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