



# On-Site Analysis

[www.overstockdesigners.com](http://www.overstockdesigners.com)

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Table of Contents

On-Site Analysis .....3  
    Load Time Testing: <http://www.overstockdesigners.com/?v=c86ee0d9d7ed> ..... 3

On-Site Requirements .....4  
    Website Performance ..... 4  
    Meta Tags..... 4  
    On Page Content ..... 5  
    Keyword Density ..... 5  
    Image Alt Tag ..... 5  
    Semantic Structure..... 5  
    Inline Styles ..... 6  
    Outgoing Links..... 6

Glossary .....6  
    Meta Tag Creation ..... 6  
    On Page Content ..... 7  
    Keyword Density ..... 11  
    Image optimization ..... 11  
    Semantic Structure..... 12

Listed below are the current unfixed onsite issues that we are experiencing with www.overstockdesigners.com. Because of the following issues, your site is unable to experience better search engine ranking results.

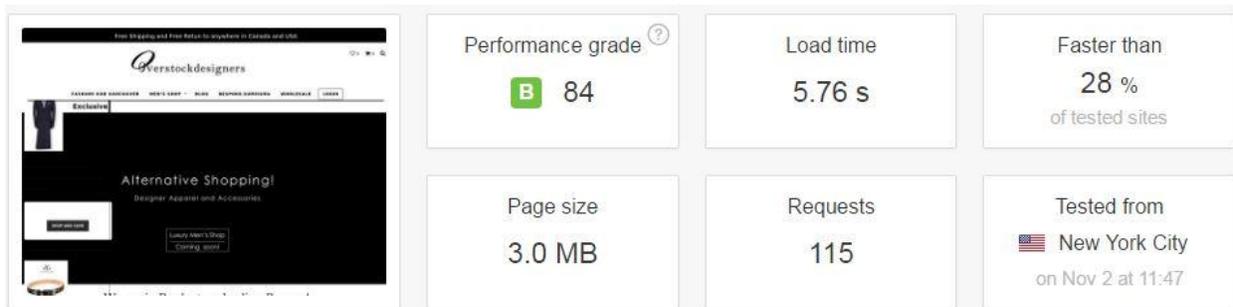
## ON-SITE ANALYSIS

Load Time Testing: <http://www.overstockdesigners.com/?v=c86ee0d9d7ed>

**Speed:** The webpage is faster than 28% of all the tested sites.

- Load Time:** The webpage load time is more (i.e. 5.76 seconds). Ideally the web page should load within 2-3 seconds.
- Performance Grade:** The webpage performance grade is 84/100.
- Page Size:** The webpage size is more i.e. 3.0 MB. Ideally it should be less than 2.5 MB.

**NOTE:** To optimize the page load speed you need to reduce the size of the on page elements like images, JS, CSS and reduce the number of calls to the outside elements like Facebook like button, Twitter button, LinkedIn button, Google Plus button, etc.



### Notes:

- URL:** The URL structure is not fine (i.e. ? and = symbols are present). The special symbols and digits in URL are not good for SEO purpose. It degrades your page rank position in Google. URL structure should be short and descriptive. If you use ?, %, spaces etc. in your URL, it is very hard to remember by the visitors and it is one of the complex task to type this kind of URL in the browser. You can make your URL short and effective by removing symbols like %, spaces etc. A good example of a perfect URL is: <http://www.overstockdesigners.com/>.

**Note:** To change the URL structure, you can redirect the old URL to a new meaningful one. It should be a permanent redirect (i.e. 301 redirect) so that the value of backlinks that we have made to the URL (<http://www.overstockdesigners.com/?v=c86ee0d9d7ed>) can be passed to the new one.

- **Meta Title:** Meta Title exceeds the optimal character limit. The current Meta Title length is 84 characters (with spaces). Ideally it should be descriptive, up to 60 characters (with spaces) and should be keyword optimized.
- **Meta Description:** Meta Description is not fine. The current Meta Description length is 84 characters (with spaces). Ideally it should be descriptive, up to 145-160 characters (with spaces) and should be keyword optimized.
- **Meta Keywords:** Meta Keywords are not defined. Ideally there should be at least 3-4 Meta keywords defined for better SERP results.
- **Canonicalization:** The URL is canonicalized.
- **On-Page content:** On page content is less. Having on page content of at least 500 words is crucial in order to achieve better SERP results.
- **Keyword Density\*:** Keyword Density of the page is low. Ideally it should lie between 2% to 3%.
- **Heading Tags:** Heading Tags h2, h3, h4 & h5 are defined.
- **Crawlability:** The webpage is crawlable by the search engines.
- **Image Alt Attribute:** Image alt attributes are not defined properly.
- **Favicon:** The website doesn't have a favicon.
- **Sitemap:** The site has a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly.

\* Keyword density is the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page.

## ON-SITE REQUIREMENTS

### Website Performance

By our analysis, we see that the performance of your website is not optimal in terms of a seamless user experience. While restructuring your website for better performance, consider the following factors:

- a) Page Size:** The size of the webpage should ideally be less than 1 Mb. The larger the size of the page, more the time it will take to load.
- b) Load Time:** Webpage load times should lie between 2s-3s. If a website takes longer to load, it may negatively affect the website by increasing the bounce rate.

By our analysis, we see that the performance of your website is not optimal in terms of a seamless user experience.

### Meta Tags

Meta tags of the website should be defined properly. Meta tags are basically a short description about a webpage that appears in the SERPs which tells a user what a page is all about.

The main attributes of Meta tags that need to be optimized are Title and Description Tags. Here is an example:

```
<title>Primary Keyword - Secondary Keyword | Brand Name</title>  
<meta name="description" content=" Describe the content of the page appears here with Brand  
Name, Keyword or Keyword variation">
```

For more information on how to optimize the Meta tags, [click here](#).

## On Page Content

Optimizing the content on your page is essential in order to achieve a better search result which in turn leads to business growth on the cyber space.

The kind of SEO content required for better results is lacking on your page, and is required to be re-worked in order to adhere to Google's stringent search guidelines. Having unique and high quality content is essential to grab the Google bots attention, so make sure your on-site content is high quality and engaging.

For more information on how to optimize your on-page content, [click here](#).

## Keyword Density

Keyword density is the percentage of times a keyword or phrase appears on a web page compared to the total number of words on that page.

Currently the keyword density of the web pages we are targeting is not optimal. Ideally the keyword density of the webpage should lie between 2%-3%. For more help on keyword density, [click here](#).

## Image Alt Tag

Image alt tags are used to describe the image. The image alt attributes are not properly defined in your case. If you are adding images on the webpage then defining an image alt text is vital.

When Google bot traverse the whole pages of your website, it indexes the images as well and when a user type in a query related to the alt text defined to the images uploaded, those images can be visible in the list of images displayed by the search engine along with the reference link to your website.

Thus it becomes important to define the alt tags of the images you upload. To know how to optimize alt tags, [click here](#).

## Semantic Structure

Your Web page appears to use heading elements improperly. When heading elements are used incorrectly it disrupts the semantic structure of your page. Some examples of improper usage are:

- Using a lower level heading element before a higher level heading element — <h2> before a <h1>.

- Starting a Web page with a heading element other than a <h1> and/or not including a <h1> heading element.
- Skipping heading elements — jumping from <h1> to <h4> in your Web page.

Using heading elements properly is important because search engines use them to determine the context and purpose of your web page. Headings provide semantic structure and meaning to pages and search engines, such as Google, give preferential treatment to web design that use headings properly.

### Inline Styles

It appears that your web page does not use inline styles (which may also include header styles). In order to reduce your page size and follow modern web design standards, all styles should be separated from the web page itself. Styles should be defined in a CSS document referencing the elements, IDs, and classes in the XHTML document.

### Outgoing Links

The web pages doesn't appear to be using the `rel=""nofollow""` anchor attribute. It's important to use this attribute for outgoing links that you cannot verify, are not related to the content of your Web page, and/or link to Web pages with low PageRank. Otherwise, search engines may penalize your Web page for links they deem to be untrustworthy.

## GLOSSARY

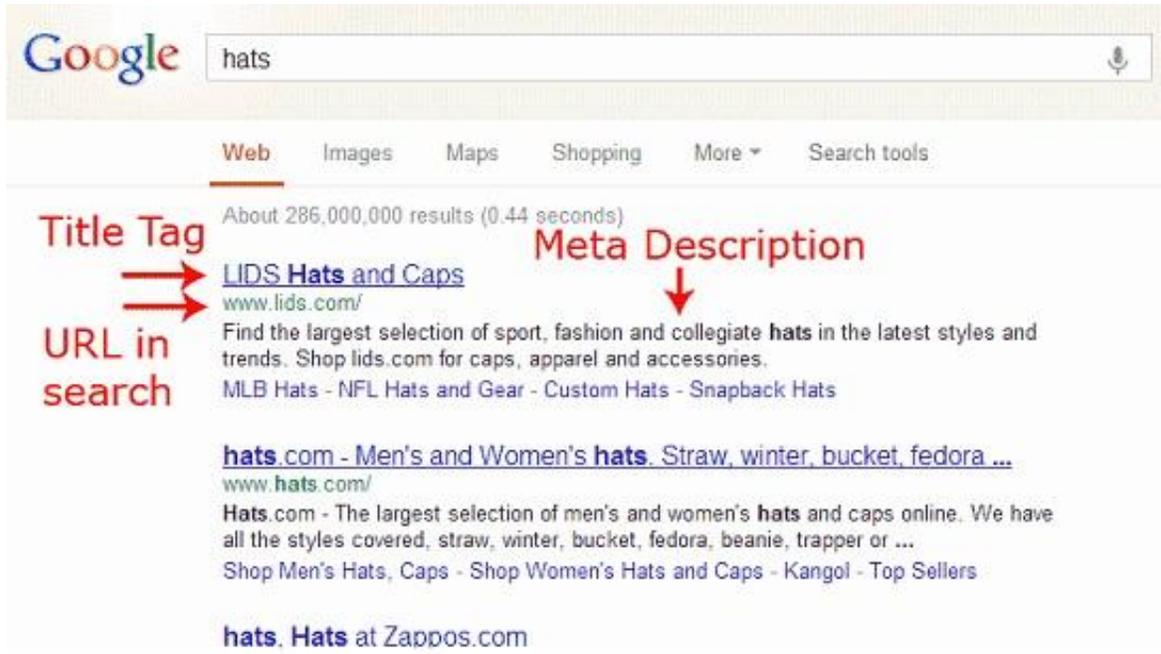
### Meta Tag Creation

Meta tags are used to define few attributes of a website. The main categories that need to be optimized are Title and Description Tags. Here are a few examples.

```
<title>Primary Keyword - Secondary Keyword | Brand Name</title>  
<meta name="description" content="Describe the content of the page appears here with Brand Name, Keyword or Keyword variation" >
```

**Meta Title:** The Title tag encloses the clickable text that appears in the search engine results page. It is very important to put your careful attention and focus in framing each and every single word of the Title tag.

Apart from using compelling words, the length of the meta title should also be taken into consideration. It **should not exceed 60 characters with spaces** otherwise the exceeded characters will be automatically removed in the SERPs. Also it would be great if we use our brand name in the Meta Title to create an authority.



**Meta Description:** It is important that the Meta description of the webpage should lie between 150-160 characters with spaces otherwise the exceeded characters will be automatically removed in the SERPs.

Here are important points that need to be considered while composing Meta Title and Meta Description:

- a) **Keyword optimized:** Meta Title and Meta Description should be keyword optimized i.e. the Meta title and Meta description should include the keyword that we are targeting.
- b) **Brand Optimized:** Meta Title and Meta Description should be Brand optimized.
- c) **Call to Action:** Both Meta title and Meta description should be such that it makes the user click on the link of your website.
- d) **Relevant:** The Meta title and Meta description should be relevant. It should be according to what the page is all about.

## On Page Content

Optimizing the on-page content of your website is one of the most important things you can do to achieve better ranking on search engine results pages (SERPs). When Google finds interesting, high quality content on your website, it ranks your page based on the uniqueness and relevance of that content. As mentioned earlier, Google has developed programs that are structured to ignore pages using content that makes them appear inauthentic (taking into account factors such as keyword overload). So what makes a page look authentic and interesting to Google? Follow these tips to optimize your site and inject it with high quality content for positive SERP ranking:

- a) **Stay Relevant**  
Google bots seek relevant information when they examine the content of your website. They

know how to recognize pages that consistently deliver informative content adhering to the main focus of the page. If a website contains unique, interesting, grammatically correct and topically relevant content, it will achieve a higher ranking which translates into more clicks, conversions, and possible sales.

**b) Fresh Content**

Programmers at Google unveiled an update to their software called the 'Freshness Update' which, in short gives positive ranking to websites that update their information regularly. Because of this feature it's important to consider posting new content articles with at least 300 words a couple of times per week. Maintaining a regular update schedule proves to the Google bots that your website is valid, informational, and built with the primary focus of keeping your visitors up to date.

If you do not update your website regularly and have only a few pages with limited information available, search engines will consider your site as a "follower" site. According to Google a follower or secondary source is at the same level as a blog; a site constructed to promote a main site and not an actual main site itself. If your website is considered a follower search engines will be hesitant to direct people to your page and you will rank lower on SERPs.

**c) Keyword Prominence**

Keywords should be carefully placed throughout the body of your content. There's no need to go overboard as too many keywords will make your page contents appear inauthentic. Keep the 2%-4% rule in mind, meaning that keywords or phrases should appear within the total body of content 2%-4% of the time (e.g.: In a 350 word article, keywords should appear at least 7 times, and at most 14 times). Additionally, it is beneficial to have a keyword appear within the first 100 words of a page's contents. Google bots scan through the information on a page in a regimented fashion, and will rank you higher if a keyword is placed early in the writing.

**d) Image Alt Tag**

Adding images to a web page will do both make the visual appearance of your site more interesting, and allow you to further optimize your website for better ranking results. Defining an image's alt text allows Google bots to index the images of your website in addition to the written content. This is how images pop up on search engine results pages (SERPs) when a user types in a query. The added benefit of having images come up on results pages is that they link back to your page, giving the user an open door to visit your site if they click through that image.

In order to properly define attributes for image alt text you must include a sentence of 10 words or less describing the image. See these examples of proper, average and improper usage of the image alt attribute:

- Improper Usage: `<imgsrc="abc.jpg" alt="">`
- Average Usage: `<imgsrc="abc.jpg" alt="abc">`

- Proper Usage: `<imgsrc="abc.jpg" alt="this is just an example">`

e) **Heading tags**

Use heading tags used (H1, H2, H3, etc.) to reinforce the title and structure of your webpage to gain better rankings in SERPs. To properly optimize the heading tags, include a keyword that targets the content of your website, for example: 'makeup products'. By including a keyword in the heading tags you are telling bots that your page contains information about 'makeup products'. Bots take this information and use it to give your site higher ranking when that particular keyword is searched.

It's important to use heading elements properly, because search engines use the heading elements to determine the context and purpose of your web page. Headings provide semantic structure and meaning to your web pages. It is common for search engines like Google to give preferential treatment to web page design that use headings properly.

The following image is an example showing how a perfectly optimized page should look:

# The "Perfectly" Optimized Page

(for the example keyword phrase "chocolate donuts")

**Page Title:** Chocolate Donuts | Mary's Bakery

**Meta Description:** Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

## H1 Headline: Chocolate Donuts from Mary's Bakery

**Image Filename:**  
chocolate-donuts.jpg



**Body Text:** \_\_\_\_\_

\_\_\_\_\_ chocolate donuts \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ donuts \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_ chocolate donuts \_\_\_\_\_

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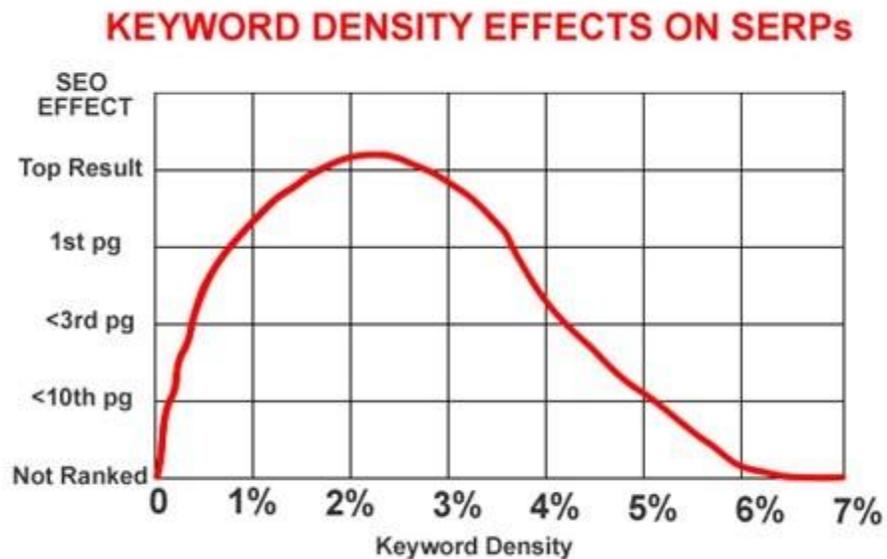
\_\_\_\_\_

## Keyword Density

Keyword density is the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page.

Using the keywords intelligently and creating a page that is actually relevant to the query and searcher's intent is critical to ranking well. Here are the best practices to use a keyword phrase in order to maintain proper keyword density throughout the webpage:

- In the title tag once, or possibly twice (or as a variation) if it makes sense and sounds good (subjective, but necessary)
- Once in the H1 header tag of the page
- At least 3X in the body copy on the page (sometimes a few more times if there's a lot of text content)
- At least once in bold
- At least once in the alt tag of an image
- Once in the URL
- At least once (sometimes 2X when it makes sense) in the meta description tag.



## Image optimization

Optimizing multimedia elements such as images and videos are important otherwise it will decrease the website's performance. More the size of the multimedia elements, more will be the load time of the website.

Here are some important elements that need to be considered while optimizing an image:

**a) Size:** The size of the image should be less. Ideally the size of the image should be less than 25 KB.

**b) Alt Tags:** The alt tags of the image should be defined. These tags are basically used to describe what image is all about. The alt tags should be such that it includes the keyword and is relevant to the image. Also, if possible try pushing the keyword to the beginning of the description, as it can help you in improving the CTR from image search engines too.

## Semantic Structure

Properly defining the semantic structure will give your page more meaning and make it less confusing to search engine bots. Do not use special formatting, like bold text or different font sizes, to change the visual appearance of headings - use the actual heading (<h1> - <h6>) for all content headings. Tags should be used uniformly in the order of <h1> to <h6> only. See the following examples of bad semantic structure so you can avoid making these common mistakes:

- Avoid using a lower level heading element before a higher-level heading element — using <h2> before <h1> will create a bad semantic structure.
- Avoid starting a web page with a heading element other than <h1>.
- Avoid skipping the inclusion of <h1> heading element.
- Avoid skipping heading elements. For instance don't jump from <h1> to <h4> on your web page.

# Thank You!!