



Your website score

# Review of [REDACTED].com

Generated on 2017-06-28

## Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.











Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information. (madeleine.stern@iiaba.net or 703.706.5402)

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## Iconography

-  Pass
-  High impact
-  Very hard to solve
-  Moderate
-  Medium impact
-  Hard to solve
-  Fail
-  Low impact
-  Easy to solve
-  FYI



✔ Title Tag [REDACTED]  
⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Length: 15 character(s)

Your HTML title tag appears in browser tabs, bookmarks and in search result pages.

Make your title tags clear, concise (50-60 characters) and include your most important keywords.

! Meta Description [REDACTED]  
⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Length: 15 character(s)

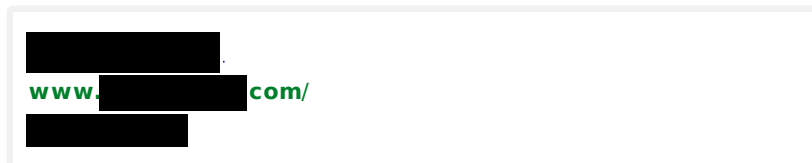
Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Keep it short and to the point; [the ideal meta description](#) should contain between 70 and 160 characters (spaces included).

Ensure that each of your web pages have a unique, straightforward meta description that contains [most important keywords](#). These keywords are especially important because they appear in bold when they match the user's search query (See the Google Preview below).

Check your Google Search Console (Search Appearance > HTML Improvements) for any warning messages to identify meta descriptions that are too long/short or duplicated across more than one page.

◉ Google Preview



This is a representation of what your Title Tag and Meta Description will look like in Google search results.

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

## Headings



<H1>	<H2>	<H3>	<H4>	<H5>
4	5	8	0	0
<H1> [REDACTED]				
<H1> Meet [REDACTED]				
<H1> Contact				

and 14 more.

HTML header tags (or simply header tags) differentiate between headings, subheadings and the rest of the content on the page.

[REDACTED] com currently has 4 HTML header tags. Each page should have one, and only one, <H1> tag. Use keywords in your headings with your most important keywords in the top level, and be sure to maintain the <H1> to <H6> hierarchy.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

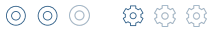
## Keywords Cloud



This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of [keyword research tools](#) available online to help you choose which keywords to target.

## Keyword Consistency



	Keywords	Freq	Title	Desc	<H>
★★★	clark	24	×	×	×
★★★	sean	24	×	×	×
★★★	Davis	6	✓	✓	✓
★★★	Auto	3	×	×	×
★★★	Farm	3	×	×	×

	Keywords (2 words)	Freq	Title	Desc	<H>
★★★	sean clark	24	×	×	×
★★★	May 3	24	×	×	×
★★★	Service Center	3	×	×	×
★★★	Change Policy	3	×	×	×
★★★	Video Vault	2	×	×	×

**Keyword consistency** is the use of keywords throughout the different elements of the webpage. Consistent keyword use helps crawlers index your site and determine relevancy to search queries.

The table above highlights the most frequently used keywords on your page and how consistently you're using them.

## Alt Attribute



We found 17 images on this web page.

No ALT attributes are empty or missing.

**Alternative text** allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on **alternative text attributes to determine relevance to a search query**. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

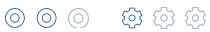
Make sure your website's [XML sitemap](#) is present and that you've submitted it to the major search engines. [Building backlinks](#) to your website's internal pages will also help bots to discover, [crawl and index](#) them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in [Google Search Console](#) to track the status of your crawled/indexed pages.

If you use parameters in your URL like session IDs or sorting and filtering, use the `rel="canonical"` tag to tell search engines which version of those pages is the original.

✓ In-Page Links

We found a total of 41 link(s) including 0 link(s) to files



- External Links: NoFollow ( 0% )
- External Links: Follow ( 1% )
- Internal Links ( 99% )

Anchor	Type	Follow
<a href="#">Hype Brand Management</a>	External Links	Follow
<a href="#">Get a quote</a>	Internal Links	Follow
<a href="#">No Anchor Text</a>	Internal Links	Follow
<a href="#">Home</a>	Internal Links	Follow
<a href="#">Auto</a>	Internal Links	Follow
<a href="#">Health</a>	Internal Links	Follow

and 35 more.

Links [pass value from one page to another](#). This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the [Nofollow](#) attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

✔ Broken links No broken links were found on this web page



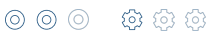
Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO. Fortunately your page doesn't contain any broken links. Be proactive in checking your pages to make sure they don't have any broken links.

✔ WWW Resolve Great, a redirect is in place to redirect traffic from your non-preferred domain.



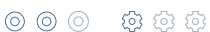
Search engines see [www.██████████.com](#) and [██████████.com](#) as different websites. This means they could see a large amount of duplicate content, which they don't like. Fortunately your website redirects [www.██████████.com](#) and [██████████.com](#) to the same site.

✔ Robots.txt <http://www.██████████.com/robots.txt>



A [robots.txt file](#) allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file. Your site currently has a robot.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robot.txt file and to make sure Googlebot isn't crawling any restricted files.

✔ XML Sitemap <http://www.██████████.com/sitemap.xml>



XML sitemaps contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs. Be sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also [use your robots.txt file](#) to point search engine crawlers to the location of your sitemap.

## URL Parameters

Good, the URLs look clean.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to [recognize these URLs](#) and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the [URL Parameters Tool](#) in Google Search Console to tell Google how your URL parameters affect page content and how to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with [multiple parameters](#).

## ✓ Underscores in the URLs

Great, you are not using underscores (these\_are\_underscores) in your URLs.



Great, you aren't using [underscores](#) (these\_are\_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees [www.example.com/green\\_dress](#) as [www.example.com/greendress](#). The bots will have a hard time determining this URL's relevance to a keyword.

## ✓ Blocking Factors

✓ Flash: No



✓ Frames: No

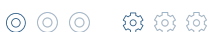
Great, you aren't using Flash or frames on your site.

While it often looks nicer, Flash content can't be [properly indexed](#) by search engines. Maximize your SEO efforts by avoiding Flash.

[Search engines also have problems with frames](#) because they can't crawl or index the content within them. Avoid them if you can and use a [NoFrames tag](#) when you can't.

## ✓ Domain Registration

✓ Created 16 years ago



✓ Expires in 2 years

Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, consider buying a [second-hand domain name](#).

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



## Blog

We found a Blog on this website.



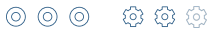
Starting a blog is a great way to engage with your audience and increase your online visibility by attracting qualified traffic from new sources. Use our tips to [optimize your blog](#) to [build links](#) and improve performance.





## ✓ Mobile-friendliness

Very Good

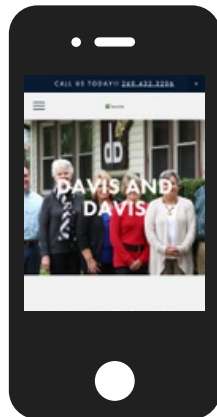


This web page is super optimized for Mobile Visitors

Mobile friendly websites make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

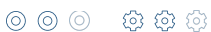
## ◉ Mobile Rendering



80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

## ✓ Touchscreen Readiness

Perfect, the most important buttons/links are large enough to be tapped easily.



Great, your User Interface allows for visitors to easily tap targets on their touchscreen. To go even further into improving your User Interface, use [size and density buckets](#) to accommodate varying device sizes and screen densities.

## ✓ Mobile Compatibility

Perfect, no embedded objects detected.



Great, your website does not embed any special types of web content, such as [Flash](#), [Silverlight](#) or [Java](#), so your content can be accessed on all devices.

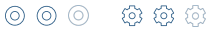
## ✓ Font Size Legibility

Perfect, this web page's text is legible on mobile devices.



You can find additional font recommendations for mobile devices in Google's [typography guidelines](#) for Android.

## ✔ Mobile Viewport



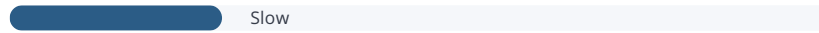
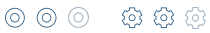
- ✔ Great, a configured viewport is present.
- ✔ The content fits within the specified viewport size.

Great, the [viewport](#) is well configured.

Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:

- Avoid setting large absolute CSS widths for page elements.
- If necessary, [CSS media queries](#) can be used to apply different styling depending on screen size.
- Ideally, serve responsively-sized images.

## ✘ Mobile Speed



- ✘ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✘ Optimize images
- ✘ Prioritize visible content
- ✘ Leverage browser caching
- ✘ Enable compression

Like with desktop, the time it takes a mobile page to load is an important part of mobile search engine results page ranks. Your mobile/responsive website must deliver and render the “above the fold” content in under one second.

Unfortunately, the mobile page speed for ██████████ com is Slow.

Since mobile device CPUs are less powerful than desktop CPUs, [speed tips](#) that reduce CPU consumption (for instance JavaScript Parse time) need to be addressed first.

See [Google's PageSpeed Insights Rules](#) for more information on how to improve each of the elements in this section.

## ◉ Mobile Frameworks

No mobile frameworks have been detected.

Mobile or [responsive frameworks](#) are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.



URL ██████████.com  
Length: 11 character(s)

Keep your URLs short and clean and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).


Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to [make your site more "crawlable"](#) by Google™.

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

Favicon  Great, your website has a favicon.

Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is [consistent with your brand](#).

[Here](#) is a way one company used a special favicon to improve user experience.

✓ Custom 404 Page Great, your website has a custom 404 error page.  
 Your server responded with the HTTP status code: 404

[Custom 404 error pages](#) are an opportunity for you to reduce customer frustration and link to other pages on your site.

Page Size 124.7 KB (World Wide Web average is 2 Mb)

Two of the main reasons for an increase in page size are images and JavaScript files. Large page size contributes to slow page speeds so try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with [gzip](#).

✔ Load Time 0.59 second(s) (1,885.56 kB/s)



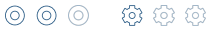
Your website is fast. Well done.

Site speed is an **important factor** for ranking high in Google™ search results and enriching the user experience.

Resources: Check out Google™'s developer tutorials **for tips** on how to to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a **web monitoring service**.

✔ Language Declared: English



Detected: English

Great, your declared language matches the language detected on the page.

Make sure your declared language is the same as the **language detected by Google**.

Tips for multilingual websites:

- Define the **language** of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use **hreflang tags** to specify language and country for Google, and the "**content-language**" meta tag to specify the language and country for Bing.

✔ Structured Data Markup microdata WebPage jsonld WebSite jsonld Organization jsonld LocalBusiness



Structured Data Markup is used to generate **Rich Snippets** in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Get the most out of Google's **rich snippets** for content types such as: **Reviews, People, Products, Businesses and Organizations, Recipes, Events, Videos and Music**. If your website covers one of these topics, then we suggest that you annotate it with Schema.org using microdata.

🔍 Domain Availability

Domains	Status
████████.net	Expires in 2 months
████████.org	Available. Register it now!
████████.info	Available. Register it now!
████████.biz	Available. Register it now!
████████.eu	Available. Register it now!

Register the various extensions of your domain to protect your brand from **cybersquatters**.

## Typo Availability

Domains	Status	
davis-daviss.com	Available. <a href="#">Register it now!</a>	✓
advis-davis.com	Available. <a href="#">Register it now!</a>	✓
dzvis-davis.com	Available. <a href="#">Register it now!</a>	✓
davis-davia.com	Available. <a href="#">Register it now!</a>	✓
davis-daivs.com	Available. <a href="#">Register it now!</a>	✓
davis-favis.com	Available. <a href="#">Register it now!</a>	✓

and 1 more.

Register the various typos of your domain to protect your brand from cybersquatters.

## Email Privacy

Warning! At least one email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

## Server IP

198.49.23.145

Server location: New York

Your server's IP address [has little impact](#) on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use [DNSstuff](#) for comprehensive reports on your server.

## Technologies

Modernizr

Squarespace

Typekit

webpack

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

## Speed Tips



Congratulations! Your website's speed is fully optimized.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.
- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of [gzip](#).

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings. By [reducing page load-times](#), users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

See [Google's PageSpeed Insights Rules](#) for more information on how to improve each of the elements in this section.

## Analytics



Google Analytics

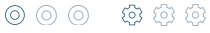
Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Popular Analytics Tools Include: [Google Analytics](#), [Quantcast™](#), [AdobeAnalytics™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in. Declaring a [doctype](#) helps web browsers to render content correctly.

## Encoding

Great, language/character encoding is specified: utf8



Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

## SSL Secure

Great, your website is SSL secured (HTTPS).



- ✗ Your website's URLs do not redirect to HTTPS pages.
- ✗ Your headers are not properly set up to use [HSTS](#).
- ✓ The SSL certificate expires in 2 months.
- ✓ The certificate issuer is Let's Encrypt.

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, [Google announced](#) that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

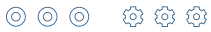
While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use [HTTP Strict Transport Security](#) (HSTS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools



## Backlinks Score

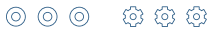
Fair



The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

## Backlinks Counter

1,926



We've detected 1,926 backlinks pointing to your site.

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should [have a strategy](#) to improve the quantity and quality of backlinks.

## Referring Domains

25

The number of domains your backlinks are coming from.





## ✖ Social Media Engagement

Your homepage has not been widely shared on social networks.



Facebook Shares	16
Google™ +	0
LinkedIn Shares	0
Pinterest Shares	0
StumbleUpon	0

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. However, it looks like [REDACTED] com has not been widely shared on social media.

Create social media profiles associated with [REDACTED] com on [Facebook](#), [Pinterest](#), [LinkedIn](#), [Google+](#) and other sites that are of interest to your customers.

Learn how to [engage](#) your social media audiences and create a consistent fan base. You can also [use your website](#) to increase your popularity on social platforms.

[Check these helpful tools](#) for managing your social media campaign.

Note: This data is based on [engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook](#). It does not include people who like or share your branded social media pages.

## ✖ Facebook Page

*Not found*



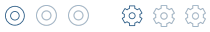
[Add your Facebook Page or create one](#)

We were unable to find a Facebook page for [REDACTED] com.

Facebook is a vital channel for any business' digital marketing. [72% of consumers](#) and [almost every Millennial](#) expects you to have a presence on Facebook.

Use [Facebook Insights](#) to measure and track your audience's engagement with your posts to get the most out of your social media efforts. Link your Facebook profile with [REDACTED] com and [add a CTA](#) to really maximize your social media marketing efforts.

## Twitter™ Account



The Twitter™ Account [@davis\\_davis](#) is booked but it is not linked to your website!  
*Tip: Include your URL in your Twitter profile's website field.*

### Name

[davis\\_davis](#)  
[Change Account](#)

### Followers

0

### Tweets

0

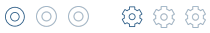
### Created

7 years ago

[Add your Twitter account or create one](#)

We found a Twitter profile for your brand, but it's not linked to [REDACTED].com. Linking your Twitter account to your website helps prevent brandjacking and can help make your social media marketing more effective. Here are a [few tips](#) to help create a Twitter promotion plan. Plus, [learn from today's top brands on Twitter](#). Use [Twitter Dashboard](#) and [Analytics](#) to track and optimize your Twitter feed.

## Google+ Page



*Not found*

[Add your Google+ profile or create one](#)

This is the Google+ page for [REDACTED].com. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider [managing your profile with Google My Business \(formerly Google Places\)](#).



## Local Directories

[Add your Foursquare page or create one](#)

[Add your Yelp page or create one](#)

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your [Google My Business page](#) may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country ([USA](#), [UK](#), [Spain](#), [France](#), [Canada](#), [Australia](#), [Brazil](#), and [India](#)) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.



## Traffic Estimations

Very Low



This shows your estimated traffic for [REDACTED] com compared to any competitors you have chosen. We use [Alexa](#) for this information.

## Adwords Traffic

0%

This is an estimation of the traffic that is being bought through [AdWords](#) vs. unpaid Organic Traffic.

This data is provided by [SEMRush](#).