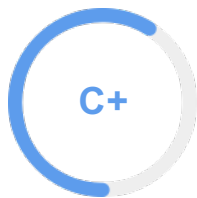


# Website Report for test.com

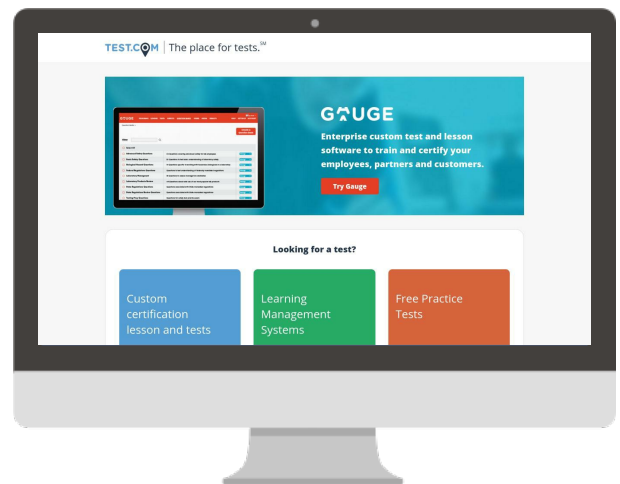
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

## test.com's Result



**Your page could be better**

You have 15 Improvements Recommended



SEO



Usability



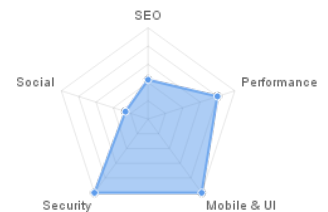
Performance



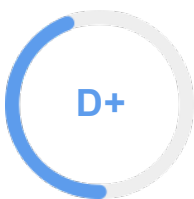
Social



Security



## SEO Results



**Your SEO could be better**

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfils common recommended improvements outlined here before moving onto more advanced SEO strategies.

### HTML HEADER

#### Title Tag

Your page does not appear to have a title tag. Title tags are very important for search engines to correctly understand and categorize your content.



## Meta Description Tag



Your page appears to be missing a meta description tag. A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

## BODY CONTENT

### Header Tags



Your page is not making effective use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	0
H2	0
H3	0
H4	0
H5	0
H6	0

### Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
browser	×	×	×	2	
site	×	×	×	1	
requires	×	×	×	1	
javascript	×	×	×	1	
cookies	×	×	×	1	
enabled	×	×	×	1	
please	×	×	×	1	
change	×	×	×	1	
settings	×	×	×	1	
upgrade	×	×	×	1	

## Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'. It has been well researched that higher text content volumes are related to better ranking ability in general.

Word Count: 18

## Image Alt Attributes



You do not have any images missing ALT attributes on your page.

## LINKS

### Number of Backlinks



You have a strong level of backlink activity to this page.



**160761**

External  
Backlinks



**318789**

All Backlinks



**77**

Moz Domain  
Authority

### On-Page Link Structure



We found 0 total links. 0% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

### Broken Links



We have not detected any broken links on your page.

### Friendly URLs



Your page links appear friendly (easily human or search engine readable).

## OTHER

### Robots.txt



Your website appears to have a robots.txt file.

`http://test.com/robots.txt`

### XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

A sitemap includes a list of your pages that are available for crawling, as well as other useful

information for search engines such as last update times and priority of pages. Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

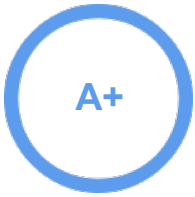
## Analytics

We could not detect an analytics tool installed on your page.



Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

# Usability

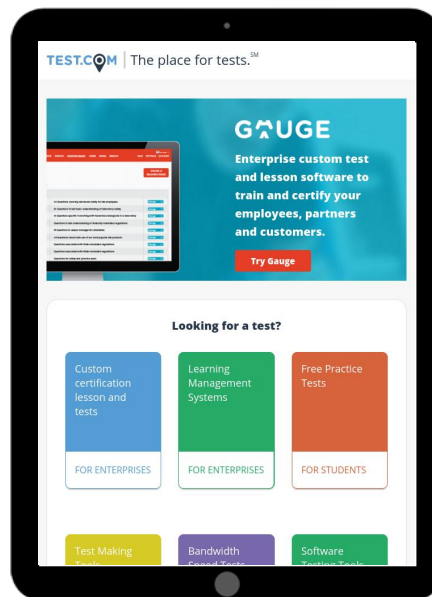


## Your usability is very good!

Your page is highly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

## Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



## Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



## Flash Used?

No Flash content has been identified on your page.



## iFrames Used?



There are no iFrames detected on your page.

### Favicon

Your page has specified a favicon.



### Legible Font Sizes

The text on your page appears to be legible across devices.



### Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



## Performance Results



### Your performance is very good!

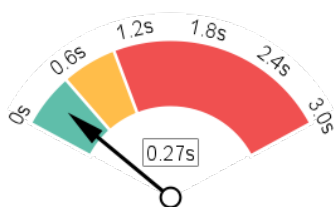
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

### Page Speed Info

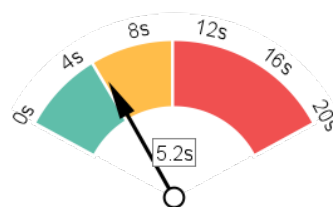
Your page's server response time is reasonably low which is good for load speed and user experience.



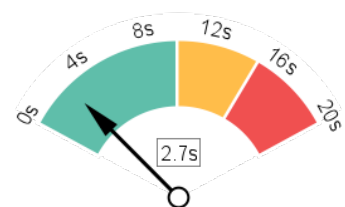
Server Response



All Page Content Loaded



All Page Scripts Complete

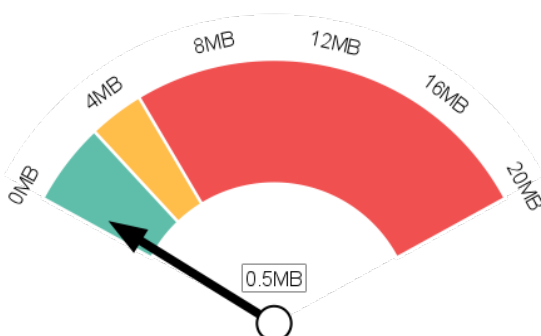


### Page Size Info

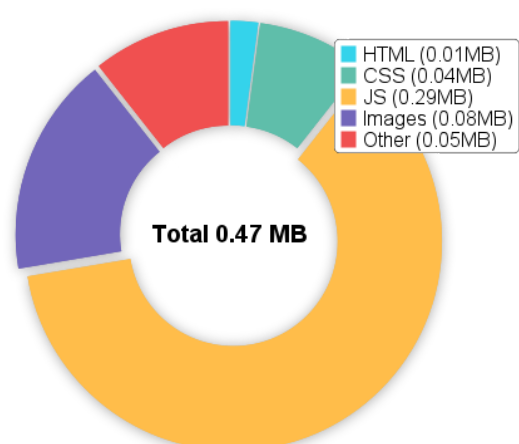
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Total Page Size









Page Size Breakdown





## Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

					
<b>18</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>2</b>
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

## JavaScript Errors

Your page is not reporting any JavaScript errors.



## GZIP Compression

Your website is using GZIP compression.



## Optimize Images

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.



## Minification

All your JavaScript and CSS files appear to be minified.



## W3C Validity

Your page does not appear to be W3C compliant. W3C compliance ensures the use of modern standards and improves the likelihood of your page rendering appropriately in future browser versions.



Errors: 5

Warnings: 3

## Deprecated HTML

No deprecated HTML tags have been found within your page.



## Inline Styles

No inline styles have been found within your page's HTML tags.





## Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

### Facebook Connected

No associated Facebook Page found as a link on your page.



### Twitter Connected

No associated Twitter profile found as a link on your page.



### Google+ Connected

No associated Google+ profile found linked on your page.



### Instagram Connected

No associated Instagram profile found linked on your page



### Youtube Connected

No associated Youtube channel found linked on your page.



### LinkedIn Connected

No associated LinkedIn profile found linked on your page.



### Social Shares

Your page appears to be being shared on social networks.



**621543**  
Facebook



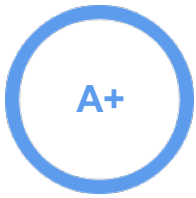
**0**  
LinkedIn



**4911**  
Pinterest



**7344**  
Stumbleupon



## Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

### SSL Enabled

Your website has SSL enabled.



### HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



### Malware Check

Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



### Critical Software Up To Date

No outdated software versions were identified on your server.



### Email Privacy

No email addresses have been found in plain text on your page.









# Technology Results

## Technology List

*i*

These software or coding libraries have been identified on your page.

	Technology	Version
	Google Analytics	UA
	Google Tag Manager	
	ZURB Foundation	
	jQuery	

## Server IP Address

69.172.200.235

*i*

## DNS Servers

ns65.worldnic.com  
ns66.worldnic.com

*i*

## Web Server

nginx/1.13.12

*i*

## Charset

text/html

*i*

## Recommendations

SEO	Add a title tag (ideally between 10 and 70 characters)	High Priority
SEO	Include a meta description tag	High Priority
SEO	Use your main keywords across the important HTML tags	Medium Priority
SEO	Implement a XML sitemaps file	Medium Priority
Social	Create and link your Facebook Page	Medium Priority
SEO	Make greater use of header tags	Medium Priority
Performance	Ensure your page is W3C compliant	Low Priority
SEO	Increase Page text content	Low Priority
Performance	Optimize your images to reduce their file size	Low Priority
SEO	Implement an analytics tracking tool	Low Priority
Social	Create and link your Twitter profile	Low Priority
Social	Create and link an associated Google+ profile	Low Priority
Social	Create and link associated Instagram profile	Low Priority
Social	Create and link an associated Youtube channel	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority