

SBDC

P E N N S Y L V A N I A

Small Business Development Centers
Helping businesses start, grow, and prosper.

University of Pittsburgh SBDC



XYZ Inc

THE INSTITUTE FOR
**ENTREPRENEURIAL
EXCELLENCE**

THE POWER TO PROSPER™



University of
Pittsburgh

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OVERVIEW

This report provides an assessment of the digital presence of XYZ Inc. The University of Pittsburgh Small Business Development Center (SBDC) has performed analyses of the search engine optimization of your business' website(s), e-commerce store, and any associated social media accounts. A website with optimal SEO has increased search engine rankings on websites such as Google and Bing. Moreover, good social media encourages customer interaction and retention. Following our recommendations below will increase customer traffic and sales. Please reach out to your SBDC consultant for any follow-up questions to this report.

Domain Registration Details

Created: March 24, 2020

Expires: March 24, 2021

Updated: March 24, 2020

TEST RESULTS

The following test results explain how the website performed against 19 different tests. Thumbs up represents the test passed by the website; Exclamation represents Low-priority fixes that didn't pass while Thumbs down means high-priority fixes that need immediate attention to improve the website.

PASSED



WARNING



FAILED



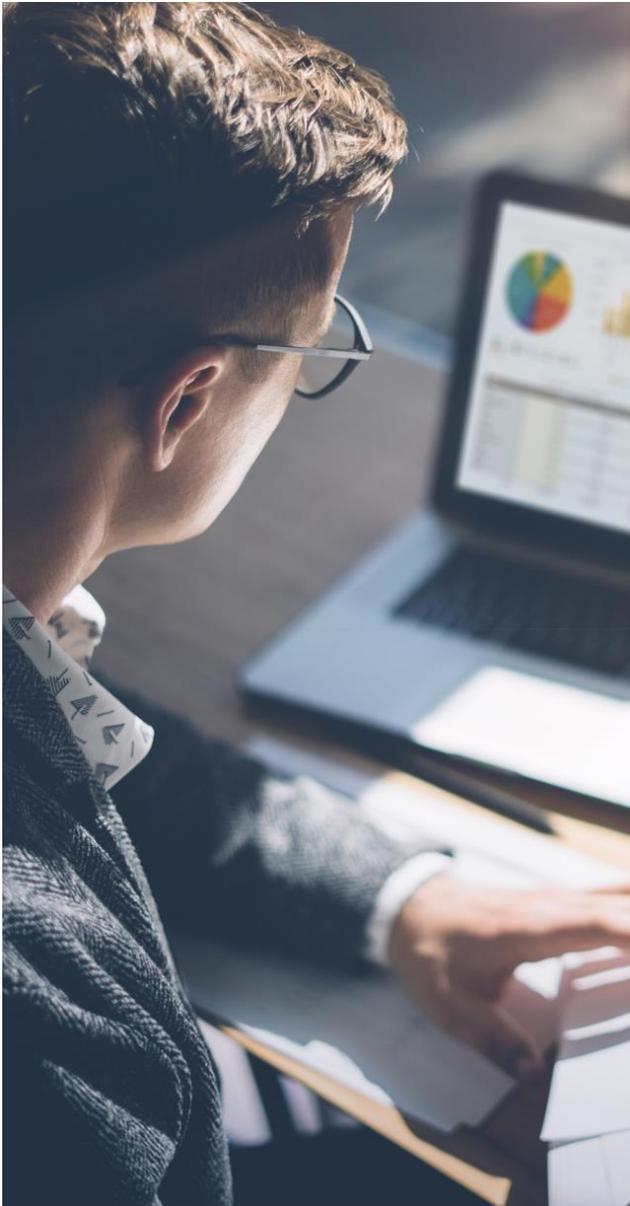
Details of tests performed are shared in the relevant sections of the report.



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WEBSITE DESIGN

This is how your website looks on Desktop and mobile and helps to know if the web page is easily visible on the mobile or not.



MOBILE FRIENDLY



Your website uses responsive web design and it



is mobile friendly.

FAVICON



Your website has a favicon. Favicon is a tiny image that appears besides your website in the address tab.

SOCIAL MEDIA ICONS



Social media icons are not displayed on your website. This makes it difficult for the users to connect to your social profile.

STRONG CALL TO ACTION



A strong call to action is a clear, simple and compelling offer that persuades them to take the action you want. It should be a particularly convincing offer that asks people to give their contact information, so they become a lead for your business.

ACCESSIBILITY CHECK



This section shows accessibility issues, indicating problems for older users, people with disabilities and those with accessibility needs.

- *Alt* text should not be an image file name. WCAG 2.1 A F30
Section 508 (2017) A F30
- Content inserted with CSS is not read by some screen readers, and not available to people who turn off style sheets. WCAG 2.1 A F87
Section 508 (2017) A F87
- SVG elements with graphic role attributes must have an accessible name. WCAG 2.1 A 1.1.1
Section 508 (2017) A 1.1.1
- The *aria-labelledby* attribute references a blank element. WCAG 2.1 A F68
Section 508 (2017) A F68
- This form control has a blank label or title. WCAG 2.1 A F68
Section 508 (2017) A F68
- Use semantic markup like *strong* instead of using the CSS *font-weight* properly. WCAG 2.1 A F2
Section 508 (2017) A F2

BROWSER COMPATIBILITY TEST



This section explores how your website is rendered in different browsers.

Browser	IE		Edge	Firefox	Safari		Opera	Chrome	iOS			Android	
	Version	11	81	76	≤ 12	13	68	81	≤ 11	12	13	≤ 3	4*
Critical Issues	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Major Issues	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Minor Issues	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

SEARCH ENGINE OPTIMIZATION

Seo Score: 66



SEARCH ENGINE RESULT PAGE (SERP)

INDEXED PAGES

The amount of indexed pages examined by Google, Yahoo and Bing for the domain:



The domain authority score for this website is 0 out of 100. It shows the relevance of the website to a specific subject area or industry. It predicts how well a website will rank on the search engine result pages. The higher the points, the higher the domain authority of the website. We highly recommend you to increase these numbers of quality backlinks to your website to improve these scores.

CONTENT ANALYSIS:

Content Analysis would help to identify the words and phrases around which your website is optimized. The numbers next to each word or phrase represents how often we detected them and their variants on the page.



KEYWORD PLANNER TOOL:

We recommend following keyword for your business. Use these keywords in your website's title and descriptions to dictate how your pages are shown in search results.

best bakery near Pittsburgh
best bakery near Pittsburgh pa
Italian bakery near Pittsburgh
keto bakery near Pittsburgh
bakery in Pittsburgh
bakery in Pittsburgh pa
bakery in Pittsburgh strip district
bakery Pittsburgh delivery
bakery Pittsburgh downtown
bakery Pittsburgh strip district
bakery Pittsburgh open Sunday
Pittsburgh bakery square
Pittsburgh bakery square hotels
Pittsburgh bakery square protest
Pittsburgh bakery that ships
Pittsburgh bakery almond torte
Pittsburgh bakery almond cake
famous bakery Pittsburgh
keto bakery Pittsburgh

TITLE LENGTH



A title tag tells both users and search engines what the topic of a particular page is.

Titles can be both short and informative. The length should not exceed 70 characters.

See the table below for examples.

Landing Page	Current Page Title	Recommendation
Home	XYZ Inc! - Pittsburgh's Premier Poundcakes	This title is fine
Services	XYZ Inc! Mobile Auto Detail Central PA	This title is fine
About	XYZ Inc! Mobile Auto Detail Central PA	This title is fine

META DESCRIPTION



This is the short summary of the page that the search engines use to display in the results.

For SEO purpose, we advise that important keywords and terms about your site be crafted into the description. A description should be 160-300 characters long. See the below table for examples.

ALT TAG

Some images without alt tag



Search engines don't physically see images the way people do. ALT text is an option that allows you to specifically describe the image. ALT text also helps the search engines to index the images properly.

HEADING ANALYSIS

Improper usage: contains more than one <H1> tags.



Use keywords in your headings with your most important keywords in the top level and be sure to maintain the <H1> to <H6> hierarchy. While it is important to ensure every page has an <H1> tag, never include more than one <H1> tag per page. Instead, use multiple <H2> - <H6> tags.

TEXT/HTML RATIO

Result: 2.82%



You can strengthen your SEO by increasing the recurrence of keywords on your page and adding more text that pertains to your website's content. Your text to HTML ratio should be anywhere from 25 to 70 percent.

ROBOT.TXT

Found



You can restrict the activities of search engine crawlers using this file. A robots.txt file also locates the XML sitemap.

XML SITEMAP

Found



XML sitemap lists URLs that can be crawled and may offer other information such as how often you update, when your last update occurred and importance. With an XML sitemap, search engines can index your website more accurately.

GOOGLE ANALYTICS

Not Found



Google Analytics helps analyze visitor traffic and paint a complete picture of your audience and their needs, wherever they are along the path to purchase.

BACKLINKS

Total Backlinks: 0



Backlinks are an important factor in SEO analysis. They are the links that are directed towards your website. The number of backlinks is an indication of the popularity or importance of a website. Search engines give more credit to websites that have a good number of quality backlinks, and consider those websites more relevant than others in their results pages for a search query. The quality of backlinks is more important than the quantity. It is good idea to create a strategy to improve the number of quality backlinks.

BROKEN LINKS

1186/1186 URLs checked, 1182 OK, 4 failed



Broken links take users to “404 Error” page. They stop search engine crawlers in their tracks. They lead to lower web traffic and bad user experience. It is highly recommended that there are no broken links in your website. But if there are any, they should be handled efficiently – when visitors reach 404 pages, they should be given navigational options so they do not leave the given site.

CANONICALIZATION



Canonical tags are set for the website and are working. Canonicalization describes how a site can use slightly different URLs for the same page (e.g., if <http://www.example.com> and <http://example.com> displays the same page but do not resolve to the same URL). If this happens, search engines may be unsure about which URL is the correct one to index.

SOCIAL MEDIA MANAGEMENT

FACEBOOK

Status: Found



Facebook, a social networking tool, has nearly 2 billion monthly active users. It is highly recommended to have a business page in Facebook and use it as marketing.

TWITTER

Status: Not Found



Twitter is a powerful micro-blogging network which allows you to communicate with friends and clients, build buzz and generate prospective business leads.

LINKEDIN

Status: Not Found



LinkedIn is a business and employment oriented social networking platform. It has also been found that having a profile in sites like LinkedIn will not only improve the credibility of the business but also that search engines tend to attach more preference to it.

OTHER SOCIAL MEDIA



YouTube is a great platform for video advertising. As it is integrated with Google Plus, thus your video can have greater visibility.



Using Instagram .to share stories through photos and videos is a nice way to reach younger audience (18 to 30). It is connected with Facebook, thus increasing visibility.



Pinterest is a good platform to reach older audience (25 to 45 years old), especially women. It is an image based social media which can serve as a “virtual storefront”.

SOCIAL MEDIA ENGAGEMENT

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing.

Facebook:

 151 people like this

 157 people follow this

Twitter:

Not Found

LinkedIn:

Not Found

TOP SEO PAGES:

Pages organically ranked!

SPEED AND SECURITY

Page Details

Fully Loaded Time 10.4s ▼	Total Page Size 2.50MB ▲	Requests 108 ▼
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CSS Size: 307 K

Total Javascript Size: 407 K

GZIP COMPRESSSION



Status: Enabled

You can boost the speed of your site by using Gzip.

OPTIMIZED IMAGE

All images are optimized



Optimizing images will reduce their size by about 64%, thus increasing



the speed of your website.

MINIFIED CONTENT



JavaScript: Minified, CSS: Minified

Minifying JavaScripts and CSS improves the loading time of your website.



HTTPS TEST



Your website uses HTTPS

Your website is successfully using



https, a secure communication protocol over the Internet.

SUMMARY

GENERAL RECOMMENDATIONS

- Create effective call to action.
- Create a strategy to increase the number of quality backlinks to your website.
- Implement a social media strategy which encourages users to share and follow your website.
- Regularly check how your audience is engaging with your social media channels.
- Add your website link/button on your social media pages.
- Update your website regularly with good and quality content. Some good ways to generate more content include user generated content from testimonials, forums, and blogs. Having recent and relevant content will improve the ranking of your site in search results.
- Register your business in online business directories like Yellow Pages, Yelp, Google My Business, Facebook Places, etc.
- Use Google Webmaster Tool and Google Analytics to monitor your site. These tools will give a lot of insights into keywords and the position of your website in Google search results for those keywords.
- Create a blog and post regularly on it. Blogging is an effective way to update page content regularly.

HIGH PRIORITY FIXES

- Use Responsive Web Design to make the website mobile-friendly.
- Fix broken links in your website by providing different navigation option for the users.
- Enable Gzip compression to reduce the page size, thereby increasing the speed of the website.
- Add robot.txt and XML sitemap for your website.
- Make sure Content Analysis keyword matches suggestions of Keyword Planner Tool.
- Improve title and description of the website according to the Keyword Planner Tool.
- Add unique title and descriptions to all the pages in your website.
- Add canonical names to your domain.

LOW PRIORITY FIXES

- Use minified content and optimized images to boost the speed of your website.
- Fix compatibility and accessibility issues.
- Add social media icons at the header and/or footer of the website.
- Update the copyright information.
- Link your website with Google Analytics and check if it is working properly in order to make use of insights on traffic sources, types and page visits.