

# WEBSITE AUDIT REPORT



Report Content  
Last Updated  
Jan 21, 2018



Local Visibility



Local Reviews



On-Page  
Optimization



Off-Page  
Optimization



Social  
Media



Keywords  
Report

## VIDA PAINT AND SUPPLY INC

✉ biff@vidapaint.com

📍 100 BOND ST HOUMA, LA 70360

☎ (985) 868-1005

# Website Score Overview

## On-Page Optimization

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

## Mobile Friendly Website

Checks whether your website is responsive.

## Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

## Off-Page Optimization

This section checks the strength of your domain using metrics such as Domain Age & Expiry, number of pages indexed by Google and Bing.

## Visibility

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

## Reviews

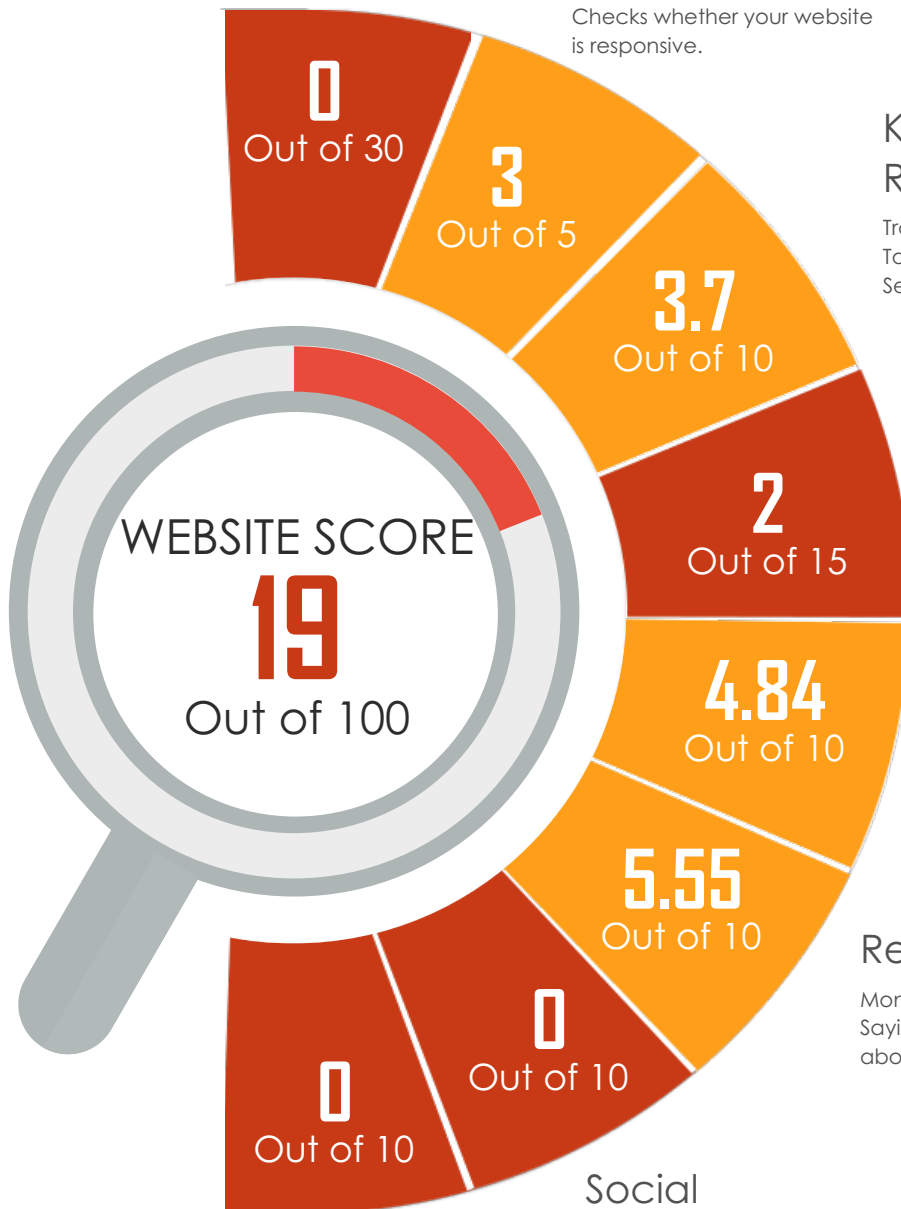
Monitor what Customers are Saying on Top Review Sites about your Business.

## Social

Monitor your Social Activity across Major Platforms and even Compare it with the industry average.

## Competitor Analysis

Analysis of how your website compares with 3 other competitors.





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

No H1 (Heading) tag detected on the home page! You're missing out on an important ranking factor! A well SEO'd page should have at least one H1 tag added on it.



## Word Count

Oops! The home page has a word count of just 139 which is low as per best practices. Ideally, the home page should contain at least 250 words of unique and SEO friendly content.



## XML Sitemap

No XML sitemap detected! You're missing out on a great opportunity to submit pages of your website to search engines which will help them to navigate your website and index your content easily.



## 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

No Google Analytics code detected! You're missing out on a chance to collect important data from Google Analytics which can be used to find new customers and increase online conversions.



## Canonical Tag

No Canonical Tag detected on the home page! You might be missing out on a great chance to easily eliminate internal duplicate content as well as maintain 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 ( 0.46 Seconds )

Great! Your site's load time is 0.46 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



16 Pages Found In Google

This is the number of pages of your website, which are present in Google's search engine database. 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 78% of search share, we also optimize your website in Bing and Yahoo, which cover 8% and 6% of search share respectively. Overall, we have your website covered for almost 93% of the online searches.



## SSL



Non Secure website

Oops! Your website is not secured. Having a secure website (website that opens up as HTTPS) is recommended by Google and will be considered as a ranking factor.

Another important reason to use HTTPS is Google's Chrome browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. Other major browsers reportedly might also follow suit.

Google Chrome has the highest browser market share with close to 65% users worldwide followed by Safari and Firefox. These 3 take up more than 82% of browser user share i.e. most of your users are using these browsers to visit your website. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.

## Here are the scores for vidapaint.com/

Your website is not mobile friendly.

Google gave your website score of 60%, which translates to score 3 out of 5.

Mobile Friendliness

60 / 100



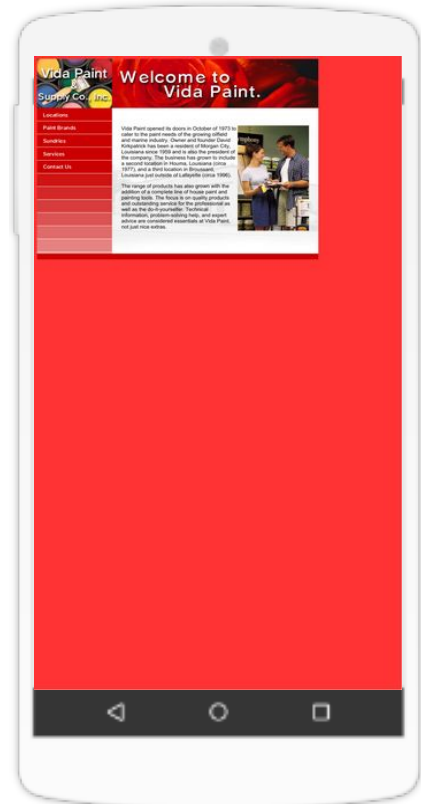
Mobile Speed

79 / 100



Desktop Speed

86 / 100



Mobile Friendliness

POOR

60 / 100

✓ Passed
⚠ Consider Fixing
✗ Should Fix

- ✓ Size content to viewport
- ✗ Size tap targets appropriately
- ✓ Avoid landing page redirects
- ✓ Avoid plugins
- ✗ Configure the viewport
- ✗ Use legible font sizes

## Mobile Speed

FAIR

79 / 100

✓ Passed      ! Consider Fixing      ✗ Should Fix

- ✓ Optimize images
- ! Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✗ Leverage browser caching
- ! Enable compression
- ✓ Prioritize visible content
- ! Minify JavaScript
- ✓ Minify HTML
- ✓ Minify CSS
- ✓ Avoid landing page redirects
- ✓ Reduce server response time

Desktop Speed

GOOD

86 / 100

✓ Passed      ! Consider Fixing      ✗ Should Fix

- ✓ Optimize images
- ! Enable compression
- ! Leverage browser caching
- ! Minify JavaScript
- ! Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✓ Minify HTML
- ✓ Minify CSS
- ✓ Avoid landing page redirects
- ✓ Reduce server response time
- ✓ Prioritize visible content

## Top 5 Reasons why having a responsive web design is the best option for your marketing strategy.

1. Generally, close to 60% of traffic to a website is mobile traffic. If your website is not mobile friendly, you are losing out on this share of traffic.
2. Recommended By Google – Google states that responsive web design is its recommended mobile configuration, and also refers it as the industry best practice.
3. Easy Sharing – Content on a responsive site is much easier for users to share, interact with, and link to than content that lives on a separate mobile site.
4. One Website, Many Devices – One of the most appealing aspects of responsive web design is that a responsive website can provide a great user-experience across many devices and screen sizes.
5. Easier to Manage – Managing one site and one SEO campaign is far easier than managing two separate sites at a time.





## SEO Opportunity

These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Avg. Monthly Searches	PPC Competition	Google	YAHOO!
1	nearest paint supply in houma	Less than 100	Less than 20%	4	Not in top 10
2	paint supply houma	Less than 100	Less than 20%	5	Not in top 10
3	paint shops houma	Less than 100	Less than 20%	13	Not in top 10
4	paint marine houma	Less than 100	Less than 20%	3	Not in top 10
5	offshore paint houma	Less than 100	Less than 20%	Not in top 10	Not in top 10
6	international paint houma	Less than 100	Less than 20%	3	Not in top 10
7	house paint houma	Less than 100	Less than 20%	4	Not in top 10
8	semi gloss houma	Less than 100	Less than 20%	2	Not in top 10
9	old base	Less than 100	Less than 20%	Not in top 10	Not in top 10
10	water base	880	Less than 20%	Not in top 10	Not in top 10
11	acid stein	1,600	99.91%	Not in top 10	Not in top 10
12	quick dry	880	64.31%	Not in top 10	Not in top 10
13	corona brush	720	100%	Not in top 10	Not in top 10



## SEO Opportunity (continued...)

These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Global Monthly Search	PPC Competition	Google	YAHOO!
14	interlux	1,900	21.23%	Not in top 10	Not in top 10
15	rollers	22,200	84.93%	Not in top 10	Not in top 10
16	paint brushes	33,100	85.43%	Not in top 10	Not in top 10
17	richards paint	40,500	Less than 20%	Not in top 10	Not in top 10
18	coronada paint	880	21.97%	Not in top 10	Not in top 10
19	ameron	1,900	Less than 20%	Not in top 10	Not in top 10

We could not find any ads for your keywords.

## Our Recommendations



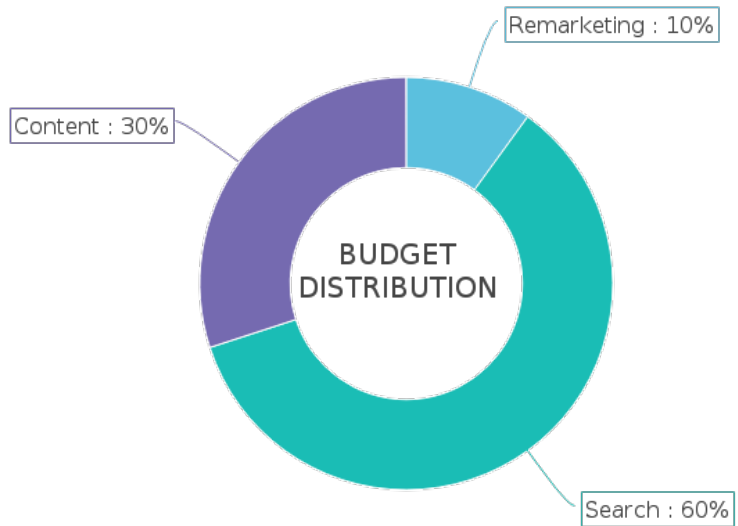
Suggested  
Monthly  
Budget

\$1212



Expected  
Monthly Clicks

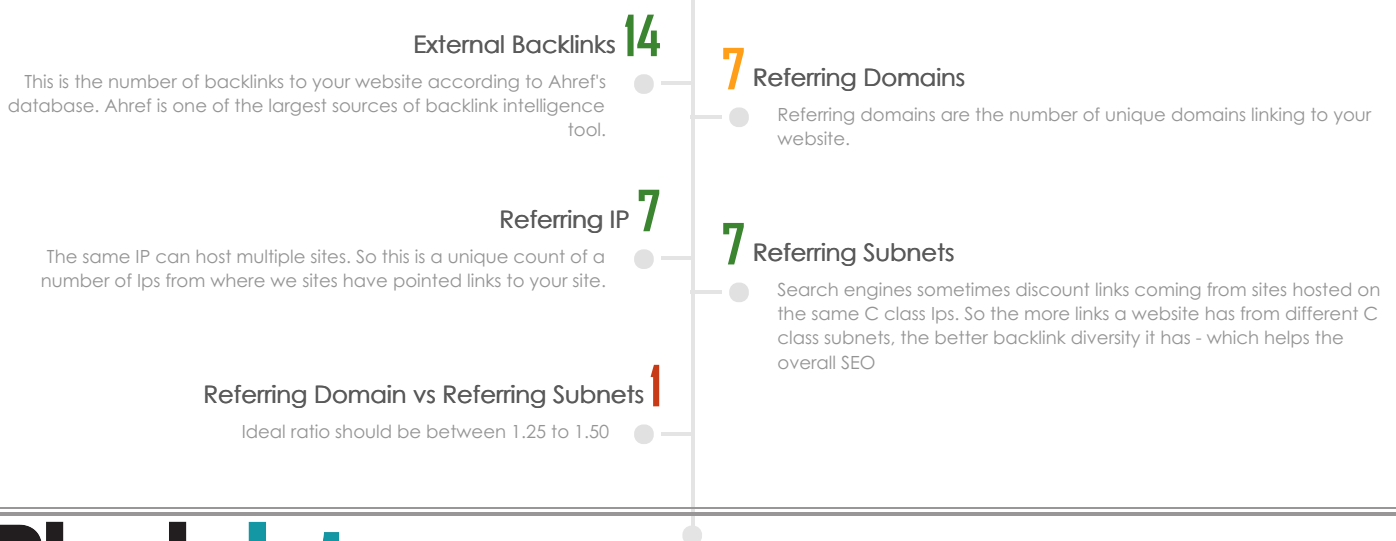
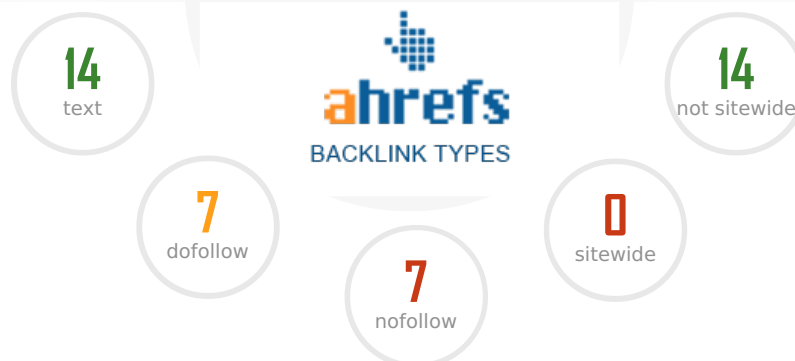
713



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



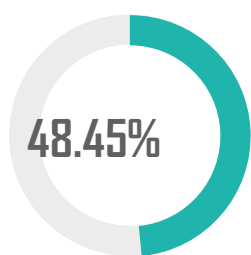
If your website security is breached i.e. if your website is affected by any virus or malware, Google will warn users with the ominous message "This site may harm your computer". Even modern browsers like Chrome and Firefox display a warning message if they detect something suspicious. This directly affects your website's visibility and traffic. Immediate action needs to be taken to clean off these vulnerabilities before Google drops your website from its search results.



## NAP Details

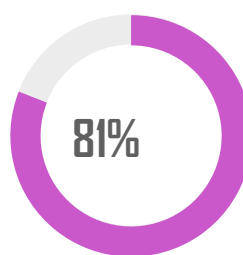
Website Address:-	http://vidapaint.com/	City:-	HOUMA
Business Title:-	VIDA PAINT	State:-	LA
Business Category:-	Home Improvement	Zip Code:-	70360
Business Address:-	100 BOND ST	Country:-	United States
Telephone No:-	(985) 868-1005		

Your Visibility Score across Search Engines, Local Directories, Review Sites & Social Sites.



Visibility Score

VS



Industry Avg.



Found and  
Accurate

0



Found with  
Possible Errors

15



Source  
Missing

16



Search Engines ----- 2

Accurate : 0 | Possible Errors : 1 | Missing : 1



Directory Sites ----- 23

Accurate : 0 | Possible Errors : 10 |  
Missing : 13



Review Sites ----- 3

Accurate : 0 | Possible Errors : 2 | Missing : 1



Social Sites ----- 3

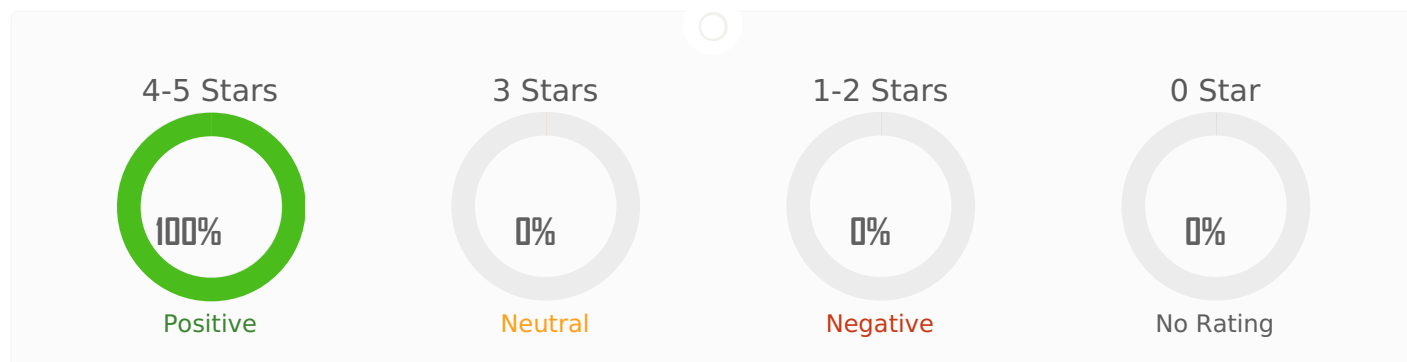
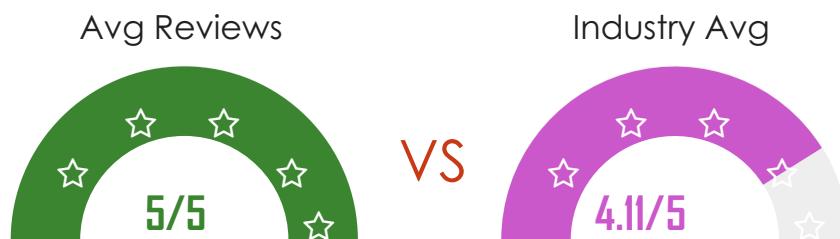
Accurate : 0 | Possible Errors : 2 | Missing : 1

Having a good visibility score implies the performance of your business in local search engines, directories, review sites and social networks. Fixing the inconsistent and missing listings mentioned above will definitely help your business' performance in the local ecosystem.

# Reviews

5.55  
Out of  
10


■ Total Reviews : 1  
■ Industry Avg. : 9



## Top 5 Sites Reviews

Apr  
25, 2015

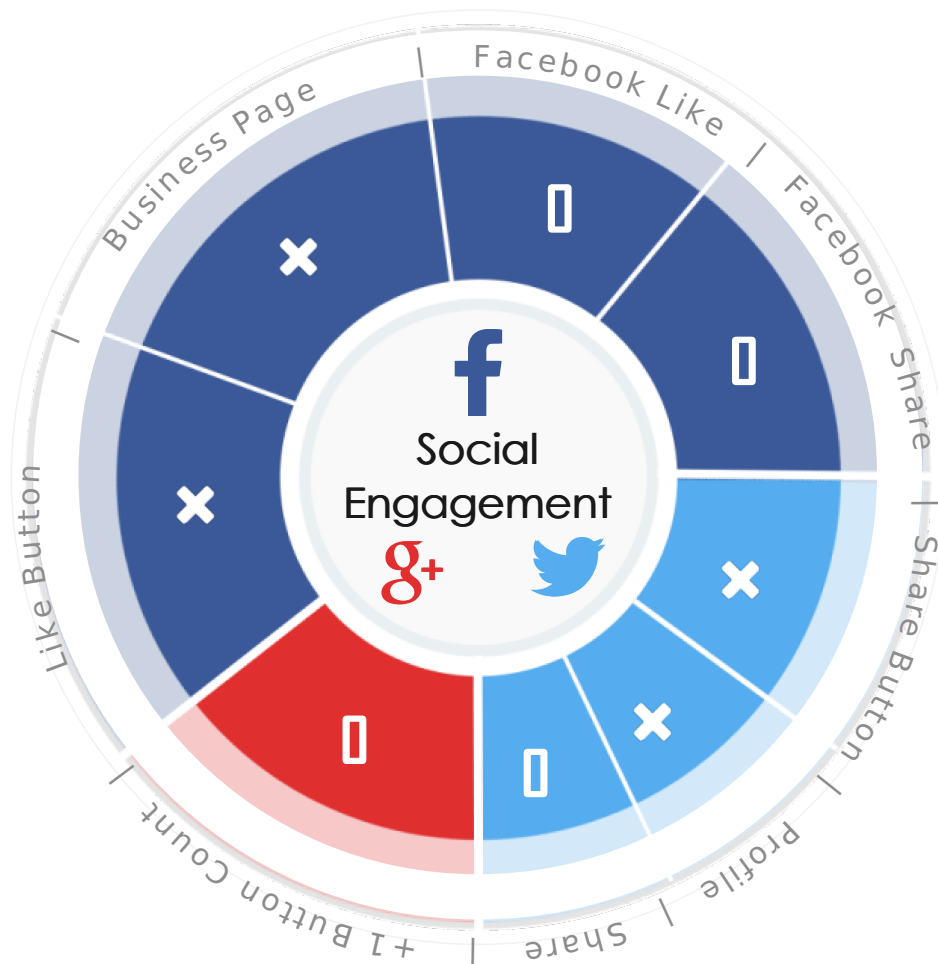
Kevin G.



Great paint store with very helpful people. Only top professional products with reasonable price...  
Great paint store with very helpful people. Only top professional products with reasonable prices. I recommend always  
buying top paint products as the prep is hard work when done right so you...

★★★★★

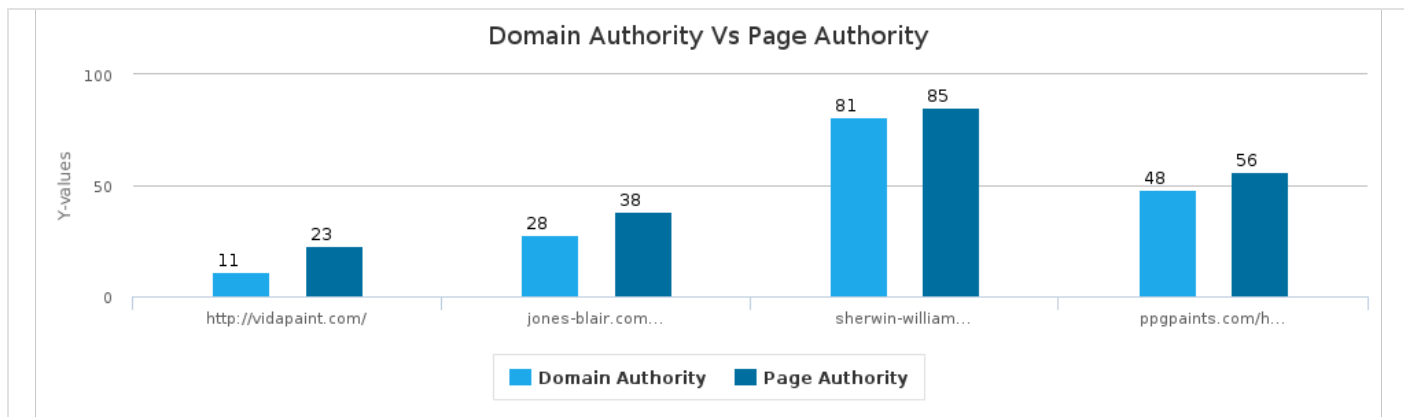
Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have come a long way in terms of their impact on SEO. Recently, Twitter also reportedly struck a deal for tweets in Google search results. This means, your tweets will have a larger audience than ever before.

Social signals are becoming 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.

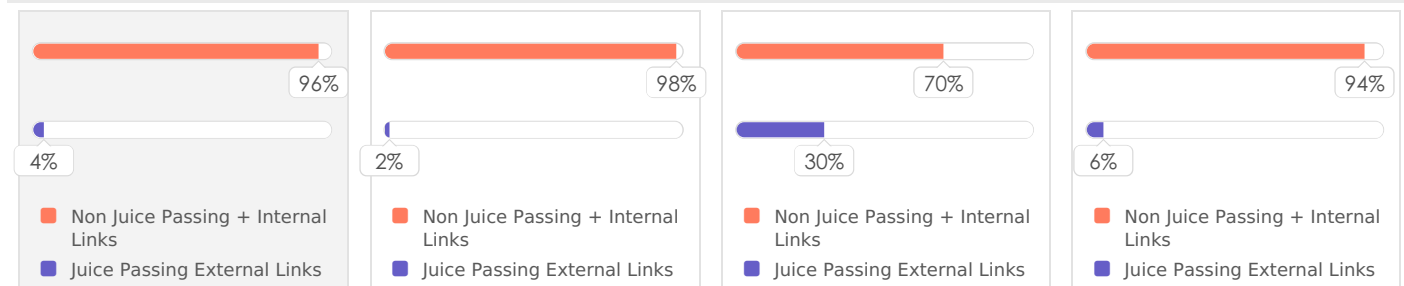




VIDAPAIN.COM	JONES-BLAIR.COM...	SHERWIN-WILLIAM...	PPGPAINTS.COM/H...
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<http://vidapaint.com/>
<http://www.jones-blair.com/>
[https://www.sherwin-williams.com/store-locator/paint-store/houma/la/7351?utm\\_source=google&utm\\_medium=local\\_listing&utm\\_campaign=tag\\_local\\_listing](https://www.sherwin-williams.com/store-locator/paint-store/houma/la/7351?utm_source=google&utm_medium=local_listing&utm_campaign=tag_local_listing)
<https://www.ppgpaints.com/home>

## JUICE PASSING EXTERNAL LINKS VS NON JUICE PASSING + INTERNAL LINKS



## LINK SATURATION

16 Google	918 Google	31,100 Google	15,900 Google
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## MOZ METRICS

11 Domain Authority	28 Domain Authority	81 Domain Authority	48 Domain Authority
4 Juice Passing Links	460 Juice Passing Links	320,250 Juice Passing Links	33,742 Juice Passing Links
102 Total Links	27,414 Total Links	1,065,825 Total Links	562,366 Total Links

## AHREFS METRICS

7 Referring Domains	144 Referring Domains	20,827 Referring Domains	871 Referring Domains
7 Referring IPs	131 Referring IPs	13,315 Referring IPs	822 Referring IPs