Comprehensive Website SEO Audit

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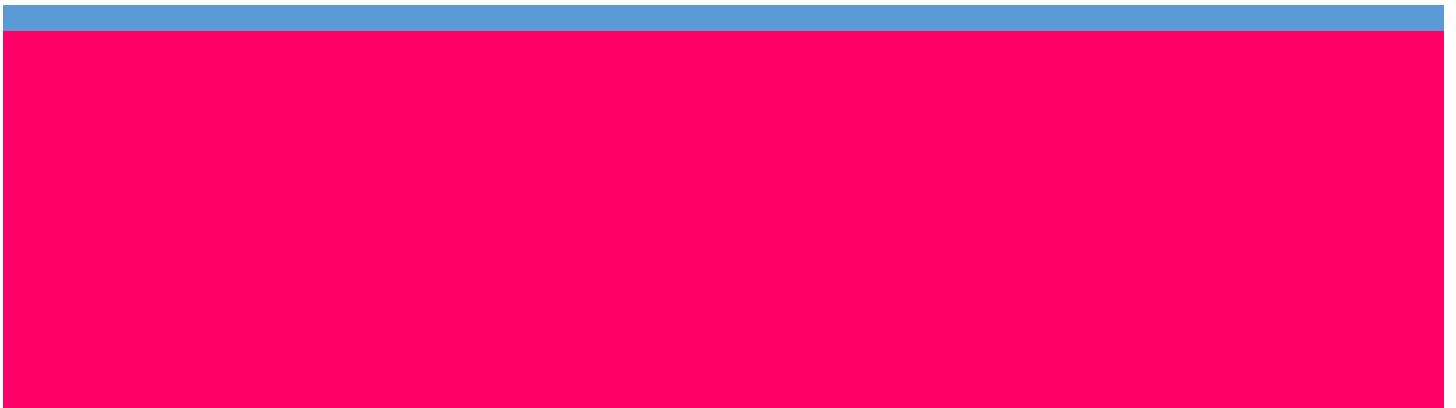
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Image Alternate Text

Today all search engines claim that their algorithms are efficient enough to understand text which thereby assist them in finding website content's uniqueness. Unfortunately, that is not the case with images and videos. But we all know, "A picture is worth a thousand words". To fix this problem, search engines use Image Alternate Text (Alt Tag) which, in a nutshell, can be described as the text used by search engines to understand images. Following is an example of a SEO-formatted image Alt Tag included in an HTML image tag:

```
<img src="iphone-4S.jpg" alt="Apple iPhone 4S" />
```

Result for Your Website:

1) 0 image(s) found on your website without Alt Tags.

Domain Expiry Date

It is the date at which a website domain name is going to expire from the internet. SEO experts recommend website owners to register their website domain names for a very long period of time so that Search Engines know you are not just another "Throw-Away" website but serious about your work.

And Yeah! Google has already patented this factor for their SEO website ranking algorithms.

Do You Know?

You can register a domain name for a maximum of next 10 years. Accordingly, major website domains like Facebook.Com & Google.Com has currently been registered for the next 7 years.

Result for Your Website:

1) Your website domain name is expected to expire in 10-Aug-2017.

Actions to Take:

1) Increase the age of your Website Domain Name by atleast 2 years.

URL Structure

PRIORITY
NONE

An optimized URL structure of your webpages tremendously boosts website's SEO rankings along with attracting more backlinks to the website. It is always recommended to make URLs short, easy-to-read, which contain hyphen separated keywords in them. Any unsafe / miscellaneous characters like %2B, %5E etc. should be avoided. But most importantly, URLs should never contain query strings like *http://example.com/page.php?action=delete&id=51* etc.

Following two examples serve as a model for SEO-friendly URLs:

```
http://www.apple.com/why-mac/better-os/


http://www.amazon.com/Lean-In-Women-Work-Will/dp/0385349447/
```

Result for Your Website:

1) All URLs of your website have optimal length.

2) No URL of your website contain unnecessary words.

3) All URLs of your website have keywords seperated by hyphens.

4) No URL of your website contain query strings.

URL Canonicalization

Due to the web server technicalities, sometimes the same webpage of a website gets accessed through a number of URLs. For example, all the following slightly-different URLs refer to the same webpage.

```
Original URL: http://www.example.com/sample-page.html/
Variant URL: http://example.com/sample-page.html
Variant URL: http://www.example.com/SaMplE-pAGE.html
```

But the search engines index these URLs as completely different webpages. Consequently, they penalize or blacklist that website for having same duplicate content on its pages. To fix this issue, you must tell the search engines that all these URLs actually correspond to a single webpage. This can be done by adding rel=canonical link to the <head> section of each page. For the above example, following HTML code should be used in the original webpage:

```
<link rel="canonical" href="http://www.example.com/sample-page.html/" />
```

Result for Your Website:

1) Your website DO has problems with URL Canonicalization.

Actions to Take:

1) Immediately use URL Canonicalization on each of your webpages (See Appendix 3 for information about specifying a Canonical URL).

Webpage Title

The HTML title tag <title> (placed inside the <head> section of a webpage) defines the Title of a document. Accordingly, this Title appears in three most crucial places; search engine results for that webpage, on the top of browser and finally in the "Anchor text" of external links to that webpage given by other websites. Thus, the Title is the second most important on-Site SEO factor for that webpage. From a search engine perspective, the Title SHOULD be relevant to the content so that it conveys an accurate description of that page. But, it MUST include your "targeted keywords" for that page. From a user perspective, it SHOULD be short, simple and extremely eye-caching so that a user choses your website in search results among plenty of other websites. Moreover, each page on your website MUST have a unique Title thereby avoiding any duplicate content issues along with capturing more attention from search engines. Following are few examples of SEO-friendly webpage Titles:

```
For Homepage: NFL.com – Official Site of National Football League
For Blog Article: Aston Kutcher Spent 3 Months Learning to Walk Like Steve Jobs
For Product Page: Computers: Compare, Buy and Review on Amazon.com
```

Result for Your Website:

1) 3 page(s) found on your website with Long Title tags.

2) 2 page(s) found on your website with Duplicate Title tags.

Actions to Take:

1) Modify Lengthy Title Tags from your website pages (See Appendix 5A).

2) Give each webpage a unique Title Tag (See Appendix 5B).

Broken Links

Have you ever got that annoying feeling when you were reading an online article then you just followed a link to browse more about some topic and suddenly a "Page Not Found" error popped out in front of you? If so, then it was because you followed, what web engineers like to call, a Broken Link. In simple words, broken links are those URLs in your website that are currently unreachable.

Such type of links are extremely poisonous for a website ranking since they provide a very bad user experience and, on the other hand, tell search engines that the website's content is not reliable.

Internal Broken links are the ones which were supposed to link some other page of the same website while External Broken links are the faulty references to some other website's page.

Result for Your Website:

1) No Internal Broken links are found on your website.
2) No External Broken links are found on your website.

GZIP Compression

Most search engines have officially incorporated website speed factor into their ranking algorithms. A website speed directly influences user-experience; results have shown that 1-second delay in a webpage reduces customer satisfaction by about 15%. In fact, webpages which take around 10 seconds to load develop a 35% increased chance of getting abandoned by the user. That said, website speed is still the most under-estimated factor as per a web developer's perspective.

GZIP Compression is the simplest, easy-to-implement and yet most effective technique of reducing webpage load time. With GZIP Compression, you serve compressed pages of your website to the browser which significantly reduces webpages' size and hence also help saving your server's band witch. **Still don't believe it?** Just note the fact that with this technique, the HTML of Yahoo's homepage has been compressed from mighty 101kb to mere 15kb.

Result for Your Website:

1) Your website is NOT serving compressed pages to the browser.

Actions to Take:

1) Immediately use GZIP Compression technique on your website pages. (See Appendix 6 for information about implementing GZIP Compression).

Google Authorship

Recently, Google implemented "Authorship" technique which effectively connects website owners to the content they write. SEO wise, Google Authorship guarantees a higher click-ability for your website; the shining Google+ profile info on search results makes a website stand out from the crowd. See it in action here:

No doubt, for bloggers Google Authorship started a new era of SEO. But Corporate / Business websites can equally take benefit from this technique by utilizing the Google+ profiles of either their content writers' or the website owners'.

Result for Your Website:

1) Your website is NOT utilizing Google+ Profile Authorship.

Actions to Take:

1) Immediately use Google Authorship technique on your website pages. (See Appendix 7 for information about implementing Google Authorship).

Meta Tags

Originally the **"Keywords"** & **"Description"** HTML Meta Tags were extremely crucial for website's SEO. Nowadays, their presence has become unimportant as modern search engines are efficient enough to autonomously understand and categorize a webpage's content. Nonetheless, search engines still utilize Description Meta tag when displaying search results for a query. So a well-formatted Description Meta tag won't help you improve search engine rankings at all, but it would definitely leave a good impression on users whenever your webpages are displayed in search results. On the other hand, wrong usage of Keywords Meta tag might get your website black-listed by search engines; web spammers often exploit this tag by stuffing and repeating words in it. Following example taken from *Forbes.com* homepage shows the excellent usage of these two Meta tags:

KEYWORDS: Business News, Market Analysis, Company Profiles, Personal Finance, Management, Entrepreneurship, Investments, Financial Advice, Economy.
DESCRIPTION: Forbes is a leading source for reliable business news and financial information. Read news, politics, economics, business & finance on Forbes.com.

Result for Your Website:

1) Your website has 18 page(s) with Long Description Meta tags.

2) Your website has 18 page(s) with Meta Keywords more than 10.

3) Your website has 18 page(s) with Keywords Stuffing issues.

Actions to Take:

1) Edit Lengthy Description Tags from your website pages (See Appendix 8A).

2) Edit Lengthy Keyword Tags from your website pages (See Appendix 8B).

3) Modify Stuffed Keyword Tags from your website pages (See Appendix 8C).

Sitemap + Robots.TXT

Sitemap.XML is a file which structurally enlists *ALL* individual webpages of a website. Search engines, therefore, find an efficient way to crawl each and every webpage of a website just by visiting its Sitemap.XML file. Absence of a Sitemap.XML commonly results in several webpages being absent from search engine results.

Robots.TXT is a file, placed in the root directory of your website, which gives directives to search engines so that certain webpages of your website *MUST NOT* be crawled or vice-versa. Usually, Robots.TXT file allows search engine bots to visit and crawl almost all parts of a website with the exception of few like Log-in pages etc.

These two files, Sitemap.XML and Robots.TXT, actually correspond to the basic website technicalities and are hence covered here.

Result for Your Website:

1) A Sitemap.XML file is present in your website.

2) A Robots.TXT file is present in your website.

APPENDIX 1

Images without Alternate Texts

The <u>IMAGE</u> links to the image that don't has an Alternate Text while the <u>SOURCE</u> links to the webpage on which that image is present:

APPENDIX 2A

URL Structure: Length Error

A SEO-friendly URL doesn't exceed the length of 40 characters. The fewer words, the more each word receives SEO credit.

When optimizing a URL, make sure to redirect the old webpage to its newer version. It is not always advisable to change the URL of old webpages. In fact, you should develop a habit of making optimized URLs for your webpages in the future.

APPENDIX 2B

URL Structure: Hyphen Error

Always use **Hyphens** instead of Spaces / Underscores for Separating Keywords in a URL.

When optimizing a URL, make sure to redirect the old webpage to its newer version. It is not always advisable to change the URL of old webpages. In fact, you should develop a habit of making optimized URLs for your webpages in the future.

APPENDIX 2C

URL Structure: Stop-Words Error

Never use these unnecessary Stop-words in a URL; **And, For, The, As, An, From, Me, I, Of, On, In, Be, At, To, Are, It.**

When optimizing URL, make sure to redirect the old webpage to its newer version. It is not always advisable to change the URL of old webpages. In fact, you should develop a habit of making optimized URLs for your webpages in the future.

APPENDIX 2D

URL Structure: Query String Error

Use **"URL Rewriting"** technique for handling dynamic webpages, thereby removing all the query strings from a URL.

When optimizing URL, make sure to redirect the old webpage to its newer version. It is not always advisable to change the URL of old webpages. In fact, you should develop a habit of making optimized URLs for your webpages in the future.

APPENDIX 3

Information for URL Canonicalization

Following information about URL Canonicalization is taken directly from the official Google Webmaster Support website. You can check it out here: https://support.google.com/webmasters/answer/139394?hl=en .

How to Specify a Canonical Link

You can specify a canonical URL in two ways:

- **Add a `rel="canonical"` link to the `<head>` section of the non-canonical version of each HTML page.**

  To specify a canonical link to the page http://www.example.com/product.php?item=swedish-fish, create a `<link>` element as follows:

  ```
  <link rel="canonical"
  href="http://www.example.com/product.php?item=swedish-fish"/>
  ```

  Copy this link into the `<head>` section of all non-canonical versions of the page, such as http://www.example.com/product.php?item=swedish-fish&sort=price.

  If you publish content on both http://www.example.com/product.php?item=swedish-fish and https://www.example.com/product.php?item=swedish-fish, you can specify the canonical version of the page. Create the `<link>` element:

  ```
  <link rel="canonical"
  href="http://www.example.com/product.php?item=swedish-fish"/>
  ```

  Add this link to the `<head>` section of https://www.example.com/product.php?item=swedish-fish.

- **Indicate the canonical version of a URL by responding with the `Link` `rel="canonical"` HTTP header.** Adding `rel="canonical"` to the `head` section of a page is useful for HTML content, but it can't be used for PDFs and other file types indexed by Google Web Search. In these cases you can indicate a canonical URL by responding with the `Link rel="canonical"` HTTP header, like this (note that to use this option, you'll need to be able to configure your server):

  ```
  Link: <http://www.example.com/downloads/white-paper.pdf>;
  rel="canonical"
  ```

APPENDIX 4A

Internal Broken Links

The <u>URL</u> refers to the broken link which generates a "404 Not Found Error" while the <u>SOURCE</u> refers to the webpage on which that broken link is present.

First remove the <u>URL</u> link reference from the <u>SOURCE</u> page, then permanently redirect the <u>URL</u> link to your website homepage.

APPENDIX 4B

External Broken Links

The URL refers to the broken link which generates a "404 Not Found Error" while the SOURCE refers to the webpage on which that broken link is present.

Since the broken links are external, simply remove the URL link reference from the SOURCE page.

APPENDIX 5A

Lengthy Title Tags

The <u>TITLE</u> represents the text within Title tag of while the <u>URL</u> represents the webpage on which that Title tag is present. Immediately make changes to each Title tag so that it becomes less than 70 characters because above this number of characters, your webpages won't be perfectly displayed on search engines.

1) TITLE: Pak Servers - Premium Web Hosting, Reseller Web Hosting and Domain Name Registration in Pakistan
   URL: http://pakservers.com/index.php

2) TITLE: Pak Servers - Premium Web Hosting, Reseller Web Hosting and Domain Name Registration in Pakistan
   URL: http://pakservers.com/

3) TITLE: Pak Servers - Premium Web Hosting, Reseller Web Hosting and Domain Name Registration in Pakistan
   URL: http://pakservers.com/reseller-web-hosting-pakistan/

APPENDIX 5B

Duplicate Title Tags

The <u>TITLE</u> represents a sample title tag taken from your website while the following <u>URLs</u> represent the different webpages on which that same Title tag is present. Immediately make changes so that each webpage on your website have a UNIQUE title tag. Otherwise, your website will enormously lost SEO Trust and search engines might penalize it for having duplicate content.

1) TITLE: Pak Servers - Premium Web Hosting, Reseller Web Hosting and Domain Name Registration in Pakistan

   URL1: http://pakservers.com/index.php

   URL2: http://pakservers.com/

   URL3: http://pakservers.com/reseller-web-hosting-pakistan/

2) TITLE: Pak Servers - Domain Checker

   URL1: http://pakservers.com/domain-name-registration-pakistan/

   URL2: http://pakservers.com/domain-name-registration/

   URL3: http://pakservers.com/bulk-domain-registration-pakistan/

APPENDIX 6

Information for GZIP Compression

In order for using GZIP compression, a web browser must accept GZIP compressed pages; which almost all modern web browsers do. From your side, the only procedure required is to setup your website server in a way that, whenever possible, the server serves GZIP compressed files to the browser.

In an **Apache Server**, the process is moderately simple; just add following lines of code into *.htaccess* file which will be present in the root directory of your web server. These lines will activate GZIP compression on almost all files of your website.

```
# compress text, html, javascript, css, xml:
AddOutputFilterByType DEFLATE text/plain
AddOutputFilterByType DEFLATE text/html
AddOutputFilterByType DEFLATE text/xml
AddOutputFilterByType DEFLATE text/css
AddOutputFilterByType DEFLATE application/xml
AddOutputFilterByType DEFLATE application/xhtml+xml
AddOutputFilterByType DEFLATE application/rss+xml
AddOutputFilterByType DEFLATE application/javascript
AddOutputFilterByType DEFLATE application/x-javascript
```

In an **IIS Server**, the process of enabling GZIP compression on a website is bit complicated. Thus in this case, you should refer to the following official guide provided by Microsoft:

http://technet.microsoft.com/en-us/library/cc771003(WS.10).aspx

Alternatively, you may use **PHP** to serve GZIP compressed webpages. Just give each of your HTML webpage *.php* extension and add following code in the top:

```php
<?php
if (substr_count($_SERVER['HTTP_ACCEPT_ENCODING'], 'gzip')) {
ob_start("ob_gzhandler");
}
else {
ob_start();
}
?>
```

APPENDIX 7

Google Authorship

Following information about implementing Google Authorship is taken directly from the official Google Webmaster Support website. You can check it out here: https://support.google.com/webmasters/answer/2539557?hl=en.

How to Link Google+ Profile with a Website

Linking your content to your Google profile is a two-step process. First, you add a link from your website or page to your Google profile. Second, you update your Google profile by adding a link back to your site.

1. Link your content to your Google profile

Create a link to your Google profile from your webpage, like this:

```
<a href="[profile_url]?rel=author">Google</a>
```

Replace `[profile_url]` with the your Google Profile URL, like this:

```
<a href="https://plus.google.com/109412257237874861202?
  rel=author">Google</a>
```

Your link must contain the `?rel=author` parameter. If it's missing, Google won't be able to associate your content with your Google profile.

2. Link to your content from your profile

The second step of the verification process is to add a reciprocal link back from your profile to the site(s) you just updated.

To add links to your Google profile:

1. Sign in to your Google profile.
2. Click **Edit profile**.
3. Click the **Contributor To** section on the right (depending on how many photos you have, you may need to scroll to see this section), and then click **Add custom link**.
4. If you want, change the visibility of your link, and then click **Save**.

APPENDIX 8A

Lengthy Description Meta Tags

The <u>URL</u> represents the webpage on which a Lengthy Description Meta tag is present. Immediately make changes to in the following webpages thereby ensuring that no Description Meta Tags contains more than 200 characters.

URL: http://pakservers.com/index.php

URL: http://pakservers.com/

URL: http://pakservers.com/premium-web-hosting-pakistan/

URL: http://pakservers.com/corporate-web-hosting-pakistan/

URL: http://pakservers.com/domain-name-registration-pakistan/

URL: http://pakservers.com/client-area/

URL: http://pakservers.com/contact-us/

URL: http://pakservers.com/reseller-web-hosting-pakistan/

URL: http://pakservers.com/domain-name-registration/

URL: http://pakservers.com/cart/

URL: http://pakservers.com/terms-of-service/

URL: http://pakservers.com/domain-name-registration-pakistan/

URL: http://pakservers.com/bulk-domain-registration-pakistan/

URL: http://pakservers.com/bulk-domain-transfer-pakistan/

URL: http://pakservers.com/payment-options/

URL: http://pakservers.com/client-area/create-account/

URL: http://pakservers.com/client-area/reset-password/

URL: http://pakservers.com/terms-of-service/

APPENDIX 8B

Lengthy Keywords Meta Tags

The URL represents the webpage on which a Lengthy Keyword Meta tag is present. Immediately make changes in the following webpages and ensure that no Keywords Meta Tag contains more than 10 words.

URL: http://pakservers.com/index.php

URL: http://pakservers.com/

URL: http://pakservers.com/premium-web-hosting-pakistan/

URL: http://pakservers.com/corporate-web-hosting-pakistan/

URL: http://pakservers.com/domain-name-registration-pakistan/

URL: http://pakservers.com/client-area/

URL: http://pakservers.com/contact-us/

URL: http://pakservers.com/reseller-web-hosting-pakistan/

URL: http://pakservers.com/domain-name-registration/

URL: http://pakservers.com/cart/

URL: http://pakservers.com/terms-of-service/

URL: http://pakservers.com/domain-name-registration-pakistan/

URL: http://pakservers.com/bulk-domain-registration-pakistan/

URL: http://pakservers.com/bulk-domain-transfer-pakistan/

URL: http://pakservers.com/payment-options/

URL: http://pakservers.com/client-area/create-account/

URL: http://pakservers.com/client-area/reset-password/

URL: http://pakservers.com/terms-of-service/

APPENDIX 8C

Keywords Meta Tags Redundancy Errors

The <u>WORDS</u> enlists all words that are overstuffed within a Keywords Meta Tag while <u>URL</u> represents the webpage on which that tag is present. Immediately make changes to each Keywords Meta tag so that no word gets repeated more than once.

1) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/index.php

2) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/

3) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/premium-web-hosting-pakistan/

4) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/corporate-web-hosting-pakistan/

5) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/domain-name-registration-pakistan/

6) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/client-area/

7) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/contact-us/

8) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/reseller-web-hosting-pakistan/

9) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/domain-name-registration/

10) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/cart/

11) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/terms-of-service/

12) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/domain-name-registration-pakistan/

13) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/bulk-domain-registration-pakistan/

14) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/bulk-domain-transfer-pakistan/

15) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/payment-options/

16) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/client-area/create-account/

17) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/client-area/reset-password/

18) WORDS: | domain | registration | pakistan | web | hosting | free | name
   URL: http://pakservers.com/terms-of-service/