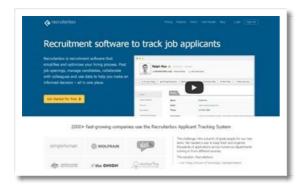


Report for recruiterbox.com



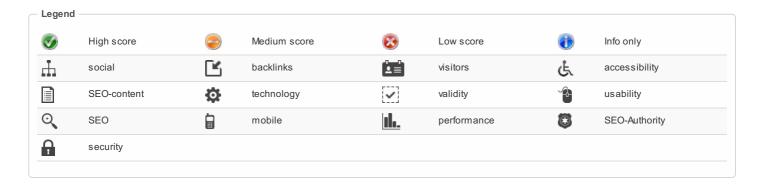


Generated on Monday, July 4th 2016 8:24 am

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.



Top Priorities



- Fix HTML validation errors
- Fix CSS validation errors
- Add your Google+ page link to the website
- Leverage browser caching
- Renew your domain name for more than a year
- Optimize meta description
- Submit your website to DMOZ directory
- Engage your fans on Facebook
- Verify your Facebook page account
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Redirect IP address to domain name
- Verify your Google+ page account
- Enable compression
- Consider not using iframes

Social Media Indicators



124



Excellent, your social media presence is strong.

in LinkedIn Mentions 85 🚱 StumbleUpon Views 1,393 😹 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:



Recruiterbox

Computers | Internet Website

https://www.facebook.com/recruiterbox

The simplest recruiting software to manage your hiring process

	Facebook Likes:	2,840	Great, you have many fans liking your page.	€
(Talking about this:	20	Excellent, it appears that people are engaged with your content.	€
92	Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	€
92	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. 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





We have located following Twitter™ account:



recruiterbox

@recruiterbox
San Francisco

Description: The most user-friendly recruitment software for growing organizations. For customer support, please contact us at

support@recruiterbox.com.

Length: 139 characters.

Tweets: 11,456 - Excellent, you have many tweets.

Followers: 16,752 - Great, you have many followers.

Following: 2,940 - 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, 4 months, 2 days, 6 hours

Last Tweet: 2 days, 14 hours, 25 minutes, 20 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:



Recruiterbox.com

The simplest recruiting software in the world for growing companies.

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

Recruiterbox is a web-based recruitment software and applicant tracking system for small businesses and startups. With it, you can track job applicants and resumes in one place and hire collaboratively with your team. Collect resumes into one searchable databaseManage interviews, share notes, send candidate auto-responsesManage your company's careers siteBroadcast job openings on social media and job boards

O	Followers:	686	Great, you have many followers following your page.	€
G+1	Plus Ones:	750	Excellent, it appears that users like your content.	€
G+	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.	*
0	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





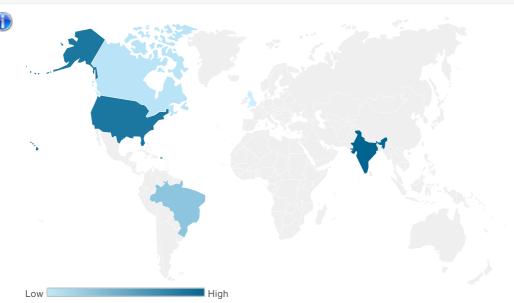
17,519 most visited website in the World 3,436 most visited website in India

Trend: \(\Lambda \) up (-3,462)

Traffic Rank is provided by Alexa

Visitors Localization





Country	Percent	Domain (ccTLD)	Status
India	41.1%	recruiterbox.in	Not available.
United States	28.9%	recruiterbox.us	Not available.
⊚ Bra <i>z</i> il	5.1%	recruiterbox.br	Not available.
I Canada	2.1%	recruiterbox.ca	Not available.
United Kingdom	1.5%	recruiterbox.co.uk	Not available.

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

Images





Perfect, all images have ALT attribute.

Number of images: 1 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. ($\underline{www.w3.org/QATips/altAttribute})$

Title





We have found following title:

"Recruiting Software and Applicant Tracking System | Recruiterbox.com"

Length: 68 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:

"Recruiterbox is the easiest way to track applicants in one place with our online recruiting and resume management software, applicant tracking systems and other online recruitment systems."

Length: 188 characters

Warning: The description is 188 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 2 keywords:

- recruitment software
- applicant tracking system

Length: 46 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 25.29%

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
✓	recruitment	3.77%	30	-	1	9	1	-
€	recruiterbox	2.77%	22	1	1	4	1	-
€	software	2.64%	21	1	1	6	1	-
✓	applicant	1.76%	14	1	1	3	1	-
✓	tracking	1.51%	12	1	1	3	1	-
_	job	1.26%	10	-	-	1	-	-
-	one	1.13%	9	-	1	2	-	-
=	applicants	1.13%	9	-	1	2	-	-
-	resume	1.13%	9	-	1	1	-	-
=	candidates	1.13%	9	-	-	1	-	-
-	recruitment software	2.01%	16	-	-	6	-	-
✓	applicant tracking	1.26%	10	1	1	3	-	-
-	one place	0.75%	6	-	1	1	-	-
-	tracking system	0.50%	4	1	-	1	-	-
-	tracking systems	0.38%	3	-	1	-	-	-
-	applicant tracking system	0.50%	4	1	-	1	-	-
-	applicant tracking systems	0.38%	3	-	1	-	-	-
-	other online recruitment	0.13%	1	-	1	-	-	-
-	resume management software	0.13%	1	-	1	-	-	-
-	online recruitment systems	0.13%	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





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 (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>
 - o Recruitment software to track job applicants
- 3 <H2>
 - o 2000+ fast-growing companies use the Recruiterbox Applicant Tracking System
 - o Why you will love using recruiterbox
 - New to Recruitment Software? Here's what you need to know
- 18 <H3>
 - o recruiterbox + IMAGE of Recruiterbox: Recruitment Software, Applicant Tracking [/static/media/images/logo/png/...png]
 - o Create jobs once. Update everyw here
 - o Structure your recruitment process
 - o Assign responsibilities to your team
 - o Customized questionnaire for applicants
 - o One stop for candidates from all sources
 - o All recruitment information in one place
 - o Truly w eb-based applicant tracking
 - o The most intuitive recruitment softw are
 - o Completely transparent pricing & terms
 - o More efficient than email & spreadsheets
 - o One-stop Resume Management
 - o Automated Applicant Tracking
 - o Customizable recruitment process
 - o Hire as a team
 - o What is Recruitment Softw are anyw ay?
 - o What does a Recruitment Softw are do?
 - What are the types of Recruitment Software?
- 5 <H4>
 - o Recruiterbox Intro (Video)
 - o Features
 - o Related
 - o Company
 - o More
- 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: FAILED [3 errors, 5 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:



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://recruiterbox.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://recruiterbox.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: 83%(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
74	38	1.46s	54.47 KB	245.67 KB	906.85 KB	229.16 KB	0 B	72.08 KB	1.47 MB

Recommendat	on	Impact	
Avoid app insta	Il interstitials that hide content	None	
Avoid landing p	age redirects	None	
	ssion	Low	
Leverage brows	ser caching	Medium	
	response time	None	
		None	
		None	
✓ Minify JavaScrip	ot	None	
Eliminate render the-fold content	er-blocking JavaScript and CSS in above-	- Medium	
✓ Optimize image	es	None	
Prioritize visible	content	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





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







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. $(\underline{en.wikipedia.org/wiki/Favicon})$

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





Great, you are using print-friendly CSS:

recruiterbox.com/static/build/uncss/index-8088cf58.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 [3 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, 7 months, 17 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: 4 months, 12 days, 15 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)





We found a total of $\bf 61$ links out of which $\bf 8$ are duplicate links:

Internal Links: relative In	Internal Links: absolute External Links: no		External Links: noFollow	llow External Links: passing Juice					Other
48 (78.69%) 0	9%) 0 (0.00%)		0 (0.00%)	13 (21.31%)					0
Anchor(s)	Cour	t Title		URL	Length	Target	Rel	Туре	
✓ recruiterbox + IMAGE (Recruiterbong)	1	Recruiterb Tracking	ox: Recruitment Software, Applicant	Static	1	-	-	Relative	
✓ Pricing	1	Pricing		Static	47	-	-	Relative	
✓ Features	3	Features		Static	31	-	-	Relative	Q
✓ Demo	1	Demo		Static	27	-	-	Relative	
Case Studies	2	Case Stud	lies	Static	35	-	-	Relative	(v
	2	-		Static	6	-	-	Relative	Q
✓ Login	1	-		Static	43	-	-	External	
Sign Up	5	-		Static	46	-	-	External	(v
Watch a Video	1	Watch a vi	deo	Static	27	-	-	External	
✓ Bulk Resume Upload	1	Bulk Resu	me Upload	Static	50	-	-	Relative	
Calendar Integration	1	Calendar	Integration	Static	52	-	-	Relative	
✓ Candidate Auto-response	1	Candidate	Auto-response	Static	55	-	-	Relative	
✓ Collect Interview Feedback	1	Collect Int	erview Feedback	Static	58	-	-	Relative	
✓ Collect Resumes from Attach	ıments 1	Collect Re	sumes from Attachments	Static	64	-	-	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 no follow attribute to control PageRank flow passed through links.

Static 62

Customizable Application Forms

IP Canonicalization



Relative



No, your site's IP <u>52.6.90.165</u> does not redirect to <u>recruiterbox.com</u>.

Customizable Application Forms

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 $\underline{www.recruiterbox.com}$ and $\underline{recruiterbox.com}$ 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: 91%(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
74	38	1.24s	70.04 KB	245.71 KB	901.62 KB	229.16 KB	0 B	92.88 KB	1.5 MB

Recommendation		Impact
Avoid landing page redirects		None
Enable compression		Low
 Leverage browser caching 		
✓ Reduce server response time		None
✓ Minify CSS	1	None
✓ Minify HTML		None
Minify JavaScript		None
Eliminate render-blocking JavaScript and CSS in above- the-fold content		Low
Optimize images		None
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





Server IP: 54.210.161.145
Server Location: VIRGINIA, Ashburn

 Name Server 1:
 ns-1171.awsdns-18.org (205.251.196.147)

 Name Server 2:
 ns-1998.awsdns-57.co.uk (205.251.199.206)

 Name Server 3:
 ns-311.awsdns-38.com (205.251.193.55)

 Name Server 4:
 ns-608.awsdns-12.net (205.251.194.96)

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=hxt23AXJJU)

HTTPS (SSL)



Issued To:

Common Name (CN): *.recruiterbox.com

Issuer:

Common Name (CN): DigiCert SHA2 Secure Server CA

Oranization (O): DigiCert Inc

Period of Validity

Begins On: 11/13/2014 Expires On: 02/10/2017

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 <u>Apache</u> or <u>IIS</u>).