

SEO REPORT

Website Analysis

This SEO audit report shows, how to optimize the website for the targeted keyword.

Report Summary for:
www.reachyourcity.com
Keyword : **high point theater**

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Objective :

The purpose of this document is to summarize the SEO factor and importance of the Website(www.reachyourcity.com) that are affecting the rankings on major search engines like Google, Yahoo, and Bing.

Executive Summary & Analysis :

An analysis was carried out by our SEO experts to analyze the current optimization level of **www.reachyourcity.com** and scored a **44%** for overall SEO-ability. This is very good, but still leaves significant room for improvement. This prioritized list shows the key elements to optimize, from highest to lowest priority, for the three main areas of SEO; Content, Indexing and Linking/Social

Sl. No.	Subject	Page
1.	Technical Diagnostics	4
	• SEO Score	4
	• Crawl ability & Speed	4
	• Code Analysis	5
	• Domain Analysis	8
2.	On-Page Analysis	10
	• URL Analysis	10
	• Title Tag	12
	• Meta Description	12
	• Image Analysis	13
	• Top used words	14
3.	Link Profile Analysis	15
	• Link Analysis	15
	• Root domain link Analysis	17
5.	Content Review	18
	• Heading Tags	18
	• Copy Analysis	19
6.	Social Analysis	21
	• Facebook	21
	• Twitter	21
	• Google+	21
7.	Mobile Analysis	21



SCORE

The Top 10 Ranking Requirements Score™ of **44%** means that the web Site meets **44%** of the requirements for a top 10 ranking on Google.com



CRAWLABILITY & SPEED

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Load Time	Page load time a part of the Google search ranking algorithm.	0.01 Seconds	✓	This page loads quickly enough.
Size	Load time depend upon	40.44 Kilobytes	✓	This size of this page is ok
Requests	The number of request items loading is a key factor in load speed.	37	✓	Maintain number of file requests.



Excellent.




Good.



Not Good (Needs attention)

CODE ANALYSIS

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
HTML Validation	Validating Web documents is an important step which can help in improving and ensuring the quality of your site.	Error(s) 16 Warning(s) 15		Try to fix all these errors to maintain the quality of the web site.




Errors found while checking this document as HTML5!

Result:	16 Errors, 15 warning(s)	
Address:	http://reachyourcity.com/	
Encoding:	utf-8	(detect automatically) ▾
Doctype:	HTML5	(detect automatically) ▾
Root Element:	html	

 Excellent.

 Good.

 Not Good (Needs attention)

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
HTML Ratio	The Code to Text Ratio represents the percentage of actual text in a web page.	15.51 %		Try to Increase this Ratio
Flash	Flash content is different from HTML on webpage URLs, and being able to parse links in the Flash code and text snippets does not make Flash search-engine friendly	Not Found		No Action Needed
Sitemap .xml	sitemap can provide valuable meta data associated with the pages	Not Found		Need to fix





Excellent.



Good.



Not Good (Needs attention)

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
GEO Meta Tags	Geo Meta tags are used to provide information about website's location.	Not Found		Need to optimize the mete data.
Breadcumb Navigation	Breadcrumb Navigation makes it easier for users to navigate a site. It shows the user their current location on a site.	Not Found		Need to Create the Same as in your website.



Excellent.






Good.



Not Good (Needs attention)

DOMAIN ANALYSIS

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Domain Age	The older the domain, the better will be the ranking in SE's.	Domain registered 2 nd September 2007		Action not required
Domain Expires	The older the domain, the better will be the ranking in SE's.	Domain expires 2 nd September 2015		Try to extend your domain registration
Preferred Domain	The preferred domain is the version that you want used for your site in the search results.	Found		Need to implement preferred (www or non-www) domain



Excellent.



Good.



Not Good (Needs attention)

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
IP canonicalization	Canonicalization is the process of picking the best URL when there are several choices, and it usually refers to home pages.	Not Found		Need to fix IP Canonicalization
Favicon	Favicons are often overlooked but essential pieces in websites. They help viewers recognize	Found		No need to insert favicon image



Excellent.






Good.



Not Good (Needs attention)

URL Analysis

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
SEO Friendly	Design need to maintain search engine guidelines for SERP	Yes		No action required
Exact Keywords	Which tells Google how aggressively or restrictively you want it to match	Not Found		Need to add the exact keywords to this URL
Google PageRank	Webpages with a higher Page Rank are more likely to appear at the top of Google search results.	(3/10)		Google PageRank should be at least 4.





Excellent.



Good.



Not Good (Needs attention)

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Underscores in URL.	A site's URL structure should be as simple as possible	Not Found		No need to fix
Pages indexed by Google	Googlebot processes each of the pages it crawls in order to compile a massive index of all the words it sees and their location on each page	725		All pages indexed by Google



Excellent.





Good.



Not Good (Needs attention)

TITLE TAG

Reach Your City

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Exact Keyword	Which represent how aggressively or restrictively you want to match in front of Search Engine	Not Found		Implementation required
Characters	Search Engine typically displays the first 60 characters	1-60		Title tag should be maximum 60 Characters.



Excellent.





Good.



Not Good (Needs attention)

DESCRIPTION TAG

Not found

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Characters	search engines generally truncate snippets longer than 160 characters.	< 155 or Not Found		It is best to keep meta descriptions between 155 & 160 characters.
Exact Keywords	Which tells Google how aggressively or restrictively you want it to match	Not Includes		Need to add exact keywords in description tag



Excellent.



Good.






Not Good (Needs attention)

IMAGE ANALYSIS

12

Images Found

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Alt Tag	Search engine crawlers use ALT tags to decipher what an image is or what it is representing	Not Created		Need to add an image alt tag
Keyword to Alt Tag	Keyword stuffing in alt text & title is still keyword stuffing, so need keep them relevant & meaningful.	Not Found		Need to add keyword to an alt tag
Keyword to image file name	Most search engines have an option that allows people to search only for images	Not Found		Need to change an image file name




Excellent.



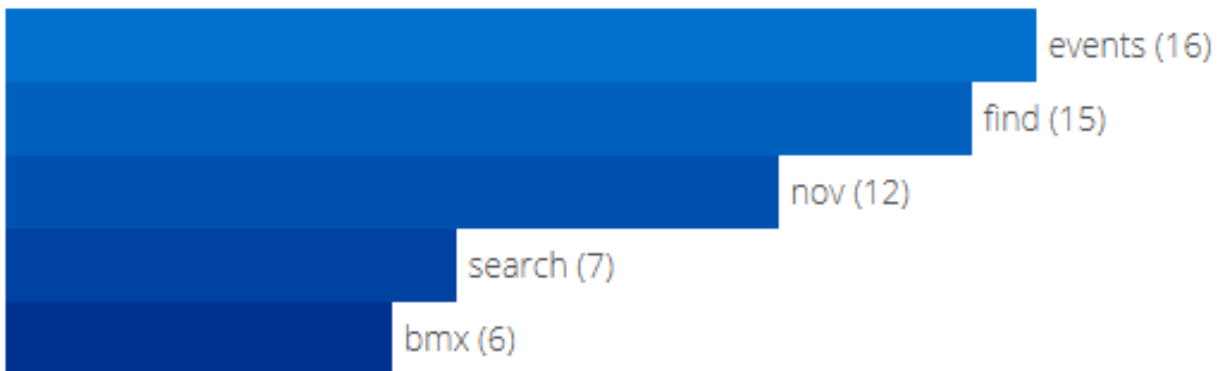
Good.



Not Good (Needs attention)

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Underscores in image file name	The most important parts of Image SEO optimization are the image filename .As strange as it might seem, the filename plays a role in Image SEO.	Found		Need to rename image file name

TOP 5 WORDS USED



Excellent.






Good.



Not Good (Needs attention)

LINK ANALYSIS


SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Pages Linking	Links are the most important source of ranking power	11 Pages		Try to link more
Unique Domains Linking	It is actually about the referring domains when user try to quickly understand the popularity of a site.	7 Unique Domains		Try to link more unique domains
Outbound Links	Relevant outbound links can help visitors & thoughtful outbound links can help site credibility.	91		Try to link more outbound links









Excellent.

Good.

Not Good (Needs attention)

SEO Factor	Importance (Why?)	Value	Your Site Score	Recommendations
Outbound Follow Links	A do-follow link you are getting the Juice and the PR from the page that linked to your site.	< 25		Need to reduce follow links

SEO Factor	Value	Your Score	Recommendations
Trust Page Score 	4.38		Try to Increase mozTrust page score
Rank Page Score 	4.2		Try to Increase mozRank page score
Page Authority 	35.33		Action required



Excellent.








Good.



Not Good (Needs attention)

ROOT DOMAIN LINK ANALYSIS



SEO Factor	Value	Your Site Score	Recommendations
Pages Linking	318 Pages		Try to link more pages
Domain Linking	37 Unique Domains		Try to link more unique domains
Link From 	Not Found		Action needed


SEO Factor	Value	Your Score	Recommendations
Trust Domain Score 	3.4		Need to Increase mozTrust domain score
Rank Domain Score 	3.72		Need to Increase mozRank domain score
Domain Authority 	23.46		Action not required

Excellent. Good. Not Good (Needs attention)




HEADING TAGS

H1 Tag: Missing
H2 Tag: Search by Topic
H3 Tag: Parenting Rules!

SEO Factor	Importance (Why?)	Value	Your Score	Recommendations
Heading tags: H1, H2 or H3	Headings carry a lot of weight with the search engines because they're for categorization, not cosmetics.	Found		It is better to use keywords in headings to improve Keyword Ranking.
Keyword to Heading Tag	For best SEO results, it is important to place keywords in those headings, within Heading tags.	Not Found		Need to add your keyword to your H1, H2, or H3 tag.

SEO Factor	Importance (Why?)	Value	Your Score	Recommendations
Duplicate Heading Tag	Title tags need once used in a page. It does not adhere to unique titles when you paginate.	Not Found		Action not required

COPY ANALYSIS

SEO Factor	Value	Your Score	Recommendations
Words on this Page	> 2000		You should have 2,000+ words on this page
Special Keyword	Not Found		Need to bold, italicize, or underline your keywords
Keyword in Page Word	Not Found		Need to add your keyword to the first 100 words






Excellent.



Good.



Not Good (Needs attention)

SEO Factor	Importance (Why?)	Value	Your Score	Recommendations
Keyword	Keywords are the most important SEO element for every search engine, they are what search strings are matched against.	Not Found		Need to use your keywords 2-4 times
Anchor Text	Each link consequently comes with an anchor text. Google still give as much important to anchor text as it does before	Not Found		Need to Add your keyword to anchor text
Sitemap.html	<i>Sitemap</i> is a file where you can list the web pages of your site to tell Google and other search engines about the website	Not Found		Action required

Excellent.

Good.

Not Good (needs attention)



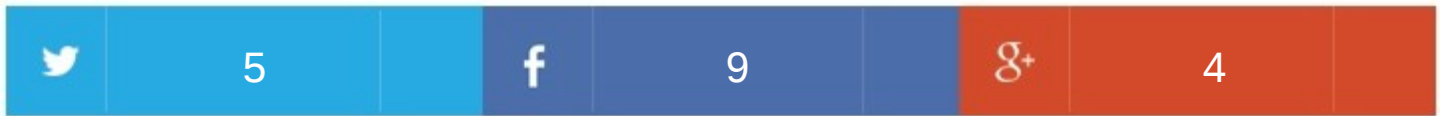
SOCIAL MEDIA ANALYSIS



Page Tweets

Page Shares

Page +1's



Domain Tweets

Domain Shares

Domain +1's

SEO Factor	Value	Your Score	Recommendations
Tweet Button 	Found		No Action needed
Facebook Share Button 	Not Found		No Action needed
Google+ Button 	Not Found		No Action needed
Link to Blog 	Not Found		Need to add a link to a blog



Excellent.



Good.




Not Good (Needs attention)

MOBILE ANALYSIS

Importance

As smartphone and tablet adoption rapidly increases, so does the importance of mobile-friendly websites. If SEO is a core component of your digital marketing strategy, having a mobile-friendly website is becoming essential.

SEO Factor	Value	Your Score	Recommendations
Mobile Sitemap	Not Found		Need to add a mobile sitemap
Apple Icon	Not Found		Need to add an Apple icon
Viewport Meta Tag	Found		No action Needed



Excellent.



Good.



Not Good (Needs attention)

Overall, we found that the SEO situation on www.reachyourcity.com is far above average, particularly in regards to on-site SEO. That said, there is still room for improvement. By working to fix the issues identified in this audit, you'll be able to achieve higher rankings for more keywords, and for more competitive keywords as well. We're confident that you will get there, and we're here to help!

What's Next!



Road map for the Year

Phase	Duration	Key Deliverable
i. Analysis & Campaign Set up	2-3 Weeks 1st Month	Crawl Diagnostics, Keyword Research, Competitor Analysis & Baseline Assessment.
ii. On-site Optimization	4 Weeks 2nd Month	Site structure, Link building strategy, Content Strategy
iii. On-going SEO & Content Management	On-going 3rd to 12th Month	Content, Social Media, Link Building, Performance measurement.



CONCLUSION

Let us help you complete the tasks above and get your website ranked higher in major search engines like Google, Yahoo and Bing. We will help you dramatically increase targeted traffic, conversions, and sales .

If you have any questions about your audit, feel free to contact us!

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Thank You