



# SEO AUDIT REPORT ON SITE:

<http://www.hoteldestroisrois.ch>

Prepared By  
Abdulkadir Ahmed Hussien

Email: [abdulkadirahmed1985@gmail.com](mailto:abdulkadirahmed1985@gmail.com)

# Summary

---

## Top Content Action Items

### Keyword Focus

The keywords should be implemented in the title tags and meta description tags.

Score: 3/5

### Title Tags

Fix duplicated title tags and introduce unique and relevant keyword rich title tags.

Score: 2/5

### Meta Description tags

The meta description tags are too short and duplicated so it should be reviewed with unique and relevant keyword rich tags.

Score- 2/5

### Images

There are 8 images without ALT tag and 1 image with very large size (5.4MB) which should be reviewed.

Score: 3.5/5

## Top Indexing Action Items

### ROBOTS.TXT

There is no available robots.txt file, therefore it is necessary to implement it.

Score: 0/5

### XML Sitemap

There is no XML sitemap on the website, hence it is advisable to include it in the site.

Score: 0/5

### HTML/CSS Validation

There are some errors and warnings in HTML and CSS files of the site which should be corrected.

Score- 4/5

### Mobile Friendly

The site is not mobile friendly which should be considered.

Score- 1/5

## Top Linking/Social Action Items

### Backlinks

The site acquires faire amount and quality of backlinks but we should always try to add quality backlinks.

Score: 4/5

### Social Media

The website is not connected to any type of social media so it is advisable to be more socialized for better SEO.

Score: 0/5

# Keyword Focus

---

## Guidelines

It is absolutely critical to a site's ranking success to perform SEO-centric keyword research and to establish a core, site-wide keyword focus. A site should be built to target relevant, searched for keywords throughout the site. Without this it becomes extremely difficult if not impossible to rank for competitive, non-branded terms. Ideally keyword research should be incorporated into the development of a website at its earliest stages.

The major search engines have clearly stated that each page on a site needs to have one main topic. The best way to achieve this is to assign one relevant keyword with good search volume to each page on a site, and then write the content of that page to focus on that keyword and other closely related terms.

## Analysis

The site uses most of the key words on the footer section of the site which will have negative effect on the SEO ranking.

.

## Recommendations

The target keywords must be included in the title tag (and front loaded). This is the most important piece of content on the website, both on and off-page.

Having optimized keywords in your meta description tags produces more clicks in searches, which in turn enhances the optimization of the site.

# HTML and CSS Validity

## Guidelines

Having code that adheres to W3C rules removes and helps to minimize errors when parsing or separating the code from the content of any one page. Search engines such as Google have openly stated that W3C standards are what they suggest when making the code easy to understand for them.

## Analysis

### HTML Validity

Errors found while checking this document as XHTML 1.0 Transitional!			
Result:	11 Errors, 1 warning(s)		
Address :	<input type="text" value="http://www.hoteldestroisrois.ch/"/>		
Encoding :	utf-8	<input type="text" value="(detect automatically)"/>	
Doctype :	XHTML 1.0 Transitional	<input type="text" value="(detect automatically)"/>	
Root Element:	html		
Root Namespace:	<a href="http://www.w3.org/1999/xhtml">http://www.w3.org/1999/xhtml</a>		

### CSS Validity

Sorry! We found the following errors (3)		
URI : <a href="http://www.hoteldestoisrois.ch/fileadmin/default/templates/css/styleSheet.css">http://www.hoteldestoisrois.ch/fileadmin/default/templates/css/styleSheet.css</a>		
6	File not found: http://www.hoteldestoisrois.ch/fileadmin/default/templates/css/reset-min.css: Not Found	
13	File not found: http://www.hoteldestoisrois.ch/fileadmin/default/templates/css/example.css: Not Found	
171 div#navigationFirstLevel	Value Error : background-image is an incorrect operator : <input type="text" value="url(../menu/nenubg.jpg) no-repeat;"/>	

We have found that 11 errors and 1 warning concerning HTML and 3 errors concerning CSS codes which could potentially have trouble on certain browsers, and may potentially pose a problem to search engine crawlers.

## Recommendations

It is necessary to check these codes with HTML/CSS validator and inspect full report so that you can modify each line of code which have error or warning.

# HTML to Text Ratio

---

## Guidelines

A good text to HTML ratio is anywhere from 25 to 70 percent. This percentage refers to the visible text ratio, as opposed to HTML elements, image tags and other non-visible information.

The text to HTML ratio is not a direct ranking factor for search engines but there are many factors related to the ratio that indicate best SEO practices and thus may indirectly result in higher search rankings.

## Analysis

The website has Text/HTML ratio of 8.71 which is a lot lower than the recommended ratio. Low amount of unique content in relation to HTML code on the page may be an indication that the page provides information of little value to the reader.

## Recommendations

In order to fix low html to text ratio:

Validate html file.

Specific elements like JavaScript, tables, flash, large white spaces, more tabs, and comments can all raise the number of codes you have on your web pages.

Make sure there are too many simple texts on a web page and remove any text that is not visible to users.

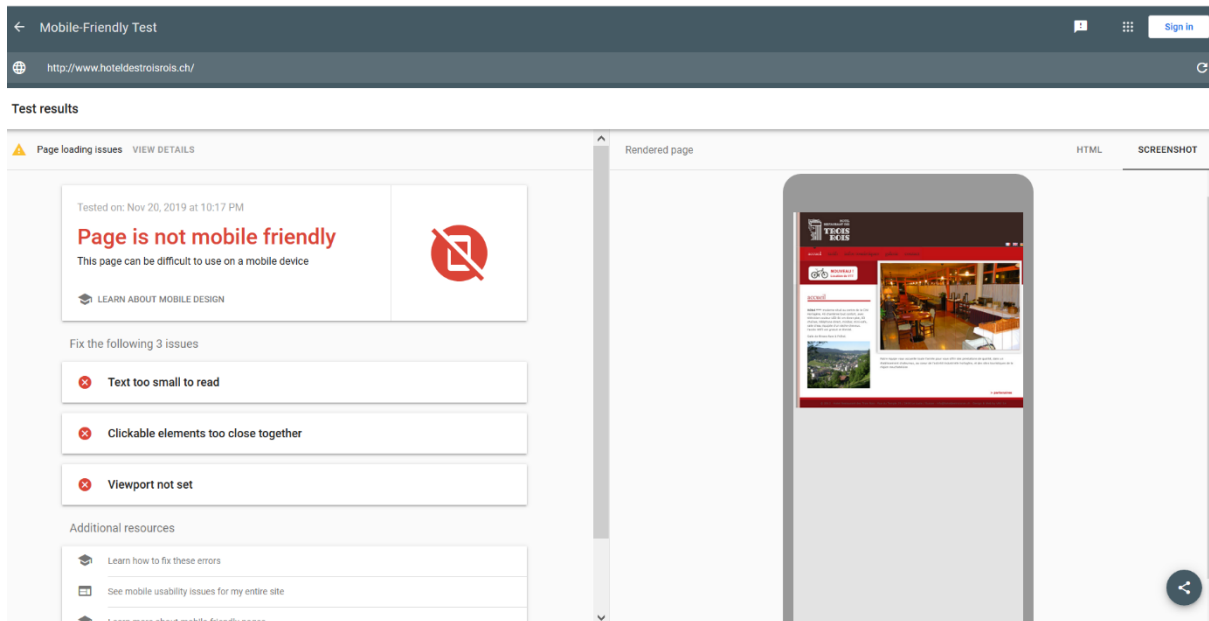
.

# Mobile Friendly

## Guidelines

The way in which the website renders on mobile devices can have a direct affect on the performance of the website. It's important that the website is cross device friendly (works on mobile, tablet etc).

## Analysis



Not all page resources could be loaded. This can affect how Google sees and understands your page. Fix availability problems for any resources that can affect how Google understands your page.

## Recommendations

You should implement goal tracking to determine how much business may be being lost as a result of poor user experience on mobile devices and fix the website to accommodate mobile.

# URL Structure

---

## Guidelines

Poor URL structure can hurt rankings, prevent pages from being indexed and lower your click-through-rate (CTR), therefore the maximum length of URLs should be 128 characters. It is extremely important that URLs be readable, user friendly, and that they contain the keyword of the page. Always separate keywords with dashes, not underscores. They also always should be written in lowercase letters.

## Analysis

URL	Underscores	Symbols	Parameters	File Names	Length
<a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=2</a>	✓	✗	✗	✗	✓
<a href="http://www.hoteldestroisrois.ch/uploads/flag_fr.png">http://www.hoteldestroisrois.ch/uploads/flag_fr.png</a>	✗	✓	✗	✗	✓
<a href="http://www.hoteldestroisrois.ch/typo3conf/ext/jquerycolorbox/res/js/jquery.colorbox-min.js?1323096444">http://www.hoteldestroisrois.ch/typo3conf/ext/jquerycolorbox/res/js/jquery.colorbox-min.js?1323096444</a>	✗	✗	✗	✗	✗

Here I tried to illustrate only three URL examples to be analyzed and modified. All these three URLs have different errors. Totally, the website has 51 errors which can negatively affect the SEO ranking.

## Recommendations

Overall your URL structure is very poor and needs extensive work therefore the site administrator should implement a URL rewrite to ensure that every single URL is 100% search engine friendly. Ensure any pages that hang directly off the root are assigned proper categories and Set 301 redirects to new URLs once rewrites have been completed.



# Title Tags

## Guidelines

Title tags define the actual content of the web page and hold particular importance within the search engines, and it is extremely important to both users and search engines that it contain the keywords they are searching for.

A proper title tag should be 30-65 characters in length (50-65 is ideal) and also should Be unique to that page (don't use the same title tag on multiple pages).

## Analysis

TITLE	URLs
Hôtel Restaurant des Trois Rois SA - Le Locle : Rates	<a href="http://www.hoteldestroisrois.ch/1/rates/">http://www.hoteldestroisrois.ch/1/rates/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=51&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=51&amp;L=1</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : Travel	<a href="http://www.hoteldestroisrois.ch/1/travel/">http://www.hoteldestroisrois.ch/1/travel/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=1</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : galerie	<a href="http://www.hoteldestroisrois.ch/galerie/">http://www.hoteldestroisrois.ch/galerie/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=3&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=3&amp;L=2</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : Home	<a href="http://www.hoteldestroisrois.ch/1/accueil/">http://www.hoteldestroisrois.ch/1/accueil/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=1</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : Gallery	<a href="http://www.hoteldestroisrois.ch/1/galerie/">http://www.hoteldestroisrois.ch/1/galerie/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=3&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=3&amp;L=1</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : tarifs	<a href="http://www.hoteldestroisrois.ch/tarifs/">http://www.hoteldestroisrois.ch/tarifs/</a>
	<a href="http://www.hoteldestroisrois.ch/preise/">http://www.hoteldestroisrois.ch/preise/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=51&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=51&amp;L=2</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : infos touristiques	<a href="http://www.hoteldestroisrois.ch/tourist-information/">http://www.hoteldestroisrois.ch/tourist-information/</a>
	<a href="http://www.hoteldestroisrois.ch/infos-touristiques/">http://www.hoteldestroisrois.ch/infos-touristiques/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=2</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : partenaires	<a href="http://www.hoteldestroisrois.ch/partenaires/">http://www.hoteldestroisrois.ch/partenaires/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=1</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=2</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=3">http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=3</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : contact	<a href="http://www.hoteldestroisrois.ch/contact/">http://www.hoteldestroisrois.ch/contact/</a>
	<a href="http://www.hoteldestroisrois.ch/1/contact/">http://www.hoteldestroisrois.ch/1/contact/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=62&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=62&amp;L=1</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=62&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=62&amp;L=2</a>
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil	<a href="http://www.hoteldestroisrois.ch/accueil/">http://www.hoteldestroisrois.ch/accueil/</a>
	<a href="http://www.hoteldestroisrois.ch/">http://www.hoteldestroisrois.ch/</a>
	<a href="http://hoteldestroisrois.ch/">http://hoteldestroisrois.ch/</a>
	<a href="http://www.hoteldestroisrois.ch/willkommen/">http://www.hoteldestroisrois.ch/willkommen/</a>
	<a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=2</a>

The results shown above indicates that there are significant number of duplicate title tags which make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Concerning length of characters all of the titles are ideal except for "infos touristiques" page which have 66 characters length or 571-pixel width which will have truncated display.

## Recommendations

Modify title which have out of limit character length and provide a unique and concise title for each of your pages that contains your most important keywords.

# Meta Description Tags

---

## Guidelines

Meta descriptions should adhere to the following guidelines:

Be unique and relevant to that page.

Be written as descriptive ad text, with a call to action.

No more than 160 characters in length including spaces and punctuation (140-150 is ideal), but no less than 51 characters (Google considers 50 characters or less to be too short).

Contain 1-2 complete sentences with correct punctuation, and no more than 5 commas.

Use the keyword once per sentence, as close to the start of each sentence as possible.

## Analysis

This page has a meta description of 36 characters (**Hôtel Restaurant des Trois Rois S.A**) which is too short and also it uses the same meta description to all of the pages which will have negative effect on the SEO. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages

## Recommendations

All pages **MUST** have unique meta description tags, hence I recommend that unique, keyword and user targeted Meta description tags be re-written for each page with the optimum length of characters.

# Heading Tags

---

## Guidelines

Every page should have an H1 tag, as search engines look to the H1 to help determine the topic of a page. It should be the first thing in the body text of the page, and should appear prominently.

H1 tags should never contain images or logos, only text. The keyword of a page needs to be used in the H1 tag, and in at least half of the total heading tags on a page, if more than one heading tag is present.

It is important that the keyword of a page be used in the H1 tag, as close to the beginning of the H1 as possible. Ideally, there should be at least one additional H tag on each page that contains the keyword, for added SEO value. Heading tags are a nested element, and should be used in the correct order.

## Analysis

H1	H2	H3	H4	H5	H6
-	2 (Navigation)	1 (Footer)	-	-	-

As we can see there is no any H1 tag in the site which will harm considerably the SEO ranking of the site.

## Recommendations

All pages site wide should have relevant H1 tags which reflect the informatio to the corresponding page.

# Content

## Guidelines

Under ideal circumstances it is recommended having 400-600 words of unique text per page, though the safe minimum is 300 words.

The content needs to contain the relevant keywords for the page. Having unique, keyword rich text on a page can help to improve search engine rankings significantly.

The content must be written with correct grammar and spelling.

## Analysis

The screenshot displays a web page analysis tool interface. On the left, the URL <http://www.hoteldestroisrois.ch> is shown. The page title is "Hôtel Restaurant des Trois Rois SA - Le Locle". Below the title, there are links for "Skip to navigation" and "Skip to content". A section titled "First Level Navigation" contains a list of links. The main content area shows a paragraph: "Notre équipe vous accueille toute l'année pour vous offrir des prestations de qualité, dans un établissement chaleureux, au coeur de l'activité industrielle horlogère, et des sites touristiques de la région neuchateloise". At the bottom, statistics are provided: 747 CHARACTERS, 5 SENTENCES, 117 WORDS, and 1 PAGE. On the right, a "Grammar" panel indicates 14 cases of errors, labeled "Bad". It lists two categories: "13 cases Faute de frappe possible" and "1 case Majuscules". A green circular icon with a magnifying glass is visible at the bottom right of the panel.

The content of this site have 14 cases of grammar errors including capitalization errors. The landing page has less than the minimum amount of words. As shown in the analysis screen it has only 117 words which is too small.

## Recommendations

The site owner or administrator should add more information on the page which relevant keywords and correct the indicated errors in order to be higher on the SEO ranking.

# Meta Keywords

---

## Guidelines

The meta keywords tag is a tag which can be used to highlight keywords and keyword phrases which the web page is targeting. Please note that the meta keyword tag is no longer used by the major search engines.

## Analysis

Even though Google announced in 2009 that keywords meta tag is no more used as a search results ranking factor and the developers used it for this site in 2013.

## Recommendations

As we want our site to be specific, each line of code should have some purpose. If we do not need it then we should not code it. So, it is better to avoid this meta keyword from the site.

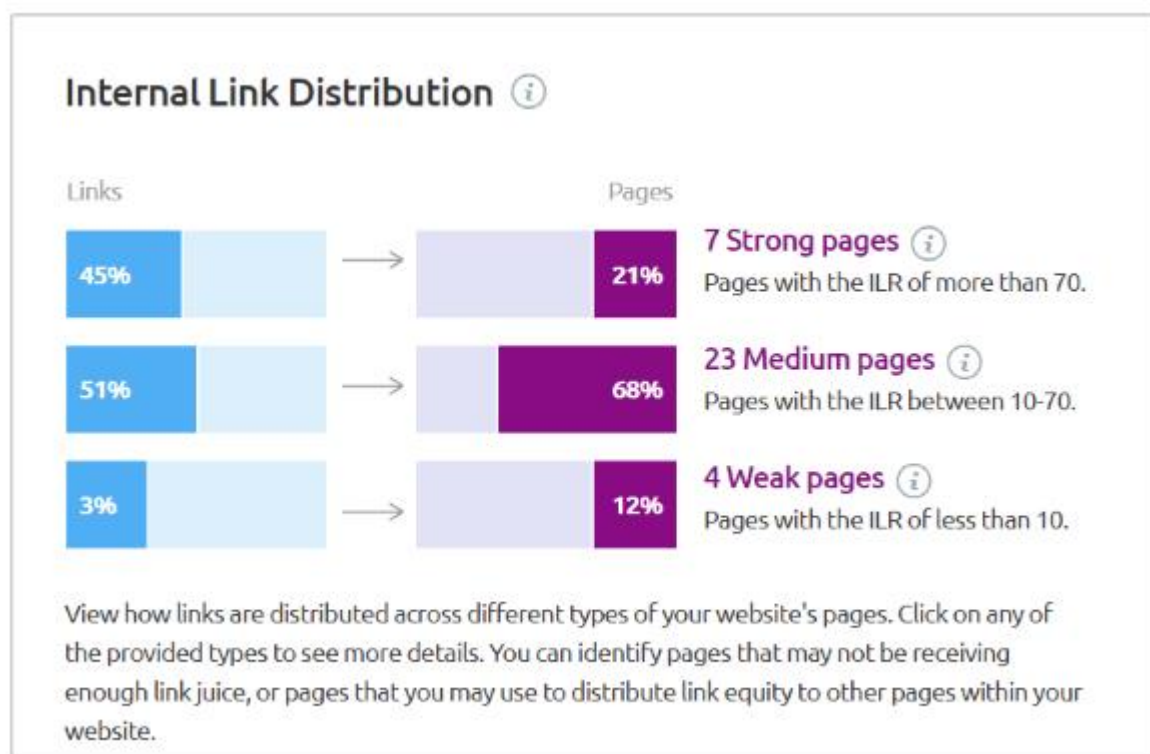
# Internal linking

## Guidelines

It is recommended that 2-3 keyword rich internal links on any given page. It's important to have all internal links use correct anchor, link and descriptive text on all hyperlinks that point to appropriately named pages of relevance.

Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them.

## Analysis



The page acquires satisfactory amount and quality of internal links except one page which have only one internal link (<http://www.hoteldestoisrois.ch/partenaires/>).

## Recommendations




























The administrator of the site should review the 4 weak pages as they most likely do not receive enough link juice.

# External linking

## Guidelines

Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded.

## Analysis

 Hide	Page URL 	Filter by Page URL 	Advanced filters 
<input type="checkbox"/>	Page URL 	Link URL 	HTTP Code 
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : Travel <a href="http://www.hoteldestroisrois.ch/1/travel/">http://www.hoteldestroisrois.ch/1/travel/</a>	<a href="http://www.gout-region.ch/mines.php">http://www.gout-region.ch/mines.php</a> 	404
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : Travel <a href="http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=1</a>	<a href="http://www.gout-region.ch/mines.php">http://www.gout-region.ch/mines.php</a> 	404
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : Infos touristiques <a href="http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=2</a>	<a href="http://www.gout-region.ch/mines.php">http://www.gout-region.ch/mines.php</a> 	404
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : Tourist-Information <a href="http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=3">http://www.hoteldestroisrois.ch/index.php?id=57&amp;L=3</a>	<a href="http://www.gout-region.ch/mines.php">http://www.gout-region.ch/mines.php</a> 	404
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : partenaires <a href="http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=1</a>	<a href="http://www.chez-sandro.ch">http://www.chez-sandro.ch</a> 	406
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : partenaires <a href="http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=2</a>	<a href="http://www.chez-sandro.ch">http://www.chez-sandro.ch</a> 	406
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : partenaires <a href="http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=3">http://www.hoteldestroisrois.ch/index.php?id=73&amp;L=3</a>	<a href="http://www.chez-sandro.ch">http://www.chez-sandro.ch</a> 	406
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : Infos touristiques <a href="http://www.hoteldestroisrois.ch/infos-touristiques/">http://www.hoteldestroisrois.ch/infos-touristiques/</a>	<a href="http://www.gout-region.ch/mines.php">http://www.gout-region.ch/mines.php</a> 	404
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : partenaires <a href="http://www.hoteldestroisrois.ch/partenaires/">http://www.hoteldestroisrois.ch/partenaires/</a>	<a href="http://www.chez-sandro.ch">http://www.chez-sandro.ch</a> 	406
<input type="checkbox"/>	 Hôtel Restaurant des Trois Rois SA - Le Locle : Infos touristiques <a href="http://www.hoteldestroisrois.ch/tourist-information/">http://www.hoteldestroisrois.ch/tourist-information/</a>	<a href="http://www.gout-region.ch/mines.php">http://www.gout-region.ch/mines.php</a> 	404

The website has 10 external broken links which should be fixed as soon as possible as it may hurt the ranking factor, the credibility of the site, and also the bounce rate.

## Recommendations

It should be checked whether the site was moved or removed. If the link is not that crucial to the site, then the best solution is to remove or replace it with a new link that provides the same value to the visitors.

# Images

## Guidelines

For the benefit of search engines, code compliance, and visually impaired users, every image MUST have an ALT tag.

The ALT tag should accurately describe the image, and should contain a keyword relevant to the website (but only if the keyword is relevant to the image as well).

## Analysis

Page URL	Image URL
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://hoteldestroisrois.ch/">http://hoteldestroisrois.ch/</a>	
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://www.hoteldestroisrois.ch/">http://www.hoteldestroisrois.ch/</a>	
Hôtel Restaurant des Trois Rois SA - Le Locle : Home	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://www.hoteldestroisrois.ch/1/accueil/">http://www.hoteldestroisrois.ch/1/accueil/</a>	
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://www.hoteldestroisrois.ch/accueil/">http://www.hoteldestroisrois.ch/accueil/</a>	
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://www.hoteldestroisrois.ch/accueil/">http://www.hoteldestroisrois.ch/accueil/</a>	
Hôtel Restaurant des Trois Rois SA - Le Locle : Home	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=1</a>	
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=2</a>	
Hôtel Restaurant des Trois Rois SA - Le Locle : Willkommen	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=3">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=3</a>	
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil	<a href="http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg">http://www.hoteldestroisrois.ch/fileadmin/default/templates/images/velo.jpg</a>
<a href="http://www.hoteldestroisrois.ch/willkommen/">http://www.hoteldestroisrois.ch/willkommen/</a>	

We encounter 8 images which do not have ALT attribute and one image with significant file size of 5.4MB which can have negative effect on the SEO ranking and the loading speed of the site.

## Recommendations

ALT attribute if possible with keywords should be added for the above image files and the file with large size should be reviewed and optimized.

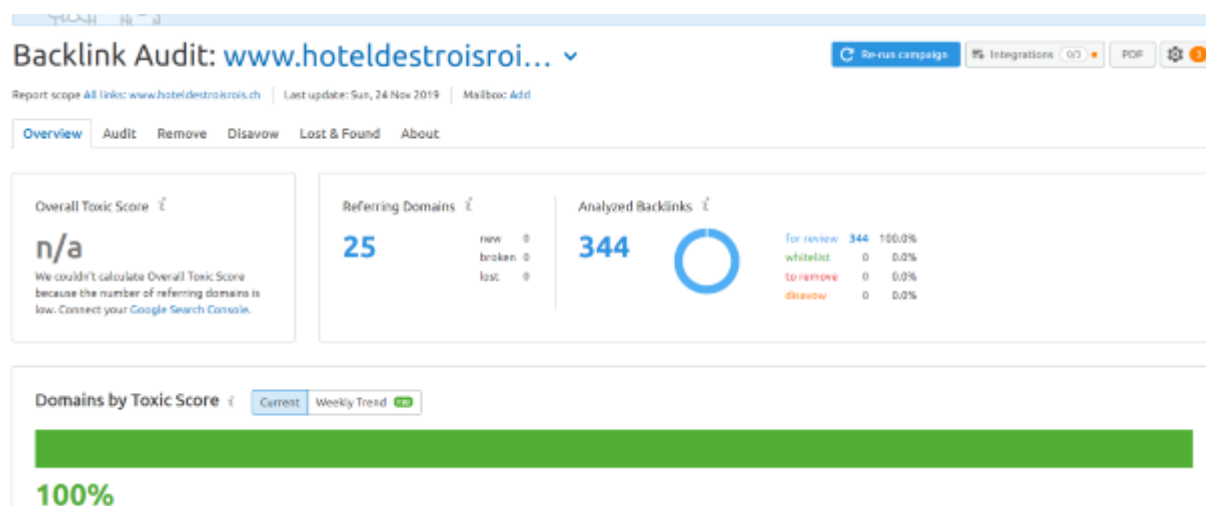
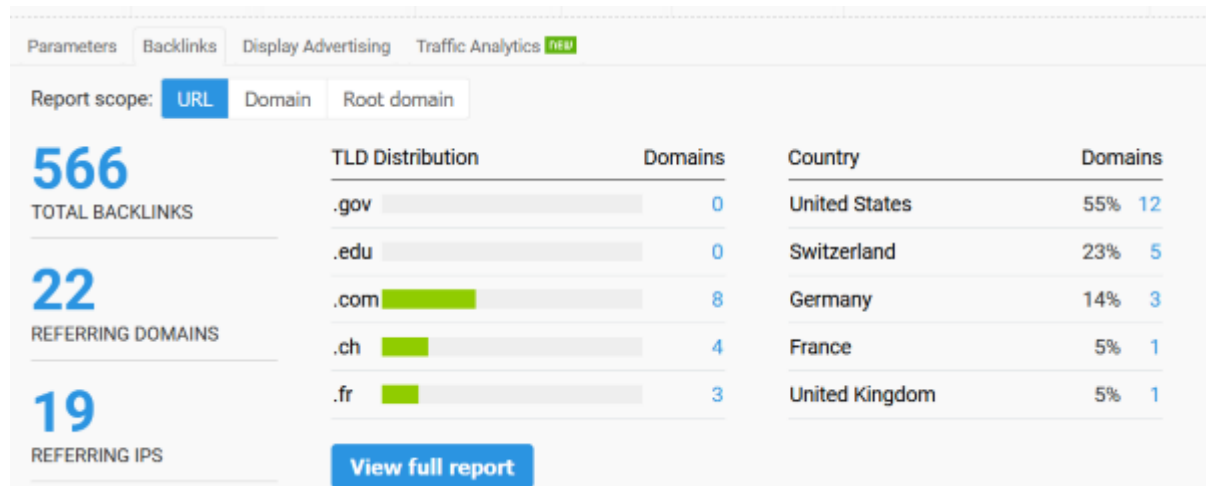


# Backlinks

## Guidelines

When pages that Google deems relevant link to other pages, some of that “Link Juice” flows through that link to the site being linked to. A “followed” link is essentially endorsing the page being linked to.

## Analysis



## Recommendations

No action is required at this time, though it is always important to attract backlinks to our website.

# ROBOTS.TXT

---

## Guidelines

The Robot Exclusion Standard, also known as the Robots Exclusion Protocol or robots.txt protocol, is a convention to prevent cooperating web crawlers and other web robots from accessing all or part of a website which is otherwise publicly viewable. It is an essential onsite element and should be designated to the root folder of your website.

## Analysis

Robots.txt file is not available so search engine crawlers assume that all publicly available pages of the particular website can be crawled and added to their index. If we do not have robots.txt it is even more difficult to manage websites like this with multiple duplicated contents.

## Recommendations

The site MUST implement robots.txt as soon as possible and make facilitated road for the crawlers and users.

# XML Sitemap

---

## Guidelines

Like a generic site map, an XML sitemap is essential for every web site in order to assist with faster indexing and crawling. Your XML sitemap should be updated in conjunction with your regular sitemap and submitted to the search engine's webmaster tools if possible.

A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL.

Using a sitemap.xml file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines, it also quickly informs search engines about any new or updated content on your website. Therefore, your website will be crawled faster and more intelligently.

## Analysis

XML sitemap is also unavailable for this website. XML sitemaps can be good for SEO, as they allow Google to quickly find your essential website pages, even if your internal linking isn't perfect.

## Recommendations

The site MUST implement XML sitemap as soon as possible and to make it more reachable by the spiders. Then you should specify the location of your sitemap.xml files in your robots.txt, and check if Googlebot can index your sitemap.xml file with the Sitemaps report in Google Search Console.

# URL Redirects

## Guidelines

Unless a redirect is truly temporary (such as for a time sensitive promotion), 302 redirects should never be used. 302 redirects don't pass any link value, and are essentially a dead end for SEO. In almost every scenario where a redirect is needed, a 301 redirect should be used.

## Analysis

Page URL	Link URL	HTTP Status Code
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil <a href="http://hoteldestroisrois.ch/">http://hoteldestroisrois.ch/</a>	<a href="http://www.hoteldestroisrois.ch/partenaires">http://www.hoteldestroisrois.ch/partenaires</a>	301
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil <a href="http://www.hoteldestroisrois.ch/">http://www.hoteldestroisrois.ch/</a>	<a href="http://www.hoteldestroisrois.ch/partenaires">http://www.hoteldestroisrois.ch/partenaires</a>	301
Hôtel Restaurant des Trois Rois SA - Le Locle : Home <a href="http://www.hoteldestroisrois.ch/1/accueil/">http://www.hoteldestroisrois.ch/1/accueil/</a>	<a href="http://www.hoteldestroisrois.ch/partenaires">http://www.hoteldestroisrois.ch/partenaires</a>	301
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil <a href="http://www.hoteldestroisrois.ch/accueil/">http://www.hoteldestroisrois.ch/accueil/</a>	<a href="http://www.hoteldestroisrois.ch/partenaires">http://www.hoteldestroisrois.ch/partenaires</a>	301
Hôtel Restaurant des Trois Rois SA - Le Locle : Home <a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=1">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=1</a>	<a href="http://www.hoteldestroisrois.ch/partenaires">http://www.hoteldestroisrois.ch/partenaires</a>	301
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil <a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=2">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=2</a>	<a href="http://www.hoteldestroisrois.ch/partenaires">http://www.hoteldestroisrois.ch/partenaires</a>	301
Hôtel Restaurant des Trois Rois SA - Le Locle : Willkommen <a href="http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=3">http://www.hoteldestroisrois.ch/index.php?id=6&amp;L=3</a>	<a href="http://www.hoteldestroisrois.ch/partenaires">http://www.hoteldestroisrois.ch/partenaires</a>	301
Hôtel Restaurant des Trois Rois SA - Le Locle : Accueil <a href="http://www.hoteldestroisrois.ch/willkommen/">http://www.hoteldestroisrois.ch/willkommen/</a>	<a href="http://www.hoteldestroisrois.ch/partenaires">http://www.hoteldestroisrois.ch/partenaires</a>	301

The URLs doesn't have any redirects which could potentially cause site indexation issues and site loading delays.

## Recommendations

No changes needed at this time.

# Duplicate Content

---

## Guidelines

Webpages are considered duplicates if their content is 85% identical. Having duplicate content may significantly affect your SEO performance. First of all, Google will typically show only one duplicate page, filtering other instances out of its index and search results, and this page may not be the one you want to rank.

In some cases, search engines may consider duplicate pages as an attempt to manipulate search engine rankings and, as a result, your website may be downgraded or even banned from search results. If you have duplicate content, you need to do everything you can to eliminate it.

## Analysis

As we can see from the generated table below the page the website have contents as much as 100% which is most definitely hurting the SEO performance of the site.

## Recommendations

Fix the URL structure of the site to eliminate accidental duplicate content coming from URL issues, per the recommendations in the URL Redirects section and this section.

Re-write all duplicate text content to make it unique.

301 redirect the duplicate content to one canonical page/site, if it is in your control.

Implement the canonical tag to identify the original source/root page to search engines.

## Duplicate Content (Table)

Hyperlink	Title	Match Words	Match Percent age	Match Pages	Page Power
<a href="http://www.hoteldestoisrois.ch/">http://www.hoteldestoisrois.ch/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Accueil	79	71%	1	100
<a href="http://www.hoteldestoisrois.ch/index.php?id=6&amp;L=2">http://www.hoteldestoisrois.ch/index.php?id=6&amp;L=2</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Accueil	78	70%	2	36
<a href="http://www.hoteldestoisrois.ch/index.php?id=6&amp;L=1">http://www.hoteldestoisrois.ch/index.php?id=6&amp;L=1</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Home	73	68%	1	36
<a href="http://www.hoteldestoisrois.ch/accueil/">http://www.hoteldestoisrois.ch/accueil/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Accueil	112	100%	2	63
<a href="http://www.hoteldestoisrois.ch/tarifs/">http://www.hoteldestoisrois.ch/tarifs/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : tarifs	139	80%	2	63
<a href="http://www.hoteldestoisrois.ch/infos-touristiques/">http://www.hoteldestoisrois.ch/infos-touristiques/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : infos touristiques	225	87%	1	65
<a href="http://www.hoteldestoisrois.ch/contact/">http://www.hoteldestoisrois.ch/contact/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : contact	36	51%	2	74
<a href="http://www.hoteldestoisrois.ch/index.php?id=3&amp;L=2">http://www.hoteldestoisrois.ch/index.php?id=3&amp;L=2</a>	Hotel Restaurant des Trois Rois SA - Le Locle : galerie	34	100%	2	27
<a href="http://www.hoteldestoisrois.ch/index.php?id=3&amp;L=1">http://www.hoteldestoisrois.ch/index.php?id=3&amp;L=1</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Gallery	34	100%	2	27
<a href="http://www.hoteldestoisrois.ch/index.php?id=3&amp;L=3">http://www.hoteldestoisrois.ch/index.php?id=3&amp;L=3</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Bildergalerie	34	100%	2	27
<a href="http://www.hoteldestoisrois.ch/index.php?id=62&amp;L=2">http://www.hoteldestoisrois.ch/index.php?id=62&amp;L=2</a>	Hotel Restaurant des Trois Rois SA - Le Locle : contact	36	51%	2	27
<a href="http://www.hoteldestoisrois.ch/index.php?id=62&amp;L=1">http://www.hoteldestoisrois.ch/index.php?id=62&amp;L=1</a>	Hotel Restaurant des Trois Rois SA - Le Locle : contact	36	51%	2	27
<a href="http://www.hoteldestoisrois.ch/index.php?id=62&amp;L=3">http://www.hoteldestoisrois.ch/index.php?id=62&amp;L=3</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Kontakt	70	100%	2	27
<a href="http://www.hoteldestoisrois.ch/index.php?id=57&amp;L=2">http://www.hoteldestoisrois.ch/index.php?id=57&amp;L=2</a>	Hotel Restaurant des Trois Rois SA - Le Locle : infos touristiques	259	100%	1	22
<a href="http://www.hoteldestoisrois.ch/index.php?id=57&amp;L=1">http://www.hoteldestoisrois.ch/index.php?id=57&amp;L=1</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Travel	286	100%	1	22
<a href="http://www.hoteldestoisrois.ch/index.php?id=57&amp;L=3">http://www.hoteldestoisrois.ch/index.php?id=57&amp;L=3</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Tourist-Information	37	14%	2	22
<a href="http://www.hoteldestoisrois.ch/willkommen/">http://www.hoteldestoisrois.ch/willkommen/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Accueil	112	100%	1	24
<a href="http://www.hoteldestoisrois.ch/preise/">http://www.hoteldestoisrois.ch/preise/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : tarifs	173	100%	1	24
<a href="http://www.hoteldestoisrois.ch/tourist-information/">http://www.hoteldestoisrois.ch/tourist-information/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : infos touristiques	259	100%	2	24
<a href="http://www.hoteldestoisrois.ch/index.php?id=51&amp;L=2">http://www.hoteldestoisrois.ch/index.php?id=51&amp;L=2</a>	Hotel Restaurant des Trois Rois SA - Le Locle : tarifs	173	100%	1	26
<a href="http://www.hoteldestoisrois.ch/index.php?id=51&amp;L=1">http://www.hoteldestoisrois.ch/index.php?id=51&amp;L=1</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Rates	152	100%	1	26
<a href="http://www.hoteldestoisrois.ch/index.php?id=51&amp;L=3">http://www.hoteldestoisrois.ch/index.php?id=51&amp;L=3</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Preise	33	22%	1	26
<a href="http://www.hoteldestoisrois.ch/index.php?id=73&amp;L=2">http://www.hoteldestoisrois.ch/index.php?id=73&amp;L=2</a>	Hotel Restaurant des Trois Rois SA - Le Locle : partenaires	34	100%	1	15
<a href="http://www.hoteldestoisrois.ch/index.php?id=73&amp;L=1">http://www.hoteldestoisrois.ch/index.php?id=73&amp;L=1</a>	Hotel Restaurant des Trois Rois SA - Le Locle : partenaires	34	100%	2	15
<a href="http://www.hoteldestoisrois.ch/index.php?id=73&amp;L=3">http://www.hoteldestoisrois.ch/index.php?id=73&amp;L=3</a>	Hotel Restaurant des Trois Rois SA - Le Locle : partenaires	34	100%	1	15
<a href="http://www.hoteldestoisrois.ch/1/accueil/">http://www.hoteldestoisrois.ch/1/accueil/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Home	107	100%	1	36
<a href="http://www.hoteldestoisrois.ch/1/rates/">http://www.hoteldestoisrois.ch/1/rates/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Rates	119	78%	1	36
<a href="http://www.hoteldestoisrois.ch/1/travel/">http://www.hoteldestoisrois.ch/1/travel/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Travel	252	88%	1	37
<a href="http://www.hoteldestoisrois.ch/1/galerie/">http://www.hoteldestoisrois.ch/1/galerie/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : Gallery	34	100%	2	36
<a href="http://www.hoteldestoisrois.ch/1/contact/">http://www.hoteldestoisrois.ch/1/contact/</a>	Hotel Restaurant des Trois Rois SA - Le Locle : contact	70	100%	2	36

# Broken Links

---

## Guidelines

A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop-in traffic driven to your website. Please be aware that crawler may detect a working link as broken if your website blocks our crawler from accessing it.

## Analysis

Broken Link	Status
<a href="http://www.gout-region.ch/mines.php">http://www.gout-region.ch/mines.php</a>	404 Not Found
<a href="http://www.sautdudoubs.fr/contenu.php?id=142">http://www.sautdudoubs.fr/contenu.php?id=142</a>	404 Not Found

The site encountered two broken links with status of “404 Not Found”.

## Recommendations

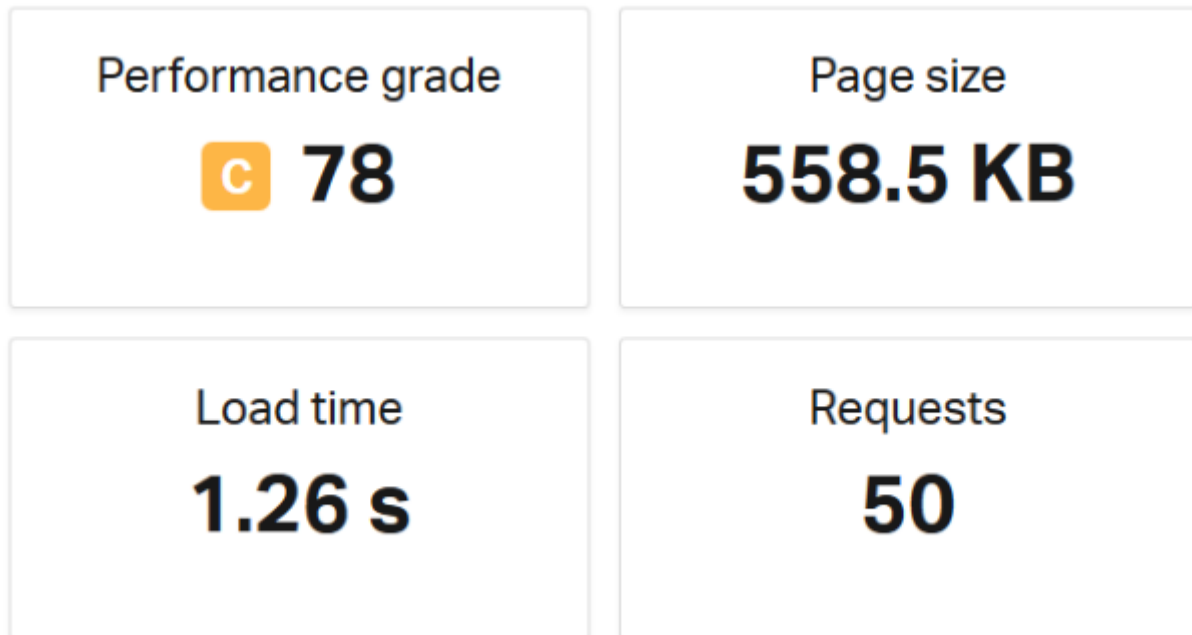
Remove the two links leading to the error page or replace it with another resource.  
Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

# Page Load Speed

## Guidelines

According to Google Webmaster Tools data a load time of 1.4 seconds is the threshold between a fast page and a slow page. That means, ideally, that every page on your website should load in 1.4 seconds or less, to receive the maximum SEO benefit for fast loading pages.

## Analysis



Content size by content type

CONTENT TYPE	PERCENT	SIZE
Image	82.97%	461.3 KB
Script	14.26%	79.3 KB
CSS	1.93%	10.7 KB
HTML	0.84%	4.7 KB
Total	100.00%	558.0 KB

Requests by content type

CONTENT TYPE	PERCENT	REQUESTS
Image	72.92%	35
Script	14.58%	7
CSS	10.42%	5
HTML	2.08%	1
Total	100.00%	48

Content size by domain

CONTENT TYPE	PERCENT	SIZE
www.hoteldestroisrois.ch	96.69%	524.6 KB
www.google-analytics.com	3.31%	18.0 KB
Total	100.00%	542.5 KB

Requests by domain

CONTENT TYPE	PERCENT	REQUESTS
www.hoteldestroisrois.ch	96.00%	48
www.google-analytics.com	4.00%	2
Total	100.00%	50

## Recommendations

The loading speed of the page is well enough but to make it even faster put JavaScript code at the bottom and reduce the size of the image file we have point out earlier.



# Website Authority

## Guidelines

Because Domain Authority is meant to be a predictor of a site's ranking ability, having a very high DA score shouldn't be your only goal. Look at the DA scores for the sites you're directly competing with in the SERPs and aim to have a higher score than your competitors. It's best used as a comparative metric (rather than an absolute, concrete score) when doing research in the search results and determining which sites may have more powerful/important link profiles than others. Because it's a comparative tool, there isn't necessarily a "good" or "bad" Domain Authority score.

## Analysis

Website Authority												
#	URL	DA	PA	TB	QB	PQ	MT	SS	OS	Age	Alexa	TC
1	<a href="http://www.hoteldestroisrois.ch">www.hoteldestroisrois.ch</a>	16	21	112	35	31%	2/10	1%	37%		0	

Main competitors in terms of on the location Website Authority Data.

Website Authority												
#	URL	DA	PA	TB	QB	PQ	MT	SS	OS	Age	Alexa	TC
1	<a href="https://www.guesthouse-lelocle.ch/">https://www.guesthouse-lelocle.ch/</a>	12	19	72	32	44%	2/10	1%	39%		0	
2	<a href="https://fleur-de-lis.ch/">https://fleur-de-lis.ch/</a>	6	10	26	24	92%	1/10	1%	43%		0	

## Recommendations

As we compare the Domain Authority and MozTrust values we can see the site we are working on is better than the others. But it does not necessarily mean the website is better than the others may be the other websites are new. The best thing to do is try to make our site optimized so that we can enhance our ranking and domain value.

# Social Media

---

## Guidelines

Social media has the potential to increase your websites exposure and generate more leads to your business. Its also a great way to establish relationships with your customers. Social media may not be a ranking factor for Google, but it can **amplify the ranking factors that Google DOES consider**.

To make the most out of social, the key is to: Make it easy for people to share your content socially, by integrating sharing features throughout your website, blog posts, etc.

## Analysis

The website is not connected with social media using the API's provided by Facebook, Google+, Twitter, or Pinterest .

## Recommendations

In order to pass to benefit from social media you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: Facebook Like Button, Facebook Share Button, Facebook Comments, Twitter Button, Google +1 Button, or Pinterest Button .

## Conclusion

---

Overall, I found that the SEO situation on <http://www.hoteldestroisrois.ch> is not satisfactory, particularly in regards to on-site SEO. The site needs deep SEO procedures as there are many items to be reevaluated. As the hotel situated in small town of Le Locle, there is no that much competition between hotels and it can easily accessible by SERP. But as a website it has to be optimized.