



Your website score

Review of **google.com**

Generated on 2015-03-25

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.

Fireworks aim to provide reports with actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

- 🔍 SEO
- 📱 Mobile
- 👤 Usability
- 🔗 Technologies
- 👍 Social
- 📍 Local
- 👤 Visitors

Iconography

- ✅ Pass
- ⚠️ Moderate
- ❌ Fail
- 👁️ FYI
- 🔴🔴🔴 High impact
- 🔴🔴🟡 Medium impact
- 🔴🔴🟡 Low impact
- 🔴🔴🔴 Very hard to solve
- 🔴🔴🟡 Hard to solve
- 🔴🔴🟡 Easy to solve

EXAMPLE ONLY

Title



Google

Length: 6 character(s)

Ideally, your title should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your **most important keywords**.

Be sure that each page has a unique title.

Resource: Use this [snippet-optimizer](#) to see how your titles and descriptions will look in Google™ search results.

Description



Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking for.

Length: 159 character(s)

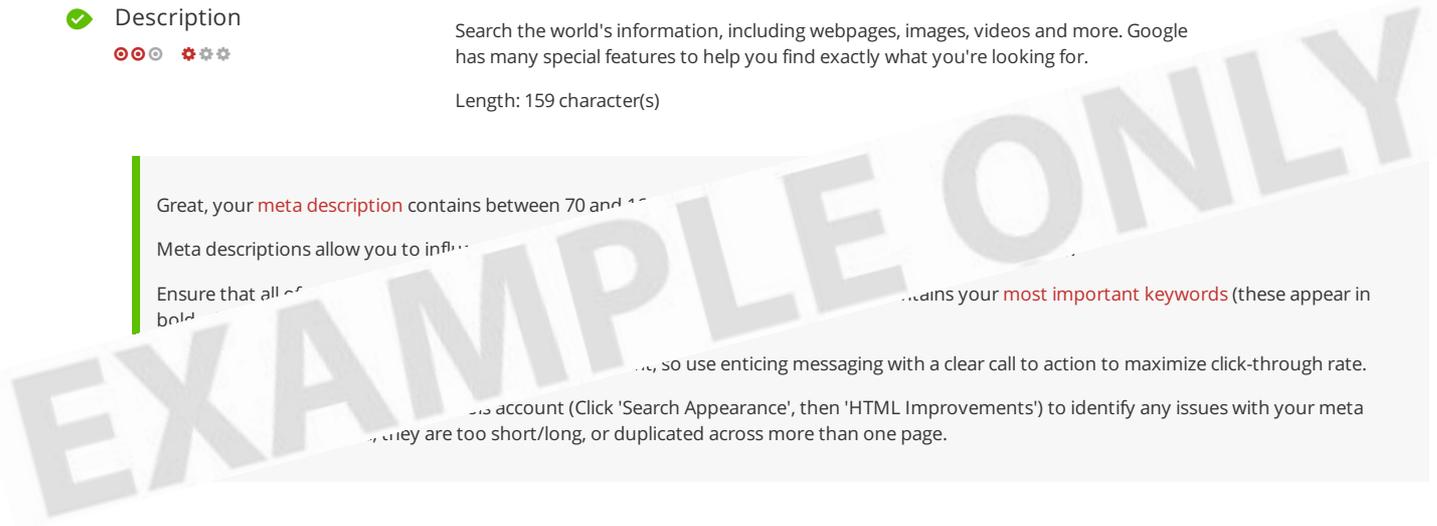
Great, your **meta description** contains between 70 and 160 characters.

Meta descriptions allow you to influence how your page appears in search results.

Ensure that all of your meta descriptions contain your **most important keywords** (these appear in bold in search results).

Use enticing messaging with a clear call to action to maximize click-through rate.

Use the Google Search Console (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, if they are too short/long, or duplicated across more than one page.



Google Preview



[Google](#)
www.google.com/
 Search the world's information, including webpages, images, videos and more.
 Google has many special features to help you find exactly what you're looking...

This is an example of what your title and description will look like in Google™ search results.

Headings



We did not find HTML headings (<H1> to <H6>) on this page.

Your website does not use **HTML headings** (<H1> to <H6>) or it has far too many HTML headings.

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords.

For more effective **SEO**, use only one <H1> tag per page.

Keywords Cloud

google 2

This Keyword Cloud provides an idea of your most frequently recurring keywords. They are likely to be the **keywords** with the greatest probability of ranking high in the search engines.

Keywords Consistency



Keywords	Freq	Title	Desc	<H>
★★★ google	2			:

This table highlights the importance of being **consistent with your use of keywords**. To improve the chance of ranking high in search results with a specific keyword, you should use the most **important keywords consistently** in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

Alt Attribute



We found **2** images on this web page.

1 ALT attributes are empty or missing.

<http://www.google.com/images/icons/product/chrome-48.png>

Alternative text (**the alt attribute**) is missing for several images. Add alternative text so that search engines can understand your images.

Remember that search engine crawlers cannot actually "see" images, so the only way they can understand them is through the alt attribute on each image.

Alternative text describes your images so that search engines can understand them.

Check the images on your website to see if they have alt attributes. If not, add them.

Restrict the size of images to optimize your website's page load times.

1.4%

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 spam.

As long as the **content is relevant** and gives essential information, it is a plus to have more of it.

Indexed Pages



1,651,572,861

This is the number of pages on your website that are indexed by search engines. The more pages that are indexed, the better, as this offers more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website. You might want to create/check your site's **XML sitemap** and submit it to the major search engines. You must also **build backlinks to your site's internal pages** to help search bots **crawl and index** your web pages.

Check **Google™ Webmaster Tools** under Health and Index Status, to keep track of the status of your site's indexed pages.

Google+ Publisher



Great, a rel="Publisher" tag has been detected and is linked to a Google+ page.

Since your website includes the **rel="Publisher"** link to your Google+ Page, Google will attribute your articles and content to your business. 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 20 link(s) including 0 link(s) to files



External Links: NoFollow (0%)
External Links: Follow (11.8%)
Internal Links (88.2%)

Anchor	Type	Follow
Sign in	External Links	Follow
Play	External Links	Follow
YouTube	External Links	Follow
News	External Links	Follow
Gmail	External Links	Follow
Drive	External Links	Follow
Maps	External Links	Follow
+Google	External Links	Follow
What's new	External Links	Follow
Advanced search	Internal Links	Follow
Language tools	Internal Links	Follow
Advertising Programs	Internal Links	Follow
Business Solutions	Internal Links	Follow
More »	Internal Links	Follow
About Google	Internal Links	Follow
Privacy	Internal Links	Follow
Terms	Internal Links	Follow

Limit the number of links to 200 per page. Use **Nofollow** to optimize the **juice** that you want to pass to each link.

✓ Broken Links



No broken links were found on this web page

Congrats, your web page does not contain any **broken links**.

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

✓ Backlinks Counter



14,722,135,385

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.



✓ Mobile Friendliness



Very Good

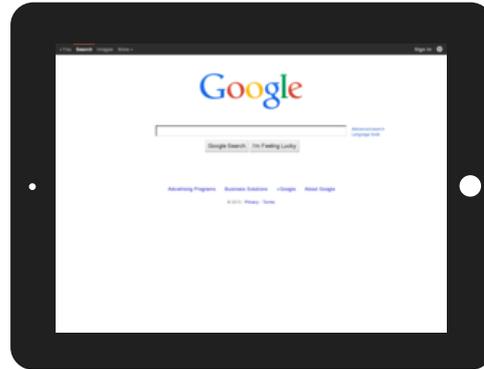
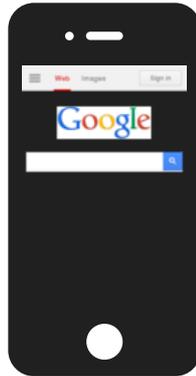
This web page is super optimized for Mobile Visitors

✗ Mobile CSS

✗ Mobile Redirection

Great, your site is well-configured for visitors from mobile devices. Mobile Friendliness refers to the usability aspects of your mobile website and Google™ has **recently announced** that it will use this 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



Perfect, the most important buttons/links are large enough to be tapped easily.

Great, your User Interface allows for visitors to easily tap targets on their touchscreen. To go even further into improving your User Interface, use **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 mobile devices.

✓ Font Size Legibility



Perfect, this web page's text is legible on all mobile devices.

You can find more information on **font size** **guidelines** for Android.

EXAMPLE ONLY

✔ 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 Fast

✘ Optimize images

✘ Minify JavaScript

Avoid landing page redirects

Enable compression

Leverage browser caching

Your mobile/responsive website is adapted to high latency mobile networks. It is possible to make it even faster using **PageSpeed** and/or by implementing **SPDY protocol**.

🔍 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.

EXAMPLE ONLY



URL

http://google.com

Length: 6 character(s)

Keep your URLs short 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.

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



Great, your website has a custom 404 page.

Custom 404 Page for your visitors.

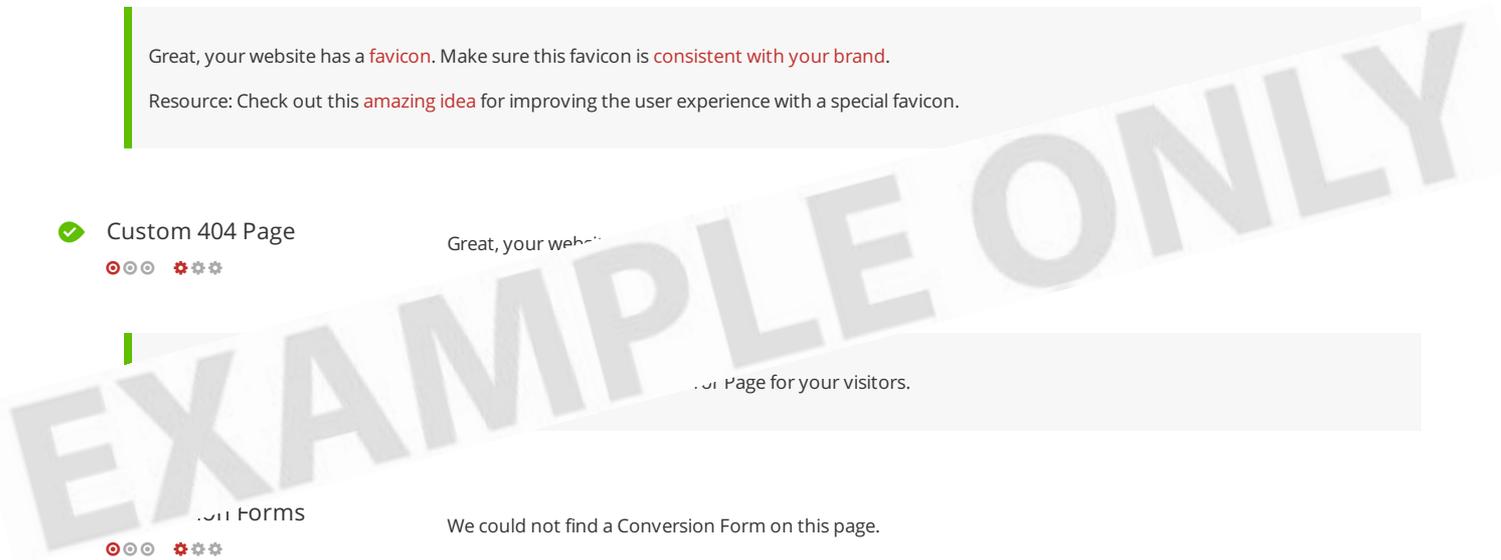
Conversion Forms



We could not find a Conversion Form on this page.

Add a [conversion form](#) for repeat visitors. It could be used to sign up for a subscription, get an email address of a visitor or close an online sale. [Converting visitors](#) into prospects/clients is probably the most important goal for your website.

After adding a conversion form to your site, it is important that you [optimize your website](#) to boost conversions.



Above the Fold Content



Place the most important content **above the 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).

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

Page Size



17.3 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 300 Kb.

Tip: Use images with a small size and optimize their download with **gzip**.

Load Time



0.07 second(s) (246.51 kB/s)

Your website is fast. Well done.

Site speed is becoming an **important factor** for ranking high in Google™ search results.

Resources: Check out Google™'s developer tutorials for **improving site speed**.

Monitor your server and receive **SMTP alerts**.

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").

Server IP 173.194.121.38
Server location: Mountain View

Your server's IP address **has little impact** on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use [DNSstuff](#) for comprehensive reports on your server.

Technologies Missing

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.

Speed Tips



Congratulations! Your website's speed is fully optimized.

Perfect, your server is using a caching method to speed up...

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

Too bad, your website...

P...

...age of [gzip](#).

...ect on SEO. **Speed-up your website** so search engines will reward you by sending more visitors. ...ates are far higher for websites that load faster than their slower competitors.

Analytics



We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: [Google™ Analytics](#), [Quantcast™](#), [SiteCatalyst™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

W3C Validity



Invalid: 28 Errors, 4 Warning(s)

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To find the detected errors, run the [W3C validation service](#), or check [Validator.nu](#) to make sure you don't miss an error.

[W3C](#) is a consortium that sets web standards.

Declaring a **doctype** helps web browsers to render content correctly.

Encoding



Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of **special characters**.

Directory Browsing



No

Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.

Server Signature



No

Good, your server signature is off. This is excellent from a security standpoint.

SSL Secure



Great, your website is SSL secured (HTTPS).

✗ 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 2 months.

The certificate issuer is Google 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 to keep your SEO 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 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



✔ Social shareability



This website is very popular on Social Networks.

	Facebook	1446662
	Facebook	5865240
	Facebook	1775301
	Delicious	3768
	StumbleUpon	254968
	Google™	6754723
	Twitter	21591434

The impact of social media is huge for certain industries.

Learn how to **further engage** your social media audiences and create a consistent fan base. [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



	Likes	554
	Were here	557
	Talking About	6
	Checkins	557

URL

<https://www.facebook.com/pages/httpwwwgooglecomhk/152293201522831>
[Change profile](#)

Name

<http://www.google.com.hk>

Categories

Local Business

Address

Tripoli
 Libya

Phone

24188333

These data regarding the Facebook Page are publicly available.

EXAMPLE ONLY

✔ Twitter™ Account
🔒 🔒 🔒



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

Name
google

Followers
10,676,039

Tweets
6,347

Bio
News and updates from Google

Location
Mountain View, CA

Account Age
6 years ago

Your Twitter usage statistics look great. You can enhance them even more by [building connections with industry experts](#) and exchanging expertise or content. [Learn](#) from today's top Twitter-using brands.

Plus, here are [a few tips](#) to help create a Twitter promotion plan.