

# DOMAIN NAME WITH HELD - Audit Results

## Your page could be better

Report Generated: 24th April 2:36PM UTC

SEO

Usability

Performance

Social

Security

### Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Helping Business Owners promote their websites the affordable way.



### Review Child Pages

#### Page

/101-Tips-for-Domainers

/21-days-to-becoming-a-better-domainer

/3-Reasons-Why-Your-Domains-Arent-Selling

/?feed=rss2

/Efty-really-works

/InjuryAttorneyFlorida-Geo-domaining

/VPN

/a-couple-of-guys-id-like-to-hang-out-with-braden-pollock-and-nat-cohen

/a-domain-for-any-event

/about

/author/satish

/category/domain-sales

### 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

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

Domain Name Investing - Keyword Premium Domain Names

Length : 52

### Meta Description Tag

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

We provide information about interviews, articles and expert opinions on domain name investing, premium domain names, buying and selling domain names.

Length : 150

## Body Content

### Header Tags

Your page is making good use of header tags.

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

#### Header Tag Frequency

H1	1
H2	6
H3	13
H4	1
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.

Individual Keywords

Keyword	Title	Meta Description	Tag	Headings	Tags	Page Frequency
domains						16

## Keyword Title Meta Description Tag Headings Tags Page Frequency

mike						13
domain						13
sullivan						13
industry						6
sales						5
jan						5
experience						4

## Phrases

### Phrase Title Meta Description Tag Headings Tags Page Frequency

by mike sullivan						13
mike sullivan						13
by mike						13
12 2018						6
the domain						6
mike sullivan jan						5
domain sales						5
sullivan jan						5

## 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: 356

## Image Alt Attributes

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

We found 41 images on your page and 20 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

1861

External Backlinks

3083

All Backlinks

27

Moz Domain Authority

## **On-Page Link Structure**

We found 134 total links. 12% of your links are external links and are sending authority to other sites. 9% 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.

## **Friendly URLs**

Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

## **Other**

### **Robots.txt**

Your website appears to have a robots.txt file.

### **XML Sitemaps**

Your website appears to have an XML sitemap.

### **Analytics**

Your page is using an analytics tool.

Google Analytics

Usability

# **Your usability is good**

Your page is mostly 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.

# **Performance Results**

## **Your performance needs improvement**

Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

### **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 quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.

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.

105

Total Objects

3

Number of HTML Pages

23

Number of JS Resources

21

Number of CSS Resources

46

Number of Images

12

Other Resources

### **JavaScript Errors**

Your page is not reporting any JavaScript errors.

### **GZIP Compression**

We could not identify GZIP compression being used on your website.

We recommend enabling this feature as it can reduce page size by 70% and significantly speed up page load for users.

### **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.

## **Social Results**

# **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**

Your page has a link to a Twitter profile.

### **Twitter Activity**

You have a strong following on Twitter.

2873

Followers

### **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**

You have a low level of Social Sharing of this page. Social Sharing is an effective way to drive traffic and build brand awareness.

0

Facebook

0

LinkedIn

0

Pinterest

0

Stumbleupon

## **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

### **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

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

	Technology	Version
	Google Analytics	UA
	Google Font API	
	Gravatar	
	Underscore.js	
	WooCommerce	3.6.1
	WordPress	5.1.1
	Yoast SEO	
	jQuery	

## Server IP Address

64.92.125.30

## DNS Servers

ns18.servercorp.com  
ns17.servercorp.com

## Web Server

Apache

## Charset

text/html; charset=UTF-8

# Recommendations

Toggle:

Performance

High Priority

## Reduce your total page file size

SEO

Medium Priority

## Use your main keywords across the important HTML tags

Social

Medium Priority



### **Encourage Page Social Sharing**

Social  
Medium Priority

### **Create and link your Facebook Page**

SEO  
Medium Priority

### **Fix identified broken links**

SEO  
Low Priority

### **Increase Page text content**

SEO  
Low Priority

### **Add ALT attributes to all images**

SEO  
Low Priority

### **Update URLs to be more human and Search Engine readable**

Performance  
Low Priority

### **Optimize your images to reduce their file size**

Performance  
Low Priority

### **Make use of GZIP compression**

Performance  
Low Priority

### **Remove inline styles**

Social  
Low Priority

### **Create and link associated Instagram profile**

Social  
Low Priority

### **Create and link an associated Youtube channel**

Social  
Low Priority

**Create and link an associated LinkedIn profile**

Mobile & UI

Low Priority