xyz.com: SEO Audit Report

Company: **http://www.xyz.com/**
Project: Search Engine Optimization (SEO)
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Purpose of the Document is to analyze **xyz.com** or search engine compatibility in order to get top rankings and better traffic from the targeted audience. This document gives you a clear view of where a website stands with regard to many of the important factors to search marketing and also the necessary steps need to be taken to proceed successively with search engine placement and online business.

::   **Text Link Sitemap – FAILED**

A text link sitemap is a page that has html links to each one of your pages. This ensures that the search engines can easily find each one of your pages and avoids "orphaned pages".

Current Status: We have not found text link sitemap on your Domain.
Recommendation: Please ask your developer to fix it.

::   **XML Sitemap – Success**

XML Sitemaps are an easy way for webmasters to inform search engines about pages on their sites that are available for crawling. An XML Sitemap is a file that lists URLs for a site along with additional metadata about each URL, and it has effectively replaced older methods of manual search engine submission. XML sitemaps can help increase the number of pages from your site indexed by search engines and thus, increase visitors, notify search engines changes to your site, and may also influence how often Googlebot comes to visit.

Current Status: We found an XML sitemap in your website.

::   **Home Page Redirect – Success**

Search engines and users can browse to your home page in two different ways. One is to just browse to your site, likes http://www.xyz.com/index.php the other is to follow the common "Home" link from within your interior pages http://www.xyz.com/ If these two links do not point to the same place, it can dilute the strength of links to your home page.

Current Status: We found Proper home-page redirects on your site.

::   **Server Status – SUCCESS**

If your server reports an error or takes too long to load, the search engines will see it as a red flag and possibly de-index your website.

Current Status: We have received a "**200 OK**" message from your server and in an acceptable amount of time.

:: **Content Optimization - Failed**

Content is King for SEO. Content is one of the most important factors for search engines. Listing pages are just big lists of products/categories that show up when a user has drilled down. Search engines love these pages IF you put some content on them. All you need are two or three sentences introducing the products or categories on them and they'll rank better on SEO.

Current Status: Your website's ratio of text to HTML code is near about 6.36%. A ratio above 15% percent is ideal.
Recommendation: Please add content and target your best keyword.

http://www.site24x7.com/public/t/results-1474455000750.html

:: **Domain.com to www.Domain.com 301 Redirect - Success**

Some user might type in your website without the www. More importantly, someone might link to your website without including the www. So it is best practice to create a 301 (permanent redirect) from http:// xyz.com/ to http://www. xyz.com/by doing this, you optimize your external links and avoid duplicate content problems.

Current Status: Your website redirects on the same URL.

:: **Presence of Robots.txt File – Success**

This file enables you to control which folders of your web site you want indexed and which ones you want ignored. It also enables you to control which search engine spiders you will allow to spider your web site, and which ones you won't. This file is so important that some search engines will not spider your site unless they find this file in the root folder/directory of your web site. **Refer:** http://www.robotstxt.org/robotstxt.html

Current Status: Your website has robots.txt file.

:: **Custom 404 Error Page - Success**

A 404 page is what users are shown when they try to access a page that does not exist on your website. It is important that when they see this page it does not take them to a cryptic or confusing page, but one that conforms to your website's look and feel and gives them a link back to the homepage.

Current Status: We found Custom 404 Error Page in your Site.

:: **Image ALT Tags - FAILED**

ALT tags provide alternate text that will be shown to browsers and programs that do not support images. Search engines use the ALT tags as extra content to target your pages. Adding ALT tag information for your images provides an excellent way to add more content to your pages for the search engines without hurting the user experience.

Current Status: We have detected 31 images and 27 images contain alt attributes.
Recommendation: 4 Alt attributes are empty or missing. Add alternative to text so that search engines can better understand the content of your images and change current alt tag for batter ranking.

:: Headings - FAILED

Use keywords headings (<H> tags). <H1> tags seem to have been depreciated by style sheets these days, and are not used as often as they used to be. The Google ranking algorithm dictates that if you're using a <h1> tag, then the text in between this tag must be more important than the content on the rest of the page.

Current Status: No H1 is define in home page. H2 = 9, H3 = 15.

Recommendation: Please add H1 to your website home page

:: Friendly URL – SUCCESS

If the website URL is in accepted format by search engines, it is so called search engine friendly URL.

Current Status: URLs structures are SEO Friendly.

:: Social Networks Icon – SUCCESS

Almost all big or small businesses and brands seem to have adapted the new wave of social networking. Many embraced it as a new fad in the communication scenario, whilst some took it as a tool to elaborate their connectivity power. But do you know these social networking sites can boost up your online reputation and brand value as well? There are a huge number of social networking sites today like, Twitter, Facebook, etc…

Current Status: Good, We have detected social networks icons in footer page.

:: Call to Action – FAILED

Having an effective call to action is an essential part of **genuinehostingreviews.com** website. A call to action is not just limited to ecommerce sites. Every website should have an objective it wants users to complete whether it is filling in a Call Now, contact form, signup for a newsletter, Click Here, Buy Now, Enter Now or Click to download and volunteering their time.

Current Status: we have not found Phone Number and Email at site footer.

Recommendation: Please add contact detail in footer as well as contact us page (Please fix some contact form design)

:: HTML Issues – FAILED

HTML is typically what your page is written in. If there are errors in the HTML, it is possible some people won't be able to view your website in the correct format, and the search engines will have problems understanding what your site is all about. The **w3.org** is an organization that makes the standards for HTML.

Current Status: We have run your website through a standard HTML validate and have found a number of problems.
http:// genuinehostingreviews.com - We Found 3Errors, 3Warning(s)
https://validator.w3.org/nu/?doc=http%3A%2F%2Fwww.genuinehostingreviews.com%2F

Recommendation: Kindly ask your developers to validate it.