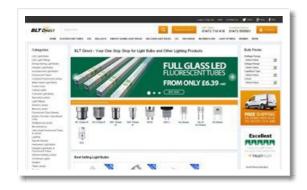


Report for bltdirect.com



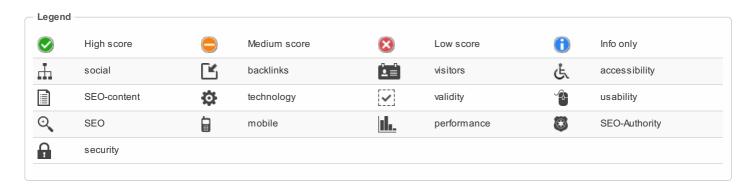
Score: **86.2** %

Generated on Monday, September 19th 2016 2:12 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.

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



Top Priorities



- Promote your organization on social media
- Add text or image anchors to all links
- Fix CSS validation errors
- Engage your fans on Facebook
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Leverage browser caching
- Optimize your website for mobile devices
- Optimize images
- Consider lowering number of links
- Submit your website to DMOZ directory
- Verify your Facebook page account
- Consider not using iframes
- Add printer-friendly CSS

Social Media Indicators





Too bad, your social media presence is very low.

in LinkedIn Mentions 6 🐼 StumbleUpon Views 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:



BLTDirec

Local Business | Lighting Fixtures | Ipswich United Kingdom

https://www.facebook.com/BLTDirect

For over 15 years, BLT Direct has been lighting up the UK with a huge selection of solutions from global brands.

	Facebook Likes:	453	Great, you have many fans liking your page.	₹
(Talking about this:	4	People are not engaging with your content enough.	-
9	Were here:	6	Great, some users "Checked In" at your physical location.	€
900	Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	€
30	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





We have located following Twitter™ account:



Last Tweet:

BLT Direct

@bltdirect

Ipswich, United Kingdom

Description:
Based in the UK and shipping to the world, BLT Direct is a one stop shop for domestic and commercial lighting needs.

Tweets:
875 - Excellent, you have many tweets.

Followers:
3,381 - Great, you have many followers.

Following:
1,994 - Good, you are following some users.

Page Link:
Yes, your homepage is linking to your Twitter™ account.

Verified:
No, your account has not been verified by Twitter™

Account Age:
7 years, 6 months, 13 days, 10 hours

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

Google+





We have located following Google+ Page:



BLT Direct

https://plus.google.com/+BltdirectLighting

5 hours, 55 minutes, 27 seconds ago.

From home decorators to business owners, the comprehensive BLT Direct range is curated to fit the needs of every buyer. The website features over 15,000 products from leading manufacturers, with shipping available to both UK and international addresses. From standard light bulbs and tubes to specialty lighting solutions, the website features a huge range of products from leading brands including Aurora, Bell, Crompton, GE, Megaman, Osram, Philips and more. As a Google certified shop with more than 3500 Trustpilot reviews, customers can shop with complete confidence. Youtube Channel: Click Here

O	Followers:	826	Great, you have many followers following your page.	€
G+1	Plus Ones:	1,261	Excellent, it appears that users like your content.	€
G+	Google+ Custom URL:	Yes	Perfect, your Google+ Page has custom url.	€
96	Linking to Google+ Page:	Yes	Good, your homepage is linking to your Google+ Page.	€
②	Verified Google+ Account:	Yes	Your Google+ Page account is verified.	€

Google+ is a popular interest-based social network. Awell utilized Google+ account can help drive organic site visits and improve brand recognition. About Google+ pages

Traffic Rank





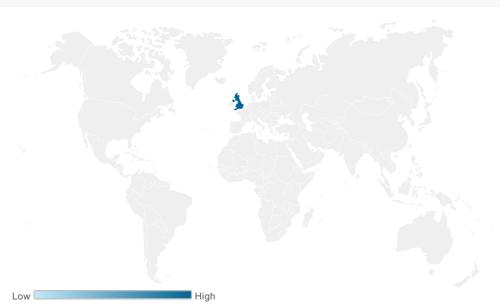
392,908 most visited website in the World **Trend:** V down (+16,425) 21,082 most visited website in United Kingdom

Traffic Rank is provided by Alexa

Visitors Localization







Country	Percent	Domain (ccTLD)	Status
United Kingdom	86.2%	bltdirect.co.uk	Not 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-tointernational-seo-nick-paterman/60092/)

Images







Perfect, all images have ALT attribute.

Number of images: 75 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:

"Light Bulbs | LED Light Bulbs and Light Fittings - UK - BLT Direct"

Length: 66 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:

"Get the latest deals on all light bulb types at BLT Direct - our complete range includes quality branded light bulbs, tubes and light fittings."

Length: 143 characters

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





We have found 6 keywords:

- LightingLamps
- Light Bulbs Light Fittings
- LED Lights
 Energy Saving Light Bulbs

Length: 83 characters

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 25.91%

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	Title	Description	H1-H6	ALT	Bold
✓	led	3.72%	117	1	-	2	1	2
✓	light	3.40%	107	3	3	4	18	4
€	bulbs	2.76%	87	2	1	3	-	4
-	watt	2.22%	70	-	-	-	-	9
€	tubes	1.65%	52	-	1	1	1	2
-	lamps	1.40%	44	-	-	1	-	5
	lights	1.30%	41	-	-	1	-	1
×	pin	1.18%	37	-	-	-	-	-
	range	0.98%	31	-	1	-	-	-
-	product	0.95%	30	-	-	-	28	-
✓	light bulbs	2.06%	65	2	1	3	-	-
*	view full	0.86%	27	-	-	-	-	-
×	full range	0.86%	27	-	-	-	-	-
×	flood lights	0.67%	21	-	-	-	-	-
×	product rating	0.64%	20	-	-	-	-	-
*	view full range	0.86%	27	-	-	-	-	-
×	star graphic used	0.48%	15	-	-	-	-	-
*	illustrate customers feedback	0.48%	15	-	-	-	-	-
×	led flood lights	0.41%	13	-	-	-	-	-
*	bulb cap base	0.32%	10	-	-	-	-	-

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





Yes, 1 inline frame(s) detected.

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 $frames\ whenever\ possible\ (\underline{searchenginewatch.com/article/2064573/Search-Engines-and-Frames}).\ If\ frames\ must be\ utilized\ consider$ <noframes> tag. (www.w3schools.com/tags/tag_noframes.asp).





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>
 - o BLT Direct Your One Stop Shop for Light Bulbs and Other Lighting Products
- 3 <H2>
 - o Best Selling Light Bulbs
 - o Recent Light Bulb News
 - Light Bulbs, Lamps and Tubes from BLT Direct
- 4 <H3>
 - Lighting Predictions for 2016
 - o Could You Illuminate Your Home with SAD Lighting?
 - o Three LED Myths Debunked
 - o Indoor Farming With LED Lights
- 0 <H4>
- 0 <H5>
- 3 <H6>
 - o Free Shipping
 - Get Discounts
 - o Follow Us

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 (English) Language Attribute: en (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: PASSED [0 errors, 0 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.

Adeprecated 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, http://bltdirect.com/robots.txt

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

XML Sitemap





Found following XML sitemap(s):

http://www.bltdirect.com/sitemap.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)







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: 77% (Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
34	10	1.08s	27.75 KB	74.3 KB	177.17 KB	50.24 KB	0 B	2.44 KB	331.9 KB

Recommendation	Impact
Avoid app install interstitials that hide content	None
Avoid landing page redirects	None
	None
Leverage browser caching	Medium
	None
	None
	None
✓ Minify JavaScript	None
Eliminate render-blocking JavaScript and CSS in above- the-fold content	High
✓ Optimize images	None
	None

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







- Avoid plugins Your page does not appear to use plugins, which would prevent content from being usable on many platforms.
- ✓ Configure the viewport Your page specifies a viewport matching the device's size, which allows it to render properly on all devices.
- ✓ Size content to viewport The contents of your page fit within the viewport.
- Size tap targets appropriately All of your page's links/buttons are large enough for a user to easily tap on a touchscreen.
- Use legible font sizes The text on your page is legible.
- Mobile Page Speed Your page speed is average 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







file: http://bltdirect.com//static.bltdirect.com/favicon.ico

size: 16px by 16px type: image/x-icon

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





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





Status: FAILED [11 error(s)]

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

DMOZ







Not Listed

DMOZ the Open Directory Project is the most comprehensive human edited directory of the Web, compiled by a vast global community of volunteer editors. (www.dmoz.org/help/geninfo.html)

Domain Age





Your domain was registerd for the first time: 12 years, 6 months, 18 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: 1 year, 5 months, 9 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-forfive-years)





We found a total of 931 links out of which 159 are duplicate links:

Inte	rnal Links: relative	Internal Link	s: absolute	External Links: noFollow	E	xternal L	inks: pas	sing Juice	•	Other
871	(93.56%)	45 (4.83%)		1 (0.11%)	1	4 (1.50%)			0
	Anchor(s)	Count	Title		URL	Length	Target	Rel	Туре	
V	Login / Sign Up	1	Login or Sign Up v	vith BLT Direct	Static	10	-	nofollow	Relative	
•	Help	2	Help		Static	12	-	-	Relative	\bigcirc
•	3383	1	-		Static	29	_blank	-	External	
•	826	1	-		Static	37	_blank	-	External	
V	453	2	-		Static	34	_blank	-	External	\bigcirc
•	IMAGE (This is the BLT Dir logo)	rect 1	Light Bulbs, Lamp	s and Tubes Direct	Static	19	-	-	Absolute	
•	<u>Home</u>	1	Light Bulbs, Lamp Page	s and Tubes Direct Home	Static	1	-	-	Relative	
•	Fluorescent Tubes	2	Fluores cent Tubes	3	Static	18	-	-	Relative	\bigcirc
V	T4 Fluorescent Tubes	1	T4 Fluorescent Tu	bes	Static	21	-	nofollow	Relative	
	6W T4 (12mm Diameter)	1	6W T4 (12mm Dia	meter)	Dynamic	40	-	nofollow	Relative	
	10W T4 (12mm Diameter)	1	10W T4 (12mm Di	ameter)	Dynamic	40	-	nofollow	Relative	
	16W T4 (12mm Diameter)	1	16W T4 (12mm Di	ameter)	Dynamic	40	-	nofollow	Relative	
	20W T4 (12mm Diameter)	1	20W T4 (12mm Di	ameter)	Dynamic	40	-	nofollow	Relative	
	24W T4 (12mm Diameter)	1	24W T4 (12mm Di	ameter)	Dynamic	40	-	nofollow	Relative	
	30W T4 (12mm Diameter)	1	30W T4 (12mm Di	ameter)	Dynamic	40	-	nofollow	Relative	

Warning: Number of links seems high. Google recommends limiting number of links per page to a "resonable" number.

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 46.38.171.158 redirects to www.bltdirect.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 $\underline{www.bltdirect.com}$ and $\underline{bltdirect.com}$ resolve to the same URL.

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

Page Speed







Google Page Speed score: 83%(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
83	13	3.27s	210.89 KB	474.89 KB	321.84 KB	98.07 KB	0 B	1.97 KB	1.08 MB
Recommendation						Impact			
Avoid I	anding page	redirects			None				
					None				
Leverage browser caching					Mediur	m			
✓ Reduce	e server res	ponse time			None	None			
Minify (CSS				None				
Minify I	HTML				None				
Minify	JavaScript			l	None				
	 Eliminate render-blocking JavaScript and CSS in above- the-fold content 				Mediur	n			
Optimi	Optimize images				Mediur	m			
	ze visible co	ntent			None				

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

Server Information





ISP: Rackspace **Server IP:** 46.38.171.158

Server Location: ENGLAND, London

Name Server 1: ns.rackspace.com (69.20.95.4)

Name Server 2: ns2.rackspace.com (65.61.188.4)

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?y=hXt23AXJJJU)

HTTPS (SSL)





Issued To:

Common Name (CN): www.bltdirect.com

Issuer:

Common Name (CN): COMODO RSADomain Validation Secure Server CA

Oranization (O): COMODO CALimited

Period of Validity

Begins On: 05/02/2016 Expires On: 05/03/2017

Google TM 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. (<a href="http://www.google.com/safebrowsing/diagnostic?site="http://www.google.com/safebrowsing/diagnostic?site="http://www.google.com/safebrowsing/diagnostic?site="http://www.google.com/safebrowsing/diagnostic?site="https://www.goog

Spam Blacklist





Good, your IP 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





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).