

# WEBSITE AUDIT REPORT



Report Content  
Last Updated  
Jun 05, 2018



On-Page  
Optimization



Off-Page  
Optimization



Social  
Media



Keywords  
Report



## On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

## Mobile Friendly Website

Checks whether your website is responsive.

## Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

## Off-Page Optimization

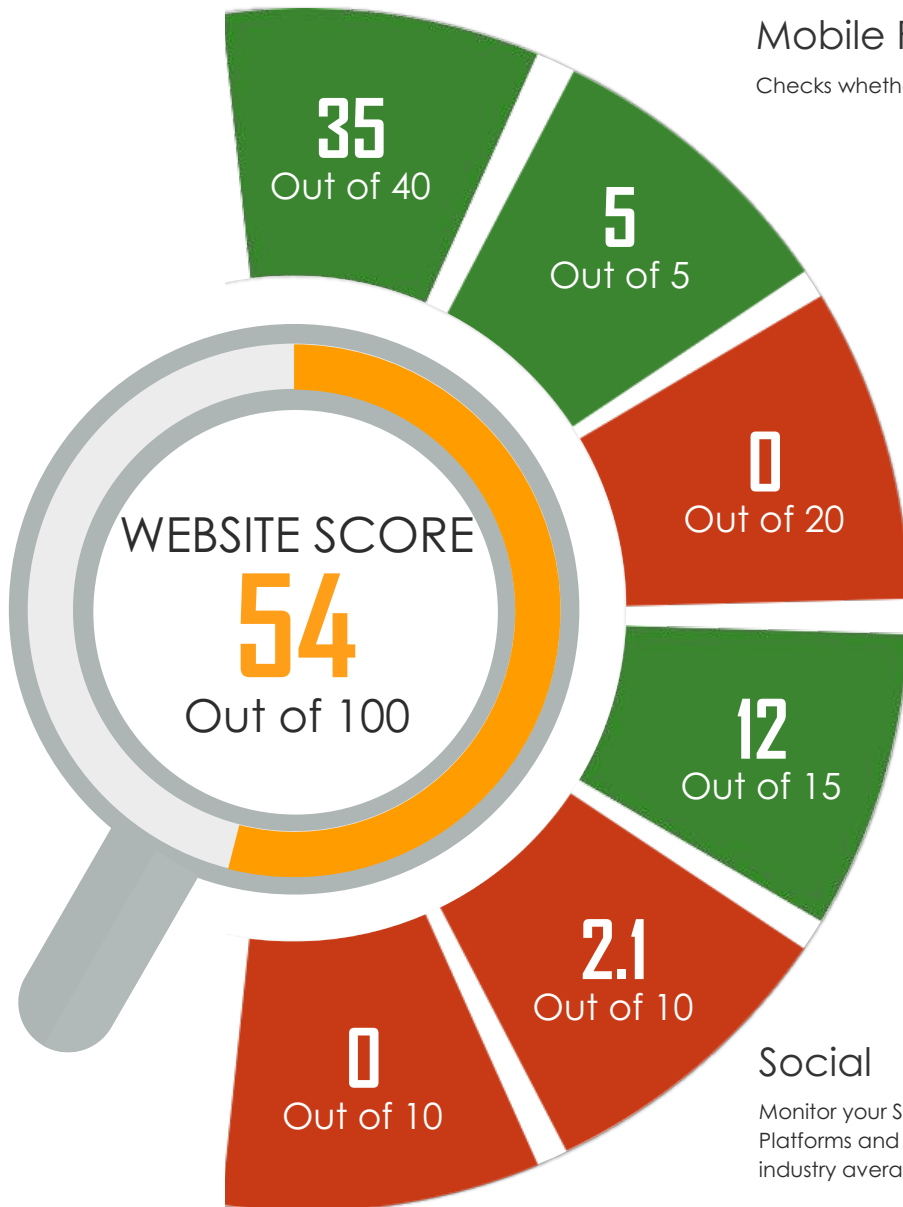
This section checks the strength of your domain using metrics such as Domain Age & Expiry, number of pages indexed by Google and Bing.

## Social

Monitor your Social Activity across Major Platforms and even Compare it with the industry average.

## Competitor Analysis

Analysis of how your website compares with 3 other competitors.



## 1 High Priority Problems

- Duplicate Title
- Google Analytics Code Missing
- Title Too Short
- Page Title Missing or Empty
- Description Missing or Empty
- Schema Tags Missing
- H1 Tag Missing

## 0 Medium Priority Problems

- Slow Pages
- Non SEO Friendly Urls
- Title Too Long
- Duplicate Meta Description
- Image Alt Missing
- Bad Response Code

## 0 Low Priority Problems

- Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.



## Page Title

Great! Title tag detected on the home page. A well optimized Title is the most important factor to rank a website in search engines.



## Meta Description

Great! Meta Description detected on the home page. It serves as an ad-copy which entices visitors to click through and visit your website.



## H1 Tag

Great! H1 tag detected on the home page. H1 is a heading tag. Search Engines consider the text in H1 tag important.



## Word Count

The home page has a word count of 435 which is acceptable as per search engine best practices.



## XML Sitemap

Great! XML sitemap detected. Ideally, it should include all pages of the website to help search engines navigate your website more easily and index your content better.



## Robots.txt File

Great! Robots.txt file detected. A Robots.txt file can be used to instruct search engines to index or avoid specific areas of the website. For e.g. credit card details stored on the server, critical access details, duplicate pages, etc.



## Google Analytics Code

No Google Analytics code detected! You're missing out on a chance to collect important data from Google Analytics which can be used to find new customers and increase online conversions.



## Canonical Tag

Great! Canonical Tag detected on the home page. It helps you to eliminate internal duplicate content as well as maintains domain name uniformity with search engines.



## Site Response Code

Great! Your site returned a response code of 200 i.e. the site is up and running fine.



## Site Load Time ( 0.76 Seconds )

Great! Your site's load time is 0.76 seconds.



Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.

## Google Pages Indexed

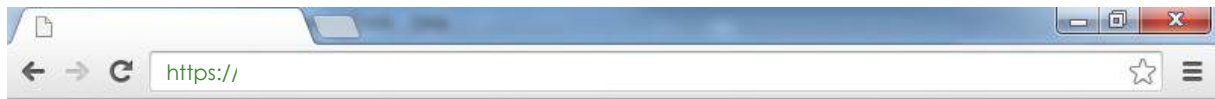


3,390 Pages Found In Google

This is the number of pages of your website, which are present in Google's search engine database. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 78% of search share, we also optimize your website in Bing and Yahoo, which cover 8% and 6% of search share respectively. Overall, we have your website covered for almost 93% of the online searches.

## SSL



Secure website

Great! Your website is secured.

Apart from boost in rankings, another important reason to use HTTPS is Google's Chrome browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. Other major browsers reportedly might also follow suit.

Google Chrome has the highest browser market share with close to 65% users worldwide followed by Safari and Firefox. These 3 take up more than 82% of browser user share i.e. most of your users are using these browsers to visit your website. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business

## Here are the scores for

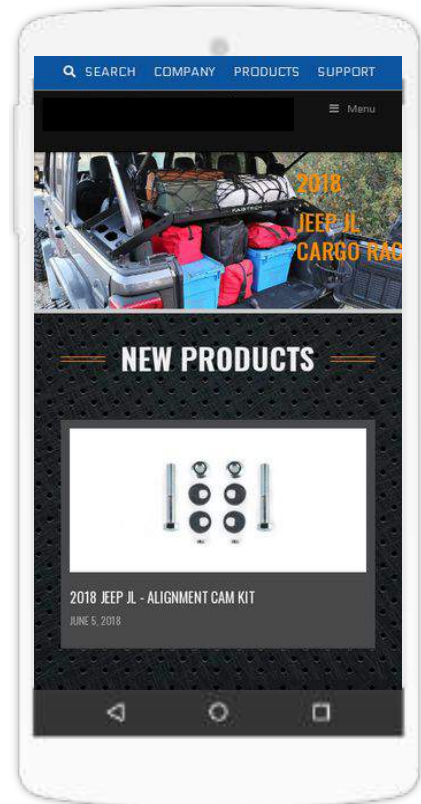
Awesome! Google considers your website as mobile friendly.

Google gave your website score of 99%, which translates to score 5 out of 5.

Mobile Friendliness **99 / 100**

Mobile Speed **71 / 100**

Desktop Speed **86 / 100**



Mobile Friendliness

GOOD

99 / 100

✔ Passed      ⚠ Consider Fixing      ✖ Should Fix











- ✔ Size content to viewport
- ✔ Size tap targets appropriately
- ✔ Avoid landing page redirects
- ✔ Avoid plugins
- ✔ Configure the viewport
- ✔ Use legible font sizes

## Mobile Speed

FAIR

71 / 100

 Passed     Consider Fixing     Should Fix

-  Optimize images
-  Eliminate render-blocking JavaScript and CSS in above-the-fold content
-  Leverage browser caching
-  Enable compression
-  Prioritize visible content
-  Minify JavaScript
-  Minify HTML
-  Minify CSS
-  Avoid landing page redirects
-  Reduce server response time

Desktop Speed

GOOD

86 / 100

✔ Passed      ! Consider Fixing      ✘ Should Fix

- ! Optimize images
- ✔ Enable compression
- ! Leverage browser caching
- ! Minify JavaScript
- ! Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ! Minify HTML
- ! Minify CSS
- ✔ Avoid landing page redirects
- ! Reduce server response time
- ✔ Prioritize visible content

## 5 Top Reasons why having a responsive web design is the best option for your marketing strategy.

1. Generally, 20% of traffic to a website is mobile traffic. If your website is not mobile friendly, you are losing out on this share of traffic.
2. Recommended By Google – Google states that responsive web design is its recommended mobile configuration, and also refers it as the industry best practice.
3. Easy Sharing – Content on a responsive site is much easier for users to share, interact with, and link to than content that lives on a separate mobile site.
4. One Website, Many Devices – One of the most appealing aspects of responsive web design is that a responsive website can provide a great user-experience across many devices and screen sizes.
5. Easier to Manage – Managing one site and one SEO campaign is far easier than managing two separate sites at a time.





## SEO Opportunity

These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Avg. Monthly Searches	PPC Competition	Google	bing
1	2015 f150 lifted	1,000	68.93%	Not in top 10	Not in top 10
2	ford f150 lift kits	1,900	100%	Not in top 10	Not in top 10
3	ford f150 lifted	2,900	48.41%	Not in top 10	Not in top 10
4	2015 f150 leveling kit	1,600	100%	Not in top 10	Not in top 10
5	ford f150 leveling kit	1,600	100%	Not in top 10	Not in top 10
6	f150 lift kit	2,900	100%	Not in top 10	Not in top 10
7	f150 lifted	1,600	48.22%	Not in top 10	Not in top 10
8	f150 leveling kit	4,400	100%	Not in top 10	Not in top 10
9	nissan titan lift kit	1,300	100%	Not in top 10	Not in top 10
10	lifted f150	2,900	Less than 20%	Not in top 10	Not in top 10
11	lifted nissan titan	1,900	46.16%	Not in top 10	Not in top 10
12	2016 f150 leveling kit	1,900	100%	Not in top 10	Not in top 10
13	lifted f350	1,000	Less than 20%	Not in top 10	Not in top 10



## SEO Opportunity (continued...)

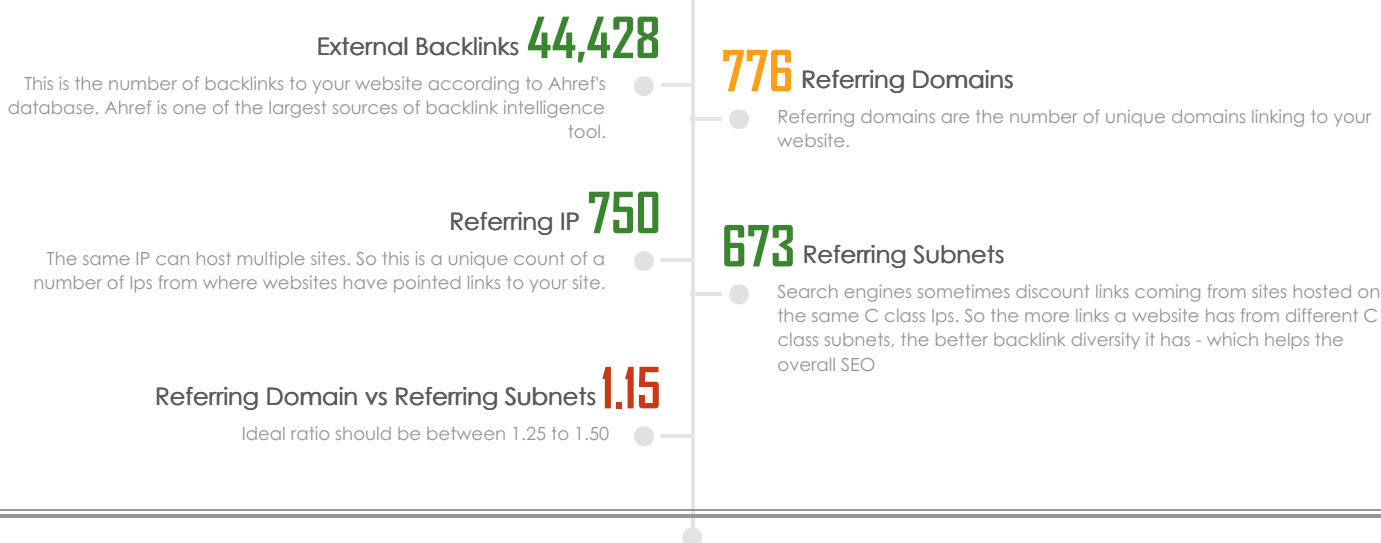
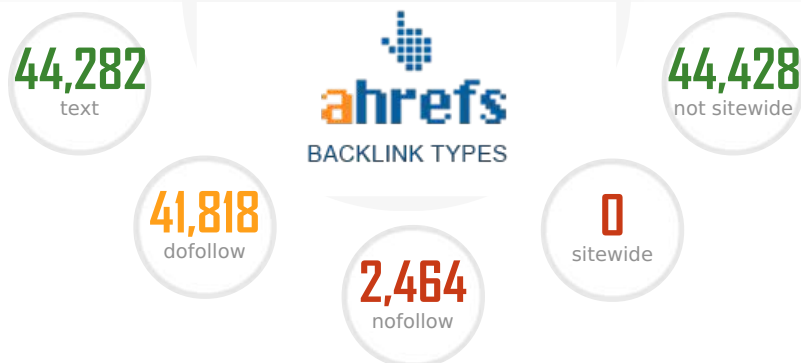
These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Global Monthly Search	PPC Competition	Google	bing
14	2017 f150 leveling kit	1,900	100%	Not in top 10	Not in top 10
15	f150 6 inch lift	1,000	100%	Not in top 10	Not in top 10
16	lifted f250	3,600	25.81%	Not in top 10	Not in top 10
17	f250 lift kit	1,300	100%	Not in top 10	Not in top 10
18	ford f250 lifted	1,600	33.02%	Not in top 10	Not in top 10
19	ford lift kits	1,600	100%	Not in top 10	Not in top 10
20	2017 f250 lifted	2,400	52.14%	Not in top 10	Not in top 10
21	upper control arm	3,600	74.53%	Not in top 10	Not in top 10
22	lifted toyota 4runner	1,900	37.97%	Not in top 10	Not in top 10
23	lifted ford	1,000	Less than 20%	Not in top 10	Not in top 10
24	toyota 4runner lift kit	1,300	100%	Not in top 10	Not in top 10
25	4runner lift kit	1,900	100%	Not in top 10	Not in top 10

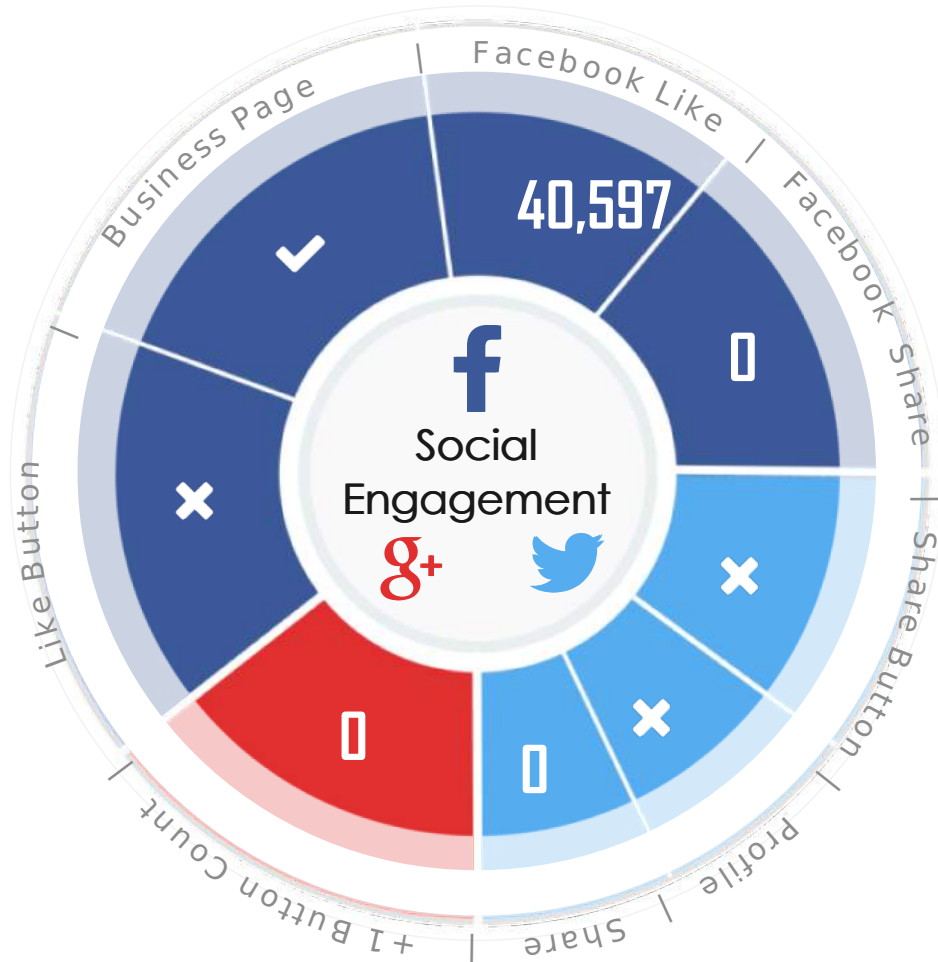
Is your website hackable? Here's a web security audit for your site which checks for vulnerabilities like Viruses, Trojans, Spyware and Malicious Downloads.



If your website security is breached i.e. if your website is affected by any virus or malware, Google will warn users with the ominous message "This site may harm your computer". Even modern browsers like Chrome and Firefox display a warning message if they detect something suspicious. This directly affects your website's visibility and traffic. Immediate action needs to be taken to clean off these vulnerabilities before Google drops your website from its search results.

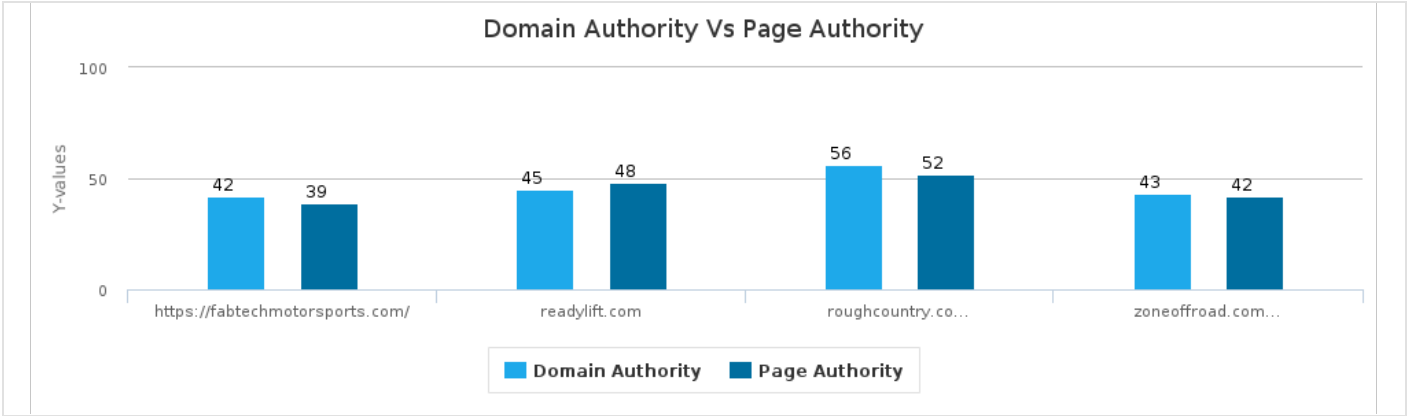


Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have come a long way in terms of their impact on SEO. Recently, Twitter also reportedly struck a deal for tweets in Google search results. This means, your tweets will have a larger audience than ever before.

Social signals are becoming the new "citation" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms.



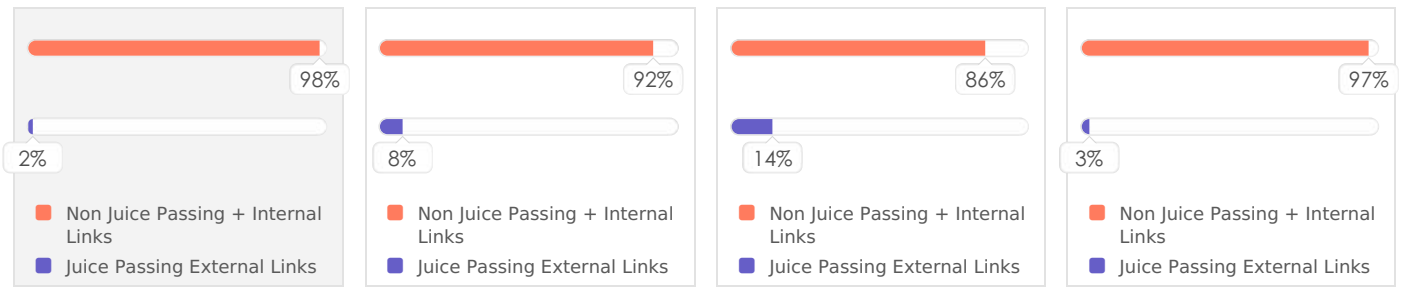
	READYLIFT.COM	ROUGHOUNTRY.CO...	ZONEOFFROAD.COM...
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<https://www.readylift.com/>

<http://www.roughcountry.com/>

<http://zoneoffroad.com/>

### JUICE PASSING EXTERNAL LINKS VS NON JUICE PASSING + INTERNAL LINKS



### LINK SATURATION

3,390 Google	1,370 Google	3,980 Google	4,330 Google
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### MOZ METRICS

42 Domain Authority	45 Domain Authority	56 Domain Authority	43 Domain Authority
16,869 Juice Passing Links	18,799 Juice Passing Links	144,686 Juice Passing Links	11,082 Juice Passing Links
729,673 Total Links	240,279 Total Links	1,036,311 Total Links	325,128 Total Links

### AHREFS METRICS

776 Referring Domains	671 Referring Domains	1,816 Referring Domains	518 Referring Domains
750 Referring IPs	721 Referring IPs	1,879 Referring IPs	568 Referring IPs