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# PERFORMANCE

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

## PAGE SIZE



1.1 MB

So fast! So light!

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

## PAGE REQUESTS



29

You make this look easy.

The more HTTP requests your website makes, the slower it becomes. Combine files to minimize the number of requests made.

## PAGE SPEED



4.2 Sec

Might try speeding things up a bit.

Best-in-class webpages should load within 3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.



## BROWSER CACHING

I'm sorry, what were you saying?

Browser caching speeds up your website by storing frequently used content in local memory.

[READ MORE >](#)



## PAGE REDIRECTS

Perfect! No page redirects detected.

Page redirects add an additional loading cycle, increasing the time to display the page.

[READ MORE >](#)



## COMPRESSION

Have you been working out?

When your JavaScript and CSS are properly compressed, it makes your website run much faster.

[READ MORE >](#)



## RENDER BLOCKING

Time is not on your side.

Remove or defer JavaScript and CSS that interferes with loading above-the-fold content.

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## SEO

Make sure your website is easy for users to discover—and easy for search bots to understand—with better page titles, headings, and meta descriptions.



### PAGE TITLES

**Splendid page titles.**

Page titles should be no longer than 70 characters in length and not repeat keywords.

[READ MORE >](#)



### META DESCRIPTION

**The only way is up.**

Meta descriptions should be no longer than 155 characters in length and should be relevant to the page.

[READ MORE >](#)



### HEADINGS

**Head of the class!**

Heading tags distinguish headings from core page content.

[READ MORE >](#)



### SITEMAP

**Hello? Where am I?**

Site maps help users navigate your site quickly and easily.

[READ MORE >](#)

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## SECURITY

### SSL CERTIFICATE



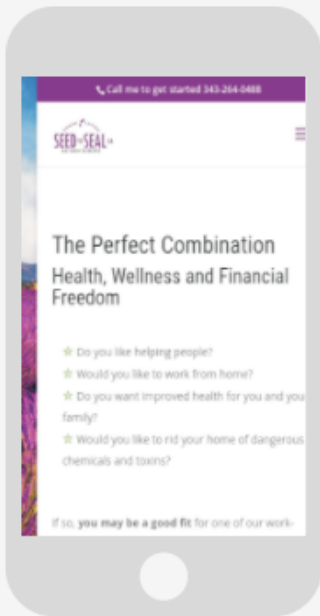
**Safe and secure. Nice job.**

SSL certificates protect websites from attacks and give visitors confidence that your site is authentic and trustworthy.

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# MOBILE

Traffic from mobile devices is growing fast. Optimize your website for mobile or you'll miss out on valuable traffic, leads, and revenue.



## RESPONSIVE



**Fantastic! You're ready to face the future.**

Responsive design gives you a bump in search rankings for searches on mobile devices.

[READ MORE >](#)

## VIEWPORT



**Now that's a good looking viewport.**

The viewport lets you control your page width and scale on different device types.

[READ MORE >](#)



**seedtoseal.ca**

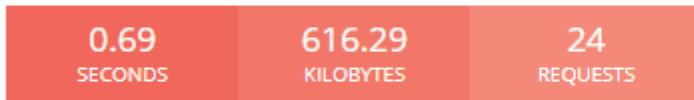
Keyword: **seed to seal**



**www.revolutionoils.com/**

Keyword: **seed to seal**

**SPEED**



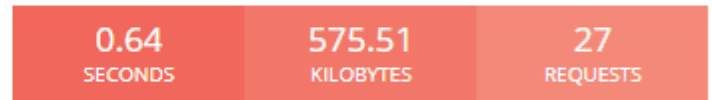
- ✓ This page loads fast enough
- ✓ This size of this page is ok
- ✓ The number of file requests is acceptable

**URL**

*seedtoseal.ca*

- ✓ URL is SEO friendly
- ✓ Exact keyword found in URL
- ✓ No underscores in URL
- ✓ Page is close enough to top-level domain

**SPEED**



- ✓ This page loads fast enough
- ✓ This size of this page is ok
- ✓ The number of file requests is acceptable

**URL**

*www.revolutionoils.com/*

- ✓ URL is SEO friendly
- ! Exact keyword not found in this URL
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**seedtoseal.ca**

Keyword: seed to seal

**TITLE TAG**

*Young Living - Seed to Seal | Carol Hardy - Independent Distributor*

✔ Keyword found in title

❗ Title tag should begin with keyword

✔ Title tag has 70 characters or less

**DESCRIPTION TAG**

*Not found.*

❗ Description tag should be 160 characters or less

❗ Description tag needs exact keyword

**IMAGE ANALYSIS**

*1 images*

✔ All images have alt tags

✔ Exact keyword found in an alt tag

✔ Exact keyword in an image file name

❗ Remove any underscores in image file names

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**www.revolutionoils.com/**

Keyword: seed to seal

**TITLE TAG**

*Revolution Oils - Changing the World One Drop at a Time*

❗ Title tag should contain keyword

❗ Title tag should begin with keyword

✔ Title tag has 70 characters or less

**DESCRIPTION TAG**

*Changing the World One Drop at a Time*

✔ Description tag has 160 characters or less

❗ Description tag needs exact keyword

**IMAGE ANALYSIS**

*10 images*

✔ All images have alt tags

❗ Add your exact keyword to an alt tag

❗ Add exact keyword to an image file name

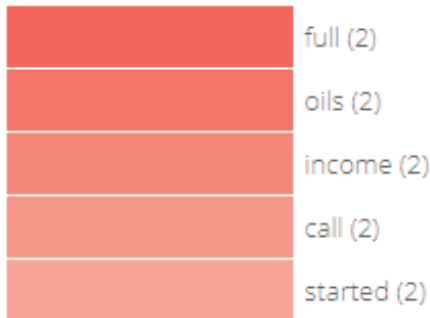
✔ No underscores found in image file names

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Keyword: seed to seal

TOP 5 WORDS USED



HEADING TAGS

H1 Tag: *The Perfect Combination*  
H2 Tag: *Health, Wellness and Financial Freedom*  
H3 Tag: *Missing*

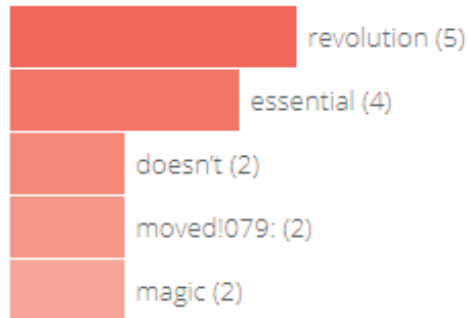
- ❗ Add a H1, H2, and H3 tag to this page
- ❗ Add exact keyword to H1, H2, or H3 tag
- ✅ There are no duplicate heading tags

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www.revolutionoils.com/

Keyword: seed to seal

TOP 5 WORDS USED



HEADING TAGS

H1 Tag: *Revolution Oils*  
H2 Tag: *We've Moved!*  
H3 Tag: *Are you ready to take your health and...*

- ✅ Found heading tags: H1, H2, and H3
- ❗ Add exact keyword to H1, H2, or H3 tag
- ❗ Remove any duplicate heading tags

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**seedtoseal.ca**

Keyword: seed to seal

#### COPY ANALYSIS

- ! You should have 2,000+ words on this page
- ! Only use exact keyword 2-4 times
- ! Bold, italicize, or underline exact keyword
- ✓ Exact keyword found in the first 100 words
- ! Add your exact keyword to anchor text
- ! Link this page to a sitemap.html

#### CODE ANALYSIS

- ! HTML is not W3C validated
- ✓ No flash found
- ! Remove inline CSS
- ! Text to HTML ratio is too low (< 25%)
- ! Add schemaorg markup
- ! Link to a sitemap.xml

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**www.revolutionoils.com/**

Keyword: seed to seal

#### COPY ANALYSIS

- ! You should have 2,000+ words on this page
- ! Only use exact keyword 2-4 times
- ! Bold, italicize, or underline exact keyword
- ! Add your exact keyword to the first 100 words
- ! Add your exact keyword to anchor text
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Keyword: seed to seal

**SOCIAL ANALYSIS**



-  Add a tweet button
-  Add a Facebook share or like button
-  Add a Google+ button
-  Add a link to a blog

**MOBILE ANALYSIS**

-  Add a mobile sitemap
-  Server uses compression (e.g., gzip)
-  We found an Apple icon
-  We found a viewport metatag





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Keyword: seed to seal

**SOCIAL ANALYSIS**



-  Tweet button found
-  Facebook share button found
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-  Add a mobile sitemap
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Keyword: seed to seal






**PAGE LINK ANALYSIS**



-  1 links from other sites
-  Found 2 links from unique domains
-  This page has 1 outbound links
-  This page has 1 outbound follow links
-  MozTrust page score: 0
-  MozRank page score: 3.9
-  Moz Page Authority: 23.24

**ROOT DOMAIN LINK ANALYSIS**



-  2 links from other sites
-  2 links from unique domains
-  MozTrust domain score: 0
-  MozRank domain score: 2.39
-  Moz Domain Authority: 8.84








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**PAGE LINK ANALYSIS**



-  Found 8 links from other sites
-  Found 6 links from unique domains
-  This page has 5 outbound links
-  This page has 5 outbound follow links
-  MozTrust page score: 5.26
-  MozRank page score: 4.17
-  Moz Page Authority: 28.12

**ROOT DOMAIN LINK ANALYSIS**



-  Found 250 links from other sites
-  Found 27 links from unique domains
-  MozTrust domain score: 3.14
-  MozRank domain score: 3.21
-  Moz Domain Authority: 22.73

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Keyword: seed to seal

#### DOMAIN ANALYSIS

*seedtoseal.ca*

- ✓ Domain is < 15 characters in length
- ✓ Found keyword in domain
- ✓ This domain is 4 years, 119 days old
- ✓ This domain expires in 1 years, 246 days
- ✓ Preferred domain set
- ! Canonicalize your IP address
- ✓ Site is accessible via HTTPS (SSL)
- ✓ robots.txt file found
- ✓ Favicon found

**55** / 100

**www.revolutionoils.com/**

Keyword: seed to seal

#### DOMAIN ANALYSIS

*revolutionoils.com*

- ✓ Domain is < 15 characters in length
- ! Domain should contain exact keyword
- ✓ This domain is 3 years, 73 days old
- ✓ This domain expires in 1 years, 292 days
- ✓ Preferred domain set
- ! Canonicalize your IP address
- ! Site should be accessible via HTTPS (SSL)
- ✓ robots.txt file found
- ✓ Favicon found

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**seedtoseal.ca**

Keyword: seed to seal

**TASKS**

- Add a tweet button
- Add a Facebook share or like button
- Add a Google+ button
- Add a link to a blog
- Add a mobile sitemap
- 2 links from other sites
- 2 links from unique domains
- MozTrust domain score: 0
- Canonicalize your IP address

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**www.revolutionoils.com/**

Keyword: seed to seal

**TASKS**

- Text to HTML ratio is too low (< 25%)
- Link to a sitemap.xml
- Add a Google+ button
- Add a mobile sitemap
- Add an Apple icon
- Domain should contain exact keyword
- Canonicalize your IP address
- Site should be accessible via HTTPS (SSL)

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**seedtoseal.ca**

Keyword: seed to seal

**TASKS**

- Title tag should begin with keyword
- Description tag should be 160 characters or less
- Description tag needs exact keyword
- Remove any underscores in image file names
- Add a H1, H2, and H3 tag to this page
- Add exact keyword to H1, H2, or H3 tag
- You should have 2,000+ words on this page
- Only use exact keyword 2-4 times
- Bold, italicize, or underline exact keyword
- Add your exact keyword to anchor text
- Link this page to a sitemap.html
- HTML is not W3C validated
- Remove inline CSS
- Text to HTML ratio is too low (< 25%)
- Add schemaorg markup

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**www.revolutionoils.com/**

Keyword: seed to seal

**TASKS**

- Exact keyword not found in this URL
- Title tag should contain keyword
- Title tag should begin with keyword
- Description tag needs exact keyword
- Add your exact keyword to an alt tag
- Add exact keyword to an image file name
- Add exact keyword to H1, H2, or H3 tag
- Remove any duplicate heading tags
- You should have 2,000+ words on this page
- Only use exact keyword 2-4 times
- Bold, italicize, or underline exact keyword
- Add your exact keyword to the first 100 words
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