

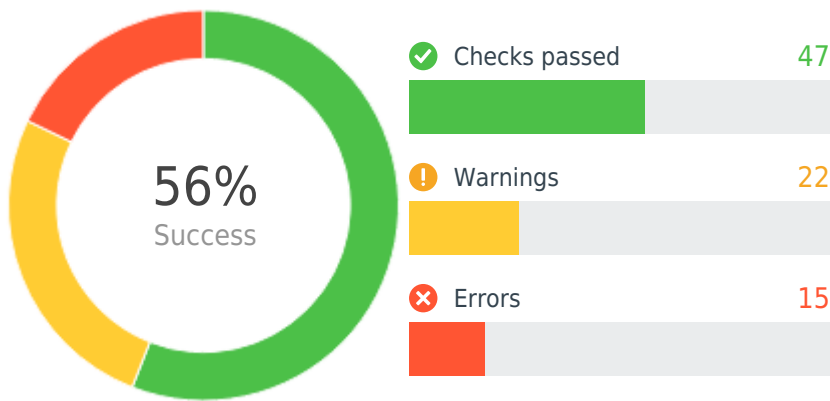
Landing page SEO audit:

<https://www.samplesite.com>

Feb-19 2018

Keyword analyzed:

South Florida Insurance



Major domain characteristics	100%	Page's Title	0%
Meta Description	33.3%	Page's URL structure	80%
Index status and cached snapshot in the search engines	100%	Images analysis	20%
Content analysis	20%	Header tags	0%
Keyword density	20%	Links analysis	100%
Load speed	0%	Page load optimization	59.4%
Popularity in social media	66.7%	Usability and Technical Analysis	90%

Major domain characteristics

✔ Domain age

12 years 11 months

Domain age is an important ranking factor. The older the domain is the more trust it enjoys from the search engines (unless the domain is penalized of course). Websites built on newly registered domains are harder to get into Top 10 particularly during the first year of the SEO campaign. A well-known Sandbox filter implemented by Google as a measure to prevent new websites from ranking high and secure that no potentially spammy websites are ranking too good too quickly. Depending on the keyword competition rate the filter is applied for a period from 4 to 18 months.

✔ Website age according to web.archive.org

11 years 2 months
First archive index date Nov-21 2006

While ranking websites search engines are not only counting the domain name age but the age of the website itself (starting from the day the website was indexed for the first time). Websites with history are as good for promotion as aged domains. In order to discover the age of the website SE Ranking service uses the data provided by the Internet Archive WayBack Machine.

✔ MOZ DA

15 points

Domain authority according to Moz

Algorithmic assessment of a website's ranking potential based of 40 factors, developed by MOZ service. A website as scored from 0 to 100. The higher the value the better.

✔ Backlinks

3878

(for the website)

The number of the inbound backlinks is one of the key SEO factors of any website. Having and adding quality backlinks is a very important ranking factor. Meanwhile please notice that search engines are paying attention not only to the quantity but also to the quality of the backlinks. A backlink from a relevant website with decent content will have a considerably better effect than multiple links from irrelevant websites.

Page's Title

✘ 1 ! 3

✘ Title tag length

81 chars

<title> tag carries the page name both to users and search engines. It is a very important SERPs element as it reveals the contents of the page and its correlation with the search query. Optimal size for the Title tag does not exceed 70 characters.

! Add a keyword to the Title tag

The content of the <title> tag would be your page's name in the SERPs of search engines. The keywords the user was looking for would be highlighted so it is important that the keywords are mentioned.

! Start the Title tag with a keyword

Title tag is an important on-site optimization and ranking factor. Title tags starting with a keyword will be more effective than Title tags with the keyword added at other parts of it.

! Avoid duplicate Titles

Every page of a website needs to have a unique Title. This is important not only for the analyzed page ranking but for the netter rankings of other pages.

* **100 pages of your website have been analyzed**

Meta Description

✘ 1 ! 1

✔ Meta Description length

191 chars

Meta <description> tag may be used by the search engines to create a snippet of your webpage. Its length may be unlimited, but search engines limit the snippet size to 320 characters and so the recommended size for the tag is 50 - 320 characters.

✘ Add keyword in the Meta Description tag

Search engines use the Meta Description tag to make a snippet and highlight the keywords that coincide with the search query. Thus the user has a basic understanding of the webpage's content and what it contains of. For this reason it is advised to use a broadly matching keyword in the Meta Description.

! Avoid duplicate Meta Description tags

Unique Meta Description tags are useful for both search engines and users. Prepare your Meta Descriptions wisely and that will help to draw more attention, traffic and popularity to your website.

* **100 pages of your website have been analyzed**

Page's URL structure

! 1

✔ URL length

30 chars

Search engines display 78 - 80 characters of a page URL after the page Title and its snippet. Using descriptive names for the webpages will not only allow you to organize structure of the website wisely but will allow easier and more correct scanning of your website, bringing better ranking. Google researches show that short URLs are enjoying twice as many clicks than the longer ones.

! Use a keyword in the URL

One of the most prominent places to put a keyword in is the webpage's URL. Remember to use the keyword in the URL of every page you are planning to promote. URLs of the pages including the keywords relevant to the content of the pages are making navigation across the website easier. They are easy to remember and easier to link to. Remember that the URL will be visible in the SERP while the keywords mentioned in it will be highlighted.

✔ Use a hyphen to separate words in the URL

Search engines recommend using hyphens rather than underscores as the keywords separated by hyphens are "seen" as separate. Thus if your URL looks like "buy_books" then a search engine will show it for a search query "buy_books". A page with the URL "buy-books" may be considered as relevant for multiple search queries "buy", "bookies" or "buy books".

✔ Do not use capital letters in the URL

Despite the facts that URLs may contain either regular or capital letters it is advised not use the capital ones as they are harder to comprehend and remember by the user. If capital letters for some reason were used, you may fix the issue by making a 301 redirect to the user-friendly URL.

Images analysis

! 4

! Alt attribute

Alt attribute helps to specify the text that will be displayed on the page if the image for some reason is not getting loaded. Informative Alt attribute and the file name help to index the image on the page more effectively.

! Avoid long and non-informative file names for images

There is hardly an official limit set by the search engines regarding preferred image file length, however in SEO's best practices the limit of 70 characters is considered as maximum. And of course the image length should not be longer than the surrounding Alt, Title or Caption. The audit shows a warning for the image files longer than 70 characters.

! Do not use underscore in image files

It's recommended to avoid using underscores in the file names. Use the hyphen instead. Some search engines interpret underscore as a letter character while hyphen as a space. Thus the search engines will easier match the file names with the keywords.

! Add the keyword to Alt attributes

Use of the keywords in Alt attributes has a positive influence on the webpage ranking in search engines.

✓ Use unique images

Search engines can distinguish not only unique textual content but also unique images. Use of unique images on a webpage you promote is a positive ranking factor as search engines appreciate your effort to use non-duplicate content of every kind on the pages of your website.

Content analysis

✖ 3 ! 1

✔ Content size

713 words

Search engines use a complicated algorithm to calculate content to html ration but in practice that means you need to add at least 250 words of unique content. That secures your page gets indexed faster and multiple keywords are used across the content.

! Uniqueness rate

55.6%

Quality and unique content may influence your rankings considerably better than many other factors. Adding new articles or updating the existing content is what makes your visitors come back and new Internet surfers land on your website. Good content is getting spread over social networks, messenger links, e-mails and forums. Organic recommendations of some content to other users is a positive signal towards search engines as well. You may hardly reach the effect without decent content.

✖ Use the keyword in the content

Think about the keywords a user would use to find your website. Use the keywords while preparing the content and remember about the user preferences. A good page would not always need a bunch of keywords reducing the website's value and popularity.

✖ Use the keyword at the beginning of the content

Keywords placement is very important. The keywords that are added at the end of the page carry less value and significance to the visitors. Remember to mention the most important keywords in the first 100 words used on the page.

✖ Keyword density

0%

Keyword density is the keywords to content words ratio expressed in percentage equivalent. The pages with the optimized keyword density rank better by the search engines. Algorithms of search engines keep changing and so the keyword density value varies as well. In order to assess the best keyword density you may analyze your top ranking competitors.

Header tags

✖ 3

✖ H tags are used on the page

H1 - H6 tags are designed to separate some text segments containing the keywords or phrases that will help search engines to recognize the theme of the page's content, create hierarchical structure of the website's content and optimize navigation at the page. Use the H tags only where they are necessarily. Overuse of H tags disorient the user and challenge him or her finding the boundaries of different themes.

✖ H1 tag is not found on the page

0 Headers

H1 tag must contain the major heading of the page. It is important that the page only has one H1 tag followed up by multiple H2 - H6 tags.

✖ Use the keyword in H1-H6 tags

0 keywords

Search engines recognize the page structure, text beginning and title, separate structural blocks analyzing H tags. The keywords used in the H tags carry more weight while the website is being ranked. It is advised to use the keywords in the H1-H6 tags of the page.

Links analysis

✔ Backlinks

15

The number of the inbound backlinks is one of the key SEO factors of any website. Having and adding quality backlinks is a very important ranking factor. Meanwhile please notice that search engines are paying attention not only to the quantity but also to the quality of the backlinks. A backlink from a relevant website with decent content will have a considerably better effect than multiple links from irrelevant websites.

✔ Backlinks

7

The number of backlinks from unique domains is a significant criterion of how popular and competitive your website is. 100 links from 100 domains is considerably better than 1000 links from one domain.

✔ Outbound links

5 Links

Dofollow links do pass the SEO juice and only need to link to the relevant resources, Nofollow links are not passing SEO juice from your webpage. Remember, linking to non-existing pages or irrelevant pages may have a negative effect on your website's rankings.

✔ Internal links

57 Links

When adding internal links to be available at the page you promote it is important to pick up the ones that really matter. High number of internal links may reduce the SEO value of the page itself. It is important to balance the website's structure depth and how far inner pages are located from the front page.

Load speed

✖ 4

✖ Page load speed score

44 /100

Speed score as estimated by Google. Google will compare your website load speed with millions of other websites in their database. The score ranges from 0 to 100. The higher the value the better. If the page is anywhere over 85 you site loads really fast.

✖ Page load speed

575.84 Kb/sec

It's recommended to increase the webpage's load speed. Low load speed may decrease the number of users tolerant enough to wait till the website is loaded completely.

✖ Page size

4 MB

It's recommended to reduce the website's 100% loaded size. People prefer websites that load quickly and so do search engines counting it as a positive ranking factor.

✖ Page load time

5 s

It's recommended to reduce the page load time. If the website is loading for too long it will have a negative impact on the website's ranking.

Page load optimization for desktops

✖ 2 ! 4

✔ Avoid landing page redirects

✖ Enable compression

- Enable compression for the following resources to reduce their transfer size by 141.3KiB (90% reduction).

- YOUR SITE INFO HERE



! Leverage browser caching

- Leverage browser caching for the following cacheable resources:

- YOUR SITE INFO HERE

✔ Reduce server response time

! Minify CSS

- Minify CSS for the following resources to reduce their size by 1.3KiB (23% reduction).

- YOUR SITE INFO HERE

! Minify JavaScript

- [Minify JavaScript](#) for the following resources to reduce their size by 9.5KiB (35% reduction).

- YOUR SITE INFO HERE

✓ Minify HTML

! Eliminate render-blocking JavaScript and CSS in above-the-fold content

- None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.
- [Optimize CSS Delivery](#) of the following:
 - YOUR SITE INFO HERE

✖ Optimize images

- Optimize the following images to reduce their size by 1.1MiB (52% reduction).

-
- YOUR SITE INFO HERE
- YOUR SITE INFO HERE
- YOUR SITE INFO HERE

- YOUR SITE INFO HERE

▪ YOUR SITE INFO HERE

✔ Prioritize visible content

✔ Avoid app install interstitials that hide content

✔ Avoid plugins

✔ Configure the viewport

✔ Size content to viewport

✔ Size tap targets appropriately

✔ Use legible font sizes

Page load optimization for mobile

✖ 1 ! 6

! Avoid landing page redirects

- [Avoid landing page redirects](#) for the following chain of redirected URLs.
 - YOUR SITE INFO HERE

✔ Enable compression

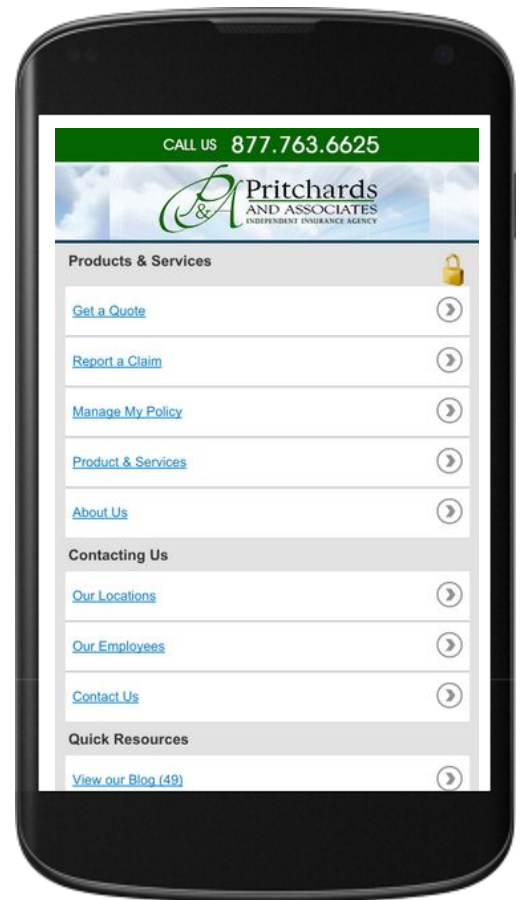
! Leverage browser caching

- [Leverage browser caching](#) for the following cacheable resources:
 - <https://ssl.google-analytics.com/ga.js> (2 hours)

✔ Reduce server response time

! Minify CSS

- [Minify CSS](#) for the following resources to reduce their size by 159B (13% reduction).
 - YOUR SITE INFO HERE



! Minify JavaScript

- [Minify JavaScript](#) for the following resources to reduce their size by 747B (14% reduction).

-

- YOUR SITE INFO HERE

! Minify HTML

- [Minify HTML](#) for the following resources to reduce their size by 445B (12% reduction).

-

- YOUR SITE INFO HERE

✘ Eliminate render-blocking JavaScript and CSS in above-the-fold content

- None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.
- [Remove render-blocking JavaScript:](#)
 -
 - YOUR SITE INFO HERE
 -
- [Optimize CSS Delivery](#) of the following:
 -
 - YOUR SITE INFO HERE

⚠ Optimize images

- [Optimize the following images](#) to reduce their size by 10.7KiB (50% reduction).
 -
 - YOUR SITE INFO HERE

- ✔ Prioritize visible content

- ✔ Avoid app install interstitials that hide content

- ✔ Avoid plugins

- ✔ Configure the viewport

- ✔ Size content to viewport

- ✔ Size tap targets appropriately

- ✔ Use legible font sizes

Popularity in social media

! 1

✓ Page

Social media authority of the page is a ranking factor with an increasing importance. Google and other search engines watch closely how popular a certain page across social networks and adjust its positions accordingly.



447

Reposts



0

Reposts

✓ Domain

Social media popularity of a domain is an integral part of the SEO strategy. An aged website that has never been mentioned in social networks can hardly be considered as worthy. Neither by the user not by the search engine.



447

Reposts



0

Reposts

! Add social media buttons to the page

Social media buttons help to share the content a user liked at a single click. A study by Brightedge.com revealed that proper share buttons can increase social media sharing by 700.

Usability and Technical Analysis

! 1

✓ Favicon

Make sure your website has a favicon bound to the brand. Favicon is a tiny image displayed next to the website's URL in the browser address field. It helps to distinguish your website from other websites and increase the brand awareness.

✓ Frames

Never use frames to display the content of the page. A frame is a separate HTML page that needs to have its own Title, Description and keywords. Typically, a frame based website would get indexed more slowly and often not completely.

✓ Flash

It's advised not to overuse Flash files with the website that is being promoted or avoid using these at all. Search engines read textual information correctly while Flash content may be indexed incorrectly. It is advised to use Flash for decoration purposes only while keep the textual content in the HTML section.

✓ Mirror

Check the "www.domain.com" mirror in your website's URL "domain.com". If you have not used the mirror, make the 301 redirect to the preferred version of the website. Otherwise search engines may distinguish and index several versions of the same page.

✓ Redirects HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially [announced](#) that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions. Move your site to https using [this guide](#).

✔ Robots.txt file

Robots.txt file lists the URLs that may be indexed by the search engines or are prohibited from indexing. The file also lists the website's mirror URL and the sitemap URL.

✔ XML sitemap

Having a sitemap helps search engine bots to index the website but must be specified in the Google Search Console. You may generate sitemaps for URLs, images, videos, news and mobile content.

✔ Safe browsing

Try to avoid phishing and badware for your website. You may secure website's work using Google's safe browsing.

✔ Rel="canonical" attribute

A rel="canonical" is an HTML element that helps webmasters prevent duplicate content issues by specifying the "canonical" or "preferred" version of a web page as part of search engine optimization. It is described in RFC 6596, which went live in April 2012

! W3C HTML validation

A page that passes W3C HTML validity test opens and is displayed correctly at any device. W3C HTML validity is a positive factor for the page's ranking and must be checked after any change in the website code or content.