



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
H2	1
H3	4
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	✓	✓	✓	11
get	✗	✗	✗	8
site	✓	✓	✓	7
builder	✓	✓	✓	6
plans	✗	✗	✗	6
features	✗	✗	✗	6
online	✗	✗	✗	6

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
website for free	✓	✓	✓	4
website builder	✗	✓	✓	3
site builder	✓	✓	✓	3
get started	✗	✗	✗	3
free domain	✗	✗	✓	2
ecommerce restaurant multilingual	✗	✗	✗	2
builder ecommerce restaurant	✗	✗	✗	2
site builder ecommerce	✗	✗	✗	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	Source Page Title	Anchor Text
100	www.youtube.com/playlist?list=PLCQHZEznGWJ2tyQnXqbQ4rMNLxZi6Ahhu		website.com home page
100	www.youtube.com/watch?v=0hsNIRqiySU	Heating Contractor Lincoln CA Heater Repair - YouTube	http://www.website.com
100	forums.developer.apple.com/thread/79577	How does one read/parse the NDEF Message from C... Apple Developer Forums	http://website.com
99	blogs.msdn.microsoft.com/matthew_van_eerde/2010/08/23/troubleshooting-how-to-install-the-microsoft-hd-audio-class-driver/		animebutcrack
99	docs.microsoft.com/en-us/skype-sdk/websdk/docs/troubleshooting/auth/aadauth-replyurls	AAD Auth Failures - Incorrectly configured reply URLs for application Microsoft Docs	http://website.com
99	blogs.msdn.microsoft.com/saurabh_singh/2007/11/16/wildcard-ssl-certificate-in-iis-6-0-windows-2003-sp1-and-above/		http://www.website.com
99	support.microsoft.com/en-in/help/4033827/troubleshooting-azure-application-gateway-session-affinity-issues	Troubleshooting Azure Application Gateway Session Affinity Issues	http://website.com
99	docs.microsoft.com/en-us/azure/application-gateway/how-to-troubleshoot-application-gateway-session-affinity-issues	Troubleshoot session affinity issues - Azure Application Gateway Microsoft Docs	http://website.com
99	social.technet.microsoft.com/Forums/en-US/55b9c78b-748d-40ce-bc76-779b8a7ec053/does-ie11-enterprise-mode-override-user-compatibility-view-settings?forum=ieitprocurentver		www.website.com
99	social.msdn.microsoft.com/Forums/vstudio/en-US/df64c919-9c40-4827-88ce-0c44990ada82/open-a-intranet-windows-authenticated-website-from-vb.net-without-promption-credential?forum=vbgeneral	Open a Intranet Windows Authenticated Website from VB.NET without promption credential.	http://www.website.com

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 performance is very good!

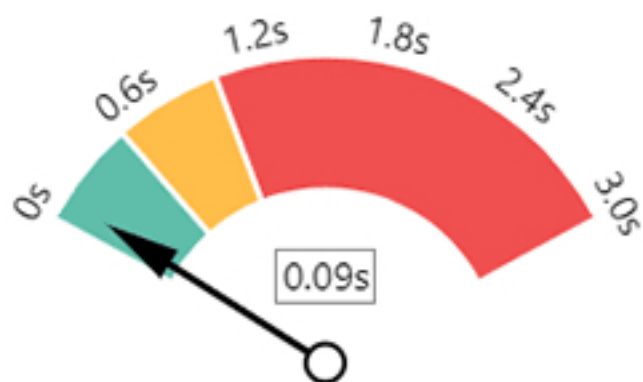
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your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

Page Speed Info

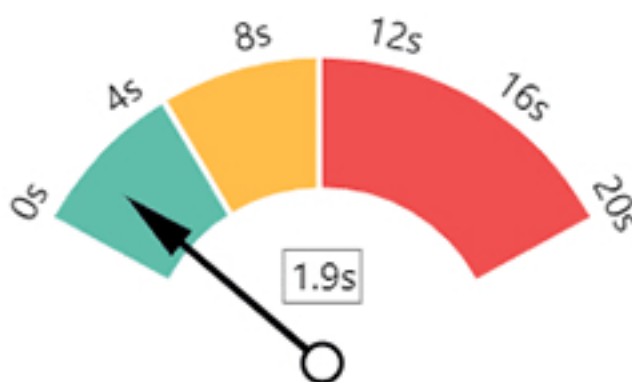
Your page's server response time is reasonably low which is good for load speed and user experience.



Server Response



All Page Content Loaded



All Page Scripts Complete

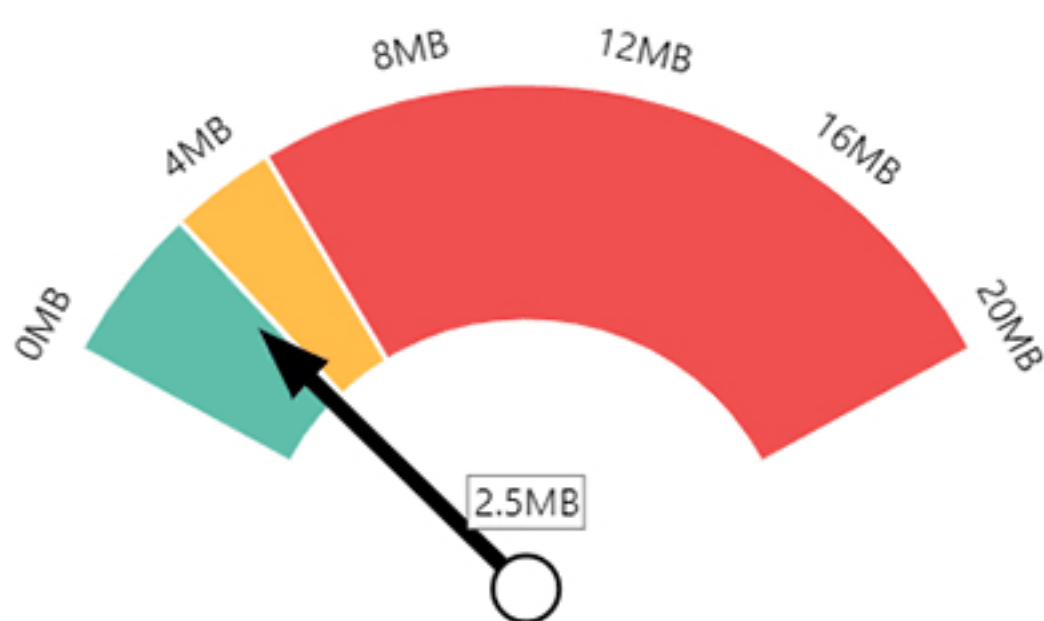


Page Size Info

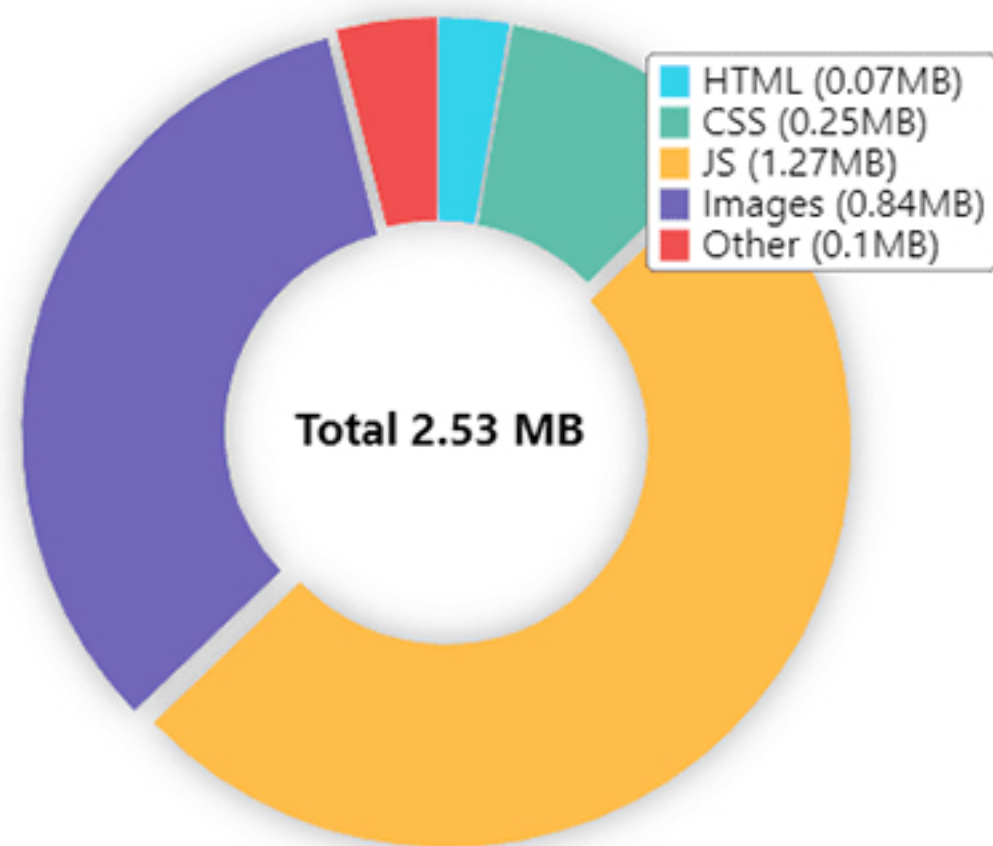
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



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.



87

Total Objects



10

Number of HTML Pages



12

Number of JS Resources



2

Number of CSS Resources



38

Number of Images



25

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.



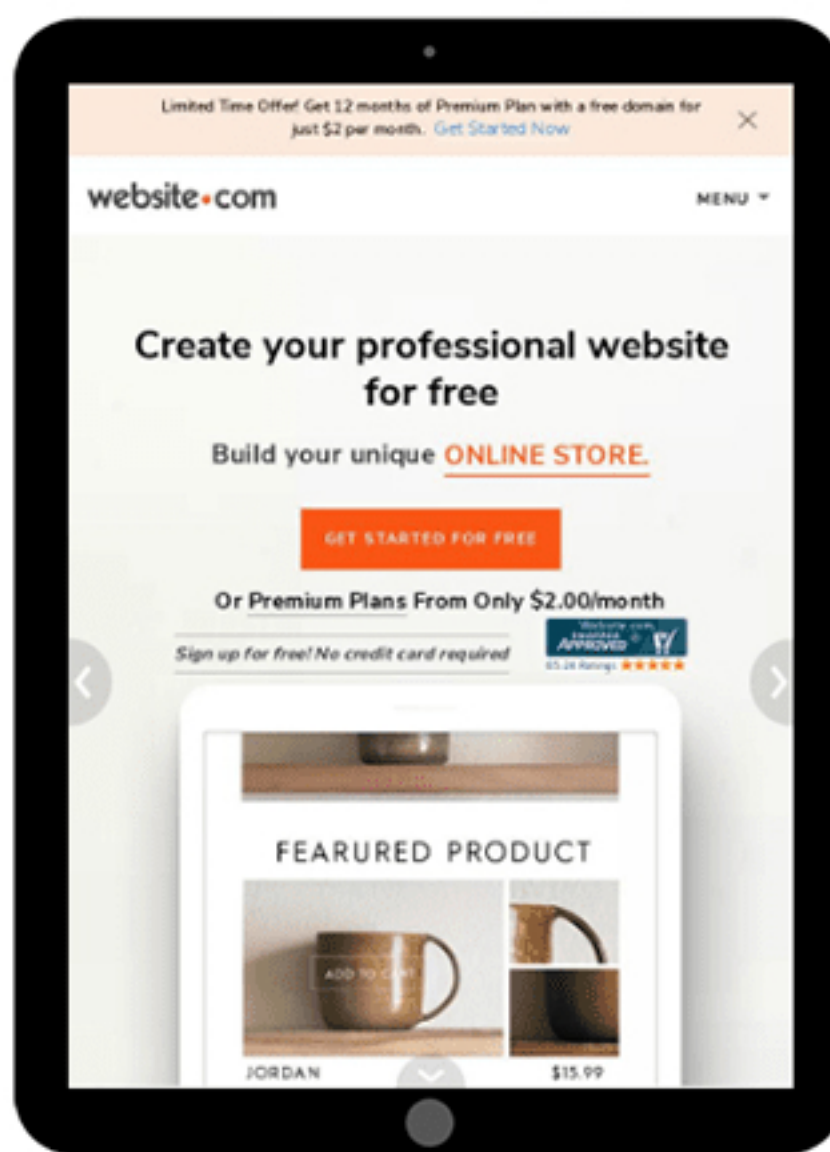
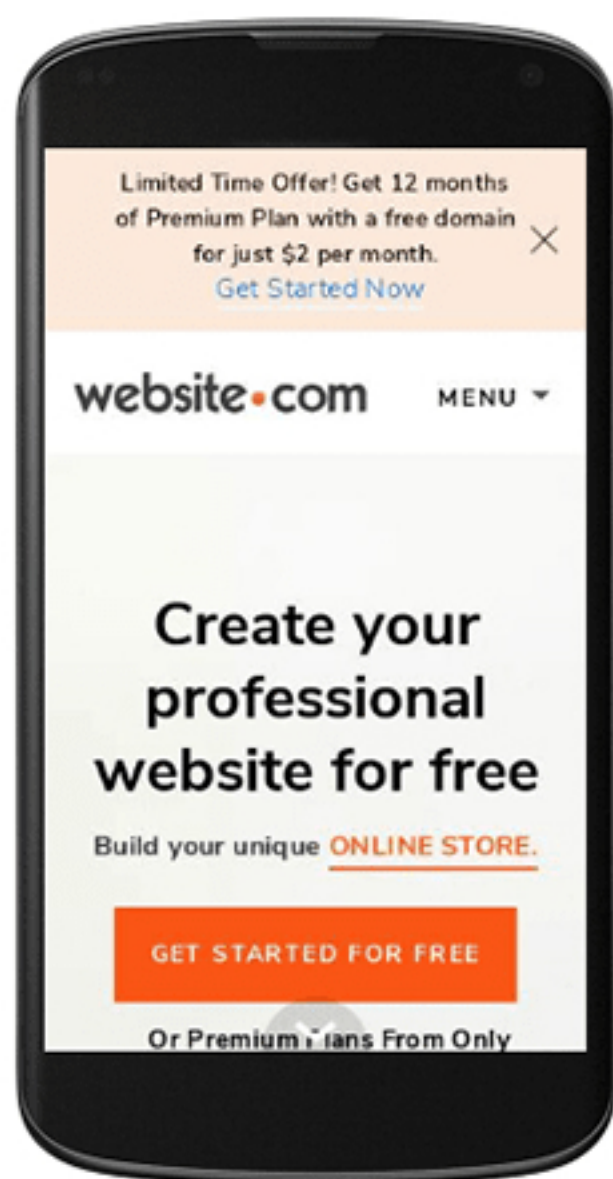


Your usability could be better

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 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.



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

ns1.website.com
ns2.website.com

Web Server

Website.com

Charset

text/html;charset=UTF-8





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.



Recommendations

Toggle:

- SEO
- Social
- Performance
- Mobile & UI

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