chilli

57.3

Your website score

Review of drgrowitall.com.au

Generated on 2015-09-15

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.

Table of Contents

Iconography

✅ Pass

◎ ◎ ◎ High impact

⚙ ⚙ ⚙ Very hard to solve

⚠ Moderate

◎ ◎ ◎ Medium impact

⚙ ⚙ ⚙ Hard to solve

❌ Fail

◎ ◎ ◎ Low impact

⚙ ⚙ ⚙ Easy to solve

👁 FYI

chilli

Title Tag

Dr Grow It All Organic Liquid Plant Nutrient and Soil Rejuvenator

Length: 65 character(s)

> Great, your title tag contains between 10 and 70 characters.
>
> Make sure your title tag is explicit and contains your most important keywords.
>
> Be sure that each page has a unique title tag.

Meta Description

This organic liquid plant nutrient and soil rejuvenator with Microbial Balancing Technology, increases crop yield and promotes healthier plants more naturally

Length: 158 character(s)

> Great, your meta description contains between 70 and 160 characters (spaces included).
>
> Meta descriptions 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).
>
> A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.
>
> Check your Google™ Webmaster Tools 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

> **Dr Grow It All Organic Liquid Plant Nutrient and Soil Rejuvenator**
> www.drgrowitall.com.au/
> This organic liquid plant nutrient and soil rejuvenator with Microbial Balancing Technology, increases crop yield and promotes healthier plants more naturally

> This is an example of what your Title Tag and Meta Description will look like in Google™ search results.
>
> While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.
>
> Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Alt Attribute

We found **14** images on this web page.

No ALT attributes are empty or missing.

> Good, most or all of your images have alternative text (the alt attribute).
>
> Alternative text is used to describe images to give the search engine crawlers (and the visually impaired) more information to help them understand images, which can help them to appear in Google™ Images search results.

❌ Text/HTML Ratio

6.4%

○ ◉ ◎   ✿ ✿ ✿
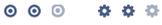
> This page's ratio of text to HTML code is below 15 percent. This means that your website probably needs more text content.
>
> A ratio between 25 and 70 percent is ideal. When it goes beyond that, the page might run the risk of being considered as spam.
>
> As long as the content is relevant and gives essential information, it is a plus to have more of it.

✅ Indexed Pages

| 15,966 |

◉ ○ ◎   ✿ ✿ ✿

> This is the number of pages on your website that are indexed by search engines. It's important to aim to have all of your web pages crawled and indexed by the search engines, as this gives you more opportunity for your website to be found.
>
> A low number (relative to the total number of pages/URLs on your website) indicates that there is an issue, whether it's due to a bad internal linking structure, or you're unknowingly preventing search engines from crawling your pages.
>
> Make sure your website's XML sitemap is present and you have submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in the search engines.
>
> Check Google™ Webmaster Tools under 'Google Index' and 'Crawl' to keep track of the status of your site's indexed/crawled pages.

❌ Google+ Publisher

Your website is missing a rel="Publisher" tag for linking to your Google+ Page.

◉ ○ ◎   ✿ ✿ ✿

> Your website is missing a rel="Publisher" link to your Google+ Page. This type of authorship markup is great for your brand. It ensures that your company is featured in SERPs, as opposed to only individual authors as is common with rel="Author".

✅ In-Page Links

We found a total of 64 link(s) including 3 link(s) to files

◉ ○ ◎   ✿ ✿ ✿
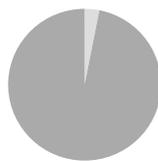
- ■ External Links: NoFollow (0%)
- ■ External Links: Follow (3.1%)
- ■ Internal Links (96.9%)

Anchor	Type	Follow
Youtube	External Links	Follow
Compass Institute Sunshine Coast	External Links	Follow
Facebook	External Links	Follow
About	Internal Links	Follow
Certified Organic	Internal Links	Follow
Benefits	Internal Links	Follow
Background Information	Internal Links	Follow
Functions	Internal Links	Follow
Basic Science	Internal Links	Follow
Analysis	Internal Links	Follow
Plant Nutrition	Internal Links	Follow

Chilli Group - Website Review - SEO Tool

chilli

Commercial Pasture Production	Internal Links	Follow
Application Directions	Internal Links	Follow
Final Report	Internal Links	Follow
Material Safety Data Sheet	Internal Links	Follow
Dr Grow It All	Internal Links	Follow
Online Shop	Internal Links	Follow
Return and Refund Policy	Internal Links	Follow
Terms and Conditions	Internal Links	Follow
Store Locations	Internal Links	Follow
Refill Locations	Internal Links	Follow
Distributors	Internal Links	Follow
Regional Representatives	Internal Links	Follow
Business of the Month	Internal Links	Follow
Rural Boss	Internal Links	Follow
Tips & Advice	Internal Links	Follow
Frequently Asked Questions	Internal Links	Follow
Tutorials	Internal Links	Follow
Recommended Products	Internal Links	Follow
Ez Flo Fertigation Systems	Internal Links	Follow
ezyGrow Planters	Internal Links	Follow
Educational Books	Internal Links	Follow
No Anchor Text	Internal Links	Follow
Testimonials & Reviews	Internal Links	Follow
Media	Internal Links	Follow
Technical Manual	Internal Links	Follow
Awards	Internal Links	Follow
Social Media	Internal Links	Follow
Contact	Internal Links	Follow
Executive Team	Internal Links	Follow
Rural Boss Agents	Internal Links	Follow
No Anchor Text	Internal Links	Follow
0	Internal Links	Follow
0	Internal Links	Follow
No Anchor Text	Internal Links	Follow
20L Dr Grow It All™	Internal Links	Follow
10L Dr Grow It All™	Internal Links	Follow
2.5L Dr Grow It All™	Internal Links	Follow
1L Dr Grow It All™	Internal Links	Follow
No Anchor Text	Internal Links	Follow
No Anchor Text	Internal Links	Follow
Read the Full Success Story	Internal Links	Follow
Read the Full Success Story	Internal Links	Follow
Read the Full Success Story	Internal Links	Follow
Tom Grady's Stand's the Test of Time	Internal Links	Follow
Goliath home grown lemon	Internal Links	Follow
Dairy Farmer Gets 20% increase in Milk Protein after 1 we...	Internal Links	Follow

How tonnes of poultry manure is turned into an environm.	Internal Links	Follow
Tune into 4BC Saturday 7am for Gardening tips from Noe...	Internal Links	Follow
MSDS	Internal Links	Follow
Ag Events and Shows	Internal Links	Follow
Gallery	Internal Links	Follow
No Anchor Text	Internal Links	Follow
News	Internal Links	Follow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still added to the equasion when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.

Broken Links

We found 3 broken links on this web page

URL	Status	Code
http://www.drgrowitall.com.au/feed/		508
http://www.drgrowitall.com.au/gallery/		508
http://www.drgrowitall.com.au/agriculture-events-and-shows/		508

There are broken links on your site that need to be fixed.

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. Take the time to replace or remove each one.

URL Rewrite

Perfect, your URLs look clean.

Great! You have clean (user-friendly) URLs which do not contain query strings.

Clean URLs are not only SEO-friendly but are also important for usability.

Underscores in the URLs

We found underscores in this URL and/or in your in-page URLs.

http://www.drgrowitall.com.au/wp-content/uploads/2014/01/DrGrowItAll_MSDS.pdf

We have detected underscores (these_are_underscores) in this URL and/or in your in-page URLs. You should instead use hyphens (these-are-hyphens) to optimize your SEO.

While Google™ treats hyphens as word separators, it does not for underscores.

Mobile 📱

✅ Mobile Friendliness
⊙ ⊙ ⊙   ✿ ✿ ✿

`Very Good`

This web page is super optimized for Mobile Visitors

> Great, your site is well-configured for visitors from mobile devices. Mobile Friendliness refers to the usability aspects of your mobile website, which Google™ uses as a ranking signal in mobile search results.

◉ Mobile Rendering

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

⚠ Touchscreen Readiness
⊙ ⊙ ⊙   ✿ ✿ ⚙

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

> Ensure that your tap targets are large enough (at least 48 pixels in height and width) so that your visitors can press them easily. It's also important to provide extra spacing both horizontally and vertically around your tap targets (at least 32 pixels) to prevent users from accidentally pressing on the wrong target.

✅ Mobile Compatibility
⊙ ⊙ ⊙   ✿ ✿ ⚙

Perfect, no embedded objects 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 Speed
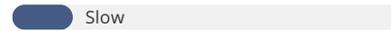
Slow

✘ Optimize images

✘ Eliminate render-blocking JavaScript and CSS in above-the-fold content

✘ Leverage browser caching

✘ Enable compression

✘ Reduce server response time

Your mobile/responsive website must deliver and render the "above the fold" content in under one second. This allows the user to begin interacting with the page as soon as possible. Since mobile device CPUs are less powerful than desktop CPUs, speed tips that reduce CPU consumption (for instance JavaScript Parse time) need to be addressed first.

See Google's PageSpeed Insights Rules for more information on how to improve each of the elements in this section.

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.

Favicon

Great, your website has a favicon.
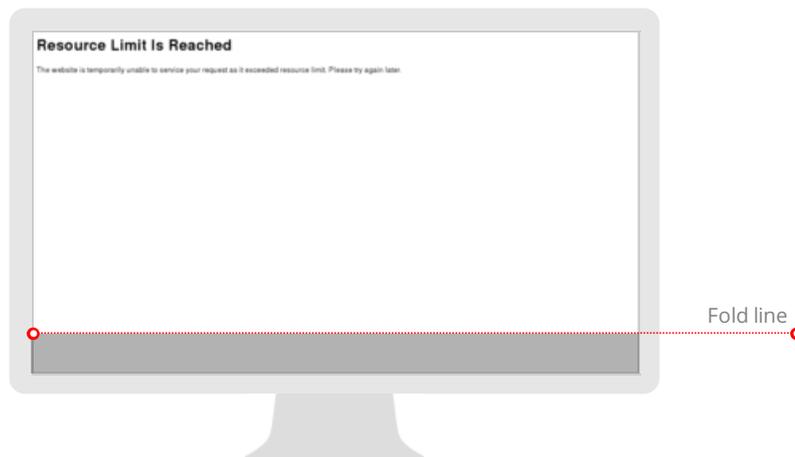
Great, your website has a favicon. Make sure this favicon is consistent with your brand.

Resource: Check out this amazing idea for improving the user experience with a special favicon.

Custom 404 Page

Your website does not have a custom 404 Error Page.

Apparently your site does not have a 404 Error Page - this is bad in terms of usability.

Take the opportunity to provide visitors with a beautiful and helpful 404 Error Page to increase user retention.

Above the Fold Content

Place the most important content **above the fold line**.

Resource Limit Is Reached

The website is temporarily unable to service your request as it exceeded resource limit. Please try again later.

Fold line

When designing your homepage, make sure that your most important content is placed above the fold (the top section, which is visible without scrolling).

Google's 'Page layout algorithm' was built around feedback from users after many complained that they were having difficulty finding the content that was relevant to their search queries when arriving on webpages.

This means that Google pays attention to your 'above the fold' content, so try to add useful content and avoid including too many ads.

Tip: Check Google Analytics to find out what the most common screen resolutions are among your site visitors.

Language

✓

⊙ ⊙ ⊙   ⚙ ⚙ ⚙

Declared: *English*

Detected: *English*

> Great, you have declared the language.
>
> 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").

Printability

◉

We could not find a Print-Friendly CSS

> This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.
>
> It is just another way to provide a rich user-experience.

Structured Data Markup

✓

⊙ ⊙ ⊙   ⚙ ⚙ ⚙

| microformats h-item | og description | og locale | og site_name | og title | og type |

| og url |

> Structured Data Markup is used to generate Rich Snippets in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.
>
> Google™ supports a number of rich snippets for content types, including: Reviews, People, Products, Businesses and Organizations, Recipes, Events , Videos, and Music. If your website covers one of these topics, then we suggest that you annotate it with Schema.org using microdata.

Domain Availability

◉

Domains (TLD)	Status	
drgrowitall.com	Expires in 8 months	🔒
drgrowitall.net	Available. Book it now!	✓
drgrowitall.org	Available. Book it now!	✓
drgrowitall.info	Available. Book it now!	✓
drgrowitall.biz	Available. Book it now!	✓
drgrowitall.eu	This domain is booked	🔒

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

Chilli Group - Website Review - SEO Tool

ch🌶lli

Typo Availability

Domains (TLD)	Status	
srgrowitall.com.au	Available. Book it now!	✓
degrowitall.com.au	Available. Book it now!	✓
drfrowitall.com.au	Available. Book it now!	✓
drgeowitall.com.au	Available. Book it now!	✓
drgrowitsll.com.au	Available. Book it now!	✓
drgrowiitall.com.au	Available. Book it now!	✓
dfgrowitall.com.au	Available. Book it now!	✓

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

Trust Indicators

Trust

76%

Vendor reliability

76%

Privacy

76%

Child safety

80%
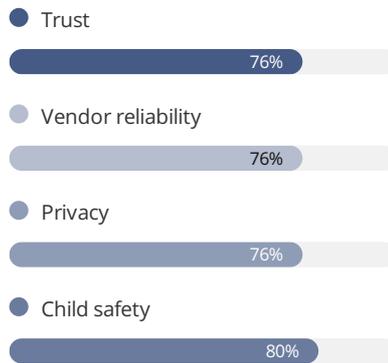
This data is provided by WOT™.

Safe Browsing

Great, your website is safe.

No evidence of phishing and/or malware has been detected.

Chilli Group - Website Review - SEO Tool

Technologies <>

Technologies

	SoundManager	JavaScript framework
	Google Font API	Font script
	Google Maps	Maps
	jQuery	JavaScript framework
	Nginx	Web server
	PHP	Programming language
	RequireJS	JavaScript framework
	Twitter Bootstrap	Web framework
	Underscore.js	JavaScript framework
	WooCommerce	eCommerce CMS
	WordPress	CMS

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.

Analytics   Google Analytics

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Popular Analytics Tools Include: Google™ Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

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.

SSL Secure

⊙ ⊙ ⊙   ✿ ✿ ✿

Your website is SSL secured (HTTPS), but the Common Name is set to *.syra.net.au.

✗ Your website's URLs do not redirect to HTTPS pages.

✗ Your headers are not properly set up to use STS.

✓ The SSL certificate expires in 3 months.

✓ The certificate issuer is DREAMSCAPE NETWORKS FZ-LLC.

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security. In 2014, Google™ announced that HTTPS would become part of their ranking algorithm and since your website is not HTTPS, it will likely rank below your HTTPS competitors. When moving to HTTPS, follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use a Security Token Service (STS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Webmaster Tools

Backlinks

Backlinks Counter

121

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.

Social

Social shareability

Your homepage is sometimes shared on social networks.

👍 Facebook Likes   104

ⓕ Facebook Shares   62

💬 Facebook Comments   15

Google™ +   20

> The impact of social media is huge for certain industries.
>
> Make sure you have opened social media profiles on Facebook, Twitter, 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 social media influences from your website's URL; it does not represent data from specific brand pages.

Facebook Page

Not found

> The data relating to the Facebook Page is publicly available.

Twitter™ Account

The Twitter™ Account @drgrowitall is available. Book it now!

> Twitter is a fast-growing social network.
>
> If possible, register a Twitter account in your brand's name now to prevent brandjacking.
>
> Here are a few tips to help create a Twitter promotion plan. Plus, learn from today's top Twitter-using brands.

Google+ Page

Not found

> This page is your business listing in Google+. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider managing your profile with Google My Business (formerly Google Places).

Local

Local Directories

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 G+ Local 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, Spain, France, Canada, Australia, Brazil, and India) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

⊗ Traffic Estimations

Very Low

◉ ◉ ◉

> We use multiple tools to estimate web traffic, including Google™ Trends and Alexa™.
>
> Nevertheless, your analytics will provide the most accurate traffic data.

◉ Traffic Rank

19,834,661th most visited website in the World

0th 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 your website, although it is not 100 percent accurate.
>
> Reviewing the most visited websites by country can give you valuable insights.
>
> Quantcast provides similar services.