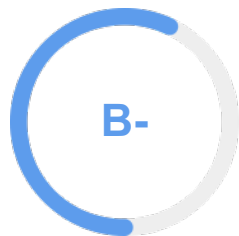


Website Report for company.co

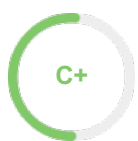
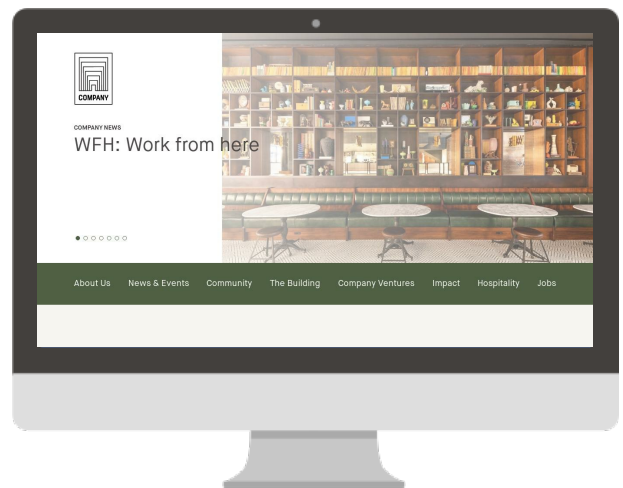
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade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

Audit Results for company.co



Your page could be better

Recommendations: 18



On-Page SEO



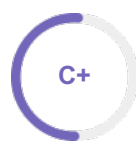
Links



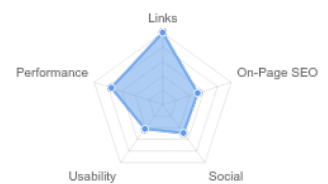
Usability



Performance



Social



Recommendations

Include a meta description tag

On-Page SEO

High Priority

Add Canonical Tag

On-Page SEO

Medium Priority

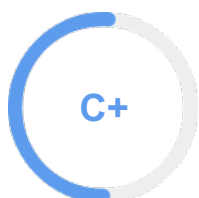
Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Add Alt attributes to all images	On-Page SEO	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Twitter Cards	Social	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Create Google Business Profile	Other Improvements	Low Priority
Improve the size of tap targets	Usability	Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



Company | Building with Purpose

Length : 31

Meta Description Tag

Your page appears to be missing a meta description tag.



A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



https://company.co :
Company | Building with Purpose

Hreflang Usage

Your page is not making use of Hreflang attributes.



Language

Your page is using the lang attribute.



Declared: English

H1 Header Tag Usage

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.



The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.



Header Tag	Frequency	
H2	1	
H3	9	
H4	6	
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	
company	✓	✗	✓	14	
news	✗	✗	✓	8	
community	✗	✗	✓	7	
impact	✗	✗	✗	5	
covid-19	✗	✗	✓	4	
events	✗	✗	✓	3	
building	✓	✗	✓	3	
skip	✗	✗	✗	3	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
company news	✗	✗	✗	4	
news events	✗	✗	✗	3	
screen-reader mode	✗	✗	✗	2	
enter skip	✗	✗	✗	2	
remote internships	✗	✗	✗	2	
lindsay siegel	✗	✗	✗	2	
siegel director	✗	✗	✗	2	
impact company	✗	✗	✗	2	

Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 299

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes



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

We found 20 images on your page and 19 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Canonical Tag



Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



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

Robots.txt



Your website appears to have a robots.txt file.

```
http://company.co/robots.txt
```

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

XML Sitemaps



Your website appears to have an XML sitemap.

```
https://company.co/sitemap.xml
```

Analytics



Your page is using an analytics tool.

```
📊 Google Analytics
```

Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
company new york	EN	7	74,000	1,894	
company	ES	12	135,000	1,012	
ny company	ES	10	74,000	836	
company	EN	16	135,000	580	
company co	EN	1	880	267	
company co	EN	1	880	267	
company building	EN	1	480	145	
nyc company	EN	7	3,600	92	
company ventures	EN	4	1,300	85	
company ventures	ES	4	1,300	85	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



6,021
Monthly
Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	9
Position 2-3	6
Position 4-10	25
Position 11-20	27
Position 21-30	30
Position 31-100	202

Links

Number of Backlinks

You have a strong level of backlink activity to this page.

Backlink data provided by [MOZ](#)



1.5k

External
Backlinks



382

Referring
Domains



31

Moz Domain
Authority



Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain Authority	URL
99	startups.microsoft.com/en-us/partners/
95	robthorpe.medium.com/how-to-break-into-startup-investing-by-leading-your-own-angellist-syndicate-fa8ce0f60313
95	pmontee.medium.com/ventures-role-a-power-law-economy-and-society-f128f6691dc5
95	medium.com/feed/@pmontee
95	medium.com/feed/summer-blog
91	thenextweb.com/news/an-entrepreneurs-guide-to-nycs-tech-scene
91	answers.sap.com/questions/3819007/ep-user-mapping.html
89	www.digitalocean.com/community/tutorials/how-to-secure-apache-with-lets-encrypt-on-ubuntu-16-04
86	eriktorenberg.substack.com/p/whats-on-deck-for-on-deck
86	anniedukecompany.splashthat.com/

On-Page Link Structure



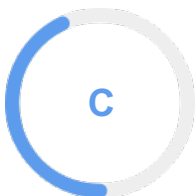
We found 55 total links. 29% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links



Your link URLs appear friendly (easily human or search engine readable).

Usability



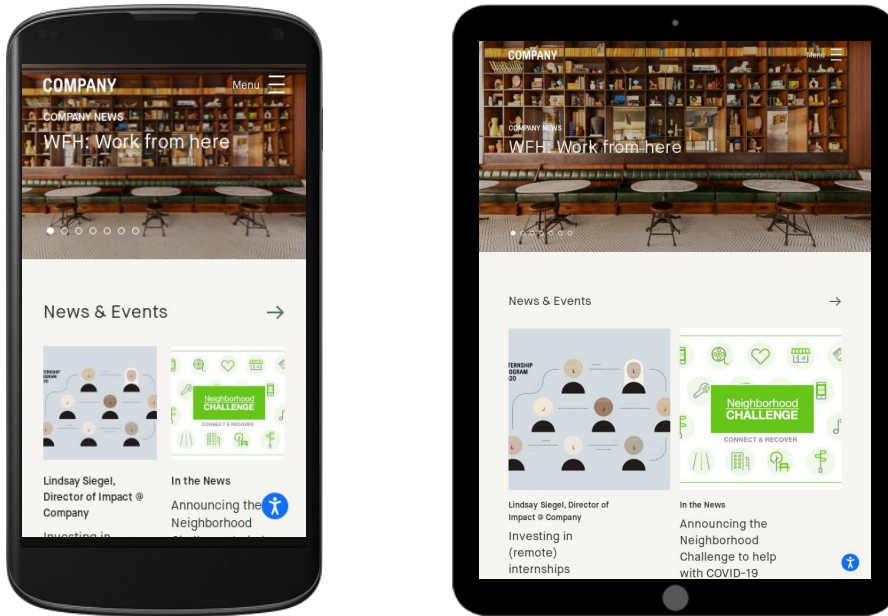
Your usability could be better

Your page is OK but could be more usable 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

i

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.



Google's Core Web Vitals

i

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Use of Mobile Viewports



Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

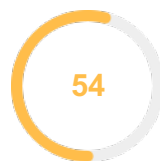
Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



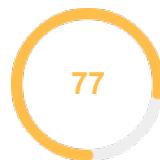
Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	2.5 s		
Speed Index	11 s	Properly size images	12.3 s
Largest Contentful Paint	6.5 s	Serve images in next-gen formats	8.55 s
Time to Interactive	5.6 s	Reduce initial server response time	5.76 s
Total Blocking Time	0.33 s	Reduce unused JavaScript	1.5 s
Cumulative Layout Shift	0	Eliminate render-blocking resources	0.95 s
		Efficiently encode images	0.3 s

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.7 s		
Speed Index	7.7 s	Reduce initial server response time	2.51 s
Largest Contentful Paint	2.5 s	Properly size images	2.04 s
Time to Interactive	0.7 s	Serve images in next-gen formats	1.48 s
Total Blocking Time	0 s	Eliminate render-blocking resources	0.25 s
Cumulative Layout Shift	0		

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

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



Legible Font Sizes

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



Tap Target Sizing

Some of the links or buttons on your page 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.

Performance Results



Your performance is good

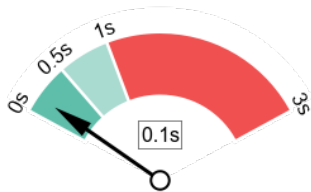
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Page Speed Info

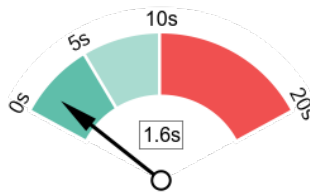
Your page loads in a reasonable amount of time.



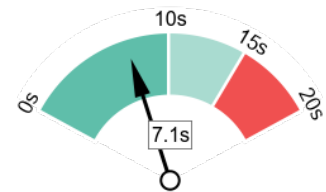
Server Response



All Page Content Loaded



All Page Scripts Complete

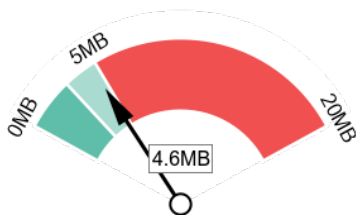


Download Page Size

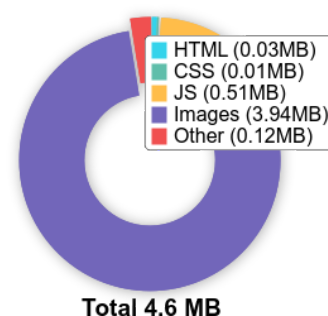
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

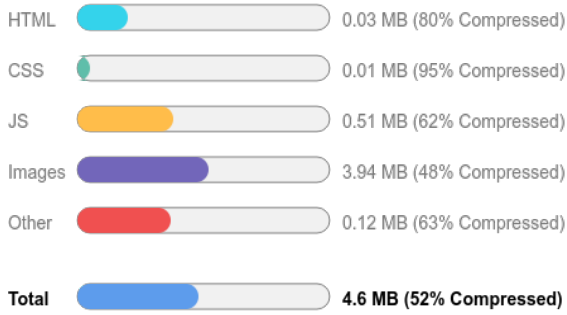


Website Compression (Gzip, Deflate, Brotli)

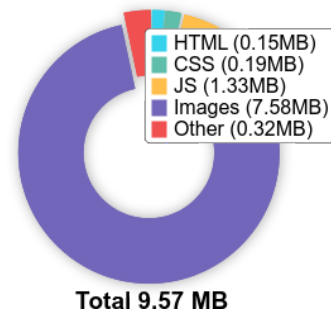
Your website appears to be using a reasonable level of compression.



Compression Rates

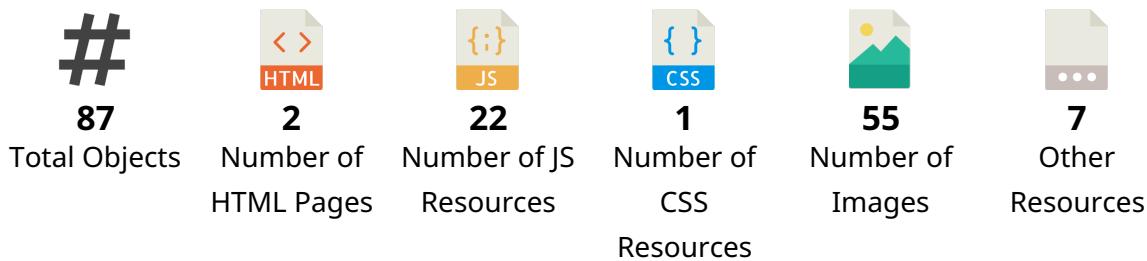


Raw Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



Optimize Images

Your page appears to include images which are poorly optimized.



Properly formatting and compressing images can have a significant impact on page load performance.

Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



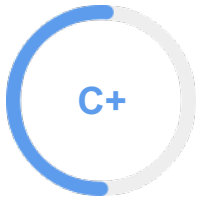
Inline Styles

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.

Social Results



Your social could be better

You do not appear to have a strong 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 more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected

Your page has a link to a Twitter profile.



Twitter Activity

You have a strong following on Twitter.



8,238
Followers

Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected

Your page has a link to an Instagram profile.



LinkedIn Connected

Your page has a link to a LinkedIn profile.



YouTube Connected

No associated YouTube channel found linked on your page.

**YouTube Activity**

No associated YouTube channel found linked on your page.



Local SEO

Local Business Schema

No Local Business Schema identified on the page.

**Google Business Profile Identified**

No Google Business Profile was identified that links to this website.

**Google Business Profile Completeness**

No Google Business Profile was identified that links to this website.

**Google Reviews**

No Google Business Profile was identified that links to this website.



Technology Results

Technology List

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

i

Technology	Version
 Google Analytics	
 jQuery	
 Nginx	1.12.2
 Node.js	
 Nuxt.js	
Vue.js	

Server IP Address

185.122.166.243

i

DNS Servers

dns1.registrar-servers.com
dns2.registrar-servers.com

i

Web Server

nginx/1.12.2

i

Charset

text/html

i