

Report for languagealliance.com





Generated on Friday, April 8th 2016 6:24 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.

Legend	ŀ						
	High score		Medium score	8	Low score		Info only
н	social	Ľ	backlinks		visitors	Ŀ.	accessibility
	SEO-content	\$	technology	~	validity	~ ` }	usability
Q	SEO		mobile	ıl.	performance	۲	SEO-Authority
•	security						

Top Priorities

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- Add custom 404 error page.
- Fix HTML validation errors
- Fix CSS validation errors
- Add your Facebook page link to the website
- Engage your fans on Facebook
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Leverage browser caching
- Minify CSS
- Minify JavaScript
- Optimize images
- Add HTTPS (SSL) support to your website
- Disable server signature
- Add printer-friendly CSS

Socia	I Media Indicators						щĘ
	Excellent, your social media	presence	is strong.				
	Facebook Mentions	175	💱 Google™+ Mentions	638	Pinterest Mentions	343	
	in LinkedIn Mentions	70	📀 StumbleUpon Views	78	😤 Reddit Mentions	0	
	0		s domain authority and ability to enticity and readers engageme	0	er, helps search engines to fin	nd and index new co	ntent in real-time,
	Note: This data relates o	nly to the w	ebsites URL and does not inclu	ude specifi	c brand pages.		

Facebook



We have located following Facebook Page:

21	ANC	4
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ALL	IAN	CE

All Language Alliance, Inc.- Legal Translation Services Company | Translator Littleton, CO United States

https://www.facebook.com/languagealliance

Multilingual certified translation, legal translation of sensitive business, medical documents. Corporate, medical, technical, legal interpreting

services ß Facebook Likes: 1,066 Great, you have many fans liking your page. P Talking about this: 4 People are not engaging with your content enough. 2 Were here: 1 Great, some users "Checked In" at your physical location. Í Facebook Page Vanity URL: Yes Perfect, your Facebook Page has vanity url. Gir -Linking to Facebook Page: No Too bad, your homepage is not linking to your Facebook Page. Verified Facebook Account: Your Facebook Page account is verified. Ì Yes

Facebook is the largest and most popular social networking website. Awell 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

Twitt	er™	ф
8	We could not locate Twitter™ account associated with your website. The Twitter™ account @languageallianc is available. <u>Register it now.</u>	
	Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awarene promote your products and services, boost traffic to your website and help to connect with visitors. <u>https://twitter.com/about</u>	SS,
Traff	c Rank	
	4,080,951 most visited website in the World Trend: (-1,356,514)	
	Traffic Rank is provided by <u>Alexa</u>	
Visito	ors Localization	 L≣
	No data available.	
	Registering country code top level domains (ccTLD) can prevent potential competitors from taking advantage of your primary domain reputation is also one of the ways to improve country specific SEO and performance. (<u>http://www.searchenginejournal.com/seo-without-boarders-a-guide-international-seo-nick-paterman/60092/</u>)	
Imag		
	Perfect, all images have ALT attribute.	
V	Number of images: 3 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. (<u>www.w3.org/QA/Tips/altAttribute</u>)	n
Title		
	We have found following title:	
	"Language Translation Services: Certified Document Translation"	
	Length: 61 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)</td><td></td></tr><tr><td>Desc</td><td>ription Metatag</td><td></td></tr><tr><td></td><td>We have found following description:</td><td></td></tr><tr><td></td><td>"All Language Alliance: Document Translation, Certified Translations. Free Quotes!"</td><td></td></tr><tr><td></td><td>Length: 82 characters</td><td></td></tr><tr><td></td><td>The description attribute should provide a concise explanation of a Web page's content. Also, the description is often displayed on search enginersults and can affect page ranking. (<u>en.wikipedia.org/wiki/Meta_element#The_description_attribute</u>)</td><td>ne</td></tr></tbody></table></title>	

Keywords Metatag

We have found 4 keywords:

- certified translation
- professional translation
- foreign language translation
- document translation

Length: 99 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 35.34%

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
×	translation	5.40%	27	2	1	2	3	-
¥.	language	3.80%	19	1	1	1	-	-
×	certified	3.20%	16	1	1	2	3	-
-	translations	3.00%	15	-	1	4	-	-
s.	services	2.60%	13	1	-	2	1	-
-	legal	2.40%	12	-	-	3	-	-
-	interpreting	1.80%	9	-	-	4	-	-
-	medical	1.80%	9	-	-	1	-	-
*	documents	1.80%	9	-	-	-	-	-
-	foreign	1.60%	8	-	-	1	-	-
-	foreign language	1.60%	8	-	-	1	-	-
-	translation services	1.40%	7	1	-	2	-	-
-	document translation	1.00%	5	1	1	-	-	-
-	language translation	1.00%	5	1	-	1	-	-
-	language alliance	1.00%	5	-	1	-	-	-
-	foreign language translation	0.80%	4	-	-	1	-	-
-	certified document translation	0.60%	3	1	-	-	-	-
-	language translation services	0.40%	2	1	-	1	-	-
-	certified translation services	0.40%	2	-	-	1	-	-
*	legal translation services	0.40%	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

 \checkmark

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).

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Flash

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Ö ~

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

 \checkmark

■ 1 <H1>

• Extend Your Global Reach with Our Legal and Corporate Foreign Language Translation Services

- 1 <H2>
 - Our Professional Certified Translation Services Save You Time, Money, and Embarrassment
- 0 <H3>
- 5 <H4>
 - Legal Translations Legal Interpreting
 - Technical Translations Engineering Interpreting
 - Financial Translations Corporate Interpreting
 - Medical Translations Healthcare Interpreting
 - o Certified Translators and Professional Interpreters with Know ledge of Your Industry

■ 2 <H5>

- Free Quote
- Contact Us
- 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

MTML 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

	6		÷.,	
- 6			2	
- 11				
- 3		2	1	
		-	e:-	

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)

	uage	
V	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	
V3C	Markup Validation	[
8	Status: FAILED [6 errors, 1 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 improve cross browser compatibility (<u>W3C Markup Validation Service</u>).	s
)epr	ecated HTML elements	} [
V	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 H so it is recommended not to use them. (<u>webdesign.about.com/od/htmltags/a/bltags_deprctag.htm</u>)	ITM
lest	ed HTML Tables	. 1
	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 issudue to increased HTML size and rendering time. It is better to use <u>CSS layout</u> instead.	les
Veb	Analytics	-
Veb		4
Veb	Analytics Yes, we have detected following web anlytics tools:	veb
•	Analytics Yes, we have detected following web anlytics tools: Image: Source of the second s	veb (
•	Analytics Yes, we have detected following web anlytics tools: Image: Source in the second s	veb (
	Analytics Yes, we have detected following web anlytics tools: Image: State of Coordination of Coordination (Coordination of Coordination (Coordination of Coordination of Coordinatio Coordinatio Coordination of Coordination of Coordina	veb (
Sobot	Analytics Yes, we have detected following web anlytics tools: Image: Soggle ™ Analytics 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 w analytics tool. s.txt Yes, http://languagealliance.com/robots.txt Arobots.txt file restricts access to your site by search engine robots that crawl the web. (www.robotstxt.org/robotstxt.html)	veb (
© obot	Analytics Yes, we have detected following web anlytics tools: Image: 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 w analytics tool. s.txt Yes, http://languagealliance.com/robots.txt	veb (

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Mobile Rendering
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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

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Google Mobile Page Speed score: 83%(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
31	8	1.57s	36.72 KB	81.69 KB	563.46 KB	45.09 KB	0 B	131.76 KB	858.73 KB
Recom	mendation					Impact			Details
🖋 Avoid a	pp install in	terstitials that h	ide content	t	N	one			\bigtriangledown
🖋 Avoid la	Inding page	e redirects		l	Ν	one			\checkmark
🖋 Enable	compressi	on		1	N	one			\bigtriangledown
🖌 Levera	ge browser	caching		-	Lo	W			\bigtriangledown
Reduce	e server res	ponse time			Ν	one			\bigtriangledown
🖋 Minify C	SS				Lo	W			\bigtriangledown
🖋 Minify H	TML				Ν	one			\bigtriangledown
🖋 Minify J	avaScript				Lo	W			\checkmark
	ite render-b content	locking JavaSc	ript and CSS in a	above-	Н	gh			\odot
🖋 Optimiz	æ images				Lo	W			\bigtriangledown
V Prioritiz	e visible co	ntent			N	one			\odot

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

Mobile Experience

Mobile User Expirience: **100%**(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 - 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 Great, your page speed is fast) 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

 Image: Constraint of the provide 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)

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Custom 404 Error Page



No custom 404 error page detected.

Warning: Soft 404 error detected redirecting to http://www.languagealliance.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

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 [17 error(s)]

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

🕄 [Ľ DMOZ Yes, listed 4 times. Current Listing(s): Title: Serving foreign clients Link: http://www.languagealliance.com/multilingual-marketing/ Category: Society » Law » Services » Law_Practice_Support » Marketing Title: All Language Alliance, Inc Link: http://www.languagealliance.com/ Category: Business » Business _Services » Communications » Translation » Multiple_Language » North_America » United_States Title: All Language Alliance Link: http://www.languagealliance.com/legal-translation/ Category: Business » Business_Services » Communications » Translation » Interpreting » Medical_and_Legal Title: Language Alliance Link: http://www.languagealliance.com/ Category: Regional » North_America » United_States » Colorado » Localities » D » Denver » Business_and_Economy » Business_Services 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)

Backlinks



Approximate number of backlinks indexed by Google ™: more than 1K Approximate number of backlinks indexed by Bing ™: more than 2K

The number of backlinks is one indication of the popularity or importance of that website or page therefore the more backlinks comming from reputable websites the better. (<u>en.wikipedia.org/wiki/Backlink</u>)

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Page	Rank	۲
V	PR: 4 out of 10 (Above Average)	
	PageRank is Google's measure of the importance of a page. It is based on complex algorithmes evaluating page content, authority, keyword density, back links, traffic, demand and more. (<u>en.wikipedia.org/wiki/PageRank</u>)	
ndex	ed Pages	
V	Estimated number of pages indexed by Google™: about 80 Estimated number of pages indexed by Bing™: about 80	
	The higher number of indexed pages the more content search engines can index, which increases overall value of the website. (en.wikipedia.org/wiki/Search_engine_indexing)	
Doma	in Age	8
V	Your domain was registerd for the first time: 17 years, 2 months, 30 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 high for the first few months. (http://www.coconutheadphones.com/does-domain-agematter)	ank
Doma	in Expiration	8
V	Your domain expires in: 3 years, 9 months, 5 hours.	
	Demain expiration for intention future is considered a good practice as it promotes confidence in your website decreases of loging	

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. (<u>http://www.hover.com/blog/three-reasons-to-renew-your-domain-names-for-five-years</u>)

Links

We found a total of 37 links out of which 9 are duplicate links: External Links: passing Juice Internal Links: relative Internal Links: absolute External Links: noFollow Other 4 (10.81%) 33 (89.19%) 0 (0.00%) 0 (0.00%) 0 Anchor(s) Count Title URL Length Target Rel Type IMAGE (Certified Document Transl...go) 1 ALAHome Page Static 32 Absolute IMAGE (certified translation) 3 Request AFree Quotation Static 43 _ _ Absolute \odot 2 Legal Translation Certified Legal Document Translation Static 50 _ Absolute \bigcirc -Professional Translation Services 1 Professional Translation Services Static 53 Absolute Corporate Translations 2 \odot 1 _ Static 54 _ _ Absolute 2 Marketing Translations Static 54 Absolute \bigtriangledown Í ---Medical Translations 2 Static 52 Absolute \bigcirc _ 2 \odot Medical Interpreting Static 53 Absolute e d _ _ -2 **Technical Translations** Static 54 Absolute (\mathbf{v}) --Translation Tips 1 Static 49 Absolute đ _ _ 2 Absolute Languages See All Supported Languages Static 42 V w) _ -1 Static Absolute Chinese -52 --French 1 Static 52 Absolute --50 Absolute German 1 Static _ _ 1 Static 51 Absolute <u>Italian</u> --_ 1 55 Absolute Norwegian Static -J --Russian 1 Static 53 Absolute _ _ <u>Japanese</u> 1 Static 53 Absolute ---Czech 1 51 Absolute _ Static --Absolute Spanish 1 Static 53 About Us 1 ALABackground Info Static 41 Absolute _ -1 White Paper Language Translation Whitepapers Static 44 Absolute _ -**FAQs** 1 Frequently Asked Questions Static 36 Absolute 1 Relative Free Quote -Static 12 _ -Contact Us 1 Static 9 Relative _ _ More Language Translations » 1 Static 11 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.

Static 64

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IP Canonicalization

Í,

Financial Translations

Yes, your site's IP 208.95.104.151 redirects to www.languagealliance.com.

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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)

Q

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Absolute

URL Canonicalization

Yes, both the <u>www.languagealliance.com</u> and <u>languagealliance.com</u> 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: 93%(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
32	8	1.37s	52.38 KB	104.59 KB	558.86 KB	45.09 KB	0 B	152.56 KB	913.47 KB
Recom	nendation					Imp	act		
🖋 Avoid la	nding page	e redirects		l	No	ne			
🖋 Enable	compress	ion		ł	No	ne			
🖋 Leveraç	ge browser	caching			Lo	W			
🖋 Reduce	e server res	ponse time			No	ne			
Minify C	SS				Lo	W			
🖋 🛛 Minify H	TML			l	No	ne			
🖋 Minify Ja	avaScript				Lo	W			
	te render-t content	olocking JavaSo	cript and CSS in	above-	Me	dium			
🖋 Optimiz	e images				Lo	W			
 Prioritiz 	e visible co	ontent			No	ne			

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

Server Information

)	Server IP:	208.95.104.151
	Server Location:	OREGON, Corvallis
	Name Server 1:	ns1.kattare.com (74.85.225.58)
	Name Server 2:	ns2.kattare.com (204.13.11.60)

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. (<u>http://www.youtube.com/watch?</u> <u>v=hXt23AXIJJU</u>)

HTTPS (SSL)



8

No HTTPS (SSL) found.

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).



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are	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=)
pam	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)
mail	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.
irec	cory 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

Registrant:	
Name:	All Language Alliance, Inc.
Organization:	All Language Alliance, Inc.
Address:	9249 s. broadway, Highlands Ranch, 80129, US
Phone:	+1.3034709555
Fax:	+1.9999999999
Email:	translate@languagealliance.com

Administrative Contact:

Name:	language alliance, inc., all
Address:	9249 s. broadway, Highlands Ranch, 80129, US
Phone:	+1.3034709555
Fax:	+1.9999999999
Email:	translate@languagealliance.com

Technical Contact:

Name:	Network Solutions, LLC.
Organization:	Network Solutions, LLC.
Address:	13861 Sunrise Valley Drive, Herndon, 07107, US
Phone:	1.8886429675
Email:	customerservice@networksolutions.com

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, Apache PHP/4.4.9

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

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