

Report for face2trade.com



Score: **91.2 %**



Generated on Monday, July 3rd 2017 4:32 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



- Add text or image anchors to all links
- Fix CSS validation errors
- Engage your fans on Facebook

Social Media Indicators



Excellent, your social media presence is strong.

Facebook Mentions	3,672	Twitter Recent Mentions	2	Google™+ Mentions	1
Delicious Bookmarks	0	Pinterest Mentions	0	LinkedIn Mentions	2,103
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:



Face2Trade

Media | News Company

<https://www.facebook.com/Face2Trade-1802398496739114/>

We strive to enable high-profile advertisers to touch base with appropriate publishers and users

Facebook Likes:	971	Great, you have many fans liking your page.	
Talking about this:	2	People are not engaging with your content enough.	
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:



Michael Jones
[@face2trade_com](#)
Liverpool, England

Description:	Real-time conversions via mobile ADS plus in-App units. We strive to enable high-profile advertisers to touch base with appropriate publishers and users! Length: 153 characters.	✓
Tweets:	52 - Not too many tweets.	✗
Followers:	2,105 - Great, you have many followers.	✓
Following:	123 - 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:	2 months, 21 days, 17 hours, 34 minutes	—
Last Tweet:	7 days, 21 hours, 49 minutes, 47 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:



Face2trade.com
FACE2TRADE. Real-time Conversions via Mobile Ads plus In-App Units.
<https://plus.google.com/114005496880343539062>

	Followers:	495	Great, you have many followers following your page.	✓
	Plus Ones:	0	Not good, users are not engaging with your content.	✗
	Google+ Custom URL:	No	You can claim your Google+ custom URL .	✗
	Linking to Google+ Page:	Yes	Good, your homepage is 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



12,094,161 most visited website in the World

Traffic Rank is provided by [Alexa](#)

Visitors Localization



No data 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: 31

Missing alt tag: 1

List of images with missing ALT attributes:

- <https://d5nxs18fruw4z.cloudfront.net/atrk.gif?account=ffMo1lWhd1052>

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:

"FACE2TRADE. Real-time Conversions via Mobile Ads plus In-App Units."

Length: 67 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:

"The mission of FACE2TRADE is to protect our reputation as the first-class producer of quality ad services. "

Length: 107 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 **22.06%**

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
✓	face2trade	2.11%	27	1	1	5	-	-
⚠	video	1.88%	24	-	-	2	2	-
⚠	reach	1.88%	24	-	-	1	-	-
✓	ads	1.72%	22	1	-	2	3	-
⚠	display	1.64%	21	-	-	1	1	-
⚠	advertising	1.41%	18	-	-	5	-	-
⚠	search	1.41%	18	-	-	1	1	-
✓	mobile	1.33%	17	1	-	2	1	-
⚠	remarketing	1.33%	17	-	-	1	1	-
✗	targeting	1.33%	17	-	-	-	-	-

✗	click-fraud protection	0.39%	5	-	-	-	-	-
⚠	real-time conversions	0.31%	4	1	-	1	-	-
✗	cross-channel advertising	0.31%	4	-	-	-	-	-
✗	premium advertisers	0.23%	3	-	-	-	-	-
✗	video solutions	0.23%	3	-	-	-	-	-

✗	24-7 advertiser protection	0.23%	3	-	-	-	-	-
⚠	conversions via mobile	0.16%	2	1	-	1	-	-
⚠	ads plus in-app	0.16%	2	1	-	1	-	-
⚠	via mobile ads	0.16%	2	1	-	1	-	-
⚠	plus in-app units	0.16%	2	1	-	1	-	-

Keywords density and consistency are notable factors for optimal page SEO. Preferred keywords should have higher keywords density indicating their importance. Optimally, preferred keywords should also be consistently utilized in multiple essential areas of the page such as title, description meta tag, h1 through h6 headings, alt image attributes, backlinks and internal links anchor text. Keyword density of above 5% is a good indication that the word or phrase appears too many time in the content. ([more information](#))

Frames



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).



- 1 <H1>
 - FACE2TRADE. Real-time Conversions via Mobile Ads plus In-App Units.

- 16 <H2>
 - Data-powered Solutions
 - Reasonable Charges
 - Unprecedented Service Delivery
 - Verified Quality Traffic
 - Monetizing
 - FACE2TRADE's outspoken advantages for publishers:
 - Publishers – Monetize Your Video Efforts
 - Your ads will be noticed by the appropriate audience in the prime spots
 - FACE2TRADE runs the fabulous all-inclusive cross-platform and multiple-channel advertising campaigns that supersede all competitor options.
 - Multiple-Channel Advertising Explained
 - Multiple-Channel Advertising Explained
 - Advertisers
 - Publishers
 - Join Our Team
 - FACE2TRADE is your universal helper for any advertising exigencies
 - 25 million consumers

- 10 <H3>
 - Proficient & Qualified Traffic
 - FACE2TRADE deals with the creams of quality traffic
 - Web Advertising Solutions
 - You'll find no ad network with equally complete and competitive palette of platform and channel solutions in a single pack.
 - Reach More Customers
 - Earn Extra Revenue
 - Put Your Skills to Good Use
 - FACE2TRADE Is Your First Aid
 - Do you have inquiries or complaints?
 - Our campaigns hit over

- 6 <H4>
 - Video
 - Mobile
 - Search
 - Display
 - Remarketing
 - Email

- 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: PASSED [0 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



Alexa Certified Site Metrics

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://face2trade.com/robots.txt>

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

- Disallow: /wp-login.php
- Disallow: /wp-register.php
- Disallow: /xmlrpc.php

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://face2trade.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: **FAILED** [11 error(s)]

- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
[Line 486, Col 15] `ADVERTISER`
Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. <http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head>
- The contrast between the colour of text and its background for the element is not sufficient to meet WCAG2.0 Level AA.
[Line 501, Col 17] `Video`
Use a colour contrast evaluator to determine if text and background colours provide a contrast ratio of 4.5:1 for standard text, or 3:1 for larger text. Change colour codes to produce sufficient contrast. <http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html#visual-audio-contrast-contrast-resources-head>

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: **72%** (Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
61	6	2.68s	70.59 KB	1.62 MB	185.66 KB	169.25 KB	0 B	60.61 KB	2.1 MB

Recommendation	Impact
✓ Avoid landing page redirects	None
✓ Enable compression	Low
⚠ Leverage browser caching	Medium
✓ Reduce server response time	Low
✓ Minify CSS	Low
✓ Minify HTML	None
✓ Minify JavaScript	Low
✗ 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** - Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience. The following tap targets are close to other nearby tap targets and may need additional spacing around them. [show more](#)
 - The tap target `FACE2TRADE. Re...In-App Units.` and 2 others are close to other tap targets final.
 - The tap target `Menu` is close to 3 other tap targets final.
 - The tap target `` is close to 1 other tap targets.
 - The tap target `` is close to 1 other tap targets.
 - The tap target `SERVICES` and 9 others are close to other tap targets.
- ✓ **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://face2trade.com/wp-content/themes/precious-lite/images/globe.ico>

size: 24px by 24px

type: image/x-icon

Warning: favicon dimensions are incorrect. Recommended sizes are 16x16, 32x32, 48x48 and 64x64 px

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:

- face2trade.com/wp-content/themes/precious-lite/bootstrap_new.min.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** [289 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 registered for the first time: 3 years, 6 months, 13 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: 1 year, 5 months, 16 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 173 links out of which 84 are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
90 (52.02%)	79 (45.66%)	0 (0.00%)	4 (2.31%)	0

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
IMAGE (logo)	2	logo	Static	23	-	home	Absolute
Menu	1	-	Static	1	-	-	Relative
SERVICES	2	-	Static	31	-	-	Absolute
NATIVE	4	-	Static	12	-	-	Relative
About Native Ads	2	-	Static	34	-	-	Absolute
Reach	2	-	Static	29	-	-	Absolute
Targeting	2	-	Static	33	-	-	Absolute
Brand Safety	2	-	Static	36	-	-	Absolute
Cross-Channel Advertising	2	-	Static	49	-	-	Absolute
VIDEO	5	-	Static	13	-	-	Relative
About Video	2	-	Static	35	-	-	Absolute
Reach	2	-	Static	31	-	-	Absolute
Multiple Video Solutions	2	-	Static	48	-	-	Absolute
Video Products	2	-	Static	38	-	-	Absolute
Network	2	-	Static	31	-	-	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 [151.236.46.19](#) does not redirect to [face2trade.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.face2trade.com](#) and [face2trade.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: **87%**(High)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
62	6	2.30s	70.59 KB	1.63 MB	185.66 KB	168.66 KB	0 B	74.39 KB	2.12 MB

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

Server Information



ISP: Simply Transit Ltd
Server IP: 151.236.46.19
Server Location: ENGLAND, Worcester

Name Server 1: ns41.domaincontrol.com (216.69.185.21)
Name Server 2: ns42.domaincontrol.com (208.109.255.21)

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=hXl23AXlJJU>)

HTTPS (SSL)



Issued To:

Common Name (CN): face2trade.com

Issuer:

Common Name (CN): RapidSSL SHA256 CA

Organization (O): GeoTrust Inc.

Period of Validity

Begins On: 02/09/2017

Expires On: 02/10/2018

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 151.236.46.19 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:

Name: Michael Jones

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 [Apache](#) or [IIS](#)).