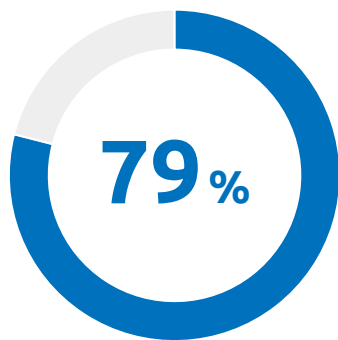


Site Audit: Overview

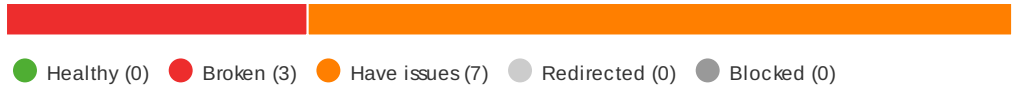
Subdomain: merryfield.com
Last Update: April 20, 2020
Crawled Pages: 10

Site Health



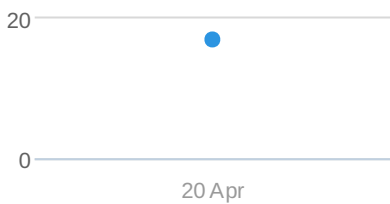
Crawled Pages

10



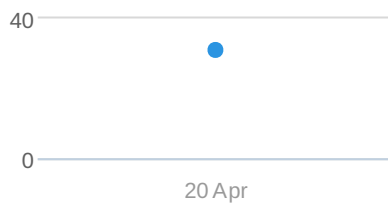
Errors

17



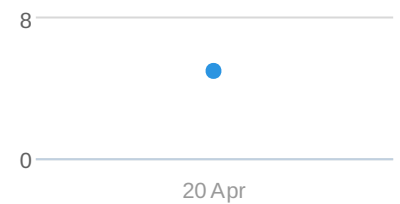
Warnings

31

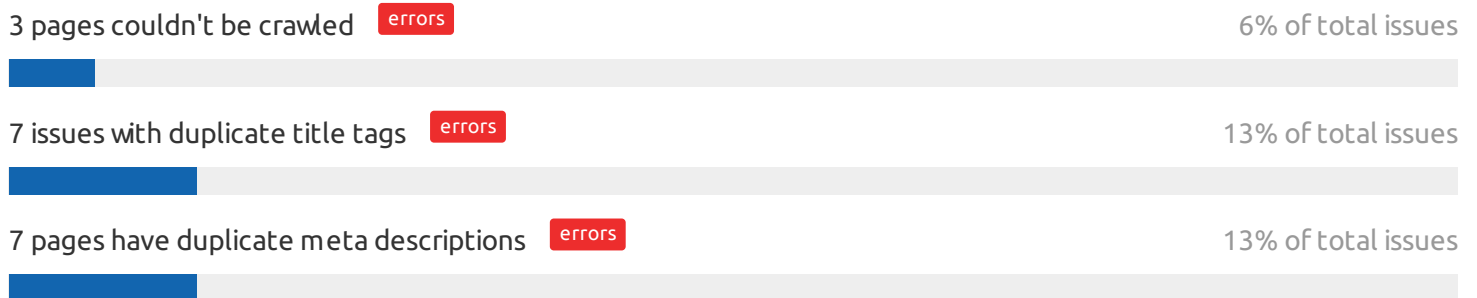


Notices

5



Top Issues



17 0

7 issues with duplicate title tags

7 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>

7 pages have duplicate meta descriptions

7 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>

3 pages couldn't be crawled

3 0

About this issue: This issue indicates that our crawler couldn't access the webpage. There are two possible reasons: 1. Your site's server response time is more than 5 seconds. 2. Your server refused access to your webpages. How to fix: Please contact your web hosting technical support team and ask them to fix the issue.

0 pages returned 5XX status code

0 0

0 pages returned 4XX status code

0 0

0 pages don't have title tags

0 0

0 pages have duplicate content issues

0 0

0 internal links are broken

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 incorrect pages found in sitemap.xml

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 hreflang conflicts within page source code

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 issues with mixed content	0
No redirect or canonical to HTTPS homepage from HTTP version	0
0 redirect chains and loops	0
0 pages with a broken canonical link	0
0 pages have multiple canonical URLs	0
0 pages have a meta refresh tag	0
0 issues with broken internal JavaScript and CSS files	0
0 subdomains don't support secure encryption algorithms	0
0 sitemap.xml files are too large	0
0 links couldn't be crawled (incorrect URL formats)	0
0 pages have slow load speed	0

31 ⁰

10 issues with unminified JavaScript and CSS files

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

10 ⁰

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

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

7 ⁰

7 issues with uncompressed JavaScript and CSS files

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

7 ⁰

4 pages have low text-HTML ratio

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

4 ⁰

2 pages have a low word count

2 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.

Sitemap.xml not found

1 0

About this issue: A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL. Using a sitemap.xml file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines, it also quickly informs search engines about any new or updated content on your website. Therefore, your website will be crawled faster and more intelligently. How to fix: Consider generating a sitemap.xml file if you don't already have one. Then you should specify the location of your sitemap.xml files in your robots.txt, and check if Googlebot can index your sitemap.xml file with the Sitemaps report in Google Search Console: https://search.google.com/search-console/not-verified?original_url=/search-console/sitemaps&original_resource_id

0 external links are broken

0 0

0 external images are broken

0 0

0 links on HTTPS pages leads to HTTP page

0 0

0 pages have too much text within the title tags

0 0

0 pages don't have an h1 heading

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 temporary redirects

0 0

0 images don't have alt attributes

0 0

0 pages have too many parameters in their URLs

0 0

0 pages have no hreflang and lang attributes

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

0 outgoing internal links contain nofollow attribute

0 0

Sitemap.xml not indicated in robots.txt

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 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 link URLs are too long

0 0

5 0

3 pages have more than one H1 tag

3 0

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

Robots.txt not found

1 0

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 subdomain doesn't support HSTS

1 0

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.

0 pages are blocked from crawling

0 0

0 page URLs are longer than 200 characters

0 0

0 outgoing external links contain nofollow attributes

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 blocked external resources in robots.txt

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

0 pages have only one incoming internal link

0 0

0 URLs with a permanent redirect

0 0

0 resources are formatted as page link

0 0

0 links on this page have no anchor text

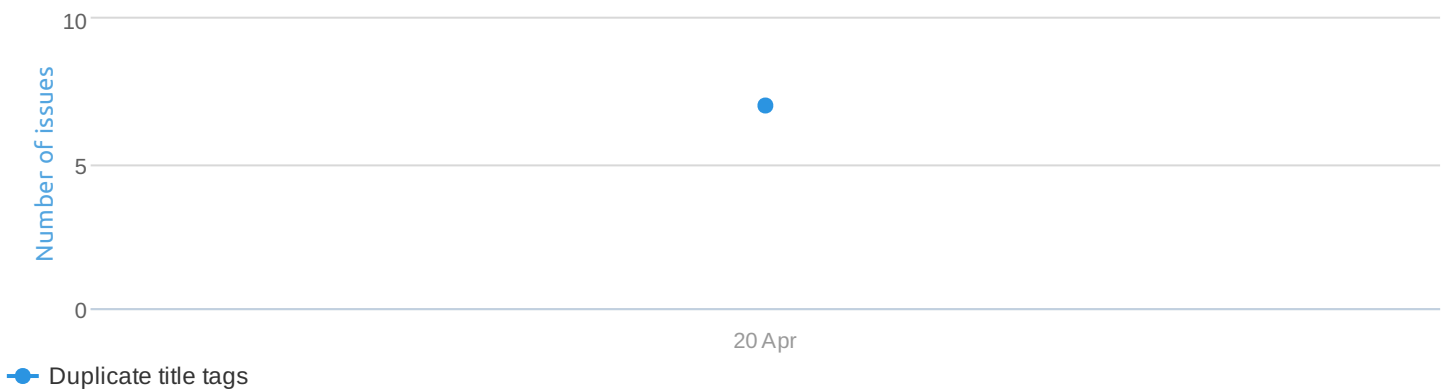
0 0

Duplicate title tags

i *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: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Duplicate title tags 7

merryfield.com

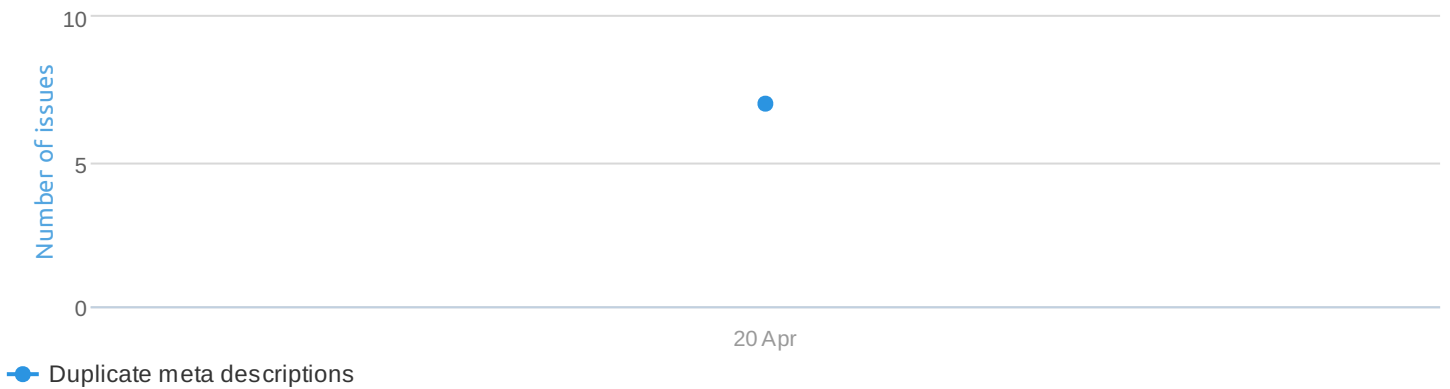
Title Tag	Duplicates	Discovered
Merryfield https://www.merryfield.com/	7	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/standards	7	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/privacy	7	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/about-us	7	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/glossary	7	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/terms	7	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/watch-list	7	April 20, 2020 (13:48) [new]

Duplicate meta descriptions

i *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: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Duplicate meta descriptions 7

merryfield.com

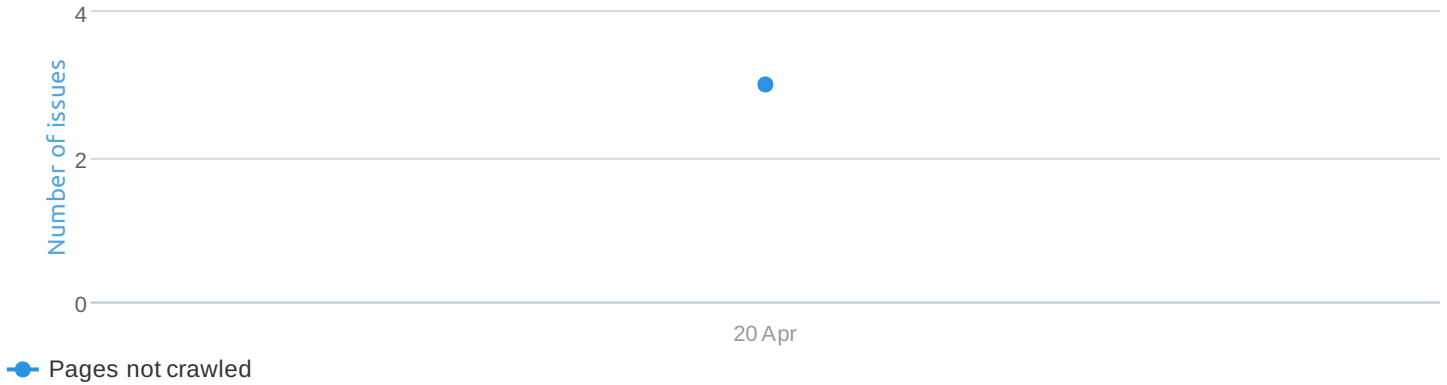
Page URL	Duplicates	Discovered
Merryfield https://www.merryfield.com/	6	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/about-us	6	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/glossary	6	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/privacy	6	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/standards	6	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/terms	6	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/watch-list	6	April 20, 2020 (13:48) [new]

Pages not crawled

i *About this issue: This issue indicates that our crawler couldn't access the webpage. There are two possible reasons: 1. Your site's server response time is more than 5 seconds. 2. Your server refused access to your webpages. How to fix: Please contact your web hosting technical support team and ask them to fix the issue.*

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Pages not crawled 3

merryfield.com

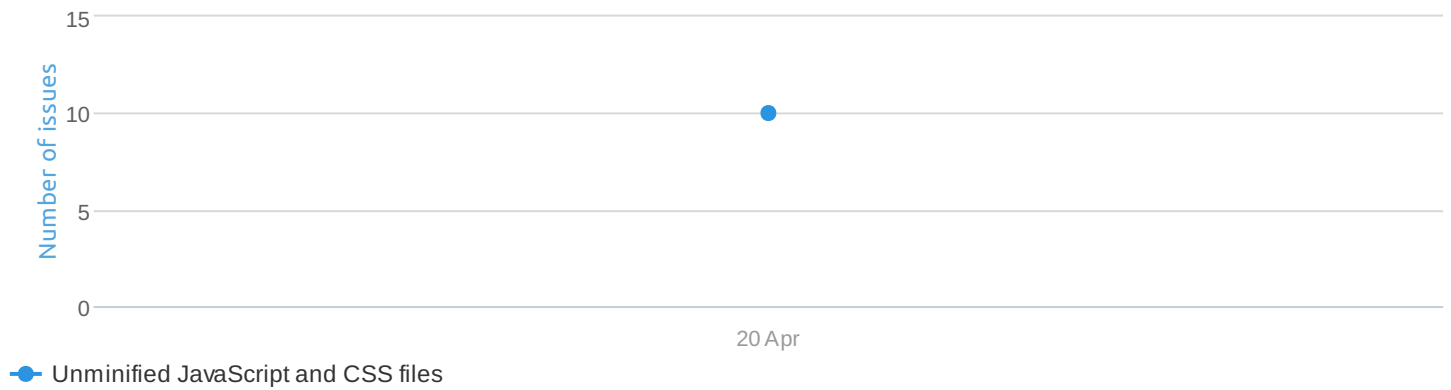
Page URL	Discovered
https://merryfield.com/	April 20, 2020 (13:48) [new]
https://merryfield.com/robots.txt	April 20, 2020 (13:48) [new]
https://merryfield.com/sitemap.xml	April 20, 2020 (13:48) [new]

Unminified JavaScript and CSS files

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

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Unminified JavaScript and CSS files 10

merryfield.com

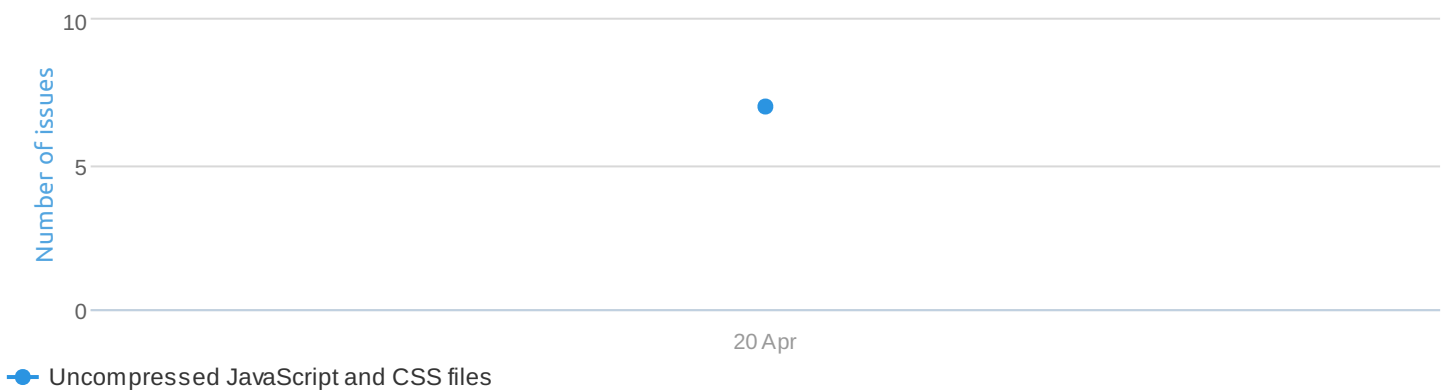
Page URL	Resource URL	Resource Type	Discovered
Merryfield https://www.merryfield.com/	https://www.merryfield.com/assets/styles/tailwind.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/about-us	https://www.merryfield.com/assets/styles/tailwind.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/glossary	https://www.merryfield.com/assets/styles/tailwind.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/privacy	https://www.merryfield.com/assets/styles/tailwind.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/privacy	https://www.merryfield.com/static/js/pages-PolicyPrivacyPage.16f37ead.chunk.js	JavaScript	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/standards	https://www.merryfield.com/assets/styles/tailwind.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/terms	https://www.merryfield.com/assets/styles/tailwind.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/terms	https://www.merryfield.com/static/js/pages-PolicyTermsPage.8d7c277b.chunk.js	JavaScript	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/watch-list	https://www.merryfield.com/assets/styles/tailwind.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/watch-list	https://www.merryfield.com/static/js/pages-WatchListPage.52342c94.chunk.js	JavaScript	April 20, 2020 (13:48) [new]

Uncompressed JavaScript and CSS files

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

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Uncompressed JavaScript and CSS files 7

merryfield.com

Page URL	Resource URL	Resource Type	Discovered
Merryfield https://www.merryfield.com/	https://www.merryfield.com/static/css/client.e20402ec.chunk.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/about-us	https://www.merryfield.com/static/css/client.e20402ec.chunk.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/glossary	https://www.merryfield.com/static/css/client.e20402ec.chunk.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/privacy	https://www.merryfield.com/static/css/client.e20402ec.chunk.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/standards	https://www.merryfield.com/static/css/client.e20402ec.chunk.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/terms	https://www.merryfield.com/static/css/client.e20402ec.chunk.css	CSS	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/watch-list	https://www.merryfield.com/static/css/client.e20402ec.chunk.css	CSS	April 20, 2020 (13:48) [new]

Short title element

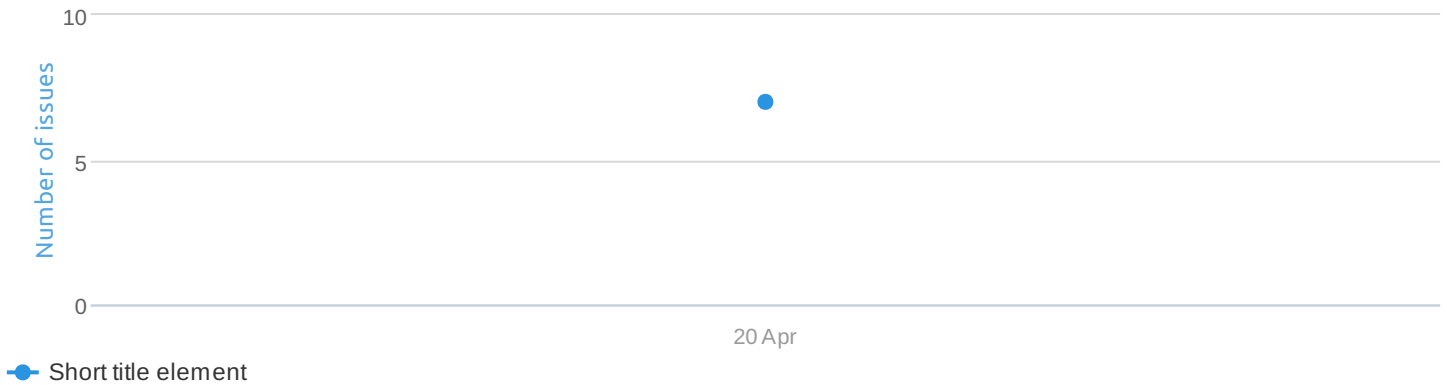
Generated on April 20, 2020

The report data is taken from SEMrush.com

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

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Short title element 7

merryfield.com

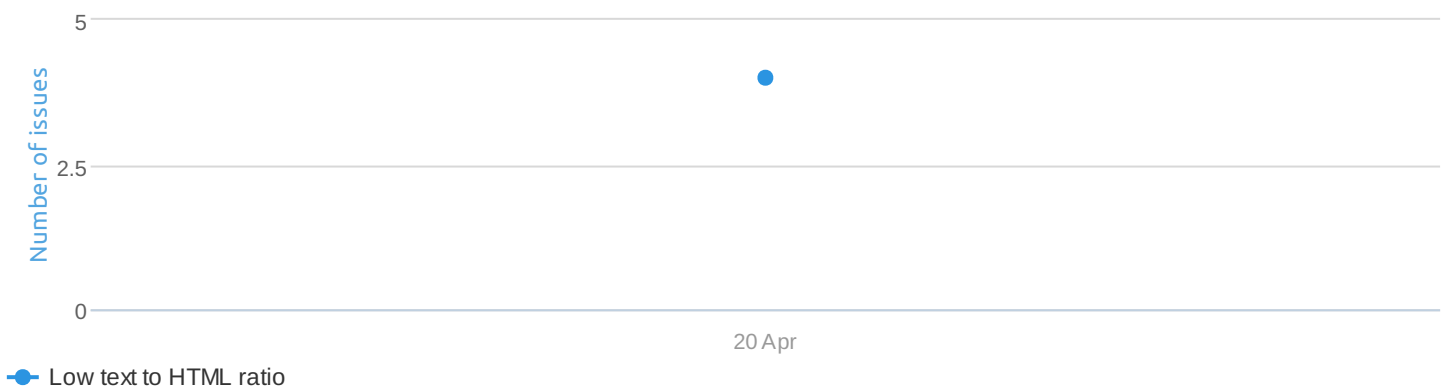
Page URL	Title	Discovered
Merryfield https://www.merryfield.com/	Merryfield	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/about-us	Merryfield	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/glossary	Merryfield	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/privacy	Merryfield	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/standards	Merryfield	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/terms	Merryfield	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/watch-list	Merryfield	April 20, 2020 (13:48) [new]

Low text to HTML ratio

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

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Low text to HTML ratio 4

merryfield.com

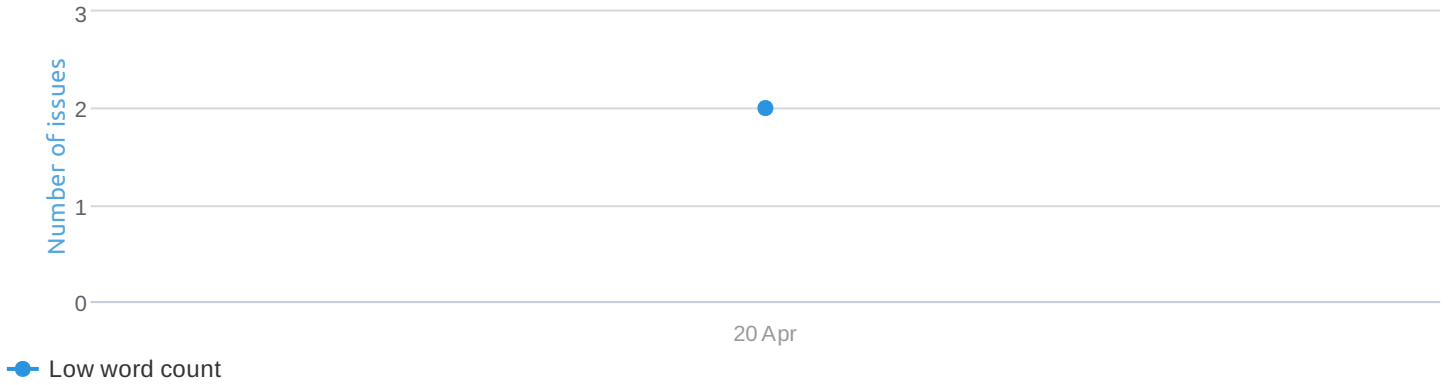
Page URL	Ratio	Discovered
Merryfield https://www.merryfield.com/	0.01	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/glossary	0.02	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/standards	0.06	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/watch-list	0.03	April 20, 2020 (13:48) [new]

Low word count

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

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Low word count 2

merryfield.com

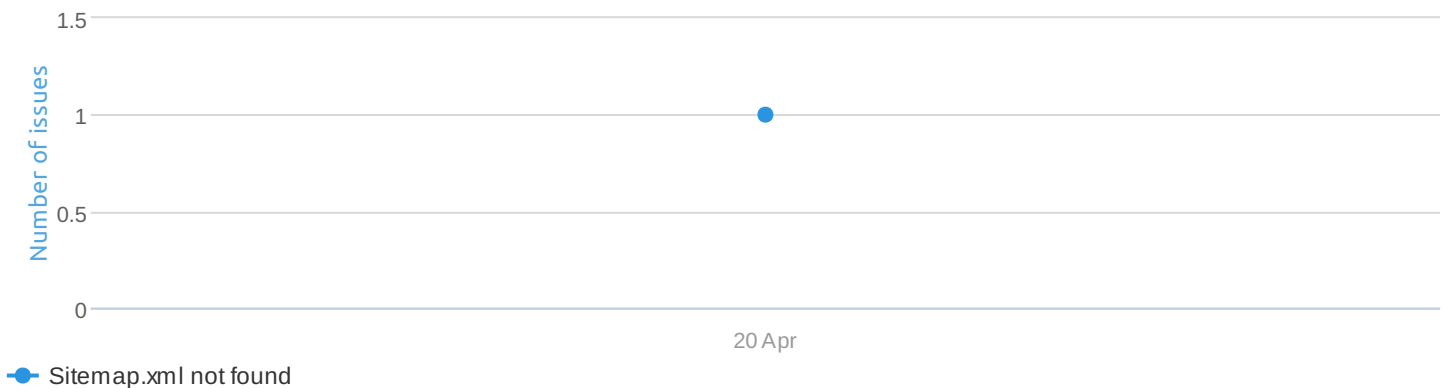
Page URL	Words Count	Discovered
Merryfield https://www.merryfield.com/	142	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/glossary	154	April 20, 2020 (13:48) [new]

Sitemap.xml not found

i *About this issue: A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL. Using a sitemap.xml file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines, it also quickly informs search engines about any new or updated content on your website. Therefore, your website will be crawled faster and more intelligently. How to fix: Consider generating a sitemap.xml file if you don't already have one. Then you should specify the location of your sitemap.xml files in your robots.txt, and check if Googlebot can index your sitemap.xml file with the Sitemaps report in Google Search Console: https://search.google.com/search-console/not-verified?original_url=/search-console/sitemaps&original_resource_id*

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Sitemap.xml not found 1

merryfield.com

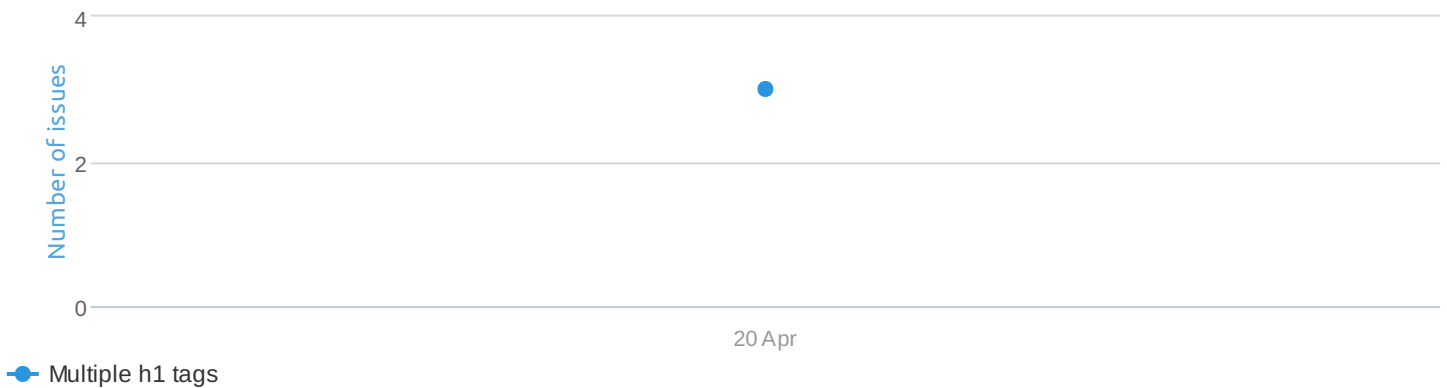
Page URL	Discovered
https://merryfield.com/sitemap.xml	April 20, 2020 (13:48) [new]

Multiple h1 tags

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

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Multiple h1 tags 3

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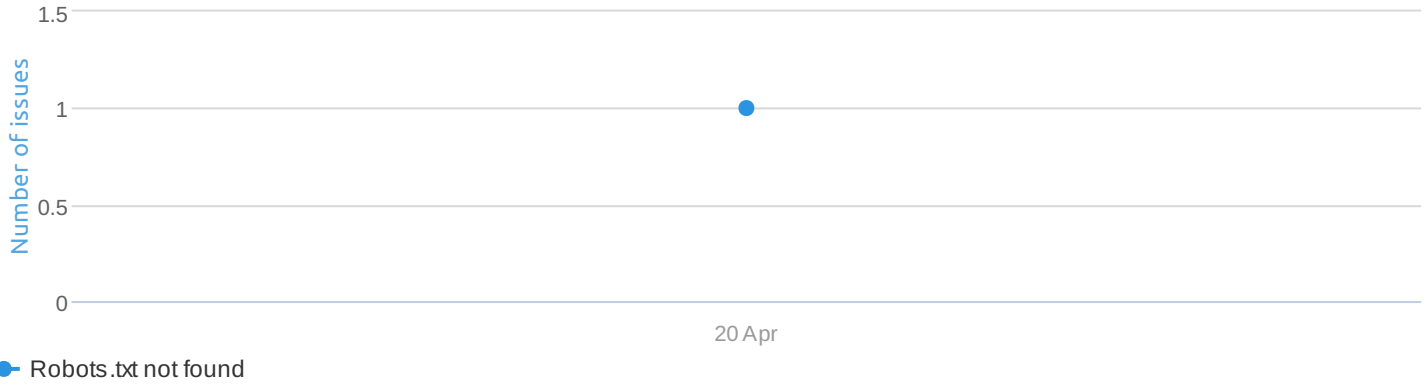
Page URL	H1 Count	Discovered
Merryfield https://www.merryfield.com/	2	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/standards	2	April 20, 2020 (13:48) [new]
Merryfield https://www.merryfield.com/watch-list	2	April 20, 2020 (13:48) [new]

Robots.txt not found

- i** 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: April 20, 2020 (13:48) - April 20, 2020 (13:48)



Robots.txt not found 1

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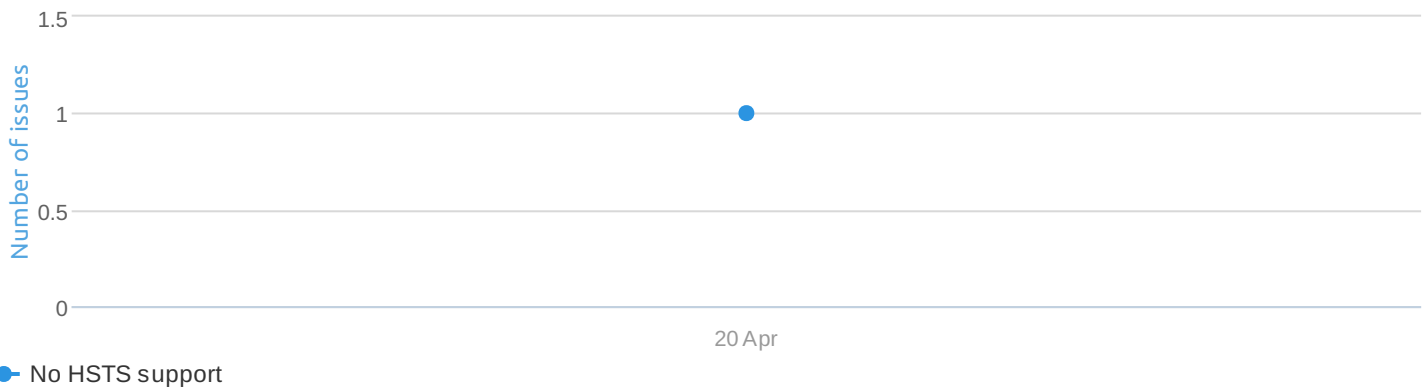
Page URL	Status Code	Discovered
https://merryfield.com/robots.txt	0	April 20, 2020 (13:48) [new]

No HSTS support

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

Historical chart for audits

Period: April 20, 2020 (13:48) - April 20, 2020 (13:48)



No HSTS support 1

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Subdomain	Discovered
www.merryfield.com	April 20, 2020 (13:48) [new]