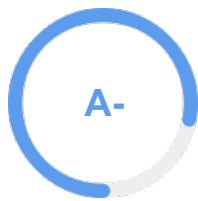


# Website Report for website.com

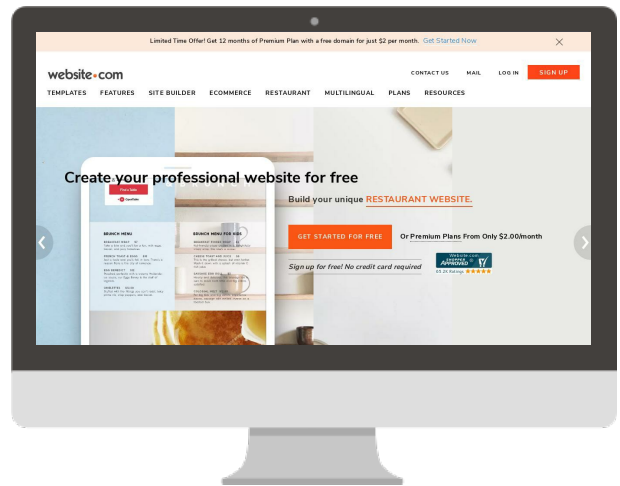
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade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

## Audit Results for website.com



Your page is good

You have 10 Improvements Recommended



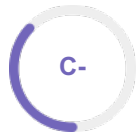
SEO



Usability



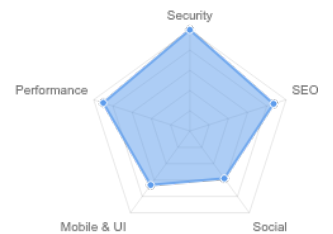
Performance



Social



Security



## SEO Results



Your SEO is good

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You can continue to build on your position by ensuring On and Off-Page factors highlighted here are improved, as well as through application of SEO strategies like content generation and link building.

## HTML HEADER

### Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Create Your Website for Free | Free Site Builder | Website.com

Length : 62

### Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

Create a professional website for free with the Website.com website builder. Domain names, web hosting, website templates, and ecommerce solutions included.

Length : 156

## BODY CONTENT

### Header Tags



Your page is making good 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	1	<div style="width: 100%;"></div>
H2	1	<div style="width: 100%;"></div>
H3	4	<div style="width: 100%;"></div>
H4	0	
H5	0	
H6	0	

### Keyword Consistency



Your page's main keywords are 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.

## Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
free	✓	✓	✓	16	
website	✓	✓	✓	12	
get	✗	✗	✗	8	
site	✓	✓	✓	7	
from	✗	✗	✗	6	
plans	✗	✗	✗	6	
builder	✓	✓	✓	6	
features	✗	✗	✗	6	

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
website for free	✓	✓	✓	4	
website builder	✗	✓	✓	3	
get started	✗	✗	✗	3	
site builder	✓	✓	✓	3	
ecommerce restaurant multilingual	✗	✗	✗	2	
builder ecommerce restaurant	✗	✗	✗	2	
site builder ecommerce	✗	✗	✗	2	
features site builder	✗	✗	✗	2	

### 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: 487

## Image Alt Attributes



You have images on your page that are missing ALT attributes.

We found 9 images on your page and 6 of them are missing the attribute.

## LINKS

### Number of Backlinks



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

Backlink data provided by [MOZ](#)



**5M**

External  
Backlinks



**27.1k**

Referring  
Domains



**66**

Moz Domain  
Authority

### Top Backlinks



These are the highest value external pages we have found linking to your site.

#### Domain Authority URL

100	<a href="http://www.youtube.com/playlist?list=PLCQHzeznGWJ2tyQnXqbQ4rMNLxZi6Ahhu">www.youtube.com/playlist?list=PLCQHzeznGWJ2tyQnXqbQ4rMNLxZi6Ahhu</a>
100	<a href="http://www.youtube.com/watch?v=0hsNIRqiySU">www.youtube.com/watch?v=0hsNIRqiySU</a>
100	<a href="http://forums.developer.apple.com/thread/79577">forums.developer.apple.com/thread/79577</a>
99	<a href="http://blogs.msdn.microsoft.com/matthew_van_eerde/2010/08/23/troubleshooting-how-to-install-the-microsoft-hd-audio-class-driver/">blogs.msdn.microsoft.com/matthew_van_eerde/2010/08/23/troubleshooting-how-to-install-the-microsoft-hd-audio-class-driver/</a>
99	<a href="http://docs.microsoft.com/en-us/skype-sdk/websdk/docs/troubleshooting/auth/aadauth-replyurls">docs.microsoft.com/en-us/skype-sdk/websdk/docs/troubleshooting/auth/aadauth-replyurls</a>
99	<a href="http://blogs.msdn.microsoft.com/saurabh_singh/2007/11/16/wildcard-ssl-certificate-in-iis-6-0-windows-2003-sp1-and-above/">blogs.msdn.microsoft.com/saurabh_singh/2007/11/16/wildcard-ssl-certificate-in-iis-6-0-windows-2003-sp1-and-above/</a>
99	<a href="http://support.microsoft.com/en-in/help/4033827/troubleshooting-azure-application-gateway-session-affinity-issues">support.microsoft.com/en-in/help/4033827/troubleshooting-azure-application-gateway-session-affinity-issues</a>
99	<a href="http://docs.microsoft.com/en-us/azure/application-gateway/how-to-troubleshoot-application-gateway-session-affinity-issues">docs.microsoft.com/en-us/azure/application-gateway/how-to-troubleshoot-application-gateway-session-affinity-issues</a>
99	<a href="http://social.technet.microsoft.com/Forums/en-US/55b9c78b-748d-40ce-bc76-779b8a7ec053/does-ie11-enterprise-mode-override-user-compatibility-view-settings?forum=ieitprocurrentver">social.technet.microsoft.com/Forums/en-US/55b9c78b-748d-40ce-bc76-779b8a7ec053/does-ie11-enterprise-mode-override-user-compatibility-view-settings?forum=ieitprocurrentver</a>
99	<a href="http://social.msdn.microsoft.com/Forums/vstudio/en-US/df64c919-9c40-4827-88ce-0c44990ada82/open-a-intranet-windows-authenticated-website-from-vbnet-without-promption-credential?forum=vbgeneral">social.msdn.microsoft.com/Forums/vstudio/en-US/df64c919-9c40-4827-88ce-0c44990ada82/open-a-intranet-windows-authenticated-website-from-vbnet-without-promption-credential?forum=vbgeneral</a>

## On-Page Link Structure



We found 77 total links. 16% 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 found 1 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

Please note, we were not able to crawl all links in the given time window. Only 34 of 40 total links found were able to be crawled.

## Friendly URLs



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

## INDEXING

### Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

### Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

## OTHER

### Robots.txt



Your website appears to have a robots.txt file.

<http://website.com/robots.txt>

### XML Sitemaps



Your website appears to have an XML sitemap.

<https://www.website.com/sitemap.xml>

### Analytics



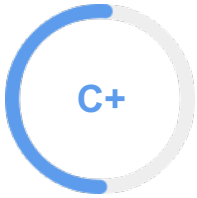
Your page is using an analytics tool.

 Google Analytics

### Schema.org Structured Data



Your page is using Schema.org structured data.

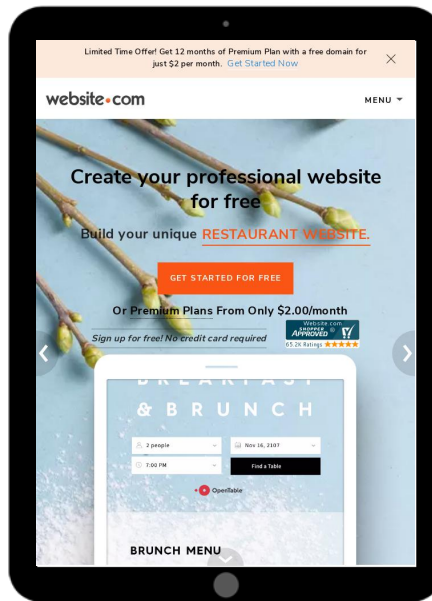
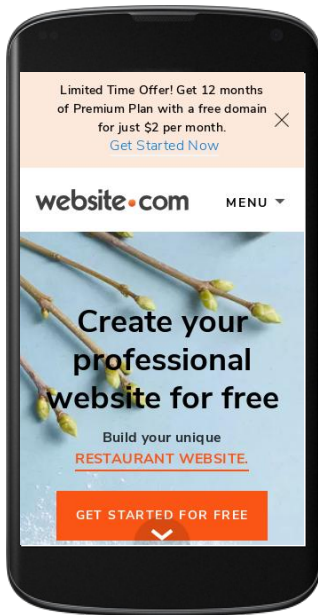


## Your usability could be better

Your page is OK but could be more 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.



### Flash Used?

No Flash content has been identified on your page.



### iFrames Used?

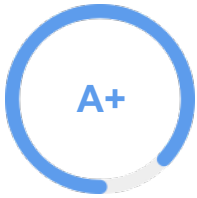
Your page appears to be using iFrames. iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines. There are particular coding libraries however such as Google Tag Manager that require iFrames as part of their functionality.



### Favicon

Your page has specified a favicon.





## Your performance is very good!

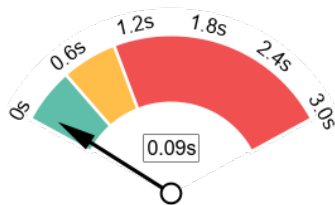
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your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

### Page Speed Info

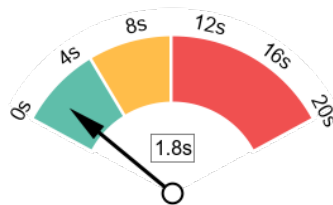
Your page's server response time is reasonably low which is good for load speed and user experience.



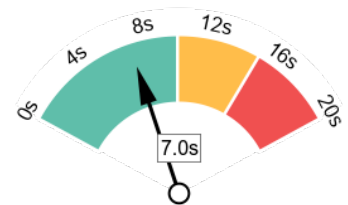
#### Server Response



#### All Page Content Loaded



#### All Page Scripts Complete

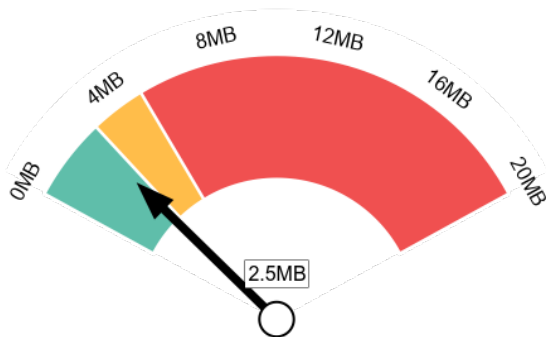


### Page Size Info

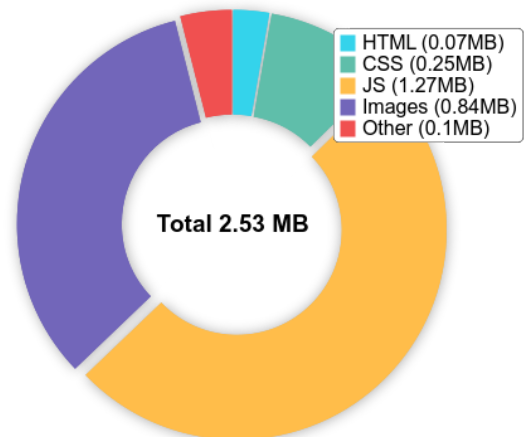
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



#### 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>87</b>	 <b>10</b>	 <b>12</b>	 <b>2</b>	 <b>38</b>	 <b>25</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.



## Minification

All your JavaScript and CSS files appear to be minified.



## Deprecated HTML

No deprecated HTML tags have been found within your page.



## Inline Styles

Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.



## Social Results



### Your social could be better

You do not appear to have a strong 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 more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

## Facebook Connected

Your page has a link to a Facebook Page.



## Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.





### Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a piece of analytics code that allows you to track users retarget them with Facebook Ads in future.

### Twitter Connected

Your page has a link to a Twitter profile.



### Twitter Activity

You have a strong following on Twitter.



**1,173**  
Followers

### Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

### Instagram Connected

No associated Instagram profile found linked on your page



### YouTube Connected

No associated YouTube channel found linked on your page.

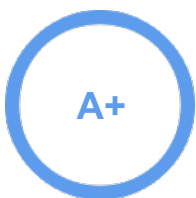


### LinkedIn Connected

No associated LinkedIn profile found linked on your page.



## Security Results



### 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



## Email Privacy






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

# Technology Results

## Technology List



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

Technology	Version
 AdRoll	
 Google Analytics	
 Google Font API	

## Server IP Address



65.61.198.201

## DNS Servers



ns2.website.com  
ns1.website.com

## Web Server



Website.com

## Charset



text/html;charset=UTF-8

## Recommendations

SEO	Fix identified broken links	Medium Priority
SEO	Increase Page text content	Low Priority
SEO	Add ALT attributes to all images	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
Social	Add Twitter Cards	Low Priority
Performance	Remove inline styles	Low Priority
Mobile & UI	Remove iFrames	Low Priority
Social	Setup & Install a Facebook Pixel	Low Priority

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