



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org



Your website score

Review of madeinalabama.com

Generated on 2014-04-25

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.

Our reports provide actionable advice to improve a site's business objectives.











Please contact us for more information. ASBDC.org

Competitors

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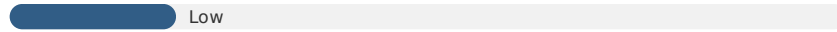
Iconography

-  Pass
-  Moderate
-  Fail
-  FYI
-  High impact
-  Medium impact
-  Low impact
-  Very hard to solve
-  Hard to solve
-  Easy to solve





Traffic Estimations



Low



We use multiple tools to estimate web traffic, including [Google™ Trends](#) and [Alexa™](#).
Nevertheless, your analytics will provide the most accurate traffic data.

Traffic Rank

1169616th most visited website in **the World**

354157th most visited website in  United States

A low rank means that your website gets a lot of visitors.

Your [Alexa Rank](#) is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Reviewing the [most visited websites](#) by country can give you valuable insights.

[Quantcast](#) provides similar services.

Adwords Traffic

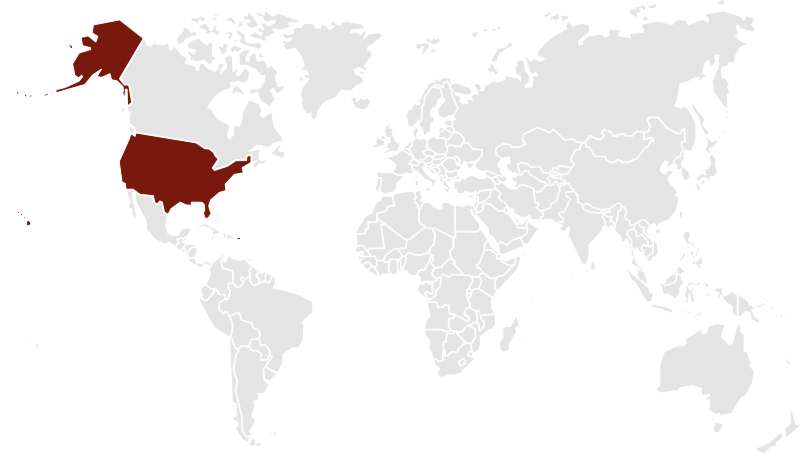
0%

This is an estimation of the traffic that is being bought through [AdWords™](#) vs. unpaid Organic Traffic.

This data is provided by [SEMRush™](#).



Visitors Localization



9  95

N°	Popular Countries (ccTLD)	Status	Expiration
0	madeinalabama.us		Available. Book it now!

We recommend that you book the domain names for the countries where your website is popular. This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.



Local Directories



Missing profile on Google Places™



Missing profile on Foursquare™



Missing profile on Yelp™

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 [G+ Local 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](#), [Spain](#), [France](#), [Canada](#), [Australia](#), [Brazil](#), and [India](#)) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.



! Social shareability

○○○ ***

This website is fairly popular on Social Networks.

Facebook Likes	153
Facebook Shares	93
Facebook Comments	28
Twitter Backlinks	50
Google™ +	1

The impact of social media is huge for certain industries.

Make sure you have opened [social media profiles](#) on [Facebook](#), [Twitter](#), [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 represents [social media influences from your website's URL](#); it does not represent data from specific brand pages.

! Twitter™ Account

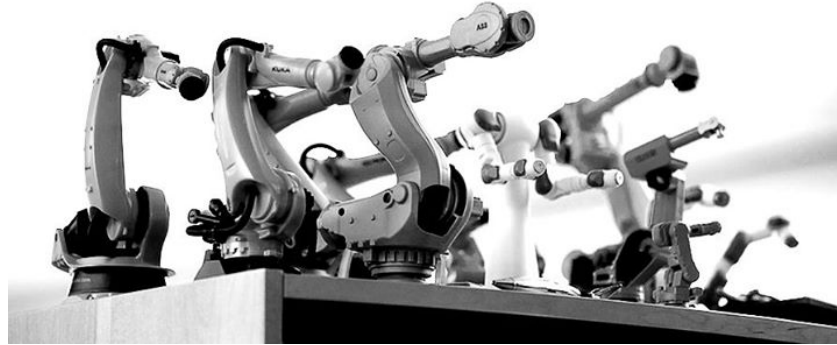
○○○

The Twitter™ Account [@madeinalabama](#) is booked but it is not linked to your website!

Twitter is a fast-growing [social network](#).

If possible, [register](#) a Twitter account in your brand's name now to prevent [brandjacking](#).

Here are a [few tips](#) to help create a Twitter promotion plan. Plus, [learn](#) from today's top Twitter-using brands.



Likes	682	Were here	79
Talking About	9	Checkins	79

URL <https://www.facebook.com/AlabamaDepartmentofCommerce>

Name Alabama Department of Commerce

Categories Local Business

About Locating your business in Alabama provides you access to some of the most versatile and aggressive assistance programs in the nation, from helping you find an available site to ensuring that your workforce needs are met.

Description The primary goal of the Alabama Department of Commerce is to bring jobs to the people of the state through targeted economic development.

General information Director: Greg Canfield Assistant Director: Linda Swann Business Development Director: Gary Faulkner International Trade Director: Hilda Lockhart Small Business Advocacy: Eddie Postell

Address 401 Adams Avenue, Montgomery
United States

Phone 334-242-0400

These data regarding the Facebook Page are publicly available.



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.

Mobile Load Time

Very Slow



Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will **lose 74 percent of your audience!**

Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. **Make sure your site loads fast** and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum.

Here are **two useful tips** from Google™ for optimizing your mobile site speed.

✓ WWW Resolve This website with and without www redirects to the same page.

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Use this website to check for WWW resolve issues: <http://www.internetofficer.com/seo-tool/redirect-check/>
Check both WWW.yourdomain.com and yourdomain.com to see if they "resolve directly". If they do, then search engine are seeing duplicate content, and that is hurting your page rank. Use a 301 Redirect to fix this problem.

✓ IP Canonicalization Yes

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Good, your website's IP address is forwarding to your website's domain name.

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an [htaccess 301 redirect](#) to make sure the IP does not get indexed.

✓ Robots.txt <http://www.madeinalabama.com/robots.txt>

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If you use [Google Sitemaps](#) (and you should), they have now included a robots.txt validator in it - which will make certain that your robots.txt file is understood properly by Google.

Create a robots file with this tool: <http://www.robotsgenerator.com/>

You will want to specify the location of your XML sitemap in the robots.txt file (See the next section.)

Web site owners use the /robots.txt file to give instructions about their site to web robots; this is called *The Robots Exclusion Protocol*.

It works likes this: a robot wants to visits a Web site URL, say <http://www.example.com/welcome.html>. Before it does so, it firsts checks for <http://www.example.com/robots.txt>, and finds:

```
User-agent: *
Disallow: /
```

The "User-agent: *" means this section applies to all robots. The "Disallow: /" tells the robot that it should not visit any pages on the site.

There are two important considerations when using /robots.txt:

- robots can ignore your /robots.txt. Especially malware robots that scan the web for security vulnerabilities, and email address harvesters used by spammers will pay no attention.
- the /robots.txt file is a publicly available file. Anyone can see what sections of your server you don't want robots to use.

So don't try to use /robots.txt to hide information.

✓ XML Sitemap <http://www.madeinalabama.com/sitemap.xml>

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Create your XML Sitemap here: <http://www.xml-sitemaps.com/>

✔ Underscores in the URLs No

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Great, you are not using **underscores** (these_are_underscores) in your URLs.

While Google™ treats hyphens (these-are-hyphens) as word separators, it does not treat underscores as word separators.

👁️ Google Preview

🔴🔴🔴 ⚠️⚠️⚠️

[Alabama Department of Commerce – Made in Alabama](#)
[madeinalabama.com/](#)

Focused on economic & workforce development, this is the official website of the ...

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

✔ Title Alabama Department of Commerce – Made in Alabama

🔴🔴🔴 ⚠️⚠️⚠️

Length: 48 character(s)

Great, **your title** contains between 10 and 70 characters.

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

Be sure that each page has a unique title.

✔ Description Focused on economic & workforce development, this is the official website of the Alabama Department of Commerce, operating under direction of the Governor.

🔴🔴🔴 ⚠️⚠️⚠️

Length: 155 character(s)

Great, your **meta description** contains between 70 and 160 characters (spaces included).

Meta descriptions allow you to influence how your web pages are described and displayed in search results.

Ensure that your meta description is explicit and contains your **most important keywords**.

Check your Google™ Webmaster Tools for any warning messages on duplicate meta descriptions.

👁️ Meta Keywords *Missing*

Meta keywords are used to indicate keywords that are relevant to your website's content. Because search engine spammers have abused this tag, however, it provides **little to no benefit** to your search rankings.

You can safely avoid the use of this tag for new web pages. For existing web pages, make sure the meta keywords do not appear to be spammy.

Internal Pages Analysis

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Title	Description	Text/HTML
Competitive advantages and a business-friendly environment - Made in Alabama	Alabama has the resources, atmosphere, workforce, and competitive advantages to cultivate growth and expansion for large industry to small business.	14.43%
About the Alabama Department of Commerce - Made in Alabama	The Alabama Department of Commerce staff is here to help every small business and international investment in our state achieve and sustain success.	32.82%
Department of Commerce Economic Development Divisions - Made in Alabama	An extension of the Governor's office, the Alabama Department of Commerce is responsible for leading and maintaining Economic Development across the state.	10.02%

No duplicate content has been detected on the pages of your website.

Use [Google™ Webmaster Tools](#) to improve the way search engines index your website.

Headings

🟢🟢🟢 ***

<H1>	<H2>	<H3>	<H4>	<H5>
1	4	5	5	0

<H1> Where is Alabama? Everywhere.

<H2> Land of opportunity.

<H2> Taking care of business.

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.

For more [effective SEO](#), use only one <H1> tag per page.

Images

🟢🟢🟢 ***

We found **16** images on this web page.

1 alt attributes are empty or missing.

- /img/DCOM-Ag-Snipe.png

Good, most or all of your images have alternative text ([the alt attribute](#)).

[Alternative text](#) describes your images so they can appear in [Google™ Images](#) search results.

Text/HTML Ratio

11.98 %

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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.

✓ Flash No

🔴🔴🔴 ***

Good, no **Flash content** has been detected on this page.

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be **properly indexed** by search engines. Avoid full Flash websites to maximize SEO.

This advice also applies to **AJAX**.

✓ Frames No

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Great, there are no frames detected on this page.

Frames can cause problems on your web page because **search engines** will not crawl or index the content within them.

Avoid frames whenever possible and use a **NoFrames tag** if you must use them.

✗ Blog We have not found a Blog on this website.

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Your website does not have a blog.

In this tough and competitive internet marketing world content marketing rules. While publishing your content on other sites might be a good strategy, publishing it on your own site garners more benefits.

Starting a blog is a great way to **boost your SEO** and attract qualified visitors.

Use these **great tips** to boost the SEO performance of your blog.

Keywords Consistency

🔍 🔍 🔍 * * *

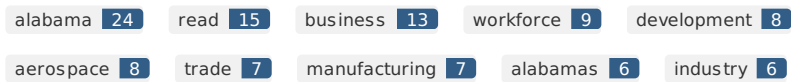
Keywords	Freq	Title	Desc	<H>
★★★ alabama	24	✓	✓	✓
★★★ read	15	✗	✗	✗
★★★ business	13	✗	✗	✓
★★★ workforce	9	✗	✓	✓
★★★ development	8	✗	✓	✗

Keywords (2 words)	Freq	Title	Desc	<H>
★★★ aerospace industry	4	✗	✗	✗
★★★ small business	4	✗	✗	✗
★★★ alabama department	4	✓	✓	✓
★★★ read alabamas	4	✗	✗	✗
★★★ department commerce	4	✓	✓	✓

Keywords (3 words)	Freq	Title	Desc	<H>
★★★ alabama department commerce	4	✓	✓	✓
★★★ read alabamas advantages	3	✗	✗	✗
★★★ south korea taiwan	2	✗	✗	✗
★★★ mission south korea	2	✗	✗	✗
★★★ korea taiwan targets	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.

Keywords Cloud



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.

In-Page Links

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We found a total of undefined link(s) including 2 link(s) to files



External Links: NoFollow (0%)
External Links: Passing Juice (7%)
Internal Links (93%)

Anchor	Type	Juice
	Internal Links	Passing Juice
Made In Alabama	Internal Links	Passing Juice
Español	External Links	Passing Juice
Deutsch	External Links	Passing Juice
Français	External Links	Passing Juice
日本語	Internal Links	Passing Juice

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

Backlinks Counter

○○○ ***

2990

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.

Indexed Pages

○○○ ***

1300

● Google™

This is the number of pages on your website that are **indexed by Google™**.

The more pages that search engines index, 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 Google™. You must also **build backlinks to your site's internal pages** to help Google™ 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.

Popular Pages

Alabama Department of Commerce - Made in Alabama

Competitive advantages and a business-friendly environment ...

About the Alabama Department of Commerce - Made in Alabama

Department of Commerce Economic Development Divisions - Made ...

This lists your website's popular pages.

✔ Domain 1st Registered 14 Year(s) 3 Month(s) 29 Day(s) ago



Your domain is old enough to encourage search engines to give it a higher rank.

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors).

✘ Domain Expiration 0 Year(s) 10 Month(s) 17 Day(s)



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.





👁 URL http://madeinalabama.com
Length: 13 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 Yes
👁👁👁 ⭐⭐⭐

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 error page.
👁👁👁 ⭐⭐⭐

Take advantage of the opportunity to provide a **beautiful** 404 Error 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.

👁 Page Size 38.4 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 2.64 second(s) (14.57 kB/s)

🔴🔴🔴 ❌❌❌

Your website is too slow. Slow page load time is one of the biggest complaints of web users.

If the load time/Kb is short, it means your homepage is too big. If the load time/Kb is long, this could be due to a server problem, a network problem, poor code optimization (cache, Mysql queries, etc.), or a third-party issue (advertising codes, analytics codes, etc.).

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

Resources:

Check out Google™'s developer tutorials **for tips** on how to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a **website monitoring tool**.

✔ Language **Declared:** *English*

🔴🔴🔴 ❌❌❌

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").

✘ Dublin Core *Missing*

🔴🔴🔴 ❌❌❌

This page does not take advantage of **Dublin Core**.

Dublin Core is a set of standard **metadata elements** used to describe the contents of a website. It can help with some internal search engines and it does not bloat your code.

👁 Domain Availability

🔴🔴🔴

Domains (TLD)	Status	Expiration
madeinalabama.net	🚫	Available. Book it now!
madeinalabama.org	🚫	Available. Book it now!
madeinalabama.info	🚫	Available. Book it now!
madeinalabama.biz	🚫	Available. Book it now!
madeinalabama.eu	🚫	Available. Book it now!

Register the various extensions of your domain to protect your brand from cybersquatters.

👁️ Typo Availability

🟡🟡🟡

Domains (TLD)	Status	Expiration
nadeinalabama.com	🚩	Available. Book it now!
mzdeinalabama.com	🚩	Available. Book it now!
maseinalabama.com	🚩	Available. Book it now!
madwinalabama.com	🚩	Available. Book it now!
mad4inalabama.com	🚩	Available. Book it now!
madeinqlabama.com	🚩	Available. Book it now!

Register the various typos of your domain to protect your brand from cybersquatters.

🚫 Email Privacy

Warning! At least one email address has been found in plain text.

If you don't hide your email address, SpamBots will happily scrape it up. There are a few easy options that have been effective for Alabama SBDC Network clients: [How to Hide Your Email from SpamBots](#)

Love it or hate it, but [Google's reCaptcha Mailhide](#) service works.

[Enkoder](#) is another fast and easy option, if you know how to paste code into your website.

✅ Spam Block

🟡🟡🟡 ***

Your IP is not Blacklisted in the [Spammer Directory](#).

It is important that your SEO efforts are not tarnished by spammy activities. Take care to avoid forum and blog spam and use best practices when sharing your content.

In addition, if you send email campaigns or [transactional emails](#), use professional [email software](#) to [keep your IP clean](#) and improve the deliverability of your emails.

✅ Safe Browsing

🟡🟡🟡 ***

Yes

Great, your website is safe.

No evidence of [phishing](#) and/or [malware](#) has been detected.



Server IP

208.94.239.98

Server location: ORLANDO

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

Apache	Web server
jQuery	JavaScript framework
Modernizr	JavaScript framework
mod_ssl	Web server extension
OpenSSL	Web server extension
PHP	Programming language
Typekit	Font script
UNIX	Operating system

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

○○○ **

Watch out: your website's speed could be slightly improved.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✓ 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).
- ✓ Perfect, your website takes advantage of **gzip**.

Website speed has a huge effect on SEO. **Speed-up your website** so search engines will reward you by sending more visitors. Also, conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

Google Analytics

○○○ **

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: 17 Errors, 3 Warning(s)

⦿⦿⦿ ***

We admit, this can be a tough one to get right. Most of the errors that we see usually come from clients that have outdated websites. The most common mistakes? Using old attribute tags (image align = center) instead of specifying the attribute in the CSS, and basic spacing errors.

Doctype

HTML5

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

Encoding

UTF-8

⦿⦿⦿ ***

Great, language/character encoding is specified.

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.

For additional assistance with any challenge facing your business, please contact your local counselor at the Alabama SBDC Network.

ASBDC.org

