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Audit Results for www.gorick.com

Your page is good
Download Report

On-Page SEO	Links	Usability	Performance	Server
A	A	A	A	A

Page Speed Overview: Desktop 98 Mobile 96

Report Generated: 13 March 2019 PST - Refresh Results Now

Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your site site for problems and get tips. Save it for your clients or your own site. Fix your site's SEO issues. Track your progress. Get your pages ranking and your site optimized.

Starting Monday, Feature Limits for Free Accounts Will Change

Learn More or Upgrade SEOptimer

Recommendations

Trigger	On-Page SEO	Other Improvements	Social	Performance	Usability
Remove Duplicate Alt Tags	Recommended				Recommended
Use page load Opportunity across the Important HTML tags	Recommended				Recommended
Increase page text content	Recommended				Recommended
Optimize your page for Mobile Pagespeed Insights	Recommended				Recommended
Add Schema Markup	Recommended				Recommended
Add business address and phone number	Recommended				Recommended
Add Local Business Schema	Recommended				Recommended
Setup & Install a Facebook Pixel	Recommended				Recommended
Remove inline styles	Recommended				Recommended
Resolve JavaScript errors	Recommended				Recommended
Increase your YouTube channel subscribers	Recommended				Recommended
Review and Increase Front Desk-action devices	Recommended				Recommended

On-Page SEO Results

A

Your On Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On Page SEO is important to ensure Search Engines can understand your page and its content. Search Engines use this information to determine if your page should be shown for relevant search queries. Fully optimized pages usually rank better and get more traffic.

Title Tag

This is the main tag of primary length between 10 and 70 characters.

Gorick Sign The Unspoken Rules - Custom Tag - Official Website

Length: 50

Meta Description Tag

Meta tags are the tags which describe of optimal length between 70 and 160 characters.

The official website of Gorick Tag. Custom organic, responsive speaker, and author of The Gold Street Journal Bestseller. The Unspoken Rules.

Length: 156

SERP Snippet Preview

This is how your page may appear in Search Results. Note: this is intended as a guide and Search Engines are always frequently generating the content dynamically.

http://www.gorick.com/ ▾
Gorick Sign The Unspoken Rules
The official website of Gorick Tag. Custom organic, responsive speaker, and author of The Gold Street Journal Bestseller. The Unspoken Rules.

Indexing Image

Your page is not using any of indexing attributes.

Language

Your page is using the following language:

Indicated in Lang

H1 Header Tag Usage

Your page is using the H1 tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently this keywords it should rank for.

Learn more in our guide

The H1 Header Tag is one of the most important ways of signaling to Search Engines the topic of a page and subsequently the keywords it should rank for. The H1 Header Tag is generally recommended to only be used once per page.

We recommend setting a H1 Header Tag that is the same as the page's primary target keyword, and subsequently the keywords it should rank for.

Keep your H1 tag to a short page. If you are using a CMS, then you will normally be presented into the core content section of the page.

Learn more in our guide

H2-H6 Header Tag Usage

Your page is using your top multiple levels of Header Tags:

Header Tag	Frequency
h2	3
h3	4
h4	0
h5	0
h6	0

Show details

Tag only one Header Tags per an important way of signaling the content of your page and signaling to Search Engines the topic' will topics your page should rank for.

We recommend including at least 1 other Header Tag relevant to your page (such as 2nd and this is addition to the H1. It is useful to also include important keywords in the Header Tag. These would rank for Search Engines and Google.

Learn more in our guide

Keyword Consistency

Your page's keywords are not detected across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta, and header tags.

Keyword Consistency

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
gorick	×	×	×	3
tagin	×	×	×	3
professional	×	×	×	3
speaking	×	×	×	3
insights	×	×	×	3
tag	×	×	×	3
and	×	×	×	3
consult	×	×	×	3

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
tagin speaking	×	×	×	2
speaking series	×	×	×	2
series course	×	×	×	2
course blog	×	×	×	2
blog press	×	×	×	2
press speaking	×	×	×	2
professional speaking	×	×	×	2
and tagin gorick	×	×	×	2

Generally a page should be targeted to rank for particular set of keywords or phrases. These keywords should be used with some consistency in page content and should also be used in important areas such as the page title, meta description, and headings. Search Engines use these areas to understand what the page is about and what it should rank for. This keyword consistency is important because it helps Search Engines understand what keywords a page should rank for.

Keyword consistency is also important for your overall website keywords, and the ideal scenario is that everything you rank for, and all your pages, should be focused around your overall page content or a handful number of keywords.

Learn more in our guide

Keyword Consistency

Your page's keywords are not detected across all the common which search engines use nowadays as "Site Content".

Search Engines

It has been well research that higher rank content solutions are related to better ranking ability in general.

Image Alt Attributes

All of the images are images missing Alt attributes on your page.

Canonical Tag

Your page is using the Canonical Tag.

https://www.gorick.com/

Inclusion Tag Tag

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

Noindex Meta Tag

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

SSL Enabled

This website is using the Secured.

HTTPS Redirect

All traffic automatically redirects to HTTPS URL secure version.

Robots.txt

Robots.txt appears to have a valid syntax file.

https://www.gorick.com/robots.txt

Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.

XML Sitemaps

Your site seems to have an XML sitemap.

https://www.gorick.com/sitemap.xml

Analytics

Your page is using an analytics tool:

Google Analytics

Schema.org Structured Data

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in search results.

Schema.org Structured Data Markup is a set of tags that can be added to your site to allow Search Engines to more easily interpret the content and information on your site. Search Engines can use this information to provide better results for their users and be displayed in engaging snippets such as Rich Snippets or Rich Cards.

It is a great idea to start incorporating some relevant Schema.org tags into your site to improve interpretation and display by Search Engines.

Rankings

Top Keyword Rankings

This shows your top 10 keyword Rankings in the specific location. This is a ranking by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
jorgeadam tagles	US	3	880	30
tagin	US	3	41,000	30
the unspoken rules	US	3	260	30
jorgeadam tagles	US	3	390	30
the unspoken rules secrets to charisma	US	3	10	30
jorgeadam tagles	US	3	1,600	30
jorgeadam	US	10	1,600	1
gorick sprayground	US	10	140	1
gorick meaning	US	10	140	1
a new book	US	10	1,600	1

Total Keywords Ranking

Total Traffic From Search

This shows you the estimated Traffic volume your page receives from its displayed Rankings.

357
Estimated Monthly Visits

Keyword Potential

This shows you a breakdown of the potential for your Keyword Rankings. The higher your rank, the more traffic you are to expect traffic, with more research showing that as much as 50% of traffic happens on the first page.

Position	Keywords
Position 1	0
Position 2-3	0
Position 4-10	5
Position 11-20	0
Position 21-30	10
Position 31-100	10

Links

Number of Backlinks

You can see information about your page's backlinks within the report by signing up or one of our premium plans.

Signup - Upgrade

On-Page Link Structure

Your page is using a mix of your links and external links and not sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to other destination pages.

Show details

Friendly Links

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

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Brand your company with your own colors and fonts. Unlimited templates. Scheduled reports. Remove SEOptimer branding. Add your own logo and much more.

Subscribe Today! Get Access to premium features like white label reports, full custom templates, Scheduled reports, Unlimited PDFs, Remove SEOptimer branding, Add your own logo and much more. Get started in minutes. Integrate Zapier and get access updates and new features.

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Usability

B

Your usability could be better

Your page is not fully optimized for usability and user experience. Usability is important to maximize your usability satisfaction and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This section shows the screenshots how your page looks on different devices. It is important that your page is optimized for mobile and tablet experience as many users are browsing on these devices.

Google's Core Web Vitals

Google's Core Web Vitals are key to ensure a positive user experience and good ranking. Your page is not able to name a Core Web Vitals assessment. This can be because there is not enough data and you can ignore this.

Use of Mobile Viewports

Your page is using a viewport meta tag for device's size, allowing it to render appropriately across devices.

Google's Pagespeed Insights - Mobile

Google's Pagespeed Insights gives a score for their Mobile Pagespeed Insights evaluation.

Score was the evaluation is being performed from US server and the results may differ slightly from an evaluation carried out from Google's Pagespeed Insights tool since the site is dynamically responding to the region or which you are viewing from.

Google has indicated that the performance of a webpage is becoming more important for Users and subsequently ranking algorithms.

92

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.7s	Remove unused CSS	0.7s
Speed Index	1.1s	Serve images in next-gen formats	0.7s
Largest Contentful Paint	1.1s	Properly size images	0.4s
Time to Interactive	0.8s	Defer unused javascript	0.1s
Total Blocking time	0.0 s		
Cumulative Layout Shift	0.000		

Google's Pagespeed Insights - Desktop

Google is evaluating the web page's scoring with an other Desktop Pagespeed Insights evaluation.

98

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.5s	Remove unused CSS	0.7s
Speed Index	0.7s	Serve images in next-gen formats	0.7s
Largest Contentful Paint	0.7s	Properly size images	0.4s
Time to Interactive	0.5s	Defer unused javascript	0.1s
Total Blocking time	0.0 s		
Cumulative Layout Shift	0.000		

Flash Content

No Flash content has been identified on your page.

Frames/Iframes

There are no iframes detected on your page.

Favicon

Your page has specified a favicon.

Apple Touch Icon

No certain optimized icons been found in plain data 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 increasing all text on your page to a minimum of 10pt or more for all appropriate sizes.

Show details

Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a smartphone.

Performance Results

A

Your performance is good

Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still opportunity to improve. Page speed is important for usability and ranking purposes in Google and Bing algorithms. Well optimized pages also tend to also rankings differ your search engine rankings.

Page Speed Info

Your page loads in a reasonable amount of time

Server Response

All Page Content Loaded

All Page Scripts Complete

Downloaded Page Size

Your page file size is reasonable but should be aligned for Page Speed Optimization.

Downloaded Page Size

Download Page Size Breakdown

Website Compression Data, Gzipped, Brotli

Your website appears to be using a reasonable level of compression.

Compression Rates

Raw Page Size Breakdown

Number of Resources

This shows displays the total number of files that need to be retrieved from web servers to load your page.

#					
86	2	2	59	17
Total Requests	Redirect Requests	Failed Requests	Cached Requests	Other Requests

Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

Javascript Errors

Your page is processing and run errors during load.

This could reduce the same expected functionality on your page or flashing or recipe may have rendering problems.

Show details

HTTP/2 Usage

Your website is using the recommended HTTP/2 protocol.

Optimize Images

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

Minification

All resources are using GZ File 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 technique used to decorate a particular element of page. This style sheets, due to their ability to decouple page from performance and design, are preferred.

Show details

Social Results

A-

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.

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

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

Show details

Facebook Pixel ✗
We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

> Facebook Pixel is a piece of analytics code that allows Facebook to capture and analyse visitor information from your site. This allows you to retarget these visitors with Facebook messaging in future, or build new 'lookalike' audiences similar to your existing visitors.
>
> In can be a good idea to install a Facebook Pixel if you intend to do any Facebook related marketing in the future in order to prepare audience data.

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

Twitter Activity ✓
You have a strong following on Twitter.

1,716
Followers

Twitter Cards ✓
Your page is using Twitter Cards.

Show details

Instagram Connected ✓
Your page has a link to an Instagram profile.

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

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

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

7
Followers

236
View Count

Want to grow your YouTube Channel? Try our YouTube SEO Tool TubeRanker

Local SEO Beta

Address & Phone Shown on Website ✗
We can't identify one or both of these components on the page. Missing: Phone, Address

Local Business Schema ✗
No Local Business Schema identified on the page.

Google Business Profile Identified i
You can see information about your page's Google Business Profile within this report by signing up to one of our premium plans.

Signup - Free Trial

Want to improve your Local Search Presence? Try our Local SEO Tool LocalRanking

Technology Results

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

Technology	Version
Google Analytics	
Google Font API	
Google Tag Manager	
jQuery	
Webflow	

Server IP Address i
52.11.45.250

DNS Servers i
b.gtld-servers.net
a.gtld-servers.net
c.gtld-servers.net
h.gtld-servers.net
k.gtld-servers.net
j.gtld-servers.net
l.gtld-servers.net
f.gtld-servers.net
e.gtld-servers.net
m.gtld-servers.net
d.gtld-servers.net
g.gtld-servers.net
i.gtld-servers.net

Charset i
text/html

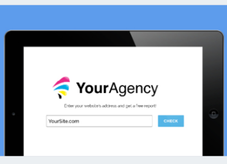
Review Child Pages

Page
/about
/blog
/blog/10-ways-to-stay-productive-if-your-summer-plans-have-been-derailed
/blog/7-tasks-every-professional-should-have-on-their-year-end-to-do-list
/blog/how-to-spot-a-student-who-is-struggling
/blog/workplace-jargon-dictionary
/contact
/cookie-settings
/course
/press
/privacy-policy
/speaking

Show me more

Embed an Audit Tool into your Agency's Site

Match your website's styling and colors. Show your customer a beautiful branded report. Get notified of leads straight to your Inbox.

Learn More - Embedding

SEOptimer