Report for elfster.com
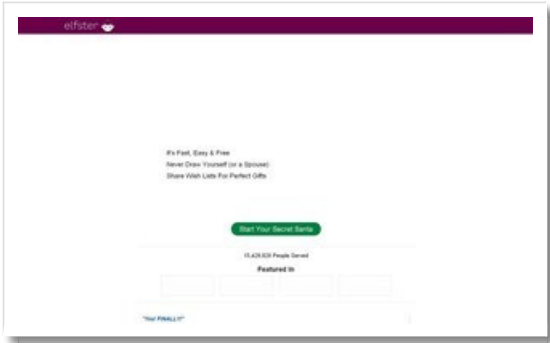
Score: # 86 %

Generated on Friday, December 21st 2018 3:10 pm

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	ℹ️	Info only
	social		backlinks		visitors		accessibility
	SEO-content		technology		validity		usability
	SEO		mobile		performance		SEO-Authority
	security						

Top Priorities

- Fix HTML validation errors
- Fix CSS validation errors
- Add more keyword-rich quality content
- Add your Facebook page link to the website.
- Add your Google+ page link to the website
- Engage your followers on Google+
- Promote your Google+ fan page
- Consider shortening your URL structure
- Promote your organization on social media
- Optimize images
- Link your website to your Twitter™ account
- Create vanity URL for your Google+ page
- Add Hi-Resolution 192x192px icon for Chrome for Android
- Enable compression
- Verify your Facebook page account.
- Redirect IP address to domain name
- Leverage browser caching
- Verify your Google+ page account
- Minify HTML
- Disable server signature
- Add printer-friendly CSS

Social Media Indicators

Your social media presence is average.

Facebook Mentions	68,686	**Twitter Recent Mentions**	28	**Google™+ Mentions**	0
Pinterest Mentions	0	**LinkedIn Mentions**	0	**StumbleUpon Views**	0
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:

Elfster
Website
https://www.facebook.com/elfster
WISH. GIFT. SHOP. SHARE. Elfster is your one stop shop for all things GIFT.

👍	**Facebook Likes:**	128,485	Great, you have many fans liking your page.	✔
💬	**Talking about this:**	164	Excellent, it appears that people are engaged with your content.	✔
🖥	**Facebook Page Vanity URL:**	Yes	Perfect, your Facebook Page has vanity url.	✔
🖥	**Linking to Facebook Page:**	No	Too bad, your homepage is not 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:

Elfster
@elfster
Oakland, CA

Description:	WISH. GIFT. SHOP. SHARE. Elfster is your one stop shop for all things GIFT. Share your favorite gift ideas with us. #elfster **Length:** 124 characters.	✔
Tweets:	4,655 - Excellent, you have many tweets.	✔
Followers:	1,772 - Great, you have many followers.	✔
Following:	548 - Good, you are following some users.	✔
Page Link:	No, your homepage is not linking to your Twitter™ account.	✖
Verified:	No, your account has not been verified by Twitter™	✖
Account Age:	10 years, 1 month, 9 days, 18 hours	✔
Last Tweet:	1 day, 2 hours, 14 minutes, 30 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:

ElfsterTube
Gift Giving Made Easy - Secret Santa Gift Exchanges
https://plus.google.com/108544142901050671857
Make Giving Free and Easy How do we do it? The Elfster formula is simple:Elfster Group Gifting + Your Group of Friends + Their Wishlists = Tons of Fun Elfster is the group gifting provider that makes it fun and easy to give gifts that people really want, without stressing and wasting time on organizing everyone. Our mission is to revive the tradition of group gifting with an online and mobile platform that anyone, of any skill level, can use to simply share gifts with friends and family.Since 2003, over 2.5 million people have taken advantage of Elfster's easy sign-up, automated event-organization, social sharing on Facebook and Twitter, expert gift guidance, and group-powered gifting for free.We began because of the frustration of trying to organize a Secret Santa gift exchange right after I got married. My wife and I decided to keep life simple by doing a Secret Santa. While the concept seemed great, the reality was quite different. It was really complicated!It was then I decided to create Elfster: something to make our lives easier and which could put a modern twist on the time honored tradition of Secret Santa gift exchanges and group gift giving.

Followers:	3	Not good, the number of your followers is very low.		✖
Plus Ones:	0	Not good, users are not engaging with your content.		✖
Google+ Custom URL:	No	Once you have 10 followers, claim your Google+ custom URL.		✖
Linking to Google+ Page:	No	Too bad, your homepage is not linking to your Google+ Page.		✖
Verified Google+ Account:	No	Your Google+ Page account is not verified.		✖

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

Traffic Rank

9,524 most visited website in the **World**
961 most visited website in 🇺🇸 **United States**

Trend: 🔻 down (+138,318)

Traffic Rank is provided by Alexa

Visitors Localization

Low ▬▬▬▬ High

Country	Percent	Domain (ccTLD)	Status
🇺🇸 United States	77.8%	elfster.us	Not available.
🇨🇦 Canada	8.8%	elfster.ca	Not available.
🇬🇧 United Kingdom	3.3%	elfster.co.uk	Not available.
🇲🇽 Mexico	2.2%	elfster.mx	Not available.
🇦🇺 Australia	1.6%	elfster.au	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

Perfect, all images have ALT attribute.

Number of images: 0
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:

"Secret Santa Generator | Online Gift Exchange App | Elfster"

Length: 59 characters

The <TITLE> element provides a short piece of text describing the document. The title is very important as it shows in the window title bars, bookmarks and search results. Title should be between 60 to 80 characters long. (www.w3.org/QA/Tips/good-titles)

Description Metatag

We have found following description:

"Free secret santa generator. Easy to use gift exchange app to organize office parties, family or friends events online."

Length: 119 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

We have found **7** keywords:

- secret santa generator
- secret santa organizer
- secret santa gift exchange
- online secret santa
- gift exchange
- secret santa name picker
- christmas gift exchange

Length: 161 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 **10.21%**

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>	A ALT	B <b>
✔	secret	5.88%	16	1	1	2	-	-
✔	santa	5.88%	16	1	1	2	-	-
▬	gift	4.78%	13	1	1	-	-	-
▬	exchange	2.94%	8	1	1	-	-	-
✖	fun	2.57%	7	-	-	-	-	-
✔	generator	2.21%	6	1	1	1	-	-
▬	online	1.84%	5	1	1	-	-	-
▬	elfster	1.84%	5	1	-	-	-	-
▬	free	1.84%	5	-	1	-	-	-
✖	ideas	1.84%	5	-	-	-	-	-
- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
✔	secret santa	5.88%	16	1	1	2	-	-
▬	gift exchange	2.94%	8	1	1	-	-	-
✔	santa generator	1.84%	5	1	1	1	-	-
▬	exchange app	0.74%	2	1	1	-	-	-
✖	gift ideas	0.74%	2	-	-	-	-	-
- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
✔	secret santa generator	1.84%	5	1	1	1	-	-
▬	gift exchange app	0.74%	2	1	1	-	-	-
▬	top rated iphone	0.37%	1	-	-	1	-	-
✖	gift exchanges free	0.37%	1	-	-	-	-	-
✖	share wish lists	0.37%	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>**
  - The World's #1 Secret Santa Generator

- **2 <H2>**
  - Top Rated iPhone and Android Apps
  - Secret Santa

- **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

⚙ ☑

✅ ISO-8859-1 (Latin alphabet part 1)
Covers: North America, Western Europe, Latin America, the Caribbean, Canada, Africa

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, 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, https://www.elfster.com/robots.txt
Your robots.txt file is blocking search engines access to parts of the website.

User-agent: *
- Disallow: /admin/

A 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):
- https://www.elfster.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)

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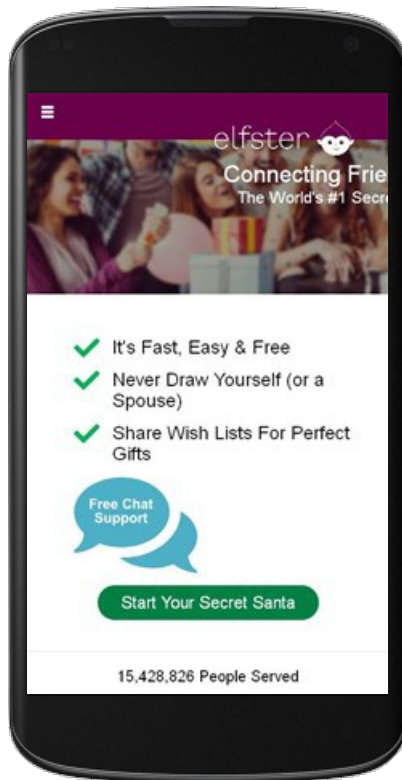
> Mobile internet usage has been exceeding PC's since 2014 and growing so it is critical for pages to render correctly on mobile devices.

Mobile Optimization

📱 📊 🔍

✅ Google Mobile Page Speed score: **91%** (High)

Rq. Requests	Hst. Hosts	LT Load time	Html	Img Images	JS JavaScript	CSS	F Flash	O Other	PS Page Size
8	4	1.61s	42.42 KB	117.99 KB	43.14 KB	0 B	0 B	340 B	203.88 KB

Recommendation		Impact
✔ Avoid landing page redirects	▎	None
✔ Enable compression	▇▇▇	Low
✔ Leverage browser caching	▇▇▇	Low
✔ Reduce server response time	▎	None
✔ Minify CSS	▎	None
✔ Minify HTML	▇▇	Low
✔ Minify JavaScript	▎	None
✔ Eliminate render-blocking JavaScript and CSS in above-the-fold content	▎	None
✔ 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 (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://d3v9wj21ypoq8b.cloudfront.net/images/favicon.ico
size: 16px by 16px
type: image/x-icon

✗ No hi-resolution (192x192) icon 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 [1 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: 14 years, 9 months, 2 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, 2 months, 25 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 **48** links out of which **3** are duplicate links:

Internal Links: relative	Internal Links: absolute	Ext.External Links: noFollow	Ext.External Links: passing Juice	Other
38 (79.17%)	0 (0.00%)	0 (0.00%)	10 (20.83%)	0

	Anchor(s)	# Count	Title	URL	L Length	T Target	Rel	Type
✅	Elfster	1	Secret Santa Generator | Online Gift Exchange App | Elfster	SStatic	1	-	-	Rel.Relative
✅	Secret Santa Generator	3	-	SStatic	24	-	-	Rel.Relative
✅	Goodies	1	-	SStatic	9	-	-	Rel.Relative
✅	Fun Icebreaker Games	1	-	SStatic	68	-	-	Rel.Relative
✅	Fun Secret Santa Name Picker Ideas	1	-	SStatic	26	-	-	Rel.Relative
🚩	AFun Office Game	1	-	SStatic	103	-	-	Rel.Relative
✅	Free Printables	1	-	SStatic	17	-	-	Rel.Relative
✅	Sorority Icebreaker Games	1	-	SStatic	81	-	-	Rel.Relative
✅	Gift Exchange Game Ideas	1	-	SStatic	91	-	-	Ext.External
✅	White Elephant Gift Ideas	1	-	SStatic	90	-	-	Ext.External
✅	21st Birthday Gift Ideas	1	-	SStatic	88	-	-	Ext.External
✅	Kris Kringle	1	-	SStatic	14	-	-	Rel.Relative
✅	Gifts for Dad	1	-	SStatic	86	-	-	Ext.External
✅	Gift Concert Tickets	1	-	SStatic	74	-	-	Ext.External
✅	Office Gift Exchange Ideas	1	-	SStatic	101	-	-	Ext.External

> 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 🔍

ℹ️ No, your site's IP 34.193.174.92 redirects to 34.193.174.92 instead of elfster.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.elfster.com and elfster.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: **90%** (High)

Rq. Requests	Hst. Hosts	LT Load time	Html	Img Images	JS JavaScript	CSS	F Flash	O Other	PS Page Size
8	4	1.28s	42.42 KB	177.29 KB	43.14 KB	0 B	0 B	340 B	263.18 KB

Recommendation		Impact
✔ Avoid landing page redirects		None
✔ Enable compression		Low
✔ Leverage browser caching		Low
✔ Reduce server response time		None
✔ Minify CSS		None
✔ Minify HTML		Low
✔ Minify JavaScript		None
✔ Eliminate render-blocking JavaScript and CSS in above-the-fold content		None
▬ 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.mattcutts.com/blog/site-speed)

Server Information   🔒

ISP: Amazon.com, Inc.

Server IP: 18.232.2.219

Server Location: 🇺🇸 VIRGINIA, Ashburn

Name Server 1: ns-1317.awsdns-36.org (205.251.197.37)
Name Server 2: ns-190.awsdns-23.com (205.251.192.190)
Name Server 3: ns-2045.awsdns-63.co.uk (205.251.199.253)
Name Server 4: ns-615.awsdns-12.net (205.251.194.103)

Your server's IP address and location have minor impact on the country specific SEO. It is recommend to host the website in the country where the number of vistors is desired to be the highest. Search engines take the geolocation of a server into account. (http://www.youtube.com/watch?v=hXt23AXlJJU)

HTTPS (SSL)

🔒

✅ **Issued To:**

    Common Name (CN):   www.elfster.com

Issuer:

    Common Name (CN):   GeoTrust EV RSA CA 2018

    Oranization (O):   DigiCert Inc

    Oranizational Unit (OU):   www.digicert.com

Period of Validity

    Begins On: 01/17/2018

    Expires On: 09/20/2019

> 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. (http://www.google.com/safebrowsing/diagnostic?site=)

Spam Blacklist

🔒

✅ Good, your IP *100.24.169.67* 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 🔒

ℹ️ 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 🔒

❌ On, Microsoft-IIS/10.0 ASP.NET 4.0.30319

> 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).