SEMrush dissected 100K websites to find out what SEO issues are affecting your site

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The study presented anonymous data collected from 100,000 websites and 450 million pages using SEMrush's Site Audit tool (https://landing.semrush.com/site-audit/usa.html?utm_source=engnewsletter&utm_medium=email&utm_campaign=onsiteissu and revealed top SEO issues and errors.

Today SEMrush presented the results of its study on the most common SEO issues that websites face, and it has approached this matter with a thorough methodology. The new research presents anonymous data collected from 100,000 websites and 450 million pages using SEMrush's Site Audit tool (https://landing.semrush.com/site-audit/usa.html?utm_source=engnewsletter&utm_medium=email&utm_campaign=onsiteissu

"My goal was to prove the significance of monitoring technical SEO issues on a regular basis rather than on a yearly basis. To do that, we decided to research how likely this or that issue is to appear on a website at least on one page. Just as expected, the results demonstrated the importance of constantly keeping tabs on a website's technical SEO." — explains Maria Belkina, product owner of SEMrush's Site Audit and SEO Ideas tools.

This study resulted in the following key findings:

- The most common SEO issue affecting websites is duplicate content, which was found on 50 percent of the sites SEMrush analyzed
- 45 percent of the analyzed sites had image optimization issues
- On-page SEO issues are among the most common. Thirty-five percent of the websites had duplicate title tags, and other issues such as overstuffed title tags were found on 15 percent of the websites. Thirty percent of the analyzed sites had pages with duplicate meta descriptions and 25 percent of the sites had pages with no meta descriptions at all.

For more details on the study, please read the full version of the 11 Most Common On-site SEO Issues (https://www.semrush.com/blog/semrush-study-on-site-seo-issues/?utm_source=engnewsletter&utm_medium=email&utm_ca Should you have any further questions or comments, please contact SEMrush's PR Manager Olia Kudanova at o.kudanova@semrush.com.

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SEMrush is one of the world's leading competitive intelligence suites and all-in-one platforms for digital marketing professionals. It provides data and analysis on websites' SEO, paid search, social media and link-building activities. In addition to being a powerful competitor analysis toolkit, SEMrush offers features to help companies optimize their own online presence, such as its Site Audit and Brand Monitoring tools.