



<b>Problem</b>	<b>Why it is important to fix</b>	<b>Tool to diagnose &amp; fix</b>
Broken links and redirects	Broken link structure (no way for users to get where they need), bad user experience, lost conversions	<a href="#">Netpeak Spider</a> , <a href="#">Broken link check Wordpress plugin</a>
Missing keywords	Limited traffic	<a href="#">Serpstat</a>
Slow site or pages	People will leave before the page loads, hence lost conversions and opportunities	<a href="#">Page load time</a>
Poor mobile user experience	There are more mobile Internet users than desktop Internet users these days. Poor mobile user experience means lost traffic	<a href="#">Mobile Friendliness Test tool</a>
High bounce rate	High bounce rate signals of bad user experience or irrelevant offer. It may effect your search traffic too	<a href="#">Whatagraph</a>