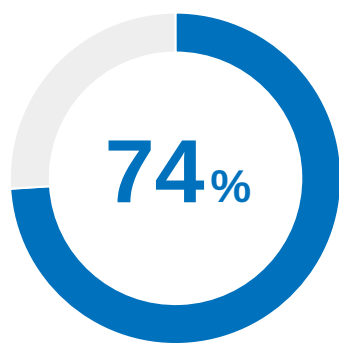SEMrush

Full Site Audit Report

The Out

Full Site Audit Report

Subdomain: www.theout.com
User Agent: SEMrushBot-Desktop
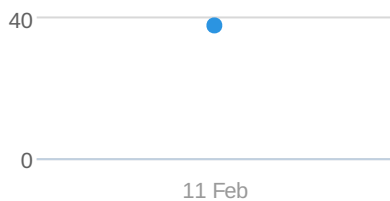**Last Update:** February 11, 2020
Crawled Pages: 100

Site Health

74%

Crawled Pages

100

● Healthy (0) ● Broken (2) ● Have issues (90) ● Redirected (8) ● Blocked (0)

Errors

38

40

0

11 Feb

Warnings

176

200

0

11 Feb

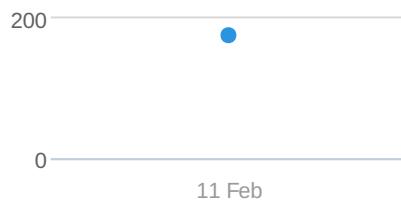## Notices

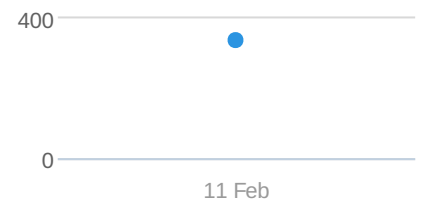**338**

400

0

11 Feb

Top Issues

2 issues with mixed content   errors   0% of total issues

2 pages returned 4XX status code   errors   0% of total issues

2 hreflang conflicts within page source code   errors   0% of total issues

38 ⓪

28 pages have duplicate meta descriptions

28 ⓪

About this issue: Our crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages. For information on how to create effective meta descriptions, please see this Google article: https://support.google.com/webmasters/answer/35624

2 pages returned 4XX status code

2 ⓪

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

2 issues with duplicate title tags

2 ⓪

About this issue: Our crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords. For information on how to create effective titles, please see this Google article: https://support.google.com/webmasters/answer/35624

2 hreflang conflicts within page source code

2 0

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

2 issues with mixed content

2 0

About this issue: If your website contains any elements that are not secured with HTTPS, this may lead to security issues. Moreover, browsers will warn users about loading unsecure content, and this may negatively affect user experience and reduce their confidence in your website. How to fix: Only embed HTTPS content on HTTPS pages. Replace all HTTP links with the new HTTPS versions. If there are any external links leading to a page that has no HTTPS version, remove those links.

1 internal link is broken

1 0

About this issue: Broken internal links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

1 incorrect page found in sitemap.xml

1 0

About this issue: A sitemap.xml file makes it easier for crawlers to discover the pages on your website. Only good pages intended for your visitors should be included in your sitemap.xml file. This error is triggered if your sitemap.xml contains URLs that: 1. lead to webpages with the same content. 2. redirect to a different webpage. 3. return non-200 status code. Populating your file with such URLs will confuse search engines, cause unnecessary crawling or may even result in your sitemap being rejected. How to fix: Review your sitemap.xml for any redirected, non-canonical or non-200 URLs. Provide the final destination URLs that are canonical and return a 200 status code.

0 pages returned 5XX status code

0 0

0 pages don't have title tags

0 0

0 pages have duplicate content issues

0 0

SEMRUSH

0 pages couldn't be crawled

0 0

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

0 0

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

0 0

0 internal images are broken

0 0

Robots.txt file has format errors

0 0

0 sitemap.xml files have format errors

0 0

0 pages have a WWW resolve issue

0 0

This page has no viewport tag

0 0

0 pages have too large HTML size

0 0

0 AMP pages have no canonical tag

0 0

0 issues with hreflang values

0 0

0 issues with incorrect hreflang links

0 0

0 non-secure pages

0 0

0 issues with expiring or expired certificate

0 0

0 issues with old security protocol

0 0

0 issues with incorrect certificate name **0** 0

No redirect or canonical to HTTPS homepage from HTTP version **0** 0

0 redirect chains and loops **0** 0

0 pages with a broken canonical link **0** 0

0 pages have multiple canonical URLs **0** 0

0 pages have a meta refresh tag **0** 0

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

0 subdomains don't support secure encryption algorithms **0** 0

0 sitemap.xml files are too large **0** 0

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

0 pages have slow load speed **0** 0

www.theout.com | SEMrushBot-Desktop

176 0

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50 pages have no hreflang and lang attributes

50 0

About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the <html> tag, e.g., "<html lang="en">". 2. Add a hreflang attribute to your page's <head> tag, e.g., <link rel="alternate" href="http://example.com/" hreflang="en"/>

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42 pages have a low word count

42 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.

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28 pages have low text-HTML ratio

28 0

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.

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27 images don't have alt attributes

27 0

About this issue: Alt attributes within <img> 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 <img> tag for each image on your website, e.g., "<img src="mylogo.png" alt="This is my company logo">".

---

8 pages don't have an h1 heading

8 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.

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6 links on HTTPS pages leads to HTTP page

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.

6 0

6 pages have too much text within the title tags

About this issue: Most search engines truncate titles containing more than 70 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. For more information, please see this Google article: https://support.google.com/webmasters/answer/35624. How to fix: Try to rewrite your page titles to be 70 characters or less.

6 0

4 outgoing internal links contain nofollow attribute

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.

4 0

3 external links are broken

About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

3 0

2 pages have temporary redirects

About this issue: Temporary redirects (i.e., a 302, 303 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302, 303 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/303/307 redirect with a 301 one.

2 0

0 external images are broken

0 0

0 pages don't have enough text within the title tags

0 0

0 pages have duplicate H1 and title tags

0 0

0 pages don't have meta descriptions — **0** 0

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

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

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

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

0 pages use Flash — **0** 0

0 pages contain frames — **0** 0

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

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

Sitemap.xml not found — **0** 0

Homepage does not use HTTPS encryption — **0** 0

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

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

0 uncompressed pages — **0** 0

0 issues with blocked internal resources in robots.txt — **0** 0

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

0 issues with uncached JavaScript and CSS files   **0** 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 issues with unminified JavaScript and CSS files   **0** 0

0 link URLs are too long   **0** 0

338 ⓪

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147 URLs with a permanent redirect

147 ⓪

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.

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98 outgoing external links contain nofollow attributes

98 ⓪

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.

---

47 pages have only one incoming internal link

47 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.

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40 issues with blocked external resources in robots.txt

40 ⓪

About this issue: Blocked external resources are resources (e.g., CSS, JavaScript, image files, etc.) that are hosted on an external website and blocked from crawling by a "Disallow" directive in an external robots.txt file. Disallowing these files may prevent 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://support.google.com/webmasters/answer/6153277?hl=en. How to fix: If blocked resources that are hosted on an external website have a strong impact on your website, contact the website owner and ask them to edit their robots.txt file.
If blocked resources are not necessary for your site, simply ignore them.

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3 resources are formatted as page link

3 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 <img> tag with an alt attribute describing the contents of your image.

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2 subdomains don't support HSTS

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.

2 0

Robots.txt not found

About this issue: A robots.txt file has an important impact on your overall SEO website's performance. This file helps search engines determine what content on your website they should crawl. Utilizing a robots.txt file can cut the time search engine robots spend crawling and indexing your website. For more information, please see this Google article: https://support.google.com/webmasters/answer/6062608. How to fix: If you don't want specific content on your website to be crawled, creating a robots.txt file is recommended. To check your robots.txt file, use Google's robots.txt Tester in Google Search Console: https://www.google.com/webmasters/tools/robots-testing-tool

1 0

0 pages have more than one H1 tag

0 0

0 pages are blocked from crawling

0 0

0 page URLs are longer than 200 characters

0 0

0 pages have hreflang language mismatch issues

0 0

0 orphaned pages in Google Analytics

0 0

0 orphaned pages in sitemaps

0 0

0 pages take more than 1 second to become interactive

0 0

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

0 0

0 issues with broken external JavaScript and CSS files

0 0

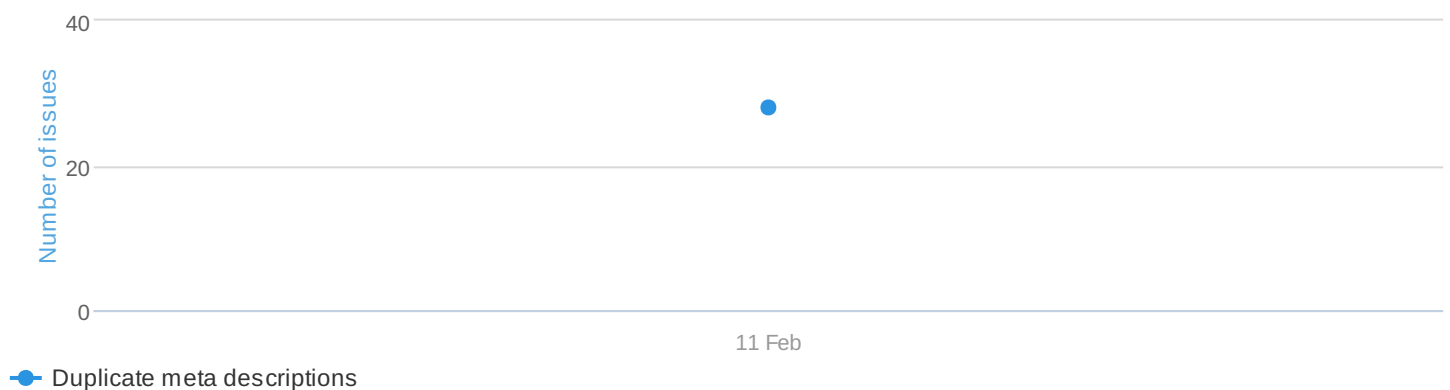0 pages need more than 3 clicks to be reached

0 0

Duplicate meta descriptions

ⓘ *About this issue: Our crawler reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages. For information on how to create effective meta descriptions, please see this Google article: https://support.google.com/webmasters/answer/35624*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

🔵 Duplicate meta descriptions

Duplicate meta descriptions   28

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| Page URL	Duplicates	Discovered
THE OUT Help Centre https://help.theout.com/en/	27	February 11, 2020 (08:22) [new]
How is THE OUT different from other car rental services?	THE OUT Help Centre https://help.theout.com/en/articles/1734329-how-is-the-out-different-from-other-car-rental-services	27	February 11, 2020 (08:22) [new]
How do I make a booking?	THE OUT Help Centre https://help.theout.com/en/articles/1734330-how-do-i-make-a-booking	27	February 11, 2020 (08:22) [new]
How much does it cost?	THE OUT Help Centre https://help.theout.com/en/articles/1734332-how-much-does-it-cost	27	February 11, 2020 (08:22) [new]
How much is the deposit to secure my booking?	THE OUT Help Centre https://help.theout.com/en/articles/1734338-how-much-is-the-deposit-to-secure-my-booking	27	February 11, 2020 (08:22) [new]
Who is eligible to rent?	THE OUT Help Centre https://help.theout.com/en/articles/1734352-who-is-eligible-to-rent	27	February 11, 2020 (08:22) [new]
What happens if I return the vehicle late?	THE OUT Help Centre https://help.theout.com/en/articles/1734354-what-happens-if-i-return-the-vehicle-late	27	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available?	THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-car-seats-and-other-accessories-available	27	February 11, 2020 (08:22) [new]

Page URL	Duplicates	Discovered
What is the shortest period I can rent a vehicle for? | THE OUT Help Centre https://help.theout.com/en/articles/1734370-what-is-the-shortest-period-i-can-rent-a-vehicle-for	27	February 11, 2020 (08:22) [new]
How does the insurance work? | THE OUT Help Centre https://help.theout.com/en/articles/1734374-how-does-the-insurance-work	27	February 11, 2020 (08:22) [new]
What is the damage policy? | THE OUT Help Centre https://help.theout.com/en/articles/1734375-what-is-the-damage-policy	27	February 11, 2020 (08:22) [new]
What happens if I need to extend my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734377-what-happens-if-i-need-to-extend-my-booking	27	February 11, 2020 (08:22) [new]
What happens if I need to shorten my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734378-what-happens-if-i-need-to-shorten-my-booking	27	February 11, 2020 (08:22) [new]
What happens if I need to cancel my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734379-what-happens-if-i-need-to-cancel-my-booking	27	February 11, 2020 (08:22) [new]
What payment methods do you accept? | THE OUT Help Centre https://help.theout.com/en/articles/1734384-what-payment-methods-do-you-accept	27	February 11, 2020 (08:22) [new]
Do I have to fill it up with fuel before returning? | THE OUT Help Centre https://help.theout.com/en/articles/1734387-do-i-have-to-fill-it-up-with-fuel-before-returning	27	February 11, 2020 (08:22) [new]
Can I add an extra driver? | THE OUT Help Centre https://help.theout.com/en/articles/1734388-can-i-add-an-extra-driver	27	February 11, 2020 (08:22) [new]
Can I take the vehicle abroad? | THE OUT Help Centre https://help.theout.com/en/articles/1734393-can-i-take-the-vehicle-abroad	27	February 11, 2020 (08:22) [new]
How can I reduce my deposit? | THE OUT Help Centre https://help.theout.com/en/articles/1745477-how-can-i-reduce-my-deposit	27	February 11, 2020 (08:22) [new]
What cars can I rent from THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/1810991-what-cars-can-i-rent-from-the-out	27	February 11, 2020 (08:22) [new]
What's included in the price? | THE OUT Help Centre https://help.theout.com/en/articles/1933002-what-s-included-in-the-price	27	February 11, 2020 (08:22) [new]
Is there an Android app available? | THE OUT Help Centre https://help.theout.com/en/articles/1933097-is-there-an-android-app-available	27	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	27	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	27	February 11, 2020 (08:22) [new]
Can I take a dog in one of your vehicles? | THE OUT Help Centre https://help.theout.com/en/articles/2710179-can-i-take-a-dog-in-one-of-your-vehicles	27	February 11, 2020 (08:22) [new]
How do we verify your licence and identity? | THE OUT Help Centre https://help.theout.com/en/articles/3132834-how-do-we-verify-your-licence-and-identity	27	February 11, 2020 (08:22) [new]
How to get hold of us? | THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	27	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	27	February 11, 2020 (08:22) [new]

4xx errors

ⓘ *About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. How to fix: If a webpage returns an error, remove all links leading to the error page or replace it with another resource. To identify all pages on your website that contain links to a 4xx page, click "View broken links" next to the error page. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)
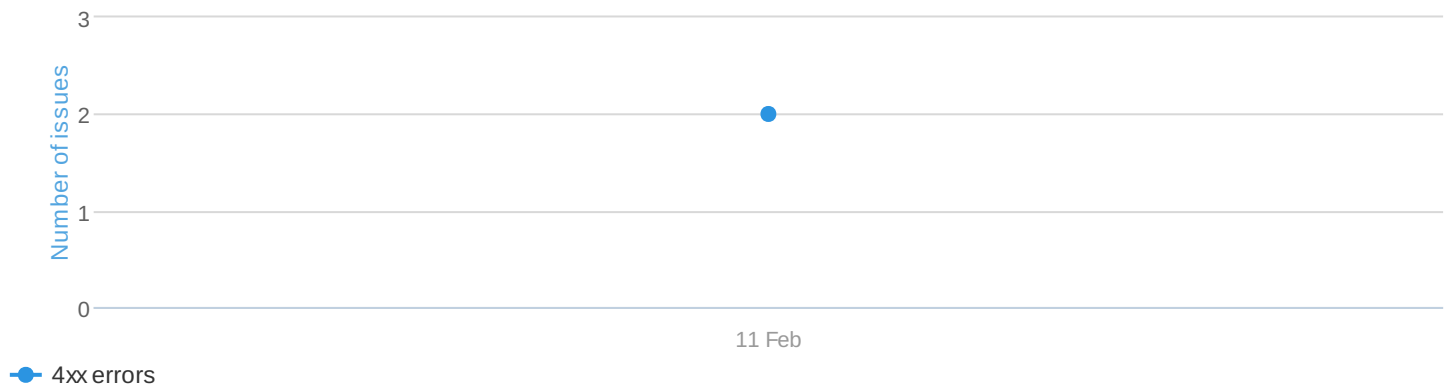
— 4xx errors

4xx errors   2
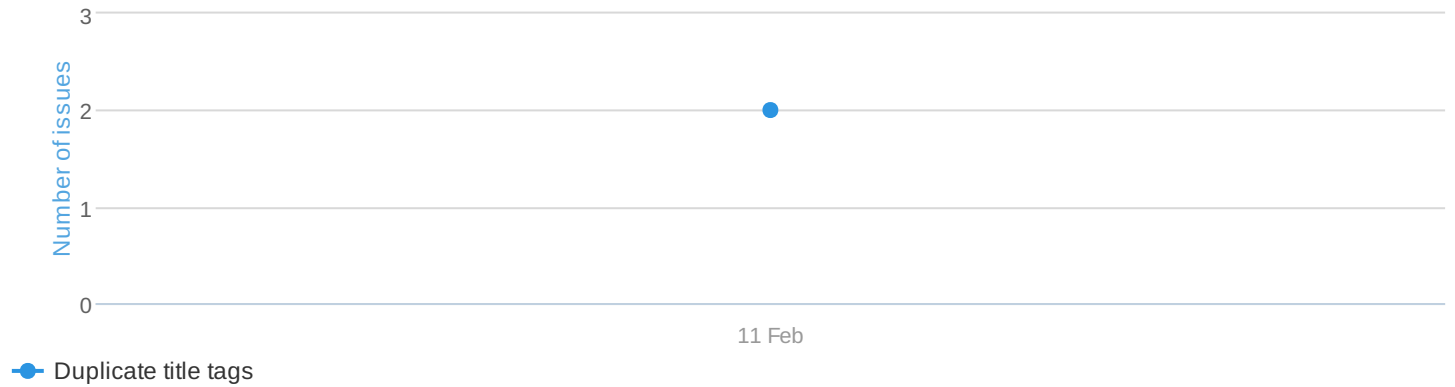
www.theout.com, SEMrushBot-Desktop

Page URL	HTTP Code	Discovered
https://www.theout.com/post/the-longer-you-rent-the-lower-the-daily-price	404	February 11, 2020 (08:22) [new]
https://www.theout.com/robots.txt	404	February 11, 2020 (08:22) [new]

Duplicate title tags

ⓘ *About this issue: Our crawler reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords. For information on how to create effective titles, please see this Google article: https://support.google.com/webmasters/answer/35624*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

— Duplicate title tags

Duplicate title tags   2

www.theout.com, SEMrushBot-Desktop

| Title Tag	Duplicates	Discovered
Terms and Conditions	THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	2	February 11, 2020 (08:22) [new]
Terms and Conditions	THE OUT Help Centre https://help.theout.com/en/collections/1424349-terms-and-conditions	2	February 11, 2020 (08:22) [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: February 11, 2020 (08:22) - February 11, 2020 (08:22)


— Hreflang conflicts within page source code
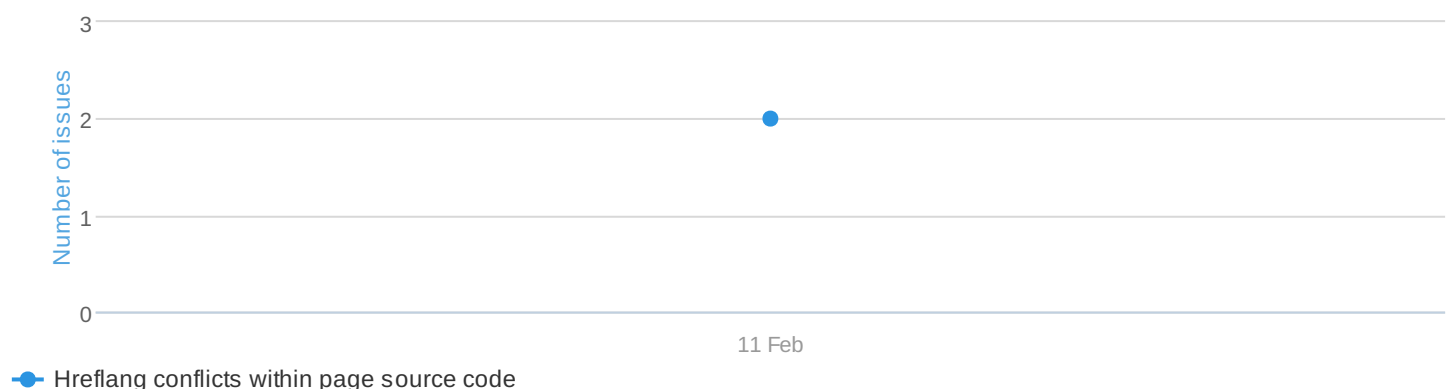
Hreflang conflicts within page source code   2

www.theout.com, SEMrushBot-Desktop

Page URL	Hreflang Value	Issue Type	Discovered
https://help.theout.com/en/articles/1734369-do-you-have-child-seats-gps-and-other-accessories-available	en	Conflicting hreflang and rel=canonical	February 11, 2020 (08:22) [new]
	—	No self-referencing hreflang	

Issues with mixed content

🛈 *About this issue: If your website contains any elements that are not secured with HTTPS, this may lead to security issues. Moreover, browsers will warn users about loading unsecure content, and this may negatively affect user experience and reduce their confidence in your website. How to fix: Only embed HTTPS content on HTTPS pages. Replace all HTTP links with the new HTTPS versions. If there are any external links leading to a page that has no HTTPS version, remove those links.*

Historical chart for audits   Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

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Number of issues
3

2                                    ●

1

0
                              11 Feb
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—●— Issues with mixed content
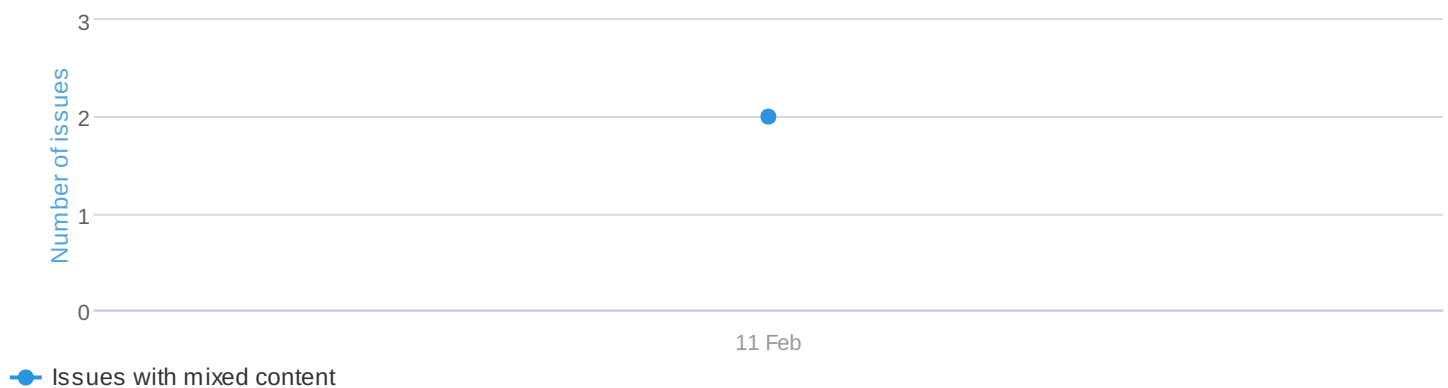
Issues with mixed content   2

www.theout.com, SEMrushBot-Desktop

Page URL	Resource URL	Resource Type	Discovered
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com	http://static.theout.com/website/wf/images/evoque-landing/tinyfied_CAROUSEL_evoque_HR.jpg?v=2	img	February 11, 2020 (08:22) [new]
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com/	http://static.theout.com/website/wf/images/evoque-landing/tinyfied_CAROUSEL_evoque_HR.jpg?v=2	img	February 11, 2020 (08:22) [new]

Broken internal links

About this issue: Broken internal links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Number of issues

11 Feb

— Broken internal links

Broken internal links   1

www.theout.com, SEMrushBot-Desktop

Page URL	Broken Link URL	HTTP Code	Discovered
THE OUT - We've partnered with Festicket https://www.theout.com/post/weve-partnered-with-festicket	https://www.theout.com/post/the-longer-you-rent-the-lower-the-daily-price	404	February 11, 2020 (08:22) [new]

Incorrect pages found in sitemap.xml

About this issue: A sitemap.xml file makes it easier for crawlers to discover the pages on your website. Only good pages intended for your visitors should be included in your sitemap.xml file. This error is triggered if your sitemap.xml contains URLs that: 1. lead to webpages with the same content. 2. redirect to a different webpage. 3. return non-200 status code. Populating your file with such URLs will confuse search engines, cause unnecessary crawling or may even result in your sitemap being rejected. How to fix: Review your sitemap.xml for any redirected, non-canonical or non-200 URLs. Provide the final destination URLs that are canonical and return a 200 status code.

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

— Incorrect pages found in sitemap.xml
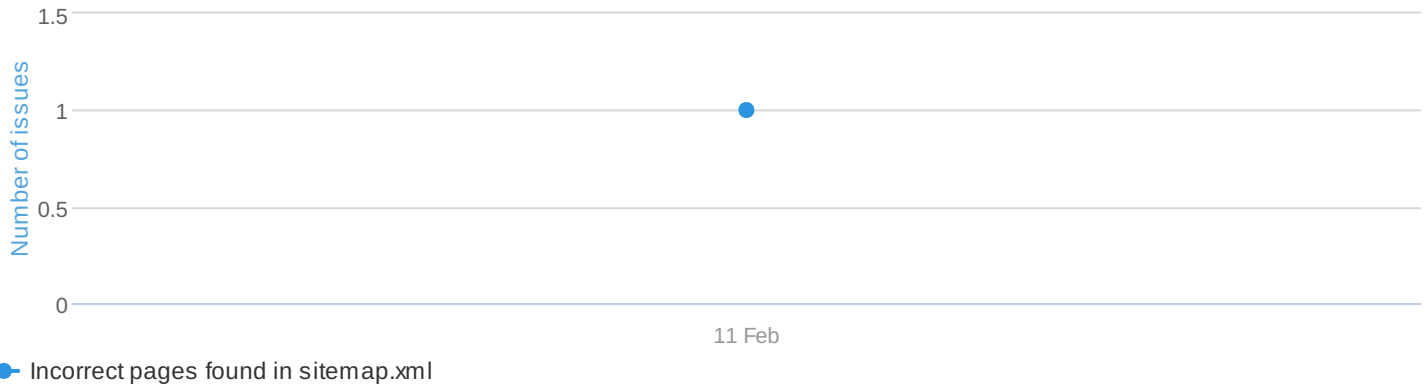
Incorrect pages found in sitemap.xml   1

www.theout.com, SEMrushBot-Desktop

Sitemap URL	Link URL	Issue Type	Line in Sitemap	Discovered
https://www.theout.com/sitemap.xml	https://theout.com/	Redirect		February 11, 2020 (08:22) [new]

Missing hreflang and lang attributes

ℹ *About this issue: This issue is reported if your page has neither lang nor hreflang attribute. When running a multilingual website, you should make sure that you're doing it correctly. First, you should use a hreflang attribute to indicate to Google which pages should be shown to visitors based on their location. That way, you can rest assured that your users will always land on the correct language version of your website. You should also declare a language for your webpage's content (i.e., lang attribute). Otherwise, your web text might not be recognized by search engines. It also may not appear in search results, or may be displayed incorrectly. How to fix: Perform the following: 1. Add a lang attribute to the <html> tag, e.g., "<html lang="en">". 2. Add a hreflang attribute to your page's <head> tag, e.g., <link rel="alternate" href="http://example.com/" hreflang="en"/>*

Historical chart for audits   Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

— Missing hreflang and lang attributes
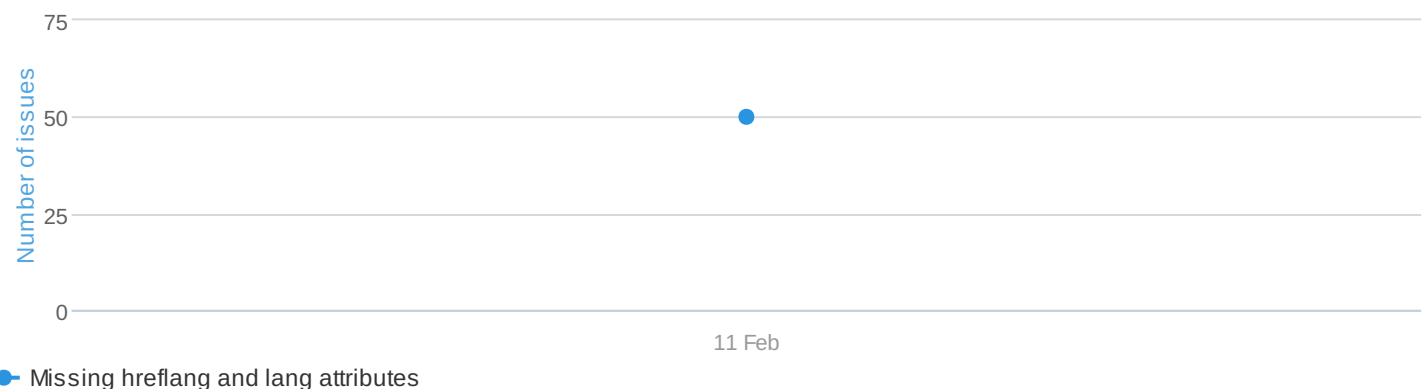
Missing hreflang and lang attributes   50

www.theout.com, SEMrushBot-Desktop

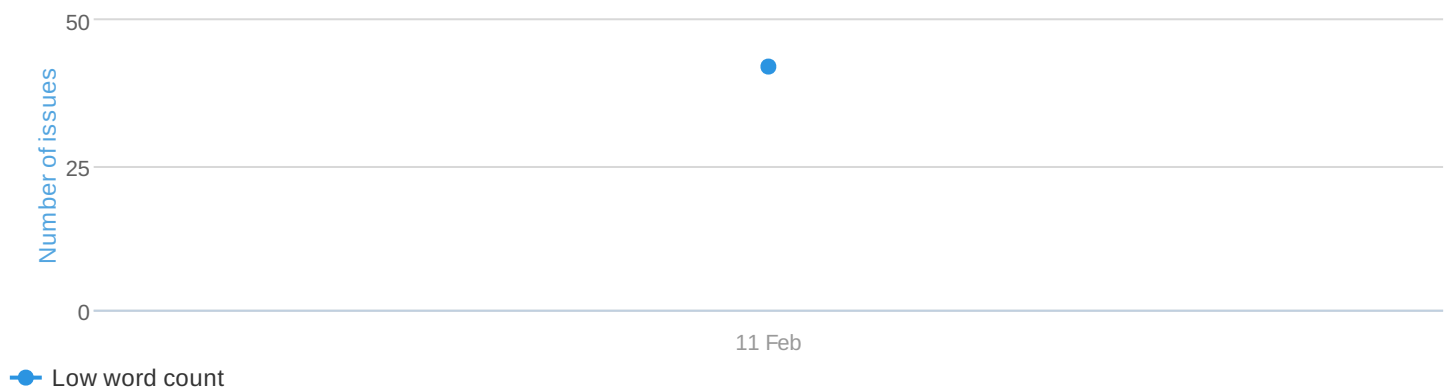| Page URL	Discovered
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com	February 11, 2020 (08:22) [new]
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com/	February 11, 2020 (08:22) [new]
THE OUT | Blog - Adventures, road trips, and more https://www.theout.com/blog	February 11, 2020 (08:22) [new]
THE OUT - 5 Brilliant Bank Holiday Roadtrips https://www.theout.com/post/5-brilliant-bank-holiday-roadtrips	February 11, 2020 (08:22) [new]
THE OUT - 5 Weekend Escapes from London in 2 Hours or Less https://www.theout.com/post/5-weekend-escapes-from-london-in-2-hours-or-less	February 11, 2020 (08:22) [new]
THE OUT - 8 REASONS TO RENT A LAND ROVER TO GET OUT OF LONDON https://www.theout.com/post/8-reasons-to-rent-a-land-rover-to-get-out-of-london	February 11, 2020 (08:22) [new]
THE OUT - Announcing new arrivals to the fleet: Range Rover Sport and Range Rover Velar https://www.theout.com/post/announcing-new-arrivals-to-the-fleet-range-rover-sport-and-range-rover-velar	February 11, 2020 (08:22) [new]
THE OUT - Announcing THE OUT's new referral scheme https://www.theout.com/post/announcing-the-outs-new-referral-scheme	February 11, 2020 (08:22) [new]
THE OUT - Driving in the UK for the first time: 10 Practical Tips https://www.theout.com/post/driving-in-the-uk-for-the-first-time-10-practical-tips	February 11, 2020 (08:22) [new]
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	February 11, 2020 (08:22) [new]
THE OUT - Five Fantastic Family Trips from London https://www.theout.com/post/five-fantastic-family-trips-from-london	February 11, 2020 (08:22) [new]
THE OUT - Half Term, Full Throttle https://www.theout.com/post/half-term-full-throttle	February 11, 2020 (08:22) [new]
THE OUT - How To Pack Like A Pro https://www.theout.com/post/how-to-pack-like-a-pro	February 11, 2020 (08:22) [new]
THE OUT - JAGUAR I-PACE - NOW AVAILABLE WITH THE OUT https://www.theout.com/post/jaguar-i-pace-now-available-with-the-out	February 11, 2020 (08:22) [new]
THE OUT - Kristina Madsen's epic Bob Graham Round https://www.theout.com/post/kristina-madsens-epic-bob-graham-round	February 11, 2020 (08:22) [new]
THE OUT - Music to Roadtrip by https://www.theout.com/post/music-to-roadtrip-by	February 11, 2020 (08:22) [new]
THE OUT - New Defender, serious heritage: a potted history of Land Rover https://www.theout.com/post/new-defender-serious-heritage-a-potted-history-of-land-rover	February 11, 2020 (08:22) [new]
THE OUT - Our Kind Of Dirty Weekend https://www.theout.com/post/our-kind-of-dirty-weekend	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Evoque - newest arrival https://www.theout.com/post/range-rover-evoque-newest-arrival	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Sport PHEV https://www.theout.com/post/range-rover-sport-phev	February 11, 2020 (08:22) [new]

Low word count

Page URL	Discovered
THE OUT - Range Rover Sport vs. Range Rover Velar - Two Magnificent Beasts https://www.theout.com/post/range-rover-sport-vs-range-rover-velar-two-magnificent-beasts	February 11, 2020 (08:22) [new]
THE OUT - Renting a Range Rover - is it really worth it? https://www.theout.com/post/renting-a-range-rover-is-it-really-worth-it	February 11, 2020 (08:22) [new]
THE OUT - Spotlight on the Land Rover Discovery Sport HSE https://www.theout.com/post/spotlight-on-the-land-rover-discovery-sport-hse	February 11, 2020 (08:22) [new]
THE OUT - SUITCASE MAGAZINE'S FAVOURITE UK ROAD TRIPS FOR 2019 https://www.theout.com/post/suitcase-magazines-favourite-uk-road-trips-for-2019	February 11, 2020 (08:22) [new]
THE OUT - THE ART OF ESCAPE ON TWO WHEELS AND FOUR https://www.theout.com/post/the-art-of-escape-on-two-wheels-and-four	February 11, 2020 (08:22) [new]
THE OUT - The Best Roadtrips from London - Part 1 https://www.theout.com/post/the-best-road-trips-from-london-part-1	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	February 11, 2020 (08:22) [new]
THE OUT - The Future of Car Rental https://www.theout.com/post/the-future-of-car-rental	February 11, 2020 (08:22) [new]
THE OUT - THE OUT x SUITCASE: #RoadtripGO with Sophie Ashby and Charlie Casely-Hayford https://www.theout.com/post/the-out-suitcase-roadtripgo-with-sophieashby-and-charlie-casely-hayford	February 11, 2020 (08:22) [new]
THE OUT - THE OUT teams up with The Glorious Game https://www.theout.com/post/the-out-teams-up-with-the-glorious-game-sporting-co	February 11, 2020 (08:22) [new]
THE OUT - THE OUT x SUITCASE: #RoadtripGO with The Curious Pear https://www.theout.com/post/the-out-x-suitcase-roadtripgo-with-the-curious-pear	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas number one https://www.theout.com/post/the-real-christmas-number-one	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas tree experience https://www.theout.com/post/the-real-christmas-tree-experience	February 11, 2020 (08:22) [new]
THE OUT - The UK's Best Christmas Markets https://www.theout.com/post/the-uks-best-christmas-markets	February 11, 2020 (08:22) [new]
THE OUT - The (worst-kept) Secret https://www.theout.com/post/the-worst-kept-secret	February 11, 2020 (08:22) [new]
THE OUT - TOP 5 BANK HOLIDAY ROAD TRIPS WITH THE KIDS https://www.theout.com/post/top-5-bank-holiday-road-trips-with-the-kids	February 11, 2020 (08:22) [new]
THE OUT - Top 5 Seaside Escapes from London https://www.theout.com/post/top-5-seaside-escapes-from-london	February 11, 2020 (08:22) [new]
THE OUT - WELCOME TO THE OUT https://www.theout.com/post/welcome-to-the-out	February 11, 2020 (08:22) [new]
THE OUT - We've partnered with CarHopper https://www.theout.com/post/weve-partnered-with-carhopper	February 11, 2020 (08:22) [new]
THE OUT - We've partnered with Festicket https://www.theout.com/post/weve-partnered-with-festicket	February 11, 2020 (08:22) [new]

Page URL	Discovered
THE OUT - We've partnered with Laka https://www.theout.com/post/weve-partnered-with-laka	February 11, 2020 (08:22) [new]
THE OUT - What it means to own the weekend https://www.theout.com/post/what-it-means-to-own-the-weekend	February 11, 2020 (08:22) [new]
THE OUT - Where to drive for the best wild swimming https://www.theout.com/post/where-to-drive-for-the-best-wild-swimming	February 11, 2020 (08:22) [new]
THE OUT - Why renting is better with THE OUT https://www.theout.com/post/why-renting-is-better-with-the-out	February 11, 2020 (08:22) [new]
THE OUT - WIN A LAND ROVER OFF-ROAD DRIVING EXPERIENCE https://www.theout.com/post/win-an-off-road-land-rover-driving-experience	February 11, 2020 (08:22) [new]
THE OUT - Rent a Jaguar I-PACE in London https://www.theout.com/vehicles/i-pace	February 11, 2020 (08:22) [new]
THE OUT - Rent a Land Rover Discovery Sport in London https://www.theout.com/vehicles/land-rover-discovery-sport	February 11, 2020 (08:22) [new]
Rent a Range Rover Evoque in London https://www.theout.com/vehicles/range-rover-evoque	February 11, 2020 (08:22) [new]
THE OUT - Rent a Range Rover Sport in London https://www.theout.com/vehicles/range-rover-sport	February 11, 2020 (08:22) [new]
THE OUT - Rent a Range Rover Velar in London https://www.theout.com/vehicles/range-rover-velar	February 11, 2020 (08:22) [new]

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: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Number of issues

50

25

0

11 Feb

— Low word count

Low word count   42

www.theout.com, SEMrushBot-Desktop

Page URL	Words Count	Discovered
THE OUT Help Centre https://help.theout.com/en/	103	February 11, 2020 (08:22) [new]
How is THE OUT different from other car rental services?	THE OUT Help Centre https://help.theout.com/en/articles/1734329-how-is-the-out-different-from-other-car-rental-services	115	February 11, 2020 (08:22) [new]
How do I make a booking?	THE OUT Help Centre https://help.theout.com/en/articles/1734330-how-do-i-make-a-booking	49	February 11, 2020 (08:22) [new]
How much does it cost?	THE OUT Help Centre https://help.theout.com/en/articles/1734332-how-much-does-it-cost	126	February 11, 2020 (08:22) [new]
How much is the deposit to secure my booking?	THE OUT Help Centre https://help.theout.com/en/articles/1734338-how-much-is-the-deposit-to-secure-my-booking	135	February 11, 2020 (08:22) [new]
Who is eligible to rent?	THE OUT Help Centre https://help.theout.com/en/articles/1734352-who-is-eligible-to-rent	170	February 11, 2020 (08:22) [new]
What happens if I return the vehicle late?	THE OUT Help Centre https://help.theout.com/en/articles/1734354-what-happens-if-i-return-the-vehicle-late	82	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available?	THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-car-seats-and-other-accessories-available	93	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available?	THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-child-seats-gps-and-other-accessories-available	93	February 11, 2020 (08:22) [new]
What is the shortest period I can rent a vehicle for?	THE OUT Help Centre https://help.theout.com/en/articles/1734370-what-is-the-shortest-period-i-can-rent-a-vehicle-for	41	February 11, 2020 (08:22) [new]
How does the insurance work?	THE OUT Help Centre https://help.theout.com/en/articles/1734374-how-does-the-insurance-work	167	February 11, 2020 (08:22) [new]
What is the damage policy?	THE OUT Help Centre https://help.theout.com/en/articles/1734375-what-is-the-damage-policy	79	February 11, 2020 (08:22) [new]
What happens if I need to extend my booking?	THE OUT Help Centre https://help.theout.com/en/articles/1734377-what-happens-if-i-need-to-extend-my-booking	86	February 11, 2020 (08:22) [new]
What happens if I need to shorten my booking?	THE OUT Help Centre https://help.theout.com/en/articles/1734378-what-happens-if-i-need-to-shorten-my-booking	71	February 11, 2020 (08:22) [new]
What happens if I need to cancel my booking?	THE OUT Help Centre https://help.theout.com/en/articles/1734379-what-happens-if-i-need-to-cancel-my-booking	71	February 11, 2020 (08:22) [new]
What payment methods do you accept?	THE OUT Help Centre https://help.theout.com/en/articles/1734384-what-payment-methods-do-you-accept	47	February 11, 2020 (08:22) [new]
Do I have to fill it up with fuel before returning?	THE OUT Help Centre https://help.theout.com/en/articles/1734387-do-i-have-to-fill-it-up-with-fuel-before-returning	70	February 11, 2020 (08:22) [new]
Can I add an extra driver?	THE OUT Help Centre https://help.theout.com/en/articles/1734388-can-i-add-an-extra-driver	128	February 11, 2020 (08:22) [new]
Can I take the vehicle abroad?	THE OUT Help Centre https://help.theout.com/en/articles/1734393-can-i-take-the-vehicle-abroad	71	February 11, 2020 (08:22) [new]
How can I reduce my deposit?	THE OUT Help Centre https://help.theout.com/en/articles/1745477-how-can-i-reduce-my-deposit	27	February 11, 2020 (08:22) [new]

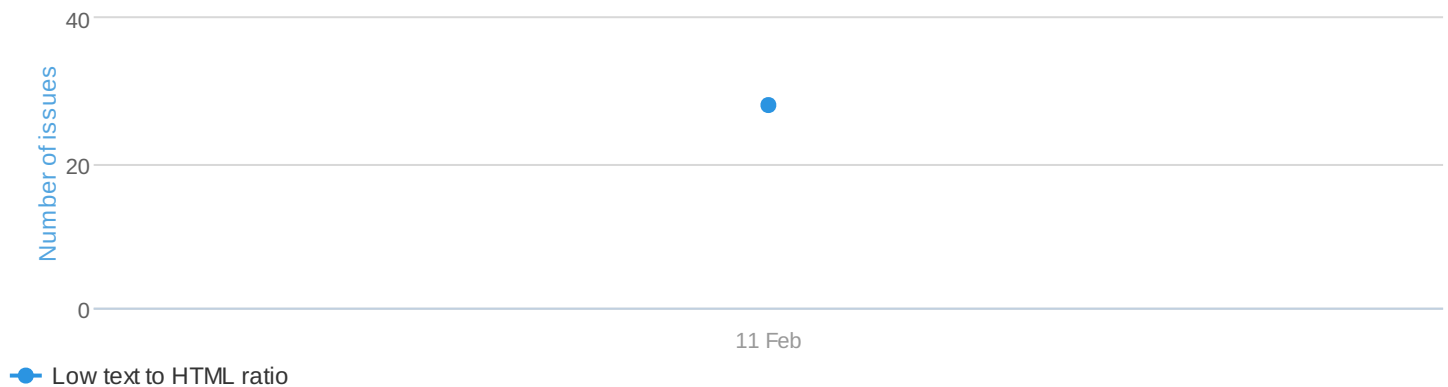| Page URL	Words Count	Discovered
What cars can I rent from THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/1810991-what-cars-can-i-rent-from-the-out	91	February 11, 2020 (08:22) [new]
What's included in the price? | THE OUT Help Centre https://help.theout.com/en/articles/1933002-what-s-included-in-the-price	111	February 11, 2020 (08:22) [new]
Is there an Android app available? | THE OUT Help Centre https://help.theout.com/en/articles/1933097-is-there-an-android-app-available	55	February 11, 2020 (08:22) [new]
Can I take a dog in one of your vehicles? | THE OUT Help Centre https://help.theout.com/en/articles/2710179-can-i-take-a-dog-in-one-of-your-vehicles	80	February 11, 2020 (08:22) [new]
How do we verify your licence and identity? | THE OUT Help Centre https://help.theout.com/en/articles/3132834-how-do-we-verify-your-licence-and-identity	171	February 11, 2020 (08:22) [new]
How to get hold of us? | THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	50	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	55	February 11, 2020 (08:22) [new]
Driving our Cars | THE OUT Help Centre https://help.theout.com/en/collections/1008725-driving-our-cars	148	February 11, 2020 (08:22) [new]
General | THE OUT Help Centre https://help.theout.com/en/collections/1008736-general	79	February 11, 2020 (08:22) [new]
Bookings | THE OUT Help Centre https://help.theout.com/en/collections/1008740-bookings	121	February 11, 2020 (08:22) [new]
Deposit & Insurance | THE OUT Help Centre https://help.theout.com/en/collections/1008750-deposit-insurance	73	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/collections/1424349-terms-and-conditions	51	February 11, 2020 (08:22) [new]
Roadside Assistance | THE OUT Help Centre https://help.theout.com/en/collections/2135101-roadside-assistance	40	February 11, 2020 (08:22) [new]
Delivery & Collection | THE OUT Help Centre https://help.theout.com/en/collections/2135125-delivery-collection	60	February 11, 2020 (08:22) [new]
Refer a Friend | THE OUT Help Centre https://help.theout.com/en/collections/2135127-refer-a-friend	42	February 11, 2020 (08:22) [new]
THE OUT - Announcing THE OUT's new referral scheme https://www.theout.com/post/announcing-the-outs-new-referral-scheme	189	February 11, 2020 (08:22) [new]
THE OUT - WELCOME TO THE OUT https://www.theout.com/post/welcome-to-the-out	166	February 11, 2020 (08:22) [new]
THE OUT - Rent a Jaguar I-PACE in London https://www.theout.com/vehicles/i-pace	177	February 11, 2020 (08:22) [new]
THE OUT - Rent a Land Rover Discovery Sport in London https://www.theout.com/vehicles/land-rover-discovery-sport	187	February 11, 2020 (08:22) [new]
Rent a Range Rover Evoque in London https://www.theout.com/vehicles/range-rover-evoque	179	February 11, 2020 (08:22) [new]

Page URL	Words Count	Discovered
THE OUT - Rent a Range Rover Sport in London https://www.theout.com/vehicles/range-rover-sport	174	February 11, 2020 (08:22) [new]
THE OUT - Rent a Range Rover Velar in London https://www.theout.com/vehicles/range-rover-velar	183	February 11, 2020 (08:22) [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: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Number of issues

40 · 20 · 0 · 11 Feb

— Low text to HTML ratio

Low text to HTML ratio   28

www.theout.com, SEMrushBot-Desktop

Page URL	Ratio	Discovered
THE OUT Help Centre https://help.theout.com/en/	0.05	February 11, 2020 (08:22) [new]
How do I make a booking?	THE OUT Help Centre https://help.theout.com/en/articles/1734330-how-do-i-make-a-booking	0.05	February 11, 2020 (08:22) [new]
What happens if I return the vehicle late?	THE OUT Help Centre https://help.theout.com/en/articles/1734354-what-happens-if-i-return-the-vehicle-late	0.07	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available?	THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-car-seats-and-other-accessories-available	0.08	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available?	THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-child-seats-gps-and-other-accessories-available	0.08	February 11, 2020 (08:22) [new]

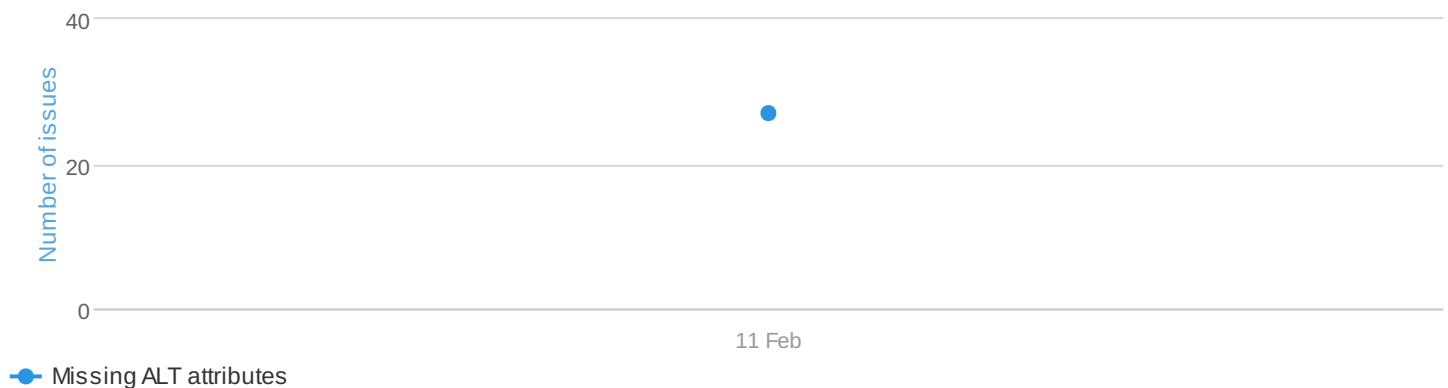| Page URL	Ratio	Discovered
What is the shortest period I can rent a vehicle for? | THE OUT Help Centre https://help.theout.com/en/articles/1734370-what-is-the-shortest-period-i-can-rent-a-vehicle-for	0.04	February 11, 2020 (08:22) [new]
What is the damage policy? | THE OUT Help Centre https://help.theout.com/en/articles/1734375-what-is-the-damage-policy	0.07	February 11, 2020 (08:22) [new]
What happens if I need to extend my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734377-what-happens-if-i-need-to-extend-my-booking	0.08	February 11, 2020 (08:22) [new]
What happens if I need to shorten my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734378-what-happens-if-i-need-to-shorten-my-booking	0.07	February 11, 2020 (08:22) [new]
What happens if I need to cancel my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734379-what-happens-if-i-need-to-cancel-my-booking	0.07	February 11, 2020 (08:22) [new]
What payment methods do you accept? | THE OUT Help Centre https://help.theout.com/en/articles/1734384-what-payment-methods-do-you-accept	0.04	February 11, 2020 (08:22) [new]
Do I have to fill it up with fuel before returning? | THE OUT Help Centre https://help.theout.com/en/articles/1734387-do-i-have-to-fill-it-up-with-fuel-before-returning	0.06	February 11, 2020 (08:22) [new]
Can I take the vehicle abroad? | THE OUT Help Centre https://help.theout.com/en/articles/1734393-can-i-take-the-vehicle-abroad	0.07	February 11, 2020 (08:22) [new]
How can I reduce my deposit? | THE OUT Help Centre https://help.theout.com/en/articles/1745477-how-can-i-reduce-my-deposit	0.03	February 11, 2020 (08:22) [new]
What cars can I rent from THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/1810991-what-cars-can-i-rent-from-the-out	0.07	February 11, 2020 (08:22) [new]
What's included in the price? | THE OUT Help Centre https://help.theout.com/en/articles/1933002-what-s-included-in-the-price	0.09	February 11, 2020 (08:22) [new]
Is there an Android app available? | THE OUT Help Centre https://help.theout.com/en/articles/1933097-is-there-an-android-app-available	0.05	February 11, 2020 (08:22) [new]
Can I take a dog in one of your vehicles? | THE OUT Help Centre https://help.theout.com/en/articles/2710179-can-i-take-a-dog-in-one-of-your-vehicles	0.07	February 11, 2020 (08:22) [new]
How to get hold of us? | THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	0.05	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	0.05	February 11, 2020 (08:22) [new]
Driving our Cars | THE OUT Help Centre https://help.theout.com/en/collections/1008725-driving-our-cars	0.07	February 11, 2020 (08:22) [new]
General | THE OUT Help Centre https://help.theout.com/en/collections/1008736-general	0.05	February 11, 2020 (08:22) [new]
Bookings | THE OUT Help Centre https://help.theout.com/en/collections/1008740-bookings	0.06	February 11, 2020 (08:22) [new]
Deposit & Insurance | THE OUT Help Centre https://help.theout.com/en/collections/1008750-deposit-insurance	0.05	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/collections/1424349-terms-and-conditions	0.04	February 11, 2020 (08:22) [new]

Page URL	Ratio	Discovered
Roadside Assistance | THE OUT Help Centre https://help.theout.com/en/collections/2135101-roadside-assistance	0.04	February 11, 2020 (08:22) [new]
Delivery & Collection | THE OUT Help Centre https://help.theout.com/en/collections/2135125-delivery-collection	0.05	February 11, 2020 (08:22) [new]
Refer a Friend | THE OUT Help Centre https://help.theout.com/en/collections/2135127-refer-a-friend	0.03	February 11, 2020 (08:22) [new]

Missing ALT attributes

ⓘ *About this issue: Alt attributes within <img> 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 <img> tag for each image on your website, e.g., "<img src="mylogo.png" alt="This is my company logo">".*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Number of issues

40

20

0

11 Feb

━●━ Missing ALT attributes

Missing ALT attributes   27

www.theout.com, SEMrushBot-Desktop

Page URL	Image URL	Discovered
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	https://downloads.intercomcdn.com/i/o/160472630/5fe1d77a464c092ac6c5b8de/Screenshot+2019-11-04+at+08.29.11.png	February 11, 2020 (08:22) [new]
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d77a0c2601a2e2008ec991d_5d7773ed344facff5a0bd392_1-revival2018_chrisison0136.jpeg	February 11, 2020 (08:22) [new]
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d77a0c29faddd4c45284a52_5d777cad9faddda35b2733d2_VelarJack%20(2).jpeg	February 11, 2020 (08:22) [new]

Page URL	Image URL	Discovered
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d77a0c389fd0f88bf60769f_5d777d5a80fb755273364bce_Goldenhour%20(1).jpeg	February 11, 2020 (08:22) [new]
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d77a0c389fd0f58b46076a0_5d7773318d6d917ced84d309_Balloon-Fiesta-2017-6%20(1).jpeg	February 11, 2020 (08:22) [new]
THE OUT - Half Term, Full Throttle https://www.theout.com/post/half-term-full-throttle	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d70fbe26d5a3895dcdd8ebd_jamison-lottering-FYCjgvF0EOI-unsplash.jpg	February 11, 2020 (08:22) [new]
THE OUT - Half Term, Full Throttle https://www.theout.com/post/half-term-full-throttle	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d70fc4c9b8d7b55738c55ee_unnamed.jpg	February 11, 2020 (08:22) [new]
THE OUT - Half Term, Full Throttle https://www.theout.com/post/half-term-full-throttle	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d70fc869b8d7b4b9b8c5708_ester-marie-doysabas-54-l-o0OJGY-unsplash.jpg	February 11, 2020 (08:22) [new]
THE OUT - Half Term, Full Throttle https://www.theout.com/post/half-term-full-throttle	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d70fcb23f57a5a7ee6713c1_rae-tian-WE7YfTGpXlg-unsplash.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d26d60a3fc96ca8363fda_snowdon.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d242d8903152489560595_snowdonia.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d274f9a3f38ca7b0c17ef_cotswolds.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d2778bbbfb95eef2086d7_yorkshiredales.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d28ef06643e45ae809f47_blacksheepbrewery.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d29149052fe81574a9ddd_Wensleydale.jpg	February 11, 2020 (08:22) [new]

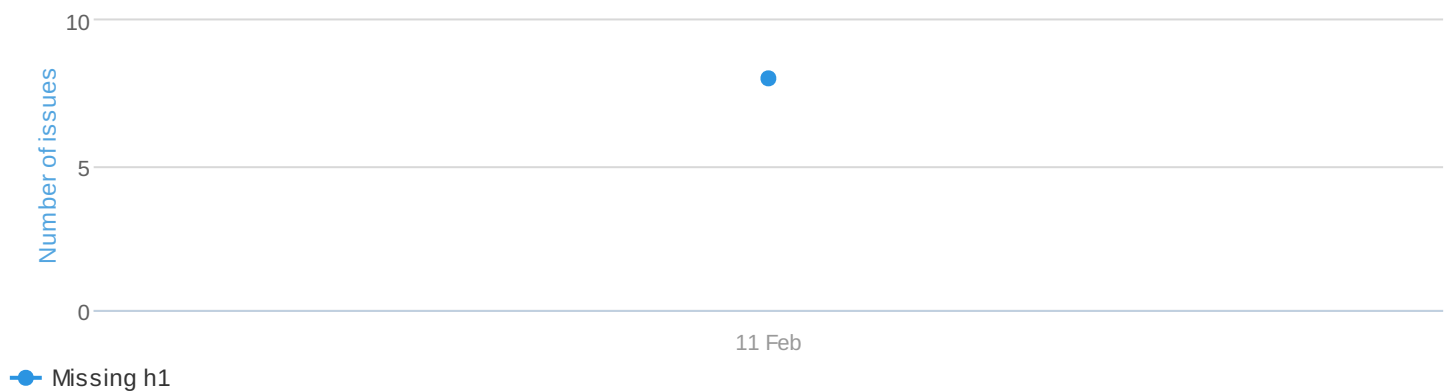| Page URL	Image URL	Discovered
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d296b0a3fc90dec365465_highlands.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d298d0a3fc964e3365490_culloden.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d29a79052fe19834a9f88_glenmorangie.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d29c50a3fc971c13658c1_highlandgames.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d29dc0a3fc92cee3658f3_johnogroats.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d5291bbbfb945a32185f7_stratford.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d52adbbbfb9669e218623_chilternhills.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d52c29052fe2da54bdb18_oxford.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d52d8f3e67a49f178a419_eagleandchild.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d531706643edf6d81b7a1_bath.jpg	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d53359a3f3878310d2f63_bath-spa.jpg	February 11, 2020 (08:22) [new]

Page URL	Image URL	Discovered
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://uploads-ssl.webflow.com/5ccfb8d746e9ce335db03433/5d5d534f9a3f38dbcb0d2fba_bristol.jpg	February 11, 2020 (08:22) [new]

Missing h1

ℹ️ *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.*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Number of issues

10

5

0

11 Feb

🔵 Missing h1

Missing h1   8

www.theout.com, SEMrushBot-Desktop

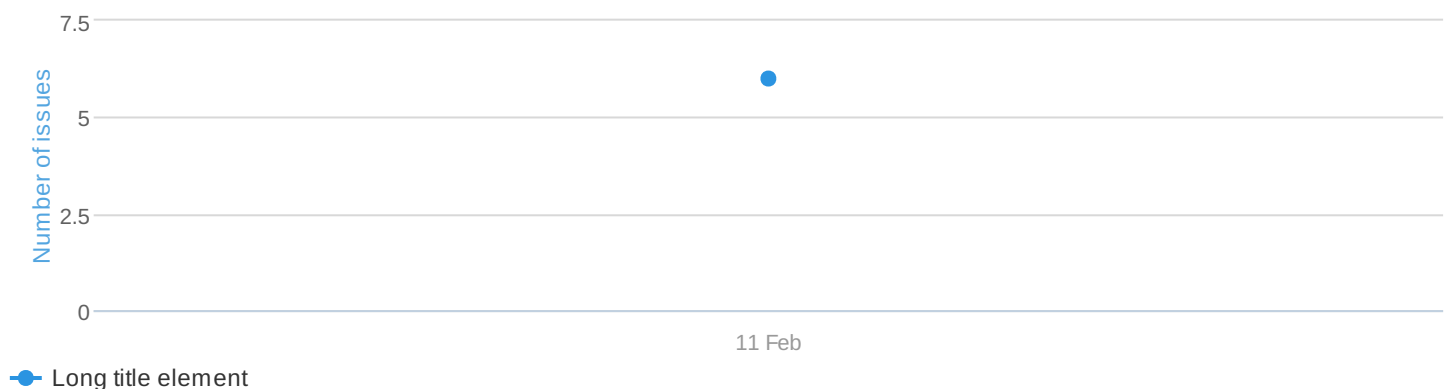| Page URL	Discovered
Driving our Cars	THE OUT Help Centre https://help.theout.com/en/collections/1008725-driving-our-cars	February 11, 2020 (08:22) [new]
General	THE OUT Help Centre https://help.theout.com/en/collections/1008736-general	February 11, 2020 (08:22) [new]
Bookings	THE OUT Help Centre https://help.theout.com/en/collections/1008740-bookings	February 11, 2020 (08:22) [new]
Deposit & Insurance	THE OUT Help Centre https://help.theout.com/en/collections/1008750-deposit-insurance	February 11, 2020 (08:22) [new]
Terms and Conditions	THE OUT Help Centre https://help.theout.com/en/collections/1424349-terms-and-conditions	February 11, 2020 (08:22) [new]
Roadside Assistance	THE OUT Help Centre https://help.theout.com/en/collections/2135101-roadside-assistance	February 11, 2020 (08:22) [new]
Delivery & Collection	THE OUT Help Centre https://help.theout.com/en/collections/2135125-delivery-collection	February 11, 2020 (08:22) [new]

Page URL	Discovered
Refer a Friend | THE OUT Help Centre https://help.theout.com/en/collections/2135127-refer-a-friend	February 11, 2020 (08:22) [new]

Long title element

ⓘ *About this issue: Most search engines truncate titles containing more than 70 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. For more information, please see this Google article: https://support.google.com/webmasters/answer/35624. How to fix: Try to rewrite your page titles to be 70 characters or less.*

Historical chart for audits   Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Long title element   6

www.theout.com, SEMrushBot-Desktop

| Page URL	Title	Discovered
How is THE OUT different from other car rental services? | THE OUT Help Centre https://help.theout.com/en/articles/1734329-how-is-the-out-different-from-other-car-rental-services	How is THE OUT different from other car rental services? | THE OUT Help Centre	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-car-seats-and-other-accessories-available	Do you have car seats and other accessories available? | THE OUT Help Centre	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-child-seats-gps-and-other-accessories-available	Do you have car seats and other accessories available? | THE OUT Help Centre	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre	February 11, 2020 (08:22) [new]
THE OUT - Announcing new arrivals to the fleet: Range Rover Sport and Range Rover Velar https://www.theout.com/post/announcing-new-arrivals-to-the-fleet-range-rover-sport-and-range-rover-velar	THE OUT - Announcing new arrivals to the fleet: Range Rover Sport and Range Rover Velar	February 11, 2020 (08:22) [new]

Page URL	Title	Discovered
THE OUT - THE OUT x SUITCASE: #RoadtripGO with Sophie Ashby and Charlie Casely-Hayford https://www.theout.com/post/the-out-suitcase-roadtripgo-with-sophieashby-and-charlie-casely-hayford	THE OUT - THE OUT x SUITCASE: #RoadtripGO with Sophie Ashby and Charlie Casely-Hayford	February 11, 2020 (08:22) [new]

Links lead to HTTP pages for HTTPS site

ℹ️ *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: February 11, 2020 (08:22) - February 11, 2020 (08:22)
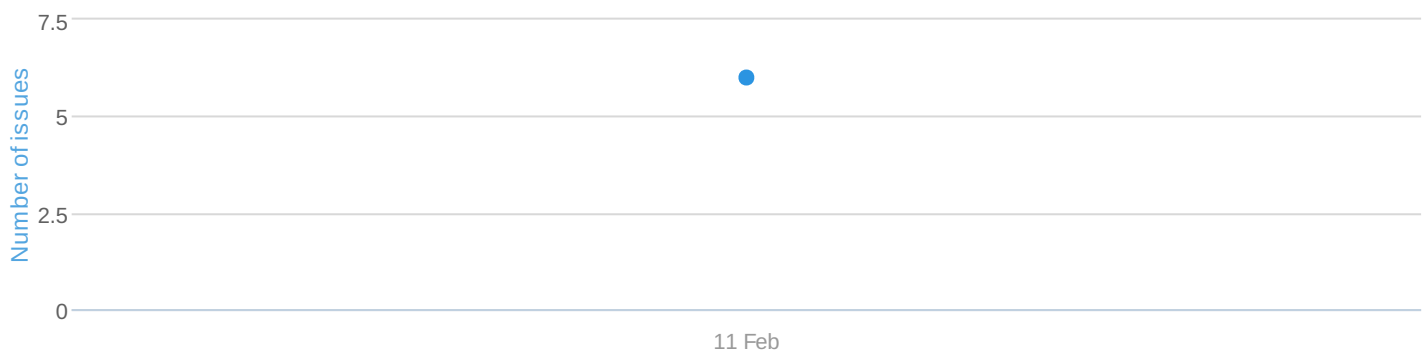
Links lead to HTTP pages for HTTPS site

Links lead to HTTP pages for HTTPS site   6
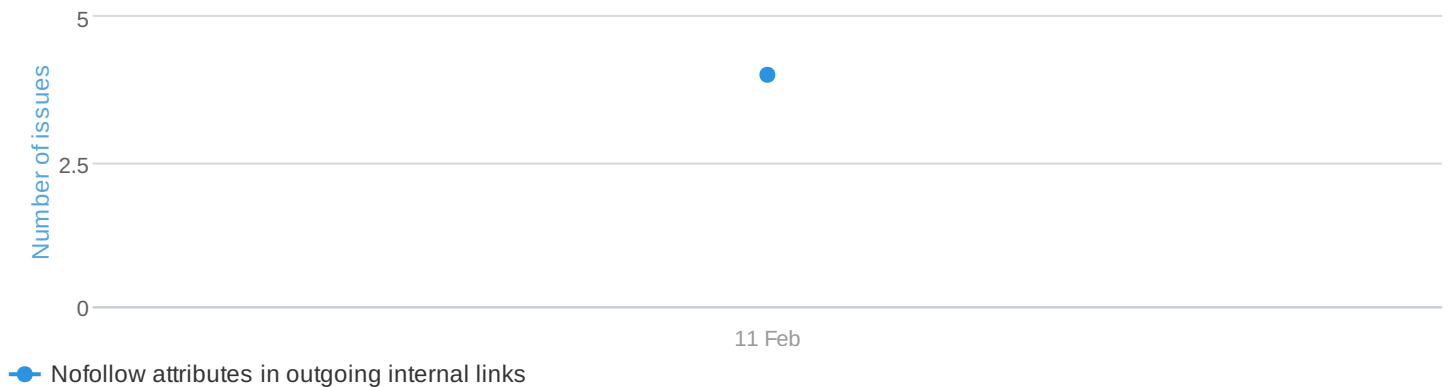
www.theout.com, SEMrushBot-Desktop

HTTPS Page URL	HTTP Link URL	Discovered
Privacy Policy	THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.theout.com	February 11, 2020 (08:22) [new]
Privacy Policy	THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.theout.com	February 11, 2020 (08:22) [new]
Privacy Policy	THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.theout.com	February 11, 2020 (08:22) [new]
Privacy Policy	THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.theout.com	February 11, 2020 (08:22) [new]
Privacy Policy	THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.theout.com	February 11, 2020 (08:22) [new]
Privacy Policy	THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.theout.com	February 11, 2020 (08:22) [new]

Nofollow attributes in outgoing internal links

ⓘ *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: February 11, 2020 (08:22) - February 11, 2020 (08:22)

●— Nofollow attributes in outgoing internal links

Nofollow attributes in outgoing internal links   **4**

www.theout.com, SEMrushBot-Desktop

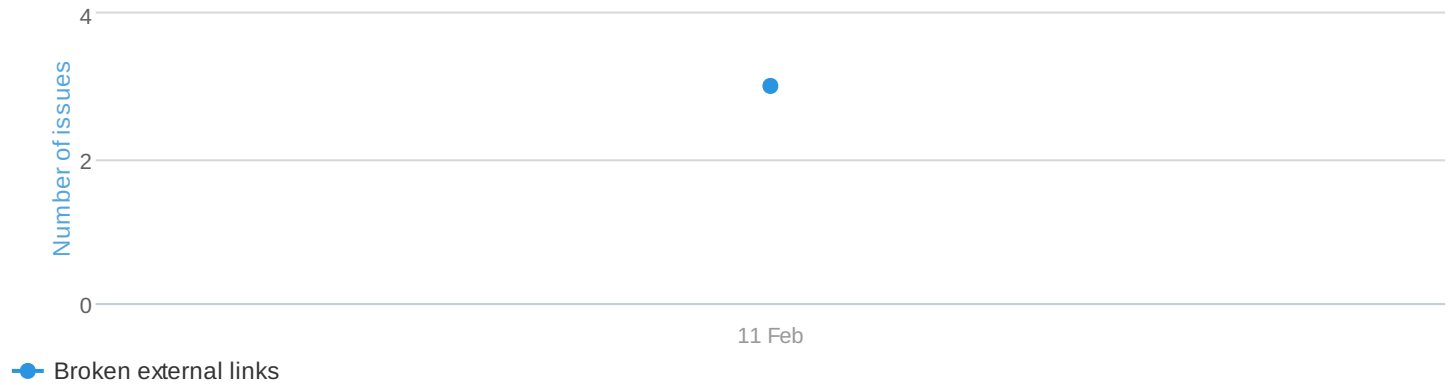| Page URL	Link URL	Discovered
Can I add an extra driver?	THE OUT Help Centre https://help.theout.com/en/articles/1734388-can-i-add-an-extra-driver	https://www.theout.com/	February 11, 2020 (08:22) [new]
Is there an Android app available?	THE OUT Help Centre https://help.theout.com/en/articles/1933097-is-there-an-android-app-available	https://www.theout.com/	February 11, 2020 (08:22) [new]
Privacy Policy	THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.theout.com	February 11, 2020 (08:22) [new]
How to get hold of us?	THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	https://www.theout.com/	February 11, 2020 (08:22) [new]

Broken external links

ⓘ *About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that our crawler may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

SEMRUSH

— Broken external links

Broken external links   3

www.theout.com, SEMrushBot-Desktop

Page URL	Link URL	HTTP Code	Discovered
THE OUT - The Best Roadtrips from London - Part 1 https://www.theout.com/post/the-best-road-trips-from-london-part-1	https://www.thewestonmercury.co.uk/lifestyle/top-10-unusual-place-names-in-somerset-1-4028492	403	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://www.wensleydale.co.uk/	403	February 11, 2020 (08:22) [new]
THE OUT - WIN A LAND ROVER OFF-ROAD DRIVING EXPERIENCE https://www.theout.com/post/win-an-off-road-land-rover-driving-experience	https://www.eastnor.landroverexperience.co.uk/experiences/half-day.html	404	February 11, 2020 (08:22) [new]

Temporary redirects

ℹ *About this issue: Temporary redirects (i.e., a 302, 303 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302, 303 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/303/307 redirect with a 301 one.*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Temporary redirects
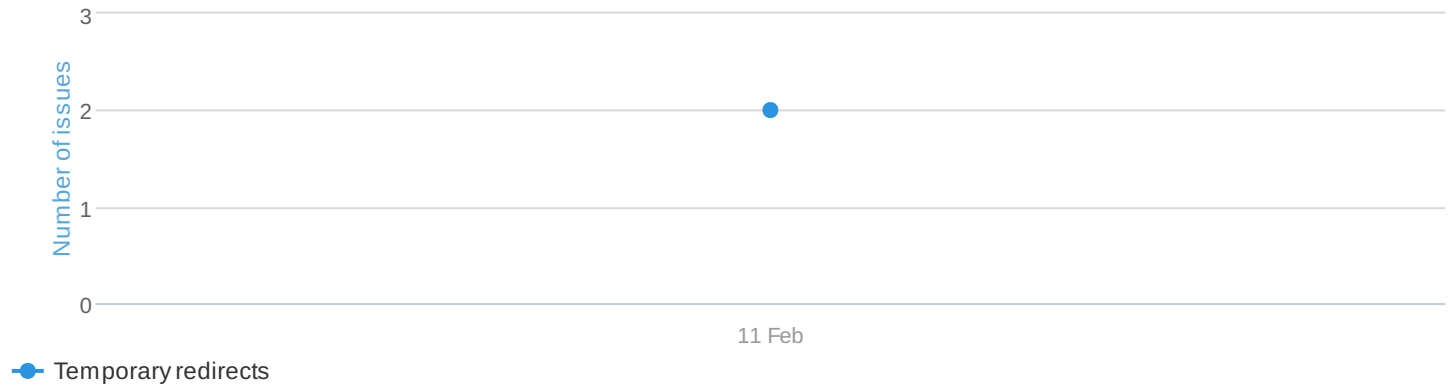
Temporary redirects   2

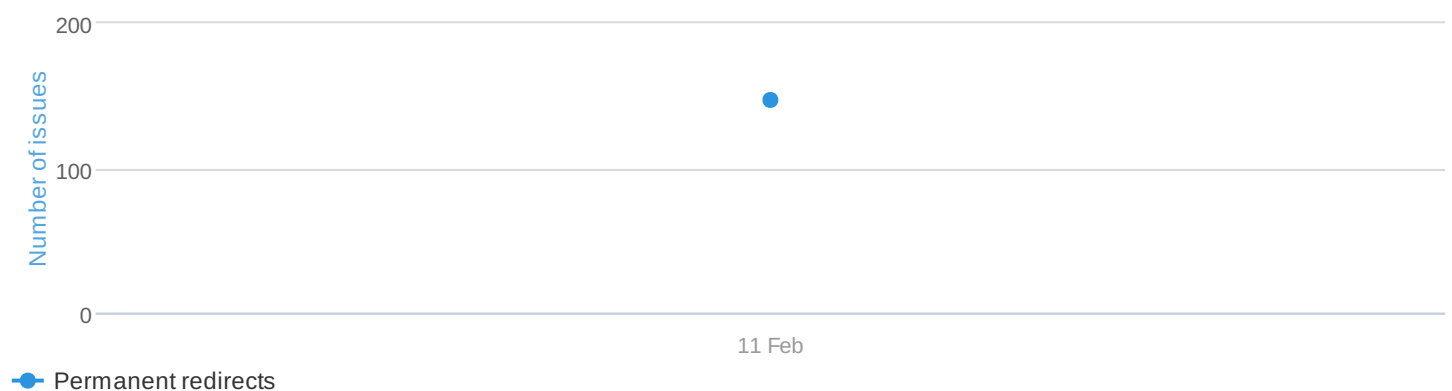www.theout.com, SEMrushBot-Desktop

Page URL	Redirect URL	Discovered
https://help.theout.com	https://help.theout.com/en/	February 11, 2020 (08:22) [new]
https://help.theout.com/	https://help.theout.com/en/	February 11, 2020 (08:22) [new]

Permanent redirects

ⓘ *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: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Permanent redirects

Permanent redirects   100

www.theout.com, SEMrushBot-Desktop

Page URL	Link URL	HTTP Status Code	Discovered
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com	https://help.theout.com/general-questions/whats-included-in-the-rental-price	301	February 11, 2020 (08:22) [new]
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com/	https://help.theout.com/general-questions/whats-included-in-the-rental-price	301	February 11, 2020 (08:22) [new]
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com/	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT | Rent a Range Rover or Land Rover in London https://www.theout.com/	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT | Blog - Adventures, road trips, and more https://www.theout.com/blog	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT | Blog - Adventures, road trips, and more https://www.theout.com/blog	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT | Blog - Adventures, road trips, and more https://www.theout.com/blog	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - 5 Brilliant Bank Holiday Roadtrips https://www.theout.com/post/5-brilliant-bank-holiday-roadtrips	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - 5 Brilliant Bank Holiday Roadtrips https://www.theout.com/post/5-brilliant-bank-holiday-roadtrips	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - 5 Brilliant Bank Holiday Roadtrips https://www.theout.com/post/5-brilliant-bank-holiday-roadtrips	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - 5 Weekend Escapes from London in 2 Hours or Less https://www.theout.com/post/5-weekend-escapes-from-london-in-2-hours-or-less	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - 5 Weekend Escapes from London in 2 Hours or Less https://www.theout.com/post/5-weekend-escapes-from-london-in-2-hours-or-less	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - 5 Weekend Escapes from London in 2 Hours or Less https://www.theout.com/post/5-weekend-escapes-from-london-in-2-hours-or-less	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - 8 REASONS TO RENT A LAND ROVER TO GET OUT OF LONDON https://www.theout.com/post/8-reasons-to-rent-a-land-rover-to-get-out-of-london	https://theout.com	301	February 11, 2020 (08:22) [new]

Page URL	Link URL	HTTP Status Code	Discovered
THE OUT - 8 REASONS TO RENT A LAND ROVER TO GET OUT OF LONDON https://www.theout.com/post/8-reasons-to-rent-a-land-rover-to-get-out-of-london	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - 8 REASONS TO RENT A LAND ROVER TO GET OUT OF LONDON https://www.theout.com/post/8-reasons-to-rent-a-land-rover-to-get-out-of-london	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Announcing new arrivals to the fleet: Range Rover Sport and Range Rover Velar https://www.theout.com/post/announcing-new-arrivals-to-the-fleet-range-rover-sport-and-range-rover-velar	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Announcing new arrivals to the fleet: Range Rover Sport and Range Rover Velar https://www.theout.com/post/announcing-new-arrivals-to-the-fleet-range-rover-sport-and-range-rover-velar	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Announcing new arrivals to the fleet: Range Rover Sport and Range Rover Velar https://www.theout.com/post/announcing-new-arrivals-to-the-fleet-range-rover-sport-and-range-rover-velar	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Announcing THE OUT's new referral scheme https://www.theout.com/post/announcing-the-outs-new-referral-scheme	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Announcing THE OUT's new referral scheme https://www.theout.com/post/announcing-the-outs-new-referral-scheme	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Announcing THE OUT's new referral scheme https://www.theout.com/post/announcing-the-outs-new-referral-scheme	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Driving in the UK for the first time: 10 Practical Tips https://www.theout.com/post/driving-in-the-uk-for-the-first-time-10-practical-tips	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Driving in the UK for the first time: 10 Practical Tips https://www.theout.com/post/driving-in-the-uk-for-the-first-time-10-practical-tips	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Driving in the UK for the first time: 10 Practical Tips https://www.theout.com/post/driving-in-the-uk-for-the-first-time-10-practical-tips	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]

ℹ️ *We're only displaying 100 results. To view all results, export your report to a CSV or Excel file format.*

Page URL	Link URL	HTTP Status Code	Discovered
THE OUT - Five Fantastic Family Trips from London https://www.theout.com/post/five-fantastic-family-trips-from-london	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Five Fantastic Family Trips from London https://www.theout.com/post/five-fantastic-family-trips-from-london	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Five Fantastic Family Trips from London https://www.theout.com/post/five-fantastic-family-trips-from-london	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Half Term, Full Throttle https://www.theout.com/post/half-term-full-throttle	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Half Term, Full Throttle https://www.theout.com/post/half-term-full-throttle	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Half Term, Full Throttle https://www.theout.com/post/half-term-full-throttle	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - How To Pack Like A Pro https://www.theout.com/post/how-to-pack-like-a-pro	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - How To Pack Like A Pro https://www.theout.com/post/how-to-pack-like-a-pro	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - How To Pack Like A Pro https://www.theout.com/post/how-to-pack-like-a-pro	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - JAGUAR I-PACE - NOW AVAILABLE WITH THE OUT https://www.theout.com/post/jaguar-i-pace-now-available-with-the-out	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - JAGUAR I-PACE - NOW AVAILABLE WITH THE OUT https://www.theout.com/post/jaguar-i-pace-now-available-with-the-out	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - JAGUAR I-PACE - NOW AVAILABLE WITH THE OUT https://www.theout.com/post/jaguar-i-pace-now-available-with-the-out	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Kristina Madsen's epic Bob Graham Round https://www.theout.com/post/kristina-madsens-epic-bob-graham-round	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Kristina Madsen's epic Bob Graham Round https://www.theout.com/post/kristina-madsens-epic-bob-graham-round	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Kristina Madsen's epic Bob Graham Round https://www.theout.com/post/kristina-madsens-epic-bob-graham-round	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Music to Roadtrip by https://www.theout.com/post/music-to-roadtrip-by	https://theout.com	301	February 11, 2020 (08:22) [new]

Page URL	Link URL	HTTP Status Code	Discovered
THE OUT - Music to Roadtrip by https://www.theout.com/post/music-to-roadtrip-by	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Music to Roadtrip by https://www.theout.com/post/music-to-roadtrip-by	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - New Defender, serious heritage: a potted history of Land Rover https://www.theout.com/post/new-defender-serious-heritage-a-potted-history-of-land-rover	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - New Defender, serious heritage: a potted history of Land Rover https://www.theout.com/post/new-defender-serious-heritage-a-potted-history-of-land-rover	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - New Defender, serious heritage: a potted history of Land Rover https://www.theout.com/post/new-defender-serious-heritage-a-potted-history-of-land-rover	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Our Kind Of Dirty Weekend https://www.theout.com/post/our-kind-of-dirty-weekend	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Our Kind Of Dirty Weekend https://www.theout.com/post/our-kind-of-dirty-weekend	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Our Kind Of Dirty Weekend https://www.theout.com/post/our-kind-of-dirty-weekend	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Evoque - newest arrival https://www.theout.com/post/range-rover-evoque-newest-arrival	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Evoque - newest arrival https://www.theout.com/post/range-rover-evoque-newest-arrival	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Evoque - newest arrival https://www.theout.com/post/range-rover-evoque-newest-arrival	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Sport PHEV https://www.theout.com/post/range-rover-sport-phev	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Sport PHEV https://www.theout.com/post/range-rover-sport-phev	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Sport PHEV https://www.theout.com/post/range-rover-sport-phev	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Sport vs. Range Rover Velar - Two Magnificent Beasts https://www.theout.com/post/range-rover-sport-vs-range-rover-velar-two-magnificent-beasts	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Sport vs. Range Rover Velar - Two Magnificent Beasts https://www.theout.com/post/range-rover-sport-vs-range-rover-velar-two-magnificent-beasts	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]

Nofollow attributes in outgoing external links

Page URL	Link URL	HTTP Status Code	Discovered
THE OUT - Range Rover Sport vs. Range Rover Velar - Two Magnificent Beasts https://www.theout.com/post/range-rover-sport-vs-range-rover-velar-two-magnificent-beasts	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Renting a Range Rover - is it really worth it? https://www.theout.com/post/renting-a-range-rover-is-it-really-worth-it	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Renting a Range Rover - is it really worth it? https://www.theout.com/post/renting-a-range-rover-is-it-really-worth-it	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Renting a Range Rover - is it really worth it? https://www.theout.com/post/renting-a-range-rover-is-it-really-worth-it	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - Spotlight on the Land Rover Discovery Sport HSE https://www.theout.com/post/spotlight-on-the-land-rover-discovery-sport-hse	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - Spotlight on the Land Rover Discovery Sport HSE https://www.theout.com/post/spotlight-on-the-land-rover-discovery-sport-hse	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - Spotlight on the Land Rover Discovery Sport HSE https://www.theout.com/post/spotlight-on-the-land-rover-discovery-sport-hse	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - SUITCASE MAGAZINE'S FAVOURITE UK ROAD TRIPS FOR 2019 https://www.theout.com/post/suitcase-magazines-favourite-uk-road-trips-for-2019	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - SUITCASE MAGAZINE'S FAVOURITE UK ROAD TRIPS FOR 2019 https://www.theout.com/post/suitcase-magazines-favourite-uk-road-trips-for-2019	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - SUITCASE MAGAZINE'S FAVOURITE UK ROAD TRIPS FOR 2019 https://www.theout.com/post/suitcase-magazines-favourite-uk-road-trips-for-2019	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - THE ART OF ESCAPE ON TWO WHEELS AND FOUR https://www.theout.com/post/the-art-of-escape-on-two-wheels-and-four	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - THE ART OF ESCAPE ON TWO WHEELS AND FOUR https://www.theout.com/post/the-art-of-escape-on-two-wheels-and-four	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - THE ART OF ESCAPE ON TWO WHEELS AND FOUR https://www.theout.com/post/the-art-of-escape-on-two-wheels-and-four	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - The Best Roadtrips from London - Part 1 https://www.theout.com/post/the-best-road-trips-from-london-part-1	https://theout.com	301	February 11, 2020 (08:22) [new]

| Page URL	Link URL	HTTP Status Code	Discovered
THE OUT - The Best Roadtrips from London - Part 1 https://www.theout.com/post/the-best-road-trips-from-london-part-1	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - The Best Roadtrips from London - Part 1 https://www.theout.com/post/the-best-road-trips-from-london-part-1	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - The Future of Car Rental https://www.theout.com/post/the-future-of-car-rental	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - The Future of Car Rental https://www.theout.com/post/the-future-of-car-rental	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - The Future of Car Rental https://www.theout.com/post/the-future-of-car-rental	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - THE OUT x SUITCASE: #RoadtripGO with Sophie Ashby and Charlie Casely-Hayford https://www.theout.com/post/the-out-suitcase-roadtripgo-with-sophieashby-and-charlie-casely-hayford	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - THE OUT x SUITCASE: #RoadtripGO with Sophie Ashby and Charlie Casely-Hayford https://www.theout.com/post/the-out-suitcase-roadtripgo-with-sophieashby-and-charlie-casely-hayford	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - THE OUT x SUITCASE: #RoadtripGO with Sophie Ashby and Charlie Casely-Hayford https://www.theout.com/post/the-out-suitcase-roadtripgo-with-sophieashby-and-charlie-casely-hayford	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - THE OUT teams up with The Glorious Game https://www.theout.com/post/the-out-teams-up-with-the-glorious-game-sporting-co	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - THE OUT teams up with The Glorious Game https://www.theout.com/post/the-out-teams-up-with-the-glorious-game-sporting-co	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - THE OUT teams up with The Glorious Game https://www.theout.com/post/the-out-teams-up-with-the-glorious-game-sporting-co	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - THE OUT x SUITCASE: #RoadtripGO with The Curious Pear https://www.theout.com/post/the-out-x-suitcase-roadtripgo-with-the-curious-pear	https://theout.com	301	February 11, 2020 (08:22) [new]

Page URL	Link URL	HTTP Status Code	Discovered
THE OUT - THE OUT x SUITCASE: #RoadtripGO with The Curious Pear https://www.theout.com/post/the-out-x-suitcase-roadtripgo-with-the-curious-pear	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - THE OUT x SUITCASE: #RoadtripGO with The Curious Pear https://www.theout.com/post/the-out-x-suitcase-roadtripgo-with-the-curious-pear	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas number one https://www.theout.com/post/the-real-christmas-number-one	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas number one https://www.theout.com/post/the-real-christmas-number-one	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas number one https://www.theout.com/post/the-real-christmas-number-one	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas tree experience https://www.theout.com/post/the-real-christmas-tree-experience	https://theout.com	301	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas tree experience https://www.theout.com/post/the-real-christmas-tree-experience	https://help.theout.com/legal/terms-and-conditions	301	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas tree experience https://www.theout.com/post/the-real-christmas-tree-experience	https://help.theout.com/legal/privacy-policy	301	February 11, 2020 (08:22) [new]

ⓘ *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.*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Number of issues

150

100

50

0

11 Feb

●— Nofollow attributes in outgoing external links
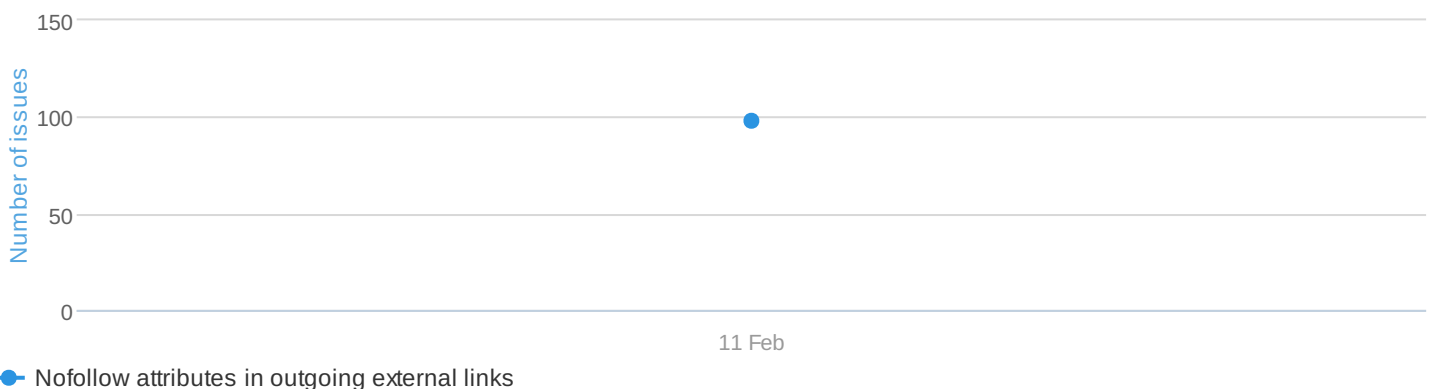
Nofollow attributes in outgoing external links   98

www.theout.com, SEMrushBot-Desktop

Pages with only one internal link

Page URL	Link URL	Discovered
THE OUT Help Centre https://help.theout.com/en/	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
THE OUT Help Centre https://help.theout.com/en/	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How is THE OUT different from other car rental services? | THE OUT Help Centre https://help.theout.com/en/articles/1734329-how-is-the-out-different-from-other-car-rental-services	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
How is THE OUT different from other car rental services? | THE OUT Help Centre https://help.theout.com/en/articles/1734329-how-is-the-out-different-from-other-car-rental-services	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How do I make a booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734330-how-do-i-make-a-booking	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
How do I make a booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734330-how-do-i-make-a-booking	https://itunes.apple.com/gb/app/liquid-car-rental/id1355354261?ls=1&mt=8	February 11, 2020 (08:22) [new]
How do I make a booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734330-how-do-i-make-a-booking	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How much does it cost? | THE OUT Help Centre https://help.theout.com/en/articles/1734332-how-much-does-it-cost	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
How much does it cost? | THE OUT Help Centre https://help.theout.com/en/articles/1734332-how-much-does-it-cost	https://itunes.apple.com/gb/app/liquid-car-rental/id1355354261?ls=1&mt=8	February 11, 2020 (08:22) [new]
How much does it cost? | THE OUT Help Centre https://help.theout.com/en/articles/1734332-how-much-does-it-cost	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How much is the deposit to secure my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734338-how-much-is-the-deposit-to-secure-my-booking	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
How much is the deposit to secure my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734338-how-much-is-the-deposit-to-secure-my-booking	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Who is eligible to rent? | THE OUT Help Centre https://help.theout.com/en/articles/1734352-who-is-eligible-to-rent	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Who is eligible to rent? | THE OUT Help Centre https://help.theout.com/en/articles/1734352-who-is-eligible-to-rent	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Who is eligible to rent? | THE OUT Help Centre https://help.theout.com/en/articles/1734352-who-is-eligible-to-rent	http://illegally.uk	February 11, 2020 (08:22) [new]
What happens if I return the vehicle late? | THE OUT Help Centre https://help.theout.com/en/articles/1734354-what-happens-if-i-return-the-vehicle-late	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
What happens if I return the vehicle late? | THE OUT Help Centre https://help.theout.com/en/articles/1734354-what-happens-if-i-return-the-vehicle-late	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]

Page URL	Link URL	Discovered
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-car-seats-and-other-accessories-available	http://www.childcarseats.org.uk/types-of-seat/isofix-seats/	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-car-seats-and-other-accessories-available	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-car-seats-and-other-accessories-available	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-child-seats-gps-and-other-accessories-available	http://www.childcarseats.org.uk/types-of-seat/isofix-seats/	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-child-seats-gps-and-other-accessories-available	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-child-seats-gps-and-other-accessories-available	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
What is the shortest period I can rent a vehicle for? | THE OUT Help Centre https://help.theout.com/en/articles/1734370-what-is-the-shortest-period-i-can-rent-a-vehicle-for	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
What is the shortest period I can rent a vehicle for? | THE OUT Help Centre https://help.theout.com/en/articles/1734370-what-is-the-shortest-period-i-can-rent-a-vehicle-for	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How does the insurance work? | THE OUT Help Centre https://help.theout.com/en/articles/1734374-how-does-the-insurance-work	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
How does the insurance work? | THE OUT Help Centre https://help.theout.com/en/articles/1734374-how-does-the-insurance-work	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
What is the damage policy? | THE OUT Help Centre https://help.theout.com/en/articles/1734375-what-is-the-damage-policy	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
What is the damage policy? | THE OUT Help Centre https://help.theout.com/en/articles/1734375-what-is-the-damage-policy	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
What happens if I need to extend my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734377-what-happens-if-i-need-to-extend-my-booking	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
What happens if I need to extend my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734377-what-happens-if-i-need-to-extend-my-booking	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]

Page URL	Link URL	Discovered
What happens if I need to shorten my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734378-what-happens-if-i-need-to-shorten-my-booking	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
What happens if I need to shorten my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734378-what-happens-if-i-need-to-shorten-my-booking	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
What happens if I need to cancel my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734379-what-happens-if-i-need-to-cancel-my-booking	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
What happens if I need to cancel my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734379-what-happens-if-i-need-to-cancel-my-booking	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
What payment methods do you accept? | THE OUT Help Centre https://help.theout.com/en/articles/1734384-what-payment-methods-do-you-accept	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
What payment methods do you accept? | THE OUT Help Centre https://help.theout.com/en/articles/1734384-what-payment-methods-do-you-accept	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Do I have to fill it up with fuel before returning? | THE OUT Help Centre https://help.theout.com/en/articles/1734387-do-i-have-to-fill-it-up-with-fuel-before-returning	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Do I have to fill it up with fuel before returning? | THE OUT Help Centre https://help.theout.com/en/articles/1734387-do-i-have-to-fill-it-up-with-fuel-before-returning	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Can I add an extra driver? | THE OUT Help Centre https://help.theout.com/en/articles/1734388-can-i-add-an-extra-driver	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Can I add an extra driver? | THE OUT Help Centre https://help.theout.com/en/articles/1734388-can-i-add-an-extra-driver	https://www.gov.uk/view-driving-licence	February 11, 2020 (08:22) [new]
Can I add an extra driver? | THE OUT Help Centre https://help.theout.com/en/articles/1734388-can-i-add-an-extra-driver	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Can I take the vehicle abroad? | THE OUT Help Centre https://help.theout.com/en/articles/1734393-can-i-take-the-vehicle-abroad	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Can I take the vehicle abroad? | THE OUT Help Centre https://help.theout.com/en/articles/1734393-can-i-take-the-vehicle-abroad	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How can I reduce my deposit? | THE OUT Help Centre https://help.theout.com/en/articles/1745477-how-can-i-reduce-my-deposit	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
How can I reduce my deposit? | THE OUT Help Centre https://help.theout.com/en/articles/1745477-how-can-i-reduce-my-deposit	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
What cars can I rent from THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/1810991-what-cars-can-i-rent-from-the-out	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]

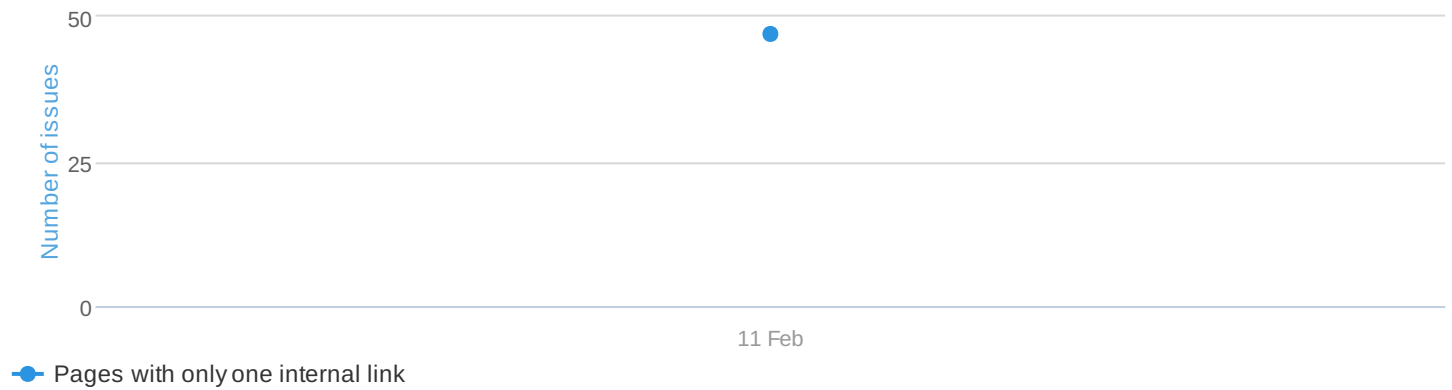| Page URL	Link URL	Discovered
What cars can I rent from THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/1810991-what-cars-can-i-rent-from-the-out	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
What's included in the price? | THE OUT Help Centre https://help.theout.com/en/articles/1933002-what-s-included-in-the-price	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
What's included in the price? | THE OUT Help Centre https://help.theout.com/en/articles/1933002-what-s-included-in-the-price	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Is there an Android app available? | THE OUT Help Centre https://help.theout.com/en/articles/1933097-is-there-an-android-app-available	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Is there an Android app available? | THE OUT Help Centre https://help.theout.com/en/articles/1933097-is-there-an-android-app-available	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	http://vigo-branded.webflow.io/privacy-policy	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	https://itunes.apple.com/gb/app/the-out/id1355354261	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	http://www.leaseurope.org/	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.tata.com	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://e.g.to	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	https://itunes.apple.com/gb/app/the-out/id1355354261	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	https://www.ico.org.uk	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.jaguarlandrover.com	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://www.inmotionventures.com	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	https://hotjar.com	February 11, 2020 (08:22) [new]

Page URL	Link URL	Discovered
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	http://webflow.com	February 11, 2020 (08:22) [new]
Can I take a dog in one of your vehicles? | THE OUT Help Centre https://help.theout.com/en/articles/2710179-can-i-take-a-dog-in-one-of-your-vehicles	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Can I take a dog in one of your vehicles? | THE OUT Help Centre https://help.theout.com/en/articles/2710179-can-i-take-a-dog-in-one-of-your-vehicles	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How do we verify your licence and identity? | THE OUT Help Centre https://help.theout.com/en/articles/3132834-how-do-we-verify-your-licence-and-identity	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
How do we verify your licence and identity? | THE OUT Help Centre https://help.theout.com/en/articles/3132834-how-do-we-verify-your-licence-and-identity	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Deposit and Insurance Excess | THE OUT Help Centre https://help.theout.com/en/articles/3539305-deposit-and-insurance-excess	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Deposit and Insurance Excess | THE OUT Help Centre https://help.theout.com/en/articles/3539305-deposit-and-insurance-excess	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Vehicle Excess Insurance Cover | THE OUT Help Centre https://help.theout.com/en/articles/3539315-vehicle-excess-insurance-cover	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Vehicle Excess Insurance Cover | THE OUT Help Centre https://help.theout.com/en/articles/3539315-vehicle-excess-insurance-cover	http://claim.orchard-administration.co.uk	February 11, 2020 (08:22) [new]
Vehicle Excess Insurance Cover | THE OUT Help Centre https://help.theout.com/en/articles/3539315-vehicle-excess-insurance-cover	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How to get hold of us? | THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
How to get hold of us? | THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
How to get hold of us? | THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	https://itunes.apple.com/gb/app/the-out/id1355354261	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	https://tfl.gov.uk/modes/driving/ultra-low-emission-zone	February 11, 2020 (08:22) [new]

Page URL	Link URL	Discovered
Driving our Cars | THE OUT Help Centre https://help.theout.com/en/collections/1008725-driving-our-cars	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Driving our Cars | THE OUT Help Centre https://help.theout.com/en/collections/1008725-driving-our-cars	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
General | THE OUT Help Centre https://help.theout.com/en/collections/1008736-general	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
General | THE OUT Help Centre https://help.theout.com/en/collections/1008736-general	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Bookings | THE OUT Help Centre https://help.theout.com/en/collections/1008740-bookings	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Bookings | THE OUT Help Centre https://help.theout.com/en/collections/1008740-bookings	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Deposit & Insurance | THE OUT Help Centre https://help.theout.com/en/collections/1008750-deposit-insurance	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Deposit & Insurance | THE OUT Help Centre https://help.theout.com/en/collections/1008750-deposit-insurance	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/collections/1424349-terms-and-conditions	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/collections/1424349-terms-and-conditions	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Roadside Assistance | THE OUT Help Centre https://help.theout.com/en/collections/2135101-roadside-assistance	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Roadside Assistance | THE OUT Help Centre https://help.theout.com/en/collections/2135101-roadside-assistance	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Delivery & Collection | THE OUT Help Centre https://help.theout.com/en/collections/2135125-delivery-collection	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Delivery & Collection | THE OUT Help Centre https://help.theout.com/en/collections/2135125-delivery-collection	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]
Refer a Friend | THE OUT Help Centre https://help.theout.com/en/collections/2135127-refer-a-friend	https://facebook.com/theout.uk	February 11, 2020 (08:22) [new]
Refer a Friend | THE OUT Help Centre https://help.theout.com/en/collections/2135127-refer-a-friend	https://linkedin.com/company/theout/	February 11, 2020 (08:22) [new]

ℹ️ *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: February 11, 2020 (08:22) - February 11, 2020 (08:22)

● Pages with only one internal link

Pages with only one internal link   47

www.theout.com, SEMrushBot-Desktop

Page URL	Discovered
How is THE OUT different from other car rental services? | THE OUT Help Centre https://help.theout.com/en/articles/1734329-how-is-the-out-different-from-other-car-rental-services	February 11, 2020 (08:22) [new]
How do I make a booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734330-how-do-i-make-a-booking	February 11, 2020 (08:22) [new]
How much does it cost? | THE OUT Help Centre https://help.theout.com/en/articles/1734332-how-much-does-it-cost	February 11, 2020 (08:22) [new]
How much is the deposit to secure my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734338-how-much-is-the-deposit-to-secure-my-booking	February 11, 2020 (08:22) [new]
What happens if I return the vehicle late? | THE OUT Help Centre https://help.theout.com/en/articles/1734354-what-happens-if-i-return-the-vehicle-late	February 11, 2020 (08:22) [new]
What is the shortest period I can rent a vehicle for? | THE OUT Help Centre https://help.theout.com/en/articles/1734370-what-is-the-shortest-period-i-can-rent-a-vehicle-for	February 11, 2020 (08:22) [new]
How does the insurance work? | THE OUT Help Centre https://help.theout.com/en/articles/1734374-how-does-the-insurance-work	February 11, 2020 (08:22) [new]
What is the damage policy? | THE OUT Help Centre https://help.theout.com/en/articles/1734375-what-is-the-damage-policy	February 11, 2020 (08:22) [new]
What happens if I need to extend my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734377-what-happens-if-i-need-to-extend-my-booking	February 11, 2020 (08:22) [new]
What happens if I need to shorten my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734378-what-happens-if-i-need-to-shorten-my-booking	February 11, 2020 (08:22) [new]
What happens if I need to cancel my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734379-what-happens-if-i-need-to-cancel-my-booking	February 11, 2020 (08:22) [new]
What payment methods do you accept? | THE OUT Help Centre https://help.theout.com/en/articles/1734384-what-payment-methods-do-you-accept	February 11, 2020 (08:22) [new]
How can I reduce my deposit? | THE OUT Help Centre https://help.theout.com/en/articles/1745477-how-can-i-reduce-my-deposit	February 11, 2020 (08:22) [new]
How do we verify your licence and identity? | THE OUT Help Centre https://help.theout.com/en/articles/3132834-how-do-we-verify-your-licence-and-identity	February 11, 2020 (08:22) [new]

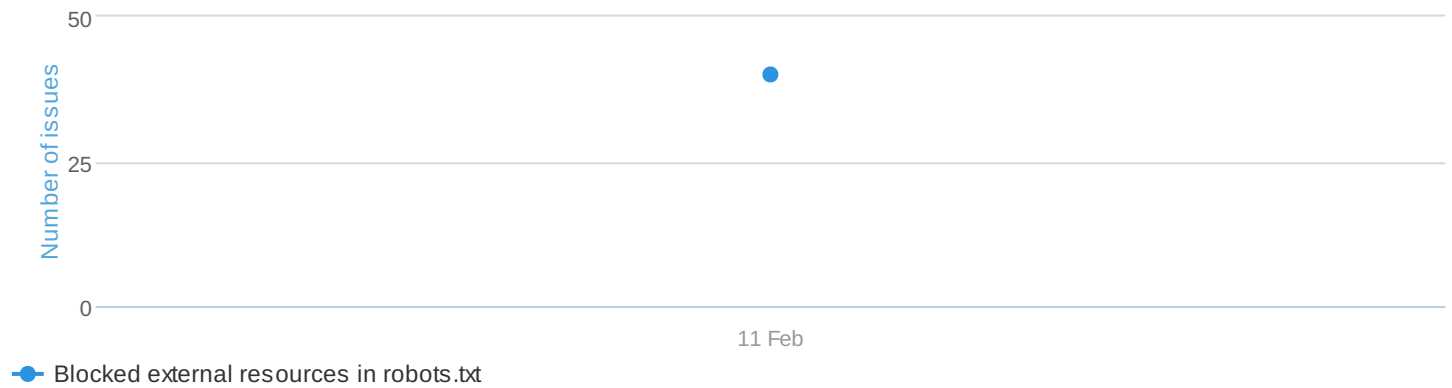| Page URL	Discovered
Vehicle Excess Insurance Cover | THE OUT Help Centre https://help.theout.com/en/articles/3539315-vehicle-excess-insurance-cover	February 11, 2020 (08:22) [new]
How to get hold of us? | THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	February 11, 2020 (08:22) [new]
Roadside Assistance | THE OUT Help Centre https://help.theout.com/en/collections/2135101-roadside-assistance	February 11, 2020 (08:22) [new]
Delivery & Collection | THE OUT Help Centre https://help.theout.com/en/collections/2135125-delivery-collection	February 11, 2020 (08:22) [new]
Refer a Friend | THE OUT Help Centre https://help.theout.com/en/collections/2135127-refer-a-friend	February 11, 2020 (08:22) [new]
THE OUT - 5 Brilliant Bank Holiday Roadtrips https://www.theout.com/post/5-brilliant-bank-holiday-roadtrips	February 11, 2020 (08:22) [new]
THE OUT - Announcing new arrivals to the fleet: Range Rover Sport and Range Rover Velar https://www.theout.com/post/announcing-new-arrivals-to-the-fleet-range-rover-sport-and-range-rover-velar	February 11, 2020 (08:22) [new]
THE OUT - Announcing THE OUT's new referral scheme https://www.theout.com/post/announcing-the-outs-new-referral-scheme	February 11, 2020 (08:22) [new]
THE OUT - Driving in the UK for the first time: 10 Practical Tips https://www.theout.com/post/driving-in-the-uk-for-the-first-time-10-practical-tips	February 11, 2020 (08:22) [new]
THE OUT - Endless summer? You know it https://www.theout.com/post/endless-summer-you-know-it	February 11, 2020 (08:22) [new]
THE OUT - How To Pack Like A Pro https://www.theout.com/post/how-to-pack-like-a-pro	February 11, 2020 (08:22) [new]
THE OUT - JAGUAR I-PACE - NOW AVAILABLE WITH THE OUT https://www.theout.com/post/jaguar-i-pace-now-available-with-the-out	February 11, 2020 (08:22) [new]
THE OUT - Kristina Madsen's epic Bob Graham Round https://www.theout.com/post/kristina-madsens-epic-bob-graham-round	February 11, 2020 (08:22) [new]
THE OUT - New Defender, serious heritage: a potted history of Land Rover https://www.theout.com/post/new-defender-serious-heritage-a-potted-history-of-land-rover	February 11, 2020 (08:22) [new]
THE OUT - Our Kind Of Dirty Weekend https://www.theout.com/post/our-kind-of-dirty-weekend	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Evoque - newest arrival https://www.theout.com/post/range-rover-evoque-newest-arrival	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Sport PHEV https://www.theout.com/post/range-rover-sport-phev	February 11, 2020 (08:22) [new]
THE OUT - Range Rover Sport vs. Range Rover Velar - Two Magnificent Beasts https://www.theout.com/post/range-rover-sport-vs-range-rover-velar-two-magnificent-beasts	February 11, 2020 (08:22) [new]
THE OUT - Renting a Range Rover - is it really worth it? https://www.theout.com/post/renting-a-range-rover-is-it-really-worth-it	February 11, 2020 (08:22) [new]

Page URL	Discovered
THE OUT - Spotlight on the Land Rover Discovery Sport HSE https://www.theout.com/post/spotlight-on-the-land-rover-discovery-sport-hse	February 11, 2020 (08:22) [new]
THE OUT - THE BEST ROADTRIPS FROM LONDON - PART 2 https://www.theout.com/post/the-best-roadtrips-from-london-part-2	February 11, 2020 (08:22) [new]
THE OUT - The Future of Car Rental https://www.theout.com/post/the-future-of-car-rental	February 11, 2020 (08:22) [new]
THE OUT - THE OUT teams up with The Glorious Game https://www.theout.com/post/the-out-teams-up-with-the-glorious-game-sporting-co	February 11, 2020 (08:22) [new]
THE OUT - The real Christmas number one https://www.theout.com/post/the-real-christmas-number-one	February 11, 2020 (08:22) [new]
THE OUT - The (worst-kept) Secret https://www.theout.com/post/the-worst-kept-secret	February 11, 2020 (08:22) [new]
THE OUT - TOP 5 BANK HOLIDAY ROAD TRIPS WITH THE KIDS https://www.theout.com/post/top-5-bank-holiday-road-trips-with-the-kids	February 11, 2020 (08:22) [new]
THE OUT - WELCOME TO THE OUT https://www.theout.com/post/welcome-to-the-out	February 11, 2020 (08:22) [new]
THE OUT - We've partnered with CarHopper https://www.theout.com/post/weve-partnered-with-carhopper	February 11, 2020 (08:22) [new]
THE OUT - We've partnered with Festicket https://www.theout.com/post/weve-partnered-with-festicket	February 11, 2020 (08:22) [new]
THE OUT - We've partnered with Laka https://www.theout.com/post/weve-partnered-with-laka	February 11, 2020 (08:22) [new]
THE OUT - What it means to own the weekend https://www.theout.com/post/what-it-means-to-own-the-weekend	February 11, 2020 (08:22) [new]
THE OUT - WIN A LAND ROVER OFF-ROAD DRIVING EXPERIENCE https://www.theout.com/post/win-an-off-road-land-rover-driving-experience	February 11, 2020 (08:22) [new]

Blocked external resources in robots.txt

*About this issue: Blocked external resources are resources (e.g., CSS, JavaScript, image files, etc.) that are hosted on an external website and blocked from crawling by a "Disallow" directive in an external robots.txt file. Disallowing these files may prevent 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://support.google.com/webmasters/answer/6153277?hl=en. How to fix: If blocked resources that are hosted on an external website have a strong impact on your website, contact the website owner and ask them to edit their robots.txt file.
If blocked resources are not necessary for your site, simply ignore them.*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Blocked external resources in robots.txt

Blocked external resources in robots.txt   40

www.theout.com, SEMrushBot-Desktop

Page URL	Resource URL	Resource Type	Discovered
THE OUT Help Centre https://help.theout.com/en/	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
How is THE OUT different from other car rental services? | THE OUT Help Centre https://help.theout.com/en/articles/1734329-how-is-the-out-different-from-other-car-rental-services	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
How do I make a booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734330-how-do-i-make-a-booking	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
How much does it cost? | THE OUT Help Centre https://help.theout.com/en/articles/1734332-how-much-does-it-cost	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
How much is the deposit to secure my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734338-how-much-is-the-deposit-to-secure-my-booking	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Who is eligible to rent? | THE OUT Help Centre https://help.theout.com/en/articles/1734352-who-is-eligible-to-rent	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
What happens if I return the vehicle late? | THE OUT Help Centre https://help.theout.com/en/articles/1734354-what-happens-if-i-return-the-vehicle-late	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-car-seats-and-other-accessories-available	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Do you have car seats and other accessories available? | THE OUT Help Centre https://help.theout.com/en/articles/1734369-do-you-have-child-seats-gps-and-other-accessories-available	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]

Page URL	Resource URL	Resource Type	Discovered
What is the shortest period I can rent a vehicle for? | THE OUT Help Centre https://help.theout.com/en/articles/1734370-what-is-the-shortest-period-i-can-rent-a-vehicle-for	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
How does the insurance work? | THE OUT Help Centre https://help.theout.com/en/articles/1734374-how-does-the-insurance-work	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
What is the damage policy? | THE OUT Help Centre https://help.theout.com/en/articles/1734375-what-is-the-damage-policy	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
What happens if I need to extend my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734377-what-happens-if-i-need-to-extend-my-booking	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
What happens if I need to shorten my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734378-what-happens-if-i-need-to-shorten-my-booking	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
What happens if I need to cancel my booking? | THE OUT Help Centre https://help.theout.com/en/articles/1734379-what-happens-if-i-need-to-cancel-my-booking	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
What payment methods do you accept? | THE OUT Help Centre https://help.theout.com/en/articles/1734384-what-payment-methods-do-you-accept	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Do I have to fill it up with fuel before returning? | THE OUT Help Centre https://help.theout.com/en/articles/1734387-do-i-have-to-fill-it-up-with-fuel-before-returning	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Can I add an extra driver? | THE OUT Help Centre https://help.theout.com/en/articles/1734388-can-i-add-an-extra-driver	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Can I take the vehicle abroad? | THE OUT Help Centre https://help.theout.com/en/articles/1734393-can-i-take-the-vehicle-abroad	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
How can I reduce my deposit? | THE OUT Help Centre https://help.theout.com/en/articles/1745477-how-can-i-reduce-my-deposit	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
What cars can I rent from THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/1810991-what-cars-can-i-rent-from-the-out	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
What's included in the price? | THE OUT Help Centre https://help.theout.com/en/articles/1933002-what-s-included-in-the-price	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]

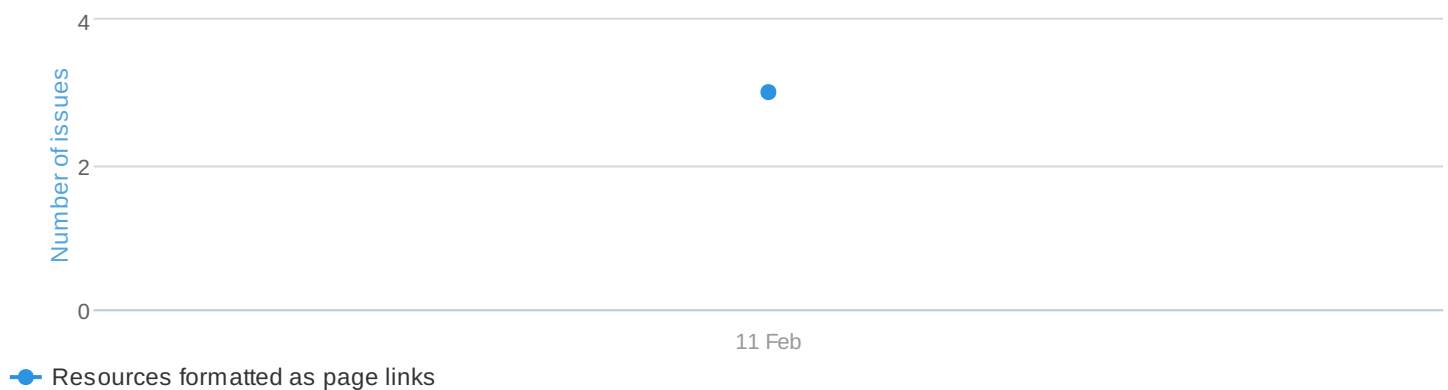| Page URL	Resource URL	Resource Type	Discovered
Is there an Android app available? | THE OUT Help Centre https://help.theout.com/en/articles/1933097-is-there-an-android-app-available	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	https://downloads.intercomcdn.com/i/o/160472630/5fe1d77a464c092ac6c5b8de/Screenshot+2019-11-04+at+08.29.11.png	img	February 11, 2020 (08:22) [new]
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/articles/2465288-terms-and-conditions	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Privacy Policy | THE OUT Help Centre https://help.theout.com/en/articles/2465289-privacy-policy	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Can I take a dog in one of your vehicles? | THE OUT Help Centre https://help.theout.com/en/articles/2710179-can-i-take-a-dog-in-one-of-your-vehicles	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
How do we verify your licence and identity? | THE OUT Help Centre https://help.theout.com/en/articles/3132834-how-do-we-verify-your-licence-and-identity	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Deposit and Insurance Excess | THE OUT Help Centre https://help.theout.com/en/articles/3539305-deposit-and-insurance-excess	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Vehicle Excess Insurance Cover | THE OUT Help Centre https://help.theout.com/en/articles/3539315-vehicle-excess-insurance-cover	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
How to get hold of us? | THE OUT Help Centre https://help.theout.com/en/articles/3650630-how-to-get-hold-of-us	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Do I need to pay the ULEZ charge when renting a car with THE OUT? | THE OUT Help Centre https://help.theout.com/en/articles/3687036-do-i-need-to-pay-the-ulez-charge-when-renting-a-car-with-the-out	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Driving our Cars | THE OUT Help Centre https://help.theout.com/en/collections/1008725-driving-our-cars	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
General | THE OUT Help Centre https://help.theout.com/en/collections/1008736-general	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Bookings | THE OUT Help Centre https://help.theout.com/en/collections/1008740-bookings	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Deposit & Insurance | THE OUT Help Centre https://help.theout.com/en/collections/1008750-deposit-insurance	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]

Page URL	Resource URL	Resource Type	Discovered
Terms and Conditions | THE OUT Help Centre https://help.theout.com/en/collections/1424349-terms-and-conditions	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Roadside Assistance | THE OUT Help Centre https://help.theout.com/en/collections/2135101-roadside-assistance	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Delivery & Collection | THE OUT Help Centre https://help.theout.com/en/collections/2135125-delivery-collection	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]
Refer a Friend | THE OUT Help Centre https://help.theout.com/en/collections/2135127-refer-a-friend	https://downloads.intercomcdn.com/i/o/131836/f92be99e114d3cad7692bf77/f41e1defac1ebeeceb0746611ccb58d5.png	img	February 11, 2020 (08:22) [new]

Resources formatted as page links

ⓘ *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 <img> tag with an alt attribute describing the contents of your image.*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

●— Resources formatted as page links

Resources formatted as page links   3

www.theout.com, SEMrushBot-Desktop

Page URL	Resource URL	Resource Type	Discovered
THE OUT - 5 Weekend Escapes from London in 2 Hours or Less https://www.theout.com/post/5-weekend-escapes-from-london-in-2-hours-or-less	https://www.maxpixel.net/static/photo/1x/West-Sussex-English-Landscape-South-Downs-Grass-1547566.jpg	image	February 11, 2020 (08:22) [new]

| Page URL	Resource URL	Resource Type	Discovered
THE OUT - 5 Weekend Escapes from London in 2 Hours or Less https://www.theout.com/post/5-weekend-escapes-from-london-in-2-hours-or-less	http://s0.geograph.org.uk/geophotos/03/83/64/3836490_19b8b8a8.jpg	image	February 11, 2020 (08:22) [new]
THE OUT - Top 5 Seaside Escapes from London https://www.theout.com/post/top-5-seaside-escapes-from-london	http://https//c1.staticflickr.com/9/8255/8713096743_f1ce4f4984_b.jpg	image	February 11, 2020 (08:22) [new]

No HSTS support

ⓘ *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: February 11, 2020 (08:22) - February 11, 2020 (08:22)
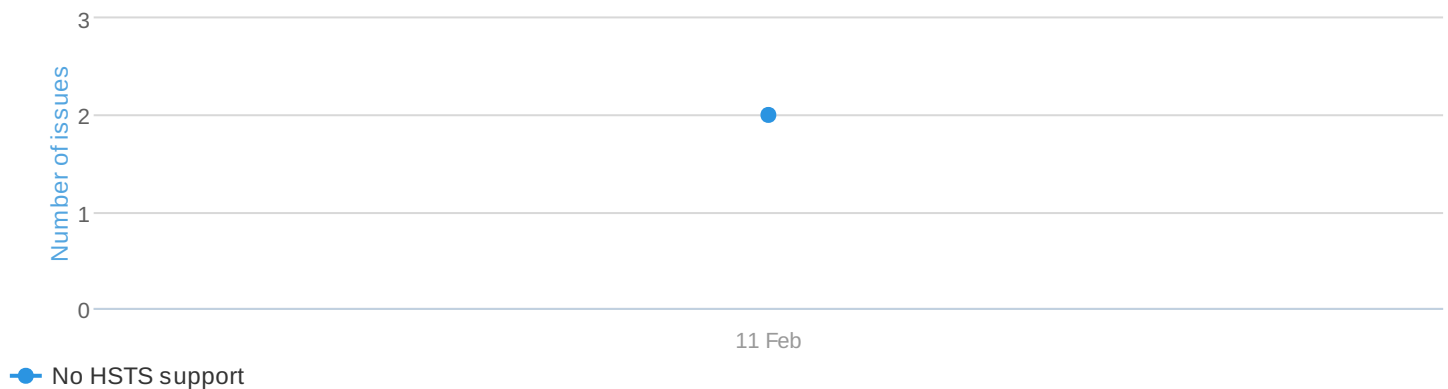
- No HSTS support

No HSTS support   2

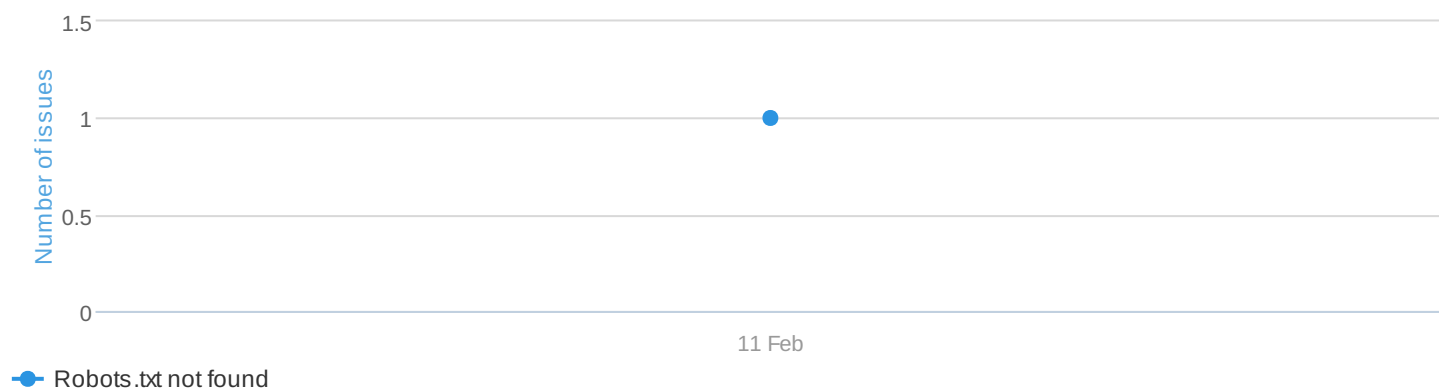www.theout.com, SEMrushBot-Desktop

Subdomain	Discovered
theout.com	February 11, 2020 (08:22) [new]
www.theout.com	February 11, 2020 (08:22) [new]

Robots.txt not found

ⓘ *About this issue: A robots.txt file has an important impact on your overall SEO website's performance. This file helps search engines determine what content on your website they should crawl. Utilizing a robots.txt file can cut the time search engine robots spend crawling and indexing your website. For more information, please see this Google article: https://support.google.com/webmasters/answer/6062608. How to fix: If you don't want specific content on your website to be crawled, creating a robots.txt file is recommended. To check your robots.txt file, use Google's robots.txt Tester in Google Search Console: https://www.google.com/webmasters/tools/robots-testing-tool*

Historical chart for audits

Period: February 11, 2020 (08:22) - February 11, 2020 (08:22)

Number of issues

1.5

1

0.5

0

11 Feb

—●— Robots.txt not found

Robots.txt not found   1

www.theout.com, SEMrushBot-Desktop

Page URL	Status Code	Discovered
https://www.theout.com/robots.txt	404	February 11, 2020 (08:22) [new]