

Report for cubscoutideas.com



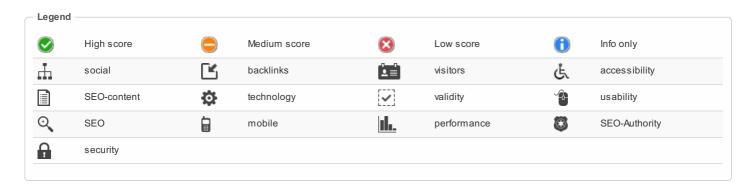


Generated on Thursday, August 30th 2018 4:50 am

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



- Add more keyword-rich quality content
- Try to be more consistent with keywords
- Fix HTML validation errors
- Fix CSS validation errors
- Add your Google+ page link to the website
- Engage your followers on Google+
- Promote your Google+ fan page
- Leverage browser caching
- Renew your domain name for more than a year
- Be careful not to over use certain keywords
- Verify your Facebook page account.
- Redirect IP address to domain name
- Verify your Google+ page account
- Enable compression
- Add printer-friendly CSS

Social Media Indicators

Pinterest Mentions





Excellent, your social media presence is strong.

3,934



in LinkedIn Mentions



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.

0

StumbleUpon Views

0

Note: This data relates only to the websites URL and does not include specific brand pages.

Facebook





We have located following Facebook Page:



Cub Scout Ideas

Arts & Humanities Website

https://www.facebook.com/CubScoutIdeas/

ACub Scout leader helping other leaders and parents with fun, inexpensive, easy and creative ideas you can use immediately! Check out our website CubScoutldeas.com for some great suggestions!

	Facebook Likes:	15,564	Great, you have many fans liking your page.	€
(F)	Talking about this:	2,258	Excellent, it appears that people are engaged with your content.	€
9.0	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.	€
~	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:



Last Tweet:

Cub Scout Ideas

@Cubldeas

Nolensville

Description:	ACub Scout leader helping other leaders and parents with fun, inexpensive, easy and creative ideas you can use immediately! Length: 124 characters.	€
Tweets:	3,584 - Excellent, you have many tweets.	V
Followers:	5,096 - Great, you have many followers.	V
Following:	3,730 - Good, you are following some users.	V
Page Link:	Yes, your homepage is linking to your Twitter™ account.	V
Verified:	No, your account has not been verified by Twitter™	×
Account Age:	5 years, 4 months, 7 days, 10 hours	V

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:



Cub Scout Ideas

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

7 hours, 41 minutes, 23 seconds ago.

6	Followers:	6	Not good, the number of your followers is very low.	×
G+1	Plus Ones:	0	Not good, users are not engaging with your content.	×
G+	Google+ Custom URL:	Yes	Perfect, your Google+ Page has custom url.	€
96	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





Traffic Rank is provided by Alexa

Visitors Localization



Country	Percent	Domain (ccTLD)	Status
United States	91.5%	cubscoutideas.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: 8 Missing alt tag: 1

List of images with missing ALT attributes:

https://track.mailerlite.com/webforms/o/900026/s5k5k0?v03ee2804ef2f008535475...f94

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:

"Cub Scout Ideas | Tips for Cub Scout Leaders & Parents"

Length: 54 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:

"Tips for Cub Scout Leaders & Parents"

Length: 36 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 2.43%

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	T Title	D Desc.	H <h></h>	A ALT	B
₹	cub	12.47%	58	2	1	4	5	-
*	scout	11.40%	53	2	1	3	5	-
	requirements	2.37%	11	-	-	1	1	-
√	ideas	1.72%	8	1	-	2	1	-
€	how	1.72%	8	-	-	4	1	1
	scouts	1.72%	8	-	-	1	-	-
×	tweet	1.51%	7	-	-	-	-	-
*	share	1.51%	7	-	-	-	-	-
×	pin	1.51%	7	-	-	-	-	-
	make	1.29%	6	-	-	2	1	-
4	cub scout	11.18%	52	2	1	3	-	-
-	cub scouts	1.29%	6	-	-	1	-	-
	s cout ideas	1.08%	5	1	-	1	-	-
-	flag ceremony	0.86%	4	-	-	1	-	-
*	pinewood derby	0.86%	4	-	-	-	-	-
	cub scout ideas	1.08%	5	1	-	1	-	-
-	cub scout leaders	0.65%	3	1	1	-	-	-
	cub scout flag	0.65%	3	-	-	1	-	-
	scout flag ceremony	0.65%	3	-	-	1	-	-
*	pinewood derby car	0.65%	3	-	-	-	-	-

Warning: Keywords density of above 6% might have negative impact on search engine listing

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>
 - Cub Scout Ideas
- 7 <H2>
 - o Cub Scout Requirements
 - o Karen Ziegler Spotlight
 - How to Make a Dinosaur Dig Activity
 - How to Conduct a Cub Scout Flag Ceremony (Free Printable!)
 - o Scouter Spotlight: Betsy Link
 - How to Safely Make S'mores With Cub Scouts
 - o How to Have the Counselor Discussion for the Swing! Nova Award
- 0 <H3>
- 3 <H4>
 - Get the Ideas!
 - o Thank you!
 - Let's connect!
- 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 [17 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





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.

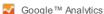
In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use CSS layout instead.

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, https://cubscoutideas.com/robots.txt

Your robots.txt file is blocking search engines access to parts of the website.

User-agent: *

- Disallow: /wp-admin/
- Allow: /wp-admin/admin-ajax.php

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

XML Sitemap





Found following XML sitemap(s):

https://cubscoutideas.com/sitemap_index.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)

Accessibility Check



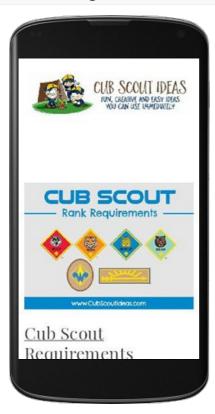


WCAG 2.0 (AA) Conformance Test: PASSED

Following Web accessibility standards while developing a website can help users with specific needs, such as visually impaired, motor/mobility, auditory, seizures, as well as cognitively and intellectually impaired disabilities. Some of these fixes include general seo applications like Alt tags, Form labels, fixing empty links and adding alternative text. To read more about accessibility guidelines follow this link Web Content Accessibility Guidelines (WCAG) Overview.







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: 94%(High)

Rq. Requests	Hst. Hosts	LT Load time	Html	Img Images	JS JavaScript	CSS	F Flash	O Other	PS Page Size
61	26	4.99s	140.33 KB	464.68 KB	2.49 MB	288.86 KB	0 B	501.12 KB	3.85 MB

ı	Recommendation		Impact
V	Avoid landing page redirects		None
V	Enable compression		None
	Leverage browser caching		Medium
V	Reduce server response time		None
V	Minify CSS		None
V	Minify HTML		None
V	Minify JavaScript	I	None
	Eliminate render-blocking JavaScript and CSS in above- the-fold content		None
V	Optimize images		None
V	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 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: https://cubs.coutideas.com/wp-content/upl...cout-ideas-square-logo-512x512-32x32.jpg

size: 16px by 16px
type: image/jpeg

✓ Good, a hi-resolution (192x192) favicon found.

✓ Excellent, apple touch icon found.

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 [11 error(s)]

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

Domain Age





Your domain was registerd for the first time: 6 years, 11 months, 8 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: 22 days, 20 hours, 1 minute.

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 103 links out of which 10 are duplicate links:

Internal Links: relative Internal Links: absolu		Ext.Ex	cternal	Links: noFollow	Ext	.External Lin	Juice Other	
0 (0.00%)	78 (75.73%)	7 (6.80%)			18	(17.48%)	0	
Anchor(s)		# Count	Title	URL	L Length	T Target	Rel	Туре
		1	-	SStatic	39	-	-	Abs.Absolute
Work with Me		1	-	SStatic	36	-	-	Abs.Absolute
✓ <u>Disclosure Policy</u>		1	-	SStatic	44	-	-	Abs.Absolute
Privacy Policy		1	-	SStatic	41	-	-	Abs.Absolute
✓ Shirts		1	-	SStatic	33	-	-	Abs.Absolute
		1	-	SStatic	41	_blank	nofollow	Ext.External
		1	-	DDynamic	86	_blank	nofollow	Ext.External
✓ Camping & Hiking Su	pplies	1	-	DDynamic	86	_blank	nofollow	Ext.External
	<u>outs</u>	1	-	DDynamic	86	_blank	nofollow	Ext.External
	tivities	1	-	DDynamic	85	_blank	nofollow	Ext.External
✓ Supplies to Build a Pi	newood Derby Car	2	-	DDynamic	86	_blank	nofollow	Ext.External
		2	-	SStatic	26	-	-	Abs.Absolute
√ Home		1	-	SStatic	25	-	-	Abs.Absolute
		1	-	SStatic	52	-	-	Abs.Absolute
✓ Cub Scouts 101		1	-	SStatic	45	-	-	Abs.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





No, your site's IP <u>192.124.249.19</u> does not redirect to <u>cubscoutideas.com</u>.

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 $\underline{www.cubscoutideas.com}$ and $\underline{cubscoutideas.com}$ 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: 94%(High)

Rq. Requests	Hst. Hosts	LT Load time	Html	Img Images	JS JavaScript	CSS	F Flash	O Other	PS Page Size
80	37	8.68s	144.4 KB	238.07 KB	1.72 MB	288.86 KB	0 B	501.12 KB	2.87 MB

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





ISP: Sucuri

Server IP: 192.124.249.19

Server Location: CALIFORNIA, Menifee

 Name Server 1:
 10.sucuridns.com (192.161.0.10)

 Name Server 2:
 14.sucuridns.com (193.19.225.14)

 Name Server 3:
 15.sucuridns.com (192.161.0.15)

 Name Server 4:
 17.sucuridns.com (192.161.0.17)

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?y=hXt23AXJJJU)

HTTPS (SSL)



Issued To:

Common Name (CN): cubscoutideas.com

Issuer:

Common Name (CN): Let's Encrypt Authority X3

Oranization (O): Let's Encrypt

Period of Validity

Begins On: 06/18/2018 Expires On: 09/16/2018

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 192.124.249.19 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:

Address: US

Email: Select Contact Domain Holder link at https://www.godaddy.com/whois/results.aspx?domain=CUBSCOUTIDEAS.COM

Administrative Contact:

Email: Select Contact Domain Holder link at https://www.godaddy.com/whois/results.aspx?domain=CUBSCOUTIDEAS.COM

Technical Contact:

Email: Select Contact Domain Holder link at https://www.godaddy.com/whois/results.aspx?domain=CUBSCOUTIDEAS.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 <u>Apache</u> or <u>IIS</u>).