

Report for zaptechsolutions.com



Score: **87.9 %**




















Generated on Friday, November 11th 2016 7:34 am

This report provides analysis of the key factors that influence the SEO, performance, security and the usability of your website.

The score is based on a **100** points scale that represents your website's overall architecture, configuration and design. The algorithm is based on various criteria, including search engine data, website structure, site performance, and others.

A score lower than **40** means that there is a lot of areas to improve. A score above **70** is a good mark and it means that your website is probably well optimized.

Legend

	High score		Medium score		Low score		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
- Optimize images
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Optimize your website for mobile devices
- Submit your website to DMOZ directory
- Engage your fans on Facebook
- Verify your Facebook page account
- Promote your Google+ fan page
- Leverage browser caching
- Disable server signature
- Consider obfuscating publicly accessible email addresses.

Social Media Indicators



Excellent, your social media presence is strong.

Facebook Mentions	168	Google™+ Mentions	1,209	Pinterest Mentions	3
LinkedIn Mentions	106	StumbleUpon Views	14	Reddit Mentions	1

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:



Zaptech Solutions - Software Development Company

Computers | Technology | Web Designer

Ahmedabad India

<https://www.facebook.com/zaptechsolutions>

Zaptech Solutions is creative development firm providing more than desktop, online and mobile solutions.

Facebook Likes:	668	Great, you have many fans liking your page.	
Talking about this:	18	Excellent, it appears that people are engaged with your content.	
Were here:	108	Great, some users "Checked In" at your physical location.	
Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.	
Linking to Facebook Page:	Yes	Good, your homepage is linking to your Facebook Page.	
Verified Facebook Account:	No	Your Facebook Page account is not verified.	

Facebook is the largest and most popular social networking website. A well utilized Facebook page can increase your visibility online, improve your real-time search engine optimization, and provide your visitors with a venue to connect and promote your brand.

<https://www.facebook.com/business/build>

Twitter™



We have located following Twitter™ account:



Zaptech Solutions
[@Zaptech_Social](#)
 United States

Description:	Zaptech Solutions - Fastest growing #softwaredevelopment company having innovative team of #softwareconsultants, #designers, and #developers.. Length: 142 characters.	✓
Tweets:	1,322 - Excellent, you have many tweets.	✓
Followers:	595 - Great, you have many followers.	✓
Following:	494 - 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:	4 years, 5 months, 22 days, 14 hours	✓
Last Tweet:	1 day, 54 minutes, 39 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:



Zaptech Solutions
 Software Development Company
<https://plus.google.com/+ZaptechsolutionsCompany>


Zaptech Solutions is a leading and globally accepted IT solution provider and currently at the forefront of Software, Web and Mobile technologies to serve the people across the world looking to their interest and demand. We have team expert software engineers, business analyst, web designers to make dream concept for you. We guarantee you to results to develop as breathe imagination and innovation to your website across the multiple platforms. We are expert to website design, logo design, static and dynamic websites, ecommerce store by using content management system as Joomla, Drupal, and Word press. Our expertise lies in the complete transformation of our customers' IT portfolio by reducing costs, Bringing innovation and enhancing productivity. By improving reliability, speed and agility, we enable our customers to achieve sustainable Differential advantage over their competitors.

	Followers:	26	You have some followers but the number seems to be a little low.	✗
	Plus Ones:	1,209	Excellent, it appears that users like your content.	✓
	Google+ Custom URL:	Yes	Perfect, your Google+ Page has custom url.	✓
	Linking to Google+ Page:	Yes	Good, your homepage is linking to your Google+ Page.	✓
	Verified Google+ Account:	Yes	Your Google+ Page account is verified.	✓

Google+ is a popular interest-based social network. A well utilized Google+ account can help drive organic site visits and improve brand recognition. [About Google+ pages](#)

Traffic Rank

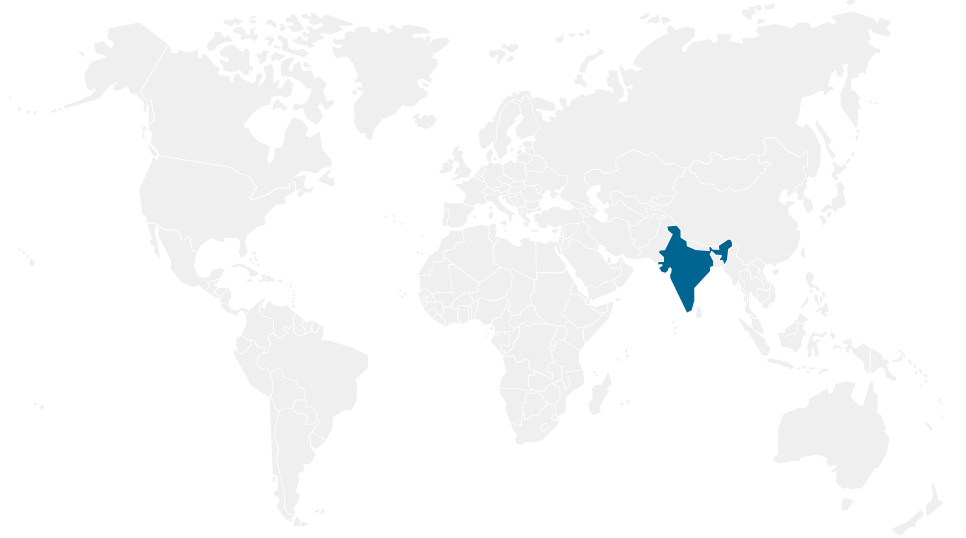


821,221 most visited website in the World
56,368 most visited website in  India


Trend:  down (+328,077)

Traffic Rank is provided by [Alexa](#)

Visitors Localization



Low  High

Country	Percent	Domain (ccTLD)	Status
 India	87.4%	zaptechsolutions.in	Not available.

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

Images



Perfect, all images have ALT attribute.

Number of images: 17

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. (www.w3.org/QA/Tips/altAttribute)

Title



We have found following title:

"Software Development Company | Custom Software Outsourcing India"

Length: 64 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:

"☎ +1 646 367 (9756) for custom software company. IT consulting & development company. USA & India. Software developers for outsourcing services."

Length: 144 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 **14.75%**

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
	✓	development	4.54%	35	1	1	3	7	1
	✓	software	3.24%	25	2	2	4	3	2
	⚠	solutions	2.85%	22	-	-	5	4	-
	⚠	hire	2.46%	19	-	-	1	1	-
	✗	developer	2.08%	16	-	-	-	-	-
	⚠	zapttech	1.69%	13	-	-	1	1	-
	⚠	app	1.56%	12	-	-	2	-	-
	⚠	mobile	1.43%	11	-	-	2	1	-
	✓	services	1.17%	9	-	1	1	-	1
	⚠	application	1.17%	9	-	-	1	4	-

	⚠	software development	1.04%	8	1	-	2	-	-
	✗	application development	0.78%	6	-	-	-	-	-
	⚠	development company	0.65%	5	1	1	-	-	-
	⚠	zapttech solutions	0.65%	5	-	-	1	-	-
	⚠	mobile app	0.65%	5	-	-	1	-	-

	⚠	comparison between magento	0.39%	3	-	-	1	-	-
	⚠	software development company	0.26%	2	1	-	-	-	-
	⚠	follow before app	0.26%	2	-	-	1	-	-
	⚠	app testing tips	0.26%	2	-	-	1	-	-
	⚠	before app submission	0.26%	2	-	-	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>
 - A Fast Paced Software Development Company

- 5 <H2>
 - Delivering Excellence, Reliably.
 - Next Generation Software Development Services
 - We value our clients. We believe in quality
 - What people say about us
 - We're ready to design your Success

- 6 <H3>
 - Who we are?
 - What we do?
 - Why choose us?
 - Quick Facts
 - Experience of 3,000+ software projects across 31 industries worldwide
 - Latest from the blog

- 15 <H4>
 - Mobile Software Solutions
 - Ecommerce Solutions
 - Website Design
 - Gaming Solutions
 - Hire Developers
 - Wearable Apps Solutions
 - Leading companies that chose Zaptech Solutions as their reliable application software development partner.
 - Testimonial 6
 - Testimonial 5
 - Testimonial 4
 - Testimonial 3
 - Testimonial 2
 - Testimonial 1
 - Top Mobile App Testing Tips To Follow Before App Submission
 - Comparison Between Magento And Shopify – Which One To Choose?

- 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** [1 errors, 0 warning(s)]

It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility (W3C Markup Validation Service).

Deprecated HTML elements




 Good, no deprecated elements found.

A deprecated element is one that has been outdated by newer constructs. Deprecated elements may become obsolete in future versions of HTML so it is recommended not to use them. (webdesign.about.com/od/htmltags/a/bltags_deprctag.htm)

Nested HTML Tables





 Great, no nested tables detected.

In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use [CSS layout](#) instead.

Web Analytics



 Yes, we have detected following web analytics tools:
 Google™ Analytics

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://zaptechsolutions.com/robots.txt>

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

XML Sitemap



✓ Found following XML sitemap(s):

- <http://zaptechsolutions.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: **75%**(Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
48	4	2.39s	45.01 KB	937.3 KB	348.25 KB	468.83 KB	0 B	300.11 KB	2.05 MB

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	High
✓ Optimize images	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.matcutts.com/blog/site-speed>)

Mobile Experience



Mobile User Experience: **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** - 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** - Your page speed is **average** on mobile devices.

Mobile users have now become a critical part of online visits. Making the website mobile friendly is no longer an option but rather necessity. (<https://developers.google.com/webmasters/smartphone-sites/>)

Favicon



file: <http://www.zaptechsolutions.com/wp-content/uploads/2016/08/cropped-icon-32x32.png>
size: 32px by 32px
type: image/png

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:

- <http://www.zaptechsolutions.com/wp-content/cache/minify/9a6f8.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** [109 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 registered for the first time: 8 years, 7 months, 4 days ago.

Age of the domain is one of the many signals that search engines utilize for ranking. Brand new domains generally have more difficult time to rank high for the first few months. (<http://www.coconutheadphones.com/does-domain-agematter>)

Domain Expiration



 Your domain expires in: 3 years, 4 months, 26 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 **99** links out of which **12** are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
22 (22.22%)	66 (66.67%)	0 (0.00%)	8 (8.08%)	3

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type	
✔ Mobile Software Solutions	1	-	Static	35	-	-	Relative	
✔ Ecommerce Solutions	1	-	Static	31	-	-	Relative	
✔ Website Design	1	-	Static	22	-	-	Relative	
✔ Gaming Solutions	1	-	Static	20	-	-	Relative	
✔ Hire Developers	1	-	Static	29	-	-	Relative	
✔ Wearable Apps Solutions	1	-	Static	68	-	-	Relative	
✔ View All	1	-	Static	17	-	-	Relative	
✔ Top Mobile App Testing Tips To Follow Before App Submission	2	-	Static	87	-	-	Absolute	⌵
✔ Comparison Between Magento And Shopify – Which One To ...se?	2	-	Static	75	-	-	Absolute	⌵
✔ View More Blogs	1	-	Static	9	-	-	Relative	
✔ IMAGE (Software Application Deve...ny)	2	-	Static	32	-	-	Absolute	⌵
✔ +1.646.367.9756	1	-	Static	16	-	-	Telephone	
✔ Reach Us	2	-	Static	43	-	-	Absolute	⌵
✔ Services	5	-	Static	1	-	-	Relative	⌵
✔ Mobile Application Development	1	-	Static	66	-	-	Absolute	

Hyperlinks are an integral part of any website and properly linked content has great impact on the SEO. It is a good practice to keep number of unique links below 100, URLs preferably as short and concise as possible and utilize nofollow attribute to control PageRank flow passed through links.

Broken Links 🔍

✔ Good, No broken links found.

Broken or dead links can negatively impact user experience, search engine crawl rate and website traffic.

IP Canonicalization 🔍

✔ Yes, your site's IP [216.55.169.10](#) redirects to [www.zaptehsolutions.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.matcutts.com/blog/seo-advice-url-canonicalization](#))

URL Canonicalization



Yes, both the www.zaptechsolutions.com and zaptechsolutions.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.matcutts.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
48	4	2.35s	45.01 KB	921.89 KB	348.25 KB	468.83 KB	0 B	300.11 KB	2.04 MB

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		Medium
	Optimize images		Medium
	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.matcutts.com/blog/site-speed>)

Server Information



ISP: Codero
Server IP: 216.55.169.10
Server Location: KANSAS, Overland Park
Name Server 1: ns25.domaincontrol.com (216.69.185.13)
Name Server 2: ns26.domaincontrol.com (208.109.255.13)

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): sr2.zaptechphplab.com

Issuer:

Common Name (CN): sr2.zaptechphplab.com

Period of Validity

Begins On: 11/17/2015

Expires On: 11/16/2016

Google™ is now treating HTTPS as a ranking signal. HTTPS is a secure web protocol that allows for encrypted communication between website and the client. HTTPS protocol requires your website to have an SSL certificate, which can be purchased from a Certificate Authority (CA) or SSL vendor. (http://googleonlinesecurity.blogspot.in/2014/08/https-as-ranking-signal_6.html).

Safe Browsing



Yes

Safe Browsing is a service provided by Google that enables applications to check URLs against Google's constantly updated lists of suspected phishing and malware pages. (<http://www.google.com/safebrowsing/diagnostic?site=>)

Spam Blacklist



Good, your IP is not blacklisted.

Spammer directories provide lists of IPs from which spam distribution is reported. Emails sent from the blocked IPs are subject to closer scrutiny and are much less likely to be delivered. For email campaigns it is recommended to utilize professional email services to ensure that your website IP is not blocked. (www.stopforumspam.com)

Email Address Obfuscation



There is 1 email in plain text on the webpage:

- sales@zaptechsolutions.com

It is recommended to obfuscate email addresses posted in public. This prevents email addresses from being automatically harvested by spam bots which helps to decrease number of unsolicited emails.

Directory Browsing



Great, your server has directory browsing disabled.

Protect Webserver directories from unwanted browsing. To enhance security, directory browsing should be disabled unless you have a specific reason to enable it. If you enable directory browsing, make sure that you only enable it on the particular directory or directories that you want to share. (<http://technet.microsoft.com/en-us/library/cc731109>)

Whois Privacy



Registrant:

Name: Hemant Kumar
Organization: Zaptech Solutions
Address: 14, Sigma Corporate House, Bodakdev, Ahmedabad, 380054, IN
Phone: +91.7940027248
Email: hemant@zaptechsolutions.com

Administrative Contact:

Name: Hemant Kumar
Organization: Zaptech Solutions
Address: 14, Sigma Corporate House, Bodakdev, Ahmedabad, 380054, IN
Phone: +91.7940027248
Email: hemant@zaptechsolutions.com

Technical Contact:

Name: Hemant Kumar
Organization: Zaptech Solutions
Address: 14, Sigma Corporate House, Bodakdev, Ahmedabad, 380054, IN
Phone: +91.7940027248
Email: hemant@zaptechsolutions.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/2.2.31 (Unix) mod_ssl/2.2.31 OpenSSL/1.0.1e-fips mod_bwlimited/1.4 PHP/5.6.26

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](#)).