# Website Report for paulgreenephd.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.

paulgreenephd.com's Audit Results

D+
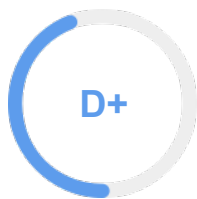
Your page needs improvement

You have 19 Improvements Recommended
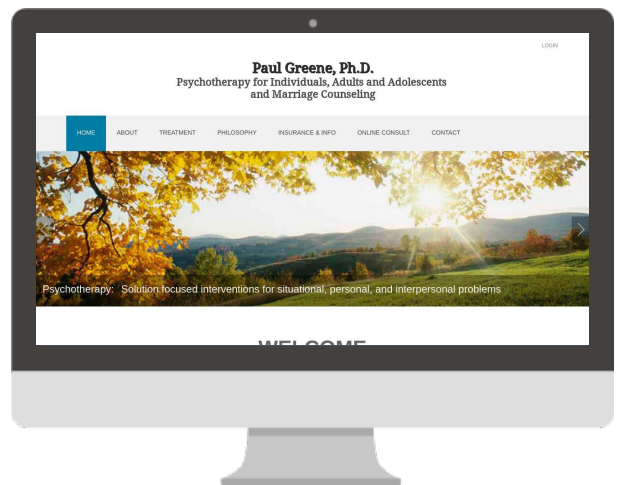
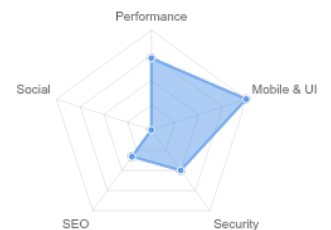| D	A+	B	F-	C
SEO	Usability	Performance	Social	Security

Performance
Social
Mobile & UI
SEO
Security

SEO Results

D

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 of optimal length (between 10 and 70 characters).

Paul Greene > Home

Length : 21

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.

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	0	
H3	1	▬▬▬▬
H4	0	
H5	0	
H6	0	

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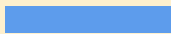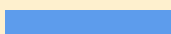
Your page's main keywords are not distributed well across the important HTML tags.

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.
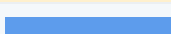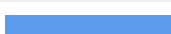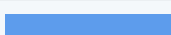
Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
psychotherapy	❌	❌	❌	6	▬▬▬▬▬▬
greene	✔	❌	❌	4	▬▬▬▬
marriage	❌	❌	❌	3	▬▬▬
counseling	❌	❌	❌	3	▬▬▬
psychologist	❌	❌	❌	3	▬▬▬
personal	❌	❌	❌	2	▬▬
interpersonal	❌	❌	❌	2	▬▬
paul	✔	❌	❌	2	▬▬

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
marriage counseling	✕	✕	✕	3	
greene phd	✕	✕	✕	2	
info online consult	✕	✕	✕	2	
new rochelle	✕	✕	✕	2	
psychotherapy for individuals	✕	✕	✕	2	
home about treatment	✕	✕	✕	2	
about treatment philosophy	✕	✕	✕	2	
treatment philosophy insurance	✕	✕	✕	2	

Amount of Content ✖

Your page has a low volume of text content which search engines can interpret as 'thin content'. It has been well researched that higher text content volumes are related to better ranking ability in general.

Word Count: 121

Image Alt Attributes ✖

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

We found 6 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

2
External Backlinks

48
All Backlinks

4
Moz Domain Authority

On-Page Link Structure

i

We found 25 total links. 4% of your links are external links and are sending authority to other sites. 4% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Broken Links

✓

We have not detected any broken links on your page.

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://paulgreenephd.com/robots.txt

XML Sitemaps

✗

We have not detected or been able to retrieve a XML sitemaps file successfully.

A sitemap includes a list of your pages that are available for crawling, as well as other useful information for search engines such as last update times and priority of pages. Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.
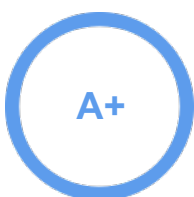
Analytics

✗

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.

Usability

A+

Your usability is very good!

Your page is highly 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.
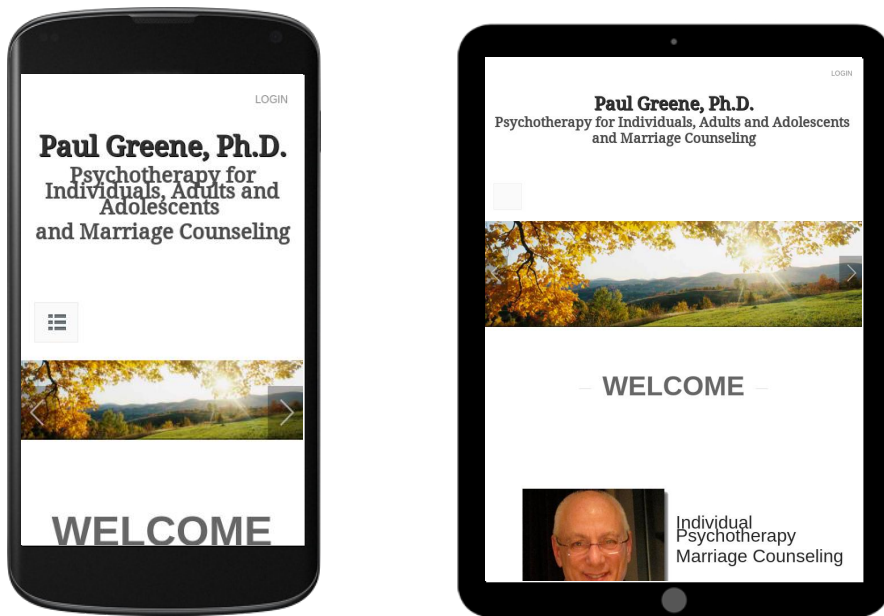
Use of Mobile Viewports

✓

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

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.
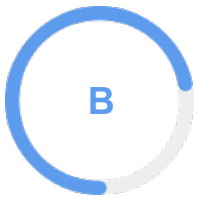
Legible Font Sizes

✓

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

B

Your performance could be better

Your page's performance has some issues and 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). We recommend addressing the highlighted factors below.
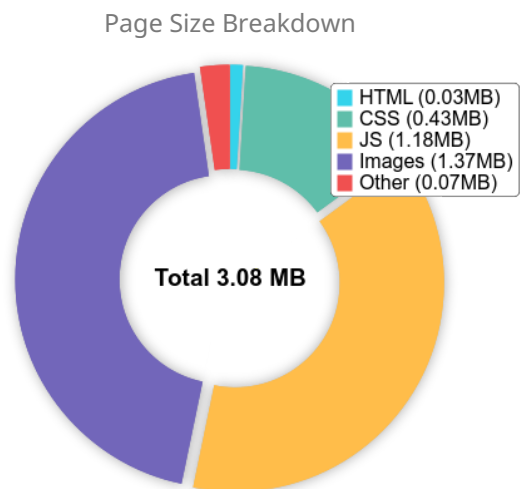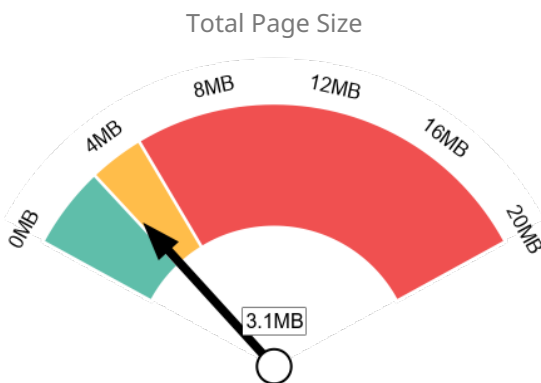
Page Speed Info ✔

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
0.24s	2.2s	7.4s
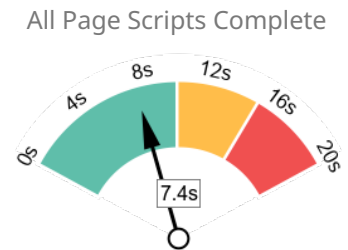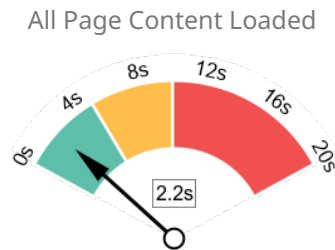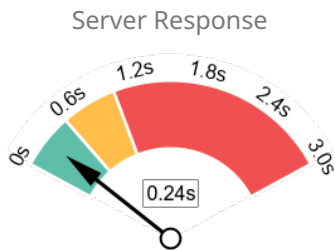
Page Size Info ✔

Your page's file size is acceptable though could be improved. We recommend minimizing file size as much as possible to optimize load speed.

Total Page Size

3.1MB

Page Size Breakdown

- HTML (0.03MB)
- CSS (0.43MB)
- JS (1.18MB)
- Images (1.37MB)
- Other (0.07MB)

Total 3.08 MB

Number of Resources *i*

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.

#	HTML	JS	CSS	Images	Other
62	**3**	**22**	**22**	**13**	**2**
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
✗

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

F-

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 ✖

No associated Facebook Page found as a link on your 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.
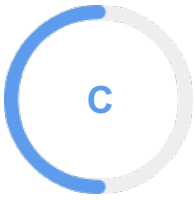
f	in	P	su
0	**0**	**0**	**0**
Facebook	LinkedIn	Pinterest	Stumbleupon

Security Results

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.

C

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 does not redirect to a HTTPS (SSL secure) version.

Malware Check ✔

Your website has been flagged as safe by popular malware scanners

Google Safe Browsing ✔   McAfee ✔   Norton by Symantec ✔   AVG ✔

Critical Software Up To Date ✔

No outdated software versions were identified on your server.

Email Privacy ✖

Email addresses have been found in plain text. We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Technology Results

Technology List

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

i

	Technology	Version
	DNN	
	HeadJS	
	Lightbox	
	Microsoft ASP.NET	
	OWL Carousel	
	Twitter Bootstrap	
	jQuery	
	jQuery UI	03

Server IP Address
i

208.88.75.151

DNS Servers
i

ns26.domaincontrol.com
ns25.domaincontrol.com

Web Server
i

Charset
i

text/html; charset=utf-8

Recommendations

SEO	Execute a Link Building Strategy	High Priority

SEO	Include a meta description tag	High Priority
SEO	Use your main keywords across the important HTML tags	Medium Priority
SEO	Implement a XML sitemaps file	Medium Priority
Social	Encourage Page Social Sharing	Medium Priority
Social	Create and link your Facebook Page	Medium Priority
SEO	Increase Page text content	Low Priority
SEO	Add ALT attributes to all images	Low Priority
SEO	Implement an analytics tracking tool	Low Priority
SEO	Update URLs to be more human and Search Engine readable	Low Priority
Performance	Optimize your images to reduce their file size	Low Priority
Security	Enable SSL on your website	Low Priority
Security	Implement a redirect to HTTPS on your website	Low Priority
Social	Create and link your Twitter profile	Low Priority
Performance	Remove inline styles	Low Priority
Security	Remove clear text Email Addresses	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

What Next?

I am available for free consultation if you
would like to discus.

Thank you,

Alex

Alexander Bonamarte
Principal
HAAS/créa Corp
haascrea.com

Serving NYC & Westchester since 1997