74

Your website score

Review of ceoblognation.com

Generated on 2018-11-27

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Pass

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FYI

High impact

Medium impact

Low impact

Very hard to solve

Hard to solve

Easy to solve

SEO

🔍

✅ **Title Tag**

◎ ◎ ◎   ⚙ ⚙ ⚙

Business Startup ideas, Entrepreneur News, Tips | CEO Blog Nation

Length: 65 character(s) (487 pixels)

> Your HTML title tag appears in browser tabs, bookmarks and in search result pages.
>
> Make your title tags clear, concise (65 characters, 200-569 pixels) and include your most important keywords.

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✅ **Meta Description**

◎ ◎ ◎   ⚙ ⚙ ⚙

CEO Blog Nation is the leading community for entrepreneurs and business owners. We provide the latest business startup ideas, news and tips.

Length: 140 character(s) (831 pixels)

> Great, your meta description contains between 70 and 160 characters spaces included (400 - 940 pixels).
>
> A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate. They allow you to influence how your web pages are described and displayed in search results.
>
> Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).
>
> Check your Google Search Console account (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, for example, they are too short/long, or duplicated across more than one page.

◉ **Google Preview**

> ### Business Startup ideas, Entrepreneur News, Tips | CEO Blog Nation
> **ceoblognation.com**/
> CEO Blog Nation is the leading community for entrepreneurs and business owners. We provide the latest business startup ideas, news and tips.

> This is a representation of what your Title Tag and Meta Description will look like in Google search results.
>
> Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

blue16
MEDIA

Headings

◎ ◎ ◎   ✿ ✿ ✿

<H1>	<H2>	<H3>	<H4>	<H5>
1	32	2	1	0

<H1>	FREE eBook - 100+ Tips to Help Your Business
<H2>	What Can the IRS do When You Owe Them Money?
<H2>	Healthy CEO: 3 Things CEOs and Entrepreneurs Can Learn from NBA Rookie Andre Ingram

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

Keyword Cloud

nba rookie andre ingram `3`   2018 gresham harkless jr `6`   los angeles lakers `5`
gresham harkless jr `7`   blue 16 media `4`   yale information technology `2`
business startup ideas `2`   ceo blog nation `4`   13 entrepreneurs explain `2`
website design `2`   digital marketing `5`   social media `2`   business blogs `2`
business plan `2`   healthy ceo `5`   empower entrepreneurs `2`
business owners `5`   things ceos `3`   april 15 `2`   days ago `2`

This data represents the words and phrases that your page appears to be optimized around. We use what's called "natural language processing" (NLP), which is a form of artificial intelligence that allows computers to read human language, to do this analysis.

The numbers next to each word or phrase represents how often we detected them and their variants on the page.

Are these the keywords you want to target for your page? If so, great! Track your site's rankings in Google search results using WooRank's Keyword Tool.

If these keywords aren't relevant to your page, consider updating your content to optimize it for your target keywords.

Alt Attribute

◎ ◎ ◎   ✿ ✿ ✿

We found **15** images on this web page.

1 ALT attributes are empty or missing.

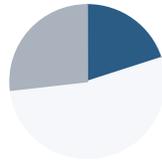https://www.blue16media.com/wp-content/uploads/2015/09/16.png

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

Discovered Pages

283,325

Indexed Pages

In-Page Links

◎ ◎ ◎   ✿ ✿ ✿

We found a total of 132 link(s) including 0 link(s) to files

- ● External Links: NoFollow (20%)
- ○ External Links: Follow (53.2%)
- ● Internal Links (26.8%)

Anchor	Type
RSS	External Links
Small Businesses Still Love Checks: 5 Reasons They Should Stop Sending Them In the Mail	External Links
Privacy Policy	External Links
Terms of Service	External Links
Register	External Links
SITES	External Links

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the Nofollow attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Broken links

◎ ◎ ◎   ✿ ✿ ✿

No broken links were found on this web page

Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

WWW Resolve

◎ ◎ ◎   ✿ ✿ ✿

Great, a redirect is in place to redirect traffic from your non-preferred domain.

Search engines see www.ceoblognation.com and ceoblognation.com as different websites. This means they could see a large amount of duplicate content, which they don't like.

Fortunately your website redirects www.ceoblognation.com and ceoblognation.com to the same site.

Blue 16 Media - Website Review

Robots.txt

https://ceoblognation.com/robots.txt

A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.

XML Sitemap

No sitemap found in your robots.txt.

We checked the robots.txt file for ceoblognation.com but couldn't find an XML sitemap. Specifying your XML sitemaps in your robots.txt file ensures that search engines and other crawlers find and access it easily each time they access your website.

Learn more about adding your XML sitemap to your robots.txt file here.

If you haven't created a sitemap yet, we recommend you generate one for your site and submit it through both Google Search Console and Bing Webmaster Tools. Usually, your XML sitemap would be found at ceoblognation.com/sitemap.xml
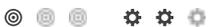
Make sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes.

URL Parameters

Good, the URLs look clean.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the URL Parameters Tool in Google Search Console to tell Google how your URL parameters affect page content and how to to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

Underscores in the URLs

Great, you are not using underscores (these_are_underscores) in your URLs.

Great, you aren't using underscores (these_are_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees www.example.com/green_dress as www.example.com/greendress. The bots will have a hard time determining this URL's relevance to a keyword.

Domain Registration

◎ ▣ ▣   ⚙ ⚙ ⚙

✓ Created 8 years ago

✓ Expires in a year

Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Related Websites

URL	Pages	Backlinks	Score
snap36.com	1k	643	59.6
komunitasonline.com	-	-	44.7
creablogg.com	-	-	34.9
rocknetwebzine.com	-	-	71.3

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to learn more about your competitors' web marketing strategies.

✔ Mobile Friendliness

◎ ◎ ◎   ⚙ ⚙ ⚙

Very Good

This web page is super optimized for Mobile Visitors

> Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).
>
> Your site is well configured for mobile users.

⬤ Mobile Rendering

> 80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

⚠ Touchscreen Readiness

◎ ◎ ◎   ⚙ ⚙ ⚙

Make the most important buttons/links large enough to be tapped easily.

> Touchscreen readiness is an important aspect of your site's mobile friendliness. Your tap targets should be at least a 48 pixels in height and width with at least 32 pixels of extra space on all sides. You can further improve your User Interface by adding size and density buckets to accommodate varying device sizes and screen densities.

✔ Plugins

◎ ◎ ◎   ⚙ ⚙ ⚙

Perfect, no plugin content detected.

> Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

✔ Font Size Legibility

◎ ◎ ◎   ⚙ ⚙ ⚙

Perfect, this web page's text is legible on mobile devices.

> You can find additional font recommendations for mobile devices in Google's typography guidelines for Android.

Mobile Viewport

◉ ◉ ◉   ✿ ✿ ✿

✓ Great, a configured viewport is present.

✓ The content fits within the specified viewport size.

Great, the viewport is well configured.

Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:
- Avoid setting large absolute CSS widths for page elements.
- If necessary, CSS media queries can be used to apply different styling depending on screen size.
- Ideally, serve responsively-sized images.

Mobile Frameworks

No mobile frameworks have been detected.

Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

AMP

We didn't find AMP on your page.

AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.

Check your AMP markup with the AMP validator.

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URL

ceoblognation.com

Length: 13 character(s)

> Keep your URLs short and clean and avoid long domain names when possible.
>
> A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).
>
> Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google.
>
> Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

Favicon

Great, your website has a favicon.

> Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is consistent with your brand.
>
> Here is a way one company used a special favicon to improve user experience.

Custom 404 Page

Great, your website has a custom 404 error page.

Your server responded with the HTTP status code: 404

> Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

Asset Minification

64%

You could reduce 36% (331.7 KiB) by minifying the asset(s) listed below.

URL	Reduction size
/wp-content/themes/Product/Impreza/css/style.css?ver=3.5	67.6 KiB (35%)
/wp-content/plugins/download-manager/assets/bootstrap/css/bootstrap.css?ver=4.9.6	52.3 KiB (35%)
/wp-content/plugins/download-manager/assets/css/front.css?ver=4.9.6	41.4 KiB (35%)

> Fast websites make happy visitors. Enabling minification on assets like HTML, JavaScript and CSS files will reduce their transfer size. Every time a page is requested from your website less bytes and lighter assets are sent over the network resulting in faster delivery which loads your website faster for your customers.
>
> To learn more on how to enable minification for your assets you can check out these 10 tips to improve page load time or consult Google's PageSpeed Insights guide on minification.

Asset Compression

◎ ◎ ◉   ⚙ ⚙ ⚙

Perfect, all your assets are compressed.

> Great! We didn't find uncompressed assets on your web page.
>
> To learn more on how to enable compression for your assets you can check out these 10 tips to improve page load time or consult Google's PageSpeed Insights guide on compression.

Asset Cacheability

◎ ◎ ◉   ⚙ ⚙ ⚙

We found a total of 2 uncached asset(s) listed below.

URL	Freshr
/wp-content/themes/Product/Impreza/framework/fonts/fontawesome-webfont.woff2?v=4.6.3	Expiratio
/wp-content/themes/Product/Impreza/framework/fonts/mdfonticon.woff	Expiratio

> Fast websites make happy visitors. Caching assets such as images, javascript and CSS files allows a browser to keep these files in local storage so it doesn't have to download them every time it requests a page on your website. This will lower the bandwidth used and improve the page load time.
>
> To learn more on how to enable caching for your assets you can check out these 10 tips to improve page load time or consult Google's PageSpeed Insights guide on browser caching.

Language

◎ ◎ ◉   ⚙ ⚙ ⚙

Declared: *English*

Detected: *English*

> Great, your declared language matches the language detected on the page.
>
> Make sure your declared language is the same as the language detected by Google.
>
> Tips for multilingual websites:
>
> - Define the language of the content in each page's HTML code.
> - Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
> - Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

Domain Availability

Domains	Status	
ceoblognation.net	Available. Register it now!	✓
ceoblognation.org	Available. Register it now!	✓
ceoblognation.info	Available. Register it now!	✓
ceoblognation.biz	Available. Register it now!	✓
ceoblognation.eu	Available. Register it now!	✓

> Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains	Status	
ceoblognagion.com	Available. Register it now!	✓
ceovlognation.com	Available. Register it now!	✓
celblognation.com	Available. Register it now!	✓
ceoblogntion.com	Available. Register it now!	✓
cebolognation.com	Available. Register it now!	✓
ceobllgnation.com	Available. Register it now!	✓

Register the various typos of your domain to protect your brand from cybersquatters.

Email Privacy

Warning! At least one email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Technologies

Server IP

173.249.158.95

Server location: Southfield

> Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.
>
> Use DNSstuff for comprehensive reports on your server.

Technologies

- Twitter Emoji (Twemoji)
- Font Awesome
- Bootstrap
- Google Font API
- jQuery
- jQuery Migrate
- jQuery UI
- LiteSpeed
- PHP
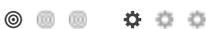- Revslider
- WooCommerce
- WordPress
- Yoast SEO

> Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Doctype

HTML5

> The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in.
>
> Declaring a doctype helps web browsers to render content correctly.

Encoding

Great, language/character encoding is specified: utf8

> Specifying language/character encoding can prevent problems with the rendering of special characters.

Backlinks

Backlinks Counter

93,188

We've detected 93,188 backlinks pointing to your site.

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

Referring Domains

3,373

The number of domains your backlinks are coming from.

Social

Social Media Engagement

Your homepage is sometimes shared on social networks.

f   **Facebook Shares**   149

💬   **Facebook Comments**   4

👍   **Facebook Likes**   11

> The impact of social media is huge for certain industries.
>
> Make sure you have opened social media profiles on Facebook, Pinterest, LinkedIn, Google+ and other sites that are of interest to your customers.
>
> Learn how to engage your social media audiences and create a consistent fan base. You can also use your website to increase your popularity on social platforms.
>
> Check these helpful tools for managing your social media campaign.
>
> Note: This data represents engagements from like and share buttons on your site or people copying and pasting your URLs directly into Facebook. It does not count likes and shares from your social media branded pages.

Facebook Page

Talking About   6

URL
https://www.facebook.com/**ceoblognation**/
Change Account

Name
CEO Blog Nation - CBNation.co

About
CEO Blog Nation is a community of blog sites for entrepreneurs, startups and business owners.

FREE Biz Blogging Course: http://startabusinessblog.com

Mission
We find the best business content, so you don't have to! The Voice of Entrepreneurs!

Company overview
CEO Blog Nation is a community hub featuring niche blogs for entrepreneurs and business owners. CEO Blog Nation is The Voice of Entrepreneurs.

Meta Description
CEO Blog Nation (CBNation) is a community of blogs for entrepreneurs and business owners. Started in much the same way as most small businesses, CEO Blog Nation captures the essence of entrepreneurship by allowing entrepreneurs and business owners to have a voice.

CEO Blog Nation provides news, information, events and even startup business tips for entrepreneurs, startups and business owners to succeed.

Mission: Highlighting and capturing entrepreneurship to empower entrepreneurs, business owners and aspiring entrepreneurs with information and support to launch successful ventures.
Vision: The media of choice for entrepreneurs and business owners.
Philosophy: We love entrepreneurs and business owners and everything we do is driven by that. We highlight, capture and support entrepreneurship and start-ups through our

Products
Our Blogs

- DMV CEO will capture the essence of entrepreneurship in District of Columbia, Maryland and Virginia. The DMV's authority on entrepreneurship.
- Hearpreneur provides a medium for entrepreneurs and business owners to teach, inspire and lead through the telling of their stories. Hear from entrepreneurs who've done it.
- Rescue A CEO is a niche blog site that helps entrepreneurs get tasks and projects completed. Even heroes need help.
- Teach A CEO explores the pedantic side of entrepreneurship helping entrepreneurs run and manage their ventures efficiently and effectively. Learn from entrepreneurs who've done it.

Address
Washington
United States

Great, your brand's Facebook page is linking to ceoblognation.com.

Facebook is a vital part of modern digital marketing - no matter what type of business you have. Use Facebook Insights to optimize your Facebook posts to maximize engagement and website traffic.

Twitter Account

The Twitter™ Account **@CEOBlogNation** is booked and it is linked to your website.

Name
CEOBlogNation
Change Account

Followers
1,464

Tweets
11,807

Bio
CBNation is powered by @Blue16Media. We find the best biz content so you don't have to! Score your site ⓘ https://t.co/EXMWqbj7tX | Tweets by @progreshion

Location
Washington, DC

Created
8 years ago

Great, your Twitter account is linked to ceoblognation.com. Linking your Twitter account to your website helps prevent brandjacking and can help make your social media marketing more effective. Here are a few tips to help create a Twitter promotion plan. Use Twitter Dashboard and Analytics to track and optimize your Twitter feed.

Local

Local Directories

Add your Google My Business profile or create one

Add your Yelp page or create one

> This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your Google My Business page may have more visitors than your website!
>
> It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country (USA, UK and Canada.) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

Online Reviews

No local reviews found.

> These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by online reviews so take the time to make a good impression and gather positive feedback. Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.

Visitors

Traffic Estimations

Medium

◎ ◎ ◎

> This shows your estimated traffic for ceoblognation.com compared to any competitors you have chosen. We use Alexa for this information.

Traffic Rank

680,279th most visited website in **the World**

322,198th most visited website in United States

> A low rank means that your website gets a lot of visitors.
>
> Your Alexa Rank is a good estimate of the worldwide traffic to ceoblognation.com, although it is not 100 percent accurate.
>
> Reviewing the most visited websites by country can give you valuable insights.
>
> SEMRush provides similar services.

Adwords Traffic

0%

> This is an estimation of the traffic that is being bought through AdWords vs. unpaid Organic Traffic.
>
> This data is provided by SEMRush.

Visitors Localization

Popular Countries	ccTLD	Status
United States	ceoblognation.us	Available. Register it now!
Canada	ceoblognation.ca	Available. Register it now!
India	ceoblognation.in	Available. Register it now!
Philippines	ceoblognation.ph	Available. Register it now!

> We recommend that you book the domain names for the countries where your website is popular. This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.