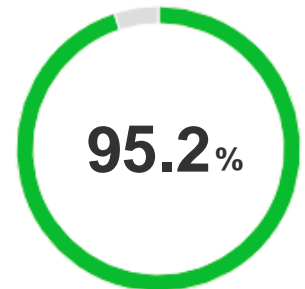




Website review of yoast.com/

Created on 21-08-2018 at 19:12h



Executive Summary

This report analyzes the factors that affect the SEO and usability of yoast.com. The factors are grouped into 6 categories, for which the website has obtained the following scores:

 SEO Authority:	96.3% ●	 Basic SEO:	100.0% ●
 Content:	97.9% ●	 Usability:	100.0% ●
 Technical Aspects:	79.5% ●	 Social Media:	100.0% ●





SEO Authority

Score: 96.3%

The authority of a website is defined by the external factors that affect its ranking in search engines. Improving the factors that determine the authority of a domain takes time and dedication, and the results of Online Marketing efforts are often not visible until after a few months.



TRAFFIC ESTIMATIONS

Global Alexa Ranking: 6.240 position in the Global Ranking

Traffic estimations for this website are very good.



MOZ RANK

The website yoast.com has MozRank 7.3

A MozRank of 6 or more is above 99% of all websites.



BACKLINKS (OFF-PAGE)

Backlinks: 61015

This website has many inbound links.



DOMAIN AUTHORITY

The website yoast.com has a Domain Authority of 77%

A Domain Authority of 6 or more is above 99% of all websites.



DOMAIN REGISTRATION

22-03-2000

This domain was registered for the first time more than one year ago.



DOMAIN EXPIRATION

22-03-2020

This domain does not expire in less than a year.





Basic SEO

Score: 100.0%

In this section the main On-Page factors that influence the ranking of a website are analyzed. These factors, though they require some technical knowledge to be optimized, are easy to fix and can significantly improve SEO in the short term.

✓ WWW REDIRECT

OK

This website redirects with or without WWW to the same page. It will not have duplicate content issues.

✓ CANONICAL TAG

```
<link rel="canonical" href="https://yoast.com/" />
```

This website has a Canonical tag.

✓ TITLE

SEO for everyone ? Yoast

The TITLE tag is correct.

✓ META DESCRIPTION

Yoast helps you with your website optimization, whether it be through our widely used SEO software or our online SEO courses: we're here to help.

The META DESCRIPTION tag length is optimal.

○ META KEYWORDS

The META KEYWORDS tag is not defined

The META KEYWORDS tag has ceased being important for website optimization.



✓ ROBOTS.TXT
OK

This website has a ROBOTS. TXT file.

✓ SITEMAP
OK

This website has a SITEMAP. XML file.

✓ CLEAN URLs
OK

This Website's URLs have no technical parameters or variables.



Content

Score: 97.9%

In the long run, the content of a website determines the traffic it receives. Not only the amount of content that a website has is important: there are also other important factors such as how often it is updated, if it is optimized and, above all, its quality and originality.

IMAGES

We have found 4 on this page

4 images do not have TITLE attribute.

LINKS (ON-PAGE)

There are 91 links in this page (19 external and 72 internal).

The links on this page are correct.

BLOG

OK

A Blog or a News section has been detected on this website. Make sure there are recent relevant articles.



✔ H TAGS

The headings of this page are correct.

- H1 (img)
- H2 SEO training »
Yoast SEO »
YoastCon »
- H3, H4, H5 & H6 What is a slug and how to optimize it?
Annelieke’s Analytics: 3 exercises to have more fun with...
Ask Yoast: Workaround to create category page

Check that you are including Keywords in the H1 title and the rest of H subtitles.

✔ HIGHLIGHTED TEXTS

This page has highlighted texts.

- free SEO for beginners course
Â© 2003-2018 Yoast BV
- <u> -
- <i> -

Check that you are including Keywords in the highlighted texts.





Usability

Score: 100.0%

Receiving traffic is important, but even more is to encourage visitors to stay on the website and generate conversions. Regarding this, it is essential that the performance of the website are optimal. It is also important to make navigation as easy as possible and have a consistent branding.



URL

<http://yoast.com>

This website's domain name is correct. Make sure that the URLs are short and representative of your services. Avoid long domain names and using numbers or special characters, as they are more difficult to remember.



404 ERROR PAGE

OK

This website has a personalized 404 error page.



CONVERSION FORM

OK

This website has a conversion form or a search form.



LANGUAGE

DECLARED: EN

Language has been declared on this page.



✓ PAGE DOWNLOAD TIME

SIZE: 21.28 Kb
SPEED: 21.28 Kb/sec.
TIME: 0.05 sec.

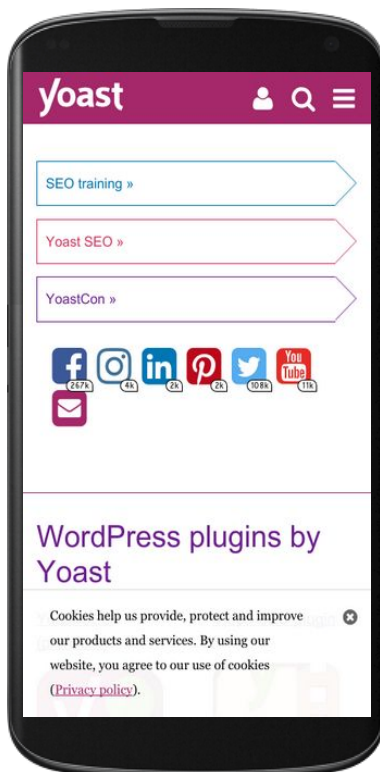
The download time is good.

✓ MOBILE OPTIMIZATION

- ✓ This page has a CSS for mobile phones.
- ✓ This page has a META VIEWPORT tag.
- ✓ This page has an Apple Icon.
- ✓ This page doesn't use Flash.
- ✓ This page doesn't have a mobile redirection.
- ✓ This page has Responsive Design.

This page is very optimized for Tablets and SmartPhones.

○ MOBILE PREVIEW





Technical Aspects

Score: 79.5%

Although the source code is not visible to the user, it does have importance in the website's speed and performance, and search engines consider it when ranking a website.

✓ SECURE PROTOCOL (HTTPS/SSL)

OK

This website is served using a secure HTTPS protocol. Make sure the SSL certificate is correctly configured to avoid encryption issues.

✓ E-MAIL PRIVACY

E-mails not detected

E-mails not detected No e-mail addresses were found in the HTML code which could be scraped by Bots.

✗ W3C VALIDATION

W3C CHECK: NO

ERRORS: 4 ERRORS

This website has W3C validation errors.

✓ GOOGLE ANALYTICS

OK

This page uses Google Analytics to monitor traffic.

✗ WEBSITE OPTIMIZATION

- ✓ This page does not use tables.
- ✓ This page does not use frames.
- ✗ Warning! This page uses embedded CSS styles.
- ✗ Warning! This page loads more than 4 CSS files.
- ✗ Warning! This page loads more than 8 JavaScript files.

This page has many aspects that could lower its performance, seriously damaging SEO and decreasing

the conversion rate.

WEBSITE TECHNOLOGIES

 jQuery

 Twitter Button

Although website technologies facilitate the work of creating and maintaining a website, some can decrease its performance.

GZIP COMPRESSION

OK

This website uses GZIP compression.



Social Media

Score: 100.0%

The impact of a website on Social Media is the best indicator of its popularity. In the long run, creating a community of followers is the best strategy for growth. In this section, the popularity of yoast.com and its associated Facebook and Twitter accounts are analyzed.

✔ WEBSITE'S SOCIAL INFLUENCE

Facebook Likes:	26	Facebook Shares:	2823
Facebook Comments:	1	LinkedIn Shares:	0

This website has a lot of influence in Social Media.

✔ FACEBOOK PAGE



Name:	Yoast
Description:	Tweaking websites is what we do at Yoast, from search engine rankings, to speed to user experience, this community is here to share those experiences!
Website:	yoast.com
Followers:	275868
Talking about this:	1666
Last post:	21-08-2018

The page www.facebook.com/yoast exists and links to your website.



✔ TWITTER ACCOUNT



Account:	yoast
Name:	Yoast
Bio:	We help you optimize your site through plugins, blog posts, and courses. Also, proud host of #YoastCon!
Location:	Wijchen, the Netherlands
Followers:	105239
Website:	yoast.com
Last tweet:	21-08-2018

The account @yoast exists and links to your website.

✔ SOCIAL META-DATA

- ✔ og:title
- ✔ og:description
- ✔ og:url
- ✔ og:image
- ✔ twitter:title
- ✔ twitter:description
- ✔ twitter:image
- ✔ twitter:site
- ✔ twitter:creator

This page has all necessary social meta-data.

