	https://apple.co/NewsPlusOffer	Learn more	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	https://www.apple.com/apple-one/	Learn more	April 29, 2024 (10:06) [new]

Page URL	Link URL	Anchor Text	Discovered
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.apple.com/us/shop/goto/shipping_and_returns	Learn more	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.apple.com/apple-card/monthly-installments/	Learn more	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/us/shop/goto/shipping_and_returns	Learn more	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/apple-card/monthly-installments/	Learn more	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/us/shop/goto/engraving	Learn more	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://www.apple.com/apple-card/monthly-installments/	Learn more	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.apple.com/iphone-15/	Learn more	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.apple.com/legal/sales-support/iphoneinstallments_us/	here	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.apple.com/iphone-15-pro/	Learn more	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.apple.com/legal/sales-support/iphoneinstallments_us/	here	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/iphone-15-pro/	Learn more	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/iphone-15/	Learn more	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/iphone-14/specs/	Learn more	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/iphone-13/specs/	Learn more	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/iphone-se/	Learn more	April 29, 2024 (10:06) [new]
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Legal - Website Terms of Use - Apple https://www.apple.com/legal/internet-services/terms/site.html	https://www.apple.com/legal/privacy/	click here	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/apple-card/monthly-installments/	Learn more	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/macbook-air/	Learn more	April 29, 2024 (10:06) [new]

Page URL	Link URL	Anchor Text	Discovered
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/macbook-pro/	Learn more	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/imac/	Learn more	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/mac-mini/	Learn more	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/mac-studio/	Learn more	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/mac-pro/	Learn more	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/studio-display/	Learn more	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/pro-display-xdr/	Learn more	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.apple.com/apple-card/monthly-installments/	Learn more	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.apple.com/us/shop/goto/shipping_and_returns	Learn more	April 29, 2024 (10:06) [new]
Apple Store for Government - Apple https://www.apple.com/r/store/government/	https://ecommerce.apple.com/content/b2b/static-v2/en/us/default/federal.html	Learn more	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/apple-one/	Learn more	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/apple-tv-plus/	Learn more	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/apple-music/	Learn more	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/apple-arcade/	Learn more	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/apple-fitness-plus/	Learn more	April 29, 2024 (10:06) [new]
Wallet - Apple https://www.apple.com/wallet/	https://support.apple.com/en-us/HT204003	Learn more	April 29, 2024 (10:06) [new]
Wallet - Apple https://www.apple.com/wallet/	https://support.apple.com/en-us/HT209495	Learn more	April 29, 2024 (10:06) [new]
Wallet - Apple https://www.apple.com/wallet/	https://support.apple.com/en-us/HT211234	Learn more	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/apple-watch-se/	Learn more	April 29, 2024 (10:06) [new]

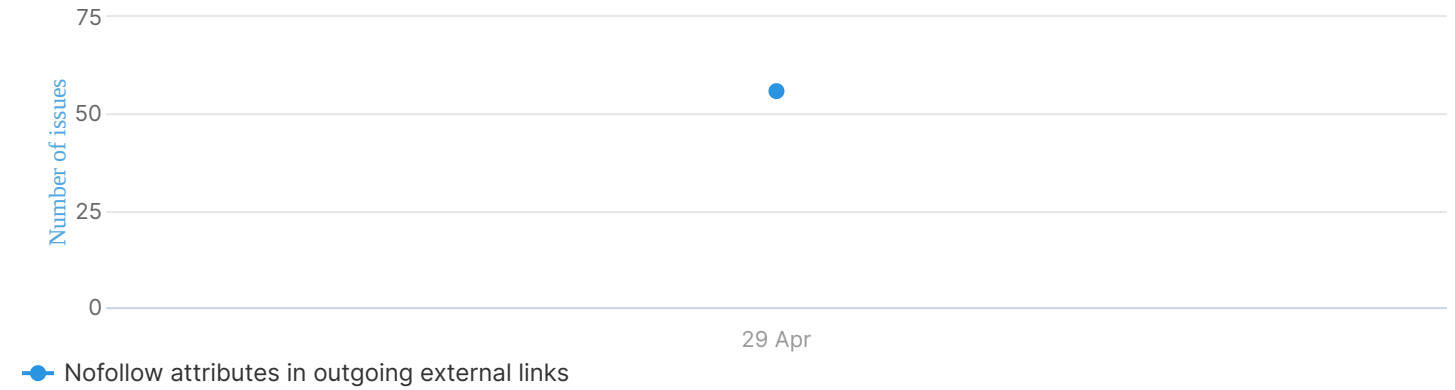
Page URL	Link URL	Anchor Text	Discovered
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/apple-watch-series-9/	Learn more	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/apple-watch-ultra-2/	Learn more	April 29, 2024 (10:06) [new]

Nofollow attributes in outgoing external links

i About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

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Nofollow attributes in outgoing external links 56

apple.com

Page URL	Link URL	Discovered
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	https://www.youtube.com/watch?v=hztunymNL7A	April 29, 2024 (10:06) [new]
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	https://www.youtube.com/applesupport	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=sV4cM34X7oo	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=_j4-NTg3QsE	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/playlist?list=PLIIEzNYri0cLtSIZowttih25VnSvWITu	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=UnoeaUpHKxY	April 29, 2024 (10:06) [new]

Page URL	Link URL	Discovered
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=Ci0KrPmS-DI	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=h-88SvLSee8	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=Db9Xsw5Aa5w	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=GaqCoQmetxY	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=qDm7GiKra28	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=6GB-VntNWbY	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=k-ykg3jZ9_k	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=7sHaXuFb6uk	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=Z4ZeFJ65iXc&list=PLlI2EzNYri0cLtSIZowttih25VnSvWITu&index=6	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=869--vIUlv4	April 29, 2024 (10:06) [new]
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Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=yiZzm24uSsE	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=NxAQFeb2GfM	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.youtube.com/watch?v=eg22JaZWAgs	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
AirPods - Apple https://www.apple.com/airpods/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]

Page URL	Link URL	Discovered
AirPods - Apple https://www.apple.com/airpods/	https://offers.applemusic.apple/six-month-offer?itscg=10000&itsct=six_medusa_hub_airpods	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://applecash.greendot.com/termsconditions/	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.t-mobile.com/store-locator	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.acehardware.com/applecard	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.goldmansachs.com/terms-and-conditions/Deposits-Account-Agreement.pdf	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.t-mobile.com	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	https://applecash.greendot.com/termsconditions/	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	https://www.goldmansachs.com/terms-and-conditions/Deposits-Account-Agreement.pdf	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	https://offers.applefitnessplus.apple/partneroffers	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	https://play.google.com/store/apps/details?id=com.apple.android.music&referrer=utm_source=http://music.apple.com/subscribe?app=music&at=1000lpya&ct=	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://applecash.greendot.com/termsconditions/	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	https://signtime.apple/retail/us-EN/asl	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	https://www.beatsbydre.com/support/international-numbers.html	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	https://signtime.apple/applecare/us-EN/asl	April 29, 2024 (10:06) [new]

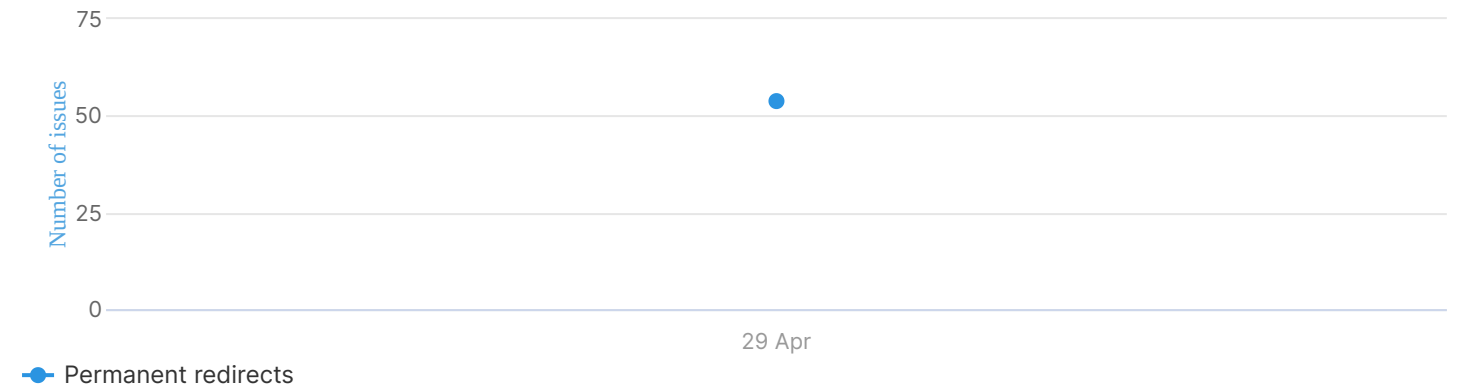
Page URL	Link URL	Discovered
Contact - How to Contact Us - Apple https://www.apple.com/contact/	https://www.beatsbydre.com/support	April 29, 2024 (10:06) [new]
Healthcare - Apple Watch - Apple https://www.apple.com/healthcare/apple-watch/	https://www.nejm.org/doi/full/10.1056/NEJMoa1901183	April 29, 2024 (10:06) [new]
Healthcare - Apple Watch - Apple https://www.apple.com/healthcare/apple-watch/	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9877138/	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
Apple Leadership - Apple https://www.apple.com/leadership/	https://www.grameenamerica.org/staff	April 29, 2024 (10:06) [new]
Apple Leadership - Apple https://www.apple.com/leadership/	https://www.calicolabs.com/people/arthur-d-levinson	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]
Newsroom - Apple https://www.apple.com/newsroom/	https://www.ihg.com/appleairplay/	April 29, 2024 (10:06) [new]
Racial Equity and Justice Initiative - Apple https://www.apple.com/racial-equity-justice-initiative/	https://propelcenter.org	April 29, 2024 (10:06) [new]
Wallet - Apple https://www.apple.com/wallet/	https://appcash.greendot.com/termsconditions/	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://appcash.greendot.com/termsconditions/	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.goldmansachs.com/terms-and-conditions/Apple-Card-Customer-Agreement.pdf	April 29, 2024 (10:06) [new]

Permanent redirects

i About this issue: Although using permanent redirects (a 301 or 308 redirect) is appropriate in many situations (for example, when you move a website to a new domain, redirect users from a deleted page to a new one, or handle duplicate content issues), we recommend that you keep them to a reasonable minimum. Every time you redirect one of your website's pages, it decreases your crawl budget, which may run out before search engines can crawl the page you want to be indexed. Moreover, too many permanent redirects can be confusing to users. How to fix: Review all URLs with a permanent redirect. Change permanent redirects to a target page URL where possible.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Permanent redirects 54

apple.com

Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Perfect Your Yoga Balance Poses - Fitness+ https://fitness.apple.com/us/studio-collection/perfect-your-yoga-balance-poses/1601737973?itscg=10000&itsct=afp-apl_hp-watch_now--240326	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Run Your First 5K - Fitness+ https://fitness.apple.com/us/studio-collection/run-your-first-5k/1596522605?itscg=10000&itsct=afp-apl_hp-watch_now--240326	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Official Apple Support https://support.apple.com/?cid=gn-ols-home-hp-tab	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Accessibility - Apple https://www.apple.com/accessibility/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]

Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
AirPods - Apple https://www.apple.com/airpods/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
AirTag - Apple https://www.apple.com/airtag/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
App Store - Apple https://www.apple.com/app-store/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Books - Apple https://www.apple.com/apple-books/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Cash - Apple https://www.apple.com/apple-cash/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Fitness+ - Apple https://www.apple.com/apple-fitness-plus/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Music - Apple https://www.apple.com/apple-music/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple News+ - Apple https://www.apple.com/apple-news/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple One - Apple https://www.apple.com/apple-one/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple TV+ - Apple https://www.apple.com/apple-tv-plus/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Vision Pro - Apple https://www.apple.com/apple-vision-pro/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Business - Apple https://www.apple.com/business/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Careers at Apple https://www.apple.com/careers/us/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]

Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Choose your country or region - Apple https://www.apple.com/choose-country-region/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Ethics and Compliance - Apple https://www.apple.com/compliance/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Contact - How to Contact Us - Apple https://www.apple.com/contact/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Inclusion & Diversity - Apple https://www.apple.com/diversity/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Education - Apple https://www.apple.com/education-initiative/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Environment - Apple https://www.apple.com/environment/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Healthcare - Apple Watch - Apple https://www.apple.com/healthcare/apple-watch/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Healthcare - Health Records - Apple https://www.apple.com/healthcare/health-records/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
iPad - Apple https://www.apple.com/ipad/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Leadership - Apple https://www.apple.com/leadership/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple - Legal https://www.apple.com/legal/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]

Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Legal - Website Terms of Use - Apple https://www.apple.com/legal/internet-services/terms/site.html	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Newsroom - Apple https://www.apple.com/newsroom/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Privacy - Apple https://www.apple.com/privacy/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Store for Government - Apple https://www.apple.com/r/store/government/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Racial Equity and Justice Initiative - Apple https://www.apple.com/racial-equity-justice-initiative/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Store - Find a Store - Apple https://www.apple.com/retail/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Small Business and Apple Retail - Apple https://www.apple.com/retail/business/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Genius Bar Reservation and Apple Support Options - Apple https://www.apple.com/retail/geniusbar/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Entertainment - Services - Apple https://www.apple.com/services/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Site Map - Apple https://www.apple.com/sitemap/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Supply Chain Innovation - Apple https://www.apple.com/supply-chain/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Today at Apple - Apple https://www.apple.com/today/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]

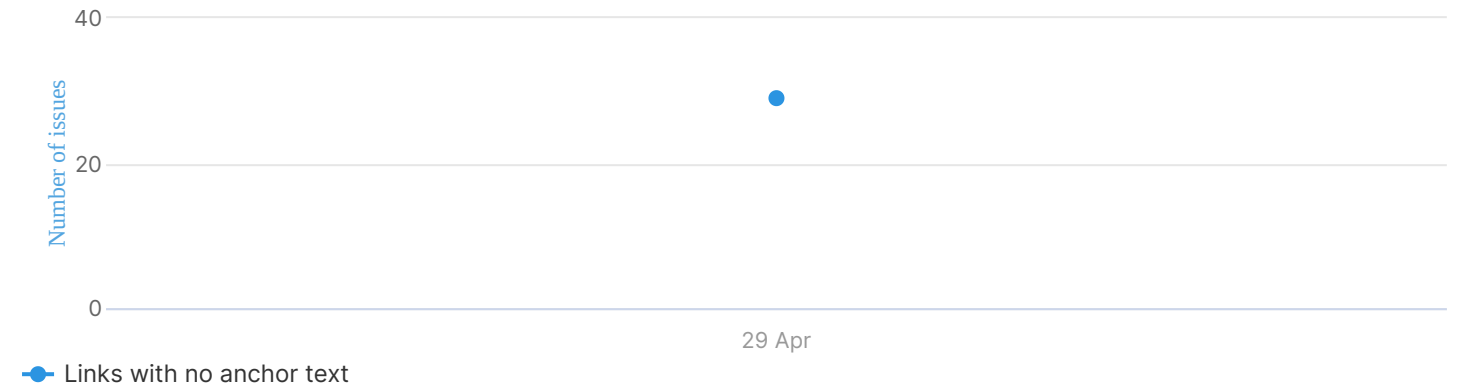
Page URL with Redirect Link	Initial Redirect URL	Final Destination URL	Status code	Discovered
Wallet - Apple https://www.apple.com/wallet/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	https://www.apple.com/entertainment/	https://www.apple.com/services/	301	April 29, 2024 (10:06) [new]

Links with no anchor text

i About this issue: This issue is triggered if a link (either external or internal) on your website has an empty or naked anchor (i.e., anchor that uses a raw URL), or anchor text only contains symbols. Although a missing anchor doesn't prevent users and crawlers from following a link, it makes it difficult to understand what the page you're linking to is about. Also, Google considers anchor text when indexing a page. So, a missing anchor represents a lost opportunity to optimize the performance of the linked-to page in search results. How to fix: Use anchor text for your links where it is necessary. The link text must give users and search engines at least a basic idea of what the target page is about. Also, use short but descriptive text. For more information, please see the "Use link wisely" section in Google's SEO Starter Guide https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=9460495&authuser=0

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Links with no anchor text 29

apple.com

Page URL	Link URL	Discovered
Perfect Your Yoga Balance Poses - Fitness+ https://fitness.apple.com/us/studio-collection/perfect-your-yoga-balance-poses/1601737973?itscg=10000&itsct=afp-apl_hp-watch_now--240326	www.apple.com/us/shop/goto/home	April 29, 2024 (10:06) [new]
Run Your First 5K - Fitness+ https://fitness.apple.com/us/studio-collection/run-your-first-5k/1596522605?itscg=10000&itsct=afp-apl_hp-watch_now--240326	www.apple.com/us/shop/goto/home	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/apple-events/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/iphone-15-pro/	April 29, 2024 (10:06) [new]

Page URL	Link URL	Discovered
Apple https://www.apple.com/	/iphone-15/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/iphone/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/apple-vision-pro/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/apple-vision-pro/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/macbook-air/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/apple-watch-series-9/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/ipad-10.9/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/airpods-pro/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/apple-card/	April 29, 2024 (10:06) [new]
Apple https://www.apple.com/	/us/shop/goto/trade_in	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://support.apple.com/kb/HT210711	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://support.apple.com/en-us/HT209218	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://support.apple.com/en-us/HT212020	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://support.apple.com/en-us/HT212020	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://support.apple.com/en-us/HT212271	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://support.apple.com/en-us/HT212020	April 29, 2024 (10:06) [new]
Apple Card - Apple https://www.apple.com/apple-card/	https://support.apple.com/en-us/HT212271	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	/105/media/us/iphone/2023/6b9c38c9-8f1a-4df1-9c02-5b45b7531401/films/guided-tour/iphone-guided-tour-tpl-us-2023_16x9.m3u8	April 29, 2024 (10:06) [new]

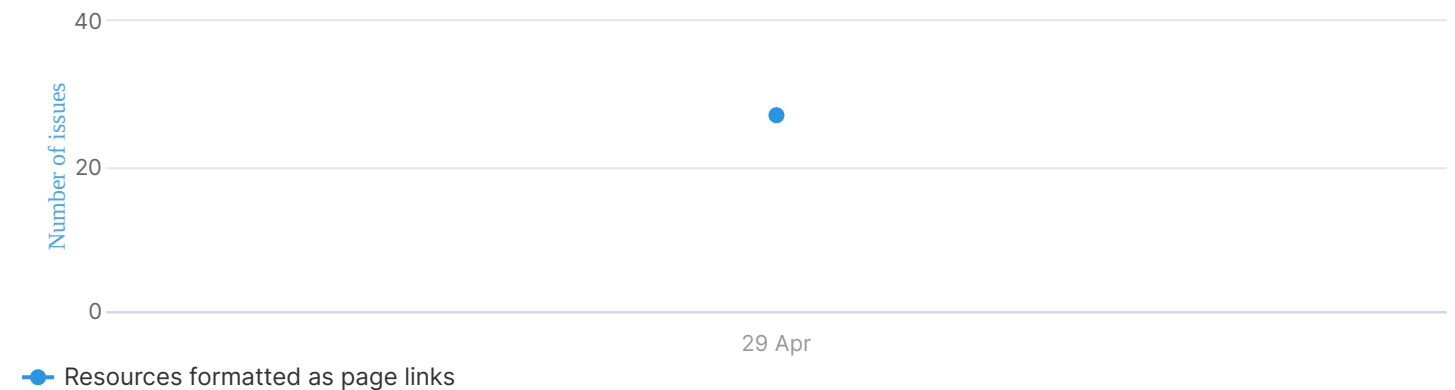
Page URL	Link URL	Discovered
iPhone - Apple https://www.apple.com/iphone/	/us/shop/goto/accessories/magsafe	April 29, 2024 (10:06) [new]
iPhone - Apple https://www.apple.com/iphone/	/us/shop/goto/buy_airtag/airtag	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	/us/shop/goto/mac/accessories	April 29, 2024 (10:06) [new]
Mac - Apple https://www.apple.com/mac/	/studio-display/	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	/us/shop/goto/studio/apple_watch	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	/us/shop/goto/watch/bands	April 29, 2024 (10:06) [new]
Apple Watch - Apple https://www.apple.com/watch/	/airpods/	April 29, 2024 (10:06) [new]

Resources formatted as page links

i About this issue: We detected that some links to resources are formatted with `<a href>` HTML element. An `<a>` tag with a href attribute is used to link to other webpages and must only contain a page URL. Search engines will crawl your site from page to page by following these HTML page links. When following a page link that contains a resource, for example, an image, the returned page will not contain anything except an image. This may confuse search engines and will indicate that your site has poor architecture. How to fix: Review your links. Replace `<a href>` links with tags necessary for specific resources. For example, if you'd like to add an image, use an `` tag with an alt attribute describing the contents of your image.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Resources formatted as page links 27

apple.com

Page URL	Resource URL	Resource Type	Discovered
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/105/media/us/airpods-pro/2023/89a59879-6b56-4351-9a35-0bca514497a1/films/quiet-the-noise/airpods-pro-quiet-the-noise-tpl-us-2023_16x9.m3u8	audio	April 29, 2024 (10:06) [new]
AirPods Pro (2nd generation) - Apple https://www.apple.com/airpods-pro/	https://www.apple.com/105/media/us/airpods-pro/2022/d2deeb8e-83eb-48ea-9721-f567cf0ffa8/films/under-the-spell/airpods-pro-under-the-spell-tpl-us-2022_16x9.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://www.apple.com/v/apple-events/home/ae/built/assets/event/event.ics	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/2409nbcxymeynatwojbb rjuhryomtodb/m3u8/vod_index-oXZvssLWYjfQDEQuVuCBHPWDywaNEipk.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/2409nbcxymeynatwojbb rjuhryomtodb/m3u8/vod_asl_index-AyFQaafWdnazdYXCxUBixNFhsBvQXzUZ.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/1008yunfyueoofvvgxpjmmvcbgnjssel/m3u8/vod_index-CtXiJhDFfUsjjmudzvWNpveYoQAuZgpd.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/1008yunfyueoofvvgxpjmmvcbgnjssel/m3u8/vod_asl_index-nFnWZveZuANrefxakLbazLHNenqfpnnX.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/0105cftwpxxsfrpdwklppzjhjocakrsk/m3u8/vod_index-PQsoJoECcKHTYzphNkXohHsQWACugmET.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/0105cftwpxxsfrpdwklppzjhjocakrsk/m3u8/vod_asl_index-VarXEuYrcgUooohZBgdsQwETDYdXjqsx.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/2807skttevpekjkgcyolyxgkexyahqp/m3u8/vod_index-bHTtMFcgdqmJGoHoDBPadNWwGwrNevrj.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/2807skttevpekjkgcyolyxgkexyahqp/m3u8/vod_asl_index-qEsTVTICzzzFwCGwupBNVpgBNzJRatiU.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/0205eyyhwbqexozkwmgccegnjyrktg/m3u8/vod_index-dpyfrsVksFWjneFiptbXnAMYBtGYbXeZ.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/0205eyyhwbqexozkwmgccegnjyrktg/m3u8/vod_asl_index-ktnaTcjUgzeMGMTaiatvJAZgtCVGqFUX.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/1402uekefjejldkvaqrqxgjmtewhez/m3u8/vod_index-VEPheWQmQZLrgakajRXoUbKAmmjVXxZ.m3u8	audio	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	https://events-delivery.apple.com/1402uekefjejldkvaqrqxgjmtewhez/m3u8/vod_asl_index-YgZJCTRpKTEcdLaeJzpPKewYFfcWJts.m3u8	audio	April 29, 2024 (10:06) [new]

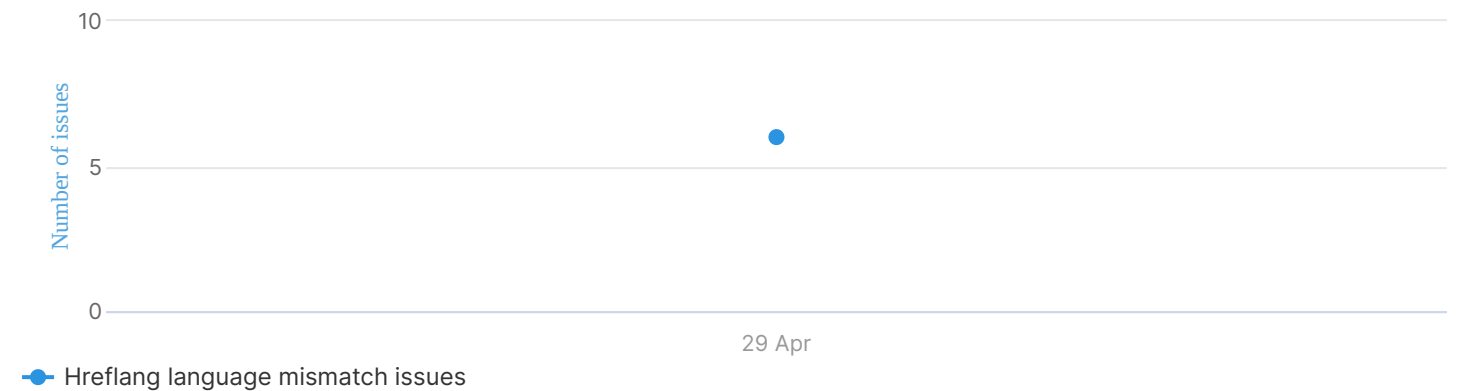
<p>Apple Vision Pro - Apple https://www.apple.com/apple-vision-pro/</p>	<p>https://www.apple.com/105/media/us/apple-vision-pro/2024/6e1432b2-fe09-4113-a1af-f20987bcfeee/films/product/vision-pro-product-tpl-us-2023_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>
<p>Apple Watch Series 9 - Apple https://www.apple.com/apple-watch-series-9/</p>	<p>https://www.apple.com/105/media/us/apple-watch-series-9/2023/b9bd6af6-4574-4a5a-90a6-764df91d4d7c/films/product/apple-watch-series-9-product-tpl-us-2023_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>
<p>Business - Apple https://www.apple.com/business/</p>	<p>https://www.apple.com/105/media/us/apple-vision-pro/guided-tour/2024/7c64af40-2add-42ef-886f-18a5725bc188/films/working/apple-vision-pro-working-tpl-us-2024_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>
<p>Business - Apple https://www.apple.com/business/</p>	<p>https://www.apple.com/105/media/us/business/2023/2891dd97-fd79-4a7a-9883-f560408e1267/films/swipe/business-swipe-tpl-us-2023_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>
<p>Careers at Apple https://www.apple.com/careers/us/</p>	<p>https://www.apple.com/careers/global/media/acvideo/2021/index/redesign/us/hero/careers-index-cc-us-2021_1280x720h.mp4</p>	video	<p>April 29, 2024 (10:06) [new]</p>
<p>Careers at Apple https://www.apple.com/careers/us/</p>	<p>https://www.apple.com/careers/global/media/acvideo/2021/index/redesign/us/ehsan/ehsan-jobsite-cc-us-2021_1280x720h.mp4</p>	video	<p>April 29, 2024 (10:06) [new]</p>
<p>Careers at Apple https://www.apple.com/careers/us/</p>	<p>https://www.apple.com/careers/global/media/acvideo/2022/index/us/sujin/sujin-jobsite-cc-us-2022_1280x720h.mp4</p>	video	<p>April 29, 2024 (10:06) [new]</p>
<p>iPad 10.9-inch (10th generation) - Apple https://www.apple.com/ipad-10.9/</p>	<p>https://www.apple.com/105/media/us/ipad-10.9/2022/4c5d6d90-d0de-429a-84f7-cf8827181a11/films/product/ipad-10-9-product-tpl-us-2022_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>
<p>iPad - Apple https://www.apple.com/ipad/</p>	<p>https://www.apple.com/105/media/us/ipad/pro-apps/2023/7cd023d7-f286-48e3-9bea-b77b61ecf093/films/creator/ipad-creator-tpl-us-2023_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>
<p>iPhone 15 Pro and iPhone 15 Pro Max - Apple https://www.apple.com/iphone-15-pro/</p>	<p>https://www.apple.com/105/media/us/iphone-15-pro/2023/2f337511-a940-4b57-b89c-1512b7507777/films/product/iphone-15-pro-product-tpl-us-2023_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>
<p>iPhone 15 and iPhone 15 Plus - Apple https://www.apple.com/iphone-15/</p>	<p>https://www.apple.com/105/media/us/iphone-15/2023/434c1226-dcdc-47be-ae28-6cb67a3a5a7c/films/product/iphone-15-product-tpl-us-2023_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>
<p>iPhone - Apple https://www.apple.com/iphone/</p>	<p>https://www.apple.com/105/media/us/iphone/2023/6b9c38c9-8f1a-4df1-9c02-5b45b7531401/films/guided-tour/iphone-guided-tour-tpl-us-2023_16x9.m3u8</p>	audio	<p>April 29, 2024 (10:06) [new]</p>

Hreflang language mismatch issues

i *About this issue: This issue is triggered if a language value specified in a hreflang attribute doesn't match your page's language, which is determined based on semantic analysis. Any mistakes in hreflang attributes may confuse search engines, and your hreflang attributes will most likely be interpreted incorrectly. So it's worth taking the time to make sure you don't have any issues with hreflang attributes. For more information, see these articles - Tell Google about localized versions of your page: <https://support.google.com/webmasters/answer/189077>. How to fix: Review all pages reported to have this issue and fix all hreflang attributes. Please note that our crawler may report your webpage to have a "hreflang language mismatch" issue even if the hreflang value shows the correct language. This usually happens if your webpage is multilingual or has too little content.*

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Hreflang language mismatch issues 6

apple.com

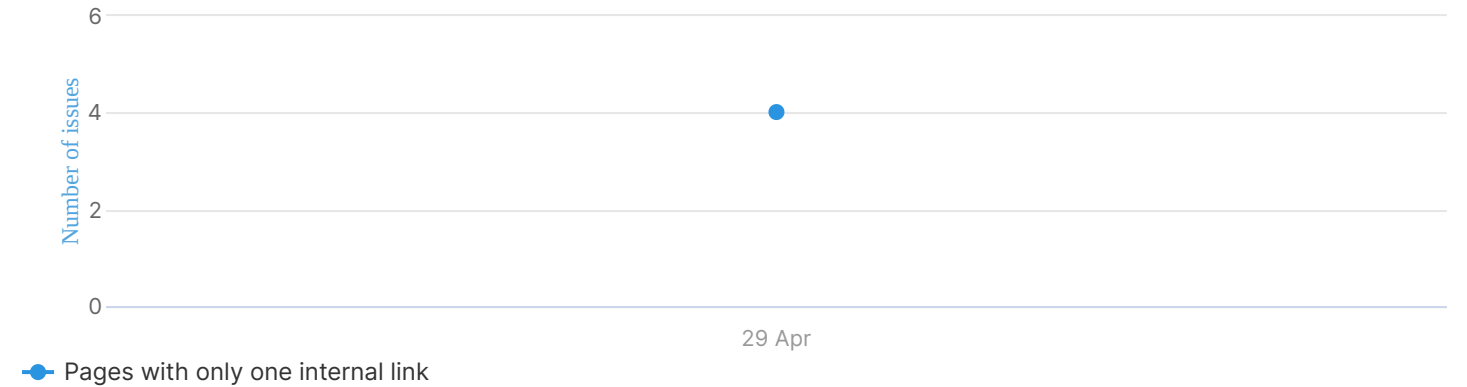
Page URL	Detected Language	Hreflang Code	Discovered
Accessibility - Apple https://www.apple.com/accessibility/	en	fi-fi	April 29, 2024 (10:06) [new]
Apple Events - Apple https://www.apple.com/apple-events/	en	fr-lu	April 29, 2024 (10:06) [new]
Environment - Apple https://www.apple.com/environment/	en	da-dk	April 29, 2024 (10:06) [new]
Legal - Privacy Policy - Apple https://www.apple.com/legal/privacy/	en	it-it	April 29, 2024 (10:06) [new]
Privacy - Apple https://www.apple.com/privacy/	en	fi-fi	April 29, 2024 (10:06) [new]
Supply Chain Innovation - Apple https://www.apple.com/supply-chain/	en	pt-pt	April 29, 2024 (10:06) [new]

Pages with only one internal link

i *About this issue: Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them. How to fix: Add more incoming internal links to pages with important content.*

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Pages with only one internal link 4

apple.com

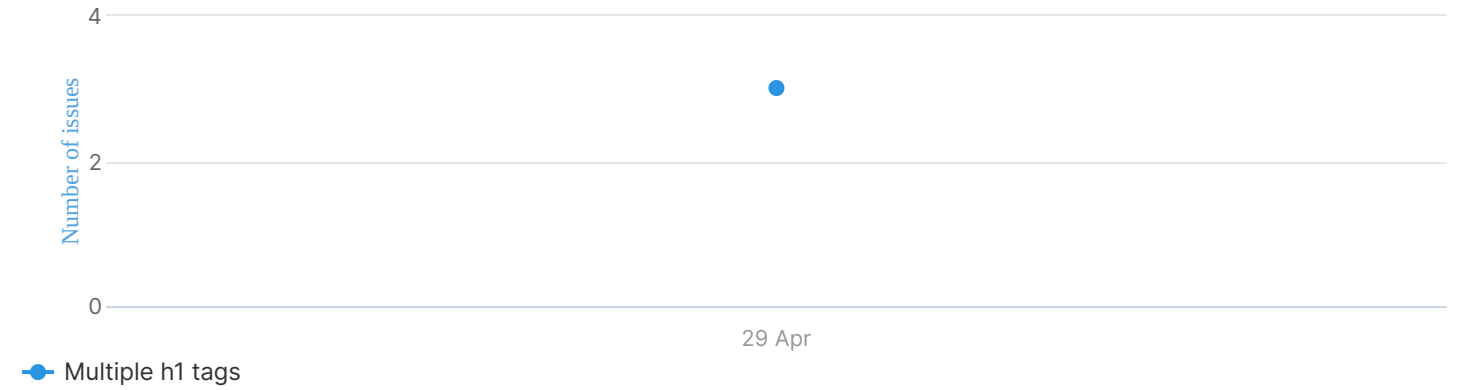
Page URL	Discovered
Perfect Your Yoga Balance Poses - Fitness+ https://fitness.apple.com/us/studio-collection/perfect-your-yoga-balance-poses/1601737973?itscg=10000&itsct=afp-apl_hp-watch_now--240326	April 29, 2024 (10:06) [new]
Run Your First 5K - Fitness+ https://fitness.apple.com/us/studio-collection/run-your-first-5k/1596522605?itscg=10000&itsct=afp-apl_hp-watch_now--240326	April 29, 2024 (10:06) [new]
Chill Covers - Playlist - Apple Music https://music.apple.com/us/playlist/chill-covers/pl.171ed575105547da92990578cb1639be?itscg=10000&itsct=am-apl_hp-listen_now--240326	April 29, 2024 (10:06) [new]
jDale Play! - Playlist - Apple Music https://music.apple.com/us/playlist/dale-play/pl.4b364b8b182f4115acbf6deb83bd5222?itscg=10000&itsct=am-apl_hp-listen_now--240326	April 29, 2024 (10:06) [new]

Multiple h1 tags

i About this issue: Although multiple <h1> tags are allowed in HTML5, we still do not recommend that you use more than one <h1> tag per page. Including multiple <h1> tags may confuse users. How to fix: Use multiple <h2>-<h6> tags instead of an <h1>.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Multiple h1 tags 3

apple.com

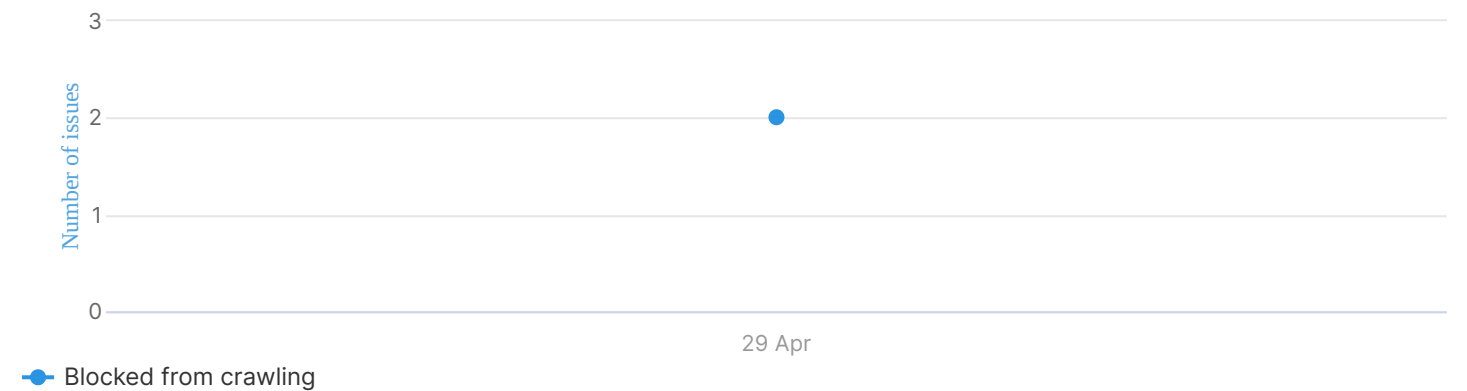
Page URL	H1 Count	Discovered
Chill Covers - Playlist - Apple Music https://music.apple.com/us/playlist/chill-covers/pl.171ed575105547da92990578cb1639be?itscg=10000&itsct=am-apl_hp-listen_now--240326	3	April 29, 2024 (10:06) [new]
iDale Play! - Playlist - Apple Music https://music.apple.com/us/playlist/dale-play/pl.4b364b8b182f4115acbf6deb83bd5222?itscg=10000&itsct=am-apl_hp-listen_now--240326	3	April 29, 2024 (10:06) [new]
MacBook Air 13-inch and MacBook Air 15-inch - Apple https://www.apple.com/macbook-air/	2	April 29, 2024 (10:06) [new]

Blocked from crawling

i About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



Blocked from crawling 2

apple.com

Page URL

Discovered

Today at Apple - Group Reservations - Apple
<https://www.apple.com/today/groups/>

April 29, 2024 (10:06) [new]

Apple Store Search Results - Apple
<https://www.apple.com/us/search>

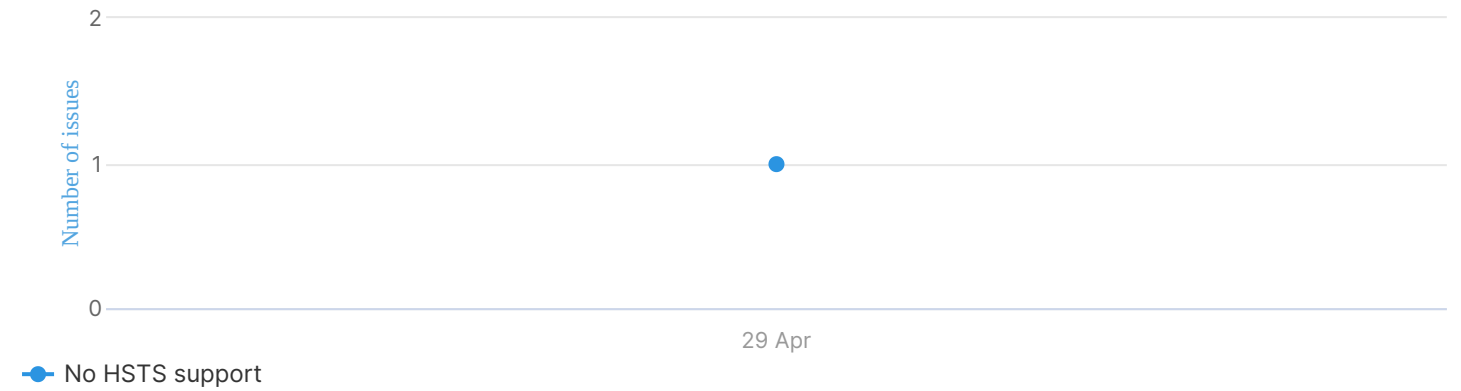
April 29, 2024 (10:06) [new]

No HSTS support

i About this issue: HTTP Strict Transport Security (HSTS) informs web browsers that they can communicate with servers only through HTTPS connections. So, to ensure that you don't serve unsecured content to your audience, we recommend that you implement HSTS support. How to fix: Use a server that supports HSTS.

Historical chart for audits

Period: April 29, 2024 (10:06) - April 29, 2024 (10:06)



No HSTS support 1

apple.com

Subdomain

Discovered

apple.com

April 29, 2024 (10:06) [new]