SearchRankings
YOUR TRAFFIC OPTIMIZATION PARTNER

46.1

Your website score

Review of columbusbuddywalk.org
Generated on 2013-09-03

Introduction

SEO_Audit:

Provided by:
SearchRankings.Net
888-342-0813
sales@searchrankings.net

This report provides a review of the key factors that influence the SEO and the usability of your website.

The rank is a grade, on a 100 points scale, that represents your Internet Marketing Effectiveness. The algorithm is based on 50 criteria, including search engine data, website structure, site performance, and others.

A rank lower than 40 means that there is a lot of areas to improve. A rank above 80 is a good mark and it means that your website is probably well optimized.

Our reports provide actionable recommendations to improve a site's business objectives.

Iconography

✓ Pass	◉◉◉ High impact	✱✱✱ Very hard to solve
❗ Moderate	◉◉◎ Medium impact	✱✱✲ Hard to solve
✖ Fail	◉◎◎ Low impact	✱✲✲ Easy to solve
◉ FYI		

Visitors

Traffic Estimations

Low

We use multiple tools to estimate web traffic, including Google™ Trends and Alexa™.

Nevertheless, your analytics will provide the most accurate traffic data.

Traffic Rank

4642407th most visited website in **the World**

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Reviewing the most visited websites by country can give you valuable insights.

Quantcast provides similar services.

Adwords Traffic

0 %

This is an estimation of the traffic that is being bought through AdWords™ vs. unpaid Organic Traffic.

This data is provided by SEMRush™.

Social Monitoring

Social Impact

◎◎◎ ❀❀❀

Awesome! Your website is very popular on Social Networks.

👍 **Facebook Likes**   1548   🐦 **Twitter Backlinks**   43

📧 **Google™ +**   0   f **Facebook Shares**   1151

💬 **Facebook Comments**   736

The impact of social media is huge for certain industries.

Learn how to further engage your social media audiences and create a consistent fan base. Check these helpful tools for managing your social media campaign.

Note: This data represents social media influences from your website's URL, it does not represent data from specific brand pages.

Mobile Rendering

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Mobile Load Time

Very Slow
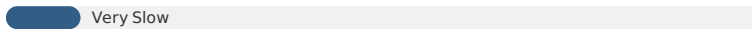
Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will lose 74 percent of your audience! Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. Make sure your site loads fast and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum. Here are two useful tips from Google™ for optimizing your mobile site speed.

Mobile Optimization

Your website is not optimized for Mobile Visitors

✗ Mobile Redirection   ✗ Mobile CSS

✗ Meta Viewport Tag   ✓ Flash content

✗ Apple Icon

Make sure that your website is prepared for mobile browsing.
These are the different aspects that can be optimized for mobile users:

- Mobile CSS
- Meta Viewport Tag
- Apple Icon
- Mobile Redirection
- No Flash content

SEO Basics

🔍

✅ **WWW Resolve**

Perfect! Your website with and without www redirects to the same page.

> Great, your website directs www.columbusbuddywalk.org and columbusbuddywalk.org to the same URL.
>
> Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

❌ **URL Rewrite**

Warning! We've detected parameters in a significant number of URLs.

> Consider rewriting your URLs.
> Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

✅ **IP Canonicalization**   Yes

> Good, your website's IP address is forwarding to your website's domain name.
>
> To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.
>
> If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

❌ **robots.txt**   Missing

> Your website doesn't have a robots.txt file - this can be problematic.
>
> A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.
>
> Click here to check your robots.txt file for syntax errors.

❌ **XML Sitemap**   Missing

> Your website does not have an XML sitemap - this can be problematic.
>
> A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
>
> We recommend that you generate an XML sitemap for your website and submit it to both Google™ Webmaster Tools and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

Underscores in the URLs No

Great, you are not using
underscores (these_are_underscores) in your URLs. While Google™ treats hyphens (these-are-hyphens) as word separators, it does not treat underscores as word separators.

SEO Content

Google Preview
⦿◉◉   ✱✱✱

columbusbuddywalk.org/

> This is an example of what your title and description will look like in Google™ search results.

❌ Title
⦿◉◉   ✱✱✱

Missing

Your title should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

Resource: Use this snippet-optimizer to see how your titles and descriptions will look in Google™ search results.

❌ Description
⦿◉◉   ✱✱✱

Missing

Your meta description should contain between 70 and 160 characters (spaces included).

Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Ensure that your meta description is explicit and contains your most important keywords. Also, each page should have a unique meta description relevant to the content of that page.

❌ Headings
⦿◉◉   ✱✱✱

Missing

Your website does not use HTML headings (<H1> to <H6>) or it has far too many HTML headings.

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords.

For more effective SEO, use only one <H1> tag per page.

⚠ Images
⦿◉◉   ✱✱✱

We found **55** images on this web page.

24 alt attributes are empty or missing.

Alternative text (the alt attribute) is missing for several images. Add alternative text so that search engines can better understand the content of your images.

Remember that search engine crawlers cannot actually "see" images, so the alternative text attribute allows you to assign a specific description to each image.

Alternative text describes your images so they can appear in Google™ Images search results.

Check the images on your website and make sure effective alternative text is specified for each image.

Restrict the number of characters in alt text to 150, including spaces, and minimize the size of images to optimize your website's page load times.

❌ Text/HTML Ratio   4.77 %
◉○◎   ✿✿✿

> This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
>
> A ratio between 25 and 70 percent is ideal. When it goes beyond that, the page might run the risk of being considered spam.
>
> As long as the content is relevant and gives essential information, it is a plus to have more of it.

✅ Flash   No
◉○◎   ✿✿✿

> Good, no Flash content has been detected on this page.
>
> Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be properly indexed by search engines. Avoid full Flash websites to maximize SEO.
>
> This advice also applies to AJAX.

✅ Frames   No
◉○◎   ✿✿✿

> Great, there are no frames detected on this page.
>
> Frames can cause problems on your web page because search engines will not crawl or index the content within them.
>
> Avoid frames whenever possible and use a NoFrames tag if you must use them.

❌ Blog   We have not found a Blog on this website.
◉○◎   ✿✿✿

> Your website does not have a blog.
>
> In this tough and competitive internet marketing world content marketing rules. While publishing your content on other sites might be a good strategy, publishing it on your own site garners more benefits.
>
> Starting a blog is a great way to boost your SEO and attract qualified visitors.
>
> Use these great tips to boost the SEO performance of your blog.

SEO Links

➮

In-Page Links

◉◎◎   ✿✿✿

We found a total of 43 link(s) including 1 link(s) to files

■ External Links: noFollow (0%)
░ External Links: Passing Juice (37.4%)
▓ Internal Links (62.6%)

Anchor	Type	Juice
login	Internal Links	Passing Juice
Welcome	Internal Links	Passing Juice
Community Donation Form	Internal Links	Passing Juice
Why We Walk	Internal Links	Passing Juice
About Down Syndrome	Internal Links	Passing Juice
About Buddy Walk	Internal Links	Passing Juice

Limit the number of links to 200 per page. Use Nofollow to optimize the juice that you want to pass to each link.

Keywords Consistency

	Keywords	Freq	Title	Desc	<H>
★★★	syndrome	5	✕	✕	✕
★★★	walk	3	✕	✕	✕
★★★	login	3	✕	✕	✕
★★★	register	3	✕	✕	✕
★★★	teams	2	✕	✕	✕

	Keywords (2 words)	Freq	Title	Desc	<H>
★★★	register today	2	✕	✕	✕

This table highlights the importance of being consistent with your use of keywords. To improve the chance of ranking high in search results with a specific keyword, you should use the most important keywords consistently in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

Google™ Ranking

Keywords	Rank	URL
down syndrome buddy walk	8	http://www.columbusbuddywalk..

Your website ranks highest with these keywords.

This data is provided by SEMRush™.

Competitors in Google™

N°	URL	Score
1	http://bergenbuddywalk.com	-
2	http://buddywalk.org	-
3	http://chicagolandbuddywalk.org	-
4	http://csdsa.org	-
5	http://downsyndromecommunity.org	-
6	http://dsact.com	-

This is an estimation of the websites who are ranking above yours in the organic search results in Google™. You can consider that these websites are your online competitors since they are ranking high with the same keywords as yours.

We recommend that you visit these websites and conduct an in-depth analysis of them in order to understand why they are ranking high. This will help you learn about your market and your keywords.

This data is provided by SEMRush™.

Keywords Cloud

syndrome 5   walk 3   login 3   register 3   teams 2   support 2
donate 2   today 2   community 2
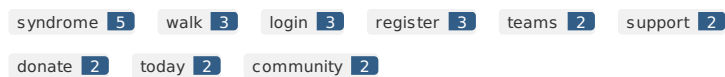
This Keyword Cloud provides an idea of your most frequently recurring keywords. They are likely to be the keywords with the greatest probability of ranking high in the search engines.

SEO Authority

PageRank

PR 3

Your website's PageRank is decent but it can be improved.

PageRank™ (commonly called PR) is a link analysis algorithm used by Google™ to assess the popularity/authority of a website. The PageRank goes from 0 to 10. New websites start at PR0 and authority websites, like Twitter.com, have a PR10.

Websites with a high PageRank are crawled more frequently and their outgoing links have more passing juice.

Related Websites

N°	URL	Score
1	http://www.dsaco.net/	-
2	http://shesnotdown.blogspot.com/	-
3	http://www.jeepskool.com/	-
4	https://www.huntington.com/	76

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to learn more about your competitors' web marketing strategies.

Indexed Pages

448

● Google™

This is the number of pages on your website that are indexed by Google™.

The more pages that search engines index, the better, as this offers more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website. You might want to create/check your site's XML sitemap and submit it to Google™. You must also build backlinks to your site's inside pages to help Google™ bots crawl and index your web pages.

Check Google™ Webmaster Tools under Health and Index Status, to keep track of the status of your site's indexed pages.

Popular Pages

Columbus Buddy Walk

Columbus Buddy Walk Registration Registration Code Waiver ...

Donate - Columbus Buddy Walk

register here - Columbus Buddy Walk

This lists your website's popular pages.

Domain 1st Registered

11 years 3 Month 12 Days ago

Your domain is old enough to encourage search engines to give it a higher rank.

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors).

Domain Expiration

0 Year(s) 9 Month(s) 20 Day(s)

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

SEO Backlinks

Backlinks Counter

444

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

DMOZ   No

Your website is not listed in DMOZ, a multilingual open content directory constructed and maintained by a community of volunteer editors.

Submitting your website is important because search engines take DMOZ into account and sometimes display the company descriptions submitted to DMOZ in search results.

Usability

URL
http://columbusbuddywalk.org

Length: 17 character(s)

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).

Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google™.

Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

Favicon
Yes

Great, your website has a favicon. Make sure this favicon is consistent with your brand.

Resource: Check out this amazing idea for improving the user experience with a special favicon.

404 Error Page
Your website does not have a custom 404 Error Page.

Apparently your site does not have a 404 Error Page - this is bad in terms of usability.

Take the opportunity to provide visitors with a beautiful and helpful 404 Error Page to increase user retention.

Conversion Forms
We could not find a Conversion Form on this page.

Add a conversion form for repeat visitors. It could be used to sign up for a subscription, get an email address of a visitor or close an online sale. Converting visitors into prospects/clients is probably the most important goal for your website.

After adding a conversion form to your site, it is important that you optimize your website to boost conversions.

Page Size
23.3 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 300 Kb.

Tip: Use images with a small size and optimize their download with gzip.

✖ Load Time
○○○   ✿✿✿

1.85 second(s) (12.63 Kb/s)

Your website is too slow. Slow page load time is one of the biggest complaints of web users.

If the load time/Kb is short, it means your homepage is too big.If the load time/Kb is long, this could be due to a server problem, a network problem, poor code optimization (cache, Mysql queries, etc.), or a third-party issue (advertising codes, analytics codes, etc.).

Site speed is becoming an important factor for ranking high in Google™ search results.

Resources:
Check out Google™'s developer tutorials for tips on how to to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a website monitoring tool.

✖ Language
○○○   ✿✿✿

Declared: Missing

Detected: *en*

You have not specified the language. Use the META Language Attribute to declare the intended language of your website.

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

✖ Printability
○○○   ✿✿✿

We could not find a Print-Friendly CSS

This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.

It is just another way to provide a rich user-experience.

If you do not have a print style sheet yet, set one up.

✖ Microformats
○○○   ✿✿✿

We found 0 type(s) of Microformat

This page does not take advantage of Microformats.

A microformat is a technical semantic markup that can be used to better structure the data submitted to search engines.

Thanks to microformats, Google™ regularly improves its presentation of search results.

✖ Dublin Core
○○○   ✿✿✿

Missing

This page does not take advantage of Dublin Core.

Dublin Core is a set of standard metadata elements used to describe the contents of a website. It can help with some internal search engines and it does not bloat your code.

Domain Availability

Domains (TLD)	Status	Expiration
columbusbuddywalk.com	*Domain Available*	Available. Book it now!
columbusbuddywalk.net	*Domain Available*	Available. Book it now!
columbusbuddywalk.info	*Domain Available*	Available. Book it now!
columbusbuddywalk.biz	*Domain Available*	Available. Book it now!
columbusbuddywalk.eu	*Domain Available*	Available. Book it now!

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (Typo)	Status	Expiration
xolumbusbuddywalk.org	*Domain Available*	Available. Book it now!
cilumbusbuddywalk.org	*Domain Available*	Available. Book it now!
cokumbusbuddywalk.org	*Domain Not Available*	-
colymbusbuddywalk.org	*Domain Not Available*	-
columgusbuddywalk.org	*Domain Not Available*	-
colummbusbuddywalk.org	*Domain Not Available*	-

Register the various typos of your domain to protect your brand from cybersquatters.

Whois Privacy

Owner Name: Laura Berger

Company: Down Syndrome Association of Central OHhio

Owner Address: 510 E. North Broadway, Columbus, Ohio, 43214, US

Owner Phone +1.6142636020

Owner email info@dsaco.net

Admin Name: Laura Berger

Company: Down Syndrome Association of Central OHhio

Admin Address: 510 E. North Broadway, Columbus, Ohio, 43214, US

Admin Phone: +1.6142636020

Admin Email: info@dsaco.net

Tech Name: Laura Berger

Company: Down Syndrome Association of Central OHhio

Tech Address: 510 E. North Broadway, Columbus, Ohio, 43214, US

Tech Phone: +1.6142636020

Tech Email: info@dsaco.net

Website ownership records are available to the public. Contact your domain provider to request to make your domain records private. Depending on your industry, you may choose to keep your records public in order to increase your website's ownership credibility.

Email Privacy   Warning! At least one email address has been found in plain text.

> Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.

Spam Block   Your IP is not Blacklisted in the Spammer Directory.

> It is important that your SEO efforts are not tarnished by spammy activities. Take care to avoid forum and blog spam and use best practices when sharing your content.
>
> In addition, if you send email campaigns or transactional emails, use professional email software to keep your IP clean and improve the deliverability of your emails.

Safe Browsing   Yes

> Great, your website is safe.
>
> No evidence of phishing and/or malware has been detected.

Technologies

⚙

👁 **Server IP**   208.85.227.26

Server location: 🇺🇸 BISMARCK

> Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.
>
> Use DNSstuff for comprehensive reports on your server.

👁 **Technologies**

➕	AddThis	Widget
🖋	Apache	Web server
cb	Chartbeat	Analytics
📊	Google Analytics	Analytics
☕	Java	Programming language
🍃	jQuery	JavaScript framework
📊	SiteCatalyst	Analytics

> Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

❗ **Speed Tips**
⊙⊙⊙   ✿✿✿

Watch out: your website's speed could be slightly improved.

✔ Perfect, your server is using a caching method to speed up page display.

✔ Perfect, your website doesn't use nested tables.

✘ Too bad, your website is using inline styles.

✔ Perfect, your website has few CSS files.

✘ Too bad, your website has too many JavaScript files (more than 7).

✔ Perfect, your website takes advantage of gzip.

> Website speed has a huge effect on SEO. Speed-up your website so search engines will reward you by sending more visitors. Also, conversion rates are far higher for websites that load faster than their slower competitors.

✅ **Google™ Analytics**   Yes
⊙⊙⊙   ✿✿✿

> Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.
>
> Analytics Tools: Google™ Analytics, Quantcast™, SiteCatalyst™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

W3C Validity

Invalid: 66 Errors, 75 Warning(s)

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To fix the detected errors, run the W3C validation service.

W3C is a consortium that sets web standards.

Doctype

HTML 4.01 Transitional

Declaring a doctype helps web browsers to render content correctly.

Encoding

UTF-8

Great, language/character encoding is specified.

Specifying language/character encoding can prevent problems with the rendering of special characters.

Directory Browsing

No

Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.
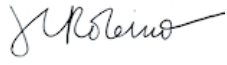
Server Signature

No

Good, your server signature is off. This is excellent from a security standpoint.

Thank you for reviewing the Search Engine Optimization Audit we prepared for you. Please contact us at 888-342-0813 with any questions.

Sincerely,
Chris Robino