



Website Analysis Report

Demosite.com

For Better Performance in Search Engines

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I. Executive Summary:

This analysis report will give you an understanding of your website's potential to rank in Search Engine results for the most searched queries by customers.

We have evaluated the website on various aspects like technical attributes, competitive potential and link popularity. In this report you will get an overview about the factors that meet the SEO standards, factors which need to be improved and factors which require extra attention to increase the visibility of website in search engines so that you can generate huge amount of traffic to your website which will in turn provide quality leads which then will turn into more business for you. We have focused on following SEO sensitive factors:

1. On-Page Value Of The Website
2. Unique and Informative Content
3. Relevancy of the Keywords Used in the Content
4. References to the Website on Web.
5. Competitive Edge of the Website.

Below, you will find the preliminary site related details that we will treat as baseline to work upon. With time, more work will be implemented to further improve your site search engine results or SERP's. We will communicate with you at each stage to deliver progress reports.

Important Parameters::-	
1	Hosting Details
2	Indexation
3	Google Web Analytics
4	Page Load Time
5	Robots.txt
6	HTML Sitemap
7	XML Sitemap
8	Custom 404 Page
9	Crawlable Navigation (Javascript/Flash)
10	Broken Links
11	Multiple Domain Issue
12	Site Page Rank
13	Homepage Content
14	External DUPLICATION (using copyscape)
15	Image Alt Tags
16	Content Management System (CMS)
17	Blog
18	Forum Participation
19	Community Participation: Social Media Distribution



II. Site Overview:

Site Overview:-		
Analyzed Area	Flag	Comments
Technical Analysis		
Hosting Details	100%	The website is hosted in USA.
Indexation	100%	Page indexation is very good
Google Web Analytics	100%	Google Analytics code is present.Which is good.
Page Load Time	75%	Good. Page load time is 2.14 second(s) which is ok.
Robots File	100%	Robots File is found, need update.
HTML Sitemap	30%	HTML sitemap need to be update.
XML Sitemap	100%	XML sitemap found Need update.
Friendly URLs	90%	Most urls are SEO Friendly.which is OK.
Custom 404 Page	100%	Custom 404 Page is found
Crawable Navigation (JavaScript/Flash)	90%	Not found
Broken Links	80%	4 broken links are found. Need to be modify.
Canonical Issue [www redirection]	100%	Website has no Canonical issue.which is good.
Multiple Home Issue	100%	Not found.
Domain Authority	41%	Current page rank is 41/100
Content		
Home Page Content	70%	Good. In Home page's ratio of text to HTML code is 45% percent.
Content Duplication	80%	Content duplication not found, which is good.



Meta Data Duplication	50%	Need to rewrite meta data for all pages.
Missing Image ALT Tags	30%	48 ALT attributes are empty or missing.
Site Accessibility and Other Functionalities		
Content Management System (CMS)	100%	Wordpress CMS is using, which is good.
Blog	100%	Blog found
Forum	100%	Forum found, which is good.
Community participation	100%	Website linked with major Social Accounts such as facebook, twitter, G+ etc.
Link Analysis		
Link Metrics	60%	We need to get quality backlink for the root domain. You should have a strategy to improve the quantity and quality of backlinks.
Legend	Important, Action Required	Could Be Improved Good

A. Our understanding about your business:

Details:-	
Type of Business:	Homeschooling, Preschool, Kindergarten, Reading/Reading Tutoring
Services/products offered:	Reading/Reading Tutoring
Target market - Geographical coverage:	USA

B. Keywords:

From researching and analyzing what your potential clients are looking for and the competition for these terms, we help to deliver a set of unique keywords and phrases that will significantly improve your search engine results page (SERP) ranking, providing real return on investment.

The following analysis will show you how many people are searching for your services/products, the below mentioned keywords are in comparison with searches performed by customers. Each table demonstrates how often the keywords are searched for on a monthly basis within Google Global search. Please note that keyword research has been done for the website.

C. Speed Test:

Parameters:-	
Page Authority:	41.02
Page MozRank:	5.43
Page MozTrust:	5.43
Total Internal Links:	94
Total External Links:	22
Linking C Blocks:	Valid

III. Technical Analysis:

Hosting Details :-	
URL	http://demosite.com
Location	Arizona
Domain Creation Date	15 May 2008
Domain Expiration Date	15 May 2018
Reserve IP	107.180.12.26
Indexation:-	
Pages Indexed in Google	196
Pages Indexed in Bing	-
Google Cached Date	28 Oct 2018 17:02:53 GMT.

A. Google Web Analytic:

Google Web Analytic Code is present in the website. Which is good.

GoogleAnalytic is a very important tool for tracking the activities on a website: how many visitors have come to the site, how many visitors explore the site, and so on?

We use GoogleAnalytic to show you how visitors found your site, how they explored it and how you can enhance their visitor experience. Google analytic provides us with information that will help you improve your website return on investment (ROI), increase conversions and make more money on the web.

B. Page Load Time:

2.14 second(s)

All search engines including Google always favor faster & more reliable websites. High page load time can be a major put off for any web visitor. Although there are some sites, like the ones that are built in flash, that will necessarily have higher page load time, most of the sites should try to minimize it. The sites may use caching or file compression to speed up page delivery. Optimizing the website load speed can be instrumental in effecting the page rank directly.

Page Speed Insights measures the performance of a page for mobile devices and desktop devices. It fetches the url twice, once with a mobile user-agent, and once with a desktop-user agent. The PageSpeed Score ranges from 0 to 100 points. A higher score is better and a score of 85 or above indicates that the page is performing well.

C. **Robots.Txt**

Robots.txt file is present in the website. Need to be update.

The Robots.txt file tells the search engines which pages to access and index on your website and which pages to ignore. It is not essential to add to your website; but it is worth checking that it is properly constructed so that it is not inadvertently telling search engines to ignore important content.

D. **HTML/PHP Sitemap**

HTML Sitemap is present in the website. Need to be update.

HTML/PHP sitemap is a page of your website that outlines the complete structure of your site and that link to all the important pages on your site. It is useful for both search engines and users.

E. **XML Sitemap**

XML sitemap file is found in the site. Need update.

An XML sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and the importance of the URLs. This allows search engines to crawl the site more intelligently.

F. **SEO Friendly URLs**

URLs are SEO Friendly. You are not using underscores (these _ are _ underscores) in your URLs.

We have found 4 URLs that are not SEO friendly!

Using underscores in your URL makes it hard for search engines to determine your site's relevance to a search. Google sees hyphens as word separators while underscores are ignored. So the search engine sees www.example.com/green_dress as www.example.com/greendress.

G. **Custom 404 Page**

Website have a custom 404 Error Page.

A '404 Page Not Found' page is an error page that is presented when a user or search engine clicks through to a page that does not exist in the server. Create a custom 404 page with a helpful message, a search box and a sitemap will help them get back on track and find the information they were looking for.

H. Crawlable Navigation (Javascript/Flash)

Your website does not include flash objects (which is an outdated technology that was sometimes used to deliver rich multimedia content). which is good. Flash content does not work on mobile devices, and is difficult for crawlers to interpret.

Broken Links::-	
Broken Link	4
Total Links:	39
Rating:	9/10

Multiple Domain Issue::-	
Multiple Domain Extension	Not found
Multiple Home Page	Not found
Non WWW Issue(Canonical Issue)	Not found
HTTPs Duplication	Not found

I. Website Domain Authority

The current domain authority statistics for your website is: 41.2 out of 100.

Domain Authority is a score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines. Use Domain Authority when comparing one site to another or tracking the “strength” of your website over time. We calculate this metric by combining all of our other link metrics—linking root domains, number of total links,

We score Domain Authority on a 100-point, logarithmic scale. Thus, it's easier to grow your score from 20 to 30 than it would be to grow from 70 to 80.

IV. Content Analysis:

A. Homepage Content :

This page's Ratio of Text to HTML code is 45 % percent.

The text to code ratio is Average. you can always improve it by adding more text content to your pages. A good text to HTML ratio is anywhere from 25 to 70 percent.

Once we have agreed with the rewritten content, it will be implemented on the homepage of your site. During implementation we follow a document structure, which gives a rundown of the most important key phrases. This will help define the importance of key phrases: so that when a search engine visits your site it will be able to evaluate its key phrases according to their importance.

B. Content DUPLICATION:

Content Duplication Found! Need to be update.

When there are multiple pieces of identical content on the Internet, it is difficult for search engines to decide which version is more relevant to a given search query.

C. Meta Data:

Meta data is not found for all Pages, need to update.

Each page in the site, particularly the core top level pages should have unique META descriptions. This increases the quality of the site to the search engines. On the contrary, duplicate META descriptions across the site may lower the click through rate and have an adverse impact on the search engine result pages.

D. Image Alt Tags

We found 68 images on this web website and 48 ALT attributes are empty or missing. Need to be update.

Add alternative text so that search engines can better understand the content of your images. Remember that search engine crawlers cannot actually "see" images, so the alternative text attribute allows you to assign a specific description of each image. Alternative text describes your images so they can appear in Google™ Image search results.

V. Website Accessibility and Other Functionalities:

A. Content Management System (CMS):

Wordpress.

We recommend an SEO friendly CMS to save the implementation time. CMS helps to update the content and Meta data of the pages easily. By default most CMS are not SEO optimized, but with CMS on your site it's good for seo.

B. Blog:

Blog found.

Both readers and search engines reward fresh content with repeat visits. From a search engine perspective, that means your site can be crawled more frequently, allowing your new content to become searchable more quickly. Comments and track back features in blog software encourage interaction. Please post blog contents regularly.

C. Forum:

Forum Participation Found.

It can help if users discuss helpful information - adds a lot of user-generated content on your site and can be an alternative for a blog.

D. Community Participation:

Social Media Distribution : It is OK

Website linked with major Social Accounts such as Facebook, Twitter, G+, etc.

This helps in increasing the online visibility of the site, people will get an opportunity to discuss about your company online. If your messages are strong, they will have an impact on your users - spreading the message more effectively than traditional methods.

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. Make sure you have opened social media profiles on Facebook, Twitter, LinkedIn, Google+ and other sites that are of interest to your customers.

VI. Link Analysis:

Parameters:-	Subdomain
MozRank	5.43
MozTrust	5.43
External Followed Links	114
Total External Links	22
Total Links	116
Followed Linking Root Domains	1
Total Linking Root domains	100

VII. Recommendations:

In this website analysis we have checked all main parameters of your website. The current structure of the Search Engine Positioning is not up to the mark. And there is a huge scope of improvement in terms of getting better performance on various search engines.

On the basis of our analysis, your website keywords ranking and back-links are not well established. Your competitors are ahead of you. Please understand SEO is a dynamic and ongoing process, thus you always need to be updated, keep revising your strategies as per the trends in the market and changes in search engine algorithms.

Based on our analysis, we recommend various improvements on the process of SEO and some minor alteration in the site to achieve better performance in various search engines. The improvements can

mainly classified as On-Page SEO (for site improvements) and Off-Page SEO. Also we can go for some social media promotion as well. Please refer below for some of the suggested improvements for the site for better search engine results.

A. Recommended Areas of Improvements for On-Page SEO:

For the On-page SEO, we think there is a scope of improvement on the following areas:

- ❖ Existing Keywords Analysis.
- ❖ Suggestion for new keywords.
- ❖ Meta Title Optimization.
- ❖ Meta Description Optimization.
- ❖ Meta keyword Optimization.
- ❖ H1, H2 (Header) tag Optimization.
- ❖ URL Redirection (301 or 302)
- ❖ Update Robots.txt file
- ❖ Update Sitemap.XML
- ❖ Schema code set up.
- ❖ Etc.

B. Recommended Area of Improvements for Off-Page SEO:

For the Off-page SEO, we think there is a scope of improvement on the following areas:

- ❖ Search Engine Submission.
- ❖ Social Bookmarking.
- ❖ Business Listing (Local).
- ❖ Classified ad posting.
- ❖ Press Release submission.
- ❖ Directory Submission.
- ❖ Video submission.
- ❖ Article writing and posting.
- ❖ Blog writing and post (Internal or External Blog).
- ❖ PPT creation & sharing.
- ❖ Image creation & sharing.



C. Social Media Promotions:

As part of the promotion on social media, we can post on the following social media on regular basis.

- ❖ Facebook Account creation.
- ❖ Facebook Page creation.
- ❖ Google + Profile creation.
- ❖ Twitter account creation.
- ❖ Linked In account creation
- ❖ Facebook unique post.
- ❖ LinkedIn unique post.
- ❖ Twitter post.
- ❖ Google + post

Thanks!