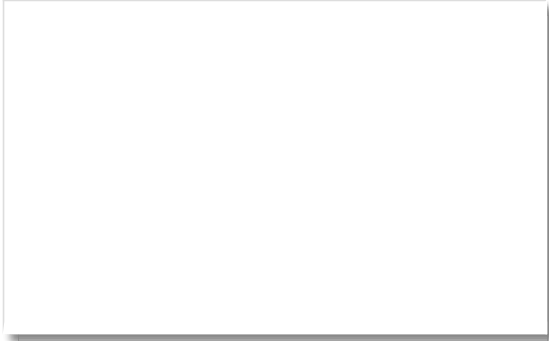


Report for gravitatedesign.com



Score: **87.7 %**



Generated on Thursday, August 31st 2017 1:08 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
- Optimize images

Social Media Indicators



Excellent, your social media presence is strong.

Facebook Mentions	253	Twitter Recent Mentions	37	Google™+ Mentions	177
Delicious Bookmarks	0	Pinterest Mentions	41	LinkedIn Mentions	6
StumbleUpon Views	626	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:



Gravitate
Business & Economy Website
Vancouver, WA United States
<https://www.facebook.com/GravitateDesignStudio>
We are a digital marketing and design agency.

Facebook Likes:	1,118	Great, you have many fans liking your page.	
Talking about this:	8	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:



Gravitate
[@gravitatedesign](https://twitter.com/@gravitatedesign)
 Vancouver, WA

Description:	We are a digital marketing and design agency providing our clients with strategy, design, content, development, hosting, and maintenance. Length: 137 characters.	✓
Tweets:	4,385 - Excellent, you have many tweets.	✓
Followers:	1,413 - Great, you have many followers.	✓
Following:	641 - Good, you are following some users.	✓
Page Link:	Yes, your homepage is linking to your Twitter™ account.	✓
Verified:	No, your account has not been verified by Twitter™	✗
Account Age:	8 years, 6 months, 29 days, 11 hours	✓
Last Tweet:	10 hours, 59 minutes, 38 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:



Gravitate
You've got options, but we think working with us is a no-brainer.
<https://plus.google.com/+Gravitatedesign>
 We are a digital marketing and design agency located just north of Portland, Oregon.

	Followers:	98	You have some followers but the number seems to be a little low.	—
	Plus Ones:	0	Not good, users are not engaging with your content.	✗
	Google+ Custom URL:	Yes	Perfect, your Google+ Page has custom url.	✓
	Linking to Google+ Page:	No	Too bad, your homepage is not linking to your Google+ Page.	✗
	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](#)

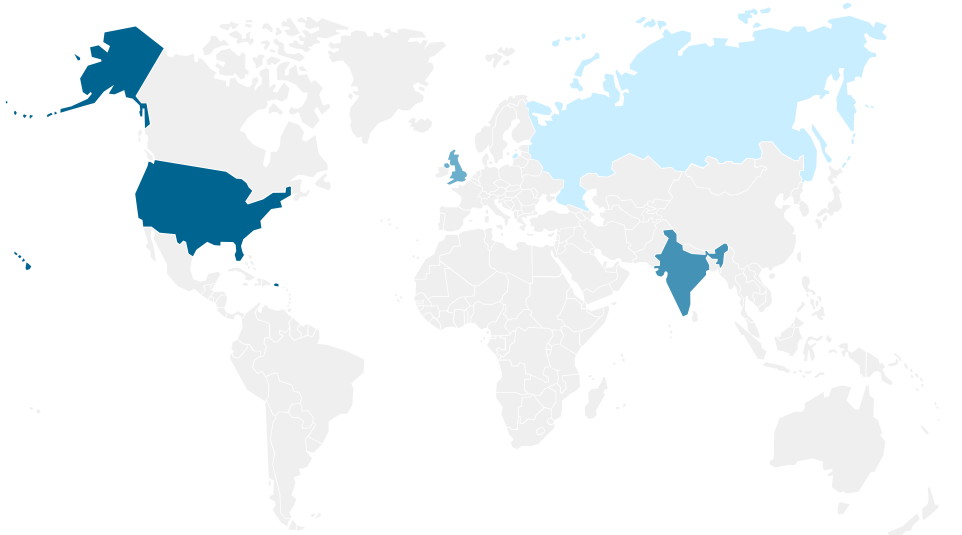
Traffic Rank



280,290 most visited website in the **World** Trend: ▲ up (-533)
106,143 most visited website in **United States**

Traffic Rank is provided by [Alexa](#)

Visitors Localization



Low High

Country	Percent	Domain (ccTLD)	Status
United States	47.7%	gravitatedesign.us	Not available.
India	15.7%	gravitatedesign.in	Not available.
United Kingdom	7.2%	gravitatedesign.co.uk	Not available.
Russia	0.6%	gravitatedesign.ru	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: 5

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:

"Custom Web Design, Development, & Maintenance Solutions • Gravitate"

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:

"Gravitate is a design agency providing result-driven strategies to enhance your bottom line. We provide custom designs, development, maintenance and more."

Length: 154 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 **12.81%**

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
		design	2.20%	8	1	1	2	1	-
		digital	2.20%	8	-	-	4	-	-
		study	2.20%	8	-	-	-	1	-
		case	2.20%	8	-	-	-	1	-
		work	1.92%	7	-	-	1	-	-
		seattle	1.65%	6	-	-	2	2	-
		web	1.37%	5	1	-	1	1	-
		skyhigh	1.37%	5	-	-	2	2	-
		visit	1.37%	5	-	-	2	2	-
		experience	1.37%	5	-	-	2	-	-

		case study	2.20%	8	-	-	-	-	-
		web design	1.37%	5	1	-	1	-	-
		visit seattle	1.37%	5	-	-	2	-	-
		digital marketing	1.10%	4	-	-	2	-	-
		design agency	0.82%	3	-	1	2	-	-

		campus living villages	0.82%	3	-	-	2	-	-
		northwest's emerald jewel	0.55%	2	-	-	2	-	-
		pacific northwest's emerald	0.55%	2	-	-	2	-	-
		web design agency	0.55%	2	-	-	1	-	-
		custom web design	0.27%	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).

Headings



■ 1 <H1>

- A Digital Marketing & Web Design Agency

■ 10 <H2>

- Visit Seattle
- Campus Living Villages
- Skyhigh
- EMPTY
- Visit Seattle
- Element Cycles
- Campus Living Villages
- Skyhigh
- How We Work
- Ready to get started?

■ 1 <H3>

- Project Inquiry

■ 10 <H4>

- Explore the Pacific Northwest's Emerald Jewel
- Redefining the Digital Experience for Student Housing
- Success Is the Sum of Details
- EMPTY
- Explore the Pacific Northwest's Emerald Jewel
- Pushing pedals and e-commerce standards
- Redefining the Digital Experience for Student Housing
- Success Is the Sum of Details
- We're a Digital Marketing And Web Design agency.
- Ready to start a project or really curious about our process? Drop us a note or give us a call 888.641.7313; we're happy to answer all your questions.

■ 1 <H5>

- EMPTY

■ 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** [19 errors, 3 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
- HubSpot

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://gravitatedesign.com/robots.txt>

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

User-agent: *

- Disallow: /wp-admin/
- Disallow: /thank-you/
- Disallow: /web-design-portfolio_OLD

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

XML Sitemap



Found following XML sitemap(s):

- https://www.gravitatedesign.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: **FAILED** [25 error(s)]

Anchor contains no text.

[Line 109, Col 6] <svg class="gravitate-logo" data-name="Gravitate" xmlns="http:// ...

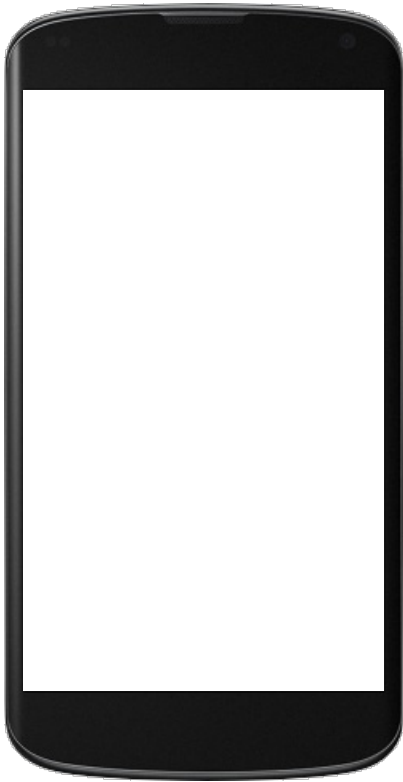
Add text to the a element or the title attribute of the a element or, if an image is used within the anchor, add Alt text to the image.

Anchor contains no text.

[Line 134, Col 43]

Add text to the a element or the title attribute of the a element or, if an image is used within the anchor, add Alt text to the image.

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: **60%**(Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
55	23	2.86s	48.14 KB	976.33 KB	1.2 MB	247.65 KB	0 B	6.24 KB	2.45 MB

Recommendation	Impact
✓ Avoid landing page redirects	None
✓ Enable compression	None
✗ Leverage browser caching	Medium
✓ 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	High
✗ Optimize images	High
✓ 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 `San Francisco, CA` and 2 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: <https://www.gravitatedesign.com/wp-content/themes/gravtheme/library/favicons/favicon.ico>

size: 48px by 48px

type: image/x-icon

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

Custom 404 Error Page



Yes, custom 404 error page detected.

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

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

Printability



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** [122 error(s)]

It is recommended to use valid CSS to ensure that the website displays correctly. ([W3C CSS Validation Service](https://www.w3.org/Service)).

Domain Age



Your domain was registered for the first time: 17 years, 4 months, 30 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: 2 years, 6 months, 30 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 **58** links out of which **20** are duplicate links:

Internal Links: relative	Internal Links: absolute	External Links: noFollow	External Links: passing Juice	Other
3 (5.17%)	45 (77.59%)	0 (0.00%)	9 (15.52%)	1

Anchor(s)	Count	Title	URL	Length	Target	Rel	Type
✗ EMPTY	1	-	Static	1	-	-	Relative
✓ Services	3	-	Static	41	-	-	Absolute
✓ Work	3	-	Static	37	-	-	Absolute
✓ Company	3	-	Static	40	-	-	Absolute
✓ Blog	3	-	Static	37	-	-	Absolute
✗ EMPTY	2	-	Static	1	-	-	Relative
✓ Contact Us	4	-	Static	40	-	-	Absolute
✓ Visit Seattle Explore the Pacific Northwest's E...gn)	2	-	Static	51	-	-	Absolute
✓ Campus Living Villages Redefining the Digital Experi...dy)	2	-	Static	60	-	-	Absolute
✓ Skyhigh Success Is the Sum of Details Case S...gh)	2	-	Static	45	-	-	Absolute
✗ EMPTY	2	-	Static	37	-	-	External
✗ EMPTY	2	-	Static	45	-	-	External
✗ EMPTY	2	-	Static	36	-	-	External
✗ EMPTY	2	-	Static	56	-	-	External
✓ Case Study	1	-	Static	52	-	-	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 [52.11.163.239](#) does not redirect to [gravitatedesign.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.gravitatedesign.com](#) and [gravitatedesign.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: **71%** (Average)

Requests	Hosts	Load time	Html	Images	JavaScript	CSS	Flash	Other	Page Size
55	23	3.23s	48.14 KB	976.33 KB	1.19 MB	247.65 KB	0 B	6.24 KB	2.44 MB

Recommendation	Impact
Avoid landing page redirects	None
Enable compression	None
Leverage browser caching	Medium
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	High
Optimize images	High
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: Amazon.com
Server IP: 52.11.163.239
Server Location: OREGON, Boardman

Name Server 1: ns-1451.awsdns-53.org (205.251.197.171)
Name Server 2: ns-157.awsdns-19.com (205.251.192.157)
Name Server 3: ns-1868.awsdns-41.co.uk (205.251.199.76)
Name Server 4: ns-579.awsdns-08.net (205.251.194.67)

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=hXt23AXJJU>)

HTTPS (SSL)



Issued To:

Common Name (CN): gravitatedesign.com

Issuer:

Common Name (CN): Amazon

Organization (O): Amazon

Organizational Unit (OU): Server CA 1B

Period of Validity

Begins On: 01/31/2017

Expires On: 03/01/2018

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 52.11.163.239 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



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



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](#)).