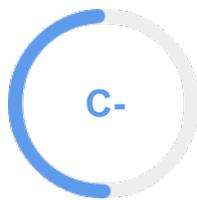


Website Report for eldridgechiropractor.com

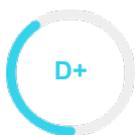
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

eldridgechiropractor.com's Audit Results



Your page needs improvement

You have 18 Improvements Recommended



SEO



Usability



Performance



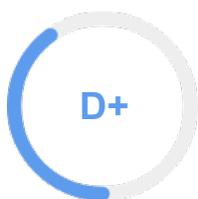
Social



Security



SEO Results



Your SEO needs improvement

Your page is not well optimized from an SEO perspective. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfils basic recommended improvements outlined here.

HTML HEADER

Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).



Eldridge Chiropractor Chiropractic Eldridge Iowa Chiropractors IA 52748

Length : 71

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

Eldridge Chiropractor Dr. Heather Jordahl of Back to Health Chiropractic, a Eldridge Iowa IA 52748 chiropractic clinic, is your preferred chiropractor.

Length : 151

BODY CONTENT

Header Tags



Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	1
H2	3
H3	5
H4	2
H5	0
H6	0

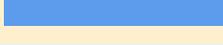
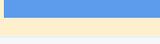
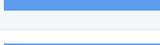
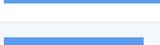
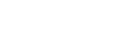
Keyword Consistency



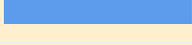
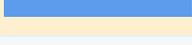
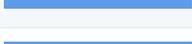
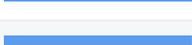
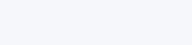
Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
chiropractic	✓	✓	✓	9	
eldridge	✓	✓	✓	9	
health	✗	✓	✗	8	
care	✗	✗	✗	6	
chiropractor	✓	✓	✓	6	
jordahl	✗	✓	✓	6	
massage	✗	✗	✓	5	
back	✗	✓	✗	5	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
massage therapy	✗	✗	✓	4	
dr jordahl	✗	✗	✗	4	
- 600 pm	✗	✗	✗	3	
back to	✗	✓	✗	3	
read more	✗	✗	✗	3	
to health	✗	✓	✗	3	
eldridge chiropractor	✓	✓	✓	3	
563 285-1414	✗	✗	✗	3	

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 586

Image Alt Attributes

You have images on your page that are missing ALT attributes.



We found 11 images on your page and 4 of them are missing the attribute.

LINKS

Number of Backlinks



You have a reasonably weak level of backlink activity to this page. search engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor

Backlink data provided by [MOZ](#)



1

External
Backlinks



5

All Backlinks



1

Moz Domain
Authority

On-Page Link Structure



We found 34 total links. 44% of your links are external links and are sending authority to other sites. 6% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Broken Links



We have found 2 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

Friendly URLs



Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

OTHER

Robots.txt



Your website appears to have a robots.txt file.

<http://eldridgechiropractor.com/robots.txt>

XML Sitemaps



Your website appears to have an XML sitemap.

<https://www.eldridgechiropractor.com/shared/feeds/sitemap.php>

Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.



Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Use of Mobile Viewports

Your page either does not have a meta viewport specified, or it is configured incorrectly. Viewports are important to ensure that your page content sizes appropriately for different devices, in particular mobile and tablet.



Flash Used?

Flash content has been identified on your site. Flash is a deprecated technology which renders poorly on mobile devices and cannot be indexed by search engines.



iFrames Used?

There are no iFrames detected on your page.



Favicon

We have not identified a favicon on your page. Favicons are a way to increase brand visibility and make your page more recognizable when browsing amongst multiple browser tabs or bookmarks.



Legible Font Sizes

The text on your page appears to be legible across devices.



Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



Performance Results



Your performance is good

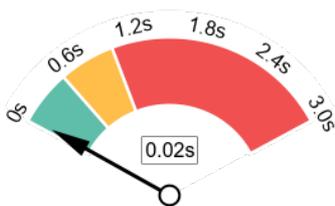
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Page Speed Info

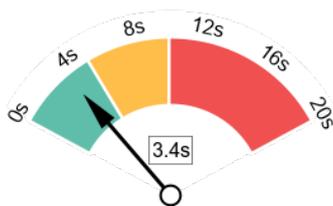
Your page's server response time is reasonably low which is good for load speed and user experience.



Server Response



All Page Content Loaded



All Page Scripts Complete

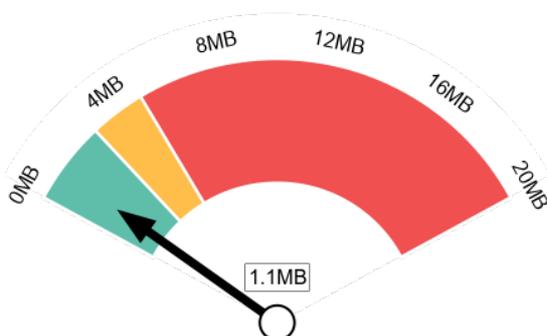


Page Size Info

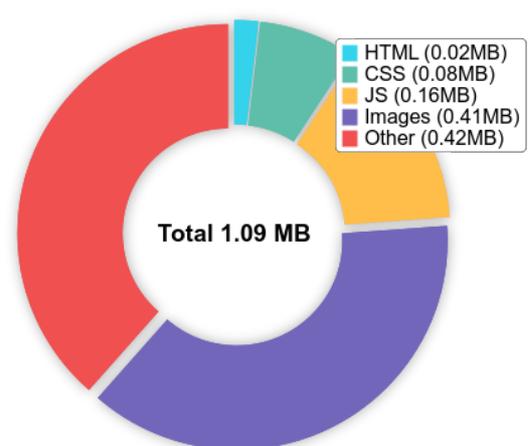
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Total Page Size



Page Size Breakdown





Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

 61	 1	 3	 3	 43	 11
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

Your website is using GZIP compression.



Optimize Images

All of the images on your page appear to be optimized.



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

Deprecated HTML tags have been found within your page. These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.



Inline Styles

Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.





Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected



Your page has a link to a Facebook Page.

Twitter Connected

No associated Twitter profile found as a link on your page.



Instagram Connected

No associated Instagram profile found linked on your page



Youtube Connected

No associated Youtube channel found linked on your page.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



Social Shares

You have a low level of Social Sharing of this page. Social Sharing is an effective way to drive traffic and build brand awareness.



0

Facebook



0

LinkedIn



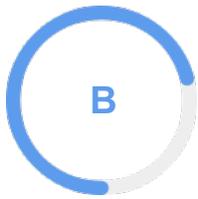
0

Pinterest



0

Stumbleupon



Your security could be better

We recommend addressing the highlighted security items. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss.

SSL Enabled



We are unable to identify an SSL encrypted (HTTPS) version of your website.

SSL helps to secure the transfer of information on your page and is used as a ranking signal by search engines.

HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

Malware Check



Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



Email Privacy



No email addresses have been found in plain text on your page.

Technology Results

Technology List



These software or coding libraries have been identified on your page.

	Technology	Version
	CloudFlare	
	Google Font API	
	PHP	5.2.8

Server IP Address

104.31.73.154



DNS Servers

burt.ns.cloudflare.com
elma.ns.cloudflare.com



Web Server

cloudflare



Charset

text/html



Recommendations

SEO

Execute a Link Building Strategy

High Priority

SEO

Reduce length of title tag (to between 10 and 70 characters).

Low Priority

SEO

Use your main keywords across the important HTML tags

Medium Priority

Social

Encourage Page Social Sharing

Medium Priority

SEO

Fix identified broken links

Medium Priority

Mobile & UI

Set a mobile viewport

Medium Priority

SEO	Implement an analytics tracking tool	Low Priority
SEO	Update URLs to be more human and Search Engine readable	Low Priority
Mobile & UI	Remove any Flash based content	Low Priority
Security	Enable SSL on your website	Low Priority
SEO	Add ALT attributes to all images	Low Priority
Social	Create and link your Twitter profile	Low Priority
Performance	Remove inline styles	Low Priority
Performance	Remove any Deprecated HTML	Low Priority
Mobile & UI	Add a favicon	Low Priority
Social	Create and link associated Instagram profile	Low Priority
Social	Create and link an associated Youtube channel	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority