

# WEBSITE AUDIT

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**PRESENTED TO**

<https://google.com>

**AUGUST 09, 2017**

Website Analysis

Moz Analytics

Majestic Analytics

Social Analysis

Google Page Speed

SEO Analysis

On Page Analysis



# OVERVIEW

## Website Analysis

LOCATION <b>US</b>	IP Address	216.58.192.14
	Malware	None Detected



- Looking Good**
  - Found sitemap.xml.
  - Domain resolves from either www or no www.
  - You have filled alt attributes.
  - Your domain authority 100 is greater than 85.
- Areas for Improvement**
  - Page load time needs improvement.
  - Blog needs optimization.
  - Content needs optimization.
  - Google Webmaster Tools is recommended.
  - Footer needs optimization.
- Critical Issues**
  - Your headings can be optimized further.

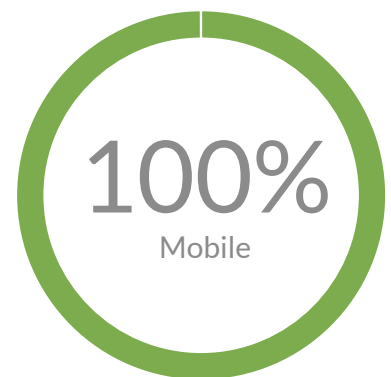
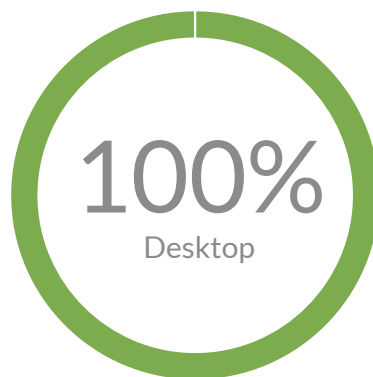
## Moz Analytics



## Majestic Analytics



## Google Page Speed



## Social Analysis



# SEO ANALYSIS

## Robots



google.com/robots.txt found.

This report checks for specific syntax parameters. If your robots.txt is functional and the installation is correct, please disregard the error.



### Syntax Cheatsheet

#### To exclude directories from your site:

User-agent: \*

Disallow: /cgi-bin/

Disallow: /tmp/

#### To allow robots complete access:

User-agent: \*

Disallow:

## WWW Resolve



Great! Your website with and without www redirects from one to the other.

A 301 Permanent Redirect is present from either www or no www in the domain.

### URL with WWW



URL: <http://www.google.com>



Redirect URL: [https://www.google.com/?gws\\_rd=ssl](https://www.google.com/?gws_rd=ssl)

### URL without WWW



URL: <http://google.com>



Redirect URL: [https://www.google.com/?gws\\_rd=ssl](https://www.google.com/?gws_rd=ssl)

## Sitemaps



<https://www.google.com/sitemap.xml> found.

This report checks for attributes present in manually generated XML sitemaps. Some webmasters and site owners implement tool generated sitemaps which may not comply with the attributes of this report. If your sitemaps are present and correctly installed, please disregard this error.

## Title



Google  
6 characters

### Recommendation

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Ideally, your title should contain between 10 and 70 characters (spaces included).



Make sure your title is explicit and contains your most important keywords, preferably at or near the beginning.



Be sure that each page has a unique title.

## Description



Description character count is at  
159

Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.

### Recommendation

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Your description is less than 160 characters.  
The description should optimally be between 150-160 characters.

## Images



All images have a filled alt attribute.

### Recommendation

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Use the alt attribute to provide descriptive text.

## Headings



Headings found.

**H1** | 1 found



**H2** | 0 found

**H3** | 0 found

**H4** | 0 found

**H5** | 0 found

**H6** | 0 found

### Recommendation

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Include keywords in heading tags. Heading tags indicate the importance of content and are useful to search engines.

## Blog



Blog needs optimization.

## Content



Body contains 81 words.  
Content optimization is needed.

We've detected you're using an older version of Chrome. Update to stay secure We've detected you're using an older version of Chrome. Update to stay secure Gmail Images Sign in Google Learn more Google Press Enter to search. Report inappropriate predictions Privacy Terms Settings Search settings Advanced search Search Help Advertising Business About My Account Search Maps YouTube Play News Gmail Drive Calendar Google+ Translate Photos More Shopping Wallet Finance Docs Books Blogger Contacts Hangouts Keep Even more from Google

## Keywords

### Density of Top 20 Words on The Page

1	<b>google</b>	4.00%
2	<b>translate photos</b>	1.00%
3	<b>advertising business</b>	1.00%
4	<b>google press</b>	1.00%
5	<b>gmail images sign</b>	1.00%
6	<b>settings advanced search</b>	1.00%

## Google Webmaster Tools



Did you install Google Webmaster tools?

## Google Analytics



Did you install Google Analytics? We didn't find it in the HTML, but you may have installed it another way

Please verify that Google Analytics is installed on your website. This is an important tracking and site informational tool that helps with your marketing efforts.

## Top 10 Links to Your Site



We found a total of 10 authority-passing external links to the URL.

- |          |   |           |   |
|----------|---|-----------|---|
| <b>1</b> | <b>This page:</b> <a href="http://www.apache.org/foundation/thanks.html">www.apache.org/foundation/thanks.html</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a>   | <b>6</b>  | <b>This page:</b> <a href="http://php.net/manual/en/book.curl.php">php.net/manual/en/book.curl.php</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a>                           |
| <b>2</b> | <b>This page:</b> <a href="http://www.washingtontimes.com/">www.washingtontimes.com/</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a>   | <b>7</b>  | <b>This page:</b> <a href="http://www.washingtontimes.com/topics/barack-obama/">www.washingtontimes.com/topics/barack-obama/</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a> |
| <b>3</b> | <b>This page:</b> <a href="http://www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/">www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a> | <b>8</b>  | <b>This page:</b> <a href="http://www.washingtontimes.com/topics/trump/">www.washingtontimes.com/topics/trump/</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a>               |
| <b>4</b> | <b>This page:</b> <a href="http://www.washingtontimes.com/communities/">www.washingtontimes.com/communities/</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a>   | <b>9</b>  | <b>This page:</b> <a href="http://www.w3.org/TR/microdata/">www.w3.org/TR/microdata/</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a>   |
| <b>5</b> | <b>This page:</b> <a href="http://www.un.org/sustainabledevelopment/es/">www.un.org/sustainabledevelopment/es/</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a>   | <b>10</b> | <b>This page:</b> <a href="http://www.washingtontimes.com/topics/congress/">www.washingtontimes.com/topics/congress/</a><br><b>contains a link to:</b> <a href="http://google.com/">google.com/</a>         |

## Recommendation

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### Website Optimization

The items on this sheet are critical to making the website function the best way it can. Fixing these is a crucial first step to its success. We recommend fixing all of the items on this report as soon as possible.



### Organic SEO

Running an organic Search Engine Optimization campaign will increase the website's visibility and traffic consistently. It will also maintain high Google rankings over a long period of time. We recommend starting a campaign immediately.



### Local Marketing

If the business has a physical location and you want to attract more visits in its area, we recommend running a local marketing campaign. This puts business on more maps and mobile devices of customers found in your target area.



### Social Media

A Social Media presence is necessary for all sites that support, nurture and communicate with the brand's community. We recommend running a Social Media campaign to ensure your website gets all the visibility it can online.