Report for **cogneesol.com**

Score: # 86.2 %

Generated on Monday, January 16th 2017 6:17 am

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

- Add ALT attribute to images
- Add custom 404 error page.
- Add text or image anchors to all links
- Fix CSS validation errors
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Engage your fans on Facebook
- Optimize your website for mobile devices
- Leverage browser caching
- Size tap targets appropriately
- Optimize meta description
- Submit your website to DMOZ directory
- Verify your Facebook page account
- Minify HTML
- Optimize images
- Disable server signature
- Consider obfuscating publicly accessible email addresses.
- Add printer-friendly CSS

Social Media Indicators

Excellent, your social media presence is strong.

f Facebook Mentions	43	**G+ Google™+ Mentions**	1,017	**P Pinterest Mentions**	290
in LinkedIn Mentions	206	**StumbleUpon Views**	1	**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:

Cogneesol
Company | Financial Service | Business Service | Legal Service
New York, NY United States
https://www.facebook.com/cogneesol.company
An ISO 9001:2008 certified company offering value-added services to industries like Accounting, Insurance, Legal, Data Management, Technology globally.

👍	**Facebook Likes:**	836	Great, you have many fans liking your page.	✔
💬	**Talking about this:**	6	People are not engaging with your content enough.	▬
📍	**Were here:**	22	Great, some users "Checked In" at your physical location.	✔
🖥	**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:

Cogneesol Pvt. Ltd.
@Cogneesol
California, USA

Description:	Cogneesol #B2B – An innovative provider of technology, business outsourcing and consulting services across US, UK, Europe, Canada, Australia and others. **Length:** 152 characters.	✔
Tweets:	830 - Excellent, you have many tweets.	✔
Followers:	2,117 - Great, you have many followers.	✔
Following:	28 - 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, 7 months, 3 days, 23 hours	✔
Last Tweet:	4 days, 3 hours, 21 minutes, 54 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

Google+

We have located following Google+ Page:

Cogneesol
https://plus.google.com/+Cogneesol
Established in 2008, Cogneesol is a leading global outsourcing service provider that extends its business value to more than 300 clients worldwide. We offer the following high-quality value added services to our esteemed clients:Finance and Accounting ServicesTechnology ServicesLegal Support ServicesData Management ServicesInsurance Back-office ServicesWe serve several industries world-wide, such as real estate, finance, healthcare, manufacturing, logistics, hospitality, telecommunications and technology.

	Followers:	547	Great, you have many followers following your page.	✔
	Plus Ones:	1,017	Excellent, it appears that users like your content.	✔
	Google+ Custom URL:	Yes	Perfect, your Google+ Page has custom url.	✔
	Linking to Google+ Page:	Yes	Good, your homepage is linking to your Google+ Page.	✔
	Verified Google+ Account:	Yes	Your Google+ Page account is verified.	✔

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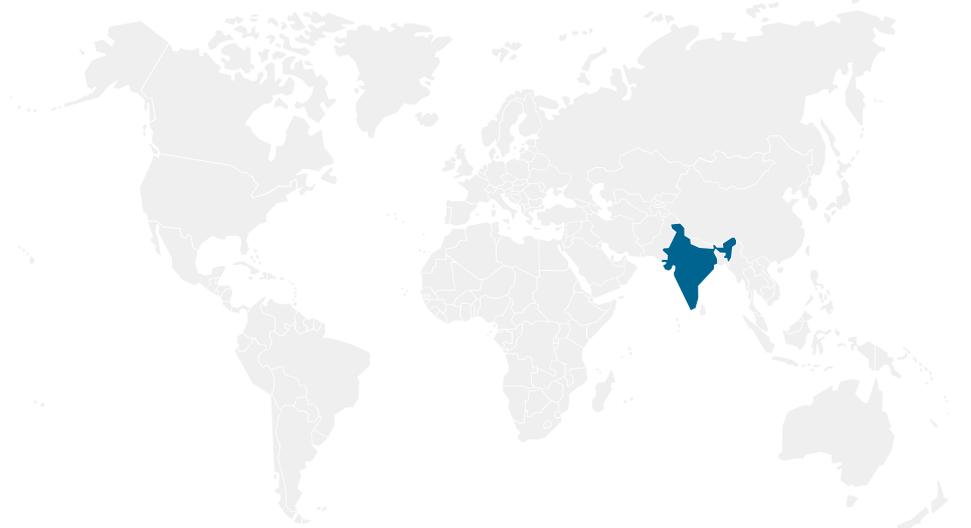
Traffic Rank

1,754,652 most visited website in the **World**
342,337 most visited website in ⬛ **India**

Trend: ▲ up (-928,952)

Traffic Rank is provided by Alexa

Visitors Localization

Country	Percent	Domain (ccTLD)	Status
🇮🇳 India	67.7%	cogneesol.in	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-to-international-seo-nick-paterman/60092/)

Images

We have located images with missing ALT attribute.

Number of images: 19
Missing alt tag: 8

List of images with missing ALT attributes:

- images/start_quotes.png (3 locations)
- images/end_quotes.png (3 locations)
- images/footer-border.png
- //googleads.g.doubleclick.net/pagead/viewthroughconversion/966012005/?value=...t=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:

"Cogneesol – We Help You Transform Your Business"

Length: 47 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:

"Cogneesol - An innovative provider of business process outsourcing services across countries like US, UK, Europe, Canada, Australia etc. Get the best quality at best prices."

Length: 173 characters

Warning: The description is 173 characters long. The optimal description should not exceed 160 characters (http://www.seomoz.org/learn-seo/meta-description).

> 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 **7** keywords:

- business process outsourcing
- outsourcing service providers
- outsourcing to India
- business management solutions
- outsource solutions
- bpo india
- business process outsourcing company

Length: 182 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 **21.20%**

> 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
✔		services	5.12%	28	-	1	4	4	-
✔		cogneesol	4.20%	23	1	1	1	5	-
✔		business	2.93%	16	1	1	-	5	-
━		outsourcing	1.65%	9	-	1	-	4	-
━		technology	1.46%	8	-	-	1	1	-
━		company	1.46%	8	-	-	-	4	-
━		insurance	1.28%	7	-	-	1	1	-
━		legal	1.28%	7	-	-	1	1	-
━		accounting	1.28%	7	-	-	1	1	-
━		australia	1.10%	6	-	1	-	-	-
- - - - -		- -								
━		technology services	0.91%	5	-	-	1	-	-
✖		business outsourcing	0.73%	4	-	-	-	-	-
✖		outsourcing company	0.73%	4	-	-	-	-	-
━		outsourcing services	0.55%	3	-	1	-	-	-
━		support services	0.55%	3	-	-	1	-	-
- - - - -		- -								
✖		business outsourcing company	0.73%	4	-	-	-	-	-
━		insurance back-office services	0.37%	2	-	-	1	-	-
━		legal support services	0.37%	2	-	-	1	-	-
✖		646 688 2821	0.37%	2	-	-	-	-	-
━		across countries like	0.18%	1	-	1	-	-	-

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.

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>**
  - Here's a quick snapshot of Cogneesol:

- **3 <H2>**
  - What We Do
  - Sign Up for a Free Trial
  - What Our Clients Say About Us!

- **5 <H3>**
  - REQUEST A FREE QUOTE
  - Accounting & Finance Services
  - Insurance Back-office Services
  - Legal Support Services
  - Technology Services

- **0 <H4>**

- **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 (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.

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
- CrazyEgg
- Facebook Pixel

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://cogneesol.com/robots.txt

A robots.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):

- http://www.cogneesol.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 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: **66%** (Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
104	31	10.43s	50.41 KB	319.31 KB	873.69 KB	237.92 KB	0 B	17.86 KB	1.46 MB

Recommendation		Impact
✔ Avoid landing page redirects		None
✔ Enable compression		None
➖ Leverage browser caching		Medium
✔ Reduce server response time		None
✔ Minify CSS		None
✔ Minify HTML		Low
✔ Minify JavaScript		None
✖ Eliminate render-blocking JavaScript and CSS in above-the-fold content		High
✔ Optimize images		Low
➖ Prioritize visible content		Medium

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: **83%** (High)

✔ **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 -** Some of the links/buttons on your webpage 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.The following tap targets are close to other nearby tap targets and may need additional spacing around them. show more
  - The tap target Finance And Accounting and 26 others are close to other tap targets.
  - The tap target +1 646 688 2821 and 9 others are close to other tap targets.

✔ **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://cogneesol.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

❌

No custom 404 error page detected.
Warning: Soft 404 error detected redirecting to *https://www.cogneesol.com/404*.

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

ℹ️

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 [209 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: 8 years, 11 months, 19 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, 11 days, 17 hours.

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 **78** links out of which **16** are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
33 (42.31%)	29 (37.18%)	0 (0.00%)	10 (12.82%)	6

	Anchor(s)	Count	Title	URL	Length	Target	Rel	Type	
✖	EMPTY	3	-	Static	1	-	-	Relative	⌄
✔	IMAGE (Cogneesol)	1	-	Static	26	-	-	Absolute	
✔	Home	1	-	Static	25	-	-	Absolute	
✔	About Us	1	-	Static	34	-	-	Absolute	
✔	Security	1	-	Static	34	-	-	Absolute	
✔	Why Cogneesol	1	-	Static	39	-	-	Absolute	
✔	FAQ's	1	-	Static	29	-	-	Absolute	
✖	EMPTY	2	-	Dynamic	49	_blank	-	External	⌄
✖	EMPTY	2	-	Static	29	_blank	-	External	⌄
✖	EMPTY	2	-	Static	34	_blank	-	External	⌄
✖	EMPTY	2	-	Static	42	_blank	-	External	⌄
✖	EMPTY	2	-	Static	49	_blank	-	External	⌄
✔	Services	1	-	Static	34	-	-	Absolute	
✔	Finance And Accounting	3	-	Static	50	-	-	Absolute	⌄
✔	Legal Services	1	-	Static	40	-	-	Absolute	

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 192.232.220.86 redirects to www.cogneesol.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.cogneesol.com and cogneesol.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: **86%**(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
103	30	9.28s	49.9 KB	318.16 KB	1.3 MB	237.92 KB	0 B	16.83 KB	1.9 MB

Recommendation	Impact
✔ Avoid landing page redirects	None
✔ Enable compression	None
➖ Leverage browser caching	Medium
✔ Reduce server response time	None
✔ Minify CSS	None
✔ Minify HTML	Low
✔ Minify JavaScript	None
✖ Eliminate render-blocking JavaScript and CSS in above-the-fold content	High
✔ Optimize images	Low
✔ Prioritize visible content	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 (http://www.mattcutts.com/blog/site-speed)

Server Information 🔒

ISP: Websitewelcome.com
Server IP: 192.232.220.86
Server Location: 🇺🇸 TEXAS, Houston

Name Server 1: ns6231.hostgator.com (50.87.144.151)
Name Server 2: ns6232.hostgator.com (192.254.225.109)

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=hXt23AXIJJU)

HTTPS (SSL) 🔒

Issued To:
Common Name (CN):   cogneesol.com

Issuer:
Common Name (CN):   COMODO RSADomain Validation Secure Server CA
Oranization (O):   COMODO CALimited

Period of Validity
Begins On: 08/10/2016
Expires On: 08/11/2017

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 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 🔒

There are 2 emails in plain text on the webpage:
- username@example.com
- info@cogneesol.com

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

❌ On, nginx/1.10.2

> 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).