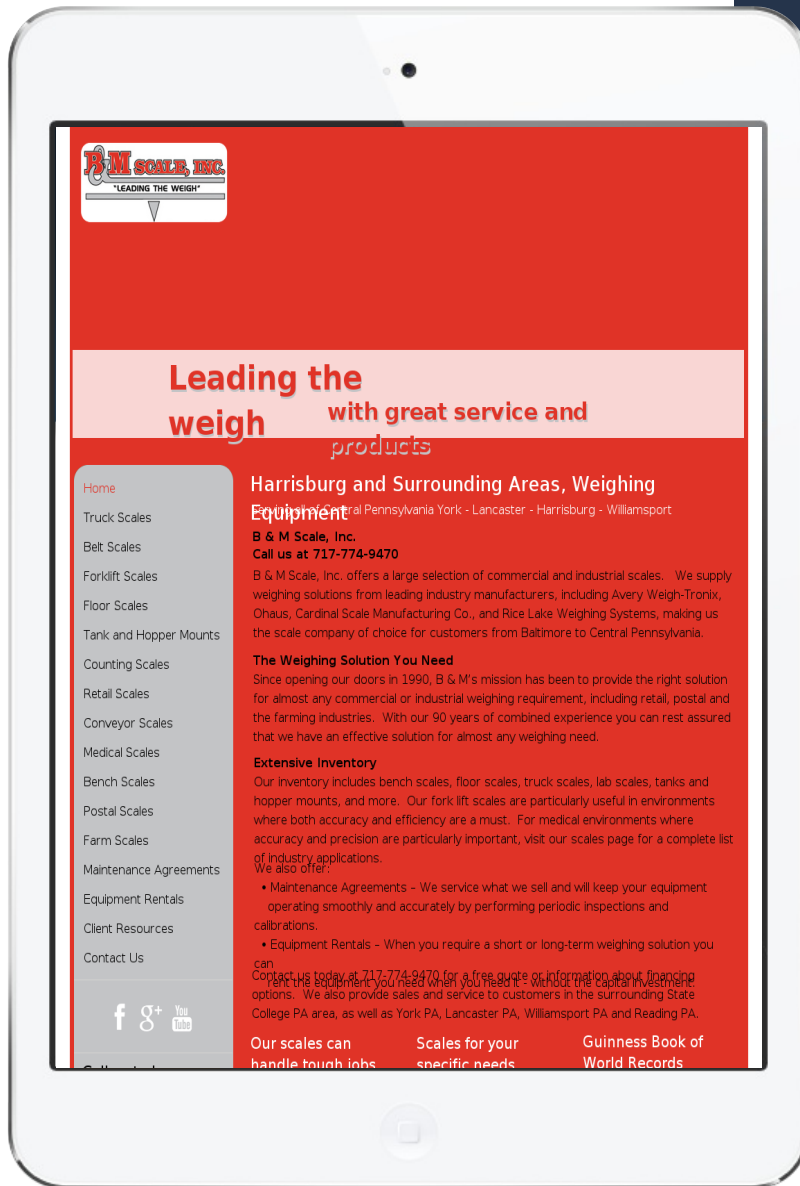


WEBSITE

AUDIT REPORT

Report Content
Last Updated
Feb 02, 2017



On-Page
Optimization



Off-Page
Optimization



Social
Media



Keywords
Report

B & M SCALE, INC.



210-493-6193

On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

Mobile Friendly Website

Checks whether your website is responsive.

Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

Off-Page Optimization

This section checks the strength of your domain using metrics such as Domain Age & Expiry, number of pages indexed by Google and Bing.

Social

Monitor your Social Activity across Major Platforms and even Compare it with the industry average.

Competitor Analysis

Analysis of how your website compares with 3 other competitors.



1 High Priority Problems

- ☐ Duplicate Title
- ☐ Google Analytics Code Missing
- ☐ Title Too Short
- ☐ Page Title Missing or Empty
- ☐ Description Missing or Empty
- ☒ Canonical Tag
- ☐ HTML Sitemap
- ☐ XML Sitemap
- ☐ Schema Tags Missing
- ☐ H1 Tag Missing

0 Medium Priority Problems

- ☐ Slow Pages
- ☐ Non SEO Friendly Urls
- ☐ Title Too Long
- ☐ Duplicate Meta Description
- ☐ Image Alt Missing
- ☐ Bad Response Code

0 Low Priority Problems

- ☐ Hyperlink Title Missing
- ☐ Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.



Page Title

Great! Title tag detected on the home page. A well optimized Title is the most important factor to rank a website in search engines.



Meta Description

Great! Meta Description detected on the home page. It serves as an ad-copy which entices visitors to click through and visit your website.



H1 Tag

Great! H1 tag detected on the home page. H1 is a heading tag. Search Engines consider the text in H1 tag important.



Word Count

The home page has a word count of 550 which is acceptable as per search engine best practices.



XML Sitemap

Great! XML sitemap detected. Ideally, it should include all pages of the website to help search engines navigate your website more easily and index your content better.



Robots.txt File

Great! Robots.txt file detected. A Robots.txt file can be used to instruct search engines to index or avoid specific areas of the website. For e.g. credit card details stored on the server, critical access details, duplicate pages, etc.



Google Analytics Code

Great! Google Analytics code detected. Data from Google Analytics can be used to find new customers and increase online conversions.



Canonical Tag

No Canonical Tag detected on the home page! You might be missing out on a great chance to easily eliminate internal duplicate content as well as maintain domain name uniformity with search engines.



Site Response Code

Your server returned a response code of ! A response code other than 200 indicates client error or server error which is not search engine friendly and should be fixed right away.



Site Load Time (0.76 Seconds)

Great! Your site's load time is 0.76 seconds.



Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.



Google Pages Indexed



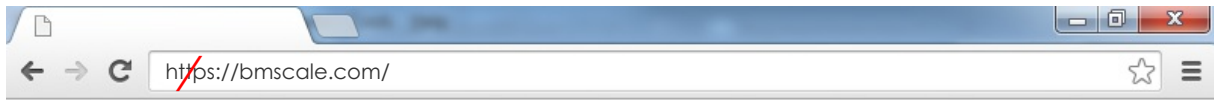
24 Pages Found In Google

This is the number of pages of your website, which are present in Google's search engine database. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 67% of search share, we also optimize your website in Bing and Yahoo, which cover 18% and 11% of search share respectively. Overall, we have your website covered for almost 96% of the online searches.



SSL



Non Secure website

Oops! Your website is not secured. Having a secure website (website that opens up as https) is recommended by Google and will be considered as a ranking factor.

Here are the scores for bmscale.com/

Awesome! Google considers your website as mobile friendly.

Google gave your website score of 98%, which translates to score 4.9 out of 5.

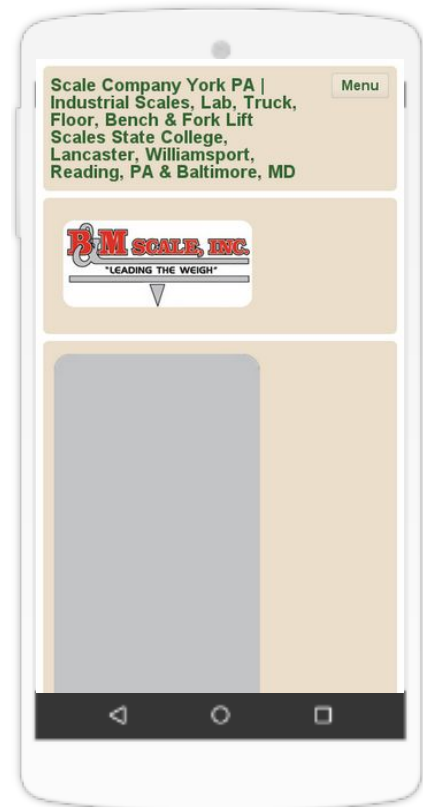
Mobile Friendliness
98 / 100



Mobile Speed
73 / 100



Desktop Speed
88 / 100



Mobile Friendliness

GOOD

98 / 100

✓ Passed ⚠ Consider Fixing ✗ Should Fix

- ✓ Size content to viewport
- ⚠ Size tap targets appropriately
- ✓ Avoid landing page redirects
- ✓ Avoid plugins
- ✓ Configure the viewport
- ✓ Use legible font sizes

Mobile Speed

FAIR

73 / 100

✓ Passed ! Consider Fixing ✗ Should Fix

- ✓ Optimize images
- ✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ! Leverage browser caching
- ✓ Enable compression
- ✓ Prioritize visible content
- ! Minify JavaScript
- ✓ Minify HTML
- ! Minify CSS
- ✓ Avoid landing page redirects
- ! Reduce server response time

Desktop Speed

GOOD

88 / 100

✓ Passed ⚠ Consider Fixing ✗ Should Fix

- ✓ Optimize images
- ✓ Enable compression
- ⚠ Leverage browser caching
- ⚠ Minify JavaScript
- ⚠ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✓ Minify HTML
- ✓ Minify CSS
- ✓ Avoid landing page redirects
- ✓ Reduce server response time
- ✓ Prioritize visible content

5 Top Reasons why having a responsive web design is the best option for your marketing strategy.

1. Generally, 20% of traffic to a website is mobile traffic. If your website is not mobile friendly, you are losing out on this share of traffic.
2. Recommended By Google – Google states that responsive web design is its recommended mobile configuration, and also refers it as the industry best practice. April 21, 2015 is the deadline; after which Google will start favoring responsive websites against non-mobile friendly ones in the search results.
3. Easy Sharing – Content on a responsive site is much easier for users to share, interact with, and link to than content that lives on a separate mobile site.
4. One Website, Many Devices – One of the most appealing aspects of responsive web design is that a responsive website can provide a great user-experience across many devices and screen sizes.
5. Easier to Manage –Managing one site and one SEO campaign is far easier than managing two separate sites at a time.



SEO Opportunity

These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Avg. Monthly Searches	PPC Competition	Google	YAHOO!
1	truck scales	4,400	73.49%	Not in top 10	Not in top 10
2	counting scales	880	100%	Not in top 10	Not in top 10
3	belt scales	140	85.04%	Not in top 10	Not in top 10
4	forklift scales	590	100%	Not in top 10	Not in top 10
5	floor scales	1,600	100%	Not in top 10	Not in top 10
6	retail scales	Less than 100	98.59%	Not in top 10	Not in top 10
7	conveyor scales	Less than 100	100%	Not in top 10	Not in top 10
8	medical scales	1,600	99.75%	Not in top 10	Not in top 10
9	bench scales	590	99.8%	Not in top 10	Not in top 10
10	postal scales	3,600	99.03%	Not in top 10	Not in top 10
11	farm scales	170	100%	Not in top 10	Not in top 10
12	tank and hopper mounts	Less than 100	Less than 20%	1	3

Pay Per Click Opportunity

We have found 362 ads across 40 competitors bidding on Google Adwords for above keywords. Some of the ads are:



Ad
01

Truck Scale Manufacturer - ApolloScales.com

Ad www.apolloscales.com/

20 Year Warranty, 40% Heavier, Competitive Pricing!

Ad
02

Truck Scales - Portable - Wheel Pads, Ramps, On Board

Ad www.scales-4-less.com/

Quality Scales For Less. Fast Courteous Service. Since 1983

Ad
03

Truck Axle Scales - Rugged - Reliable - Save Time and Money

Ad www.scaledynasty.com/axle_scale

Weigh your Vehicle with our Heavy-Duty Truck Axle Scales. Buy Direct and Save

Contact your sales representative to explore this opportunity.

Our Recommendations



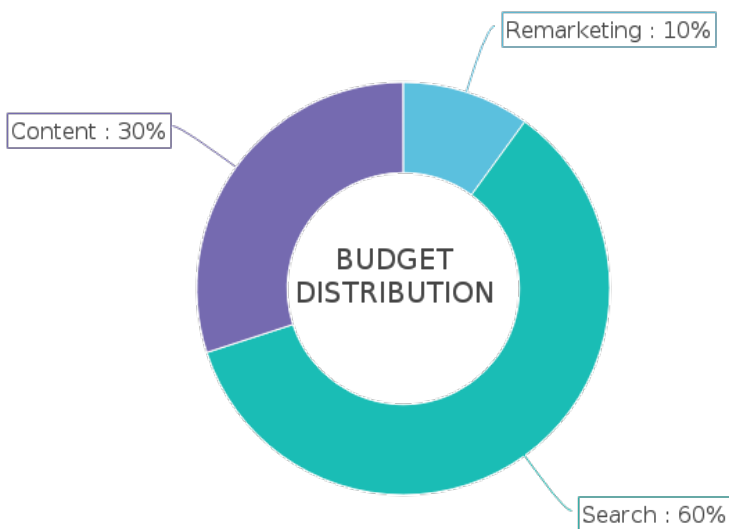
Suggested
Monthly
Budget

\$0



Expected
Monthly Clicks

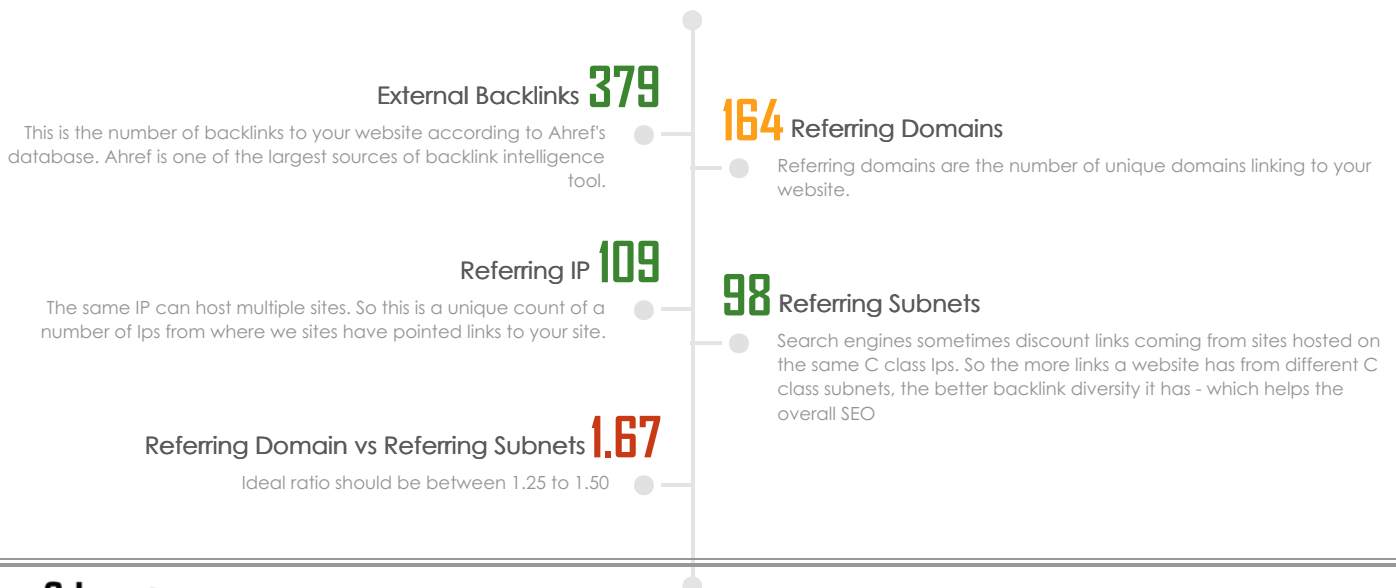
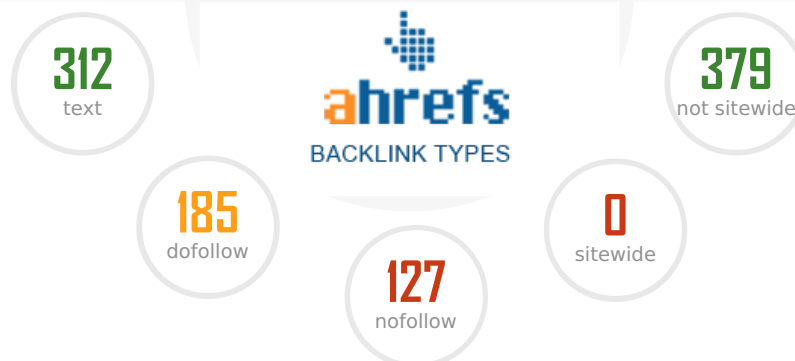
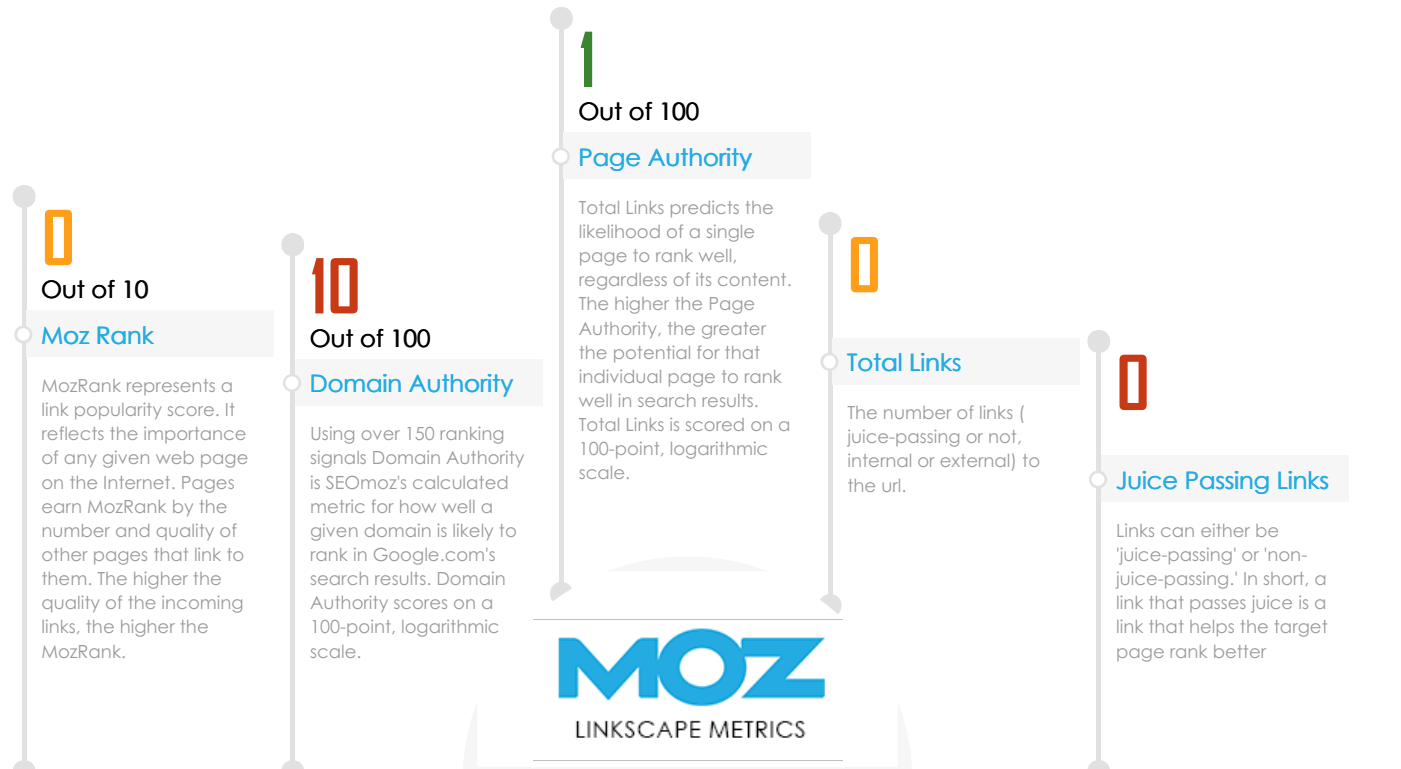
0



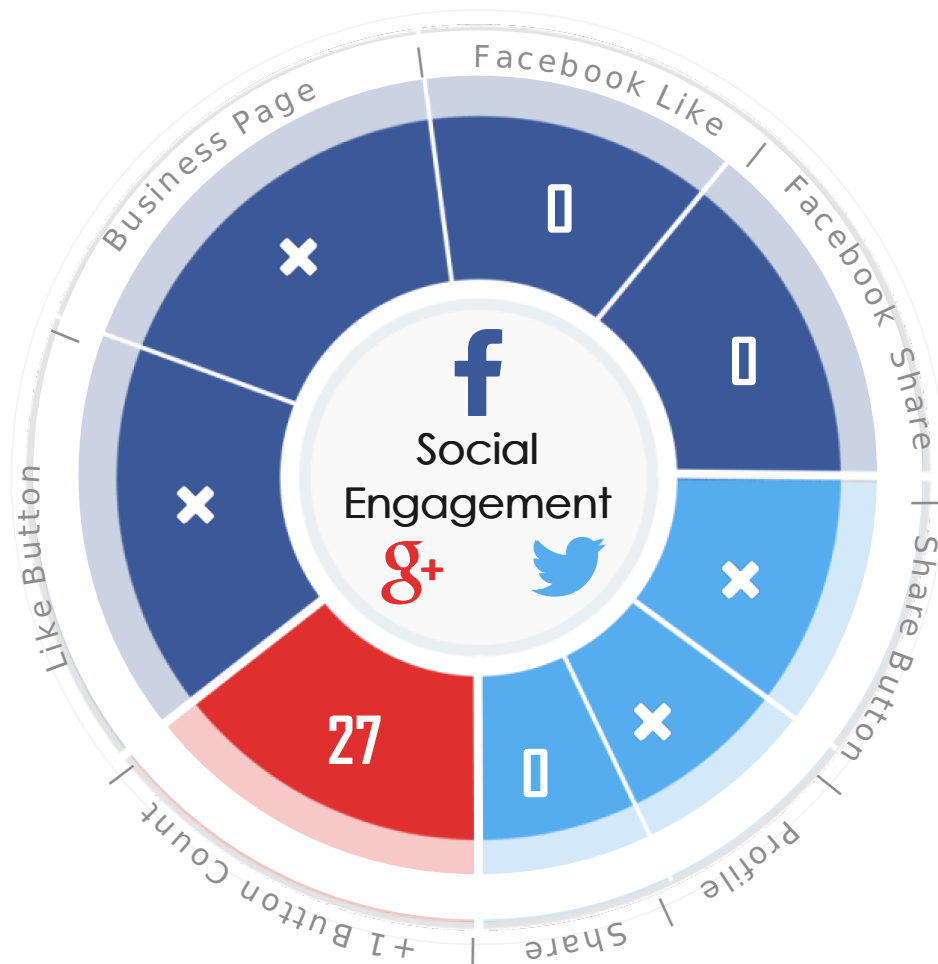
Is your website hackable? Here's a web security audit for your site which checks for vulnerabilities like Viruses, Trojans, Spyware and Malicious Downloads.



If your website security is breached i.e. if your website is affected by any virus or malware, Google will warn users with the ominous message "This site may harm your computer". Even modern browsers like Chrome and Firefox display a warning message if they detect something suspicious. This directly affects your website's visibility and traffic. Immediate action needs to be taken to clean off these vulnerabilities before Google drops your website from its search results.

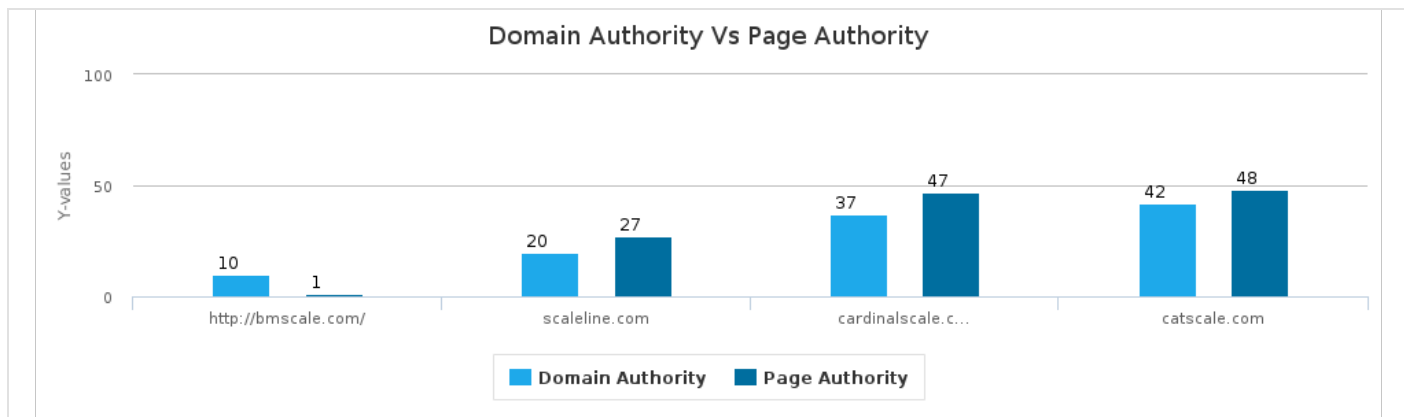


Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.

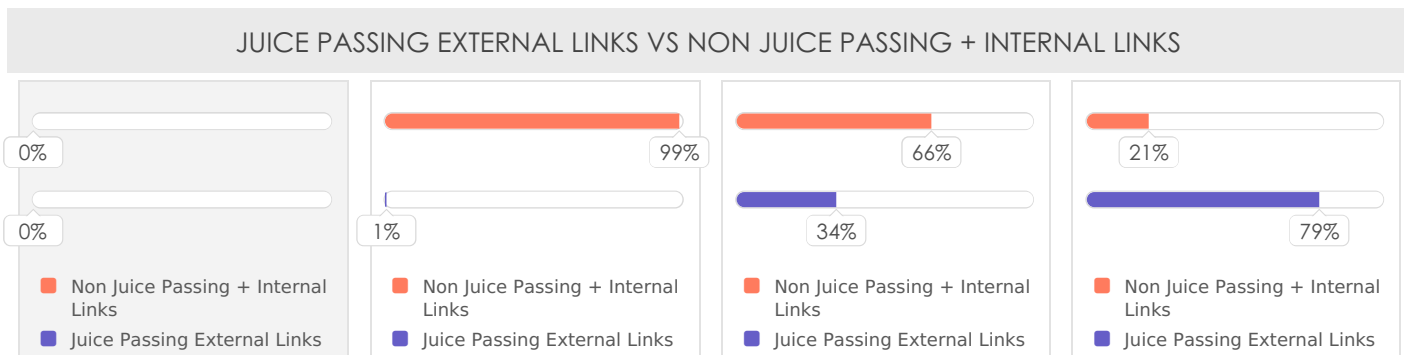


Social signals have come a long way in terms of their impact on SEO over the course of the last two years. Recently, Twitter also reportedly struck a deal for tweets in Google search results. This means, your tweets will have a larger audience than ever before.

Social signals are becoming the new "link" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms.



BMSCALE.COM	SCALELINE.COM	CARDINALSCALE.C...	CATSCALE.COM
http://bmscale.com/	www.scaleline.com	www.cardinalscale.com	https://catscale.com/



LINK SATURATION

24 Google	142 Google	5,620 Google	785 Google
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MOZ METRICS

10 Domain Authority	20 Domain Authority	37 Domain Authority	42 Domain Authority
0 Juice Passing Links	1 Juice Passing Links	726 Juice Passing Links	166 Juice Passing Links
0 Total Links	150 Total Links	2,115 Total Links	211 Total Links

AHREFS METRICS

164 Referring Domains	33 Referring Domains	388 Referring Domains	387 Referring Domains
109 Referring IPs	34 Referring IPs	384 Referring IPs	336 Referring IPs