

SEO WEBSITE AUDIT REPORT



Audit Results for floorkrete.com

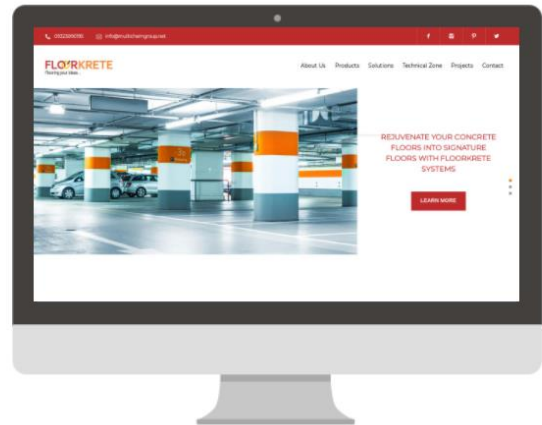


Your page needs improvement

Number of recommended improvements: 25

Report Generated: 11 June 1:30PM

[Refresh Results Now](#)



On-Page SEO



Links



Usability



Performance



Social



On-Page SEO Results



Your On-Page SEO needs improvement

Your page is not well optimized from an On-Page SEO perspective. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

HTML HEADER

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Floorkrete

Length : 10



Meta Description Tag

Your page appears to be missing a meta description tag. A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.



BODY CONTENT

Header Tags

Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.



Header Tag	Frequency
H1	0
H2	1
H3	4
H4	24
H5	38
H6	2

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
floorkrete	✓	✗	✓	14	<div></div>
flooring	✗	✗	✓	6	<div></div>
learn	✗	✗	✗	4	<div></div>
new	✗	✗	✓	4	<div></div>
floors	✗	✗	✓	4	<div></div>
technologies	✗	✗	✓	4	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
new technologies	✗	✗	✓	3	<div></div>
concrete floors	✗	✗	✓	2	<div></div>
floors into	✗	✗	✓	2	<div></div>
floorkrete flooring	✗	✗	✓	2	<div></div>
concrete floors into	✗	✗	✓	2	<div></div>

Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'. It has been well researched that higher text content volumes are related to better ranking ability in general.

Word Count: 265

Image Alt Attributes



You have images on your page that are missing ALT attributes.

We found 44 images on your page and 28 of them are missing the attribute.

Show details

INDEXING

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

OTHER

SSL Enabled

We are unable to identify an SSL encrypted (HTTPS) version of your website.

SSL helps to secure the transfer of information on your page and is used as a ranking signal by search engines.



HTTPS Redirect

Your page does not redirect to a HTTPS (SSL secure) version.



Robots.txt

We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

Create it yourself with our free tool: [robots.txt File Generator](#)



XML Sitemaps

We have not detected or been able to retrieve a XML sitemaps file successfully.

A sitemap includes a list of your pages that are available for crawling, as well as other useful information for search engines such as last update times and priority of pages. Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Create it yourself with our free tool: [XML Sitemap Generator](#)



Analytics

We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.



Schema.org Structured Data

We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.



Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
electrogard		54	10	0
electrogard		44	10	0

[Track Keyword Rankings](#)

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



0

Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	0
Position 2-3	0
Position 4-10	0
Position 11-20	0
Position 21-30	0
Position 31-100	2

Links

Number of Backlinks

You can see information about your page's backlinks within this report by signing up to one of our premium plans.

[Signup - Free Trial](#)



On-Page Link Structure

We found 111 total links. 0% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

[Show details](#)



Friendly Links

Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

[Show details](#)



Usability

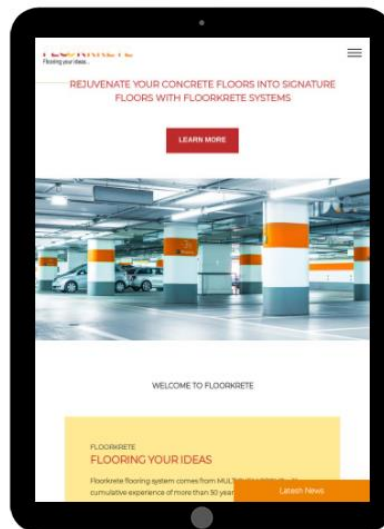


Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

Email addresses have been found in plain text. We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.



Show details

Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users. We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Show details



Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



Performance Results



Your performance needs improvement

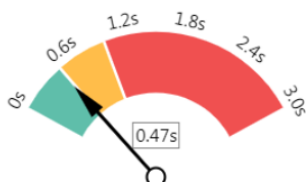
Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

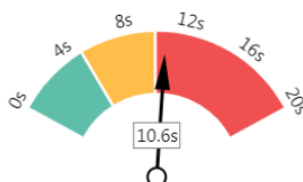
Your page's server response time is reasonably low which is good for load speed and user experience.



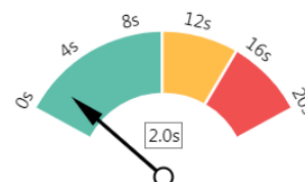
Server Response



All Page Content Loaded



All Page Scripts Complete

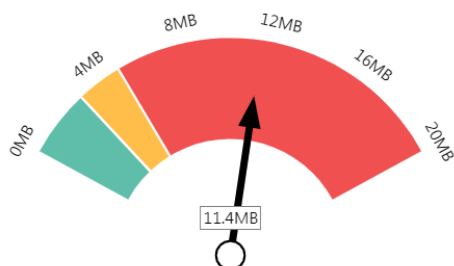


Page Size Info

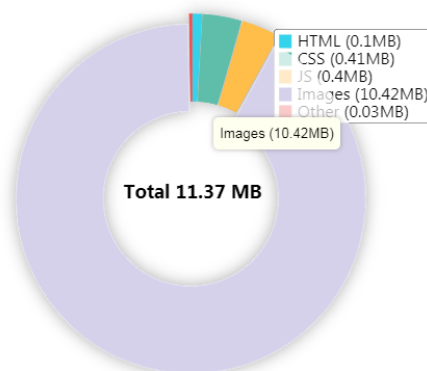
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.



Total Page Size



Page Size Breakdown



Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



47

Total Objects



1

Number of HTML
Pages



12

Number of JS
Resources



7

Number of CSS
Resources



25

Number of Images



2

Other Resources

Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

[Show details](#)

JavaScript Errors



Your page is reporting JavaScript errors during load. This could indicate that some required functionality on your page is failing or scripts may have coding problems.

[Show details](#)

GZIP Compression



Your website is using GZIP compression.

Optimize Images



Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.

[Show details](#)

Minification



All your JavaScript and CSS files appear to be minified.

Deprecated HTML



No deprecated HTML tags have been found within your page.

Inline Styles



Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

[Show details](#)



Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected

No associated Facebook Page found as a link on your page.



Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a piece of analytics code that allows you to track users retarget them with Facebook Ads in future.

Twitter Connected

No associated Twitter profile found as a link on your page.



Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected

No associated Instagram profile found linked on your page



YouTube Connected

No associated YouTube channel found linked on your page.








Technology Results

Technology List

These software or coding libraries have been identified on your page.



Technology	Version
animate.css	
 Apache	
 Bootstrap	
 DataTables	
 jQuery	
 PHP	7.3.23

Server IP Address

43.255.154.30



DNS Servers

ns76.domaincontrol.com
ns75.domaincontrol.com



Web Server

Apache



Charset

text/html; charset=UTF-8



Recommendations

Toggle:

On-Page SEO

Mobile & UI

Social

Performance

Links

On-Page SEO

Include a meta description tag

High Priority

On-Page SEO

Implement a redirect to HTTPS on your website

Medium Priority

Mobile & UI

Enable SSL on your website

Medium Priority

Performance

Reduce your total page file size

Medium Priority

On-Page SEO

Implement a XML sitemaps file

Medium Priority

On-Page SEO	Implement a robots.txt file	Medium Priority
On-Page SEO	Use your main keywords across the important HTML tags	Low Priority
On-Page SEO	Increase Page text content	Low Priority
Links	Update URLs to be more human and Search Engine readable	Low Priority
On-Page SEO	Add ALT attributes to all images	Low Priority
Social	Create and link your Facebook Page	Low Priority
Social	Create and link your Twitter profile	Low Priority
Performance	Optimize your images to reduce their file size	Low Priority
Social	Setup & Install a Facebook Pixel	Low Priority
Performance	Remove inline styles	Low Priority
Performance	Resolve JavaScript errors	Low Priority
Mobile & UI	Remove clear text Email Addresses	Low Priority
On-Page SEO	Implement an analytics tracking tool	Low Priority
On-Page SEO	Add Schema Markup	Low Priority
Social	Please add Facebook Open Graph Tags	Low Priority
Social	Add Twitter Cards	Low Priority
Social	Create and link associated Instagram profile	Low Priority
Social	Create and link an associated YouTube channel	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority
Mobile & UI	Review and Increase Font Sizes across devices	Low Priority