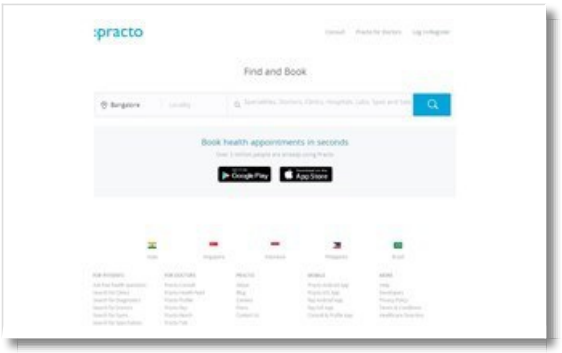
# Report for practo.com




**Score:** 89.3 %

**Generated on Wednesday, July 6th 2016 3:54 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.

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**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | High score | | Medium score | | Low score | | 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
- Fix CSS validation errors
- Add more keyword-rich quality content
- Add your Google+ page link to the website
- Add <!DOCTYPE ...> declaration
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Optimize your website for mobile devices
- Leverage browser caching
- Optimize Twitter™ bio
- Submit your website to DMOZ directory
- Reduce server response time
- Prioritize visible content
- Verify your Google+ page account
- Size tap targets appropriately
- Add printer-friendly CSS

## Social Media Indicators

Excellent, your social media presence is strong.

| | | | | | |
|---|---|---|---|---|---|
| **Facebook Mentions** | 55,162 | **Google™+ Mentions** | 1,272 | **Pinterest Mentions** | 0 |
| **LinkedIn Mentions** | 582 | **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:

**Practo**
Health | Medical | Pharmaceuticals | Medical & Health
Bangalore India
https://www.facebook.com/practo
We help you find the right doctors for your problems, and help doctors digitize their practice.

| | | | |
|---|---|---|---|
| **Facebook Likes:** | 208,261 | Great, you have many fans liking your page. | ✔ |
| **Talking about this:** | 13,447 | Excellent, it appears that people are engaged 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:** | Yes | Your Facebook Page account is 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:

Practo
**@Practo**
IN, SG, PH, ID, MY, BR

| | | |
|---|---|---|
| **Description:** | We help you find the right doctors for your problems, and help doctors digitize their practice.<br>**Length:** 95 characters. | |
| **Tweets:** | 2,397 - Excellent, you have many tweets. | ✔ |
| **Followers:** | 18,567 - Great, you have many followers. | ✔ |
| **Following:** | 109 - Good, you are following some users. | ✔ |
| **Page Link:** | Yes, your homepage is linking to your Twitter™ account. | ✔ |
| **Verified:** | Yes, your account has been verified by Twitter™ | ✔ |
| **Account Age:** | 6 years, 7 months, 26 days, 13 hours | ✔ |
| **Last Tweet:** | 1 hour, 58 minutes, 46 seconds ago. | ✔ |

**Warning:** You are not maximizing your Twitter™ bio (description) space.

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:

**Practo**
*Patient First*
https://plus.google.com/+practo
Practo's mission is to help improve human longevity by simplifying healthcare. We're leading the way with Practo.com – Asia's #1 doctor search engine used by over 1M patients every month and Practo Ray – the practice management solution of choice for thousands of doctors managing millions of appointments and digital healthcare records every year.

| | | | | |
|---|---|---|---|---|
| | **Followers:** | 439 | Great, you have many followers following your page. | ✔ |
| G+1 | **Plus Ones:** | 1,272 | Excellent, it appears that users like your content. | ✔ |
| | **Google+ Custom URL:** | Yes | Perfect, your Google+ Page has custom url. | ✔ |
| | **Linking to Google+ Page:** | No | Too bad, your homepage is not linking to your Google+ Page. | ✖ |
| | **Verified Google+ Account:** | No | Your Google+ Page account is not 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

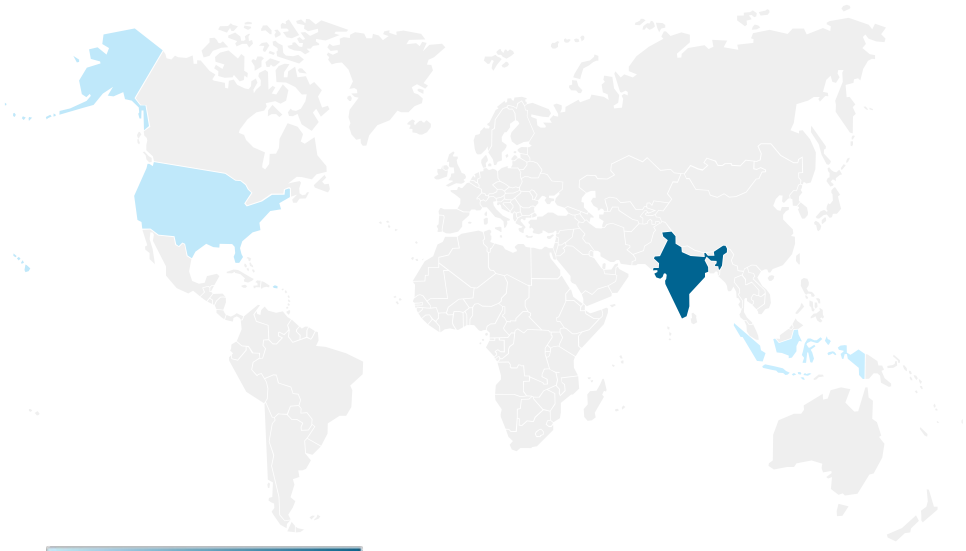
## Traffic Rank

**5,368** most visited website in the **World**
**363** most visited website in **India**

**Trend:** down (+1,249)

Traffic Rank is provided by Alexa

## Visitors Localization



Low High

| Country | Percent | Domain (ccTLD) | Status |
|---|---|---|---|
| India | 94.0% | practo.in | Not available. |
| Singapore | 1.4% | practo.sg | Not available. |
| United States | 1.0% | practo.us | Not available. |
| Indonesia | 0.7% | practo.id | 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

Good, most images have ALT attribute.

**Number of images:** 5
**Missing alt tag:** 2

**List of images with missing ALT attributes:**

- https://www.facebook.com/tr?id=327052174165071&ev=PixelInitialized
- //googleads.g.doubleclick.net/pagead/viewthroughconversion/1007860816/?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:

*"Find Doctors, Diagnostic Labs, Gyms, Spas & Salons | Practo"*

**Length:** 59 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:

*" Find & book appointments with doctors, diagnostic labs, salons, gyms & spas. Ask free health questions to doctors or get free tips from health experts"*

**Length:** 154 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

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 **12.11%**

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 |
|---|---|---|---|---|---|---|---|---|
| ✓ | practo | 5.38% | 15 | 1 | - | 1 | 1 | - |
| - | health | 2.51% | 7 | - | 2 | - | - | - |
| ✓ | doctors | 2.15% | 6 | 1 | 2 | 1 | - | - |
| - | search | 2.15% | 6 | - | - | 1 | - | - |
| - | app | 2.15% | 6 | - | - | - | 1 | - |
| ✗ | singapore | 2.15% | 6 | - | - | - | - | - |
| - | free | 1.79% | 5 | - | 2 | - | - | - |
| ✓ | book | 1.43% | 4 | - | 1 | 1 | 1 | - |
| ✗ | consult | 1.43% | 4 | - | - | - | - | - |
| ✗ | philippines | 1.43% | 4 | - | - | - | - | - |
| ✗ | other cities | 1.43% | 4 | - | - | - | - | - |
| - | diagnostic labs | 0.72% | 2 | 1 | 1 | - | - | - |
| - | ask free | 0.72% | 2 | - | 1 | - | - | - |
| - | free health | 0.72% | 2 | - | 1 | - | - | - |
| - | health questions | 0.72% | 2 | - | 1 | - | - | - |
| - | free health questions | 0.72% | 2 | - | 1 | - | - | - |
| - | ask free health | 0.72% | 2 | - | 1 | - | - | - |
| - | get free tips | 0.36% | 1 | - | 1 | - | - | - |
| ✗ | practo android app | 0.36% | 1 | - | - | - | - | - |
| ✗ | already using practo | 0.36% | 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>
  - Find and Book
- 0 <H2>
- 0 <H3>
- 1 <H4>
  - Javascript is disabled in your brow ser. Enable javascript for search functionality
- 0 <H5>
- 7 <H6>
  - Countries
  - For Patients
  - For Doctors
  - Practo
  - Mobile
  - More
  - Connect

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

No <!DOCTYPE ...> declaration found.

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: FAILED [7 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
- New Relic

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://practo.com/robots.txt

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

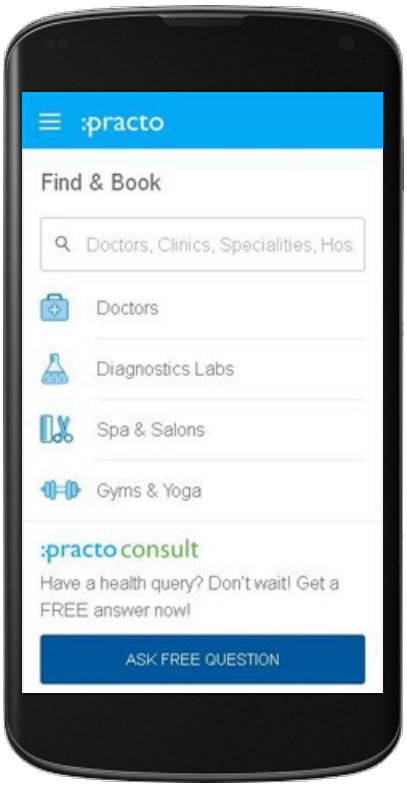
## XML Sitemap

Found following XML sitemap(s):

- http://practo.com/https:/www.practo.com/sitemap.xml
- http://practo.com/https:/www.practo.com/consult-sitemap.xml
- http://practo.com/https:/www.practo.com/fit-sitemap.xml
- http://practo.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: **65%** (Average)

| Requests | Hosts | Load time | Html | Images | JavaScript | CSS | Flash | Other | Page Size |
|---|---|---|---|---|---|---|---|---|---|
| 44 | 17 | 5.08s | 121.32 KB | 190.73 KB | 859.37 KB | 147.75 KB | 0 B | 13.69 KB | 1.3 MB |

| Recommendation | Impact |
|---|---|
| Avoid app install interstitials that hide content | None |
| Avoid landing page redirects | None |
| Enable compression | None |
| Leverage browser caching | Medium |
| Reduce server response time | Medium |
| Minify CSS | None |
| Minify HTML | None |
| Minify JavaScript | None |
| Eliminate render-blocking JavaScript and CSS in above-the-fold content | High |
| Optimize images | None |
| 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 Expirience: **92%** (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  is close to 1 other tap targets final.
  - The tap target  is close to 1 other tap targets final.
  - The tap target <input id="keywordsInput" type="text" name="q" class="keywords-input…complete-input"> is close to 1 other tap targets final.
- **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

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 [55 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: 6 years, 1 month, 3 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: 2 years, 10 months, 27 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 **125** links out of which **18** are duplicate links:

| Internal Links: relative | Internal Links: absolute | External Links: noFollow | External Links: passing Juice | Other |
|---|---|---|---|---|
| 102 (81.60%) | 21 (16.80%) | 0 (0.00%) | 2 (1.60%) | 0 |

| Anchor(s) | Count | Title | URL | Length | Target | Rel | Type |
|---|---|---|---|---|---|---|---|
| IMAGE (Practo - Book Doctor Appo...ne) | 1 | - | Static | 1 | - | - | Relative |
| Log in/Register | 2 | - | Static | 13 | - | nofollow | Relative |
| Practo for Doctors | 2 | - | Static | 12 | _blank | - | Relative |
| Consult | 1 | - | Dynamic | 24 | - | - | Relative |
| Agra | 1 | - | Static | 5 | _blank | - | Relative |
| Ahmedabad | 1 | - | Static | 10 | _blank | - | Relative |
| Allahabad | 1 | - | Static | 10 | _blank | - | Relative |
| Amritsar | 1 | - | Static | 9 | _blank | - | Relative |
| Aurangabad | 1 | - | Static | 11 | _blank | - | Relative |
| Bangalore | 1 | - | Static | 10 | _blank | - | Relative |
| Bhopal | 1 | - | Static | 7 | _blank | - | Relative |
| Chandigarh | 1 | - | Static | 11 | _blank | - | Relative |
| Chennai | 1 | - | Static | 8 | _blank | - | Relative |
| Coimbatore | 1 | - | Static | 11 | _blank | - | Relative |
| Delhi | 1 | - | Static | 6 | _blank | - | 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.

## IP Canonicalization

Yes, your site's IP 54.169.85.224 redirects to www.practo.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.practo.com and practo.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: **84%**(High)

| Requests | Hosts | Load time | Html | Images | JavaScript | CSS | Flash | Other | Page Size |
|---|---|---|---|---|---|---|---|---|---|
| 46 | 17 | 3.62s | 121.32 KB | 212.83 KB | 859.36 KB | 147.75 KB | 0 B | 13.68 KB | 1.32 MB |

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

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

**Server IP:** 54.169.85.224

**Server Location:** -, Singapore

**Name Server 1:** ns-1079.awsdns-06.org (205.251.196.55)

**Name Server 2:** ns-192.awsdns-24.com (205.251.192.192)

**Name Server 3:** ns-1979.awsdns-55.co.uk (205.251.199.187)

**Name Server 4:** ns-828.awsdns-39.net (205.251.195.60)

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. (http://www.youtube.com/watch?v=hXt23AXlJJU)

## HTTPS (SSL)

**Issued To:**

| | |
|---|---|
| Common Name (CN): | *.practo.com |

**Issuer:**

| | |
|---|---|
| Common Name (CN): | Go Daddy Secure Certificate Authority - G2 |
| Oranization (O): | GoDaddy.com, Inc. |
| Oranizational Unit (OU): | http://certs.godaddy.com/repository/ |

**Period of Validity**

| | |
|---|---|
| Begins On: | 08/11/2015 |
| Expires On: | 08/31/2017 |

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

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

**Registrant:**

| | |
|---|---|
| Name: | Shashank ND |
| Organization: | Practo Technologies Pvt Ltd |
| Address: | Bannerghatta Road, Near Jayadeva Flyover,, Banglaore, 560078, IN |
| Phone: | +91.8880588999 |
| Email: | webmaster@practo.com |

**Administrative Contact:**

| | |
|---|---|
| Name: | Shashank ND |
| Organization: | Practo Technologies Pvt Ltd |
| Address: | Bannerghatta Road, Near Jayadeva Flyover,, Banglaore, 560078, IN |
| Phone: | +91.8880588999 |
| Email: | webmaster@practo.com |

**Technical Contact:**

| | |
|---|---|
| Name: | Shashank ND |
| Organization: | Practo Technologies Pvt Ltd |
| Address: | Bannerghatta Road, Near Jayadeva Flyover,, Banglaore, 560078, IN |
| Phone: | +91.8880588999 |
| Email: | webmaster@practo.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

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).