BuildoutMarketing
Small Business Marketing Agency

50

Your website score

Review of reactivechiropractic.com
Generated on 2018-09-19

Introduction

Table of Contents

- 🔍 SEO
- 📱 Mobile
- 👆 Usability
- ‹› Technologies
- ▨ Backlinks
- 👍 Social
- 📍 Local
- 👤 Visitors

Iconography

- ✔ Pass
- ⚠ Moderate
- ✖ Fail
- ◑ FYI

- ◎ ◎ ◎ High impact
- ◎ ◎ ◎ Medium impact
- ◎ ◎ ◎ Low impact
- ⚙ ⚙ ⚙ Very hard to solve
- ⚙ ⚙ ⚙ Hard to solve
- ⚙ ⚙ ⚙ Easy to solve

SEO

Title Tag

ReActive Chiropractic in Kennesaw, ReActivate Your Life!

Length: 56 character(s)

> Your HTML title tag appears in browser tabs, bookmarks and in search result pages.
>
> Make your title tags clear, concise (50-60 characters) and include your most important keywords.

Meta Description

ReActive Chiropractic in Kennesaw, GA is the place to go after a car accident. Whiplash is no joke, get the care you deserve for your injuries. We are the whiplash and car injury experts!

Length: 189 character(s)

> Great, your meta description contains between 70 and 320 characters (spaces included).
>
> 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

> ReActive Chiropractic in Kennesaw, ReActivate Your Life!
> reactivechiropractic.com/
> ReActive Chiropractic in Kennesaw, GA is the place to go after a car accident. Whiplash is no joke, get the care you deserve for your injuries. We are the whipl...

> 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.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>
4	6	1	11	0

<H1>	Intake Form
<H1>	About Us
<H1>	Our Blog

> 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

map data 2018 google `3` reactive chiropractic 1600 kennesaw `2` map data `5`

new patients click `2` reactive chiropractic `7` car accident `2` better faster `2`

request appointment `3` map `7` kennesaw `7` injuries `2` click `4`

patients `3` reactivate `4` care `4` complete `2` day `3` possible `2`

best `3` designed `2`

> The Keyword Cloud provides an insight into how relevant a topic or keyword is to the content on your page.
>
> It's important to do keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Alt Attribute

We found **38** images on this web page.

3 ALT attributes are empty or missing.

https://reactivechiropractic.com/wp-content/uploads/2018/07/Yelp_Logo_05.png
https://reactivechiropractic.com/wp-content/uploads/2018/07/email.png
https://reactivechiropractic.com/wp-content/uploads/2018/09/ReActive-Chiropractic.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

95

We've discovered 95 pages in Google's index for reactivechiropractic.com.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

Make sure your website's XML sitemap is present and that you've 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 search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.

If you use parameters in your URL like session IDs or sorting and filtering, use the rel="canonical" tag tag to tell search engines which version of those pages is the original.

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.

XML Sitemap

No sitemap found in your robots.txt.

We checked the robots.txt file for reactivechiropractic.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 reactivechiropractic.com/sitemap.

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.

Blocking Factors

✓ **Flash:** No

✓ **Frames:** No

Great, you aren't using Flash or frames on your site.

While it often looks nicer, Flash content can't be properly indexed by search engines. Maximize your SEO efforts by avoiding Flash.

Search engines also have problems with frames because they can't crawl or index the content within them. Avoid them if you can and use a NoFrames tag when you can't.

Domain Registration

✗ Created 10 months ago

✓ Expires in 4 years

> 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.

Blog

We found a Blog on this website.

> Starting a blog is a great way to engage with your audience and increase your online visibility by attracting qualified traffic from new sources.
>
> Use our tips to optimize your blog to build links and improve performance.

Mobile

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.

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

Very Slow

✘ Optimize images

✘ Reduce server response time

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

✘ Leverage browser caching

✘ Minify JavaScript

> Like with desktop, the time it takes a mobile page to load is an important part of mobile search engine results page ranks. Your mobile/responsive website must deliver and render the "above the fold" content in under one second.
>
> Unfortunately, the mobile page speed for reactivechiropractic.com is Very Slow.
>
> 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.

URL

reactivechiropractic.com

Length: 20 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

61%

You could reduce 39% (7.8 KiB) by minifying the asset(s) listed below.

URL	Reduction size
/wp-content/plugins/contact-form-7/includes/js/scripts.js?ver=5.0.3	5.7 KiB (40%)
/wp-content/plugins/ml-slider/assets/metaslider/public.css?ver=3.9.0	2.1 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 1 uncached asset(s) listed below.

URL	Freshness lifetime
/wp-content/themes/Divi/core/admin/fonts/modules.ttf	Expiration not specified

> 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.

Structured Data Markup

microformats h-entry

> 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.
>
> Get the most out of Google's rich snippets for content types such as: 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.

Technologies ‹›

Speed Tips

Warning: your website's speed should be improved.

✓ Perfect, your website doesn't use nested tables.

✗ Too bad, your website is using inline styles.

✗ Too bad, your website has too many CSS files (more than 4).

✗ Too bad, your website has too many JavaScript files (more than 7).

> Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings. By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.
>
> Conversion rates are far higher for websites that load faster than their slower competitors.
>
> See Google's PageSpeed Insights Rules for more information on how to improve each of the elements in this section.

Analytics

Google Analytics

Google Search Console

> 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.

SSL Secure

Great, your website is SSL secured (HTTPS).

✓ Your website's URLs redirect to HTTPS pages.

✓ Your website is configured with HSTS.

✓ The SSL certificate expires in 2 years.

✓ The certificate issuer is GoDaddy.com, Inc..

> Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.
>
> While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. 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 HTTP Strict Transport Security (HSTS) 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 Search Console/Webmaster Tools

Backlinks

Backlinks Score

Bad

The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Backlinks Counter

1

We've detected 1 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

1

The number of domains your backlinks are coming from.

Social 👍

❌ **Social Media Engagement**

Your homepage has not been widely shared on social networks.

f	**Facebook Shares**	0
💬	**Facebook Comments**	0
👍	**Facebook Likes**	0
📌	**Pinterest Shares**	0

> The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. However, it looks like reactivechiropractic.com has not been widely shared on social media.
>
> Create social media profiles associated with reactivechiropractic.com 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 is based on engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook. It does not include people who like or share your branded social media pages.

❌ **Facebook Page**

Not found

Add your Facebook Page or create one

> We were unable to find a Facebook page for reactivechiropractic.com.
>
> Facebook is a vital channel for any business' digital marketing. 72% of consumers and almost every Millennial expects your to have a presence on Facebook.
>
> Use Facebook Insights to measure and track your audience's engagement with your posts to get the most out of your social media efforts. Link your Facebook profile with reactivechiropractic.com and add a CTA to really maximize your social media marketing efforts.

Twitter Account

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

Name
ChiropracticRe
Change Account

Followers
0

Tweets
2

Bio
We are dedicated to helping our patients receive relief from pain and help them to achieve maximum health and wellness.

Location
Kennesaw, GA

Created
3 months ago

> Great, your Twitter account is linked to reactivechiropractic.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.

Google+ Page

Not found

Add your Google+ profile or create one

> This is the Google+ page for reactivechiropractic.com. 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).

Crunchbase Entry

Not found

> Crunchbase is a platform used by millions, offering public information about businesses and individuals. While reactivechiropractic.com does not appear to be listed on crunchbase.com, you can add it by creating a profile at crunchbase.com.

Local

Local Directories

Add your Foursquare page 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.

Visitors

Traffic Estimations

Very Low

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

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.