



Your website score

Review of www.yourwebsite.com

Generated on 1/1/20XX

Introduction

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

The rank is a grade, on a 100 points scale, that represents your Internet Marketing Effectiveness. The algorithm is based on 50 criteria, including search engine data, website structure, site performance, and others.

A rank lower than 40 means that there is a lot of areas to improve. A rank above 70 is a good mark and it means that your website is probably well optimized.

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

Please contact us for more information.

Table of Contents

 SEO	 Backlinks
 Mobile	 Social
 Usability	 Local
 Technologies	 Visitors

Iconography

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



✔ Title Tag

SEO Services | SEO Company | Amherst, NY



Length: x 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

Amherst NY SEO Company that offers a wide range of Digital Marketing Services for businesses of all sizes. Call us today to learn more.



Length: x character(s)

Great, your meta description contains between 70 and 320 characters (spaces included).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate. They allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your **most important keywords** (these appear in bold when they match part or all of the user's search query).

Check your Google Search Console account (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, for example, they are too short/long, or duplicated across more than one page.

👁 Google Preview

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yourwebsite.com

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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>
1	4	0	0	0
<H1>	Your Website			
<H2>	Your Website			
<H2>	Your Website			

and 2 more.

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

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

SEO Search 2

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

SEO Search 2

Keywords	Freq	Title	Desc	<H>
★ ★ ★ SEO	2	✓	✗	✓
★ ★ ★ SEO Services	2	✗	✗	✓
Keywords (2 words)	Freq	Title	Desc	<H>
★ ★ ★ SEO Company	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

SEO Search 2

We found 10 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 9 link(s) including 0 link(s) to files



- External Links: NoFollow (0%)
- External Links: Follow (2.5%)
- Internal Links (97.5%)

Anchor	Type	Follow
Home	External Links	Follow
View Shopping Cart	External Links	Follow
Blog	Internal Links	Follow
Contact Us	Internal Links	Follow
Start Shopping	Internal Links	Follow
Newsletter Signup	Internal Links	Follow

and 3 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
⊙ ⊙ ⊙ ⚙ ⚙ ⚙

Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

Right now either www.yourwebsite.com or yourwebsite.com is failing to resolve properly or returns a 404 error. You should set a preferred domain in Google Search Console and use a 301 redirect to divert traffic from your secondary domain.

 Robots.txt
⊙ ⊙ ⊙ ⚙ ⚙ ⚙

<http://yourwebsite.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
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Missing

We checked yourwebsite.com but couldn't find an XML sitemap. XML sitemaps contain the list of your URLs that are available to index and allows 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.

Your site is currently missing an XML sitemap. We recommend you generate one for your site and submit it through both [Google Search Console](#) and [Bing Webmaster Tools](#). Normally, your XML sitemap would be found at yourwebsite.com/sitemap.

Make 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 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

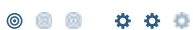
Warning! We've detected parameters in a significant number of URLs.

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.