

Report for rosenfeldinjurylawyers.com



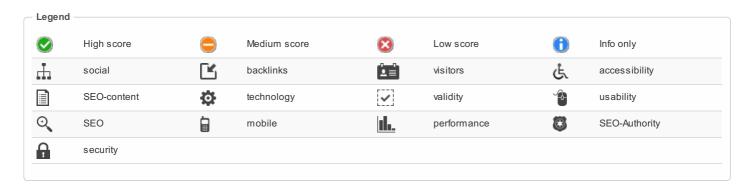
Score: **86.2** %

Generated on Friday, February 17th 2017 2:48 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
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Optimize images
- Optimize Twitter[™] bio
- Optimize meta description
- Submit your website to DMOZ directory
- Engage your fans on Facebook
- Verify your Facebook page account
- Remove or replace deprecated HTML elements
- Leverage browser caching
- Redirect IP address to domain name

Excellent, your social media presence is strong.

- Verify your Google+ page account
- Disable server signature

Social Media Indicators







1 Google™+ Mentions

1,906

Pinterest Mentions

277

in LinkedIn Mentions

16

StumbleUpon Views

35

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:



Rosenfeld Injury Lawyers

Legal Company | Law Firm Chicago, IL United States

https://www.facebook.com/Rosenfeld.Injury.Lawyers

Rosenfeld Injury Lawyers is a full service personal injury and medical malpractice law firm in Chicago, IL.

	Facebook Likes:	1,555	Great, you have many fans liking your page.	₽
	Talking about this:	11	Excellent, it appears that people are engaged with your content.	€
2	Were here:	5	Great, some users "Checked In" at your physical location.	€
GE	Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	€
90	Linking to Facebook Page:	Yes	Good, your homepage is linking to your Facebook Page.	€
Ø	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 $\ensuremath{^{\text{TM}}}$ account:



Jonathan Rosenfeld @rosenfeldj Chicago

Description:	#Lawyer Helping The Young & Old. #Blogger. Eater. Wine Drinker. Swimmer. Cook. #Dad. Length: 88 characters.	-
Tweets:	14,070 - Excellent, you have many tweets.	€
Followers:	11,101 - Great, you have many followers.	€
Following:	2,106 - 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:	8 years, 6 months, 6 days, 6 hours	€
Last Tweet:	4 hours, 3 minutes, 6 seconds ago.	✓

Warning: This account does not link to your website. 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:



Rosenfeld Injury Lawyers

Chicago personal injury lawyers concentrating in: Illinois medical malpractice, motorcycle and trucking accidents, bike crashes, nursing home abuse and bed sore cases.

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

We are trial lawyers dedicated to representing men, women and children who have been injured due to the conduct of others. We handle many different types of accident cases including:Nursing Home AbuseMedical MalpracticeMotorcycle AccidentsBicycle CrashesDog BitesBirth InjuriesBed SoresTrucking AccidentsOur Chicago personal injury lawyers have earned a national reputation representing ordinary people against some of the most powerful companies and institutions.We always offer individualized services and never charge a fee without a recovery for the client. Our goal is to get the best results for you and your family.

6	Followers:	1,706	Great, you have many followers following your page.	€
G+1	Plus Ones:	1,906	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.	×
Ø	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





1,585,294 most visited website in the World
381,463 most visited website in United States

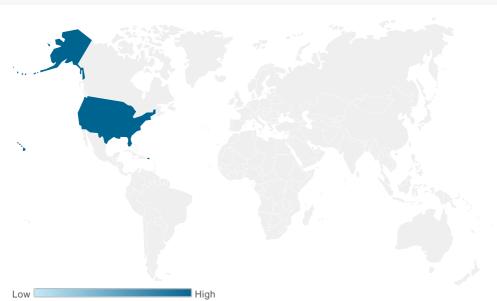
Trend: **\(\)** up (-308,520)

Traffic Rank is provided by Alexa

Visitors Localization







Country	Percent	Domain (ccTLD)	Status
United States	77.0%	ros enfeldinjurylawyers.us	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: 34 Missing alt tag: 1

List of images with missing ALT attributes:

■ <u>//googleads.g.doubleclick.net/pagead/viewthroughconversion/976274070/?value=...t=0</u>

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:

"Chicago Personal Injury & Car Accident Attorneys - Rosenfeld Injury Lawyers"

Length: 75 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:

"Free Consultation - Call (888) 424-5757 - Rosenfeld Injury Lawyers help victims and their families receive compensation for their injuries in personal injury, car accident, medical malpractice, motorcycle accident, trucking accidents, bike crashes and nursing home abuse cases."

Length: 279 characters

Warning: The description is 279 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 6 keywords:

- Free Consultation Call (888) 424-5757 Rosenfeld Injury Lawyers help victims and their families receive compensation for their injuries in personal injury
- car accident
- medical malpractice
- motorcycle accident
- trucking accidents
- bike crashes and nursing home abuse cases.

Length: 278 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 35.88%

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
✓	injury	3.30%	72	2	2	1	6	11
•	accident	2.52%	55	1	2	-	8	6
€	lawyers	1.84%	40	1	1	-	1	9
	accidents	1.47%	32	-	1	-	-	7
€	medical	1.28%	28	-	1	-	2	4
•	rosenfeld	1.24%	27	1	1	-	1	1
√	attorneys	1.19%	26	1	-	-	1	7
√	home	0.87%	19	-	1	-	1	2
	their	0.83%	18	-	2	-	-	-
✓	nursing	0.78%	17	-	1	-	1	2
	injury lawyers	1.28%	28	1	1	-	-	-
	rosenfeld injury	1.10%	24	1	1	-	-	-
•	personal injury	0.69%	15	1	1	1	-	-
	nursing home	0.64%	14	-	1	-	-	-
	medical malpractice	0.41%	9	-	1	-	-	-
-	rosenfeld injury lawyers	1.10%	24	1	1	-	-	-
-	nursing home abuse	0.32%	7	-	1	-	-	-
-	chicago personal injury	0.23%	5	1	-	1	-	-
-	car accident attorneys	0.14%	3	1	-	-	-	-
×	nursing home injury	0.14%	3	-	-	-	-	-

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 (search-engines-and-Frames). If frames must be utilized consider <noframes>tag. (www.w3schools.com/tags/tag_noframes.asp).







No flash detected.

Flash and other reach-media technologies should primarily be utilized for decorative purposes. This makes your site more search engine friendly and improves accessibility (support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1).

Headings





- 1 <H1>
 - o Chicago Personal Injury Law yer
- 0 <H2>
- 0 <H3>
- 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-US (English) Language Attribute: en-US (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 [27 errors, 4 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







Element	Count	Description

<center> 15 The center element has been deprecated in favor of using CSS to center elements.

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_depretag.htm)

Nested HTML Tables





Great, no nested tables detected.

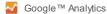
In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use <u>CSS layout</u> instead.

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://rosenfeldinjurylawyers.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://rosenfeldinjurylawyers.com/https://www.rosenfeldinjurylawyers.com/geositemap.xml
- http://rosenfeldinjurylawyers.com/https://www.rosenfeldinjurylawyers.com/sitemap.xml
- http://rosenfeldinjurylawyers.com/sitemap.xml

Sitemaps inform search engines about pages available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL. XML sitemap should help search engines to crawl the site more intelligently. (http://www.sitemaps.org/protocol.html)







Mobile internet usage has been exceeding PC's since 2014 and growing so it is critical for pages to render correctly on mobile devices.

Mobile Optimization





Google Mobile Page Speed score: 86%(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
90	26	1.94s	57.26 KB	288.12 KB	409.12 KB	138.52 KB	0 B	14.9 KB	907.91 KB

Recommendation	Impact	
Avoid landing page redirects	None	
Enable compression	None	
Leverage browser caching	Low	
✓ Reduce server response time	None	
✓ Minify CSS	None	
✓ Minify HTML	None	
Minify JavaScript	None	
 Eliminate render-blocking JavaScript and CSS in above- the-fold content 	<mark>Mediu</mark> m	
✓ Optimize images	Low	
✓ Prioritize visible content	None	

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

Mobile Experience





Mobile User Experience: 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







file: http://rosenfeldinjurylawyers.com/favicon.ico

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

The Favicon is a small icon associated with a website. The Favicon is important because it is displayed next to the website's URL in the address bar of the browser as well as in bookmarks and shortcuts. (en.wikipedia.org/wiki/Favicon)

Custom 404 Error Page





Yes, custom 404 error page detected.

A404 is a standard http response code for a resource that cannot be located on the server. Webservers usually return a "404 Not Found" error page for non-existing pages. Unfortunately, these default error pages are very generic and a not very user friendly, therefore, using a custom 404 error page is highly recommended.

Process of returning http status code "200 OK" for a non-existent page or redirecting users to another url is called soft 404. Soft 404 errors are problematic for search engines and are not advisable. (https://support.google.com/webmasters/answer/181708)

Printability





Great, you are using print-friendly CSS:

rosenfeldinjurylawyers.com/css/global.css?build=1487258124

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 [70 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, 2 months, 1 day 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, 9 months, 28 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)





We found a total of 227 links out of which 66 are duplicate links:

Internal Links: relative		Internal Links: absol	ternal Links: absolute Exte		External Links: noFollow			External Links: passing Juice			
210 (92.51%)		1%) 5 (2.20%) 0 (0 (0.00%)	0 (0.00%) 9 (3.96%)					3	
Anch	or(s)		Count	Title	URL	Length	Target	Rel	Туре		
√ Tap F	Here To Call Us		3	-	Static	15	-	nofollow	Telephone	\bigcirc	
₩ Rose	enfeld Injury Lawyers	s + IMAGErs)	5	Back to Home	Static	1	-	-	Relative	\bigcirc	
	act		4	Contact	Static	15	-	-	Relative	\bigcirc	
	ney Profile		1	-	Static	23	-	-	Relative		
	tice Areas		3	-	Static	19	-	-	Relative	\bigcirc	
	Accidents		4	-	Static	18	-	-	Relative	\bigcirc	
√ Truck	Accidents		4	-	Static	20	-	-	Relative	\bigcirc	
	rcycle Accidents		4	-	Static	25	-	-	Relative	\bigcirc	
	nises Liability		4	-	Static	23	-	-	Relative	\bigcirc	
✓ Medie	cal Malpractice		4	-	Static	24	-	-	Relative	\bigcirc	
	Injury		4	-	Static	19	-	-	Relative	\bigcirc	
	ing Home Abuse		4	-	Static	26	-	-	Relative	\bigcirc	
	struction Accidents		4	-	Static	26	-	-	Relative	\bigcirc	
₩ork	: Injury		4	-	Static	18	-	-	Relative	\bigcirc	
√ Dog	<u>Bites</u>		4	-	Static	21	-	-	Relative	\bigcirc	

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





No, your site's IP $\underline{184.73.189.73}$ redirects to $\underline{comingsoon.blawgcloud.com}$ instead of $\underline{rosenfeldinjurylawyers.com}$.

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.rosenfeldinjurylawyers.com and rosenfeldinjurylawyers.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)

Images

Page Speed

Requests



Page Size

Other

Flash





Google Page Speed score: 86%(High)

Hosts

Load time

Html

98	26	1.60s	57.25 KB	414.54 KB	416.8 KB	138.52 KB	0 B	14.26 KB	1.02 MB
Recomn	nendation					Impac	t		
Avoid la	nding page	e redirects			No	ne			
✓ Enable (compress	ion			No	ne			
Leverag	e browser	caching			Lov	N			
Reduce	server res	ponse time			No	ne			
	SS				No	ne			
✓ Minify H ⁻	ΓML				No	ne			
Minify Ja	vaScript				No	ne			
Eliminate the-fold		olocking JavaS	cript and CSS in ab	ove-	Me	<mark>diù</mark> m			
Optimize	images				Me	dium			
Prioritize	visible co	ntent			No	ne			

JavaScript

CSS

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: Amazon.com Server IP: 184.73.189.73 VIRGINIA, Ashburn Server Location:

Name Server 1: ns-1444.awsdns-52.org (205.251.197.164) Name Server 2: ns-1601.awsdns-08.co.uk (205.251.198.65) ns-279.awsdns-34.com (205.251.193.23) Name Server 3: Name Server 4: ns-746.awsdns-29.net (205.251.194.234)

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): www.rosenfeldinjurylawyers.com

Issuer:

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

Oranization (O): COMODO CALimited

Period of Validity

Begins On: 07/21/2016 Expires On: 07/22/2019

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. (<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





Registrant:

Name: Jonathan Rosenfeld

Address: 476 Jackson Ave., Glencoe, 60022, US

Phone: +1.3123880461

Email: goose575@hotmail.com

Administrative Contact:

Name: Jonathan Rosenfeld

Address: 476 Jackson Ave., Glencoe, 60022, US

Phone: +1.3123880461

Email: goose575@hotmail.com

Technical Contact:

Name: Jonathan Rosenfeld

Address: 476 Jackson Ave., Glencoe, 60022, US

Phone: +1.3123880461

Email: goose575@hotmail.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/2.4.16 (Ubuntu)

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).