Website Audit

Thank you for your interest in our marketing services. Below are more details about the website audit and areas of opportunity on your website.

We look forward to working together to optimize your website further.
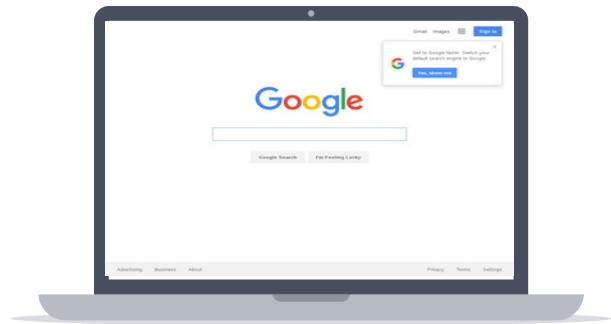
Domain Analysis

PR	PageRank	9
	Malware	None
IP	IP Address	216.58.192.36
	Location	United States

Moz

M	Moz Rank	8.42
PA	Page Authority	97.3
DA	Domain Authority	100

Majestic

CF	Citation Flow	97
TF	Trust Flow	98
	Backlinks	5510539992
	Indexed URL	762274817

Social Analysis

	Facebook Likes	3859062
f	Facebook Share	9411240
	Twitter	0
g+	Google Plus	0

Overview

Looking Good

✔ Found robots.txt.

✔ Found sitemap.xml.

✔ Domain resolves from either www or no www.

✔ You have filled alt attributes.

✔ Flash not found.

✔ Your domain authority 100 is greater than 85.

Areas for Improvement

⚠ Page load time needs improvement.

⚠ Content optimization needed.

⚠ Google Webmaster Tools is recommended.

⚠ Footer needs optimization.

Critical Issues

⚡ Your title can be optimized further.

⚡ Your headings can be optimized further.

⚡ Blog needs optimization.

Google Page Speed

99 Desktop
0   100

59 Mobile
0   100
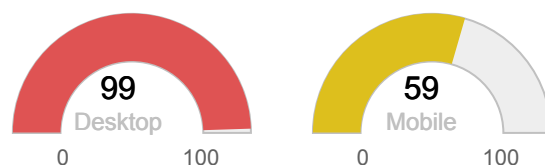
SEO Analysis for www.google.com

✔️ **Robots** "google.com"/robots.txt found.

This report checks for specific syntax parameters. If your robots.txt is functional and the installation is correct, please disregard the error.

To exclude directories from your site, the syntax should be:

*User-agent: ***
Disallow: /cgi-bin/
Disallow: /tmp/

To allow all robots complete access, the syntax should be:

*User-agent: ***
Disallow:

✔️ **Sitemaps** google.com/sitemap.xml found

This report checks for attributes present in manually generated XML sitemaps. Some webmasters and site owners implement tool generated sitemaps which may not comply with the attributes of this report. If your sitemaps are present and correctly installed, please disregard this error.

✔️ **WWW Resolve** Great! Your website with and without www redirects from one to the other.

(301 Permanent Redirect from either www or no www in the domain)

Type	URL	HTTP Code	Redirect URL
URL with WWW	http://www.google.com/302		https://www.google.com/?gws_rd=ssl
URL without WWW	http://google.com/	301	https://www.google.com/?gws_rd=ssl

⚠️ **Keywords** No keywords provided

⚡ **Title** Google

Length 6 characters

Keyword Optimized *The following lists the number of times each keyword was found.*

Recommendation
- Ideally, your title should contain between 10 and 70 characters (spaces included).
- Make sure your title is explicit and contains your most important keywords, preferably at or near the beginning.
- Be sure that each page has a unique title.

Description   Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.

Length   159 characters

Keyword Optimized   *The following lists the number of times each keyword was found.*

Recommendation
- Your description is less than 160 characters.
- The description should optimally be between 150-160 characters.

Keywords   Not found

Count   0

Keyword Optimized   *The following lists the number of times each keyword was found.*

Images   The image alt attribute contributes to usability and search.

Recommendation   *Use the alt attribute to provide descriptive text.*

- We found 2 images on this page.
- All images have a filled alt attribute.

Keyword Optimized   *The following lists the number of times each keyword was found.*

Headings

H1	1	H2	0	H3	0
•		N/A		N/A	

H4	0	H5	0	H6	0
N/A		N/A		N/A	

Recommendation   *Include keywords in heading tags.*

- Heading tags indicate the importance of content and are useful to search engines.

Flash

✔ No flash found.

Blog

⚠ Blog needs optimization.

Content

⚡ Body Content

> We've detected you're using an older version of Chrome.
> Google Instant is unavailable. Press Enter to search.
> Google
> Privacy Terms Settings Search settings Advanced search History Search Help Send feedback
> Advertising Business About
> My Account Search Maps YouTube Play News Gmail Drive Calendar Google+ Translate Photos
> Shopping Wallet Finance Docs Books Blogger Contacts

Content

⚠ The body of the page contains 90 words. Content optimization needed.

Keyword Density

⚠ No. of times each keyword or phrase you provided appears in the body content.

Keywords Found

✔ Keyword density of top 20 words on the page.

1. Google	3.33%	
2. press	2.22%	
3. search	2.22%	
4. settings Advanced search History	1.11%	
5. feedback Advertising Business	1.11%	
6. Privacy Terms Settings	1.11%	
7. Account	1.11%	
8. Shopping Wallet Finance Docs Books Blogger Contacts	1.11%	
9. Translate Photos	1.11%	
10. Maps YouTube Play News Gmail Drive Calendar Google	1.11%	
11. search.Press	1.11%	
12. moreGoogle	1.11%	
13. version	1.11%	
14. click	1.11%	
15. Chrome	1.11%	
16. Update	1.11%	
17. Screen reader users	1.11%	
18. GmailImagesSign	1.11%	
19. connection speed	1.11%	

Google Webmaster Tools

⚠ Did you install Google Webmaster tools? We didn't find it in the HTML, but you may have installed it another way
Recommendation

- Verify that Google Webmaster Tools is installed on your website. This is an important tracking and site informational tool that helps with your marketing efforts.

Google Analytics

✔ Did you install Google Analytics? We didn't find it in the HTML, but you may have installed it another way
Recommendation

- Verify that Google Analytics is installed on your website. This is an important tracking and site informational tool that helps with your marketing efforts.

Here are the top 10 links to your site

✔ Juice-passing external links to the URL according to page authority.

| This page: | www.allaboutcookies.org/manage-cookies/ |
| contains a link to: | www.google.com/ |

| This page: | business.usa.gov/ |
| contains a link to: | www.google.com/ |

| This page: | www.android.com/ |
| contains a link to: | www.google.com/ |

| This page: | www.apache.org/foundation/thanks.html |
| contains a link to: | www.google.com/ |

| This page: | www.w3.org/XML/ |
| contains a link to: | www.google.com/ |

| This page: | googleblog.blogspot.com/ |
| contains a link to: | www.google.com/ |

| This page: | www.pbs.org/wgbh/nova/ |
| contains a link to: | www.google.com/ |

| This page: | www.washingtontimes.com/ |
| contains a link to: | www.google.com/ |

| This page: | openid.net/get-an-openid/ |
| contains a link to: | www.google.com/ |

| This page: | www.google.co.jp/mobile/other/ |
| contains a link to: | www.google.com/ |

Top targeted pages linked to your website

✅ Juice-passing external links to any page within the root domain of URL according to page authority.

This page:	*www.youtube.com/*
contains a link to:	*support.google.com/youtube/?hl=en*

This page:	*www.weebly.com/*
contains a link to:	*plus.google.com/+weebly/posts*

This page:	*www.bloomberg.com/*
contains a link to:	*www.google.com/chrome/*

This page:	*www.bloomberg.com/*
contains a link to:	*www.google.com/chrome?hl=en*

This page:	*www.e-recht24.de/*
contains a link to:	*plus.google.com/104647953720087578228?prsrc=3*

This page:	*www.google.de/*
contains a link to:	*translate.google.com/*

This page:	*www.google.co.jp/*
contains a link to:	*translate.google.com/*

This page:	*www.intel.com/content/www/us/en/homepage.html*
contains a link to:	*support.google.com/chrome/bin/answer.py?hl=en&answer=95346*

This page:	*planet.wordpress.org/*
contains a link to:	*www.google.com/fonts*

This page:	*planet.wordpress.org/*
contains a link to:	*google.com/fonts*

Recommendations

Website Optimization

The items on this sheet are critical to making the website function the best way that it can. Fixing these is a critical first step to the site's success. We recommend that all of the items on this report be corrected as soon as possible.

Organic SEO

Running an organic Search Engine Optimization campaign will increase the website's visibility and traffic consistently. It will also maintain high Google rankings over a long period of time. We recommend starting a campaign immediately.

Local Marketing

If the business has a physical location and you want to attract more visits in the area, running a local marketing campaign is necessary. This puts your business on more maps and mobile devices in the area your customers are.

Social Media

A social media presence is necessary for all site's that support, nurture and communicate with the brand's community. We recommend you run a social media campaign to ensure the website gets all of the visibility that it can online.