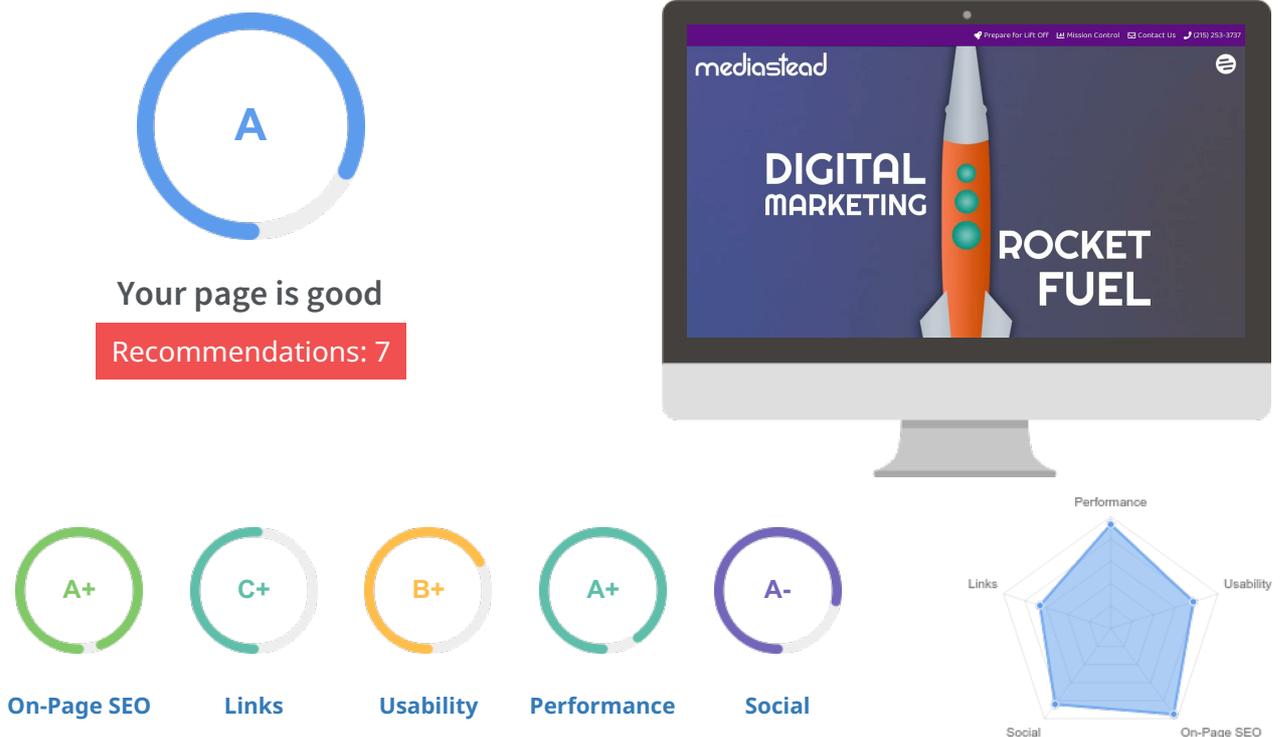# Website Report for www.mediastead.com

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.
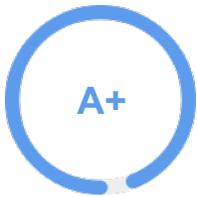
Audit Results for www.mediastead.com

A

Your page is good

Recommendations: 7

A+	C+	B+	A+	A-
On-Page SEO	Links	Usability	Performance	Social

Recommendations

Execute a Link Building Strategy	Links	Medium Priority
Increase page text content	On-Page SEO	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority

Remove inline styles	Performance	Low Priority
Improve the size of tap targets	Usability	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Increase your YouTube channel subscribers	Social	Low Priority

On-Page SEO Results

A+

Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

Title Tag ✓
You have a title tag of optimal length (between 10 and 70 characters).

Mediastead | Website Design and Digital Marketing Strategy

Length : 58

Meta Description Tag ✓
Your page has a meta description of optimal length (between 70 and 320 characters).

Digital marketing, brand development and website design agency located in Stroudsburg and Northeast PA, serving SMBs nationwide.

Length : 128

H1 Header Tag Usage ✓
Your page has a H1 Tag.

H2-H6 Header Tag Usage ✓
Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	10	████████
H3	4	███
H4	0	
H5	0	
H6	0	

Keyword Consistency ✔

Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
marketing	✔	✔	✔	15	████████
development	✘	✔	✔	8	████
website	✔	✔	✔	8	████
digital	✔	✔	✔	7	████
mediastead	✔	✘	✔	7	████
brand	✘	✔	✘	5	██
design	✔	✔	✔	5	██
team	✘	✘	✘	4	██

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
digital marketing	✔	✔	✔	7	████████
rocket fuel	✘	✘	✔	3	███
website design	✔	✔	✔	3	███
design and development	✘	✘	✔	3	███
marketing rocket	✘	✘	✔	2	██
marketing agency	✘	✘	✔	2	██
brand development	✘	✔	✘	2	██
development team	✘	✘	✘	2	██

Amount of Content

❌

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 433

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes

✓

You do not have any images missing Alt attributes on your page.

Noindex Tag Test

✓

Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test

✓

Your page is not using the Noindex Header which prevents indexing.

SSL Enabled

✓

Your website has SSL enabled.

HTTPS Redirect

✓

Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt

✓

Your website appears to have a robots.txt file.

http://www.mediastead.com/robots.txt

Analytics

✓

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data

✓

Your page is using Schema.org structured data.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
voices for independence	🇺🇸 EN	13	1,000	5	
web-centric	🇺🇸 EN	14	1,000	5	
web-centric	EN	4	1,000	4	
web centric	🇺🇸 ES	16	1,000	4	
web-centric	🇺🇸 ES	16	1,000	4	
social media do and don'ts for employees	🇺🇸 EN	3	40	3	
social media do's and don ts for employees	🇺🇸 EN	3	40	3	
social media do's and don'ts for employees	🇺🇸 EN	3	40	3	
social media dos and don ts for employees	🇺🇸 EN	3	40	3	
social media dos and don'ts for employees	🇺🇸 EN	3	40	3	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

71
Monthly
Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	0	
Position 2-3	5	▪
Position 4-10	6	▪
Position 11-20	19	▬
Position 21-30	15	▬
Position 31-100	84	▬▬▬▬

Links

Number of Backlinks ✖

You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor

Backlink data provided by MOZ

1k
External
Backlinks

65
Referring
Domains

18
Moz Domain
Authority

Top Backlinks *i*

These are the highest value external pages we have found linking to your site.

Domain Authority	URL
93	forum.icann.org/lists/comments-ppsai-initial-05may15/msg00342.html
93	forum.icann.org/lists/comments-ppsai-initial-05may15-respect-form/msg00313.html
93	forum.icann.org/lists/test-2-07mar13/msg00313.html
90	archive.constantcontact.com/fs103/1109594220623/archive/1122061789389.html
82	wordpress-118328-439244.cloudwaysapps.com/credits/
78	wpmudev.com/profile/mediastead/
78	wpmudev.com/forums/topic/visit-not-via-an-internal-link-not-working/
76	premium.wpmudev.org/profile/mediastead/?filter=points
76	premium.wpmudev.org/profile/mediastead/
76	premium.wpmudev.org/forums/topic/visit-not-via-an-internal-link-not-working/

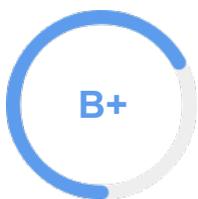**On-Page Link Structure** *i*

We found 36 total links. 11% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links ✓

Your link URLs appear friendly (easily human or search engine readable).
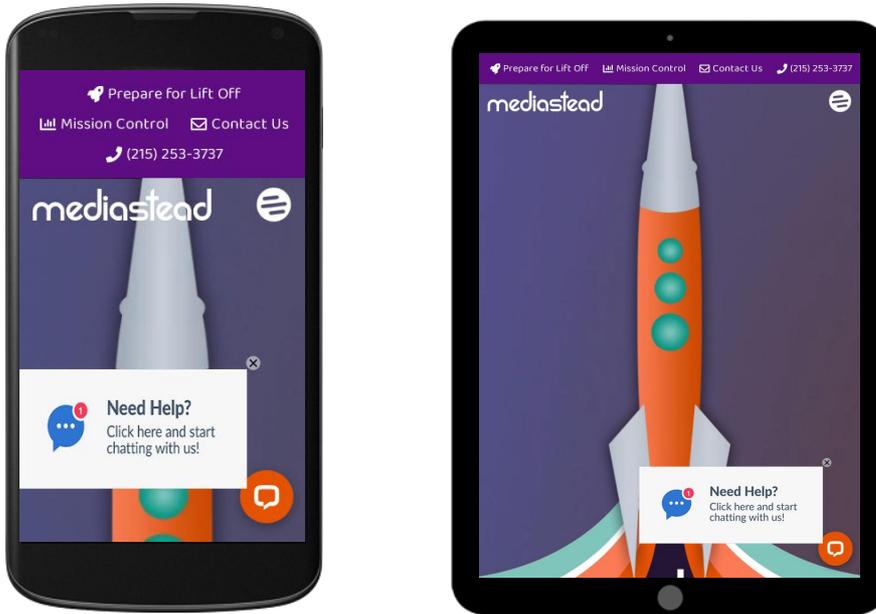
Usability

Your usability could be better

B+

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

i

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Google's Core Web Vitals

i

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Use of Mobile Viewports

✓

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Flash Used?

✓

No Flash content has been identified on your page.

iFrames Used?

✓

There are no iFrames detected on your page.

Favicon

✓

Your page has specified a favicon.

Email Privacy

✓

No email addresses have been found in plain text on your page.

Legible Font Sizes

✗

There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.
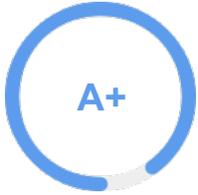
Tap Target Sizing

❌

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.

Performance Results
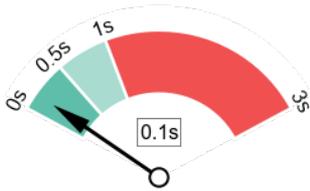
A+

Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.
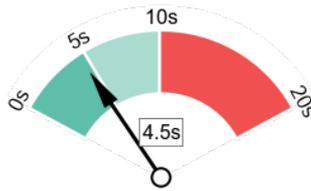
Page Speed Info

✓

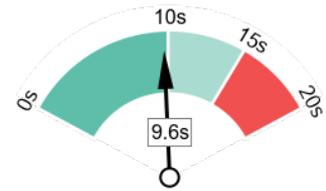Your page's server response time is reasonably low which is good for load speed and user experience.

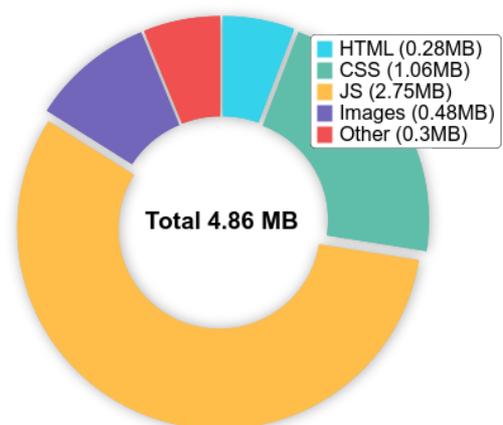| Server Response	All Page Content Loaded	All Page Scripts Complete
0.1s	4.5s	9.6s

Page Size Info

✓

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Total Page Size

4.9MB

Page Size Breakdown

- HTML (0.28MB)
- CSS (1.06MB)
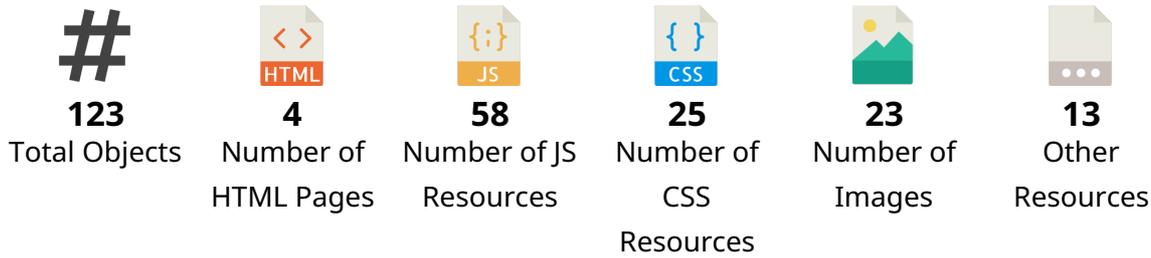- JS (2.75MB)
- Images (0.48MB)
- Other (0.3MB)

Total 4.86 MB

Number of Resources

i

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

#	HTML	JS	CSS		
123	**4**	**58**	**25**	**23**	**13**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)

i

This page does not appear to have AMP Enabled.

JavaScript Errors

✓

Your page is not reporting any JavaScript errors.

GZIP Compression

✓

Your website is using GZIP compression.

Optimize Images

✓

All of the images on your page appear to be optimized.

Minification

✓

All your JavaScript and CSS files appear to be minified.

Deprecated HTML

✓

No deprecated HTML tags have been found within your page.

Inline Styles

✗

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results

Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

A-

Facebook Connected ✓
Your page has a link to a Facebook Page.

Facebook Open Graph Tags ✓
Your page is using Facebook Open Graph Tags.

Facebook Pixel ✓
Your page has a Facebook Pixel installed.

Pixel ID

694876061645240

Twitter Connected ✓
Your page has a link to a Twitter profile.

Twitter Activity ✓
You have a strong following on Twitter.

6,025
Followers

Twitter Cards ✓
Your page is using Twitter Cards.

Instagram Connected ✗
No associated Instagram profile found linked on your page

YouTube Connected ✓
Your page has a link to a YouTube channel.

YouTube Activity ✗
You have a low number of YouTube channel subscribers.

5
Followers

807
View Count

LinkedIn Connected ✔

Your page has a link to a LinkedIn profile.

Technology Results

Technology List ℹ

These software or coding libraries have been identified on your page.

Technology	Version
Bootstrap	
Elementor	
Facebook	
Google Analytics	
Google Font API	
Gravity Forms	
jQuery	
jQuery Migrate	
Lazy.js	
LiveChat	
MySQL	
Nginx	
PHP	
reCAPTCHA	
WordPress	

Server IP Address ℹ

45.77.110.19

DNS Servers ℹ

dns1.registrar-servers.com
dns2.registrar-servers.com

Web Server ℹ

nginx

Charset ℹ

text/html; charset=UTF-8