## Enterprise Website SEO Audit Report

Report created on: **Oct 21, 2013**

This is your personal website analysis report created for the website http://www. _____ The report handles certain aspects of the website's on-page optimization. Namely, it will examine the most important structural aspects of your website, its links, pages, page coding and other factors that may influence a website's rankings in search engines.

# Current Website Statistics

There is a number of factors that influence a website's rankings. Analyzing most important factors lets you estimate the efficiency of your website optimization efforts and figure out future optimization options.

Most of the below values directly depend on the level of the website's on-page optimization and in their turn further influence your website's rankings. So each value helps you assess the success of your optimization campaign and plan the next optimization steps to help your website hit top positions in major search engines.

| General domain statistics | Help |
|---|---|
| **Factor** | **Value** |
| Domain Age | N/A |
| Domain IP | 203.88.118.169 / AU |
| Domain Google PageRank | PR:1 |
| Alexa Rank | N/A |
| Compete Rank in Compete.Com | No data |
| Traffic according to Compete.Com | No data |
| DMOZ Listing | No |
| Yahoo! Dir Listing | No |
| Pages indexed in Google | 15 |
| Pages indexed in Bing | 9 |
| Domain Google Popularity | 0 |

## Presence in Social Media

The table below highlights the number of mentions and views your website gets in major social media resources. High popularity rates indicate that your website is user-friendly and offers useful content. On the other hand, high popularity means that more new visitors will be attracted to your website from the social media, and you will most likely get new backlinks which will raise your site's positions in search engines.

Unique, useful and informative content is the top-important factor stimulating your site's popularity among users (in social media and on the Internet in general). Still to use the full power of social sites and attract even more visitors and links, website owners normally do a lot of self-promotion in social media.

| Domain popularity in social media | Help |
|---|---|
| **Social/bookmarking site** | **Mentions/views** |
| Diigo | 0 mentions |
| Social Mention | 0 mentions |

## Presence in Search Engines' Indexes

If the number of pages indexed by search engines is significantly smaller than the overall number of pages your website has, you may have to use certain techniques to encourage indexing so that search engines fully take your website's content into account. The below chart demonstrates the number of your website's pages indexed by major search engines.

Here is the total number of pages found by going through the website's links: 14.

| # of pages indexed by major SEs | Help |
|---|---|
| **Search engine** | **# of indexed pages** |
| Google | 15 |
| Bing US | 9 |

# Website Link Structure Analysis

Sensibly organized link structure (both external and internal) is an effective means to influence search engine rankings, as you can control PageRank distribution over different pages through internal and external links between them. Here are your website's key characteristics related to its link structure.

## Google PageRank statistics

PageRank is the numeric representation (from 0 to 10) of how important a webpage is to Google. This table represents the number of pages with each Google PageRank value or pages having no PageRank yet. It lets you analyze how evenly PageRank is distributed over the pages of your website.

| PR distribution statistics for all website pages | | Help |
|---|---|---|
| **PageRank ▲** | **# of pages** | **Ratio in percent** |
| PR:10 | 0 | 0% |
| PR:9 | 0 | 0% |
| PR:8 | 0 | 0% |
| PR:7 | 0 | 0% |
| PR:6 | 0 | 0% |
| PR:5 | 0 | 0% |
| PR:4 | 0 | 0% |
| PR:3 | 0 | 0% |
| PR:2 | | |

| | | | |
|---|---|---|---|
| | 0 | | 0% |
| PR:1 | 2 | | 14.3% |
| PR:0 | 0 | | 0% |
| PR:n/a | 12 | | 85.7% |

View pages with the highest PR

## Link Value statistics

A certain share of each page's PR is divided among linked-to pages, and Link Value of a page shows how much PageRank it may potentially pass on to one linked-to page.

This report estimates the potential Link Value of your pages and helps you control it to a certain extent. This is done by increasing or decreasing the number of outbound links sitting on a certain page.

The below table shows Link Value stats across your site's pages and can help you organize your link structure most efficiently.

| Link Value distribution statistics for all website pages | | | Help |
|---|---|---|---|
| **Link Value ▲** | **# of pages** | **Ratio in percent** | |
| > 0.7 | 0 | | 0% |
| 0.5 - 0.7 | 0 | | 0% |
| 0.3 - 0.5 | 0 | | 0% |
| 0.1 - 0.3 | 0 | | 0% |
| < 0.1 | 14 | | 100% |

View pages with the highest Link Value

## Link destinations

Here is the total number of internal and outbound links your website has. You can assess the ratio between these two types of links and analyze your website's overall link distribution tendencies.

| Link destination statistics for all website's links | | | Help |
|---|---|---|---|
| **Link destination type ▲** | **# of links** | **Ratio in percent** | |
| Internal links (pointing to pages on your domain) | 275 | | 98.2% |
| External links (pointing to pages on external domains) | 5 | | 1.8% |

## Most linked-to pages (internal links)

You can improve search engine rankings of a certain page by means of linking to this page from other pages of your website. Take a look at the list of your website's pages that have the biggest number of internal links (links coming from other pages of your website). This can help you figure out if the Link Value potential of your website's internal links is directed right to the pages you want to rank high in search engines in the first place.

| Top 10 linked-to pages | | | Help |
|---|---|---|---|
| **Page URL ▲** | **# of links to this page** | **Ratio in percent** | |
| | 13 | | 10.4% |
| | 13 | | 10.4% |
| | 13 | | 10.4% |
| | 13 | | 10.4% |
| | 13 | | 10.4% |
| | 13 | | 10.4% |
| | 13 | | 10.4% |
| | 13 | | 10.4% |
| | 9 | | 7.2% |
| | 6 | | 4.8% |
| All other pages | 6 | | 4.8% |

View more top linked-to pages

## Most linked-from pages

Through its outbound links, your page can pass on some PageRank to other pages. The Link Value of a page depends on the number of this page's outbound links: pages having more links pass smaller portion of their PageRank to the pages they link to.

The following pages of your website have the biggest number of outbound links.

| Top 10 most linked-from pages | | | Help |
|---|---|---|---|
| **Page URL ▲** | **# of links on this page** | **Ratio in percent** | |
| | 63 | | 22.5% |
| | 58 | | 20.7% |
| | 32 | | 11.4% |
| | 20 | | 7.1% |
| | 18 | | 6.4% |
| | 13 | | 4.6% |
| | 13 | | 4.6% |
| | 12 | | 4.3% |
| | 9 | | 3.2% |
| | 9 | | 3.2% |
| All other pages | 33 | | 11.8% |

## Nofollow attribute

Nofollow is an HTML attribute that may accompany a certain outbound link on your page. This attribute prevents the link from passing any of the page's PageRank to the pointed-to page. Here is the total number of links from your website's pages with and without the nofollow attribute.

| Nofollow usage ▲ | # of links | Ratio in percent | |
|---|---|---|---|
| Nofollow links | 0 | | 0% |
| Dofollow links | 280 | | 100% |

*Nofollow attribute statistics for all website's links — Help*

# Accessibility and validity

Your website's rankings can be influenced negatively if some of your pages do not load properly or have errors in their HTML code. Study the below tables to identify any problems of this kind.

## HTTP status codes

HTTP status code is a standard response code returned by a website server when a person or a program (for example a search engine robot) tries to access one of this website's pages. Some of these codes help to identify the cause of the problem when a page does not load properly. And some codes simply communicate the status of connection to the website server.

Here is the analysis of all your website's pages by the response codes returned by your web server.

| Status Code ▲ | | # of pages | Ratio in percent | |
|---|---|---|---|---|
| 2xx Success | | 14 | | 100% |
| 200 OK | | 14 | | 100% |

*HTTP status code statistics for all website pages — Help*

Note: The acceptable codes are marked green in the table, while the codes that point to page load problems are accompanied by a red marker.

## HTML validity

HTML code validation by W3C markup standards lets you identify if your pages' HTML code has any problem spots that may prevent search engines from indexing these pages properly. Scrutinize validation results for all pages of your website to see how many of them have HTML code errors and warnings you may have to correct to ensure proper and quick search engines' indexing.

| Result ▲ | | # of pages | Ratio in percent | |
|---|---|---|---|---|
| With errors and warnings | | 12 | | 85.7% |
| With warnings only | | 0 | | 0% |
| Validated with no errors or warnings | | 2 | | 14.3% |

*HTML validity statistics for all website pages — Help*

Note: The red color next to the number of pages shows you will have to make crucial changes on these pages. Yellow stands for warnings - it is recommended to address those issues though they are not mandatory. The green marker indicates that your pages' code corresponds to W3C markup standards.

# Content Analysis

The content of your pages is one of the key factors to make your website highly valued both by its visitors and search engines. Below is the analysis of important content-related factors of your website.

## Title analysis

In the source code of your web page, page title is the text placed in the *<title>*...*</title>* tags.

Titles are crucial in terms of both search engine ranking and the number of visitors attracted to your website. The below table provides your website's statistics on title-related issues that need attending to.

| Title | # of pages |
|---|---|
| | 5 |
| | 2 |
| | 2 |

*3 most frequently used duplicated titles — Help*

| Other title usage issues | Help |
|---|---|
| No (or empty) title | 0 |
| Titles longer than 65 symbols* | 0 |

*The recommended title length is less than 65 characters, as search engines may not fully display longer titles in their results pages.

## Meta description analysis

Meta description is the text standing within the special meta tag. In your page's HTML code it would look like this: *<meta name="description" content="some description text"/>*.

Meta description may influence your website's rankings in some search engines and the number of viewers it gets. This table shows your website's statistics on meta description issues you may have to address.

| Meta description | # of pages |
|---|---|

*0 most frequently used duplicated meta descriptions — Help*

All meta descriptions are unique

| Other meta description usage issues | Help |
|---|---|
| No (or empty) Meta description | 14 |
| | View detailed meta descriptions report |

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