Report for
SampleWebsite.com.au

22 pages tested on 10th April 2015

Overall

The overall score for this website.

Accessibility

How accessible the website is to mobile and disabled users.

Content

The quality and volume of content in this website.

Marketing

How well this website is marketed online.

Technology

How well designed and built the website is.

Key points

❌ **Not shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.

❌ **Not much content**
Search engines judge you heavily on your content.

❌ **Few incoming links**
Sites with more incoming links rank higher in search engines.

❌ **Decreasing in popularity**
Over the past 3 months.

❌ **Very rarely visited**
Compared to other websites.

❌ **Open Graph is not used**
Making this website less likely to be shared on social networks.

❌ **Links appear to be broken**
Broken links suggest a technical problem.

❌ **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.

✅ **Writing is very easy to understand**
Easy-to-understand text benefits users and search engines.

✅ **Quite quick to load**
Slow pages put off users and lower search engine rankings.

✅ **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

SampleWebsite.com.au

Summary

7.0 | **Accessibility summary**

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points

❌ **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.

❌ **Links appear to be broken**
Broken links compromise user experience.

✅ **Writing is very easy to understand**
Easy-to-understand text benefits users and search engines.

✅ **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).

✅ **Alternative text used throughout**
Well defined alternative text is crucial for accessibility.

✅ **Headings are defined**
Well defined headings are crucial for accessibility.

✅ **URLs are fairly clear**
Simple URLs help users share webpages.

6.9 | **Content summary**

The quality and volume of content in this website.

Key points

❌ **Not much content**
Search engines judge you heavily on your content.

⚠️ **Not shared socially**
Lack of sharing suggests content lacks appeal.

⚠️ **No contact details**
This may be intentional, or they may not be readable by a computer.

✅ **Writing is very easy to understand**
Easy-to-understand text benefits users and search engines.

4.3 Marketing summary

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points

❌ **Not shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.

❌ **Not much content**
Search engines judge you heavily on your content.

❌ **Few incoming links**
Sites with more incoming links rank higher in search engines.

❌ **Decreasing in popularity**
Over the past 3 months.

❌ **Very rarely visited**
Compared to other websites.

❌ **Not on Facebook**
Or no Facebook page could be found linked from this website.

❌ **Not on Twitter**
Or no Twitter account could be found linked from this website.

❌ **Open Graph is not used**
Making this website less likely to be shared on social networks.

⚠️ **Titles and descriptions are fairly optimised**
Pages should have titles and descriptions optimised for search engine results.

✅ **Writing is very easy to understand**
Easy-to-understand text benefits users and search engines.

✅ **Quite quick to load**
Slow pages put off users and lower search engine rankings.

✅ **URLs are fairly clear**
Simple URLs help users share webpages.

✅ **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

4.4 Technology summary

How well designed and built the website is.

Key points

SampleWebsite.com.au

Not W3C compliant
Compliant pages are generally more accessible and compatible with more browsers.

Open Graph is not used
Making this website less likely to be shared on social networks.

Links appear to be broken
Broken links suggest a technical problem.

Not optimised for printing
Based on the absence of any print-specific styles.

Titles and descriptions are fairly optimised
Pages should have titles and descriptions optimised for search engine results.

Images lack defined sizes
Defining image sizes helps pages load more smoothly, without constant layout changes.

Uses CSS for layout
CSS is the preferred technology for building webpages (compared with tables).

Written in HTML5
The latest standard for web development.

URLs are fairly clear
Simple URLs help users share webpages.

Quite quick to load
Slow pages put off users and lower search engine rankings.

Analytics is used
Analytics allow for detailed analysis of visitor behaviour.

Individual tests

0.0 **Facebook**

This website does not appear to be on Facebook, as no link to a Facebook page was found in this website.

If this website does have a Facebook page, it should be linked to by this website. It is possible this website links to a page which is only visible to logged in Facebook users. If this is the case, it cannot be detected automatically, and consider making the page publicly visible.

Not every organisation benefits from a Facebook page, but nearly all should consider one. A Facebook page is free, and provides a popular channel for communicating with your fans and customers.

Facebook pages

Any Facebook pages used by this website.

#	Name	Likes	Talking about	Comments
1st	No Facebook found For daydreamwebsites.com.au	-	-	No Facebook page found.

0.0 **Printability**

None of this website appears to be optimised for printing.

Wherever possible, a website should define specific stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit.

Add print-specific stylesheets for all pages, wherever possible. In most cases, one shared print stylesheet can cover the whole website.

Optimised for printing

0%

Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).

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Not printable

Page	Importance
SampleWebsite.com.au/	★★★★★
SampleWebsite.com.au/website_design_portfolio.html	★★★★★
SampleWebsite.com.au/website_design_plans.html	★★★★★
SampleWebsite.com.au/budget-website-package.html	★★★★★
SampleWebsite.com.au/bronze-website-package.html	★★★★★
SampleWebsite.com.au/silver-website-package.html	★★★★★
SampleWebsite.com.au/gold-class-website-package.html	★★★★★
SampleWebsite.com.au/website-projects/professional_photography_website_project.html	★★★★★
SampleWebsite.com.au/website-projects/womens_shoes_website_project.html	★★★★★
SampleWebsite.com.au/website-projects/handbag_queen_shop_website_project.html	★★★★★

22 found (only showing top 10)

0.0   **Social interest**

None of this website appears to have been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.

Likes

0 Likes for pages in this site

Tweets

0 Tweets linking to this site

0.0   **Twitter**

This website does not appear to be on Twitter, as no link to a Twitter account was found in this website.

If this website does have a Twitter account, it should be linked to by this website.

Not every organisation benefits from a Twitter account, but nearly all should consider one. A Twitter account is free, and provides a popular channel for communicating with your fans and customers.

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Twitter accounts

Twitter accounts used by this website.

#	Name	Followers	Following	Tweets	Influence
1st	No Twitter found For SampleWebsite.com.au	0	0	-	0.0

0.0 **W3C compliance**

No pages are W3C compliant.

W3C compliance is an international standard for measuring code quality, accessibility and browser compatibility.

W3C compliant

0%

HTML 5

Every page of this website is written using HTML 5.

HTML 5 is the latest standard for web technology. Although the standard hasn't been fully defined yet, it is safe to use, and represents the most cutting edge approach to web development.

1.1 **Incoming links**

About 2 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

This website needs an effective link building strategy.

Incoming links

0 links to this website

Incoming linking sites

2 sites link to this website

Source: SEOmoz, at 10th April 2015. Authority refers to the authority of the domain.This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.

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1.1 Broken links

2 links appear to point to pages which do not exist. All of these links point to pages inside this site.

Note that some of these pages may not appear to be broken to the average web browser, but they are incorrectly reporting themselves as missing.

Broken links frustrate users and can sometimes indicate a technical problem.

In total 68 links were tested.

Internal broken links

2 broken links

External broken links

0 broken links

List of broken links

Page	Links to	Context	Internal?	Type
SampleWebsite.com.a u/ website-projects/europe an_clothing_apparel_logo _design.html	SampleWebsite.com.a u/ website-projects/women s_clothing_apparel_websi te_project.html	Willows In Bloom website design project	yes	Page not found - graceful (404)
SampleWebsite.com.a u/ bronze-website- package .html	SampleWebsite.com.a u/ plans.html	Pricing	yes	Page not found - graceful (404)

2.1 Popularity

This website is ranked 19,583,743rd in the world for popularity (source: Alexa). In the last 3 months, this website has become significantly less popular.

This is low and suggests the website is rarely visited.

Popularity rank

19,583,743rd

3 month change

Down 91.3%

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Relative popularity

Popularity rank of this website.

#	Site	Rank	3 month change
1	SampleWebsite.com.au	19,583,743rd	Down 91%

Source: Alexa, at 10th April 2015. All figures are best estimates for the whole domain shown.

2.2 Image usage

No images have defined sizes, all images are in a web friendly format.

Defining an image size allows the webpage to display layout correctly before loading all of the images. Not specifying an image size often causes the layout of pages to change as the page loads.

This is not a critical issue, however we recommend image sizes are defined wherever possible.

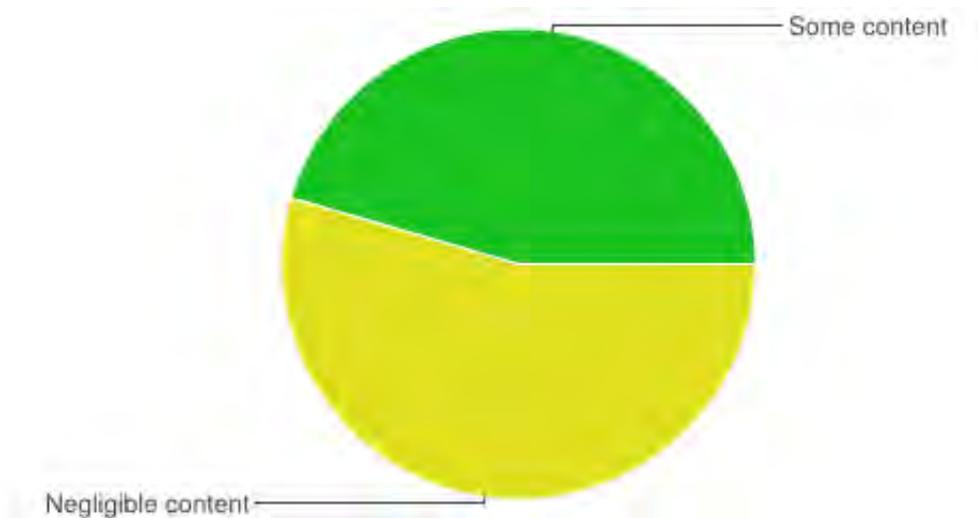**Images with size**

0%

Web-friendly images

100%

4.2 Amount of content

10 pages contain a meaningful amount of text content, 4,268 words in total.

Develop more substantial content for this website, particularly content that would attract visitors.

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Page breakdown

Total words

4,268

Pages with substantial content

0

Pages with some content

10

Pages with negligible content

12

(5.0) **Open Graph**

This site does not use any Open Graph tags, although some basic information can be inferred from other tags.

Open Graph tags tell Facebook and other social networks how to share content on this site. Because they are not used here, it is likely pages from this site will not look that great when they are shared.

This makes it less likely content from this website will be shared or clicked on.

Adding Open Graph tags is relatively straightforward for most sites. At a minimum, you should have a title, description, image, type and site name for every page.

Has title

100% (og:title)

Has description

100% (og:description)

Has image

0% (og:image)

Has site name

0% (og:site_name)

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5.6 Search engine results

Only some of the pages in website will appear clearly in search engine results. Some refinements would encourage more people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Search Engine Results

How pages in this website will typically appear in Google results.

-	Search Engine Result	Issues
✓	**Day Dream Websites - we build quality websites from start to ...** We have scalable packages to suit your business goals and budget. daydreamwebsites.com.au/	Title is too long.
✓	**Website design portfolio | Sydney web design business | Day Dream ...** Plain is a responsible HTML template with 12-column grid based on popular Twitter Bootstrap framework. This theme is suitable as a clean and easily ... daydreamwebsites.com.au/website_design_portfolio.html	Title is too long.Description is too long.
✓	**Our website design plans - Day Dream Websites** Affordable Web Design and Development for Small to Medium sized Business daydreamwebsites.com.au/website_design_plans.html	
✓	**Our website designs - Day Dream Websites** Plain is a responsible HTML template with 12-column grid based on popular Twitter Bootstrap framework. This theme is suitable as a clean and easily ... daydreamwebsites.com.au/budget-website-package.html	Description duplicated elsewhere, will be ignored.
✓	**Our website designs - Day Dream Websites** Plain is a responsible HTML template with 12-column grid based on popular Twitter Bootstrap framework. This theme is suitable as a clean and easily ... daydreamwebsites.com.au/bronze-website-package.html	Title duplicated elsewhere.Description duplicated elsewhere, will be ignored.
✓	**Our website designs - Day Dream Websites** Plain is a responsible HTML template with 12-column grid based on popular Twitter Bootstrap framework. This theme is suitable as a clean and easily ... daydreamwebsites.com.au/silver-website-package.html	Title duplicated elsewhere.Description duplicated elsewhere, will be ignored.
✓	**Squiz / MySource Matrix CMS | Day Dream Websites** Plain is a responsible HTML template with 12-column grid based on popular Twitter Bootstrap framework. This theme is suitable as a clean and easily ... daydreamwebsites.com.au/gold-class-website-package.html	Description duplicated elsewhere, will be ignored.
✓	**Professional photography website | North Ryde Sydney** Day Dream Websites offers you quality websites at reasonable prices daydreamwebsites.com.au/website-projects/professional_photography_website_project.html	Description duplicated elsewhere, will be ignored.
✗	**Client showcase | Day Dream Websites - North Ryde Sydney** Day Dream Websites daydreamwebsites.com.au/website-projects/womens_shoes_website_project.html	Title duplicated elsewhere.Description is too short.

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-	Search Engine Result	Issues
✓	**Client showcase	Day Dream Websites - North Ryde Sydney** Day Dream Websites offers you quality websites at reasonable prices SampleWebsite.com.au/website-projects/handbag_queen_shop_website_project.html	Title duplicated elsewhere.Description duplicated elsewhere, will be ignored.

22 found (only showing top 10)

6.9 **Speed**

This website is fairly quick to load.

On average pages take 3.6 seconds to download (on a simulated 4Mb broadband connection).

On average individual pages are extremely quick to respond (0.3 seconds per page).

3.6s

Load time

How long on average webpages take to load completely.

0.3s

Response time

How long on average webpages take to respond (i.e. to start to load).

**Average page sizes**

Images (392.4K)
HTML (4.1K)
Javascript (84.1K)
CSS (17.4K)
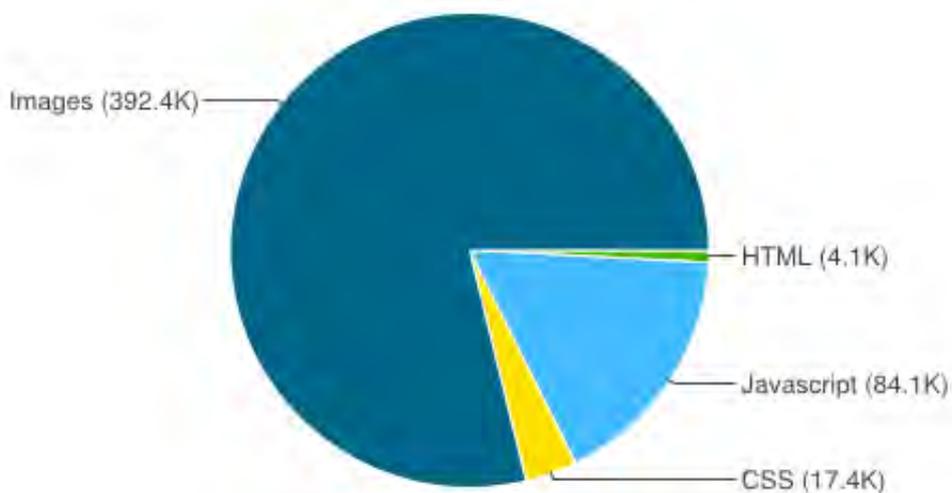
The response time is usually a measure of the application powering the website (e.g. a Content Management System or webserver) and the power of any servers running that application.

Good application performance means webpages feel responsive to users, and the server is more likely to handle higher volumes of traffic. Poor performance will dissuade users and search engines from the site.

Response time summary
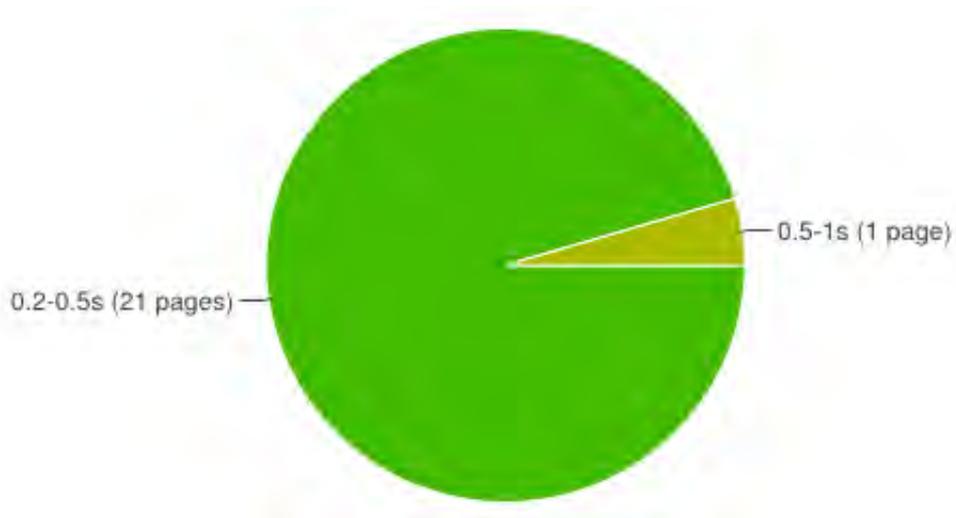
Page speeds are calculated for a simulated web browser and connection speed (4Mb broadband). Javascript files are loaded but not executed. Response time refers to the time between the page request being full sent, and the first byte of a response being received, and only applies to HTML documents. Response times can vary depending on how the website was performing at the time it was tested.

8.8 **Spelling**

9 potential spelling errors were found on this website. Some pages (22.7%) appear to contain at least one spelling error.

Pages checked

22

Pages skipped

0

Possible misspelt words

eg, tailer, womens.

This test looks for words it does not recognise in the visible and invisible text on a webpage: meta descriptions, page titles and alternative text are all checked. Spell checking is case-sensitive; for example 'David' is correctly spelt, but 'david' is not.

9.2 **Readability**

This website has an average reading age of 12. Readers need to have been educated to around age 12 to understand this site.

In developed countries the average reading age of adults is about 14.
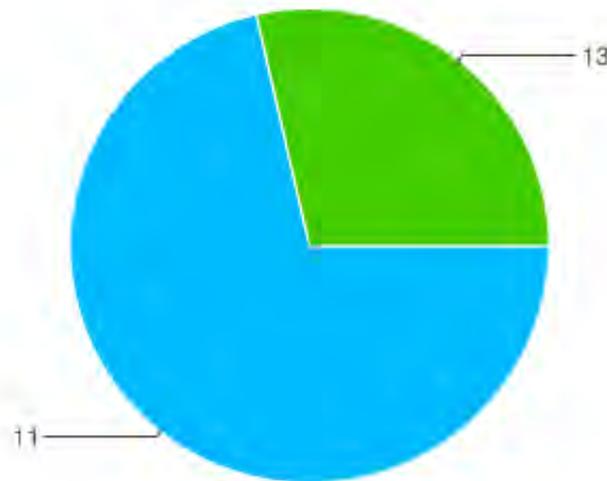
SampleWebsite.com.au

Reading age

12

Example sentence

""Just wanted to say how impressed I am with the overall site - I especially love the fax order form option - it's all very clever and I think it might help some of the more security conscious customers feel safer about ordering with alphabetical."

Pages by reading age

10 Analytics

Every page in this website is using Google Analytics.

This is excellent and should allow for a complete analysis of visitor behaviour.

Pages using analytics
100%

Pages with no analytics
0%

10 Headings

All pages were found to use correctly defined headings.

This is a crucial step towards optimising this website for search engines, and ensuring accessibility for users with disabilities.

You can review all headings in use below - if this site is particularly concerned with search engine optimisation, these headings should be chosen carefully.

Pages with headings
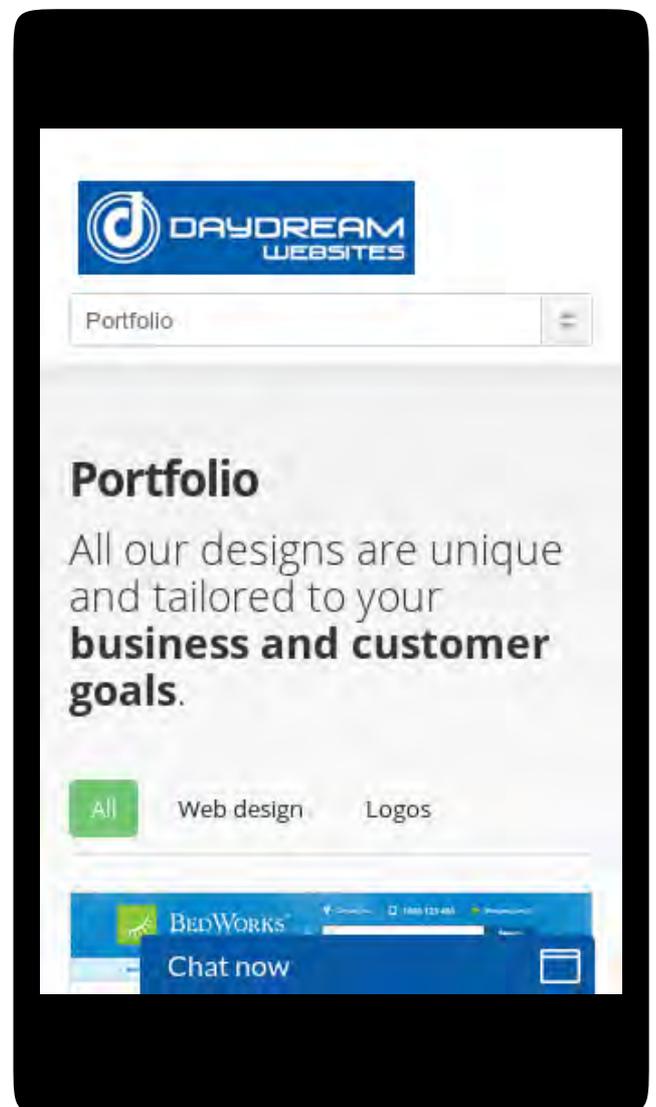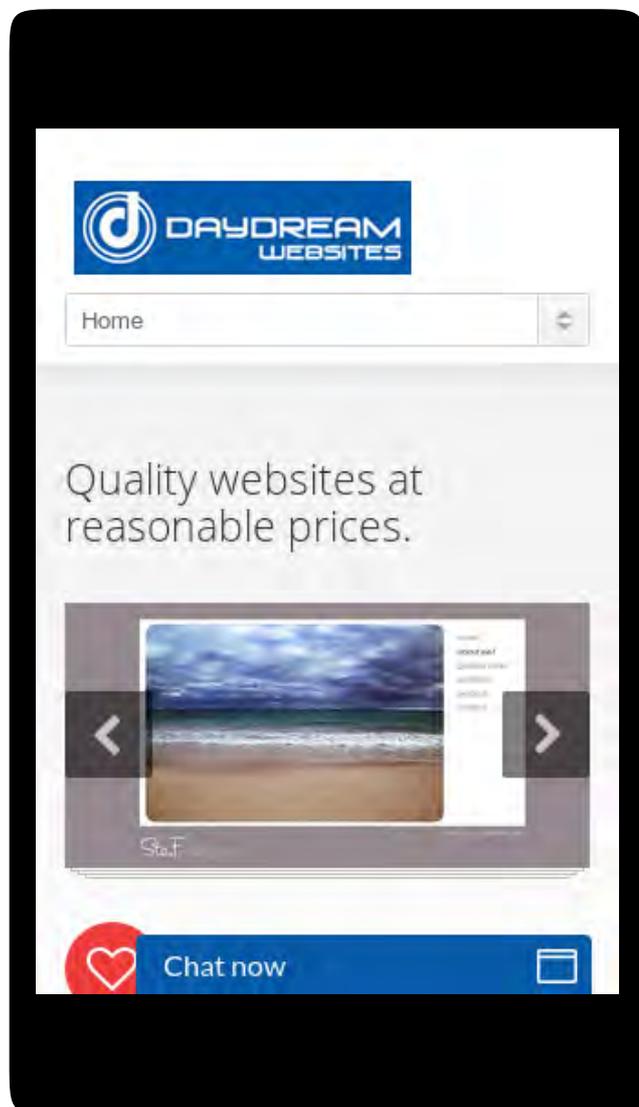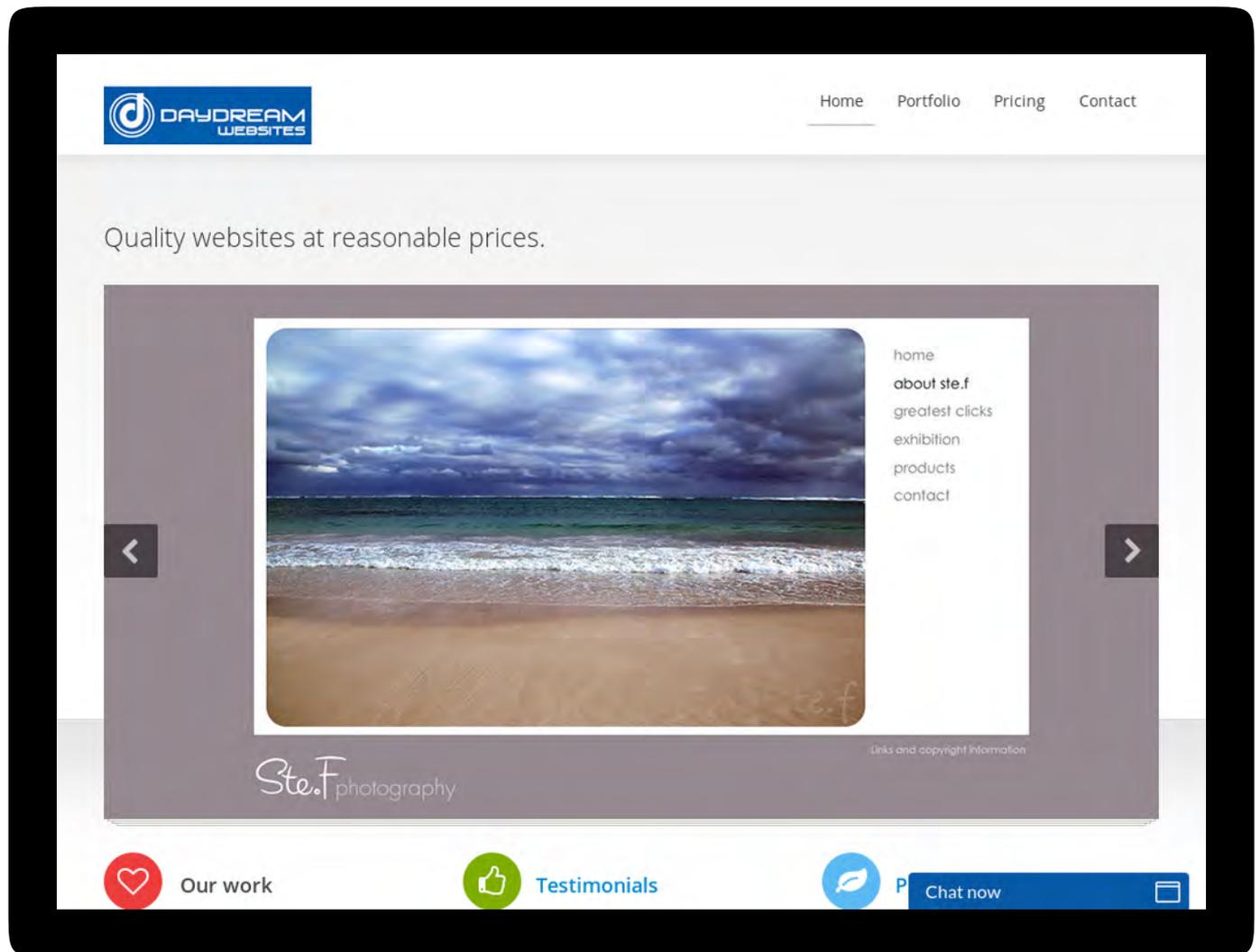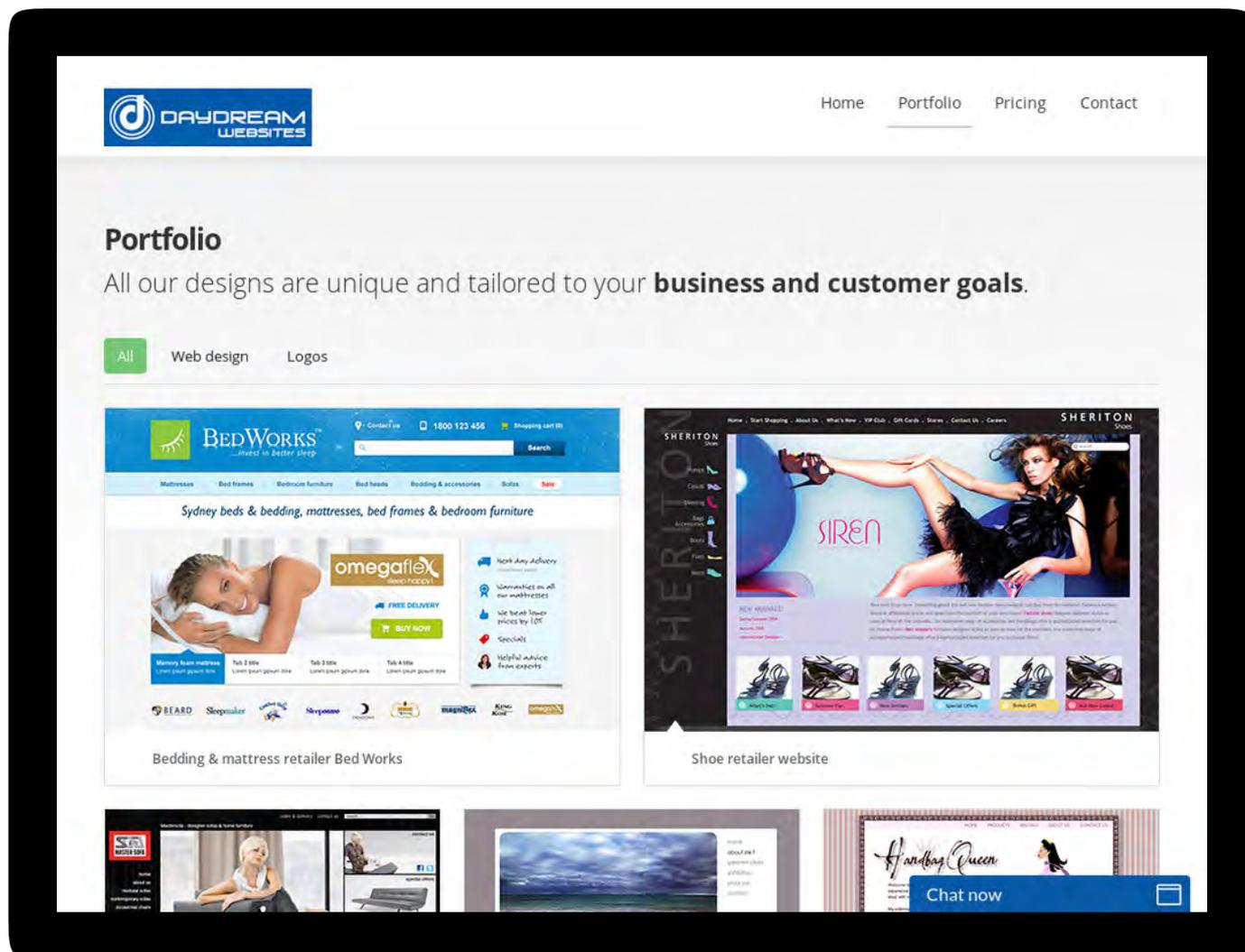
100%

Bad headings

0%

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10 **Mobile**

This website appears to be optimised for mobile and tablet devices, via 'responsive' design.

You can see a preview of this website on a mobile and tablet device below.

2 screenshots have been chosen automatically for important looking pages. You can choose up to 6 different pages manually if you wish.

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10 Site structure

This website has a shallow page structure. The average page is 1.3 clicks away from the homepage.

The deepest pages are 2 clicks away from the homepage.

Note that client-side redirections (e.g. Meta Refreshes, Javascript) count as 'clicks' to a page. These should be avoided where possible as they slow down the load speed of a website, particularly for homepages.
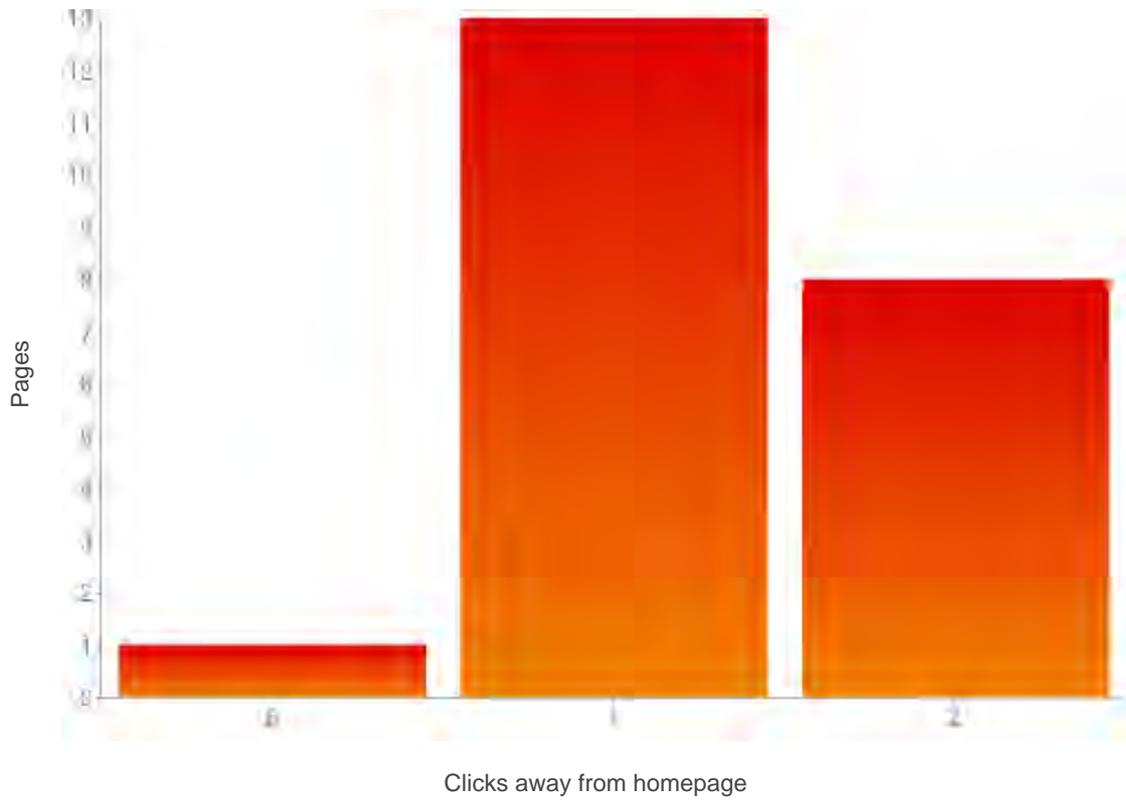
Average distance

1.3 clicks

Maximum distance

2 clicks

Click distance

Clicks away from homepage

SampleWebsite.com.au

Additional information

Content keywords

No keywords have been specified to test.

This test will analyse how well optimised the content in this site is for specific keywords, if they are provided.

Content management

This site doesn't appear to use a Content Management System, and it probably should.

A Content Management System allows non-technical users to control the content of a website. For larger and more frequently updated websites, a CMS can save costs and make changes easier.

This test cannot detect concealed or obscure Content Management Systems.

Consider using a Content Management System for this website. Usually, this will require a complete rebuild of the website.

Content Management System

None found

Pages using a CMS

0%

Search ranking

No search terms or search engines were specified.

If you specify these this test can analyse the position of this website for these keywords.

Specify keywords that this website is aiming to rank for.