

# WEBSITE MARKETING AUDIT

Report Generated On

Jul, 05 2024



Local  
Visibility



On-Page  
Optimization



Local  
Reviews



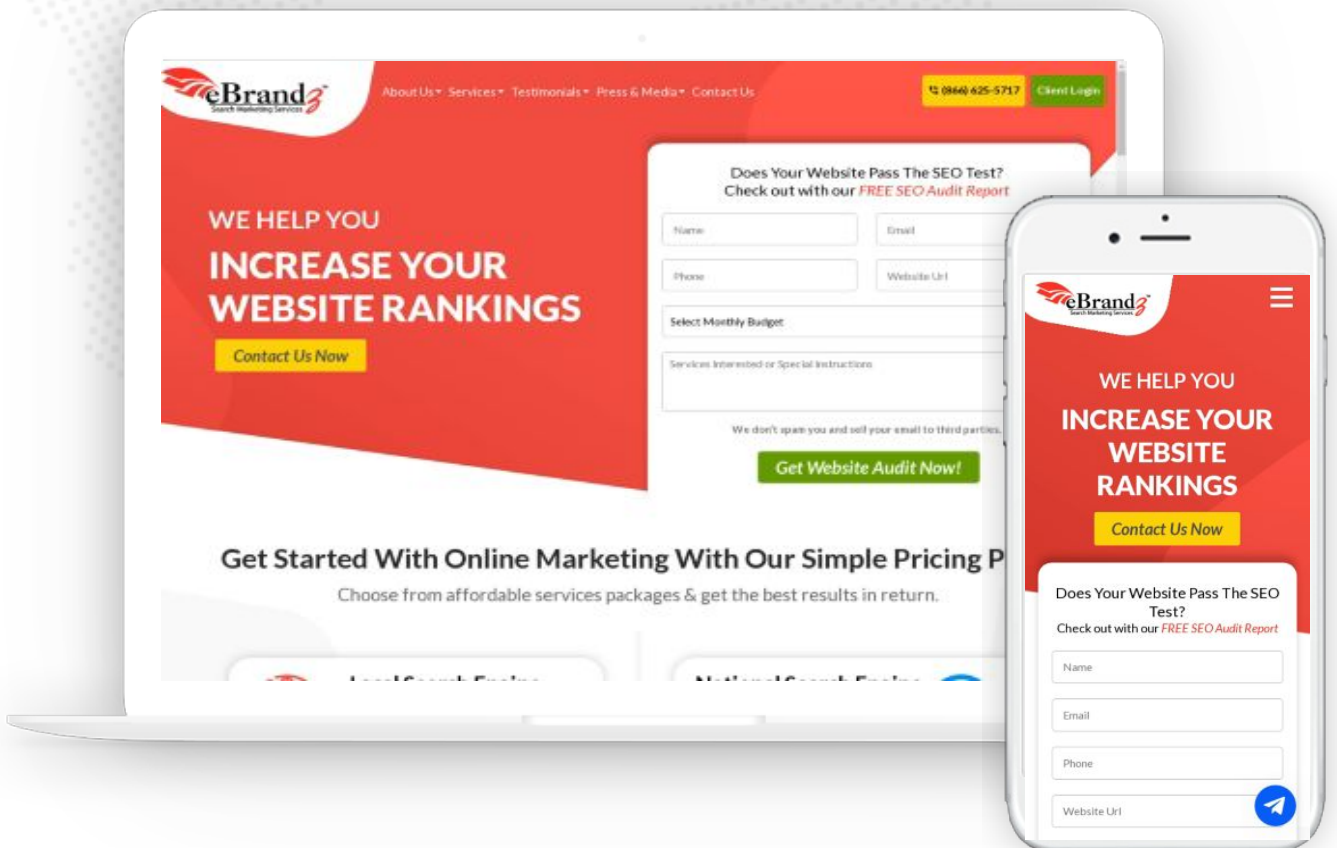
Off-Page  
Optimization



Keyword  
Report



Social  
Media



# Website Score Overview

## On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

## Page Speed Insights

Analyzes home page speed issues on desktop/mobile devices.

## Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

## Off-Page Optimization

This section monitors the strength of your domain using important metrics from third-party backlink intelligence tools such as Moz and ahrefs.

## Visibility

Monitor 30+ Directories and Industry Review Sites for your Business.

## Reviews

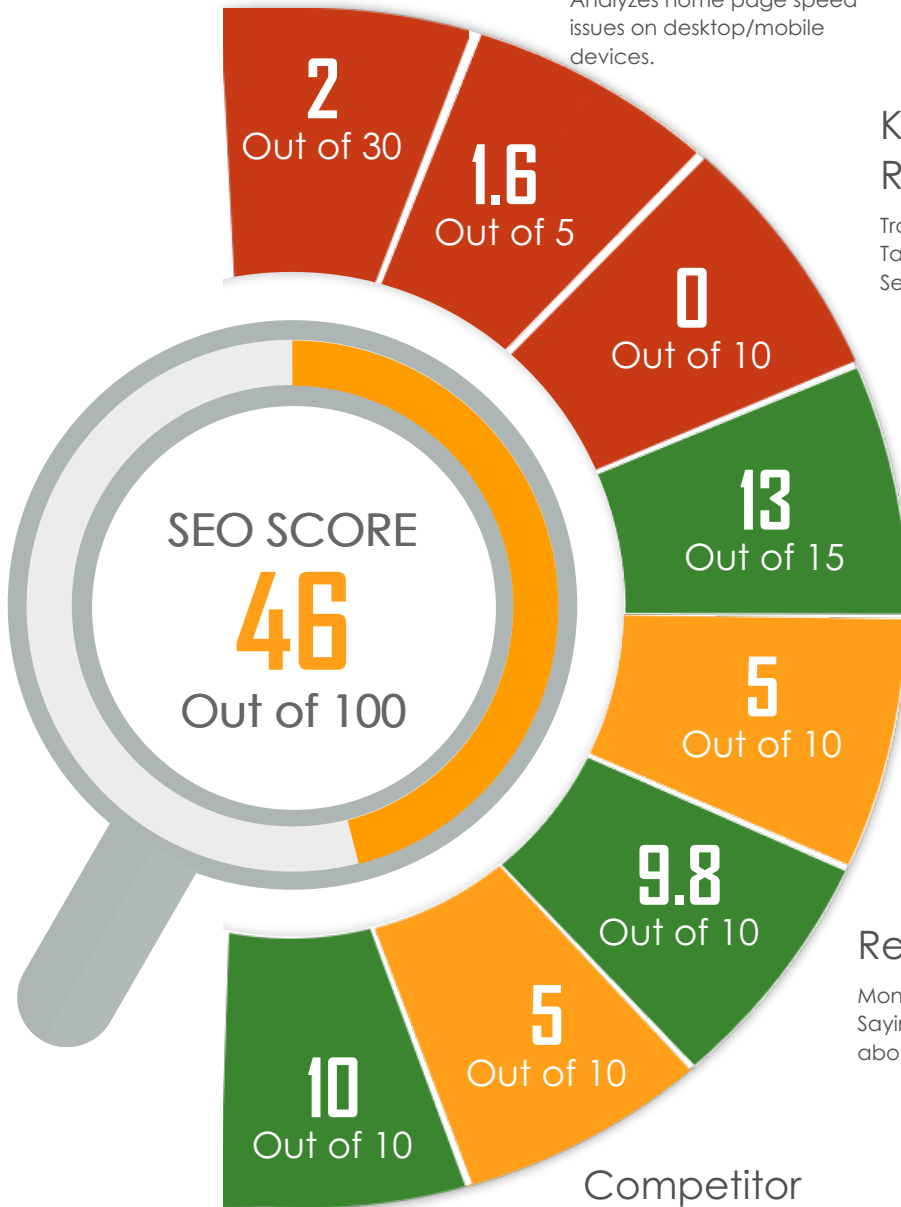
Monitor what Customers are Saying on Top Review Sites about your Business.

## Competitor Analysis

Analysis of how your website compares with 3 other competitors.

## Social

This section checks the presence of the businesses' Facebook and X profiles on the website.



## 4 High Priority Problems

- 190 Duplicate Title
- 0 Google Analytics Code Missing
- 190 Title Too Short
- 190 Page Title Missing or Empty
- 190 Description Missing or Empty
- 0 Schema Tags Missing
- 0 H1 Tag Missing

## 2 Medium Priority Problems

- 0 Slow Pages
- 0 Non SEO Friendly Urls
- 0 Title Too Long
- 0 Duplicate Meta Description
- 1 Image Alt Missing
- 7 Bad Response Code

## 0 Low Priority Problems

- 0 Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.



## Page Title

Great! Title tag detected on the home page. A well optimized Title is the most important factor to rank a website in search engines.



## Meta Description

Great! Meta Description detected on the home page. It serves as an ad-copy which entices visitors to click through and visit your website.



## H1 Tag

Great! H1 tag detected on the home page. H1 is a heading tag. Search Engines consider the text in H1 tag important.



## Word Count

The home page has a word count of 2582 which is acceptable as per search engine best practices.



## XML Sitemap

Great! XML sitemap detected. Ideally, it should include all pages of the website to help search engines navigate your website more easily and index your content better.



## Robots.txt File

Great! Robots.txt file detected. A Robots.txt file can be used to instruct search engines to index or avoid specific areas of the website. For e.g. credit card details stored on the server, critical access details, duplicate pages, etc.



## Google Analytics Code

Great! Google Analytics code detected. Data from Google Analytics can be used to find new customers and increase online conversions.



## Canonical Tag

Great! Canonical Tag detected on the home page. It helps you to eliminate internal duplicate content as well as maintains domain name uniformity with search engines.



## Site Response Code

Great! Your site returned a response code of 200 i.e. the site is up and running fine.



## Site Load Time ( 0.59 Seconds )

Great! Your site's load time is 0.59 seconds.



Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.

## Google Pages Indexed

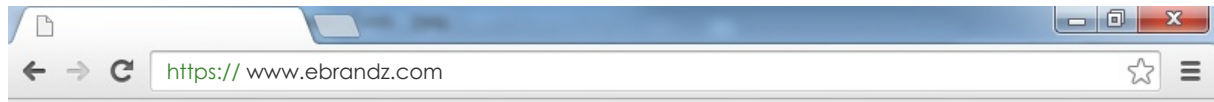


1470 Pages Found In Google

These are the number of pages of your website, which are present in Google's search engine database since it was created. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 92% of search share, we also optimize your website in Bing and Yahoo, which cover 3% and 2% of search share respectively. Overall, we have your website covered for almost 97% of the online searches.

## SSL Certificate Details



Secure website

### Great, your website is SSL secured (HTTPS).

- ✓ Your Website's URL's redirect to HTTPS pages.
- ✓ Your SSL certificate expires in next 43 days.
- ✓ The certificate issuer is cPanel, Inc. Certification Authority.
- ✓ The certificate is valid from May 19, 2024 to Aug 17, 2024 .
- ✓ The certificate uses RSA-SHA256 algorithm.

SSL provides an extra security layer while logging in to your website. Google has confirmed that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

Apart from this, another important reason to use HTTPS is all modern browsers browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.

## What is PageSpeed Insights?

PageSpeed Insights (PSI) by Google is one of the most used page speed measurement tools. It reports on the performance of your website on both mobile and desktop devices, and provides suggestions on how that page may be improved.

## Why Is It Important?

Website load time is critical. It's so important that Google has made it an actual ranking factor. PageSpeed Insights (PSI) can help you pinpoint key technical issues occurring on your site that may have a negative impact on its speed and performance. Resolving these issues will help to improve your site performance in the eyes of Google and thus boost your rankings.

## How To Interpret PageSpeed Insights Score?

**Green** - Your website score is good with no significant issues found. Nice job!

**Orange** - Your website score is average but you still need to solve those errors to improve your website score further.

**Red** - Your website is slow. Fixing the issues should have a measurable impact on your website performance.



https://www.ebrandz.com/

This speed score for your website is provided by Google.

Analysis time: Friday, July 5th 2024 at 4:35am

Scale : ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

## Field Data

The Chrome User Experience Report does not have sufficient real-world speed data for this page.



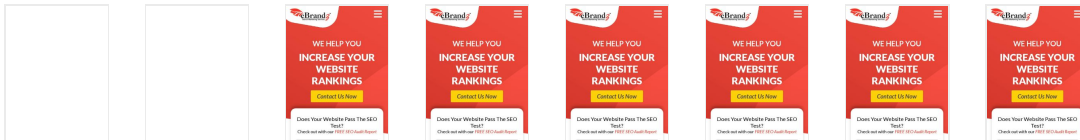
## Origin Summary

The Chrome User Experience Report does not have sufficient real-world speed data for this page.

## Lab Data









Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

Speed Index	7.7 s	⚠️	Cumulative Layout Shift	0.018	✅
Total Blocking Time	1,760 ms	⚠️	First Contentful Paint	7.7 s	⚠️













## Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Serve images in next-gen formats	0.75 s 
2 Reduce unused CSS	2.1 s 
3 Eliminate render-blocking resources	3.911 s 
4 Reduce unused JavaScript	0.15 s 
5 Defer offscreen images	1.35 s 
6 Enable text compression	3.3 s 
7 Properly size images	0.9 s 
8 Minify JavaScript	0 s 

## Diagnostics

More information about the performance of your application.

1 Efficiently encode images	
2 Avoid chaining critical requests	43 chains found 
3 User Timing marks and measures	
4 Preconnect to required origins	
5 Serve static assets with an efficient cache policy	79 resources found 
6 Avoid long main-thread tasks	19 long tasks found 
7 Reduce JavaScript execution time	4.1 s 
8 Avoid serving legacy JavaScript to modern browsers	Potential savings of 52 KiB 
9 Does not use passive listeners to improve scrolling performance	
10 Avoid enormous network payloads	Total size was 2,814 KiB 

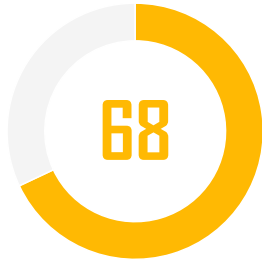
## Diagnostics (continued...)

11	Reduce the impact of third-party code	Third-party code blocked the main thread for 520 ms	⚠
12	Minimize main-thread work	7.3 s	⚠
13	Resources Summary		✓
14	Avoid an excessive DOM size	1,547 elements	⚠
15	Largest Contentful Paint image was not lazily loaded		⚠
16	Ensure text remains visible during webfont load		ⓘ
17	Largest Contentful Paint	11.1 s	⚠
18	Preload Largest Contentful Paint image		⚠
19	Avoid large layout shifts	1 layout shift found	✓
20	Largest Contentful Paint element	11,100 ms	⚠
21	Lazy load third-party resources with facades		⚠
22	Avoid multiple page redirects		✓
23	Minify CSS	Potential savings of 43 KiB	⚠
24	Image elements do not have explicit `width` and `height`		ⓘ
25	Avoid non-composited animations		⚠

## Passed audits

5 audits

1	Initial server response time was short	Root document took 430 ms	✓
2	Avoids `document.write()`		✓
3	Remove duplicate modules in JavaScript bundles		✓
4	Use video formats for animated content		✓
5	Has a ` <meta &gt;`="" `initial-scale`<="" `width`="" name="viewport" or="" tag="" td="" with=""/> <td></td> <td>✓</td>		✓



https://www.ebrandz.com/

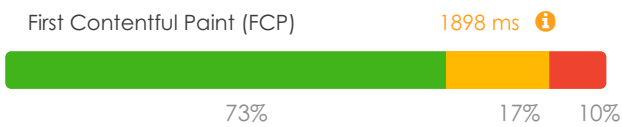
This speed score for your website is provided by Google.

Analysis time: Friday, July 5th 2024 at 4:35am

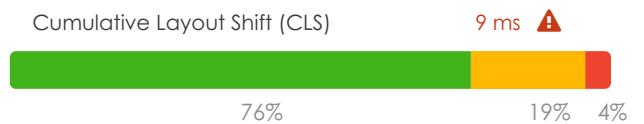
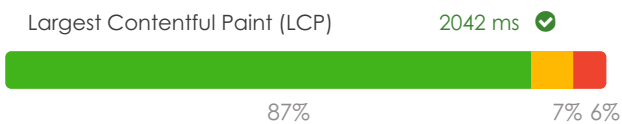
Scale : ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

## Field Data

Over the last 30 days, the field data shows that this page has a **AVERAGE** speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.

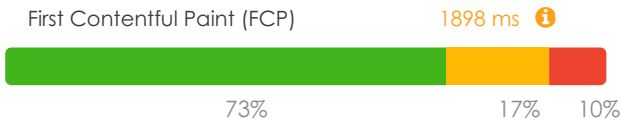


First Input Delay (FID) ms

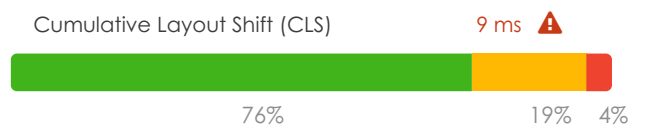
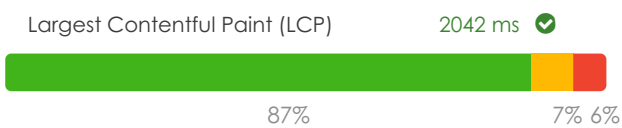


## Origin Summary

Over the last 30 days, the field data shows that this page has a **AVERAGE** speed compared to other pages in the Chrome User Experience Report. We are showing the 90th percentile of FCP and the 95th percentile of FID.



First Input Delay (FID) **ms**



## Lab Data









Analysis of the current page on an emulated desktop network. Values are estimated and may vary.

Cumulative Layout Shift	0.012 ✓	Speed Index	2.0 s ⓘ
Total Blocking Time	280 ms ⓘ	First Contentful Paint	1.6 s ⓘ













## Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Serve images in next-gen formats	0.12 s 
2 Reduce unused CSS	0.52 s 
3 Enable text compression	0.64 s 
4 Minify JavaScript	0 s 
5 Defer offscreen images	0.12 s 
6 Reduce unused JavaScript	0.04 s 
7 Properly size images	0.08 s 
8 Eliminate render-blocking resources	0.485 s 

## Diagnostics

More information about the performance of your application.

1 Avoid long main-thread tasks	3 long tasks found 
2 Avoid serving legacy JavaScript to modern browsers	Potential savings of 52 KiB 
3 Largest Contentful Paint element	2,280 ms 
4 Ensure text remains visible during webfont load	
5 Largest Contentful Paint	2.3 s 
6 Avoid chaining critical requests	43 chains found 
7 Avoid an excessive DOM size	1,571 elements 
8 Preload Largest Contentful Paint image	
9 Avoid enormous network payloads	Total size was 2,825 KiB 
10 Minimize main-thread work	2.3 s 

## Diagnostics (continued...)

11	Image elements do not have explicit `width` and `height`	
12	JavaScript execution time	1.1 s
13	Resources Summary	
14	Avoid large layout shifts	2 layout shifts found
15	Lazy load third-party resources with facades	
16	Efficiently encode images	
17	Avoid non-composited animations	
18	Largest Contentful Paint image was not lazily loaded	
19	Preconnect to required origins	
20	Serve static assets with an efficient cache policy	80 resources found
21	User Timing marks and measures	
22	Avoid multiple page redirects	
23	Does not use passive listeners to improve scrolling performance	
24	Minify CSS	Potential savings of 43 KIB
25	Minimize third-party usage	Third-party code blocked the main thread for 50 ms

## Passed audits

### 5 audits

1	Initial server response time was short	Root document took 340 ms
2	Use video formats for animated content	
3	Avoids `document.write()`	
4	Remove duplicate modules in JavaScript bundles	
5	Has a ` <meta &gt;`="" `initial-scale`<="" `width`="" name="viewport" or="" tag="" td="" with=""/> <td></td>	



### SEO Opportunity

These are the types of keywords we may target to get more traffic and attention flowing to the website. The search volume is based on location country United States.

#	Organic Keyword	Avg. Monthly Searches	Google	bing
1	internet marketing service new york	70	Not in page 1	Not in page 1
2	website development new york	320	Not in page 1	Not in page 1
3	it consulting service new york	Less than 10	Not in page 1	Not in page 1
4	it company new york	720	Not in page 1	Not in page 1
5	website design service new york	Less than 10	Not in page 1	Not in page 1

# Security

Is your website hackable? Here's a web security audit for your site which checks for vulnerabilities like Viruses, Trojans, Spyware and malicious Downloads.

Not blacklisted. ✓

Virus not detected. ✓

Malicious Downloads not found. ✓

Trojans not detected. ✓

Backdoors not found. ✓



**Malware detection**  
This site is secured.

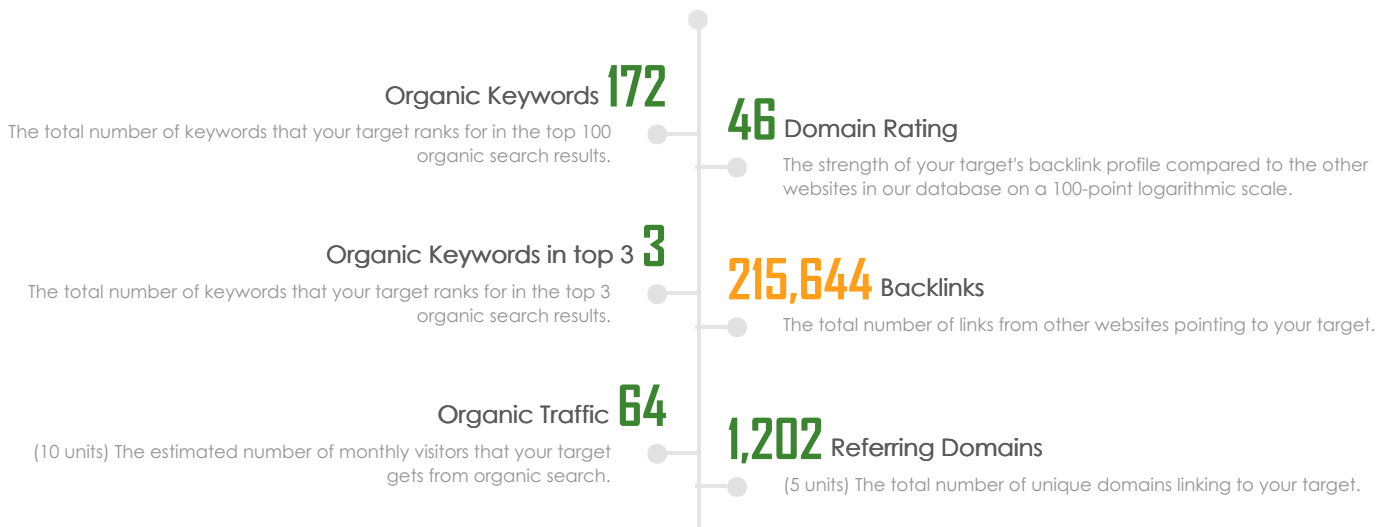
✓ Malware not detected.

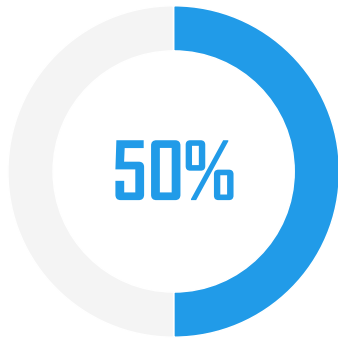
✓ Drive-by downloads not found.

✓ Worms not detected.

✓ Spyware not detected.

✓ Injected SPAM not found.





VISIBILITY SCORE

✓ Accurate

ⓘ Possible Errors









✗ Missing

### What is Local Visibility?

If you are a local business, you want people to find you when they search for something. When your business is visible, you will be the go-to resource when they look for answers to a problem. So, visibility is simply your overall presence in the local ecosystem. No matter how great your website is, if people can't find you locally, it's all for naught.

### Why Does It Matter?

There are over 10 billion Google searches performed every single month. That's a lot. It's important to be as far up on the Google search results as possible. A perfect 100% visibility score would mean you are visible to users on all the top local directories out there. This also helps with improving your rankings in Google. Thus more traffic and leads to your business.

 Google ✓	 Bing ✓	 Yelp ✓	 Facebook ✗
 Merchantcircle ✗	 Tupalo ✓	 CitySquares ✗	 Hotfrog ✗



**NAP details**

Website Address: <https://www.ebrandz.com/>

Business Title: eBrandz

Business Category: IT

Business Address: 171 Madison Ave #1006

City: New York

State: New York

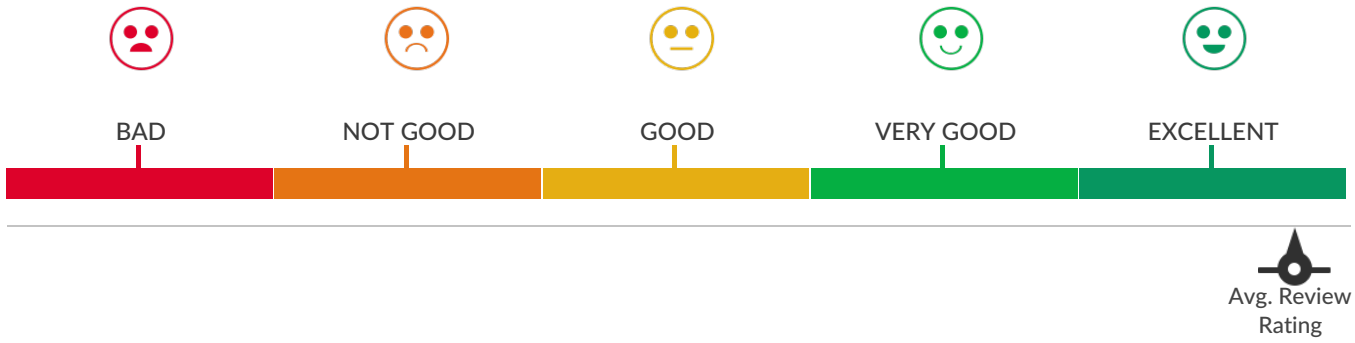
Zip Code: 10016

Country: United States

Telephone Number: (212) 685-6060

# Reviews

9.8  
Out of 10



## Why Are Reviews Important?

Reviews can be the deciding factor whether a user buys from you or not. Customers crave knowledge from first-hand experiences. In fact, 97% of consumers use reviews to search for local services. If you don't have reviews or have less reviews, you may be missing an opportunity to grow your business.



Google

92



Facebook

0



Merchantcircle

0



Tupalo






0



CitySquares

0

## Top 5 Reviews

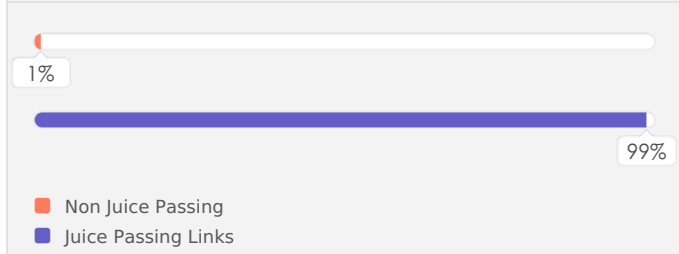
- |   |   |
|---|---|
|  <b>Nosh Guy</b><br>14-Dec-2020      | I was looking for an SEO firm to help me with my SEO endeavors. I came across eBrandz and liked the packages and values they deliver. After hiring eBrandz, I noticed traffic to my website TradeGenie.com increased. I have also noticed that those who find TradeGenie.com on an organic basis have highe...  |
|  <b>Rashmi G</b><br>11-Dec-2019      | We have been working with ebrandz for SEO since 2017 and have never been disappointed with their work. Our project manager Ms.Sadiya from Mumbai office has always taken our project one step ahead in every quarter. Our main aim was to build good traction on our website and generate authentic leads an... |
|  <b>Steve Juetten</b><br>05-Aug-2013 | E Brandz has been our SEO partner for several months now and they have been excellent to work with and our results are starting to improve significantly. Our keywords have moved higher each week and we are beginning to receive more web inquiries for our services...which were our goals when we starte... |
|  <b>Rozlyn Troop</b><br>21-Aug-2015  | eBrandz is an extremely reliable & affordable SEO company. They met all of our criteria and even included additional services over and above our expectations. The initial business proposal was professionally done and had a user friendly dashboard to monitor all categories of their work. The company ... |
|  <b>eric kosmov</b><br>10-Oct-2013   | We have been using Ebrandz for over a year now and I think they are the best SEO company I have ever worked with. They are very knowledgeable about what is happening in the field of search engine optimization. I would particularly like to thank Rahul Dey who is my seo manager. He has always taken ca... |

Note: For Facebook, we are displaying recommendations only.

E BRANDZ.COM/

NYC.GOV

## JUICE PASSING LINKS VS NON JUICE PASSING



## LINK SATURATION

1,470  
Google

1,260,000  
Google

## MOZ METRICS

41  
Domain Authority

89  
Domain Authority

528,084  
Juice Passing Links

29,189,083  
Juice Passing Links

535,178  
Total Links

32,471,216  
Total Links

## AHREFS METRICS

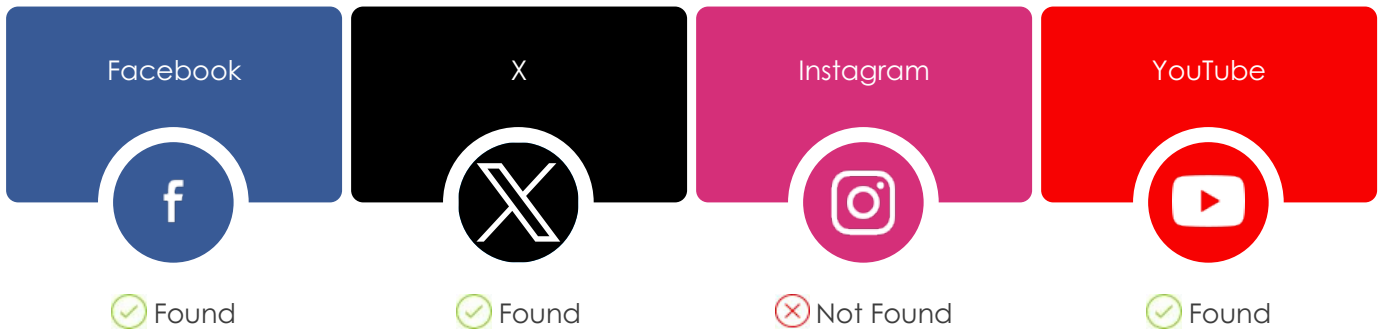
1202  
Referring Domains

72645  
Referring Domains

46  
Domain Rating

91  
Domain Rating

Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have become the new "citation" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms. In addition, presence on social media boosts engagement and brings new visitors and traffic to your website.

Please note - For Facebook, X, Instagram and YouTube, we only track the presence of business profile links on the home page to these social networks.