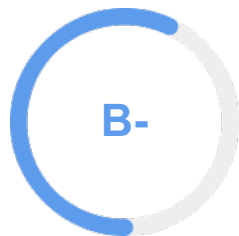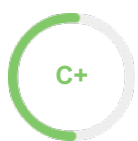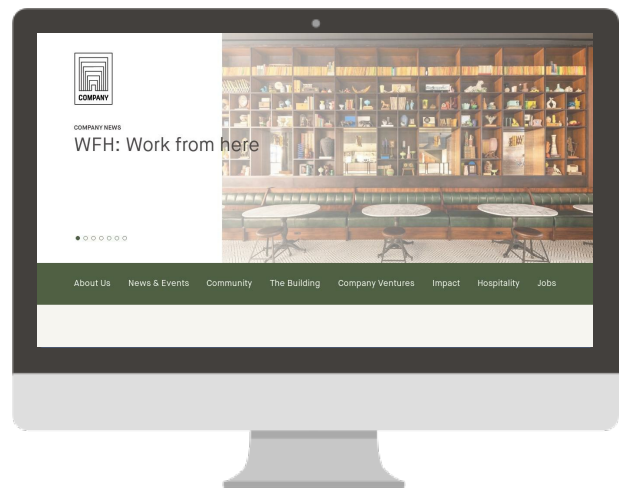# Website Report for company.co

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for company.co

B-

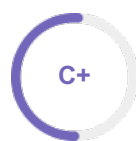### Your page could be better

Recommendations: 18

COMPANY NEWS
WFH: Work from here

About Us   News & Events   Community   The Building   Company Ventures   Impact   Hospitality   Jobs

C+	A+	C	A-	C+
On-Page SEO	**Links**	**Usability**	**Performance**	**Social**

Links
Performance   On-Page SEO
Usability   Social
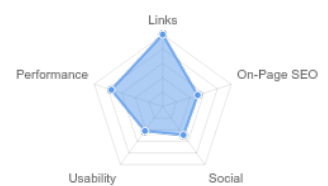
Recommendations

Include a meta description tag	On-Page SEO	High Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority

Add Alt attributes to all images	On-Page SEO	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Twitter Cards	Social	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Create Google Business Profile	Other Improvements	Low Priority
Improve the size of tap targets	Usability	Low Priority

On-Page SEO Results

C+
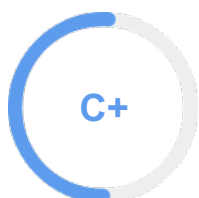
Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag ✓

You have a title tag of optimal length (between 10 and 70 characters).

Company | Building with Purpose

Length : 31

Meta Description Tag ✗

Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview ℹ

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://company.co ⋮
Company | Building with Purpose

Hreflang Usage ℹ

Your page is not making use of Hreflang attributes.

Language ✓

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage ✗

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage ✓

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	1	▪
H3	9	▬▬▬▬▬
H4	6	▬▬▬
H5	0	
H6	0	

Keyword Consistency ✖

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
company	✔	✖	✔	14	
news	✖	✖	✔	8	
community	✖	✖	✔	7	
impact	✖	✖	✖	5	
covid-19	✖	✖	✔	4	
events	✖	✖	✔	3	
building	✔	✖	✔	3	
skip	✖	✖	✖	3	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
company news	✖	✖	✖	4	
news events	✖	✖	✖	3	
screen-reader mode	✖	✖	✖	2	
enter skip	✖	✖	✖	2	
remote internships	✖	✖	✖	2	
lindsay siegel	✖	✖	✖	2	
siegel director	✖	✖	✖	2	
impact company	✖	✖	✖	2	

Amount of Content ✖

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 299

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes ✖

You have images on your page that are missing Alt attributes.

We found 20 images on your page and 19 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Canonical Tag ✖

Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

Noindex Tag Test ✔

Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test ✔

Your page is not using the Noindex Header which prevents indexing.

SSL Enabled ✔

Your website has SSL enabled.

HTTPS Redirect ✔

Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt ✔

Your website appears to have a robots.txt file.

http://company.co/robots.txt

Blocked by Robots.txt ✔

Your page does not appear to be blocked by robots.txt.

XML Sitemaps ✔

Your website appears to have an XML sitemap.

https://company.co/sitemap.xml

Analytics ✔

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data ✖

We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
company new york	🇺🇸 EN	7	74,000	1,894	
company	🇺🇸 ES	12	135,000	1,012	
ny company	🇺🇸 ES	10	74,000	836	
company	🇺🇸 EN	16	135,000	580	
company co	🇮🇳 EN	1	880	267	
company co	🇺🇸 EN	1	880	267	
company building	🇺🇸 EN	1	480	145	
nyc company	🇺🇸 EN	7	3,600	92	
company ventures	🇺🇸 EN	4	1,300	85	
company ventures	🇺🇸 ES	4	1,300	85	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

6,021
Monthly
Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	9	▍
Position 2-3	6	▍
Position 4-10	25	▮
Position 11-20	27	▮
Position 21-30	30	▮
Position 31-100	202	▬▬▬▬▬

Links

Number of Backlinks ✔

You have a strong level of backlink activity to this page.

Backlink data provided by MOZ

1.5k
External
Backlinks

382
Referring
Domains

31
Moz Domain
Authority

Top Backlinks

i

These are the highest value external pages we have found linking to your site.

| Domain Authority	URL
99	startups.microsoft.com/en-us/partners/
95	robthorpe.medium.com/how-to-break-into-startup-investing-by-leading-your-own-angellist-syndicate-fa8ce0f60313
95	pmontee.medium.com/ventures-role-a-power-law-economy-and-society-f128f6691dc5
95	medium.com/feed/@pmontee
95	medium.com/feed/summer-blog
91	thenextweb.com/news/an-entrepreneurs-guide-to-nycs-tech-scene
91	answers.sap.com/questions/3819007/ep-user-mapping.html
89	www.digitalocean.com/community/tutorials/how-to-secure-apache-with-let-s-encrypt-on-ubuntu-16-04
86	eriktorenberg.substack.com/p/whats-on-deck-for-on-deck
86	anniedukecompany.splashthat.com/

On-Page Link Structure

i

We found 55 total links. 29% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links

✓

Your link URLs appear friendly (easily human or search engine readable).

Usability

C
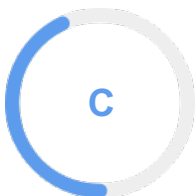
Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

i

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.
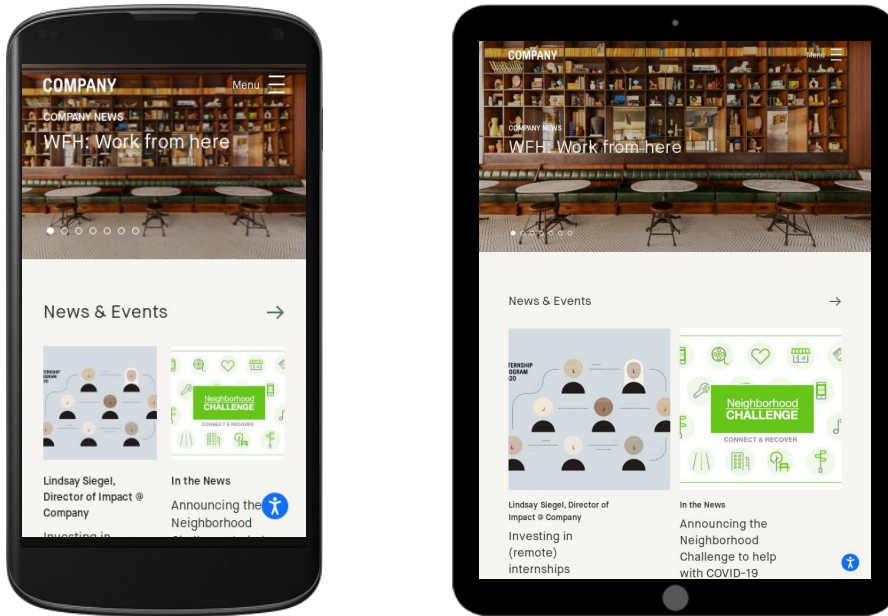
Google's Core Web Vitals

i

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Use of Mobile Viewports

✔️

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile

❌

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.
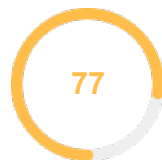
54
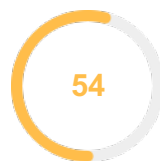
Lab Data	Value
First Contentful Paint	2.5 s
Speed Index	11 s
Largest Contentful Paint	6.5 s
Time to Interactive	5.6 s
Total Blocking Time	0.33 s
Cumulative Layout Shift	0

Opportunities	Estimated Savings
Properly size images	12.3 s
Serve images in next-gen formats	8.55 s
Reduce initial server response time	5.76 s
Reduce unused JavaScript	1.5 s
Eliminate render-blocking resources	0.95 s
Efficiently encode images	0.3 s

Google's PageSpeed Insights - Desktop ✖

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

77

Lab Data	Value
First Contentful Paint	0.7 s
Speed Index	7.7 s
Largest Contentful Paint	2.5 s
Time to Interactive	0.7 s
Total Blocking Time	0 s
Cumulative Layout Shift	0

Opportunities	Estimated Savings
Reduce initial server response time	2.51 s
Properly size images	2.04 s
Serve images in next-gen formats	1.48 s
Eliminate render-blocking resources	0.25 s

Flash Used? ✔

No Flash content has been identified on your page.

iFrames Used? ✔

There are no iFrames detected on your page.

Favicon ✔

Your page has specified a favicon.

Email Privacy ✔

No email addresses have been found in plain text on your page.

Legible Font Sizes ✓

The text on your page appears to be legible across devices.

Tap Target Sizing ✗

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.

Performance Results


A-

Your performance is good

Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).
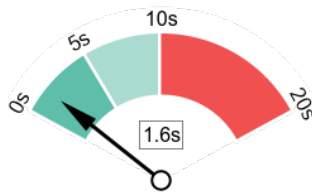
Page Speed Info ✓

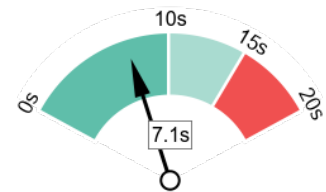Your page loads in a reasonable amount of time.

Server Response

0.1s
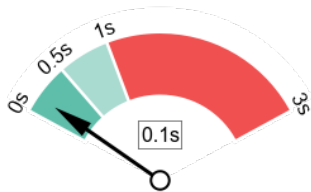
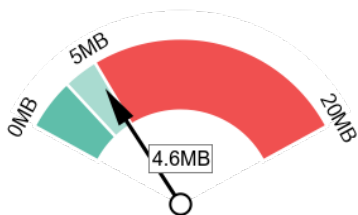**All Page Content Loaded**

1.6s

All Page Scripts Complete
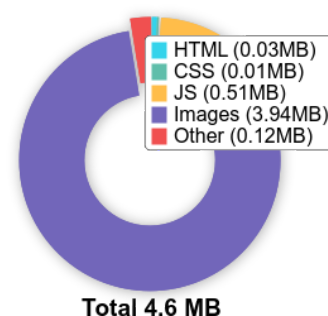
7.1s

Download Page Size ✓

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size

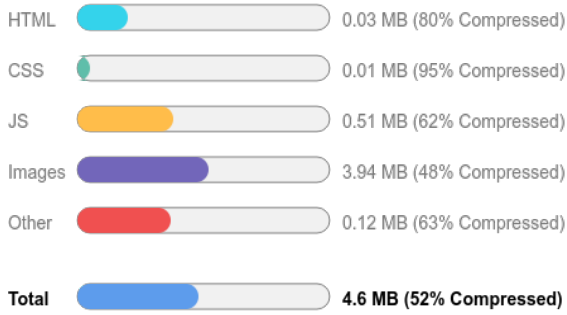4.6MB

Download Page Size Breakdown

HTML (0.03MB)
CSS (0.01MB)
JS (0.51MB)
Images (3.94MB)
Other (0.12MB)

Total 4.6 MB

Website Compression (Gzip, Deflate, Brotli) ✓

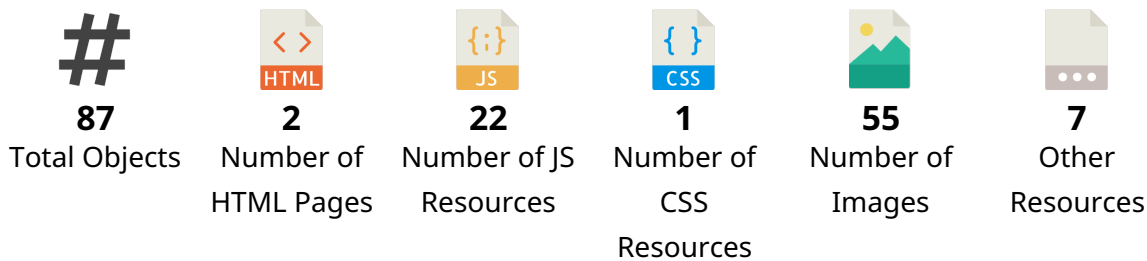Your website appears to be using a reasonable level of compression.

Compression Rates

HTML		0.03 MB (80% Compressed)
CSS		0.01 MB (95% Compressed)
JS		0.51 MB (62% Compressed)
Images		3.94 MB (48% Compressed)
Other		0.12 MB (63% Compressed)
Total		**4.6 MB (52% Compressed)**

Raw Page Size Breakdown

- HTML (0.15MB)
- CSS (0.19MB)
- JS (1.33MB)
- Images (7.58MB)
- Other (0.32MB)

Total 9.57 MB
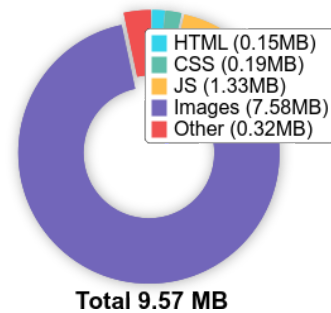
Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.

#	`< >` HTML	`{:}` JS	`{ }` CSS		`• • •`
87	**2**	**22**	**1**	**55**	**7**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

JavaScript Errors ✓

Your page is not reporting any JavaScript errors.

HTTP2 Usage ✓

Your website is using the recommended HTTP/2+ protocol.

Optimize Images ✗

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

Minification ✓

All your JavaScript and CSS files appear to be minified.

Deprecated HTML ✓

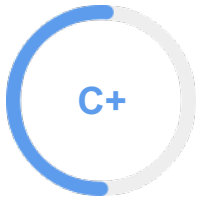No deprecated HTML tags have been found within your page.

Inline Styles ✗

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results

C+

Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected ✔

Your page has a link to a Facebook Page.

Facebook Open Graph Tags ✘

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel ✘

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected ✔

Your page has a link to a Twitter profile.

Twitter Activity ✔

You have a strong following on Twitter.

8,238
Followers

Twitter Cards ✘

We have not detected Twitter Cards on your page.

Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected ✔

Your page has a link to an Instagram profile.

LinkedIn Connected ✔

Your page has a link to a LinkedIn profile.

YouTube Connected ❌

No associated YouTube channel found linked on your page.

YouTube Activity *i*

No associated YouTube channel found linked on your page.

Local SEO

Local Business Schema ❌

No Local Business Schema identified on the page.

Google Business Profile Identified ❌

No Google Business Profile was identified that links to this website.

Google Business Profile Completeness *i*

No Google Business Profile was identified that links to this website.

Google Reviews *i*

No Google Business Profile was identified that links to this website.

Technology Results

Technology List *i*

These software or coding libraries have been identified on your page.

Technology	Version
Google Analytics	
jQuery	
Nginx	1.12.2
Node.js	
Nuxt.js	
Vue.js	

Server IP Address *i*

185.122.166.243

DNS Servers *i*

dns1.registrar-servers.com
dns2.registrar-servers.com

Web Server *i*

nginx/1.12.2

Charset *i*

text/html