48.3

Your website score

Review of norfolktruckcenter.com

Generated on 2015-01-20

Introduction

This report provides a review of the key factors that influence the SEO and the usability of your website.

The report is a grade on a 100 pointscale that represents your Internet Marketing effectiveness. The Algorithm is based on 50 criteria, including search engine data, website structure, site performance and others.

Table of Contents

Iconography

Pass

Moderate

Fail

FYI

High impact

Medium impact

Low impact

Very hard to solve

Hard to solve

Easy to solve

SEO

🔍

⚠️ **Title**

⊙⊙⊙ ⚙⚙⚙

NTC - Norfolk Truck Center of Norfolk and Hampton, Virginia, VA, New and Used International Trucks, Mitsubishi Fuzo, Sales, Service and Parts.

Length: 142 character(s)

> Ideally, your title should contain between 10 and 70 characters (spaces included).
>
> Make sure your title is explicit and contains your most important keywords.
>
> Be sure that each page has a unique title.
>
> Resource: Use this snippet-optimizer to see how your titles and descriptions will look in Google™ search results.

⚠️ **Description**

⊙⊙⊙ ⚙⚙⚙

Norfolk Truck Center of Norfolk and Hampton Virginia, VA. Authorized dealer for International Trucks, Mitsubishi Fuso, Used Truck Association (UTA), Diamond Advantage, new, used, sales, parts, and service. Your truck export headquarters.

Length: 237 character(s)

> Ideally, your meta description should contain between 70 and 160 characters (spaces included).
>
> Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.
>
> Ensure that your meta description is explicit and contains your most important keywords. Also, each page should have a unique meta description relevant to the content of that page.

⊙ **Google Preview**

⊙⊙⊙ ⚙⚙⚙

> **NTC - Norfolk Truck Center of Norfolk and Hampton, Virginia, VA, N...**
> **www.norfolktruckcenter.com**/
> Norfolk Truck Center of Norfolk and Hampton Virginia, VA. Authorized dealer for International Trucks, Mitsubishi Fuso, Used Truck Association (UTA), Diamond Advan...

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

✅ **Headings**

⊙⊙⊙ ⚙⚙⚙

<H1>	<H2>	<H3>	<H4>	<H5>
3	0	0	4	0

<H1> 866.981.4617

<H1> 757.838.4241

<H1> Norfolk Truck Center

> 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.

Keywords Cloud

norfolk **17** truck **15** center **10** hampton **9** service **5** customer **5** hours **5** copeland **4** dealership **4** tidewater **4**

> 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.

Keywords Consistency

	Keywords	Freq	Title	Desc	<H>
★★★	norfolk	16	✓	✓	✓
★★★	truck	15	✓	✓	✓
★★★	center	10	✓	✓	✓
★★★	hampton	8	✓	✓	✗
★★★	hours	5	✗	✗	✓

	Keywords (2 words)	Freq	Title	Desc	<H>
★★★	truck center	10	✓	✓	✓
★★★	norfolk truck	10	✓	✓	✓
★★★	big truck	3	✗	✗	✗
★★★	truck dealership	3	✗	✗	✗
★★★	family owned	2	✗	✗	✗

	Keywords (3 words)	Freq	Title	Desc	<H>
★★★	norfolk truck center	10	✓	✓	✓
★★★	big truck dealership	3	✗	✗	✗
★★★	hours monday friday	2	✗	✗	✗
★★★	business hours monday	2	✗	✗	✗
★★★	tidewater drive norfolk	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.

Alt Attribute

We found **12** images on this web page.

11 ALT attributes are empty or missing.

http://cdn-9.psndealer.com/e2/dealersite/images/norfolktruckcenter/logo.png

http://cdn-

http://cdn-

https://www.psndealer.com/dealersite/images/Norfolktruckcenter/NTCflyer07.jpg

https://www.psndealer.com/dealersite/images/Norfolktruckcenter/EmploymentBar

> Alternative text (the alt attribute) is missing for several images. Add alternative text so that search engines can better understand the content of your images.
>
> Remember that search engine crawlers cannot actually "see" images, so the alternative text attribute allows you to assign a specific description to each image.
>
> Alternative text describes your images so they can appear in Google™ Images search results.
>
> Check the images on your website and make sure effective alternative text is specified for each image.
>
> Restrict the number of characters in alt text to 150, including spaces, and minimize the size of images to optimize your website's page load times.

Text/HTML Ratio

7%

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.

Indexed Pages

177

This is the number of pages on your website that are indexed by search engines. The more pages that are indexed, 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 the major search engines. You must also build backlinks to your site's internal pages to help search 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.

Google+ Publisher

Your website is missing a rel="Publisher" tag for linking to your Google+ Page.

Your website is missing a rel="Publisher" link to your Google+ Page. This type of authorship markup is great for your brand. It ensures that your company is featured in SERPs, as opposed to only individual authors as is common with rel="Author".

In-Page Links

We found a total of 33 link(s) including 1 link(s) to files

■ External Links: NoFollow (0%)
■ External Links: Follow (4.4%)
■ Internal Links (95.6%)

Anchor	Type	Follow
http://cdn-9.psndealer.com/e2/dealersite/images/no...	External Links	Follow
http://cumminsengines.com/b-series-agriculture#ov..	External Links	Follow
http://www.internationaltrucks.com/trucks/engines/m..	External Links	Follow
http://www.commercialwebservices.com/	External Links	Follow
Guest Book	Internal Links	Follow
OEM Promotions	Internal Links	Follow

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

Broken Links

We found **1** broken links on this web page

URL	Status	Code
http://www.norfolktruckcenter.com/specials.asp%20%3..	Bad Request	400

There are broken internal links on your site that need to be fixed.

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. Take the time to replace or remove each one.

Backlinks Counter

94

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.

WWW Resolve

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

Great, your website directs www.norfolktruckcenter.com and norfolktruckcenter.com to the same URL.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

IP Canonicalization

Yes

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.norfolktruckcenter.com/robots.txt

Great, your website has a robots.txt file.

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

Click here to check your robots.txt file for syntax errors.

XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google™ Webmaster Tools and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

URL Rewrite

Warning! We've detected parameters in a significant number of URLs.

Consider rewriting your URLs.

Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

We have detected underscores in this URL and/or in your in-page URLs.

http://www.norfolktruckcenter.com/service_request.asp

http://www.norfolktruckcenter.com/service_form.asp

http://www.norfolktruckcenter.com/parts_01.asp

http://www.norfolktruckcenter.com/event_calendar.asp

http://www.norfolktruckcenter.com/photo_gallery.asp

http://www.norfolktruckcenter.com/customer_survey.asp

We have detected underscores (these_are_underscores) in this URL and/or in your in-page URLs. You should rather use hyphens (these-are-hyphens) to optimize your SEO.

While Google™ treats hyphens as word separators, it does not treat underscores as word separators.

Blocking Factors

✓ **Flash:** No

✓ **Frames:** No

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 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.

Domain Registration

✓ Created 16 years ago

✓ Expires in 6 years

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). Consider buying a second-hand domain name.

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.

Blog

We have not found a Blog on this website.

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.

Related Websites

URL	Pages	Backlinks	PR	Score
http://soarr.com	222k	694k	-	59.5
http://trucksystem.com	95k	136k	-	-
http://esvachamber.org	19k	130k	-	-
http://cranecarrier.com	638	4k	-	-

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to learn more about your competitors' web marketing strategies.

URL	Pages	Backlinks	PR	Score
http://soarr.com	222k	694k	-	59.5
http://trucksystem.com	95k	136k	-	-
http://esvachamber.org	19k	130k	-	-
http://cranecarrier.com	638	4k	-	-

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

Fast

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.

Mobile Optimization

This web page is super optimized for Mobile Visitors

✗ Mobile CSS   ✓ Mobile Redirection

Additional mobile optimization techniques:

✓ Meta Viewport Tag   ✓ Apple Icon   ✓ Flash content

Optimize the mobile experience even further with the following options:

- Mobile CSS
- Meta Viewport Tag
- Apple Icon
- Mobile Redirection
- No Flash content

Usability

URL

http://norfolktruckcenter.com

Length: 18 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

Great, your website has a favicon.

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

Great, we found a Conversion Form on this page.

There are different types of conversions, such as: getting the email address of your visitors, requesting your visitors to fill in a form or closing an online sale. Converting visitors into prospects/clients is probably the most important target for your website. So, it is important that you optimize your website to boost conversions.

Above the Fold Content

Place the most important content **above the fold line**.

When designing your homepage, make sure that your most important content is placed above the fold (the top section, which is visible without scrolling).

Tip: Check Google Analytics to find out what the most common screen resolutions are among your site visitors.

Page Size

43.9 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

0.31 second(s) (140.36 kB/s)

Your website is fast. Well done.

Site speed is becoming an important factor for ranking high in Google™ search results and enriching the user experience.

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

Monitor your server and receive SMS alerts when your website is down with a web monitoring service.

Language

Declared: Missing

Detected: *English*

You have not specified the language. Use the META Language Attribute to declare the intended language of your website.

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").

Printability

We could not find a Print-Friendly CSS

This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.

It is just another way to provide a rich user-experience.

Metadata

og description   og image   og title   og url

Metadata is used to generate Rich Snippets in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Google™ supports rich snippets for the following content types: Reviews, People, Products, Businesses and Organizations, Recipes, Events and Music. If your website covers one of these topics, then we suggest that you annotate it with Schema.org using microdata.

Domain Availability

Domains (TLD)	Status	
norfolktruckcenter.net	Expires in 7 years	🔒
norfolktruckcenter.org	This domain is booked	🔒
norfolktruckcenter.info	Available. Book it now!	✓
norfolktruckcenter.biz	Available. Book it now!	✓
norfolktruckcenter.eu	Available. Book it now!	✓

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

Typo Availability

Domains (TLD)	Status	
borfolktruckcenter.com	Available. Book it now!	✓
nirfolktruckcenter.com	Available. Book it now!	✓
noefolktruckcenter.com	Available. Book it now!	✓
nordolktruckcenter.com	Available. Book it now!	✓
no4folktruckcenter.com	Available. Book it now!	✓
norfolktruckcent4r.com	Available. Book it now!	✓

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

Email Privacy

Good, no email address has been found in plain text.

Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.

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

Great, your website is safe.

No evidence of phishing and/or malware has been detected.

Technologies

⚙

◉ **Server IP**

64.73.56.197

Server location: 🇺🇸 Madison

> 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**

🎨 Google Font API   Font script

IIS IIS   Web server

jQuery   JavaScript framework

Microsoft ASP.NET   Web framework

Windows Server   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.

✗ Too bad, your website is using nested tables, which can slow down page rendering.

✗ Too bad, your website is using inline styles.

✓ Perfect, your website has few CSS files.

✓ Perfect, your website has few JavaScript files.

✗ Too bad, your website does not take 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**

◉◉◉ ⚙⚙⚙

We didn't detect an analytics tool installed on this website.

> 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: 209 Errors, 155 Warning(s)

> Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.
>
> To find the detected errors, run the W3C validation service, or check Validator.nu to make sure you don't miss an error.
>
> W3C is a consortium that sets web standards.

Doctype

HTML5

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

Encoding

You didn't specify any encoding.

> Language/character encoding is not specified, this may cause problems with the rendering of special characters.

Deprecated HTML

Deprecated tags	Occurrences	Tips
<center>	1	Replace with CSS
<font>	13	Replace with the font and color style propertie
<u>	2	Replace with the text-decoration CSS property

> Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.

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.

Social

Social shareability

This website is not popular on Social Platforms.

👍 Facebook Likes   0

ⓕ Facebook Shares   0

💬 Facebook Comments   0

🅖 Google™ +   0

🐦 Twitter Backlinks   0

> The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing.
>
> 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

Not found

> 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.

Google+ Page

Not found

> This page is your business listing in Google+. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider managing your profile with Google My Business (formerly Google Places).

Local ⚲

Local Directories

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.

Visitors

👤

❌ **Traffic Estimations**

🔵 Very 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**

13,140,730th most visited website in **the World**

> 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.