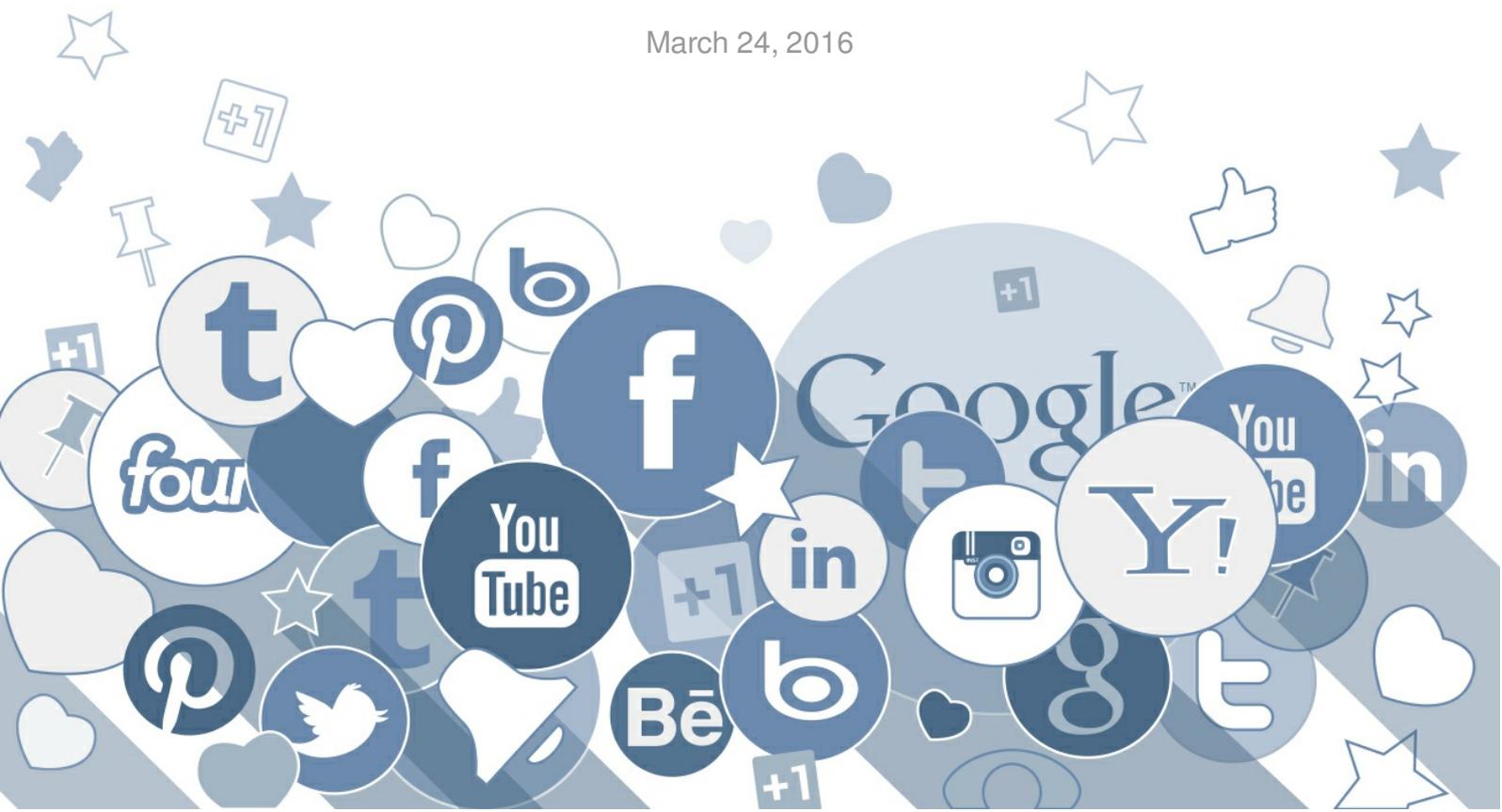




SEO REPORT

Prepared for
searchoptions.com.au

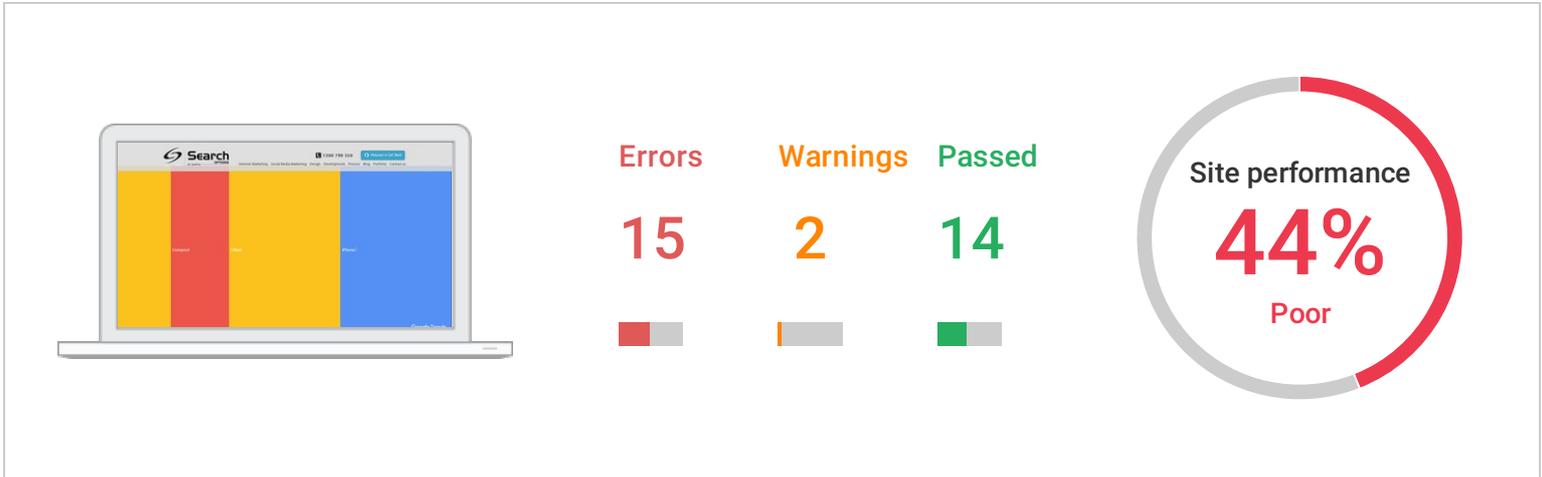
March 24, 2016



searchoptions.com.au

SEO ISSUES FOUND ON YOUR SITE (MARCH 24, 2016)

This report shows the SEO issues that, when solved, will improve your site rankings and increase traffic to your website.

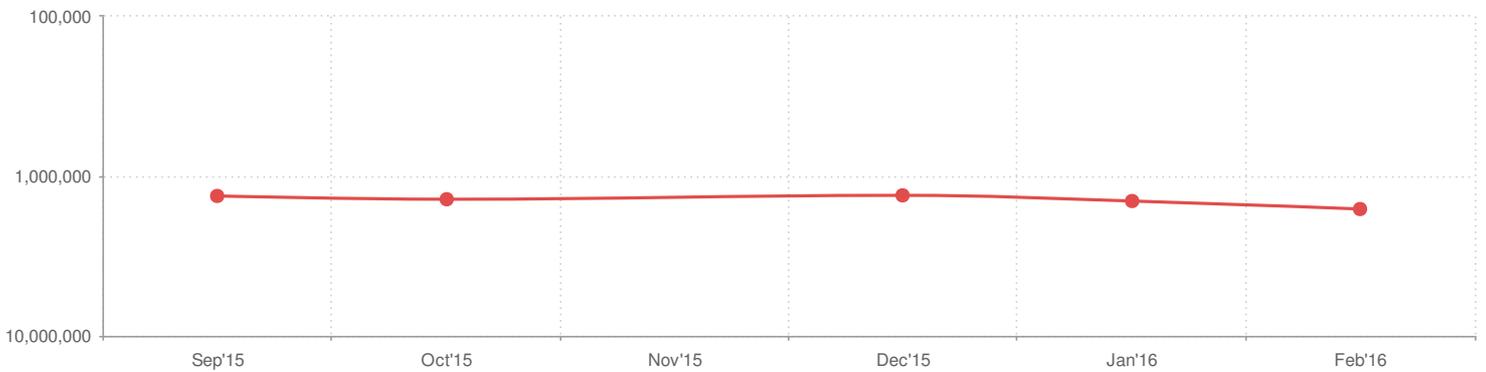


[Improve site performance](#)

Site visitors (traffic)

Each site visitor is a prospect customer of yours. The more targeted traffic your site gets, the higher your revenue will be.

Alexa Traffic Rank



Global Traffic Rank (Feb, 2016)

1,605,165

174,934 points worse than previous month

SEO factors that influence site visibility on search engines

Search engines use hundreds of factors to decide what site better fits the needs of searchers. If your site has no site visibility issues, it will be ranked higher on the search engine result pages and get more targeted traffic.

! Google PageRank of the home page

unranked

The home page has no Google PageRank, immediate SEO actions should be taken!

Google PR is one of the methods Google has used to determine a page's relevance or importance. Important pages receive a higher PageRank and are more likely to appear at the top of the search results.

✓ Pages indexed by Google

177

OK, all scanned pages are indexed by Google.

The Google index lists all the webpages that Google knows about. When Google visits your site, it detects new and modified pages and updates the Google index.

! Low quality pages

39

(out of 50 scanned pages)

Too many pages have no PageRank, immediate actions should be taken!

Pages with low or no PageRank are considered low-quality by Google because they are probably not optimized and don't have enough backlinks.

✓ Number of links pointing to your site

2,590

Good job, keep on working on qualitative links.

This refers to the number of backlinks pointing to a website according to Majestic.

! Keyword presence in important areas

1

keyword was not found in important page areas

If you want your site to be found, you should use keywords in the Title tag, Description tag, Body and H1 heading of a home page.

✓ Images that will not appear in Google image search

Good job, all images are searchable.

Google image search can bring you targeted traffic. Engines can NOT index your image based only on what the image looks like - you will need to tell them what the image is with the help of image ALT tags.

! Domain Trust Flow

9

A value lower than 50 means that not enough links from trustworthy sites are pointing to your site. SEO actions should be taken.

The Majestic Domain Trust Flow score is a metric designed to decide how trustworthy the site is. If there are authoritative, trustworthy backlinks to a site, Domain Trust Flow will be higher.

! Domain Citation Flow

20

A rank lower than 50 means that not enough backlinks are pointing to your domain.

The Majestic Citation Flow score is a metric that measures the Link Equity (or Link Juice) of a domain considering the links pointing to it. If there are more domains pointing to a site, the more influential it will be.

! Site presence in authoritative directory

Your site is not listed in the authoritative search directory.
 Search engines take into account search directory indexes because they are moderated by human volunteers. If a site is approved by the search directory then it is considered to have a decent quality.

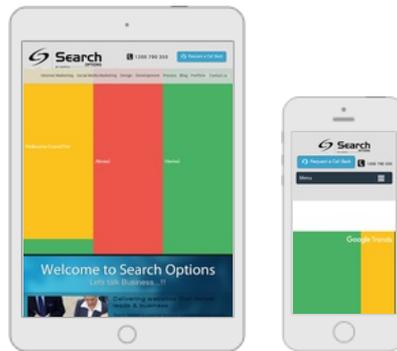
✓ Web analytics tracking code on site pages

Present: Google Analytics
 Web analytics will help analyze the user behavior on your site, find landing pages and weak points where users leave your site.

Site usability issues

More and more searches today are performed on mobile devices. Your site should look perfect both on mobile and desktop devices and they should do well at converting visitors into customers. Search engines use page speed and a usability score to rank site pages.

How your site looks on different devices.



Issues found on your site

The data below is shown for the home page only. [Contact us to get a report for all pages](#)

✓ Mobile optimization

Your site looks fine on mobile devices: Responsive Design, No Flash content.
 More and more people use mobile devices and tablets for web surfing. Mobile optimization can increase sales, generate more traffic, and boost customer engagement.

! Page speed score (Desktop)

36 / 100

Your site pages load too slowly on desktop computers! You should optimize your site code because you may lose site visitors irritated by the slowness.
 This shows if your site pages load fast on PCs.

 Page speed score (Mobile)

33 / 100

Your site pages load too slowly on mobile devices! You should optimize site code because you may lose visitors irritated by a slow site.

This shows if your site pages load quickly on mobile devices.

 User experience score (Mobile)

99 / 100

Awesome! Your site looks good on mobile devices.

This measures how your site is usable on mobile devices.

Technical issues on your site

Technical issues found on your site may put off your prospect customers and signal search engines that the site has been neglected. Make sure your site is free of them.

 "Page Not Found" issues

4

issues found, fix them as soon as possible

This shows if your site has broken links that will lead your visitors to a page with 404 error. "Page not found" issues reduce your site quality and may negatively impact your site visitors' experience.

 Server issues

No issues found, keep it up!

This shows if there are site pages that could not be accessed because of the server which is too slow to respond.

 Broken images

No issues found, keep it up!

This shows if there are red x's instead of images on your site pages.

 Broken anchors

1

issue found, fix them as soon as possible

Broken anchors make navigation on your site pages less convenient and user friendly.

 Page access issues

No issues found, keep it up!

This shows if site pages with limited access (401, 403 errors) can be found by your users. These pages should not be accessible to your site visitors.

 Slow response time pages

No issues found, keep it up!

This shows if there are pages that load slowly due to insufficient server response time.

The data above is shown for 50 scanned pages. [Contact us to get a report for all pages](#)

Site rankings in search engines

If your site is not found on the first page of the search engine results for key terms, then it doesn't exist for your prospect customers.

Keyword	Google.com.au	Yahoo.com (Australia)	Bing.com (Australia)
SEO	⚠ not in Top 10	⚠ not in Top 10	⚠ not in Top 10

Toxic links pointing to your site

16

toxic backlinks found

Low-quality (toxic) backlinks can have a negative impact on your site rankings or even provoke search engines to ban your pages, not rank certain keywords or remove the site from search results.

[Contact us to get a full report for toxic backlinks](#)

Compliance with Google requirements

If your site doesn't meet Google requirements, it may get lower positions on Google results pages and therefore receive less traffic.

⚠ Pages with a non-optimized TITLE tag

29

pages have a non-optimized TITLE tag.

This shows how many pages of your site either have no TITLE tag or have too long or duplicate TITLE tags.

⚠ Pages with a non-optimized Description tag

15

pages have a non-optimized Description tag.

This shows how many pages of your site either have no Description tag or have too long or duplicate Description tags.

✔ Pages with an excessive number of outbound links

No issues found, keep it up!

This shows how many pages of your site have too many links that point to other sites. This may be considered by search engines to be spam.

✔ Pages with a non-optimized URL

No issues found, keep it up!

This shows how many page URLs of your site have an excessive number of dynamic parameters or specific characters that make it not understandable for visitors and search engines.

! Pages with a non-optimized headings

2

pages have issues with headings.

This shows how many pages of your site have either no H1 heading or more than one H1 heading on a page. Missing or excessive usage of H1 headings decrease your rankings because search engines consider the optimal one H1 heading to determine a page's theme.

✓ Pages with search engine unfriendly redirects

No issues found, keep it up!

This shows how many pages of your site have META Refresh or 302 redirects. Those redirects are search engine unfriendly and pass no link weight to the target pages.

✓ Ease of access to your site for search engines

No issues found, keep it up!

The ease of access is defined by the presence of a sitemap (sitemap.xml or sitemap.xml.gz) and robots.txt in the root directory of website.

The data above is shown for 50 scanned pages. [Contact us to get a report for all pages](#)

Best performers for your keywords in search results

Site position on search engine result pages greatly influences your site traffic. The better the position, the more traffic your site may expect. The average site position is calculated for Google, Bing and Yahoo.

Best performers in your industry	Ranks highly for	Estimated traffic share
en.wikipedia.org	SEO	 32.5%
wmegroup.com.au	SEO	 6.0%
smartseo.com.au	SEO	 5.0%
seosydneyexperts.com.au	SEO	 4.6%
seoworks.com	SEO	 3.6%
dejanseo.com.au	SEO	 3.6%
seomelbourne.com	SEO	 3.1%
magicdust.com.au	SEO	 2.5%

! Warning! Your site is not present in the Top 10. Immediate SEO action should be taken because your competitors receive almost all the traffic.

Popularity in social media

Each mention in social media makes your brand more recognizable and brings you targeted traffic. The social media performance of your home page is compared to those of the best performers in your industry.

Facebook likes, shares & comments



Facebook has more than 1.55 billion monthly active users. It is vital to be where your prospects are.

Google +1's & shares



Google shares and +1's are votes for your domain. It is great to have as many as possible.

LinkedIn



LinkedIn, a community of professionals, helps to establish authority in your niche.

Social network	searchoptions.com.au	seoworks.com	en.wikipedia.org	seosydneyexperts.com.au
 Facebook One or more competitor home page has higher popularity than yours. Immediate site promotion in social media is required!	 0	24	61,038	11
 Google+ One or more competitor home page has higher popularity than yours. Immediate site promotion in social media is required!	 0	1,889	49,273	6
 LinkedIn One or more competitor home page has higher popularity than yours. Immediate site promotion in social media is required!	 0	1	878	1

Improve site performance