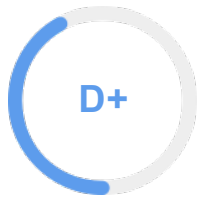


Website Report for bangaloregastro.com

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.

bangaloregastro.com's Result



Your page could be better

You have 22 Improvements Recommended



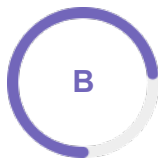
SEO



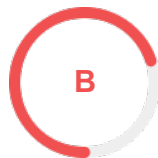
Usability



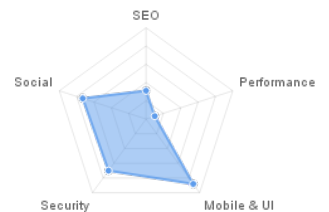
Performance



Social



Security



SEO Results



Your SEO could be better

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfils common recommended improvements outlined here before moving onto more advanced SEO strategies.

HTML HEADER

Title Tag

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



Length : 40

Meta Description Tag



Your page appears to be missing a meta description tag. A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

BODY CONTENT

Header Tags



Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	0
H2	12
H3	22
H4	14
H5	14
H6	0

Keyword Consistency



Your page's main keywords are not distributed well 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	Title	Meta Description Tag	Headings Tags	Page Frequency	
surgery	×	×	✓	30	
more	×	×	×	20	
read	×	×	×	19	
services	×	×	×	16	
big	✓	×	✓	14	
medical	×	×	✓	13	
patients	×	×	×	12	
surgeon	×	×	✓	11	
care	×	×	✓	10	
gastroenterology	×	×	✓	10	

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 1403

Image Alt Attributes

You have images on your page that are missing ALT attributes.



We found 37 images on your page and 37 of them are missing the attribute.

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



1

External Backlinks



56

All Backlinks



10

Moz Domain Authority

On-Page Link Structure

We found 92 total links. 4% 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.



Broken Links

We have found 25 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.



Friendly URLs

Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.



OTHER

Robots.txt

Your website appears to have a robots.txt file.



<http://bangaloregastro.com/robots.txt>

XML Sitemaps

We have not detected or been able to retrieve a XML sitemaps file successfully.



A sitemap includes a list of your pages that are available for crawling, as well as other useful information for search engines such as last update times and priority of pages. Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Analytics

We could not detect an analytics tool installed on your page.



Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

Usability



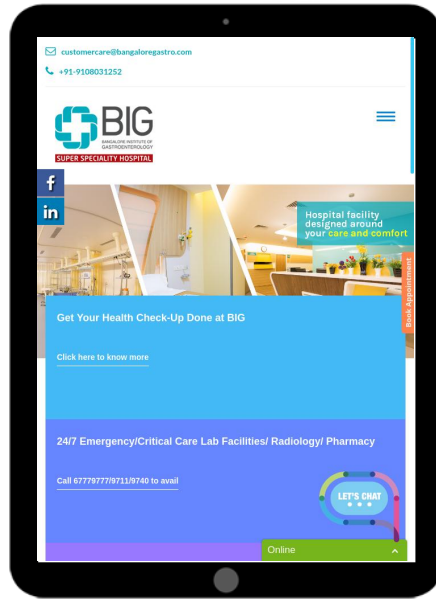
Your usability is very good!

Your page is highly 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



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.



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.



Legible Font Sizes

The text on your page appears to be legible across devices.



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.





Your performance needs improvement

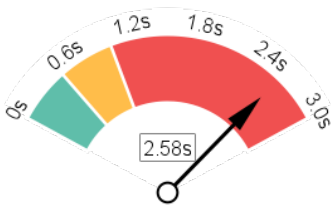
Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

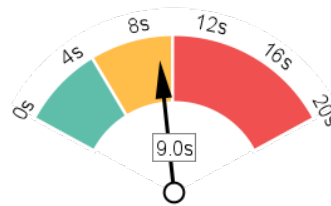
Your page's server response time is slow. We recommend optimizing this to improve user experience. There are a variety of technical factors such as the web server engine and routing rules that can affect server responsiveness.



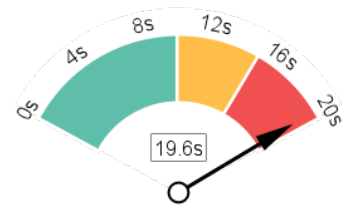
Server Response



All Page Content Loaded



All Page Scripts Complete

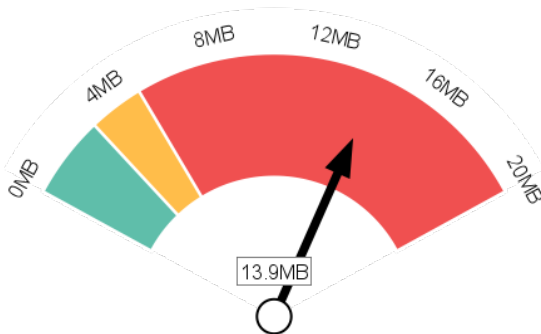


Page Size Info

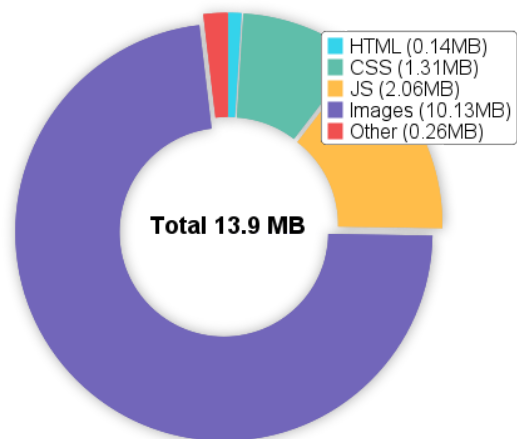
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.



Total Page Size









Page Size Breakdown





Number of Resources

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.

					
210	3	58	47	89	13
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

We could not identify GZIP compression being used on your website.



We recommend enabling this feature as it can reduce page size by 70% and significantly speed up page load for users.

Optimize Images

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.



Minification

Some of your JavaScript or CSS files do not appear to be minified.



W3C Validity

Your page does not appear to be W3C compliant. W3C compliance ensures the use of modern standards and improves the likelihood of your page rendering appropriately in future browser versions.



Errors: 48

Warnings: 111

Deprecated HTML

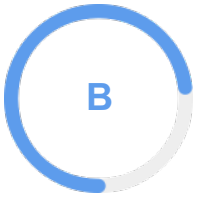
No deprecated HTML tags have been found within your page.



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.





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.



Twitter Connected

No associated Twitter profile found as a link on your page.



Google+ Connected

No associated Google+ profile found linked on your page.



Instagram Connected

No associated Instagram profile found linked on your page



Youtube Connected

No associated Youtube channel found linked on your page.



LinkedIn Connected

Your page has a link to a LinkedIn profile.



Social Shares

Your page appears to be being shared on social networks.



855

Facebook



0

LinkedIn



0

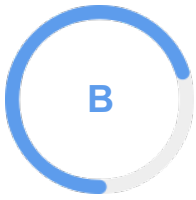
Pinterest



0

Stumbleupon

Security Results



Your security looks good

Overall, your website appears secure though you may want to address the highlighted items. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page does not redirect to a HTTPS (SSL secure) version.



Malware Check

Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



McAfee



Norton
by Symantec



AVG



Critical Software Up To Date

No outdated software versions were identified on your server.



Email Privacy

Email addresses have been found in plain text. We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.



Recommendations

SEO

Execute a Link Building Strategy

High Priority

SEO

Include a meta description tag

High Priority

Performance

Reduce your total page file size

High Priority

SEO

Implement a XML sitemaps file

Medium Priority

SEO

Use your main keywords across the important

Medium Priority

HTML tags

Performance

Improve server response time

Medium Priority

SEO

Fix identified broken links

Medium Priority

Performance

Ensure your page is W3C compliant

Low Priority

SEO

Implement an analytics tracking tool

Low Priority

Performance

Minify your CSS and JS Files

Low Priority

SEO

Update URLs to be more human and Search Engine readable

Low Priority

SEO

Add ALT attributes to all images

Low Priority

Social

Create and link your Twitter profile

Low Priority

Social

Create and link an associated Google+ profile

Low Priority

Security

Implement a redirect to HTTPS on your website

Low Priority

Performance

Optimize your images to reduce their file size

Low Priority

Performance

Make use of GZIP compression

Low Priority

Social

Create and link an associated Youtube channel

Low Priority

Security

Remove clear text Email Addresses

Low Priority

Performance

Remove inline styles

Low Priority

Social

Create and link associated Instagram profile

Low Priority

Mobile & UI

Improve the size of tap targets

Low Priority