

Web Page Audit

This audit determines how optimized this specific landing page or article is for an exact keyword or phrase

Web Page: poorjohns.com

Keyword: **plumbing**

Date: March 05, 2015



SPEED

| | | | | | |
|---------|------|-----------|--------|----------|----|
| SECONDS | 1.09 | KILOBYTES | 327.01 | REQUESTS | 12 |
|---------|------|-----------|--------|----------|----|

- ✓ This page loads fast enough Excellent!
- ✓ This size of this page is ok Nice work!
- ✓ The number of file requests is acceptable Excellent!

URL

poorjohns.com


- ✓ URL is SEO friendly Nice!
- ! Exact keyword not found in this URL Needs attention
- ✓ No underscores in URL Great!



Web Page: poorjohns.com
Keyword: **plumbing**

TITLE TAG

Plumbing, Water Heater, Septic Systems, Drain Cleaning, Kansas City Plumber

-  Exact keyword not found in this URL Nice work!
-  Title tag should be 55 characters or less Needs attention





DESCRIPTION TAG

Complete plumbing and drain cleaning provided by a professional kansas city plumber at affordable prices...

-  Description tag should be 155 characters or less Needs attention
-  Description tag includes exact keyword Good job!

IMAGE ANALYSIS

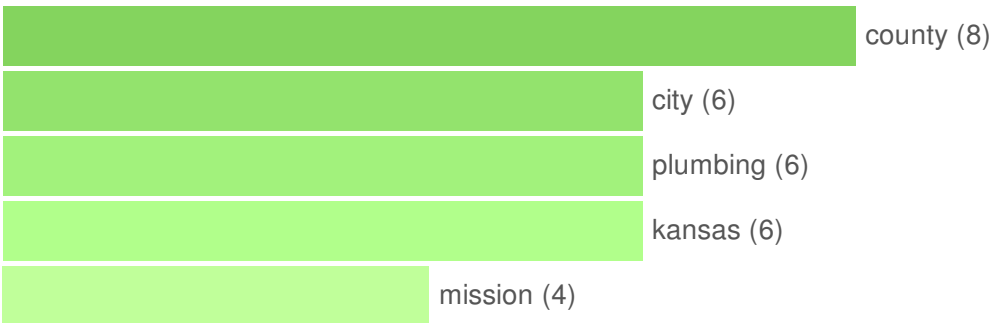
10 images

-  Every image on this page needs an alt tag Needs attention
-  Add your exact keyword to an alt tag Needs attention
-  Add exact keyword to an image file name Needs attention
-  Remove any underscores in image file names Needs attention



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TOP 5 WORDS USED



HEADING TAGS







H1 Tag: Missing
H2 Tag: Missing
H3 Tag: Missing

- Add a H1, H2, and H3 tag to this page Needs attention
- Add exact keyword to H1, H2, or H3 tag Needs attention
- There are no duplicate heading tags Nice work!





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COPY ANALYSIS

| | |
|--|-----------------|
|  You should have 2,000+ words on this page | Needs attention |
|  Only use exact keyword 2-4 times | Needs attention |
|  Exact keyword is bolded, italicized, or underlined | Excellent! |
|  Exact keyword found in the first 100 words | Nice! |
|  Exact keyword found in anchor text | Nice work! |
|  Link to a sitemap.html found | Great! |

CODE ANALYSIS

| | |
|---|-----------------|
|  HTML is not W3C validated | Needs attention |
|  No flash found | Nice work! |
|  Remove inline CSS | Needs attention |
|  Text to HTML ratio is too low (< 25%) | Needs attention |
|  Add schemaorg markup | Needs attention |
|  Link to a sitemap.xml found | Excellent! |



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SOCIAL ANALYSIS



- Add a tweet button Needs attention
- Facebook share button found Great!
- Add a Google+ button Needs attention
- Add a link to a blog Needs attention

MOBILE ANALYSIS

- Add a mobile sitemap Needs attention
- Add an Apple icon Needs attention
- Add a viewport metatag Needs attention



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PAGE LINK ANALYSIS



| | |
|---------------------------------------|-----------------|
| 0 links from other sites | Needs attention |
| 0 links from unique domains | Needs attention |
| This page has 6 outbound links | Fantastic! |
| This page has 6 outbound follow links | Great! |
| mozTrust page score: 0 | Needs attention |
| mozRank page score: 0 | Needs attention |
| moz Page Authority: 22.66 | Great! |

ROOT DOMAIN LINK ANALYSIS









| | |
|------------------------------------|-----------------|
| 4 links from other sites | Needs attention |
| 7 links from unique domains | Needs attention |
| Add a link from the DMOZ Directory | Needs attention |
| mozTrust domain score: 2.47 | Nice! |
| mozRank domain score: 2.37 | Great! |
| moz Domain Authority: 12.3 | Nice! |
| 7 pages are indexed by Google | Needs attention |



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DOMAIN ANALYSIS

poorjohns.com

- | | | |
|---|---|-----------------|
|  | This domain is 11 years, 284 days old | Nice! |
|  | This domain expires in 3 years, 81 days | Nice work! |
|  | Preferred domain is not set | Needs attention |
|  | Canonicalize your IP address | Needs attention |
|  | robots.txt file found | Great! |
|  | Favicon found | Nice work! |



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- Remove any underscores in image file names
- Add a H1, H2, and H3 tag to this page
- Add exact keyword to H1, H2, or H3 tag
- You should have 2,000+ words on this page

TASKS

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Remove inline CSS

Text to HTML ratio is too low (< 25%)

Add schemaorg markup

Add a tweet button

Add a Google+ button

Add a link to a blog

Add a mobile sitemap

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7 links from unique domains

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SUMMARY

Find out what you should do to improve your web pages rankings. The perfect start to growing your business.