Report for **fivestarfoodservice.com**

Score: **87** **%**

Generated on Saturday, March 5th 2022 3:26 pm

This report provides analysis of the key factors that influence the SEO, performance, security and the usability of your website.

The score is based on a **100** points scale that represents your website's overall architecture, configuration and design. The algorithm is based on various criteria, including search engine data, website structure, site performance, and others.

A score lower than 40 means that there is a lot of areas to improve. A score above 70 is a good mark and it means that your website is probably well optimized.

Legend

✅	High score	➖	Medium score	❌	Low score	ℹ️	Info only
	social		backlinks		visitors		accessibility
	SEO-content		technology		validity		usability
	SEO		mobile		performance		SEO-Authority
	security						

Top Priorities

- Fix HTML validation errors
- Add text or image anchors to all links
- Remove superfluous meta description
- Add more keyword-rich quality content
- Engage your fans on Facebook.
- Promote your Facebook fan page.
- Optimize your website for mobile devices
- Verify your Facebook page account.
- Fix WCAG 2.0 Accessibility Errors
- Consider not using iframes
- Add printer-friendly CSS

Social Media Indicators

Excellent, your social media presence is strong.

f Facebook Mentions	497	**t** Twitter Recent Mentions	1	**P** Pinterest Mentions	0

Reddit Mentions 0

High level of social activity increases domain authority and ability to rank higher, helps search engines to find and index new content in real-time, provides indicators for content authenticity and readers engagement.

Note: This data relates only to the websites URL and does not include specific brand pages.

Facebook

We have located following Facebook Page:

facebook profile image **class=**
https://www.facebook.com/FiveStarFoodService/

👍	**Facebook Likes:**	0	Too bad, you have no fans.	✘
💬	**Talking about this:**	0	Not good, people are not engaging with your content.	✘
	Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	✔
	Linking to Facebook Page:	Yes	Good, your homepage is linking to your Facebook Page.	✔
✔	**Verified Facebook Account:**	No	Your Facebook Page account is not verified.	✘

Facebook is the largest and most popular social networking website. A well utilized Facebook page can increase your visibility online, improve your real-time search engine optimization, and provide your visitors with a venue to connect and promote your brand.
https://www.facebook.com/business/build

Twitter™

✅ We have located following Twitter™ account:

Five Star Food Service
@FiveStarFood
Chattanooga, TN

Description:	The South's premier micro market, vending, pantry, coffee, water, catering and refreshment services provider. Franchise of @CanteenVending. **Length:** 144 characters.	✔
Tweets:	1,135 - Excellent, you have many tweets.	✔
Followers:	391 - Great, you have many followers.	✔
Following:	478 - You have less followers than you are following.	✖
Page Link:	Yes, your homepage is linking to your Twitter™ account.	✔
Verified:	No, your account has not been verified by Twitter™	✖
Account Age:	10 years, 12 days, 16 hours, 54 minutes	✔
Last Tweet:	22 hours, 56 minutes, 30 seconds ago.	✔

Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awareness, promote your products and services, boost traffic to your website and help to connect with visitors. https://twitter.com/about

Traffic Rank

ℹ **4,213,682nd** most visited website in the **World**   **Trend:** 🔻 down (+)

Traffic Rank is provided by Alexa

Visitors Localization

ℹ No data available.

Registering country code top level domains (ccTLD) can prevent potential competitors from taking advantage of your primary domain reputation. It is also one of the ways to improve country specific SEO and performance. (http://www.searchenginejournal.com/seo-without-boarders-a-guide-to-international-seo-nick-paterman/60092/)

Images

✅ Perfect, all images have ALT attribute.

Number of images: 22
Missing alt tag: 0

The "alt" attribute provides a text equivalent for the image. If the browser cannot display an image the alt description will be given in its place. Furthermore, some visitors cannot see images as they might be blind in which the alt tag provides a valuable image description. Finally, search engines utilize the alt attribute for image search indexing. (www.w3.org/QA/Tips/altAttribute)

Title

We have found following title:

"Five Star - Vending Machines, Micro Markets, Coffee, Filter Water, Cafes"

Length: 72 characters

The <TITLE> element provides a short piece of text describing the document. The title is very important as it shows in the window title bars, bookmarks and search results. Title should be between 60 to 80 characters long. (www.w3.org/QA/Tips/good-titles)

Description Metatag

We have found following description:

"Reshaping the Breaktime Experience"

Length: 34 characters

Warning: We have found **2** Description Meta Tags. Only the first description will be utilized by search engines.

The description attribute should provide a concise explanation of a Web page's content. Also, the description is often displayed on search engine results and can affect page ranking. (en.wikipedia.org/wiki/Meta_element#The_description_attribute)

Keywords Metatag

No Keywords Found.

The keywords attribute was utilized by search engines to provide more accurate search results. Due to the over usage and spamming the keywords attribute has been phased out and is no longer relevant. Google doesn't use the "keywords" meta tag in web search ranking. (googlewebmastercentral.blogspot.se/2009/09/google-does-not-use-keywords-meta-tag.html)

Text to HTML Ratio

The Text to HTML ratio is **15.58%**

Original content is by far the single most important element to search engines. Low Text to HTML ratio indicates little content for search engines to index. We consider it to be good practice to have a Text to HTML ratio of at least 10% and ideal above 20%

Keyword Density & Consistency

Consistent	Keywords	% Density	# Count	T Title	D Desc.	H <H>	A ALT	B <b>
➖	service	4.21%	27	-	-	7	8	-
✔	five	4.05%	26	1	-	7	8	-
✔	star	4.05%	26	1	-	7	8	-
➖	food	3.27%	21	-	-	2	8	-
➖	coffee	1.56%	10	1	-	1	-	-
✖	learn	1.40%	9	-	-	-	-	-
➖	water	1.25%	8	1	-	1	-	-
✖	more	1.25%	8	-	-	-	-	-
➖	experience	0.93%	6	-	1	1	-	-
➖	know	0.93%	6	-	-	-	6	-
	- -							
➖	five star	4.05%	26	1	-	7	-	-
➖	food service	2.02%	13	-	-	1	-	-
➖	star food	2.02%	13	-	-	1	-	-
✖	learn more	1.25%	8	-	-	-	-	-
➖	micro markets	0.47%	3	1	-	-	-	-
	- -							
➖	five star food	2.02%	13	-	-	1	-	-
➖	star food service	2.02%	13	-	-	1	-	-
✖	business bureau award	0.31%	2	-	-	-	-	-
✖	better business bureau	0.31%	2	-	-	-	-	-
✖	bottled water service	0.31%	2	-	-	-	-	-

Keywords density and consistency are notable factors for optimal page SEO. Preferred keywords should have higher keywords density indicating their importance. Optimally, preferred keywords should also be consistently utilized in multiple essential areas of the page such as title, description meta tag, h1 through h6 headings, alt image attributes, backlinks and internal links anchor text. Keyword density of above 5% is a good indication that the word or phrase appears too many time in the content. (more information)

Frames

No frames detected. We found 1 inline frame(s).

It is not recommended to use frames or iframes because they can cause problems for search engines. It is best to avoid frames and inline frames whenever possible (searchenginewatch.com/article/2064573/Search-Engines-and-Frames). If frames must be utilized consider <noframes> tag. (www.w3schools.com/tags/tag_noframes.asp).

Flash

No flash detected.

Flash and other reach-media technologies should primarily be utilized for decorative purposes. This makes your site more search engine friendly and improves accessibility (support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1).

Headings

- **1 <H1>**
  - IMAGE of Five Star Food Service [data:image/gif;base64,R0lGODlh...w ==] + IMAGE of Five Star Food Service [data:image/gif;base64,R0lGODlh...w ==] + IMAGE of Five Star Food Service [/w p-content/themes/fivestar/im...svg]
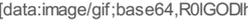
- **5 <H2>**
  - Keeping America Working™
  - Our Services
  - Join Our Team
  - New s & Notes
  - We're Proud of Our Work

- **17 <H3>**
  - Find Your Service Area
  - Markets
  - Vending
  - Coffee
  - Water
  - Pantry
  - Dining
  - Catering
  - Sustainability
  - "The service is exceptional and any time I've ever needed assistance, I can alw ays count on Five Star for quick and courteous service."
  - "Five Star goes above and beyond to make sure w e are satisfied and happy."
  - "The micro-market is AWESOME, everyone loves it! Cheers to a long relationship betw een SBG-WZTV and Five Star."
  - "Five Star does a super job - w e are extremely pleased w ith their excellent customer service, responsiveness and overall service."
  - "Our reps are ALWAYS very responsive and helpful. It is a pleasure w orking w ith Five Star."
  - "Five Star is alw ays professional to w ork w ith and our company appreciated the attention to detail your staff members provide to us throughout the year."
  - "I can't thank you all enough for the Customer Appreciation Dinner yesterday. It w as fantastic; good food and great service!"
  - "Very good. Alw ays responsive to our needs or concerns."

- **7 <H4>**
  - Scroll
  - Scroll
  - Scroll
  - Reshaping the Breaktime Experience
  - A Solution For Every Need
  - Grow With Us
  - Five Star Food Service Aw ards

- **0 <H5>**

- **0 <H6>**

> The <h1> to <h6> tags are used to define HTML headings. The <h1> tag should hold the title describing the content of a specific page therefore only one h1 tag is needed per page. There can be any number of h2 - h6 tags but they should be added in order of importance (www.w3schools.com/tags/tag_hn.asp).

Doctype

HTML 5

The <!DOCTYPE> declaration tells the web browser about what version of HTML the page is written in. It is good practice to always add the <!DOCTYPE> declaration to the HTML documents, so that the browser knows what type of document to expect. (www.w3schools.com/tags/tag_DOCTYPE.asp)

Character Encoding

UTF-8 (Unicode)
Covers: Worldwide

To display an HTML page correctly, the browser must know what character-set to use (en.wikipedia.org/wiki/Character_encodings_in_HTML).

Language

Declared Language: en-US (English)
Language Attribute: en-US (English)

The HTML "lang" attributes and language metatag define the base language to be used for displaying text and characters on a Website. www.mcanerin.com/en/articles/meta-language.asp

W3C Markup Validation

Status: FAILED [27 errors, 16 warning(s)]

It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility (W3C Markup Validation Service).

Deprecated HTML elements

Good, no deprecated elements found.

A deprecated element is one that has been outdated by newer constructs. Deprecated elements may become obsolete in future versions of HTML so it is recommended not to use them. (webdesign.about.com/od/htmltags/a/bltags_deprctag.htm)

Nested HTML Tables

Great, no nested tables detected.

In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use CSS layout instead.

Web Analytics

Yes, we have detected following web analytics tools:
Google™ Analytics

Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successfully web strategy and assessing the effectiveness of a website. At a minimum, we recommend to utilize at least one web analytics tool.

robots.txt

Yes, https://fivestarfoodservice.com/robots.txt
Your robots.txt file is blocking search engines access to parts of the website.

User-agent: *

- Disallow: /example/

Arobots.txt file restricts access to your site by search engine robots that crawl the web. (www.robotstxt.org/robotstxt.html)

XML Sitemap

Found following XML sitemap(s):

- https://fivestarfoodservice.com/sitemap_index.xml

Sitemaps inform search engines about pages available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL. XML sitemap should help search engines to crawl the site more intelligently. (http://www.sitemaps.org/protocol.html)

Accessibility Check

WCAG 2.0 (AA) Conformance Test: FAILED [62 error(s)]
Header nesting - header following h1 is incorrect.
[Line 84, Col 7] `<h1 class="hdr-logo" role="banner"> <!-- Logo Here --> <a class="hdr-logo-link" ...`
Modify the header levels so only an `h1` or `h2` follows `h1`.
i (italic) element used.
[Line 108, Col 38] `<i></i>`
Replace your `i` elements with `em` or `strong`.
Subscribe to review all 62 errors

Following Web accessibility standards while developing a website can help users with specific needs, such as visually impaired, motor/mobility, auditory, seizures, as well as cognitively and intellectually impaired disabilities. Some of these fixes include general seo applications like Alt tags, Form labels, fixing empty links and adding alternative text. To read more about accessibility guidelines follow this link Web Content Accessibility Guidelines (WCAG) Overview.

Mobile Rendering

Mobile internet usage has been exceeding PC's since 2014 and growing so it is critical for pages to render correctly on mobile devices.

Mobile Optimization

Google Mobile Page Speed score: **43%** (Low)

Lighthouse Lab Data	Result
✖ First Contentful Paint	3.2 s
✖ Time to Interactive	7.5 s
✖ First Meaningful Paint	4.8 s
✖ Speed Index	6.4 s

Mobile PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is incorporating website speed in search ranking (http://www.mattcutts.com/blog/site-speed)

Mobile Experience

✅ Mobile User Experience: **80%**(High)

✔ **Font Size -** Document uses legible font sizes. Font sizes less than 12px are too small to be legible and require mobile visitors to "pinch to zoom" in order to read. Strive to have >60% of page text ≥12px.

✔ **Plugins -** Document avoids plugins. Search engines can't index plugin content, and many devices restrict plugins or don't support them.

✔ **Viewport -** Has a `<meta name="viewport">` tag with `width` or `initial-scale`. A`<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents

✔ **Tap Targets -** Tap targets are sized appropriately. Interactive elements like buttons and links should be large enough (48x48px), and have enough space around them, to be easy enough to tap without overlapping onto other elements.

✖ **Mobile Page Speed -** Too bad your page speed is **slow** on mobile devices.

Mobile users have now become a critical part of online visits. Making the website mobile friendly is no longer an option but rather necessity. (https://developers.google.com/webmasters/smartphone-sites/)

Favicon

✅ Yes
file: https://fivestarfoodservice.com/wp-conte...pped-Five-Star-Logo_Color-Icon-32x32.png

✔ Good, a hi-resolution (192x192) favicon found.

✔ Excellent, apple touch icon found.

The Favicon is a small icon associated with a website. The Favicon is important because it is displayed next to the website's URL in the address bar of the browser as well as in bookmarks and shortcuts. (en.wikipedia.org/wiki/Favicon)

Custom 404 Error Page

✅ Yes, custom 404 error page detected.

A404 is a standard http response code for a resource that cannot be located on the server. Webservers usually return a "404 Not Found" error page for non-existing pages. Unfortunately, these default error pages are very generic and a not very user friendly, therefore, using a custom 404 error page is highly recommended.

Process of returning http status code "200 OK" for a non-existent page or redirecting users to another url is called soft 404. Soft 404 errors are problematic for search engines and are not advisable. (https://support.google.com/webmasters/answer/181708)

Printability

ℹ Could not locate print-friendly CSS.

Print-friendly pages are designed to fit on an 8.5"x11" or A4 sheet and usually include only the content of the page, along with source information. (webdesign.about.com/od/printerfriendly/a/aa041403a.htm)

W3C CSS Validation

Data could not be obtained.

It is recommended to use valid CSS to ensure that the website displays correctly. (W3C CSS Validation Service).

Domain Age

Your domain was registerd for the first time: 10 years, 5 months, 21 days ago.

Age of the domain is one of the many signals that search engines utilize for ranking. Brand new domains generally have more difficult time to rank high for the first few months. (http://www.coconutheadphones.com/does-domain-agematter)

Domain Expiration

Your domain expires in: 3 years, 6 months, 6 days.

Domain expiration far in to the future is considered a good practice as it promotes confidence in your website, decreases chances of losing domain and in certain cases might help with search engine ranking. (http://www.hover.com/blog/three-reasons-to-renew-your-domain-names-for-five-years)

Links 🔍

We found a total of **101** links out of which **24** are duplicate links:

Internal Links: relative	Internal Links: absolute	Ext.External Links: noFollow	Ext.External Links: passing Juice	Other
40 (39.60%)	46 (45.54%)	0 (0.00%)	14 (13.86%)	1

	Anchor(s)	# Count	Title	URL	L Length	T Target	Rel	Type
✔	Skip to content	1	-	SStatic	8	-	-	Rel.Relative
✔	IMAGE (Five Star Food Service)	2	-	SStatic	31	-	home	Abs.Absolute
✔	Find Your Service Area	2	-	SStatic	10	-	-	Rel.Relative
✔	Get A Quote	3	-	SStatic	9	-	-	Rel.Relative
✔	Careers	2	-	SStatic	9	-	-	Rel.Relative
✔	Return to Office Solutions	2	-	SStatic	14	-	-	Rel.Relative
✘	EMPTY	1	-	SStatic	1	-	-	Rel.Relative
✔	Micro Markets	1	-	SStatic	15	-	-	Rel.Relative
✔	Vending	1	-	SStatic	9	-	-	Rel.Relative
✔	Coffee & Tea +	2	-	SStatic	8	-	-	Rel.Relative
✔	Coffee Roaster	2	-	SStatic	24	-	-	Ext.External
✔	Coffee Products	1	-	SStatic	24	-	-	Rel.Relative
✔	Coffee Equipment	1	-	SStatic	25	-	-	Rel.Relative
✔	Water +	2	-	SStatic	7	-	-	Rel.Relative
✔	Filtration Options	1	-	SStatic	26	-	-	Rel.Relative

> Hyperlinks are an integral part of any website and properly linked content has great impact on the SEO. It is a good practice to keep number of unique links below 100, URLs preferably as short and concise as possible and utilize nofollow attribute to control PageRank flow passed through links.

Broken Links 🖱 🔍

Good, No broken links found.

> Broken or dead links can negatively impact user experience, search engine crawl rate and website traffic.

IP Canonicalization 🔍

Yes, your site's IP 72.10.32.57 redirects to fivestarfoodservice.com.

> Some web spiders index websites using IP as well as domain name which can cause duplicate content if there is no IP Canonicalization. (www.mattcutts.com/blog/seo-advice-url-canonicalization)

URL Canonicalization 🔍

Yes, both the www.fivestarfoodservice.com and fivestarfoodservice.com resolve to the same URL.

> Domain name with WWW and without can be considered as different pages causing duplicate content for search engines. (www.mattcutts.com/blog/seo-advice-url-canonicalization)

Page Speed

🟠 Google Page Speed score: **72%** (Average)

Lighthouse Lab Data	Result
➖ First Meaningful Paint	1.2 s
✖ Speed Index	2.9 s
➖ First Contentful Paint	1.0 s
➖ Time to Interactive	3.1 s

> PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is now incorporating website speed in search ranking (http://www.mattcutts.com/blog/site-speed)

Server Information 🔒

ℹ️

ISP:	GoDaddy.com, LLC
Server IP:	72.10.32.57
Server Location:	🇺🇸 VIRGINIA, Ashburn

Name Server 1:	ns1.mediatemple.net (64.207.128.246)
Name Server 2:	ns2.mediatemple.net (70.32.65.137)

> Your server's IP address and location have minor impact on the country specific SEO. It is recommend to host the website in the country where the number of vistors is desired to be the highest. Search engines take the geolocation of a server into account. (http://www.youtube.com/watch?v=hXt23AXlJJU)

HTTPS (SSL) 🔒

✅

Issued To:

Common Name (CN):	fivestarfoodservice.com

Issuer:

Common Name (CN):	R3
Oranization (O):	Let's Encrypt

Period of Validity

Begins On:	02/06/2022
Expires On:	05/07/2022

> Google™ is now treating HTTPS as a ranking signal. HTTPS is a secure web protocol that allows for encrypted communication between website and the client. HTTPS protocol requires your website to have an SSL certificate, which can be purchased from a Certificate Authority (CA) or SSL vendor. (http://googleonlinesecurity.blogspot.in/2014/08/https-as-ranking-signal_6.html).

Safe Browsing 🔒

✅ Yes

> Safe Browsing is a service provided by Google that enables applications to check URLs against Google's constantly updated lists of suspected phishing and malware pages. (http://www.google.com/safebrowsing/diagnostic?site=)

Spam Blacklist 🔒

✅ Good, your IP *72.10.32.57* is not blacklisted.

> Spammer directories provide lists of IPs from which spam distribution is reported. Emails sent from the blocked IPs are subject to closer scrutiny and are much less likely to be delivered. For email campaigns it is recommended to utilize professional email services to ensure that your website IP is not blocked. (www.stopforumspam.com)

Email Address Obfuscation 🔒

✅ Great, this webpage does not contain email addresses displayed in plain text.

> It is recommended to obfuscate email addresses posted in public. This prevents email addresses from being automatically harvested by spam bots which helps to decrease number of unsolicited emails.

Directory Browsing 🔒

✅ Great, your server has directory browsing disabled.

> Protect Webserver directories from unwanted browsing. To enhance security, directory browsing should be disabled unless you have a specific reason to enable it. If you enable directory browsing, make sure that you only enable it on the particular directory or directories that you want to share. (http://technet.microsoft.com/en-us/library/cc731109)

Whois Privacy 🔒

ℹ️ No contact information available.

> Whois Privacy is a service that prevents domain owner contact information from being displayed in the publicly available Whois records. This can help to cut down on unwanted spam but utilizing Whois privacy should be evaluated against business model and branding strategy.

Server Signature 🔒

✅ Good, your server does not provide version information.

> Attackers can utilize server signature versioning information to their advantage therefore it is recommended to disable it when possible. (Disable server signature for Apache or IIS).